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UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
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Chittagong, Bangladesh
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Item 5 of the Provisional Agenda

**GENERAL PROGRAMME OF WORK 2016-2017 AND 2018-2019 AND
REGIONAL ACTIVITIES**

General Programme of Work 2016-2017

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions for Asia and the Pacific the document on the activities carried out in the framework of the General Programme of Work within the period under review.

General Programme of Work for 2016-2017

Introduction

1. This report presents a summary of the activities carried out by the Organization from August 2016 to February 2017. It is the chronological continuation of document CE/104/5(a) presented at Luxor, Egypt, in October 2016.
2. Annexes hereto include: [Annex I](#): UNWTO activities in the United Nations system; [Annex II](#): Silk Road activities, etc.) and [Annex III](#): Authorizations granted for the use of the UNWTO logo.

Competitiveness and quality

A. Sharing knowledge and experiences and building capacity

3. The link between wine tourism and culture, history and lifestyle and the contribution of this segment to the development of the sector was widely discussed during the **1st UNWTO Global Conference on Wine Tourism** held in the Kakheti region in Georgia. During three days (7-9 September 2016) the event convened over 200 participants including policymakers and tourism experts from nearly 50 countries. In the last decade, wine tourism has become a key component of gastronomy tourism and a pillar in the strategies of diversification of many destinations. More information [online](#), including the [Georgia Declaration on Wine Tourism](#). In line with this event, UNWTO is developing a Wine Tourism Prototype in Spain. The Prototype includes an analysis of wine tourism, in comparison with other tourism segments, and the design of an innovative product development model focused on the integration of the wineries into the cultural, economic, social and environmental heritage of their area of influence.
4. The **UNWTO Regional Workshop for Africa: "Keys to Success in Quality Product Development in Tourism Destination"** held in Addis Ababa, Ethiopia, on 15-17 September 2016 mainly focused on the ways to achieve success in quality product development in tourism destinations in Africa. The Workshop provided a global insight into the positioning of African destinations along with the new dynamics and trends in the overall marketplace and tried to set a shared vision and dialogue for adapting to change. It also explored the ways of how innovation can stimulate new products, niche markets. More information [online](#).
5. Tourism and sports are two social phenomena in the 21st century that mobilize millions of people over the world. Together, the two sectors also represent one of the most powerful economic driving forces of society today with enormous potential to generate a very wide range of economic spin-offs. In this context, UNWTO organized the **International Conference on Tourism and Sports** jointly with the Ministry of Culture, Tourism and Sports in Da Nang City, Viet Nam, from 23 to 25 September 2016. More information [online](#).
6. Egypt hosted in Cairo (25-29 September 2016) the **UNWTO Capacity Building Workshop on Crisis Management**, co-organized with the UNWTO.Themis Foundation. This provided participants with knowledge, skills and a forum for discussion and reflection on the various crisis management tools so that, by the end of the course, they will be able

to plan and implement crisis management plans that mitigate the impact of crisis situations and accelerate recovery.

7. The World Tourism Organization (UNWTO) and the European Bank for Reconstruction and Development (EBRD) in cooperation with the Ministry of Tourism and Antiquities of Jordan organized a **regional conference on 'Investing in Tourism for an Inclusive Future: Challenges and Opportunities'**. The Conference took place in the world heritage city of Petra, Jordan, on 26-27 October. The Conference drafted the [Petra Declaration](#) on Investing in Tourism for an Inclusive Future. More information [online](#).
8. Malaysia hosted the **4th edition of the World Tourism Conference (WTC)** in Penang (17-19 October 2016) jointly organized between UNWTO and the Ministry of Tourism and Culture Malaysia (MOTAC). Under the theme "Tourism Delights: Delivering the Unexpected", the Conference focused on strategies to enhance the visitors experience under the principle of "tourists first". The round tables on 'Tourism a Sunrise Industry?' and 'Tourism Experiences: Breaking New Grounds' debated tourism trends beyond 2030 as well as how to reinvent the sector with a customer-oriented focus. More information [online](#).
9. UNWTO, the Pacific Asia Travel Association (PATA) and the People's Government of Guilin of China held on 20-22 October the **10th UNWTO/PATA Forum on Tourism Trends and Outlook**. The theme of this special 10th anniversary edition was "Tourism 10:10 - Looking back to look forward". With the collaboration of the Hong Kong Polytechnic University, a UNWTO Affiliate Member, the Forum has become over the last 10 years a reference platform on global and regional tourism trends. More information [online](#).
10. The **5th UNWTO City Tourism Summit** in Luxor, Egypt, gathered around 400 experts from 40 countries to discuss the theme "Cities: Local culture for a global traveller". The event, organized by UNWTO and the Ministry of Tourism of Egypt, back-to-back with the **104th UNWTO Executive Council**, concluded on the importance of ensuring urban planning and city tourism development are fully coordinated. Authenticity, local culture, the engagement of local communities and the use of technology were pointed out as key success factors for city tourism. More information [online](#).
11. Ministers of Tourism from nearly 60 countries and industry leaders gathered at the Ministers' Summit organized by UNWTO and World Travel Market in London (9 November 2016). The **10th edition of the Ministers' Summit** was held under the title "**Tourism and Security: Promoting Safe and Seamless Travel**". 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. More information [online](#).
12. The **Regional Executive Training on Crisis Communication in Tourism** organized by UNWTO and the UNWTO.Themis Foundation (Khartoum, Sudan, 15-17 November, 2016), brought together nearly 60 communications professionals from eleven African countries. During three days, participants increased their capacities on crisis communications preparedness and management and exchanged experiences in managing crises. More information [online](#).
13. UNWTO and the European Travel Commission (ETC) co-organized a working session with European countries to discuss **crisis communications in tourism**. The event was held at UNWTO headquarters in Madrid. One of the goals of the meeting was to advance crisis

communications coordination and preparedness for all destinations. The meeting discussed crises of different types, ranking from natural disasters to political instability and health-related pandemics.

