



## Executive Council

104th session

Luxor, Egypt, 30 October – 1 November 2016

Provisional agenda item 5(a)

CE/104/5(a)

Madrid, 18 August 2016

Original: English

### Report of the Secretary-General

#### Part II: General Programme of Work

##### (a) Implementation of the General Programme of Work 2016-2017

#### I. Introduction

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1. This report presents a summary of the activities carried out by the Organization from April to July 2016. It is the chronological continuation of document CE/103/5 presented in Málaga, Spain.
2. Annexes hereto include: [Annex I](#) Report on the International Year of Sustainable Tourism for Development 2017; [Annex II](#) UNWTO activities in the UN system; [Annex III](#) UNWTO on the ground, including Silk Road activities; [Annex IV](#) Report on the draft UNWTO Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers; [Annex V](#) Report of the Working Group on the UNWTO Convention on Tourism Ethics; [Annex VI](#) Measuring Sustainable Tourism (MST); [Annex VII](#) Rules for the Operation and Management of the UNWTO International Network of Sustainable Tourism Observatories (INSTO) and [Annex VIII](#) Authorizations granted for the use of the UNWTO logo.

#### II. Competitiveness and quality

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##### A. Sharing knowledge and experiences and building capacity

3. The **2nd UNWTO World Forum on Gastronomy Tourism** (Lima, Peru, 27-29 April 2016) stressed the role of gastronomy tourism as a tool for promoting all kinds of resources and highlighted the need of research into this field. More information [online](#).
4. The **60th meeting of the UNWTO Commission for the Americas** took place in Havana, Cuba, on 3-5 May 2016. The meeting included a Seminar on Tourism and Culture. More information [online](#).
5. The China National Tourism Administration, the UNWTO and the People's Government of Henan Province organized the **2016 International Mayor's Forum on Tourism** (IMFT), which explored the



role of tourism in accelerating the interaction between cities (Zhengzhou City, China, 24-26 May 2016). More information [online](#).

6. The **60th meeting of the UNWTO Commission for Europe** and the **Seminar on New Business Models** were held in Vilnius, Lithuania, on 25-26 May 2016. Discussions focused on the European regional priorities and the seminar explored the impacts of new business models. In this regard, participants agreed on the need for measures to ensure both a level playing field and the protection of consumers. More information [online](#).

7. The UNWTO, together with the Themis Foundation and the Ministry of Tourism of the Sultanate of Oman, organized two workshops on **Tourism Strategic Planning** and on **MICE Product Development** in Oman from 29 May to 2 June 2016. More information [online](#).

8. The **28th joint meeting of the UNWTO Commissions for East Asia and the Pacific and for South Asia** and the **UNWTO Conference on Tourism & Technology** were held in Nara, Japan, from 1 to 4 June 2016. The conference examined current emerging technologies of primary relevance to the tourism sector. It also sought to raise awareness in other sectors of the economy about the potential of new technological applications in different sectors of tourism. More information [online](#).

9. The UNWTO, at the kind invitation of the Ministry of Economy, Trade and Tourism of Romania, organized the **International Conference on Integrated Quality Management in Tourism Destinations** in Bucharest (23-24 June 2016). This conference aimed at exchanging experience and expertise among different types of destinations on how to build the culture of quality, discuss quality indicators, launch customer surveys and develop the necessary tools for monitoring. More information [online](#).

10. The roundtable **Exploring Health Tourism** gathered a group of international experts to better understand and explore the growing segment of wellness and medical tourism. The meeting was convened by UNWTO and the European Travel Commission (ETC), as part of their joint research programme, with the support of the Hungarian Tourism Agency. Participants debated the taxonomy proposed in the research to agree on a consistent terminology to define and describe the system of travelling for health purposes. The final report establishing common grounds for health-related tourism taxonomy will be published by the end of 2016 (Budapest, Hungary, 28-29 June 2016).

11. The 4th online meeting of the **UNWTO Committee on Tourism and Competitiveness** (CTC) chaired by Peru (21 April 2016) provided a follow-up of the progress already achieved and a platform to discuss the future activities of the Committee. The Ministry of Foreign Trade and Tourism of Peru, as the Chair of the Committee, drafted a working paper (Progress Report to the UNWTO Committee on Tourism and Competitiveness) which identifies a list of definitions corresponding to the selected factors of destination competitiveness and at the same time illustrates a few case studies related to those factors. The UNWTO Secretariat is coordinating the contributions and the technical inputs among the CTC members for achieving consensus on concepts and definitions which will ultimately be submitted to the statutory bodies of the Organization for endorsement.

12. In the context of celebrating the golden jubilee of the establishment of Sri Lanka Tourism, UNWTO held the conference **Tourism, a Catalyst for Development, Peace and Reconciliation** (Passikudah, Sri Lanka, 11-14 July 2016). On the occasion, five Sri Lankan companies signed the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism, pledging to uphold and promote the values of the Code. More information [online](#).

13. The **6th UNWTO Silk Road Task Force Meeting** discussed the key priorities for the Silk Road Action Plan 2016/2017. Representatives of 14 countries gathered in Urmia, Iran, on 24-25 April 2016 and agreed to advance joint marketing training, infrastructure, development and visa facilitation. More information [online](#). All activities related to the **Silk Road** are presented in [Annex III, section B](#).

14. [Annex IV](#) summarizes the activities in relation with the **UNWTO Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers**. The Secretariat, together with the ad hoc Working Group, is continuing the elaboration of a final text to be submitted to the 22nd session of the General Assembly for approval.

## B. Data, research and guidance

15. Two issues of the **UNWTO World Tourism Barometer and Statistical Annex** were published during the period covered by this report (issues 3 and 4 in May and July 2016). More information [online](#). The **UNWTO Tourism Highlights 2016** are also available [online](#).

16. The UNWTO Secretariat compiled all Recommendations and Declarations adopted by UNWTO up to 2016. Both publications - [Compilation of UNWTO Recommendations, 1975–2015](#) and [Compilation of UNWTO Declarations, 1980 – 2016](#) are available online.

17. Translation: the **Practical Guidelines for the Integrated Quality Management in Tourism Destinations** are now available in English.

18. **Enhancing the Understanding of European Tourism**: UNWTO started a new partnership with the European Union—represented by the Directorate-General for Internal Market, Industry, entrepreneurship and SMEs (DG GROW) of the European Commission—aiming at improving socio-economic knowledge of the tourism sector in the area of the European Union. To achieve its object, the project has four technical work lines: 1) training for the development of Tourism Satellite Accounts; 2) EU Tourism trends; 3) Western Silk Road Tourism Development and 4) International Congress on Ethics and Tourism. The project will run until early 2018.

19. UNWTO started a project document on the **Development of Ethical Guidelines and a Peace-sensitive Public Policy Framework regarding Tourism to Historical Conflict Sites**, jointly with the Flanders Department of Foreign Affairs. The project aims at developing a set of ethical guidelines for public and private sector site managers, tour operators, host communities and visitors, in order to create visitor experiences to conflict sites and landscapes that are most compelling, motivating and inspiring, as well as formulating recommendations that can be used by public authorities that have conflict sites and cultural landscapes on their territory, enabling and inspiring them to develop a peace-sensitive public policy framework that links ethical tourism and heritage with other policy areas, such as culture, media, scientific research and education.

## III. Sustainability and ethics

### A. Sharing knowledge and experiences and building capacity

20. The UNWTO Secretariat is actively working on the preparation of the [International Year of Sustainable Tourism for Development 2017](#) (IY2017). A Steering Committee for the IY2017 has been created, chaired by Samoa, which comprises Member States, international organizations, the private sector, academia and civil society to support the design and implementation of activities of the

International Year. More information on the IY2017 available in [Annex I](#). **UNWTO activities in the UN System** are reported in [Annex II](#).

21. The **58th meeting of the UNWTO Commission for Africa (CAF)** was held on 19-21 April 2016, in Abidjan, Côte d'Ivoire. The meeting included the **10YFP Sustainable Tourism Conference & Symposium on Accelerating the Shift towards Sustainable Consumption and Production Patterns (SCP)**. The technical event focused on the importance of sustainability in the agenda of tourism in Africa, and enhanced the role of investment and financing as well as collaboration among stakeholders to improve the tourism sector's performance. More information [online](#).

22. The **First World Conference on Tourism for Development** was held in Beijing, China, on 18-21 May 2016 and gathered 1000 participants from over 100 countries. This event, jointly organized by the Government of the People's Republic of China and the World Tourism Organization (UNWTO), was aimed at advancing the contribution of tourism to development. The conference included three main panel sessions dedicated to the contribution of tourism to the Sustainable Development Goals (SDGs), to poverty alleviation and to peace. On this occasion, China, as chair of the G20, also hosted the **7th T20 Ministers' Meeting** under the theme "Sustainable Tourism – An Effective Tool for Inclusive Development". More information [online](#).

23. **UNWTO/PATA Ministerial Debate on Pacific Island Tourism** (Guam, United States of America, 21 May 2016): This high-level debate was organized within the framework of the 65th PATA Annual Summit 2016. It was co-organized by PATA and UNWTO and gathered representatives from both the public and private sector to share their views and insights on contemporary issues relevant to island tourism destinations in the Pacific.

24. A series of events, under the title **Connecting people and cultures through Tourism in the Mediterranean region**, were held in Beirut, Lebanon, on 29 and 30 May 2016. More information [online](#). These events, organized with the Ministry of Tourism of Lebanon, included:

(a) a Roundtable on Religious Tourism that agreed to establish a core network on religious tourism in the region that would work on the development and implementation of two pilot projects: *In the Footsteps of Mary: Queen of Peace* and *Bethlehem Christmas Destination*. ([project brief](#)); and

(b) the 2nd meeting of the Working Group on the Phoenicians' Route Cultural Tourism Programme that considered and approved the vision, roadmap and action plan proposed by the Secretariat for the development and promotion of three signature cultural tourism itineraries along the historical route of the Phoenicians. ([project brief](#))

25. With the objective to improve evidence-based decision making at the local, national and international levels, and to support the continuous efforts made by destinations to foster sustainable development of tourism, UNWTO continued the careful restructuring and expansion of the UNWTO **International Network of Sustainable Tourism Observatories (INSTO)**. As of July 2016, INSTO comprises 11 observatories, with the latest member being the Tourism and Events Observatory of the City of São Paulo (OTE), Brazil. More information on INSTO and the Rules for the Operation and Management of Observatories, as of July 2016, are available in [Annex VI](#). More information [online](#).

26. UNWTO hosted at its headquarters the **INSTO Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development**, on 7 and 8 June 2016, aimed at supporting destinations in measuring tourism performance and enhancing comparability and relevance through the exchange of experiences. The two-day meeting covered, among others, the processes of measuring

sustainable tourism at local level, common challenges and needs as well as opportunities deriving from traditional and non-traditional data sources.

27. The **UNWTO Committee on Tourism and Sustainability** (CTS) held a meeting on the 24 June. The CTS members received a report on the INSTO Open Consultation Meeting and discussed its outcomes. The members were also informed about the current developments of the 10YFP, especially related to the catalytic and flagship projects and the status of the preparations of the 2017 [International Year of Sustainable Tourism for Development](#).

28. The **Nearly Zero-Energy Hotels (neZEH) project** is an initiative supported by the Intelligent Energy Europe Programme of the European Commission, aiming to support hotels in Europe to comply with nearly-Zero Energy Buildings (nZEB) regulations, which all EU Member States are required to meet by 2020. After three years of research and development, the neZEH e-toolkit is ready to be used by the European accommodation industry that wish to evaluate the energy performance of their properties and identify options for energy efficiency, including efficient use of non-renewable sources, while raising awareness on the topic through inspiring examples. UNWTO is a member of the consortium that developed neZEH that is built on UNWTO's Hotel Energy Solutions (HES) project concluded in 2011. More information [online](#).

## B. Data, research and guidance

29. UNWTO has launched, with the support of the United Nations Statistics Division (UNSD), the [Measuring Sustainable Tourism \(MST\)](#) initiative which already counts on the involvement of some countries (see [Annex VI](#)). The aim is to develop a system-wide, international statistical framework for measuring tourism's role in sustainable development, including environmental dimensions. A pillar of the framework is the linking of two UN standards: the Tourism Satellite Account (TSA) with the System of Environmental Economic Accounting (SEEA). By integrating tourism with other economic, social and environmental measurement standards, the framework aims to provide a common language and organizing structure for more effective data production and for exploiting the richness of data already available in order to better inform on sustainable tourism. Such a standards-based framework can further support the credibility, comparability and outreach of various measurement and monitoring programmes pertaining to sustainable tourism, including SDG indicators and those of UNWTO's International Network of Sustainable Tourism Observatories (INSTO).