14. In the context of FITUR 2017, the **8th Tourism Investment and Business Forum for Africa (INVESTOUR)** was held with a new format designed to promote participation in discussions that produce ideas on how to increase the potential of African tourism at the regional and global levels. It features two round tables on the themes “Technology and the design of new tourism products” and “Skills development, youth and woman employment in tourism”. More information [online](#).
15. The **Fifth Annual Ministerial Roundtable on the Current State and Future of Tourism in the Middle East and North Africa** - jointly held with the Casa Árabe – was held within the framework of FITUR (19 January 2017). The discussion revolved around the dual themes of the industry’s resilience in the face of ongoing and evolving geopolitical and security challenges, as well as short-term prospects and strategies to enhance the resilience of the tourism sector to external shocks.
16. Two successive meetings of the **UNWTO Committee on Tourism and Competitiveness (CTC)** – (a) 5th Face-to-Face Meeting (20 January 2017) and (b)) 5th Virtual Meeting (2 March 2017) – provided a follow-up on the progress already achieved by the Committee. During both meetings, the CTC members reviewed the working document which outlined the potential lines of action regarding the draft list of quantitative and qualitative factors for destination competitiveness and discussed the list of definitions on some of the selected tourism types. The Chair also presented a proposal for the work plan to be put in place for the period of 2018-19 which mainly focuses on developing technical guidelines with the aim of assisting the UNWTO Members in their efforts to measure the competitiveness factors which they consider relevant to their situation. Once consensus is reached amongst its members, the CTC will submit the definitions on the prioritized tourism types to the statutory bodies of the Organization for endorsement.
17. The **UNWTO Committee on Statistics and Tourism Satellite Account (CSTSA)** held its 17th meeting (UNWTO Headquarters, Madrid, Spain, 24-25 January 2017) engaging over 50 representatives from 18 UNWTO Members States as well as Canada and Sweden, various UNWTO Affiliate Members and other representatives from academia, the private sector, regional tourism administrations and tourism observatories, in addition to the UN Statistics Division (UNSD), ILO, OECD and Eurostat. The primary focus of the discussions was on the work towards a Statistical Framework for Measuring Sustainable Tourism which received enthusiastic support.
18. 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. In this regard, the World Tourism Organization (UNWTO) has been working since 2011 on the development of an international convention to protect tourists and ensure confidence in the tourism sector, an initiative now in its final phase. The **11th meeting of the Working Group on the International Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers’** took place on 28-29 March 2017. The meeting was focused on advancing the draft Convention by incorporating the comments of UNWTO Member States received in the framework of the Public Consultation made between August and November 2016 together with the comments of members of the

Working Group. In view of the eventual consideration, approval and adoption of the Convention at the 22nd session of the General Assembly in Chengdu, China, the Secretariat has prepared a set of special guidelines for the adoption of draft UNWTO Conventions by the General Assembly (more information in the aforementioned item 7 document).

19. UNWTO and Algeria launched the **Regional Capacity Building Programme on Tourism Statistics** for the period 2017-2019 covering a series of three workshops and a regional seminar. The first workshop was held on 13-15 February 2017 in Algiers. It gathered over 80 participants from 15 African countries. The three-day workshop was organized in a structured manner with harmonized support material to guide countries in better understanding the current status of their national [Systems of Tourism Statistics](#). The workshop fostered collaboration and cooperation between the countries' institutions involved with tourism statistics mainly NTAs, NSOs, central banks and immigration. More information [online](#).
20. Advancing and shaping a tourism model for the 21st century based on innovation, technology, sustainability and accessibility were the aims of the **World Conference on Smart Destinations** held in Murcia on 15-17 February, organized by UNWTO, the Ministry of Energy, Tourism and Digital Agenda of Spain, and the Region of Murcia. 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. More information [online](#).

B. Data, research and guidance

21. **UNWTO World Tourism Barometer**. Three volumes were released in the period of reference: September 2016, November 2016 and January 2017 that includes preliminary full year results for international tourism in 2016 based on data for international overnight visitors, as well as an outlook for 2017 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. More information [online](#).
22. **European Union Short-Term Tourism Trends**. This release is the first one in 2017 of a regular reporting on European Union Short-Term Tourism Trends by UNWTO as part of an agreement with the European Commission. Based on preliminary data available in January 2017, this is a first assessment of the trends regarding International Tourist Arrivals (overnight visitors) in the EU in 2016. More information [online](#).
23. The **UNWTO/GTERC Asia Tourism Trends 2016 Edition**, the third annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. Tourism is a reflection of the socio-economic conditions of the region whose GDP has been growing much faster than the world's average. More information [online](#).
24. Translation into English: **Practical Guidelines for the Integrated Quality Management in Tourism Destinations** is intended to offer a comprehensive and pragmatic approach to the improvement of quality of tourism destinations, and the components that go into it. The handbook is a perfect tool for tourism managers, planners, academics, professionals, entrepreneurs and decision-makers. It clarifies and reflects upon tourism concepts with the aim at actualizing knowledge, learning from practical experiences and develops basic tools for improving quality at tourism destinations. More information [online](#).

25. UNWTO manages the most comprehensive statistical database on the tourism sector. This gives rise to the ***Compendium of Tourism Statistics - 2017 Edition*** that provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. It presents data for 201 countries from 2011 to 2015, with methodological notes in English, French and Spanish. More information [online](#).
26. ***The Yearbook of Tourism Statistics - 2017 Edition*** complements the Compendium and focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. It presents data for 198 countries from 2011 to 2015, with methodological notes in English, French and Spanish. More information [online](#).

Sustainability and ethics

A. Sharing knowledge and experiences and building capacity

27. Leading up to World Tourism Day, the island of Aruba hosted the ***Happiness 360 Conference World Tourism Aruba***, an international symposium in partnership with the World Tourism Organization (UNWTO), on 13-14 September, highlighting industry trends and synergies between tourism, culture and happiness. More information [online](#).
28. Reaching universal accessibility in tourism is a shared responsibility of all parties involved in the tourism value chain, as well as a business opportunity for companies and destinations. About 500 delegates from 60 countries have convened in Bangkok, Thailand (27 September 2016), to take part in the Official Celebrations of the ***World Tourism Day this year dedicated to the theme 'Tourism for all: Promoting Universal Accessibility.'*** Policy frameworks, capacity building, business strategies and awareness raising have been some of the areas tackled during the week of events that commenced on the 26th September with a 'Tourism and the Media' Session. More information [online](#).
29. The ***38th Plenary Session of the UNWTO Affiliate Members*** took place in Yerevan, Armenia between 1 and 4 October 2016. The meeting discussed the latest tourism trends, public-private collaboration and promoting good practices in the sector. The event was held in parallel with the ***43rd UNWTO Affiliate Members Board meeting***, which adopted the [Affiliate Members 2017 Action Plan](#). This year's session comprised debates on the key issues shaping the 2017 Action Plan: the future of tourism, cultural tourism, city tourism and the International Year of Sustainable Tourism for Development, 2017. More information [online](#).
30. Religious heritage tourism is today an international phenomenon, involving thousands of people of different nationalities from around the world. A conference on ***Religious Heritage and Tourism: "How to increase religious heritage tourism in a changing society"*** (5-7 October, Utrecht, the Netherlands), discussed how religious heritage sites enrich the attractiveness of destinations and how they drive international tourism and economic growth. More information [online](#).
31. UNWTO, together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the ***International Silk Road Conference on Nomadic Tourism and Sustainable Cities*** in Ulaanbaatar, Mongolia, on

13-15 October 2016. The conference gathered Ministers and high-level officials from nine UNWTO Silk Road Member States, official representatives from Silk Road regions, the United Nations Educational, Scientific and Cultural Organization (UNESCO), and UNWTO Affiliate Members to address the potential of nomadic and sustainable city tourism. More information [online](#). All Silk Road activities are reported in [Annex V, B](#).

32. An integral component of Mediterranean trade and culture, the Phoenicians' Route, links three continents, 18 countries and more than 80 towns. With the aim of revitalizing this itinerary as a tourism route, UNWTO, the Ministry of Tourism of Lebanon and Council of Europe launched the **Phoenicians' Route Cultural Tourism Programme**, which integrates public and private sector. During an event organized in the framework of the World Travel Market (7 November 2016), participants discussed the development and marketing of three pilot cultural tourism itineraries along the Phoenicians' Route. More information [online](#).
33. Policy experts and statisticians specialized in sustainable development, environment and tourism gathered to agree on the way forward in developing a statistical framework for sustainable tourism. The meeting was held at UNWTO headquarters in Madrid last 20-21 October. The **first meeting of the Working Group of Experts on Measuring Sustainable Tourism (MST)** 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. More information [online](#).
34. The role of tourism in implementing the Paris Agreement was on the table on the occasion of the 22nd Session of the UNFCCC Conference of Parties (COP22). The **International Symposium of the Sustainable Tourism Programme of the United Nations 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)**, held during COP 22, discussed how to advance Sustainable Tourism in a Changing Climate. The Symposium aimed at increasing awareness on tourism and climate change-related issues and encouraging the sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda. More information [online](#).
35. The World Tourism Organization and the Ministry of Tourism of the Republic of Bulgaria jointly hosted the **International Congress on World Civilizations and Creative Tourism** on 29 November - 1 December 2016 in Sofia, Bulgaria. The Congress discussed how creative tourism can play a significant role in safeguarding and promoting tangible and intangible heritage as well as in generating socio-economic benefits. In 2015, almost 1.2 billion international tourists travelled the world and UNWTO forecasts continued growth in the years to come. UNWTO estimates that cultural tourism accounts for around 40% of all international tourist arrivals as per the report "Tourism and Culture Synergies". More information [online](#).
36. UNWTO, Amadeus IT Group, and the Ministry of Tourism of Kenya signed an agreement at WTM London 2016 aimed at promoting **inclusive local economic growth through travel and tourism** by providing youth and women of underprivileged communities with access to employment and entrepreneurship opportunities. The kick-off meeting of the pilot project took place in Nairobi in December 2016 in order to start developing a training curriculum under the leadership of Utalii College.