30. The **Annual Magazine on the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns** was released in July 2016. The 10YFP STP serves as a collaborative platform to bring together and scale up existing initiatives and partnerships to accelerate the shift to sustainable consumption and production. The Annual Magazine contains a series of interviews, case studies and reports from actions on the ground that showcase the implementation of sustainable initiatives to accelerate the shift towards SCP in the tourism sector across the globe. Report available [online](#).

31. Translation: The report **Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa** is now available in French. Report available [online](#).

## IV. Actions to be taken by the Executive Council

32. The Executive Council is invited:

- (a) To take note of all the activities summarized in this report and its annexes;

With specific regard to the International Year on Sustainable Tourism for Development,

(b) To thank Samoa, as its Chair, and all other members of the Steering Committee for the International Year of Sustainable Tourism for Development 2017 (IY2017), for their valued advice, commitment and engagement;

(c) To take note of the official Roadmap for celebrating the IY2017, which presents objectives, five key areas, lines of action, proposed activities for all stakeholders, as well as sponsorship and partnership opportunities;

(d) To encourage all Member States, Associate and Affiliate Members, the private sector, academia, civil society and other tourism stakeholders to develop initiatives and activities—at international, regional, national and local levels—to celebrate the IY2017 as well as to support, contribute to, and participate in UNWTO activities;

(e) To encourage all stakeholders to become Official Sponsors, Partners or Friends of the IY2017 by supporting the celebrations through financial and in-kind contributions;

With specific regard to the UN activities,

(f) To encourage the Secretariat to follow and actively contribute to the ongoing preparations of the forthcoming Habitat III Conference (Quito, Ecuador, October 2016) and the related processes;

(g) To invite members to actively engage in the implementation of the recommendations of the UNGA resolution 69/233 on Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection;

With specific regard to the Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers,

(h) To entrust the Secretary-General to continue with the elaboration of the Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers;

(i) To specially thank all Member States that have participated in the public consultation process by providing to the Secretariat its comments and suggestions on the Convention.

With specific regard to the Report of the Working Group on the UNWTO Convention on Tourism Ethics

(j) To encourage the continuation of the ongoing work on the draft Convention on Tourism Ethics;

With specific regard to UNWTO's International Network of Sustainable Tourism Observatories,

(k) To take note of the Rules for the Operation and Management of Observatories;

(l) To welcome the expansion of the Observatories and the progress made in strengthening its governance mechanism; and

(m) To invite governments and other stakeholders to support destinations to join the UNWTO International Network of Sustainable Tourism Observatories (INSTO).

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**Annex I: Report on the International Year of Sustainable Tourism for Development 2017**

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**Introduction**

1. The present document recalls the UN General Assembly (UNGA) Resolution A/RES/70/193 entitled “International Year of Sustainable Tourism for Development, 2017” (IY2017), adopted on 22 December 2015, which invites UNWTO to “facilitate the organization and implementation of the International Year, in collaboration with Governments, relevant organizations of the United Nations System, other international and regional organizations and other relevant stakeholders”.
2. In response to the above resolution, UNWTO has established a Steering Committee for the International Year of Sustainable Tourism for Development 2017 (SC2017), which comprises Member States, international organizations, the private sector, academia and civil society to support the design and implementation of activities of the International Year.
3. The [Roadmap](#) for celebrating the IY2017 has been discussed and endorsed by the SC2017, and further elaborated by the Secretariat according to received inputs. It presents the objectives, five key areas, lines of action, proposed activities for all stakeholders, as well as sponsorship and partnership opportunities.
4. UNWTO’s envisaged activities within the framework of the IY2017 encompass advocacy and awareness raising work, knowledge creation and dissemination, policy promotion, production of a flagship publication, organization of events, as well as the fostering of Corporate Social Responsibility (CSR) initiatives and Public/Private Partnerships. The extent of such activities will be subject to the availability of extra-budgetary resources.
5. In the reporting period, the following main activities have been carried out:
  - (a) Development of a communication strategy, including the launching of the IY2017 website and an IY2017 logo competition.
  - (b) Definition of the Terms of Reference (ToR) for UNWTO’s flagship publication, addressing the five key areas of the IY2017, as identified in the Roadmap.
  - (c) Presentation of the IY2017 at events, including:
    - (i) First meeting of the SC2017 during the 103rd session of the UNWTO Executive Council in Málaga, Spain, from 9 to 11 May 2016, for discussion and approval of the Roadmap; and
    - (ii) Official announcement of the IY2017 at the First World Conference on Tourism for Development, held in Beijing, China, from 18 to 21 May 2016.

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**Annex II: UNWTO in the United Nations system**

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**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 aim is to ensure that tourism is recognized at the international level as a multidisciplinary sector, contributing to economic growth, sustainable development and poverty reduction. The present report provides a non-exhaustive summary of the most relevant activities, including those of UNWTO's New York and Geneva liaison offices.

**A. Participating in UN system substantive issues and activities**

2. In accordance and in response to UNGA resolution 69/233, entitled *Promotion of Sustainable Tourism, including ecotourism, for poverty eradication and environment protection*, UNWTO conducted a broad consultation among UNWTO Member States, UN agencies and programmes in order to seek inputs on updating existing sustainable tourism policies and practices since the previous reporting period. The results were consolidated into a report submitted to the UNGA 70th session which responds to the implementation of resolution 69/233. Some highlights of the report note, among others, the need for more public-private partnership; more technical and financial assistance to SMEs on the ground in the diversification of local product development as well as better measurement and international standards for monitoring and assessing sustainability with the use of innovative technology and non-traditional resources.

3. The Midterm Review of the Istanbul Programme of Action for Least Developed Countries (IPOA) took place in Antalya, Turkey on 27-29 May 2016 and included the participation of UNWTO. At the UN Conference, UNWTO highlighted the potential role of tourism in fostering development for Least Developed Countries (LDCs). UNWTO delivered a formal speech at the plenary session and furthermore made a presentation on tourism's contribution to LDC economies at the jointly organized side event of the Enhanced Integrated Framework (EIF), UN Development Programme (UNDP), International Trade Centre (ITC) and UNWTO.

4. 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 the 70th UNGA, which included, among others, meetings of the UNGA Fifth Committee on Administrative and Budgetary issues and UNGA Fifth Review of the UN Global Counter-Terrorism Strategy. UNWTO was also present at the Integration Segment of ECOSOC, preparatory meetings of High-level Political Forum on sustainable development (HLPF) and the Third UN Conference on Housing and Sustainable Urban Development (Habitat III).

5. UNWTO took part in the Integration Segment of ECOSOC, held on 2-4 May 2016. The theme of the segment was: "Implementing the 2030 Agenda for Sustainable Development through policy innovation and integration". Discussions held during the segment were on the following themes: 1) Integration and innovation for sustainable development goals (SDGs); 2) Towards a paradigm shift in development; 3) Institutional frameworks and policy planning; and 4) Policy innovation and integration: views from the multilateral system. The Integration segment was designed to provide a platform for all stakeholders to discuss opportunities and challenges around innovative and integrated policy-making, exchange experiences and lessons learned and make meaningful recommendations to policy-makers.

6. Under guidance of the Presidency of ECOSOC, the Republic of Korea, preparations have been continuing for the High-level Political Forum on sustainable development (HLFP), being convened under the auspices of ECOSOC. UNWTO has participated actively in preparatory meetings of the Forum held in New York on 11-20 July 2016, with its later part conducted at Ministerial level, and structured around policy dialogues and interactive discussions. The HLPF serves as the central forum for the follow-up and review of the 2030 Agenda and the SDGs at the global level.

7. UNWTO continues to play an active role in the preparations for the successful holding of Habitat III, to be hosted by Ecuador, from 17-20 October 2016. The co-facilitators, Ambassadors of Mexico and the Philippines, have circulated following intensive rounds of informal consultations, on 18 June, the revised zero draft of the outcome document of Habitat III. The current revised zero draft, in Paragraph 33, contains a direct reference to tourism among the sectors that can increase economic productivity and high quality jobs. In addition, there are several paragraphs that have indirect relevance to or have bearing on the tourism sector.

8. The UNGA Fifth Review of the United Nations Global Counter-Terrorism Strategy that took place on 30 June–1 July 2016 with UNWTO's participation culminated in the adoption of a consensus resolution entitled "The United Nations Global Counter-Terrorism Strategy Review". The resolution focused on ways in which to intensify efforts to work effectively in rooting out the scourge of terrorism.

9. On 22 April 2016, UNWTO was witness to the largest number of countries ever gathered to sign an international agreement on a single day as a follow-up framework of UN Conferences of Parties on Climate Change (COP21) in Paris held in 2015. This impressive display of commitment to address climate change by high-level representatives of 175 countries gathered at UN Headquarters for the official signing of the Paris Agreement on climate change, which coincided with the observance of the 46th Earth Day. Speaking on the occasion, Secretary-General Ban Ki-moon said that the planet was experiencing record temperatures, and that climate action could help eradicate poverty, create green jobs, defeat hunger, prevent instability and improve the lives of girls and women.

10. UNWTO has supported a World Intellectual Property Organization (WIPO) project entitled "Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt and Other Developing Countries" by providing key information and advice. The goal of the project is to analyze, support and promote awareness of the role of the intellectual property (IP) system and tools in promoting tourism and protecting national and local knowledge, traditions, and culture in the context of national growth and development objectives. Besides Egypt, Ecuador, Namibia and Sri Lanka have been selected by WIPO as pilot projects. The duration of the project will be 3 years (January 2016 to December 2018).

## **B. Participating in UN meetings**

11. In April 2016, UNWTO attended a political affairs briefing hosted at the UN Office at Geneva (UNOG) with the Special Adviser of the 2030 Agenda for Sustainable Development and Climate Change, Dr. David Nabarro. The Special Adviser will work until the end of 2016 with Member States and other relevant stakeholders to galvanize action on the implementation of the Agenda.

12. From 1 to 3 June 2016, UNWTO participated in a Regional Tourism Workshop in Kigali, Rwanda per request by the United Nations Economic Commission for Africa (UNECA). At the workshop, focused on eastern Africa, UNWTO shared knowledge and technical skills in the area of tourism statistics, safety and security and provided key contributions for the future establishment of a Regional Tourism Council in the framework of the Intergovernmental Authority on Development (IGAD).

13. With the presence of UNWTO, a United Nations Alliance of Civilizations (UNAOC) Group of Friends Meeting was held, in New York, on 29 July 2016, to discuss the outcome and the follow-up of its 7th Global Forum, which was hosted by Azerbaijan in Baku, from 25-27 April 2016. Among the major outcome of the Forum was the Baku Declaration, which included two paragraphs on sustainable tourism. The Declaration will guide the work of the UNAOC until its next Forum in 2017. The UNWTO's statement delivered at the meeting expressed satisfaction of the fact that the Baku Declaration acknowledged that Tourism "can enhance mutual respect, understanding and tolerance among nations by creating links between visitors and host communities that promote intercultural understanding, fight stereotypes, and contribute to a culture of peace".

14. UNWTO took part in the 27th session of the Committee for the Coordination of Statistical Activities (CCSA), UN Headquarters. The main discussion items included: (a) CCSA members' strong contribution to the work of the Inter-agency Expert Group on SDG indicators (IAEG-SDGs), playing an active role as observers in the deliberations of the High Level Group; (b) Food and Agriculture Organization (FAO) and UNWTO introduced document SA/2016/3 containing a final draft for the revision of the good practices that accompany the Principles Governing International Statistical Activities; and (c) UNWTO briefed the Committee on the preparation of the CCSA session at the Quality in Official Statistics meeting (Q2016) held in Madrid on 3 June.

15. The 47th session of the United Nations Statistical Commission (UNSC) that took place at the UN Headquarters had UNWTO's participation. The main discussions focused on the current proposal of SDG indicators as submitted to the UN Statistical Commission. This proposal is based on the work of the IAEG-SDGs. UNWTO is working actively on the future indicators framework for tourism within the SDGs. During a side event, UNWTO presented its work on Measuring Sustainable Tourism (MST).

16. UNWTO presented at the 11th Meeting of the UN Committee for Environmental Economic Accounting (UNCEEAA), held at UN Headquarters (New York, 22-24 June 2016) its Measuring Sustainable Tourism (MST) initiative, which was launched together with the UN Statistics Division.

### **C. CEB and its subsidiary structure working groups**

17. The regular sessions of the CEB (Chief Executives Board for Coordination), HLCP (High-level Committee on Programmes) and HLCM (High-level Committee on Management) sessions included the participation of UNWTO, while the work of the UN Development Group (UNDG) was followed remotely. A major focus of the CEB deliberations in April 2016 (Vienna, Austria) was how to galvanize the System's support to the Implementation of the 2030 Agenda, stressing that the two principle underlying tasks ahead would be to promote country-led, evidence-based and results-focused approach, and leaving no one behind, thus consistent with the System's commitment to equity and dignity. Supported by its three pillars, HLCP, HLCM and UNDG, the CEB entrusted each pillar the task to produce one set of principles, across policy, operational and administrative aspects of the UN system's work, to guide the system's support to the implementation of the 2030 Agenda and its 17 SDGs in an integrated way. UNDG along with the Finance and Budget Network of HLCM continue to look at identifying pooled funding mechanisms and their financing modalities and in order to bring them for consideration to the CEB members.

18. In relation to HLCM meetings and sub-networks, among other issues UNWTO follows the UN debate concerning the duty of care of its staff and the delivering-as-one approach, including discussions on valuation and handling of after service health insurance (ASHI) and implementation of International Public Sector Accounting Standards (IPSAS), in particular as regards to the follow up to be made on controlled entities. Furthermore, the Organization continues to follow the evolution of Human Resources policies in the UN, in particular the implementation of the revised compensation package.

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**Annex III: UNWTO on the ground**


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**A. Technical cooperation****Country: Andorra****Project Title:** Development of a Hotel Classification System**Duration:** July – September 2016

**Objectives:** As a follow up to its new Law on Tourism Accommodation, the Government of Andorra intends to review and update its classification criteria for a variety of tourism accommodation establishments including hotels, apartment-hotels, homestays, etc. UNWTO will undertake a detailed review of the criteria and update them according to international best practices, with particular emphasis on the EU practices.

**Results achieved:**

- First draft of the revised criteria submitted to the Government for their review and approval.

**Country: Aruba****Project Title:** Development of a System of Tourism Statistics and Tourism Satellite Account**Duration:** December 2014 – December 2016

**Objectives:** With the support of the Foundation Fondo Desaroyo Aruba, UNWTO is providing its technical assistance to the Central Bureau of Statistics (CBS) of the Ministry of Economic Affairs, Communication, Energy and Environment for the development of a System of Tourism Statistics (STS) with a view to establish a Tourism Satellite Account (TSA). Tourism is one of the major economic activities in Aruba. In 2012, a UNWTO needs-assessment-mission determined that while there was a great level of consistency of information in terms of tourism statistics, technical assistance was needed to further strengthen the existing national statistical system to obtain all the data for establishing a TSA. In particular, the project will focus on:

1. The strengthening of the System of Tourism Statistics (STS) with a view to enhancing the range of available statistical information for the period 2006-2013.
2. The delivery of training and capacity building for CBS statisticians and other specialists as well as for the institution as a whole in each of the technical issues that are required for the development of a TSA.
3. The implementation of activities to improve the capacity of the STS in order to prepare new statistical compilations with particular emphasis on updating National Accounts with more demand and supply side data.

**Results achieved:**

- To date, UNWTO has undertaken five missions to Aruba reviewing data collected by CBS, providing capacity building to enable CBS to collect and analyse the next set of data prior to the next UNWTO mission. Two more missions are planned before end 2016. In addition, UNWTO and the CBS are in discussions to extend the project to 2017.

**Country: Bosnia and Herzegovina****Project Title:** Adventure Park of Children in Nature**Duration:** May – November 2016**Objectives:** To create preconditions for further tourism development in Jahorina, expanding the tourist season to all-year round, strengthening of local communities through tourism and increase economic opportunities and income.

Currently, the Olympic Centre of Jahorina is primarily concentrated on the winter season, with more than 4500 beds available in hotels and private accommodation units, 20 km of constructed slopes, ski lift capacities exceeding 10.000 skiers per hour. Consequently, Jahorina suffers from the seasonality effect, with the level of occupancy in non-winter periods on the negligible level. Development of tourist infrastructure for non-winter periods is identified as one of the strategic directions in the near future, with special tourism forms in main focus. Adventure park facilities, which are the subject of this project, will increase attractiveness of Jahorina in non-winter periods, for specific target group of visitors such as families travelling children.

**Results achieved:**

- Mapping of potential areas and surfaces for setting up of the Adventure park in Jahorina
- Creation of the construction plan with specification of works for Adventure park in Jahorina
- Preparatory activities related to the process of public procurement by the Law of Bosnia and Herzegovina for construction works service and equipment for adventure children park

**Country: Botswana****Project Title:** Development of Tourism Clusters**Duration:** July – September 2016

**Objectives:** Through funding from the Ministry of Environment, Wildlife and Tourism, UNWTO will provide technical assistance for the development of tourism clusters in the country. In its endeavor to market Botswana as a tourist destination of choice, the Government of Botswana, has embarked upon initiatives to stimulate tourism product development and diversification with a view to spreading the socio-economic impacts and opportunities of the tourism sector to all parts of the country, i.e. extending visitor stay and, thereby, visitor expenditure, while, at the same time, spreading tourism development to all regions of the country. In order to achieve this, it is important that Botswana's tourism attractions and services are packaged into regional tourism clusters to enhance the overall visitor experience and broaden the traditional product mix. However, there is a need to build institutional capacity in the regions to ensure that the various tourism activities and initiatives are coordinated for greater effectiveness. This requires collaboration between the public and private tourism sectors and the development of mutually beneficial cooperative alliances.

**Results achieved:**

- Situation analysis of the need for tourism cluster development in three regions of Botswana: Kasane/Kazungula (Chobe District), North West Ngamiland (Ngamiland District) and Maun (Ngamiland District).

**Country: Cameroon****Project title:** Ecotourism Development at Kribi**Duration:** October 2012 – December 2016**Objectives:** To enhance quality and local benefits from tourism activities in Kribi through capacity building, sustainable planning and reinforced environmental management of coastal tourist sites, and promotion of SME development in the tourism supply chains.**Results achieved:** A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized. It is expected that existing and new entrepreneurs engaged in tourism and tourism-related businesses will improve their performance as a result of the capacity building activities and support provided by the project. The project recently started the construction of small tourism facilities to be managed by local groups.**Country: China****Project title:** Shandong Province Tourism Development Master Plan 2016-2025**Duration:** March – August 2016**Objectives:** To formulate a strategic tourism development plan for Shandong Province for the period 2016-2025 as well as a 3-year detailed action plan**Results achieved:**

- Inception report within two weeks of the start of the project
- Mid-term review presentation after six weeks of the start of the project
- Validation workshop after three months of the start of the project
- Review of all documents and studies on tourism in Shandong
- Statistical analysis and in-country research
- Field trips around the Province. Inventory and evaluation of existing and potential tourism resources and attractions.
- Consultations with key public sector and private sector stakeholders
- Formulation of a vision, goals, principles and strategic guidelines for developing and promoting tourism in the short-, medium- and long-term with specific objectives and strategies for tourism development at the provincial and local level
- Formulation of a target market strategy that identifies a realistic range of segments as a departure point for an integrated development programme.
- Formulation of the Tourism development strategy
- Recommendation on improvement of collection and compilation of tourism statistics
- Economic forecasts
- Workshop to present the strategic ideas and adjust recommendations

- Demonstration projects for each strategic area
- A two-day workshop with staff of administrative organisations of Shandong Province delivered by the project team

### **Egypt**

**Mission title:** Preparation of a project document for a National Tourism Strategy and Master Plan 2016-2030 (July 2016).

**Objectives:** The strategy will fully represent the potential of international tourism to be the major pillar of the Egyptian economy. It will align the targets, development, outputs and contributions of the future tourism economy of Egypt with the objectives of “Vision 2030”.

### **Country: Ethiopia**

**Project Title:** Implementation of Hotel Classification Scheme

**Duration:** December 2014 – December 2016

**Objectives:** Through funding from the World Bank, the Ministry of Culture and Tourism of Ethiopia, through the Ethiopia Sustainable Tourism Development Project developed a new Classification and Grading system for the accommodation sector and has requested UNWTO’s technical assistance to implement this scheme and thereby launch Ethiopia’s first comprehensive hotel classification programme. The overall purpose of the Ethiopia Classification and Grading Star Grading programme is to improve the quality of hotels and accommodations in Ethiopia. The implementation of this programme will a) provide guidance to new accommodation developments in order to develop physical as well as managerial systems which are up to international standards and criteria; b) aim at creating a healthy business competition among the accommodation establishments motivating them to develop higher levels of service quality and facility standards; and, c) provide assurance to the international tourism community on the quality of Ethiopia’s accommodation sector thereby making Ethiopia a more competitive destination.

Project activities have continued in 2016 to provide additional training to the Ministry of Culture and Tourism in the implementation of hotel classification schemes.

**Results achieved:**

- Training of 53 national inspectors in the new classification criteria and new evaluation system.
- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Ancillary training to Government officials responsible for food safety and hygiene, and, accommodation safety and security.
- Over 370 hotels assessed in Ethiopia under the new classification system.

### **Country: Former Yugoslav Republic of Macedonia**

**Project Title:** Capacity Building in Tourism Statistics and Tourism Satellite Account

**Duration:** June 2016

**Objectives:** In collaboration with UNDP, UNWTO organized an intensive 5-day training workshop on Tourism Statistics and Tourism Satellite Account (TSA). Aimed at participants from the Ministry of Economy, State Statistical Office, National Bank, Tourism Regional Center and the Macedonian Chambers of Tourism, the objective of the training workshop was to present UNWTO's recommended methodological framework for the development and implementation of a national system of tourism statistics with the ultimate objective of preparing a TSA in the FYR of Macedonia. Training was provided on key concepts and definitions, and recommendations on how to improve data collection methods, their analysis and compilation in understanding the state of tourism data and statistics in the country.

**Results achieved:**

- Training provided on introduction on tourism statistics and tourism satellite account; the processing of data on inbound and outbound tourism; the presentation on the economic statistics required for the production of accounts; and, the compilation of tourism employment and tourism investments statistics..

**Country: Ghana**

**Project title:** Savannaland Destination Tourism Programme

**Duration:** September 2008 (Phase I) – June 2016 (Phase II)

**Objectives:** To contribute to enhanced income levels of households in the South Western part of Savannaland through the development, promotion and marketing of the destination.

**Results achieved:**

**1. Product development and management:**

-Awareness raising with communities: 3 workshops/ 3 days/ 179 participants

-Various locations prioritized for product development:

- Mole: 30Km bush hike; Brugbani Camp; trail from Muguru Camp to spring;
- Sonyo: Information and Receptive Centre; ablution facility; guided walk;
- Kulmasa: Information Centre; ablution facility; guided walk;
- Larabanga: Information and Receptive Centre; ablution facility;
- Tamale: Information Centre; and Bole: Information Centre

-Income generating activities identified: handicrafts, agro-business, transport, etc

-Training on tourism management and quality services for SMEs (F&B, home-stays, crafts, shops, dance groups) and Community Tourism Management Committees (CTMTs): 8 courses/ 24 days/ 305 participants (203 women)

-Post training assessment and business development services identified for follow-up

**2. Marketing:**

-Marketing strategy completed in April 2010

-Photo bank, signage, poster and website ([www.savannatourism.com](http://www.savannatourism.com)) produced

-Participation at World Tourism Day fair in 2009 and SITHO 2010 (Burkina Faso).

**3. Destination management:**

-Destination Management Team (DMT) constituted: Economic Planning Officer, Ghana Tourist Board (GTB) Tamale, Mole National Park, West Gonja District Assembly (DA), Sawla Tuna Kalba DA, Bole DA, Northern Region Hotels Association, Rural and Social Foundation, A Rocha Ghana, CBT Representatives, SNV

-Destination management training: 4 modules/ 8 days/ 25 CTMC members and DMT

Final awareness-raising and capacity-building activities are on the way thanks to the limited budget still available due to exchange rate savings.

**Country: Ghana**

**Project title:** Improving Visitor Facilities and Interpretation of Nzulezu Village on Stilts

**Duration:** April– July 2016

**Objectives:** To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

Nzulezu is a village on stilts in the Jomoro District of the Western Region. The Ministry of Tourism, Culture and Arts wants to improve visitor facilities and services as its policy objective of redeveloping and conserving natural and cultural heritage to attract more visitations, whilst creating job and income opportunities for the people. Visitor facilities at Nzulezu Water on Stilts Village require improvement to enable tourists stay longer and spend money in the community, whilst social amenities need to be provided for the local people.

**Results achieved:**

- Training on cultural performance for the youth in Nzulezu was successfully completed in late April
- Rehabilitation of village walk way and performance platform is underway
- 10 stand-alone toilets with flush system have been reserved; awaiting installation once purchased through project funds
- 2 project bill boards have been designed and will be produced and erected at two intersections (Benyin and Nzulezu)

A project inception meeting and Project Steering Committee meeting took place in early and late April. UNWTO carried out a project review mission from 26-30 April 2016 and concluded that the project was on the right track for timely completion.

**Country: Haiti**

**Project title:** Enhancing local economic impact from tourism development in Jacmel

**Duration:** August 2014 – October 2016

**Objectives:** To enhance the economic participation of the local population into the tourism value chain by creating new long term job positions while ameliorating and diversifying the offer of existing tourism products as well as creating new sustainable ones.