37. Nearly 600 participants attended the **Official Launch of the International Year of Sustainable Tourism for Development 2017** (FITUR, Madrid, Spain, 18 January). More information in document CE/105/3(d) and on the website of the Year: www.tourism4development2017.org/
38. Guanajuato's State Ministry of Tourism (Mexico), Carlson Rezidor Hotel Group (Belgium), Govardhan Ecovillage (India) and Dutch Travel Trade Association (Netherlands) were the winners of the **13th Edition of the UNWTO Awards for Excellence and Innovation in Tourism**. Nearly 150 initiatives from 55 countries applied for this edition. The UNWTO Awards paid tribute to the commitment of the tourism sector towards sustainability and innovation. The winning projects were announced during the UNWTO Awards Ceremony in the International Tourism Trade Fair (FITUR) in Madrid on 18 January 2017. Tony Wheeler and Maureen Wheeler, founders of the widely-known Lonely Planet Publications have received the 13th UNWTO Lifetime Achievement Award. The prize is conferred every year to individuals with visionary leadership and significant contributions to the global tourism sector. More information [online](#).
39. The Jury of the World Committee on Tourism Ethics (WCTE) awarded Ilunion Hotels with the **UNWTO Ethics Award**, created as a new category of UNWTO Awards. Its aim is to recognize tourism companies which have signed the *Private Sector Commitment to the Global Code of Ethics in Tourism* for their achievements in implementing the principles of the Code and developing solid Corporate Social Responsibility (CSR) actions. More information [online](#).
40. The draft text of the **Framework Convention on Tourism Ethics**, which aims at converting the Global Code of Ethics for Tourism into a legally binding treaty, has been thoroughly revised by the special Working Group established for this purpose by the Secretary-General as requested by A/RES/668(XXI). The Working Group agreed not to make changes to the core principles of the Code of Ethics as these were already approved by the General Assembly in 1999 and have received wide international acceptance. The Members of the Executive Council have been invited to submit their comments to the text and participate in the third meeting of the Working Group to be held on the 12 and 13 May in order to finalize a draft text that could be submitted to the General Assembly. The set of special guidelines for the adoption of draft UNWTO Conventions by the General Assembly will also apply to the consideration, approval and adoption of this Convention if endorsed by the Executive Council and approved by the 22nd session of the General Assembly in Chengdu, China.
41. In November 2016, the International Standardization Agency (ISO) approved a proposal submitted by UNWTO and its partners, the ONCE Foundation and the Spanish Standardization Agency (UNE), to develop a comprehensive **International Standard on Accessible Tourism for All** with concrete recommendations and requirements for the whole tourism value chain. A multi-stakeholder expert Working Group, chaired by UNWTO, was established under the aegis of ISO/TC228 to develop this project in the coming two to three years. The first meeting of the Working Group took place in Madrid in February 2017.

B. Data, research and guidance

42. **The tourism sector and the SDGs. Responsible tourism, a global commitment.** UNWTO and the United Nations Global Compact Initiative Spain joined forces in a project titled "Responsible tourism, a global commitment" that engaged 13 Spanish tourism

entities. The aim of the project has been for tourism companies and trade associations to promote a tangible and lasting commitment to the ethical principles of responsible and sustainable tourism through their Corporate Social Responsibility (CSR) activities. Report available [online](#) in English and Spanish.

43. ***Contribution of Islamic Culture and its Impact on the Asian Tourism Market*** highlights the influence of Islamic culture on Asian history and heritage and the potential of the emerging market for Islamic tourism. The publication outlines characteristics of the Islamic tourism market in Asia and the Pacific featuring 19 country monographs and case studies. Political, economic and socio-cultural dimensions of Islamic tourism in the region are outlined in each monograph. Report available [online](#).
44. The report of the conference ***Tourism – A Catalyst for Tourism Development, Peace and Reconciliation***, held in Passikudah, Sri Lanka, on 11–14 July 2016, summarizes the four major themes discussed during the event: the close links between tourism, peace and reconciliation; the position and contribution of local communities in the development of “peace sensitive tourism”; the potential of public-private partnerships with small and medium-sized enterprises in the development of tourism in areas recovering from conflict; and marketing and re-branding of post-conflict destinations. More information [online](#).
45. The publication ***Tourism and Culture Partnership in Peru: Models for Collaboration among Tourism, Culture and Community*** analyses the importance of collaboration among three essential elements for the sustainable development of tourism destinations: tourism, culture and the community. Starting with a general framework, this book explores the subject by studying the case of Peru, as a country that has distinguished itself in its links to cultural tourism and in the tourism management of its heritage. More information [online](#).
46. Translation into English: *Module I: Definition and Context* of the ***Manual on Accessible Tourism for All: Principles, Tools and Good Practices***, co-produced with the ONCE Foundation and the European Network for Accessible Tourism (ENAT). This publication is intended to provide stakeholders with a useful tool to understand the needs of the tourism sector in terms of accessibility, the profile of its direct and indirect beneficiaries, as well as the competitive advantages that accessibility for all entails. More information [online](#).
47. The World Committee on Tourism Ethics (WCTE), the independent and impartial body responsible for overseeing the implementation of the Global Code of Ethics for Tourism, convened for its 18th meeting in February 2017. The Ethics Committee adopted a set of ***Recommendations on the responsible use of ratings and reviews on digital platforms*** related to the tourism sector. More information [online](#).
48. ***Supporting Tourism for Development in Least Developed Countries***: Produced together with the International Trade Centre (ITC) and the Enhanced Integrated Framework (EIF) a multi-donor trust fund, which provides financial and technical support to build trade capacity in all LDCs, the publication provides: (a) a better understanding how the inclusion of tourism in trade export strategies can help leveraging technical assistance through Aid for Trade (AFT) resources; (b) a roadmap for making tourism part of an inclusive and sustainable growth strategy for LDCs. More information [online](#).
49. UNWTO continued the successful expansion of the ***UNWTO International Network of Sustainable Tourism Observatories (INSTO)***, as crucial elements to monitor tourism