**Results achieved:**

1) Capacity building covering several topics such as storytelling, sustainable product development, introduction to SME development including web page and marketing knowledge, waste management, food safety, lifeguard training, first aid, client service, basic restaurant service, personal development and handicraft product development. The total number of beneficiaries of these capacity building activities is 149.

2) Based on the skills obtained in the capacity building seminars, the project supports local people to develop and operate tourism businesses and excursions, e.g. through the provision of market intelligence, product presentations to potential travel agents, preparation of promotional materials and the creation of a network of tourism enterprises in the destination.

3) Improvement of the most visited tourism sites (three beaches and site of natural pools) by creating local site management organizations aiming to achieve a more transparent, professional, secure and sustainable management, and to achieve a self-sustained economic status. A Pilot Committee for Tourism in the South-East Department has been established in order to monitor and support the progress of the local site organizations. This committee is formed by representatives of several ministries, local authorities, private sector and local population, and supports the creation of standards and certificates for the management of beaches and protected areas.

4) Creation and improvement of new and existing excursions to help communities increase their income, fund reforestation for the area and add value to local products like sugar cane and coffee.

5) Development of 3-5 city circuits and activities that provide visitors with an opportunity to experience the culture, music, dance, arts and crafts, history, food, and people of Jacmel.

### **Country: Haiti**

**Project title:** Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

**Duration:** May – August 2016

**Objectives:** Under the framework of the project of the Inter-American Development Bank (IADB) to develop sustainable coastal tourism in the country, the Ministry of Tourism and Creative Industries requested UNWTO's technical assistance to undertake a detailed evaluation of the current tourism statistics system in the country and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

#### **Results achieved:**

- Needs assessment mission completed.
- Project document for a three-year project to improve and strengthen the national tourism statistical system and develop an experimental TSA submitted to the Government and the IADB for approval and funding.

### **Country: Jordan**

**Mission title:** Workshops on promotion opportunities of Chinese tourism to Jordan and on Updating the Hotel Classification System (Amman, Jordan, 6 April)

**Objectives:** Drawing on the findings of the study on the Chinese Outbound Travel to the Middle East and North Africa, the technical assistance mission aimed to provide the Ministry of Tourism and Antiquities of Jordan with a brief on trends, characteristics, prospects, challenges and opportunities of this market - globally and to the Middle East-, discuss potential growth opportunities for Jordan and recommend a marketing strategy, as well as to share UNWTO's experience in implementing Hotel Classification projects.

### **Country: Lesotho**

**Project title:** Kome Rural Homestays

**Duration:** October 2012 – June 2017

**Objectives:** To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.

**Results achieved:** Training seminars were organized for excursion providers, tour guides, rural homestay providers, and crafters, and a tourist map was developed with hiking, biking, and pony trekking routes, linking the three project areas. The seminar for excursion providers was attended by 11 small entrepreneurs. The seminar aimed to support the participants to start and/or grow an excursion enterprise, by building their capacity to develop excursions and to get access to tourism markets. The seminar provided the participants with valuable insights on how to develop new excursions or improve existing ones, making optimal use of the attractive natural and cultural heritage of the destination. It also gave detailed guidance to the excursion providers on marketing their products to individual tourists and establishing business linkages with foreign tour operators.

Likewise, the seminars for tour guides, rural home stay providers and crafters focused on building the capacities to improve the products and services offered to tourists, and to strengthen their marketing skills. The seminars were attended by 16, 34 and 24 local participants, respectively. Following the training seminars, several participants directly started to put the lessons learned into practice by making improvements in the products and services offered to tourists and by establishing contacts with potential clients.

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**Country: Mongolia**

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**Project title:** Capacity Building for Tourism Employees

**Duration:** March 2015 – December 2016

**Objectives:** to build capacities among tourism employees and unemployed young people to make a career in the tourism sector

**Results achieved:** The project conducted a rapid assessment on curriculum development based on the needs of the private sector and developed two training modules on service and hospitality areas and tourism management. A train-the-trainers programme was launched for hospitality service trainers and subsequent trainings were carried out for front office staff and housekeeping for unemployed youth. The project provides training on hospitality service and management to at least 200 participants of which at least 50% are from disadvantaged families. It is expected that a minimum of 50% of previously unemployed training participants will manage to obtain employment in the tourism sector within 6-12 months after the training.

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**Country: Morocco**

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**Project title:** Establishment of a New System of Tourism Hotel Classification

**Duration:** June 2013 – December 2018

**Objectives:** In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- Improve the quality of tourist accommodation establishments.
- Facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development.
- Adapt the classification system to the evolution and diversification of the tourist demand.
- Develop a Guarantee involving regulatory standards and quality frameworks.
- Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

#### **Results achieved:**

- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.
- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is scheduled to be completed in August 2014. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.
- Pilot testing of 200 mystery guest visits.
- Manual for interpreting new hotel classification criteria.

#### **Country: Mozambique**

**Project title:** Human resource and SME development for the tourism sector in Inhambane province

**Duration:** May 2011 (Phase I) – December 2016 (Phase II)

**Objectives:** To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

**Results achieved:** The project builds on the experience of the previous project in the region. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 600 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole. For SME development, training on business management has been provided to 21 owners/managers of small tourism enterprises. Further, the project has provided micro finance to 9 small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours and preparation of local meals. Successes have especially been booked with establishing business linkages for the local supply of agricultural products to hotels and restaurants, and with assisting handicraft producers to get better access to the tourism market. A group of 20 handicraft producers has been supported by providing a space where they can sell their souvenirs to tourists.

**Country: Mozambique****Project title:** Vocational Training and SME Development for the Tourism Sector in Maputo**Duration:** November 2011 (Phase I) – June 2017 (Phase II)**Objectives:** To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector**Results achieved:** The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms:

1. Employment in tourism enterprises
2. Supply of goods and services to tourism enterprises
3. Direct sales of goods and services to visitors
4. Establishment and running of tourism enterprises

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016 with 7 participants, which formed the basis to deliver vocational training seminars in the first semester of 2016 to 40 local people to assist them to obtain employment in the tourism sector. In the second semester of 2016, additional activities will be planned and implemented to support tourism SMEs to generate enhanced income from the sale of goods and services to tourists and larger tourism enterprises. Within the framework of the project, support has also been provided to preparing the new Strategic Plan for the Development of Tourism in Mozambique; especially to ensure that sustainability aspects are well covered in the plan.

**Country: Myanmar****Project title:** Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account**Duration:** August - October 2016**Objectives:** In collaboration with the International Trade Center (ITC) and under the framework of its project in Myanmar to develop inclusive tourism in the State of Kayah, UNWTO will provide its technical assistance by undertaking a detailed evaluation of the current tourism statistics system in the country and in the State of Kayah and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).**Results achieved:**

- Needs assessment mission completed.

**Country: Oman****Project Title:** Development of Tourism Statistics**Duration:** April 2015 – December 2017**Objectives:** The Omani government is keen to promote the tourism sector as part of its diversification strategy. Currently, tourism plays a key role in the economy and has the potential for further development. Therefore, having reliable, sufficient and adequate statistics are essential for policymakers to make effective decisions and to monitor the tourism strategy performance. Hence, in collaboration with the Ministry of Tourism, UNWTO is providing its technical assistance to conduct a comprehensive

assessment of tourism statistics in Oman; prepare and implement an action plan for development of tourism statistics; and, develop a Tourism Satellite Account for the country.

**Results achieved:**

- To date, UNWTO has undertaken four missions to Oman to review data collection processes, design new processes and provide capacity building to the Ministry and other national partners in the design and implementation of statistical collection procedures, and, analysis and evaluation of results obtained.

**Country: Qatar**

**Project Title:** Phased Implementation of the New Tourism Strategy and Action Plan

**Duration:** May 2013 – August 2016

**Objectives:** In May 2013, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan – and the said Agreement was further amended in February 2014 to include more areas of cooperation. In total, UNWTO would provide technical assistance to the Qatar Tourism Authority in the implementation of key activities outlined in the Tourism Strategy, particularly in the following areas:

- Legislation, Regulations and Institution Building
- Statistics and TSA Development
- Visa Facilitation
- Capacity Building Programme for Tourism Stakeholders implemented through the UNWTO-Themis Foundation
- Capacity building programme in product development
- Capacity building programme in investment promotion
- Internships at UNWTO Headquarters within the Experts on Loan programme
- Formulation of a guide training programme
- Marketing and promotion

**Results achieved:**

- Regulations and By-Laws on Desert Safari Camps and Desert Safaris, Tourist Guides, Travel Agents and Tourism Operators, Events, Conferences and Exhibitions, Package Travel, Package Holidays and Package Tours for Outbound Travel Agents.
- Assessment Report on the current state of national tourism statistics with a view to developing a project for the preparation of a tourism satellite account for Qatar.
- Capacity building in product development included activities related to creation of an inventory of tourism products, evaluation of quality and standards of tourism products, design of visitor surveys to determine visitor profile, product-market matching, and, institutional coordination and implementation for product development.
- Report on visa facilitation which focused on an analysis of the entry visa requirements for temporary visitors to Qatar, the identification of visa facilitation opportunities and the formulation of recommendations for addressing them through appropriate policies and procedures.
- UNWTO-Themis capacity building courses on Tourism Strategy, Cultural Tourism Product Development, and Tourism Project Development successfully conducted in 2014, and, courses on Human Capital Development: a factor for quality service, and, Executive Training Workshop on e-Marketing in Tourism, successfully conducted in 2015.

- Formulation of a long-term Tour Guide Policy and Strategy for Qatar Tourism Authority (QTA) to streamline the process for selection and training of professional guides in the field of tourism for Qatar. In addition, preparation of specific thematic tour guide training modules were prepared on a variety of types of tourism products (culture, nature, history and archaeology, human-made attractions) and types of tours (walking tours, tours on a moving vehicle, language training, etc.).
- Assessment of Qatar's tourism investment climate and development of a tourism investment study, elaboration of investment and business setup manual, elaboration of tourism investment guide, development of a marketing plan to attract investors, and, elaboration of a sales brochure and other investment promotional material.
- Brand development, development of tourism information systems, detailed annual strategic planning including budget planning, allocation and management, and promotion of public-private partnership.

### **Country: Republic of Congo**

**Project Title:** Sustainable Tourism Development Plan

**Duration:** December 2014 – June 2016

**Objectives:** In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo for the formulation of a Sustainable Tourism Development Plan for the country. In its 2012 Strategy for Growth, Employment and Poverty Reduction, the Government of the Republic of Congo identified tourism as a priority industry to stimulate economic growth while providing means for the creation of sustainable livelihoods. The objective of the project is to undertake an exhaustive analysis of the country's tourism sector (resources, infrastructure, institutions, human resources, source markets and tourism services) and formulate a Tourism Development Policy, Strategy and Master Plan which will stimulate the competitive yet sustainable growth of the tourism sector as a motor for stimulating economic growth in the country. In particular, the Master Plan will provide a detailed framework for the systematic planning of the tourism sector, distribution and prioritisation of tourism resources, and better coordination amongst the various stakeholders in the management of the sector.

#### **Results achieved:**

- Detailed situation analysis of the current opportunities and challenges facing sustainable tourism development in the Republic of Congo.
- Formulation of a Tourism Policy which was approved by the Government and UNDP.
- Formulation of a sustainable Tourism Development Strategy and Master Plan which was approved by the Government and UNDP.

### **Country: Republic of Congo**

**Project Title:** Development of a Hotel Classification System

**Duration:** July 2016 – June 2018

**Objectives:** In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo to conduct an in-depth analysis for the design and implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate

competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

**Results achieved:**

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.

**Country: Republic of Congo**

**Project Title:** Needs Assessment for the Training of Staff in Hotels in Brazzaville

**Duration:** July – September 2016

**Objectives:** Under the framework of the Project for the Support of Economic Diversification of the World Bank, UNWTO will conduct a needs assessment for training of staff employed in larger, more renowned hotels in Brazzaville with a view to improving the quality of services offered in the hotels while, at the same time, creating a framework for continuous skills development, thereby facilitating the access of local communities, especially women and youth. This project is a direct result of the awareness raised amongst the donor community to align their programmes with tourism in light of the formulation of the Tourism Development Strategy and Master Plan .

**Results achieved:**

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.

**Country: RETOSA (Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe)**

**Project title:** National Statistical Capacity-Building Programme (NSCBP) to RETOSA Members

**Duration:** October 2010 - July 2016

**Objectives:** UNWTO and the Regional Tourism Organization of Southern Africa (RETOSA) have collaborated in the organization of a series of workshops aimed at providing capacity building to 15 Southern African countries namely, Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe, in the strengthening of their national Systems of Tourism Statistics (STS) with a view to developing the Tourism Satellite Accounts (TSA).

**Results achieved:**

- A total of 8 capacity building workshops were organized over the span of 6 years. Two workshops were held in 2016: namely, in Zimbabwe (April 2016) and Angola (July 2016).
- In the final workshop held in Angola in July 2016, 9 countries from Southern Africa presented their experimental TSAs.

**Country: Seychelles****Project title:** Establishment of a New System of Tourism Hotel Classification**Duration:** May 2016 – January 2017

**Objectives:** The tourism sector in the Seychelles offers a wide range of accommodation for tourists and requires standardization to preserve the trademark of the Seychelles as a tourism destination, to attract emerging markets and increase the presence of international operators while, at the same time, maintaining the competitiveness of the Seychelles tourism sector. During the project, UNWTO would review the draft criteria prepared by the Ministry of Tourism and Culture and review and refine according to international best practice. In addition, working sessions will be held with the trade to raise awareness on the new criteria and their interpretation. Finally, training will be provided to the Ministry assessors on the new criteria.

**Results achieved:**

- Review of the existing hotel classification system and final draft of revised criteria prepared.
- Training for Ministry assessors on the proposed revisions to the criteria and the impact that these will have on the inspection process.
- Five working sessions with the trade to inform on new hotel classification criteria.

**Country: Timor-Leste****Project title:** Capacity Building for Tourism Employees in Dili**Duration:** September 2012 – December 2016

**Objectives:** to enhance local employment in the tourism sector in Dili through curriculum development and training of local people

**Results achieved:** Two training institutes in the country have been identified to deliver training for tourism employees. The project assists the two selected institutes to develop and carry out a train-the-trainers programme and supplies the institutes with suitable training materials. The main objective is that the training institutes will deliver courses for employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector.

Arrangements were made with two local training institutes to deliver the training. A first group of trainees successfully completed the training programme in the first semester of 2016, and subsequently, new training activities were launched.

**Country: Timor-Leste****Project title:** Marketing of Community-based Ecotourism Project**Duration:** January – July 2016

**Objectives:** To strengthen the marketing of Community-based Ecotourism (CBET) initiatives in Timor-Leste and to develop a comprehensive community-based ecotourism marketing strategy for Timor-Leste

**Results achieved:** The project worked closely with the local stakeholders to build their capacity to market the Community-based Ecotourism offer of the country, and delivered a 28-days training seminar on marketing of Community-Base Tourism to Ministry Officials and other key stakeholders dealing with Community-Based Tourism Development. The project also formulated a marketing strategy for CBET and a brochure on CBET in Timor-Leste, and collaborated with a web designer from the Ministry to develop a tourism website on CBET in English for the Ministry of Tourism, Arts and Culture.

The Ministry of Tourism has identified a list of Community-Based Tourism projects in Timor-Leste (that may benefit from the outcomes of the project. This exercise provided the project with comprehensive background information to:

- advise the existing Community-Based Tourism projects on product improvement and diversification;
- define the marketing activities;
- based on the assessment, develop a full-fledged community-based ecotourism marketing strategy focusing, inter alia, on the promotion of small- and medium- size ecotourism enterprises with a clear focus on the local communities; and
- provide capacity building support for the implementation of the strategy and guidance on the development of marketing materials and activities.

### **Country: Tunisia**

**Project title:** Image Campaign for Tourism Recovery

**Duration:** January – June 2016

**Objectives:** To support Tunisia's tourism recovery and thus employment in the sector, in particular for poorer groups of the society, by strengthening the image of the country as a preferred tourism destination through an innovative international image campaign

**Results achieved:**

The main project activities carried out for the promotion of tourism in the North-West and South-West regions of Tunisia are:

- 1- Advertising sport -20"- for each of the two regions mentioned above. In total 585 messages have been broadcasted from 18 April to 3 June 2016. Through radio stations covering the tourist resorts usually chosen by the Tunisian people (Grand Tunis, la Cote, Sfax)
- 2- Cities billboards: 21 huge billboards have been installed in the region of Grand Tunis from 16 April to 15 May 2016.
- 3- Two videos have been prepared, one for the South of Tunisia, and another one for the North West.

### **Country: Uganda**

**Project title:** Kisiizi Water Falls Tourism Development Plan

**Duration:** January – July 2016

**Objectives:**

- To enhance the attraction of the tourist area and develop facilities that support tourist activities.
- To enhance the visibility of the tourist area in terms of promotion and information availability.
- To develop the capacity of the site management to provide tourist services like guiding, food and accommodation services.
- To preserve the Natural Beauty of the Kisiizi Water Falls and surrounding environment through tourism and to facilitate the tourist visitation and utility of the Falls and its environment.
- To generate incomes to support the community, especially through the Good Samaritan Fund.

**Results achieved:**

- Design and approval of the project logo;
- Consultations with two groups of engineers regarding the construction of the bridge and monument were held; and building of the access paths to ascend the hill and go down into the gorge for the bridge which will be constructed by the project;
- Advice on the development of the zip wire system was sought from a group of field specialists

**Country: United Arab Emirates**

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**Mission title:** Advisory mission on implementation of White Paper and redefinition of mission, institutional role and administrative structure of NTA (Dubai, UAE, 18-24 May)

**Objectives:** UNWTO's technical assistance aimed to assist the Ministry of Economy of the United Arab Emirates and the re-constituted tourism structure of the former National Council of Tourism and Antiquities (NCTA) to prepare effectively for the new mandate, role and structures required by the governmental changes and future effectiveness, and to follow up on the "White Paper" and its themes.

**Country: United Arab Emirates**

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**Mission title:** Preparation of a project document for a Tourism Development Strategy and Master Plan 2017-2026 for the UAE (July 2016).

**Objectives:** The strategy will provide the blueprint for the dynamic, competitive and sustainable development of the tourism sector in the UAE as a pillar of the "post oil" economy.

**Country: Zambia**

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**Project title:** Development of Cultural Centres for Promotion of Community-based Tourism

**Duration:** 2008 – December 2016

**Objectives:** To provide local communities with a structured framework to participate in the tourism industry, thereby providing them with an opportunity to directly benefit from tourism through the creation of sustainable livelihoods.

**Results achieved:** Cultural Centres in Mafungautsi and Mwandi villages have been built and capacity building activities carried out linking the following areas: tourism hospitality and service; handicraft design and manufacturing; tour guiding, presentation of local dances and music shows; book keeping and business management. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the active promotion of the centre in Mwandi, which is located near Livingstone.

**Country: Zambia**

**Project title:** Livingstone Community Sustainable Tourism Resource Centre

**Duration:** January – July 2016

**Objectives:** To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

**Results achieved:** The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared (See Annex 1 - Zambia), and a local contractor is selected through a tender procedure.

**Country: Zimbabwe**

**Project title:** Enhancing Participation of Youth and Women in Tourism

**Duration:** October 2015 – June 2017

**Objectives:** To build the capacities of women and young people to make a career in tourism enterprises at the Victoria Falls and to strengthen the capacity of tourism SMEs in the area.

**Results achieved:** It is expected that the vocational training for existing and new tourism employees will enable participants to get increased income because of better positions they could obtain after the training, or to assist unemployed young people to obtain new or vacant positions in the tourism sector. The project also hopes to provide business and financial services to tourism SME's resulting in improved performance of the SMEs and increased earnings for the SME employees.

**Country: Zimbabwe**

**Project title:** Victoria Falls Community Swimming Pool Refurbishment

**Duration:** April – November 2016

**Objectives:** To provide a self-sustaining facility that will improve the livelihood of the local community both in terms of recreation and income generation; and to provide children in the township with a recreational, sports and training facility easily accessible to their communities.

**Results achieved:**

Planned activities of the project are: •Refurbish male and female changing rooms, showers and toilet blocks; supply and installation of 4 geysers and replacement of galvanized pipes; refurbish pool shell and surrounds; refurbish payment office

The Ministry will work with a local Trust (VFLPB), who has officially been established in June 2016 and will take the lead in the project implementation at the local level. A clear and solid project work plan is already in place to immediately launch project activities, and VFLPB has assured UNWTO that the actual work to be carried out will take no more than 6 weeks after signature of the agreement.

A UNWTO project review mission to Victoria Falls took place early June 2016, which was very helpful to encourage stakeholders to make rapid progress, to clarify some issues related to the agreement and the project implementation arrangements, including the need for VFLPB to be officially registered, which was done within one week after the mission.

## B. Silk Road Programme

### Field project:

#### ▪ **Western Silk Road Tourism Development Initiative:**

Created within the framework of the joint UNWTO/EU project “Enhancing the Understanding of European Tourism”, and focusing on the development and diversification of the Western link of the Silk Road. The Western Silk Road Tourism Development Initiative 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. A focus will be placed on sustainable tourism products and on the potential of common cultural heritage for the promotion of shared tourism experiences.

Interested Silk Road Task Force representatives are kindly encouraged to contact the Silk Road Programme in order concretize their contribution and input. Areas of collaboration include:

- Research support through the mobilization of academia and private sector stakeholders.
- Project input and areas of collaboration: best-practice examples in the areas of tourism route development, heritage clusters, transnational projects currently underway, development fields (gastronomy, fashion, arts & crafts, etc.).
- Support through the mobilization of partners from the public and private sector – possible partners include: tour operators, SMEs, academic institutions, and other relevant public and private tourism stakeholders.
- Capacity building workshops: expressions of interest.

The UNWTO Silk Road Programme welcomes the active engagement of the Silk Road Task Force representatives and calls upon all Silk Road members to make the most of an initiative designed to revive the tourism potential of the Mediterranean basin.

### Publications

#### ▪ **Launch of the Silk Road Action Plan 2016/2017**

The new [Silk Road Action Plan 2016/2017](#) is a comprehensive overview of UNWTO’s strategies and initiatives designed to help Silk Road tourism grow more robust, competitive and sustainable. With important input delivered by Silk Road Member States and strategic programme partners, the Action Plan incorporates recent developments, such as the 2030 Agenda for Sustainable Development and UNWTO trends and forecasts, while outlining novel strategies on how to improve collaboration within the programme’s three key areas of work.

- **TripAdvisor Travel Trends for the Silk Road 2016: Developing Data in-line with key source markets' interests and expectations**

It comes as no surprise that over 80% of global travellers express their awareness of the Silk Road, but are Silk Road countries fully effective when it comes to engaging potential visitors? What experiences do “millennials” value the most? For what commodities are, for example, Chinese travellers willing to pay more? Interesting data on these and many more questions is available in the publication prepared by UNWTO Affiliate Member, TripAdvisor, with the help of UNWTO. Published during the recent 6th UNWTO Silk Road Task Force meeting in Iran, [the publication is available here \(in English only\)](#).

### **Event**

- **The 6th UNWTO Silk Road Task Force Meeting**

The Task Force discussed the key priorities for the Silk Road Action Plan 2016/2017. Representatives of 14 countries gathered in Urmia, Iran, from 24-25 April 2016 and agreed to advance joint marketing training, infrastructure, development and visa facilitation. More information [online](#).

### **Silk Road Promotional Activities**

- **“David Baddiel on the Silk Road”**

The UNWTO Silk Road Programme was pleased to collaborate with Pioneer Productions and Discovery Networks International on the production of the four part series 'David Baddiel on the Silk Road', which has started to air on Discovery Channel UK. The series focuses on the cultural and historical significance of the Silk Road, and showcases the stunning landscapes, historical landmarks and inspiring cultures of China, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey. Discovery Channel has a reach of 2.8 billion global subscribers in more than 220 countries and territories. [For additional information, please visit the series main webpage.](#)

- **BBC documentary on the Silk Road**

Hosted by renowned historian Dr. Sam Willis, a two-episode documentary on the Silk Road was produced by the BBC in collaboration with UNWTO. 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. Broadcasted throughout 2016, the programme airs in the UK but is available to 152 million subscribers of BBC World. [For more information, please visit the BBC4 website.](#)

### **Upcoming Silk Road Programme Events**

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

Silk Road countries are kindly invited to the International Silk Road Conference on Nomadic Tourism and Sustainable Cities jointly organized by UNWTO, the Ministry of Environment, Green Development and Tourism of Mongolia, and the World Cities Scientific Development Alliance.

To be held in Ulaanbaatar on 13-15 October 2016, the conference will bring together Silk Road Member States, tourism experts, partner UN agencies and UNWTO Affiliate Members to address the potential of tourism initiatives focused on nomadic tourism and sustainable city tourism.

With nomadic tourism a common vector along the Silk Road, Member States interested in promoting their nomadic heritage as a best-practice example are kindly encouraged to contact the Silk Road Programme in order to discuss possible cooperation and inclusion in the event programme. To register and to access additional information, please visit the event website.