development and ensure the sustainability of the tourism sector. As of December 2016, INSTO comprised 16 observatories. Indonesia joined INSTO, in September 2016, with the opening of three sustainable tourism observatories, which positioned Indonesia as a sub-regional hub for sustainable tourism practices. It was followed by the Croatian Sustainable Tourism Observatory (CROSTO), which became a member in October 2016. This Observatory, hosted by the Institute for Tourism in Zagreb, is responsible for monitoring sustainable tourism in the Adriatic Croatia. The latest member, The Blue Community Observatory hosted by the USF Patel College of Global Sustainability (PCGs) of the University of South Florida, USA, joined the network in December 2016. This Observatory monitors the impact of tourism in parts of the Pinella and Manatee Counties, two popular tourist destinations in Florida. More information on INSTO is available [online](#).

50. The first and second editions of the “**UNWTO on the ground**” are available online: [Issue 1](#) and [Issue 2](#). A brochure on “**Making tourism a tool to fight poverty: ten years of the ST-EP Initiative**” is also available [online](#).

Annex I: UNWTO activities in the United Nations system

Introduction

1. The World Tourism Organization (UNWTO) has continued forging strong links with the United Nations (UN) and its relevant entities and institutions, including but not limited to the UN General Assembly (UNGA) and its subsidiary bodies, the Economic and Social Council (ECOSOC) as well as various inter-agency mechanisms and networks. The present report provides a summary of the main activities, including those of UNWTO's New York and Geneva Liaison offices, with regard to the UN system.

A. Participating in UN system substantive issues and activities

UNWTO has continued to actively participate in relevant intergovernmental and inter-agency meetings and events held at UN Headquarters in New York, including the ongoing sessions of 71st session of the UN General Assembly (UNGA 71), which included, among others, meetings of the six UNGA Committees and UNGA Fifth Review of the UN Global Counter-Terrorism Strategy. UNWTO was also present at the 2016 High-Level Segment of ECOSOC; preparatory meetings of major international conferences, including among others, HABITAT III, held in Quito, Ecuador in October 2016; the Global Conference on Sustainable Transport held in Ashgabat, Turkmenistan, on 26-27 November 2016 and the forthcoming Oceans Conference for the Implementation of SDG 14, to be held in New York in June 2017.

Among the numerous resolutions adopted during UNGA 71, three resolutions had direct relevance to tourism, namely: "Promotion of Sustainable Tourism, including ecotourism, for poverty eradication and environment protection" (A/RES/71/240), "New Urban Agenda" (A/RES/71/256) and "Sustainable Mountain Development" (A/RES/71/234).

In the margins of the Third UN Conference on Human Settlement (HABITAT III) held in Quito, Ecuador, UNWTO organized together with Ministry of Tourism of Ecuador de Turismo and CELTH Centre for Expertise – Leisure, Tourism & Hospitality a joint side event entitled *Sustainable Tourism on the New Urban Agenda*. The event was aimed at public authorities, urban planners, and interested stakeholders on the important role of placing sustainable tourism in the new urban agenda which ensures that cities, local citizens and stakeholders are prepared to adopt to the fast paradigm of change.

UNWTO continues being the coordinating body of the UN System in Spain. The Spanish Ministry of Foreign Affairs and Cooperation (MEAC) has officially appointed the UNWTO Secretary-General as Dean of International Organizations in Spain. Following the decision, a meeting with all International Organizations was held in at UNWTO Headquarters on 10 October 2016. In addition, UNWTO and the 13 members of the UN offices represented in Spain came together in January 2017 to organize a seminar to review the outcomes of HABITAT III and assess the opportunities and potential implications on Spanish national and local stakeholders.

UNWTO participated in the International Symposium and Annual Conference of the 10YFP Sustainable Tourism Programme (STP) from 10-12 November 2016 that was hosted by the Ministry of Tourism of Morocco as a side-event of the twenty-second session of the Conferences of Parties (COP22) of the **UN Framework Convention on Climate Change (UNFCCC) and organized by the 10YFP STP**. The event aimed at increasing awareness on tourism and climate

change-related issues and encourages the sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda.

From 3-6 December 2016, UNWTO participated in the UN Biodiversity Conference COP13 in Cancun Mexico, which resulted in the Cancun Declaration on “Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-being”.

At the International Travel Forum (ITF) annual consultation meeting of OECD held from, 14-15 December 2016, UNWTO was present with other international organizations to discuss the shaping of the 2017 annual summits themes of the ITF, which included Decarbonizing Transport, Governance of Transport and Transport Safety and Security.

B. Participating in UN meetings

UNWTO hosted the 1st Meeting of the UNSD-UNWTO Working Group on Measuring Sustainable Tourism at its Headquarters in Madrid, from 20-21 October 2016. As part of UNWTO’s initiative Towards a Statistical Framework for Measuring Sustainable Tourism (MST), which is being developed since 2015, there is support of the UN Statistical Division and the engagement of Austria, Fiji, Italy, Mexico, The Netherlands and Cardiff University (Wales).

UNWTO participated in the Inter-Agency Support Group (IASG) meeting on disability, held on 2 November 2016. The meeting was informed that preparations were underway for the Conference of State Parties, in New York, from 13-15 June 2017. Following the meeting, the “Manual on Accessible Tourism for All: Principles, Tools and Good Practices”, prepared by UNWTO, was circulated among IASG members.