### **Call for Expression of Interest: Silk Road Programme of Events 2017**

Silk Road Member States interested in hosting an upcoming UNWTO Silk Road Programme event are kindly encouraged to submit their application for two major events:

- **7th UNWTO Silk Road Programme Task Force Meeting**

Following upon very successful meetings in Tbilisi, Seoul and Urmia, the annual Silk Road Task Force Meeting provides a great opportunity to advance the Silk Road tourism agenda, to devise the strategies that will shape Silk Road tourism initiatives, and to showcase the Silk Road heritage of your individual country.

- **8th UNWTO International Meeting on Silk Road Tourism**

Held every two years, and building on very positive output achieved at the Xi'an (2015) and Dunhuang (2013) meetings, the International Meetings on the Silk Road are key forums to assess the main trends and developments shaping the Silk Road, both from a tourism and an interdisciplinary perspective.

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**Annex IV: UNWTO Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers**

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**I. Introduction**

1. This document follows the previous reports made to the 88th, 89th, 90th, 93rd, 94th, 95th, 100th and 103th sessions of the Executive Council and to the 19th, 20th and 21st sessions of the General Assembly recalling the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and tourism service providers.

2. The General Assembly during its 21th session (Medellin, Colombia, 12-17 September 2015) decided to continue with the elaboration of the text of the Convention, to present the final text of the Convention to the next General Assembly for its approval and to inform about any other related matters that may arise in relation to this Convention and/or the protection of tourists and tourism service providers.

3. The present report summarizes the recent activities in this field since the last session of the Executive Council.

**II. Activities towards the adoption of an international Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers**

1. The working group held its 8th meeting in the UNWTO premises in Madrid on 29 June 2016, continued with the discussion and finalized the draft Convention.

2. Subsequently, following the general procedure for the approval of an International Treaty used in other UN bodies, the UNWTO Secretariat opened public consultations by sending to all UNWTO Full Members a copy of the draft Convention in order to give them the opportunity to communicate their considered and detailed views on the Convention.

**III. Upcoming activities**

1. The UNWTO Secretariat will update the Draft Convention taking into consideration relevant comments received from the UNWTO Member States and will send it to the Working Group members.

2. Thereafter, the working group will hold the 9th meeting in December 2016 or January 2017 to continue with the discussions on the content of the legal instrument. The final date of the meeting is still pending for decision.

3. Finally, the final text of the Convention will be presented in the next General Assembly for its approval.

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**Annex V: Report of the Working Group on the UNWTO Convention on Tourism Ethics**

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**Summary**

1. In accordance with the mandate established by the General Assembly resolution 668(XXI), the Secretary-General set up the Working Group on the Ethics Convention, in consultation with the Chair of the World Committee on Tourism Ethics, based on the favourable responses received from UNWTO Full and Associate Members to his invitation letter of December 2015.
2. As of May 2016, the following countries have expressed their interest and designated a representative to take part in the Working Group:
  - AFRICA: Chad, Democratic Republic of Congo, Morocco, Republic of Congo
  - AMERICAS: Brazil, Costa Rica, Cuba, Ecuador, Guatemala, Honduras, Puerto Rico
  - ASIA: Bhutan, China, Indonesia, Japan, Macao China, Philippines, Samoa, Sri Lanka, Thailand
  - EUROPE: Azerbaijan, Bulgaria, Cyprus, Flanders, the Former Yugoslav Republic of Macedonia, France, Greece, Hungary, Israel, Montenegro, Poland, Portugal, Russian Federation, Slovenia, Turkey
  - MIDDLE EAST: Egypt
3. The Working Group on the UNWTO Convention on Tourism Ethics held its first working session at the UNWTO Headquarters in Madrid, Spain, on 25 April 2016.
4. The following countries were represented at the meeting: Azerbaijan, Bulgaria, China, Costa Rica, Cuba, Cyprus, Ecuador, Greece, Honduras, Hungary, Indonesia, Israel, Japan, Macao China, Morocco, Poland, Portugal, Russian Federation, Sri Lanka and Turkey. France provided its contribution in writing prior to the meeting, while Bhutan, Brazil, Egypt, Flanders, the Former Yugoslav Republic of Macedonia, Montenegro, Philippines and Puerto Rico excused their absence. The meeting was attended by the Secretary-General, Mr. Taleb Rifai, the Chair of the World Committee on Tourism Ethics, Mr. Pascal Lamy, and Prof. Alain Pellet.
5. For the Working Group to take full ownership of the process, Mr. Nazim Samadov, Deputy Minister of Culture and Tourism of Azerbaijan was designated by consensus as the Chair of the Working Group by the members of the Working Group participating in the meeting.
6. After opening the working session, the Chairman gave the floor to the members of the Working Group to express their general comments and remarks on the proposed first draft of the Convention and then started to review the text of the Convention section by section and article by article.
7. Work on the revision of the Draft Convention is still underway. During the first meeting, the Working Group revised the *Preamble* of the Draft Convention, as well as *Section I. General Provisions* and *Section III. Implementation* (the latter not yet finalized). The revision of the remaining parts of the text, namely *Section II. Principles*, *Section IV. Final Provisions* and the *Optional Protocol*, will be carried out during the next meeting of the Working Group which is expected to be held in Madrid either in the last quarter of 2016 or at the beginning of 2017.

## Annex VI: Measuring Sustainable Tourism (MST)

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### I. Summary

1. UNWTO has launched, with the support of the United Nations Statistics Division (UNSD), the Measuring Sustainable Tourism (MST) initiative which already counts on the involvement of some countries. The aim is to develop an international statistical framework for measuring tourism's role in sustainable development, including economic, environmental and social dimensions. The starting foundation involves bridging two UN standards: the Tourism Satellite Account (TSA) and the System of Environmental Economic Accounting (SEEA). It is envisaged that social and cultural dimensions will be integrated in due course, including via work by UNESCO.

2. By integrating tourism more fully within economic, social and environmental measurement standards, the framework aims to provide a common language and organizing structure for exploiting the richness of data already available (including new and emerging datasets) and for more effective data production, management and integration. Such a standards-based framework can further support the credibility, comparability and outreach of various measurement and monitoring initiatives pertaining to sustainable tourism, including the derivation of SDG indicators and those of UNWTO's International Network of Sustainable Tourism Observatories (INSTO). Overall, the statistical framework from the MST initiative will provide an integrated information base to better inform on sustainable tourism, to facilitate dialogue between different sectors and to encourage integrated, locally relevant decision making.

### II. Background

3. Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence. Tourism has an impact on the economy, the natural and built environment, the local population at the place visited and the visitors themselves. At the same time, tourism has dependencies on the environment, on social structures and governance arrangement and on economic structures including employment. It is thus of vital interest for the sector to maintain and sustain the basis for its prosperity—the tourism destinations – in all of their dimensions.

4. The concept of sustainable tourism has been advancing for over 20 years, sparked in part by the profile placed on sustainable development around the 1992 Rio Summit. Over that time it has become increasingly clear that tourism has significant potential to drive socio-economic development and environmental conservation. Tourism is mentioned in three of the 17 Sustainable Development Goals (SDGs), relating to sustainable economic growth and decent employment, sustainable consumption and production and the conservation and sustainable use of oceans.

5. Credible data is key for effective policy and management—"what you can't measure, you can't manage". This is especially so when tourism is just one among many policy areas which governments must consider in working towards sustainable development.

6. Indeed, the SDGs embody a worldwide commitment towards sustainable development through more holistic, integrated approaches. Integrated policy requires integrated data. This is stressed repeatedly in the Rio+20 outcome document, most notably:

*"We encourage regional, national, subnational and local authorities, as appropriate, to develop and utilize sustainable development strategies as key instruments for guiding decision-making and implementation of sustainable development at all levels, and in this regard we recognize that integrated social, economic and environmental data and information, as well as effective analysis and assessment of implementation, are important in decision-making processes".*

### III. Usefulness and limitations of current measurement

#### 7. Tourism statistics

Tourism measurement has come a long way over the past 20 years. The year 2008 marked the approval of the current official UN statistical standards on how to measure tourism (International Recommendations for Tourism Statistics, IRTS 2008) and its economic contribution (Tourism Satellite Account: Recommended Methodological Framework, TSA 2008). Together, these statistical frameworks enable countries to produce data that is credible and comparable—across countries, in time and with other standards-based data. In particular, they help organize such data for the derivation of important indicators such as Tourism Gross Domestic Product (GDP).

However, the scope of these standards is national and largely economic, with some consideration of social data like visitor characteristics and employment. This limits engagement more broadly and reduces the ability to inform on tourism's role in sustainable development, certainly with respect to environmental dimensions and also the social dimension.

In addition, these standards are not readily applicable to generate data at sub-national spatial scales even though tourism is generally understood to be a territorially-bound, destination-based, phenomenon. Indeed, because of this gap in tourism statistics, UNWTO launched some years ago the INRouTe network to develop the adaptation of these statistical manuals to sub-national levels.

#### 8. Sustainable tourism indicators

For destinations, milestone publications such as the 2004 UNWTO “Indicators of Sustainable Development for Tourism Destinations: A Guidebook” and the 2005 UNWTO/UNEP “Making tourism more sustainable: A guide for policy makers” have fostered participatory discussions and awareness of tourism as an integral part of the economic, social and environmental systems within local areas. These and other initiatives worldwide have advocated the use and implementation of indicators as a structural part of sustainable tourism development. Indeed, the UNWTO definition of sustainable tourism explicitly states that “*achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary*”.

Tourism observatories are being established in many destinations to better understand, monitor and advise on policy towards more sustainable development of tourism. The design, implementation and analysis of indicators are a fundamental part of their work. UNWTO's International Network of Sustainable Tourism Observatories (INSTO) recognizes and builds on these important initiatives by addressing policy makers, planners and tourism managers in order to strengthen institutional capacities for information management and monitoring in support of decision and policy making. INSTO encourages the systematic application of monitoring, evaluation and information management techniques as key tools for the formulation and implementation of sustainable tourism policies, strategies, plans and management processes.

#### 9. The challenge

Some observatories and other stakeholders face challenges posed by a lack of data (or access to data) to populate their indicators and by a limited comparability, and thus outreach of the data they do obtain. In addition, much relevant data that may already be available is often not organized in ways that makes it possible to report meaningfully on sustainable tourism. Comparability is increasingly relevant in discussions on more integrated policy towards sustainable tourism, involving not only comparability between destinations but also in relation to other economic, social and environmental activities.

In considering these two dimensions to tourism measurement, it is important to recognize that while tourism is “seen and felt” at the destination level, with management taking place at this level, the broader policy direction and resource allocation is most commonly made at national levels, and policy implementation is often the role of regional authorities. This mix of roles at different scales is a strong rationale for harmonization between data at national, regional and destination level to facilitate policy coherence.

Beyond the integration of data within countries, there is also a demand for information that is comparable across countries to inform on sustainable tourism. Of particular note in this space is the need to define and implement indicators to inform on progress towards the UN SDGs.

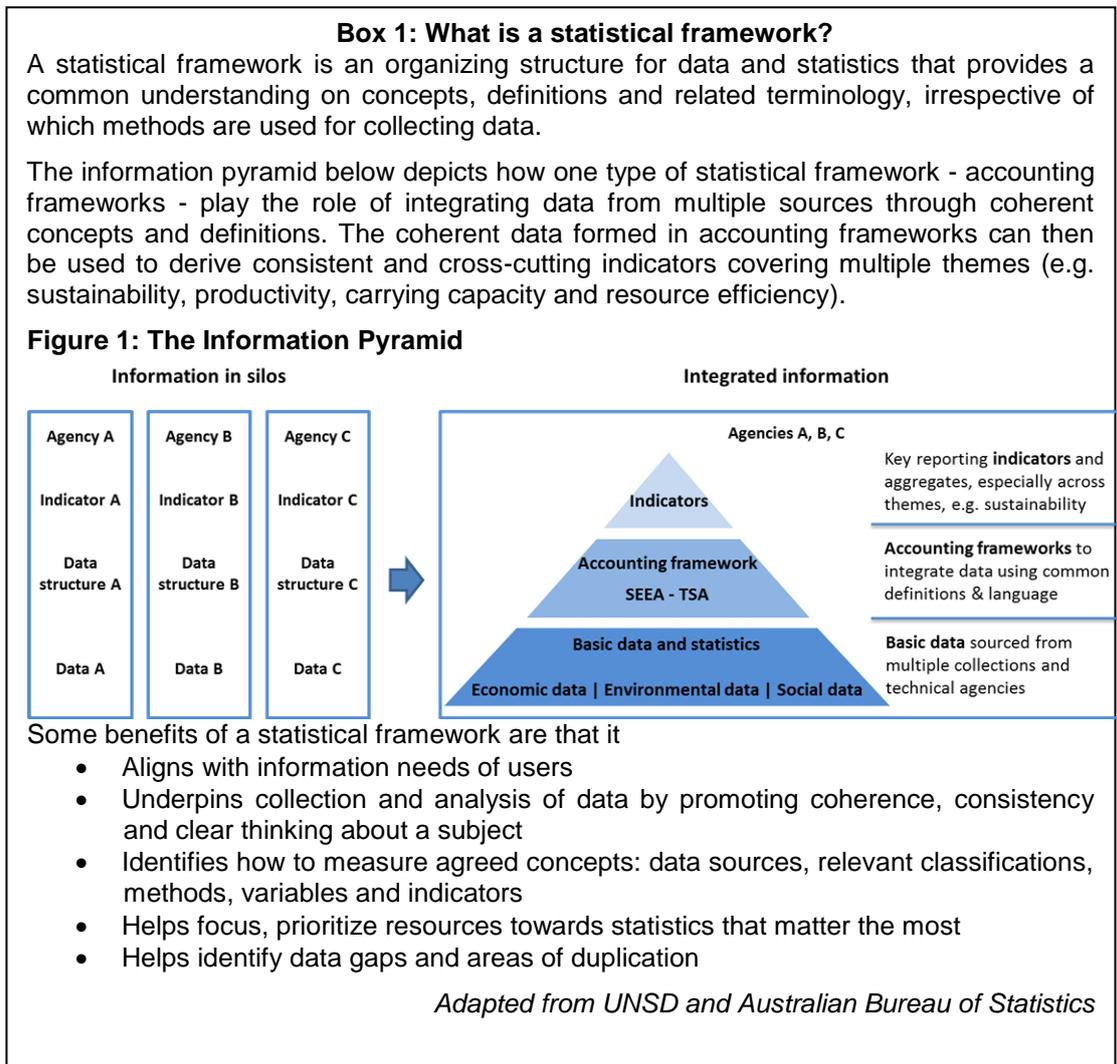
#### **IV. Towards a statistical framework for Measuring Sustainable Tourism (MST)**

10. There is thus a need for a common language to define, for measurement purposes, what is meant by the many concepts currently employed, as well as guidance on how to organize and source the underlying data. Such an underlying basis of common concepts and definitions, identification of data sources, relevant classifications, methods, etc. is often referred to as a statistical framework (See Box 1).

11. To meet this need, MST intends to draw from experiences of the INSTO observatories, the advances in tourism statistics and the developments of the INRouTe project, as well as the ongoing developments in the field of environmental-economic accounting. By building on these key advances, the MST initiative will work to bridge current information gaps.

12. The ambition of the MST initiative is, therefore, to develop a statistical framework for measuring sustainable tourism to provide a standard framework for collecting, organizing and disseminating relevant information.

13. In order to achieve this, the framework will have as a central feature the bridging of two UN standards for organizing economic information on tourism and on the environment: the Tourism Satellite Account (TSA) with the System of Environmental Economic Accounting (SEEA).



14. In considering the economic-environmental links, some topics to be examined include: a) environmental impacts of tourism: greenhouse gas (GHG) emissions, solid waste, wastewater, disruption of ecosystems and biodiversity; b) dependency of tourism on the environment: water and energy requirements, healthy and good quality ecosystems (beaches, reefs, forests), environmental protection expenditure and environmental taxes; and c) some socio-economic impacts and dependencies of tourism: employment, etc.

15. At an initial stage MST will focus on economic and environmental statistics. Some social statistics, such as employment, will be considered though it is expected that this dimension will be studied in more depth over the medium term.

## V. Working Group of experts and Pilot studies

16. In advancing the MST statistical framework UNWTO is working together with UNSD and leading country experts, and under the auspices of the UN Committee of Experts on Environmental-Economic Accounting (UNCEEA) as well as the UNWTO Committees on Statistics and Tourism Satellite Accounts

and on Tourism and Sustainability. The MST initiative will be a substantive component of the 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism to take place in mid-2017.

17. Measuring sustainable tourism naturally cuts across a range of disciplines and agencies. An open Working Group of experts has been established to lead the technical development and support engagement among these key stakeholders. The Working Group will meet on 20-21 October at UNWTO Headquarters in Madrid, Spain.

18. At national level, there are important roles for national tourism administrations and national statistical offices in particular, but also, potentially, for central and territorial planning agencies, development agencies and banks, environment departments and natural resource managers (e.g. for water), and transport agencies. These are primary users of data on sustainable tourism and hence should be involved to ensure the relevance of the statistical framework.

19. From the side of data producers, the Working Group covers expertise in: tourism statistics; environment statistics; national accounts, employment, trade; environmental-economic accounting; tourism satellite accounts; transport and mobility; and geo-spatial and regional statistics. In addition, the Working Group also counts on the involvement of relevant international organizations.

20. As part of the MST initiative, UNWTO is also seeking to develop country based pilot studies in which relevant stakeholders can be brought together and contribute to the design and testing of the statistical framework. This will be an important part of ensuring the relevance and feasibility of the statistical framework as well as for developing experience in multi-stakeholder engagement on sustainable tourism and its measurement.

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## Annex VII: Rules for the Operation and Management of the UNWTO International Network of Sustainable Tourism Observatories (INSTO)

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### I. Introduction

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1. The World Tourism Organization (UNWTO) has been promoting the use of sustainable tourism indicators since the early 1990s as essential instruments for policymaking, planning and management processes at destinations. The present document aims to inform the Executive Council about the progress achieved in the establishment of observatories and provides an updated framework for the operation and management of the UNWTO International Network of Sustainable Tourism Observatories (INSTO).

### II. INSTO objectives

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2. The UNWTO International Network of Sustainable Tourism Observatories (INSTO) was created in 2004 with the objective to support the continuous improvement of sustainability and resilience in the tourism sector through systematic, timely and regular monitoring of tourism performance and impact in order to better understand destination-wide resource use and foster the responsible management of tourism. Through the systematic application of monitoring, evaluation and information management techniques, the initiative provides policymakers, planners and tourism managers and other relevant stakeholders with key tools to strengthen institutional capacities to support the formulation and implementation of sustainable tourism policies, strategies, plans and management processes.

3. As evidence-based decision-making is of utmost importance for sustainable tourism development, the vision behind the INSTO initiative highlights the key role that observatories play as an essential instrument to continuously enhance the sustainability of the tourism sector. Observatories have the potential to stimulate and catalyze innovative developments in destinations and play a key role in contributing to monitoring and addressing issue areas, such as job creation, sustainable consumption and production, public health and security, human rights, education quality and inequalities.

### III. Background and history

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4. As progress towards these objectives is being achieved, it is important to recall that the 2012 United Nations Conference on Sustainable Development (Rio+20) highlighted the importance of obtaining more reliable, relevant and timely data in areas related to the three dimensions of sustainable development and acknowledged the potential of tourism to make a significant contribution in this regard.<sup>1</sup>

5. At the ninety-fifth session of the UNWTO Executive Council held in 2013, the report of the UNWTO Secretary-General (CE/95/3(III)(b) Add.) on the implementation of the general programme of work, section three (III) of the addendum, "Setting up Observatories of Sustainable Tourism under the auspices of UNWTO" outlined the first proposed steps to establish Observatories.

6. In 2014, UN General Assembly (UNGA) resolution 69/233 *Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection*<sup>2</sup> invited governments to

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<sup>1</sup> The outcome document 'The future we want' was endorsed by UN General Assembly resolution A/RES/66/288 of 27 July 2012; see also <https://sustainabledevelopment.un.org/rio20.html>;

<sup>2</sup> UN General Assembly resolution A/RES/69/233 of 19 December 2014 on Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection

support better informed sustainable policymaking around the world and emphasized the contribution of sustainable tourism to poverty eradication, community development and the protection of biodiversity.

7. One year later, the sector's role as important driver for sustainable development was further strengthened through UNGA resolution 69/313, *Addis Ababa Action Agenda*<sup>3</sup> and UNGA resolution 70/1, *Transforming our world: the 2030 Agenda for Sustainable Development*<sup>4</sup> which highlight the importance of supporting better informed sustainable policy around the world, of applying creativity and innovation to solve sustainable development challenges, as well as to monitor sustainable development impacts for various economic activities, including sustainable tourism.

8. It is within this context that UNWTO further continued the expansion of INSTO as a means to measure, assess and manage tourism's impact at the local level. Consequently, in 2015, at the 101st session of the UNWTO Executive Council, the Secretariat presented an updated guidance document for the operation and management of observatories (see CE/101/4 Annex).

9. Most recently, the 2016 High-Level Political Forum on Sustainable Development, convened under the auspices of the Economic and Social Council, emphasized in the Ministerial Declaration<sup>5</sup> the importance of further progress in enhancing national capacities for evidence-based and data-driven decision-making and in the use of accessible, timely, reliable and high-quality disaggregated data to support the efforts and inform the implementation of the 2030 Agenda at all levels.

10. In addition, after an intensive phase of reviewing the progress made in the area of measurement and indicator development, as well as a thorough revision of the rules and procedures for the observatories, UNWTO convened an Open Consultation Meeting on *Advancing the Measurement of Sustainable Tourism Development*<sup>6</sup>, at its Headquarters in June 2016, to discuss the current state, challenges for destinations and possible solutions covering all three dimensions of sustainability.

#### IV. Guiding framework for observatories within the UNWTO International Network of Sustainable Tourism Observatories (INSTO)

11. The herewith submitted guiding framework<sup>7</sup> reflects the experiences and lessons learned since the 101st session of the Executive Council in 2015, including the main takeaways that derived from the 2016 Open Consultation Meeting. Based on these experiences and the extensive consultation process made to date with the observatories, as well as with relevant public and private stakeholders, including technologically advanced potential solutions providers, **the below enhanced framework is developed to guide the establishment and functioning processes of the observatories**<sup>8</sup>:

##### A. Pre-establishment phase

i. The establishment process of observatories is essential in providing solid grounds for well-functioning monitoring processes in the future. From the beginning, it is therefore crucial to **engage all relevant stakeholders through a participatory approach**, involving them directly in

<sup>3</sup> UN General Assembly resolution A/RES/69/313 of 27 July 2015 on Addis Ababa Action Agenda of the Third International Conference on Financing for Development

<sup>4</sup> UN General Assembly resolution A/RES/70/1 of 25 September 2015 on Transforming our World: the 2030 Agenda for Sustainable Development

<sup>5</sup> <https://sustainabledevelopment.un.org/hlpf/2016>

<sup>6</sup> For a more detailed overview of the two day event, please see the dedicated website at <http://sdt.unwto.org/insto-events>

<sup>7</sup> As of July 2016

<sup>8</sup> In order to facilitate the application and support observatories in the best possible way, an 'INSTO Guidebook' is being made available online to interested stakeholders which includes, among others, detailed information on the required documents and templates.

the processes and decisions ensuring coherent actions regarding, for example, the monitored issue areas as well as the selected indicators and methodologies.

ii. In order to ensure such an approach and gain stakeholder commitment, **awareness-raising activities and the establishment of a support system are important** actions in the beginning, which include information-sharing and active consultations with actors as well as the gathering of Letters of Support (for further detail, please see Section B, paragraph v.4).

iii. Additionally, the **establishment of an official Local Working Group** is essential to ensure continuous commitment to constant, regular and timely monitoring efforts. This group should consist of representatives from all relevant stakeholder groups and needs to be officially formed in this pre-phase to guide monitoring process of the observatory over time.

## B. Acceptance process for new Member Observatories to INSTO

iv. Observatories, both new and existing, can become members of INSTO. By submitting their membership application, observatories are committing to **regular and continuous monitoring** of issue areas, through indicators and other measurement techniques, to enhance the sustainability of tourism in their destinations.

v. **To ensure the highest standard of integrity, transparency and a shared vision of the INSTO initiative**, applicants are required to submit the following documents to the UNWTO Secretariat:

1. **Application Form**, which requires, inter alia, general information about the applying observatory, a list of its most relevant stakeholders and acceptance of a compliance framework, including the acceptance of the Statutes of UNWTO as well as the commitment to the principles of the UNWTO Global Code of Ethics for Tourism. In addition, the Application Form requires the inclusion of a **Keyhole Markup Language (KML) file** based on geo-referenced data, displaying the precise delineation of the monitoring area.

2. **Destination Profile**, providing generic background information on the destination, including basic figures regarding tourism flows, economic data and the structural framework.

3. **Preliminary Study/Report** not older than 12 months from the date of application, providing a situation analysis of the tourism sector at the destination level. The report should clearly define key sustainability issues for the destination and indicate how an observatory is currently monitoring or proposes to monitor sustainable tourism issues, outlining data availability, sources, gaps and needs. It should also define preliminary short-, medium- and long-term objectives of the observatory and indicate its proposed structure as well as all relevant stakeholders and their roles. In addition, the report shall include the completed basic **Economic Data Sheet**, as proposed by the UNWTO Secretariat.