On 5 December 2016, UNWTO participated in the High Level Panel Discussions on “Targeting Heritage: in search of new paradigms – save heritage through dialogue” within the framework of the “Unite4Heritage” campaign of the United Nations Educational, Scientific and Cultural Organization (UNESCO). A presentation was made by UNWTO on its position about the promotion and protection of heritage through dialogue and tourism as well as about joint effort for resilience in cultural tourism in affected countries.

UNWTO was present in the “One-Belt-One-Road inclusive and sustainable city exhibition and dialogue” hosted by the United Nations Industrial Development Organization (UNIDO) and co-organized by the Finance Centre for South-South Cooperation, Hong Kong, China from 17 - 21 October 2016 in Vienna.

In July 2016, UNWTO took part in a meeting of the Committee on Trade and Development (CTD) of the World Trade Organization (WTO) in a session on the Small Economies Work Programme with a focus on tourism. Discussions touched on tourism’s value chains and recognized tourism as an important services export, which can support small economies with their economic development strategies.

At the World Export Development Forum, a flagship event of the International Trade Centre (ITC) held in Colombo, Sri Lanka on 13 October 2016, UNWTO was represented at the plenary session on Authenticity: The New Tourism Destination. The joint work between UNWTO and ITC on building tourism export strategies across the full value chain was presented, underlining how authenticity provides an opportunity for a more inclusive growth, allows the country to reposition itself and create new demand stimulating links to new segments of customers.

UNWTO took part in the WTO workshop “Promoting Connectivity – Exploring the Services Dimension” on 17 October 2016. The workshop discussed the need to address both restrictive policies and poor regulatory environments, which hinder the development of competitive services sectors. ICT and digital technology, such as electronic visas, also offered opportunities to resolve travel facilitation bottlenecks.

In October 2016, UNWTO was present at the First Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy organized and led by UNCTAD. Attention to tourism was given in the round table “Engaging stakeholders for the achievement of the Sustainable Development Goals – leaving no consumer behind”. On the first gathering of the IGE, an advance version of the Manual on Consumer Protection was launched. Tourism has a dedicated paragraph under Chapter 8, where several international cooperation practices are addressed.

In December 2016, UNWTO participated in a full day focus group meeting on the Global Initiative on Decent Jobs for Youth. The Global Initiative is the first-ever, comprehensive United Nations system-wide effort for the promotion of youth employment worldwide. It brings together the vast global resources and convening power of the UN and other global key partners to maximize the effectiveness of youth employment investments and assist Member States in delivering on the 2030 Agenda for Sustainable Development.

C. CEB and its subsidiary structure working groups

The regular sessions of the CEB (Chief Executive Board), HLCP (High-level Committee on Programmes) and HLCM (High-level Committee on Management) sessions included the participation of UNWTO, while the work UN Development Group (UNDG) was followed remotely.

UNWTO chaired a session in November 2016 of the UNDSS Security Management Team Meeting for Spain in its headquarters, dealing with implementation of UN policies and relations and support on security by the Spanish authorities. UNWTO also attended as Designated Official for Spain the IASMN Steering Group held in Valencia (9-10 November) on the review of the Framework of Accountability for the United Nations Security Management System (UNSMS).

UNWTO attended the CEB/HLCM/FBN/Task Force on Accounting Standards on 14 October 2016 in Montreal, Canada dealing in particular with Revenue and Non-exchange Expenses projects, IPSAS-compliant treatment of Control, Joint control or Influence Arrangements in the UN System, ASHI accounting and valuation methodologies, and Co-ordination of Accounting Diversity.

UNWTO also participated at the CEB/HLCM/FB Finance and Budget Network through a video Conference meeting on 21 November 2016, dealing with Management and funding of the ASHI liability, quantifying the cost of oversight and accountability mechanisms in the UN system, and jointly financed security costs for the UN system. Other contributions in the finance area includes the review of outputs produced by the UN working group on Treasury, the provision of budgetary and financial statistics to the UN “Annual CEB Statistical Reporting”, and the reply to UN surveys on budget and finance and administration issues.

UNWTO implemented the changes in the UN compensation package approved by the 103rd Executive Council, which were presented to UNWTO staff with details and explanations in September 2016. The CEO of UNJSPF (United Nations Joint Staff Pension Fund) and the Pension Board were contacted to accelerate payments and improved service/provision of information following change of IT system at the UN pension fund, which resulted in abnormally high delays in pension payments. Furthermore a MOU was signed between UNDP and UNWTO

for receiving Junior Professional Officers (JPO) from various Member States with no costs to UNWTO.

The UN Women Global Meeting took place in Vienna, Austria on 11 – 13 October 2016 with the attendance of UNWTO. The aim of the meeting was to discuss and understand new indicators, as well as to exchange best practices in order to reach better gender mainstreaming in UN Organizations.

The UNWTO also conducted the salary survey in Spain for assisting ICSC in the determination of salaries of P-level staff. This survey was conducted under close guidance by ICSC. Furthermore, the Clinics on Best Practices in HR in International Organizations at the XIII Career Development Roundtable 2016 took place in Helsinki, Finland with UNWTO's active participation. The main purpose was to gain insights on the best practices of other UN agencies by attending clinics focusing on recruitment process, performance management, staff well-being and conflict management.

UNWTO attended the 127th Meeting of the CEB ICT Network in Geneva, Switzerland on 17-18 October 2016 being its objective the review and discussion of the UN ICT System Digital Agenda, mainly State of ICT Report/ICT Dashboard and Integration of Technology into UN-wide development frameworks.

Finally, the UNWTO withdrew from the UN procurement network in 2016, as costs to being part of such network was not seen justified for the time being.

Annex II: Silk Road Activities

New Tourism Initiative: Get Involved!

The Western Silk Road Tourism Development Initiative is a joint UNWTO and EU tourism project focused on the development and diversification of the Western link of the Silk Road. The project aims to strengthen and diversify the tourism offer of the countries located along the Western link of the Silk Road through an innovative and transnational tourism strategy. Based on interlinking steps – a brand research and handbook, and two capacity building workshops out of which a collaborative platform is planned to evolve – the initiative will provide participating stakeholders with effective and competitive tools and resources to promote their destination. In April and June 2017, the two capacity building workshops will be taking place.

Events and Meetings:

#SilkRoadNOW: Sharing the Experience! Seminar at the World Travel Market in London 2016 (8 November 2016; London, United Kingdom)

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.

If you were not able to attend the seminar, watch the full session on YouTube:

https://www.youtube.com/watch?list=PLhVZKgyRW42u7ovftdMx0tg51-eAcD_U&v=GI7I-952kFk

Additional information, including the presentations, are available here: <http://silkroad.unwto.org/event/silkroadnow-sharing-experience-seminar-world-travel-market>

“One-Belt-One-Road inclusive and sustainable city exhibition and dialogue” (Vienna, Austria; 17-21 October 2016)

The UNWTO Silk Road Programme participated in the “One-Belt-One-Road inclusive and sustainable city exhibition and dialogue”, a meeting organized by the United Nations Industrial Development Organization (UNIDO), the Finance Centre for South-South Cooperation, Hong Kong, China, and the Austrian Economic Chambers, Vienna.

The Silk Road Programme participated in a thematic workshop focused on sustainable development and the potential of business partnerships along the Silk Road. As relevant outcome, both UNIDO and UNWTO agreed on the importance and potential of the International Year of Sustainable Tourism for Development 2017. Also, both organizations agreed that sustainability is key to the Silk Road region, especially due to the natural and cultural heritage that transcends individual countries. Thus, the importance of transnational cooperation was underlined.

International Silk Road Conference on Nomadic Tourism and Sustainable Cities (Ulaanbaatar, Mongolia; 13-15 October 2016)

The World Tourism Organization (UNWTO), together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the International Silk Road Conference on Nomadic Tourism and Sustainable Cities in Ulaanbaatar, Mongolia. The conference gathered over 350 participants from over 20 Silk Road countries, including Ministers, Vice-Ministers and high-level officials from Silk Road Member States, official representatives from Silk Road regions, the sister UN Agency the United Nations Educational, Scientific and Cultural Organization (UNESCO) and UNWTO Affiliate Members, to address the potential of tourism initiatives focused on nomadic tourism and sustainable city

tourism. UNWTO would like to thank the co-organizers and all attending delegates for their great input and support during the event.

All meeting information, including the official press release and the presentations held during the conference, are freely available on the event webpage: <http://silkroad.unwto.org/event/international-silk-road-conference-nomadic-tourism-and-sustainable-cities>

UNWTO Workshop for Inbound Tour Operators (Almaty, Kazakhstan; 1 October 2016)

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.

Additional information on the workshop is available here: <http://silkroad.unwto.org/project/unwto-workshop-inbound-tour-operators>

Enhancing Silk Road Interpretation and Quality Guides Training (Almaty, Kazakhstan; 27 September-10 October 2016)

As part of the *Enhancing Silk Road Interpretation and Quality Guides Training Initiative* 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 participants from the public and private tourism sector.

Additional information on the Almaty training can be accessed here: <http://silkroad.unwto.org/project/enhancing-silk-road-interpretation-and-quality-guide-training>

Additional information on the Enhancing Silk Road Interpretation and Quality Guides Training Initiative, and the first training held in Khiva (Uzbekistan) can be accessed here: <http://silkroad.unwto.org/news/2015-09-02/first-ever-silk-road-training-course-heritage-guides-taking-place-khiva-uzbekistan>

Effective destination management maximizes tourism value and strengthens the national brand identity. By applying effective management strategies, destinations can foster economic growth, safeguard local arts and culture, diversify business and reduce visitor seasonality. Specialized Silk Road trainings and workshops can play an important role in supporting members to enhance the visitor experience.

Partners in the area of training include UNESCO, the World Federation of Tourist Guides Association (WFTGA) and the Spanish Institute for Quality Tourism. Upon interest, the Silk Road

Collaborative projects to raise the profile of the Silk Road Tourism Globally

Two important travel documentaries on the Silk Road continued to air to a global audience, thus raising awareness of the Silk Road as a transnational tourism route. With a reach of 2.8 billion global subscribers in more than 220 countries and territories, Discovery Channel released the four part series 'David Baddiel on the Silk Road'. UNWTO Silk Road Programme was pleased to collaborate with Pioneer Productions and Discovery Networks International on the production of this series focused on the cultural and historical significance of the Silk Road. The series features stunning landscapes and historical landmarks of China, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey.

Also, UNWTO was pleased to support BBC 4 in the elaboration of a two-episode documentary on the Silk Road hosted by renowned historian, Dr. Sam Willis. Focused on the arts, heritage and culture of the Silk Road, the series features the Silk Road countries of Tajikistan, Uzbekistan, Iran, Turkey, Italy and China. With broadcasting started in May 2016, the programme will be seen both in the UK and by the 152 million subscribers in 120 territories on BBC World

Follow us and contribute input to our Silk Road Programme social media sites!