4. **Letter(s) of Support** from relevant institution(s). This should include the respective regional tourism authority or/and the responsible governing body such as the regional ministry in charge of tourism as well as a Letter of Support from the respective ministry at national level<sup>9</sup>. In case of cross-border destinations, letters shall be received from all the relevant institutions involved. The letter(s) must be written on official stationary bearing the

<sup>9</sup> Exceptions to this requirement will be considered on a case-by-case basis.

letterhead and seal of the governmental authority, and be sent directly to the UNWTO Secretariat to the below mentioned address.

5. Send the above-mentioned documents (templates are available, upon request) to the UNWTO Secretariat via mail, fax, or electronic mail:

Sustainable Development of Tourism Programme  
World Tourism Organization (UNWTO)  
C/ Capitán Haya 42  
28020 Madrid  
Spain  
E-mail: [insto@unwto.org](mailto:insto@unwto.org)  
Tel.: +34 91 567 81 00  
Fax: 91 571 37 33

6. Upon receipt and positive assessment by the UNWTO Secretariat of documents submitted and compliance with all stipulated requirements, the observatory will be officially accepted as a new member of INSTO. A **Letter of Acceptance** will be sent to the observatory, confirming its acceptance and granting observatory status which implies the immediate recognition and coming into force, as per the date of transmission of this official communication, of all the rights and obligations of an INSTO member.

### C. Stakeholder engagement

vi. **For new observatories:** All new tourism observatories shall organize a **Stakeholders' Workshop** within the first year of establishment which should include all relevant stakeholders of the destination, including the members of the Local Working Group. Participants of the workshop should: a) discuss the findings of the preliminary study/report, b) reflect and agree on the issue areas and indicators that the observatory shall monitor, c) identify the most important data needs, gaps and sources, d) clearly define the roles and responsibilities of stakeholders and the frequency of stakeholders meetings, e) agree on the implementation plan for the observatory.

vii. **For existing observatories:** new members of the network that already existed as observatories before joining INSTO shall agree to also conduct a Stakeholders' Workshop within the first year of acceptance in order to discuss how to carry out the necessary adaptations to align with the INSTO framework (e.g., formation of a Local Working Group if not existing at this point in time, structural changes and information-sharing processes, etc.).

viii. From the second year of membership, all observatories are required to conduct at least an **annual Stakeholders' Workshop** in the destination with all relevant actors as outlined above, in order to discuss the newest insights and advancements, challenges and needs as well as other aspects as outlined below in clause xv.

### D. Development of issue areas and indicators

ix. Each member observatory shall monitor at least a standard set of core issue areas.<sup>10</sup> Based on the over 40 issue areas published in UNWTO's *Indicators of Sustainable Development*

<sup>10</sup> General reporting and data collection shall comply with the International Recommendations for Tourism Statistics 2008, as approved by the United Nations Statistical Commission. United Nations (2010), *International Recommendations for Tourism Statistics 2008*, UN, New York. Available: [http://unstats.un.org/unsd/publication/SeriesM/seriesm\\_83rev1e.pdf](http://unstats.un.org/unsd/publication/SeriesM/seriesm_83rev1e.pdf)

for *Tourism Destinations: A Guidebook*<sup>11</sup>, the **following nine issue areas have been identified as mandatory to be monitored:**

1. Local satisfaction with tourism
2. Destination economic benefits
3. Employment
4. Tourism seasonality
5. Energy management
6. Water management
7. Waste water (sewage) management
8. Solid waste management
9. Governance

x. Besides covering the above-mentioned nine mandatory issue areas, **observatories are encouraged to monitor additional destination-specific issue areas** which are currently most relevant for their destination. The additional destination-specific issue areas can be adjusted over time, depending on the needs of the destination, if necessary.

xi. **The data for the mandatory as well as destination-specific issue areas shall be collected and analysed regularly.** Although it is common in many destinations to collect tourism data on an annual basis, INSTO members shall aim for higher frequencies wherever possible, relevant and feasible, ideally every two months. Within the first year of establishment, the observatory should provide UNWTO with an overview on which indicators can be collected on an annual basis and which ones on a more frequent basis.

xii. The publication *Indicators of Sustainable Development for Tourism Destination: A Guidebook*<sup>12</sup> identifies more than 500 indicators. Initiatives such as the European Tourism Indicators System (ETIS), work carried by the European Environmental Agency (EEA), the Global Sustainable Tourism Council (GSTC), the International Network on Regional Economics Mobility and Tourism (INRouTe) and the Measuring Sustainable Tourism (MST) initiative have further contributed to the updating and thinking in this area. It is expected **to continuously advance the work on indicators and contribute to the discussion within the INSTO network and with interested institutions** to provide observatories with reliable, consistent and relevant operational methodologies and guidance.

xiii. **As sustainability is context-sensitive, the role of indicators is to reflect the destinations' priorities and needs.** While measurement should ensure comparability whenever useful among destinations and across levels, destinations are encouraged to use monitoring systems that include destination-specific indicators which correspond to their local requirements, context and subjective elements of perception, particularly with regards to the sociocultural dimension.

## E. Monitoring and reporting<sup>13</sup>

xiv. **Regular and timely measurement** contributes to a better understanding of tourism links with other sectors as well as its impacts on sustainable development. It empowers tourism

<sup>11</sup> World Tourism Organization (2004), *Indicators of Sustainable Development for Tourism Destination: A Guidebook*, UNWTO, Madrid.

<sup>12</sup> World Tourism Organization (2004), *Indicators of Sustainable Development for Tourism Destination: A Guidebook*, UNWTO, Madrid.

<sup>13</sup> It is a requirement that general reporting shall comply with the International Recommendations for Tourism Statistics 2008 (IRTS 2008), available at [http://unstats.un.org/unsd/publication/SeriesM/seriesm\\_83rev1e.pdf](http://unstats.un.org/unsd/publication/SeriesM/seriesm_83rev1e.pdf)

stakeholders to effectively prioritise measures and allocate resources for policy implementation and supports a competitive position of the sector vis-à-vis other economic activities.

xv. During the **annual Stakeholders' Workshops**, participants shall discuss, among others, the progress of the measurement activities, discuss and identify problem areas, reflect on solutions as well on a possible action plan for the next reporting period, and, if necessary, adjust the implementation procedures and other relevant issues for the observatory and/or destination. Active participation of all relevant stakeholders in the workshops strengthens common identity within the destination and fosters transparency and accountability.

xvi. Accepted observatories, newly established and previously existing ones, shall have a **three-year transitional period to comply with the amended Rules for the Operation and Management of the Observatories**. In the first year, new members are expected to report on as many of the nine core issue areas as possible.<sup>14</sup>

xvii. **An annual progress report** on the issue areas and monitoring results shall be provided in English to UNWTO by each observatory. It shall document and provide an overview of the monitoring activities for each issue area, the operations, performance and lessons identified of the calendar year and not exceed 15 pages.

xviii. **Observatories that provide** UNWTO incomplete annual reports or do not submit annual reports for two consecutive years will be considered inactive. The status as a member observatory of INSTO will consequently be revoked. Prior written notice will be given to an observatory after it fails to submit an annual report.

xix. **In each of the UNWTO regions**, with five or more observatories, unless other agreements are in place, an observatory or other institution shall be chosen by the observatories in the region to be the Regional Coordinator (RC) that reports for all observatories in the region to UNWTO. The term of the RC shall last two years and can be renewed, unless other agreements are in place. The functions of the RC include the following:

1. **Serve as coordination mechanism for all observatories in the region.**
2. **Ensure regular reporting and exchanges across observatories in the region.**
3. **Receive and analyse the annual progress reports** (as stipulated in clause xvii) **from the observatories in the region and transmit an annual regional summary report, in English, to the UNWTO Secretariat.**
4. **Collect further results from the observatories in the region**, with the aim of sharing lessons identified and learned with all regional observatories.
5. **Advise the UNWTO Secretariat when an observatory in the region has not complied with clause xvii. above, on the submission of annual reports, as agreed.**
6. **Convene an annual regional meeting** to share and discuss experiences, early warnings, new emerging trends, challenges, and other relevant issues as well as to identify national/regional information needs.

xx. **An annual global INSTO Open Consultation Meeting** will be organized by UNWTO, where experiences are exchanged and issues related to monitoring, standards for data collection and analysis, trends, emerging warning signals and best practices (studies and methods) are discussed amongst members of INSTO and other relevant stakeholders.

<sup>14</sup> Exceptions to this requirement based on justified circumstances will be dealt with on a case-by-case basis.

xxi. **Observatories are also encouraged** to participate in other regional and international meetings of tourism observatories outside of the UNWTO Network of Observatories to further strengthen knowledge and share results.

## F. Communication and information-sharing

xxii. By becoming part of the INSTO, members accept the obligation **to create and maintain a publicly accessible website for their observatory, including at least a summary in English**. The website has to be regularly updated, providing the newest data and analysis of monitoring results as well as information regarding the sources and methodology used. Before publishing online, monitoring results shall be consulted with the representatives of the Local Working Group. Observatories are strongly encouraged to provide information on each of the indicators online (e.g. through a concise technical note), including its definition, the data source(s), the frequency of collection, contact details of the responsible stakeholder/person for the indicator and other relevant information.

xxiii. Each observatory should **collect and document success stories and examples of lessons learned**. They can disseminate these stories and experiences on their website as well as through other means nationally, regionally and through UNWTO in order to highlight progress and success in the sector and to foster replication.

xxiv. Each observatory shall **share monitoring results** with other observatories, the RC, if in place, and with other destinations as well as upwards to national/regional and international levels of government, where applicable, to serve the needs of decision-makers at different levels, supporting planning and management as well as responses to global issues.

xxv. UNWTO will support the **sharing of information among destinations and Member States** and will support high level interventions, where applicable, by providing available aggregated information and documentation of success stories and experiences from observatories to support sustainable tourism development.

## G. Terms and conditions

xxvi. The Observatory is an independent and legally separate entity from UNWTO. The latter shall not be responsible for the acts or omissions of the Observatory and shall be held harmless and defended against any action that may be brought as a result or in connection with the Observatory and its activities. The acceptance of the Observatory as a member of INSTO will not be construed as establishing a joint venture, agency, exclusive arrangement, or other similar relationship implying any joint liability between UNWTO and the Observatory.

xxvii. By becoming a Member of INSTO, the Observatory accepts to comply with the terms and conditions established by the UNWTO, in particular on the use of UNWTO signs and the prohibition to be involved in any activity that could be opposed to the objectives or principles of the UNWTO or the UN or that could adversely reflect upon the UNWTO.

## Annex VIII: 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
<b>February 2016 – May 2016</b>			
ReviewPro		Footer Website	Affiliate Member
Ministry of Tourism of Ivory Coast	Ivory Coast	Comm 58 <sup>th</sup> OMT	Full Member
The Federal Agency for Tourism (Russian Federation)	Russia	Website/Events	Full Member
UNWTO International Conference of Heritage Tourism	Japan	Conference	Full Member
IIPT India	India	Event	No Member
HCEF	USA	Event	No Member
Fondazione Romualdo Del Bianco	Italy	Event	Affiliate Members
PATA	Asia	Event	Special collab. (Aff. Mem.)
La Roca Village	Spain	Invite	Affiliate Member
UIB	Spain	Event	Affiliate Member
Ministry of Information, Culture and Tourism	Laos	Event	Full Member
Athens Travel Trade	Greece	Event	No Member
EXFERA	Spain	Event	No Member
BRAZTOA	Brazil	Event	Affiliate Member
Tripadvisor	UK	Folder	Affiliate Member
Ministerio de Turismo de Aruba	Aruba	Event	Full Member
Ministry of Culture and Tourism	Malaysia	Save the Date/Event	Full Member
Bournemouth University	UK	Website	Affiliate Member
Ministry of Tourism of Lebanon	Lebanon	Joint event	Full Member
HCEF	USA	Conference	Non Member
Ontario Culinary Tourism Alliance	USA	Website	Affiliate Member
ASEAN	Thailand	Event	Affiliate Member
UNESCO Valencia Silk Road	Spain	Event	Affiliate Member
Ministry of Tourism, Arts and Culture (DILI, Timor-Leste)	Timor-Leste	Certificates	Full Member
Agencia Valenciana de Turismo	Spain	Event	Affiliate Member
World Tourism Forum	Turkey	Letterhead	
Colorado State University	USA	Website and Event	Affiliate Member
Ministry of Economic Development and Trade of Ukraine	Ukraine	Event and Publications	Full Member
RedEstable	Spain	Conference	Affiliate Member
Ministry of Tourism Iran	Iran	Conference	Full Member
ASTANA Expo 2017	Kazakhstan	Expo	Full Member
RESTOSA		Joint Event (T-Shirts)	Full Member
NEOTURISMO	Spain	E-mail and Web	Affiliate Member
BooksbySarah	UK	Publication	Non Member
PATA	Sri Lanka	Summit	Affiliate Member
ICWAG	Russia	Event	Affiliate Member