In an effort to bring together the international travel trade with an interest in the Silk Road, the UNWTO Silk Road Programme has created Silk Road profiles on the main social media sites:

- Silk Road Programme on Facebook: <https://www.facebook.com/VisitSilkRoad/>
- Silk Road Programme on Vimeo: <https://vimeo.com/unwtosilkroad>
- Silk Road Programme on Flickr: <https://www.flickr.com/photos/unwto-silkroad>
- Silk Road Programme Tourism Network on LinkedIn: <https://www.linkedin.com/groups/3827715/profile>
- Silk Road Programme on YouTube: <https://www.youtube.com/channel/UCIVOWkGqzUk2tbj4ViBI2wA>

Annex III: Authorizations granted for the use of the UNWTO logo

1. In accordance with the 89th Council decision (CE/DEC/8(LXXXIX) and the 19th General Assembly resolution A/RES/601(XIX), the Secretariat hereby reports to the Executive Council the authorizations granted for the use of the UNWTO signs between.
2. In the period under review, the Secretariat has granted permission for the use of the UNWTO signs to the entities listed below.

Organization	Country	Use	Full/ Associate/ Affiliate Member
August 2016 – February 2017			
Gansu Tourism Administration (Dunhuang Silk Road Tourism Festival)	China	Event / flag	Non Member
Jamaica Tourist Board	Jamaica	Event	Full Member
Shuter and Shooter	South Africa	Publication (Study Guide)	Non Member
National Council for Tourism and Antiquities / UAE	United Arab Emirates	Event / Promotional material	Full Member
Fundación EOI	Spain	Publication	Non Member
Tourism Cares	USA	Event / Publication / Web	Affiliate Member
Seoul Tourism Organization	Republic of Korea	Event	Affiliate Member
ATES	France	Event / Publication	Non Member
Turismo Maspalomas Costa Canaria	Costa Canária	Event	Affiliate Member
Japan Tourism Agency	Japan	Publication	Full Member
Department of Tourism of Almaty	Kazajistán	Event	Affiliate Member
Segittur	Spain	Joint Event	Affiliate Member
JSF Travel & Tourism School	Spain	Web / Promotional materials	Affiliate Member
GSTC Global Sustainable Tourism Conference	Republic of Korea	Event / Promotional material	Affiliate Member
WTM	UK	Event	
Smart Tourism Conference HKPU (Zhejiang Provincial Tourism Administration)	China	Event	Affiliate Member
Ministério de Economia, Fomento e Turismo Seminário el turismo en cifras	Chile	Event	Full Member
Student Marketing Ltd	Austria	Event / Publication / Promotional material	Affiliate Member
Ministry of Economics, Construction and Tourism	Germany	Event	Non Member
Japan Travel and Tourism Association (JTTA)	Japan	Business Card	Affiliate Member
Universidad Tecnológica Equinoccial (UTE)	Ecuador	Event / Promotional material	Non Member
Ministry of Tourism	Morocco	Event	Full Member
Ministry of Tourism	Bulgaria	Event	Non Member
WTM London	UK	Event	Affiliate Member
Braztoa	Brazil	Event	Affiliate Member
Modul University DMCC	Dubai	Publication / Web / Promotional material	Affiliate Member
International institute for peace through tourism	India	Event	Non Member
GTTP	USA	Competition	Affiliate Member
Committee for tourism development Saint Petersburg	Russia	Car Publicity	Non Member
ICHTTO	Iran	Event	Full Member
Ministry of Tourism Jamaica	Jamaica	Event	Full Member

Organization	Country	Use	Full/ Associate/ Affiliate Member
August 2016 – February 2017			
Mediterranean Exchange of Archaeological Tourism	Italy	Event / Publication	Non Member
Agència Valenciana del Turisme	Spain	Event / Publication	Affiliate Member
IIPT	USA	Event	Non Member
Mazurkas Congress & Conference Management	Poland	Event / Web	Non Member
Paris Inn Group	France	Event / Web / Email signature	Affiliate Member
Anahuac University	Mexico	Event	Non Member
Europamundo	Spain	Event	Affiliate Member
WTFC Asia	Malaysia	Event	Non Member
JTB	Japan	Publication	Affiliate Member
UNFCCC Secretariat	UN	Event / Publication / Promotional material	Non Member
Seoul Tourism Organization	Japan	Publication	Affiliate Member
Les Roches International School of Hotel Management	Switzerland	Publication / Web	Affiliate Member
MMGY Global	UK	Event	Non Member
Agència Valenciana del Turisme	Spain	Event	Affiliate Member
TTC	UK	Publication / Web	Affiliate Member
Universidad Tecnológica de Chile IUACAP	Chile	Publication	Affiliate Member
Ernst Klette Spracher	Germany	Publication	Non Member
Universitat d'Andorra	Spain	Web / Promotional material	Non Member
The Federal State-Funded Institution of Higher Education "Financial University under the Government of the Russian Federation"	Russia	Event / Publication	Affiliate Member
Ministère de l'Aménagement du Territoire, du Tourisme et de l'Artisanat de la République Algérienne Démocratique et Populaire	Algerie	Event	Full Member
Goldcar	Spain	Publication	Affiliate Member
IMEX	UK	Event	Affiliate Member
Department of Applied Mathematics and Physics Graduate School of Informatics, Kyoto University Research Fellow Canon Institute for Global Studies PRESTO	Japan	Event	Affiliate Member
Ministère du Tourisme Royaume du Maroc	Morocco	Event	Full Member
Association of Caribbean States (ACS)	Republic of Trinidad and Tobago	Event	Non Member
Horwath HTL	Germany	Publication	Affiliate Member