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Provisional agenda item 7(b)

GENERAL PROGRAMME OF WORK

**(b) Report on the implementation and evaluation of the
General Programme of Work for the Programme 2008-2009**

Note by the Secretary-General

In the attached document the Secretary-General reports to the Executive Council on the implementation and evaluation of the General Programme of Work for the Programme 2008-2009.

GENERAL PROGRAMME OF WORK

**Report on the implementation and evaluation of the
General Programme of Work for the period 2008-2009**

Introduction

1.   This document presents, in its first part, the information concerning the implementation of the General Programme of Work for 2008-2009. It describes briefly the main activities carried out during the first semester 2008, as well as those undertaken at the end of 2007 after the 82nd session of the Executive Council held at Cartagena de Indias, Colombia on November 2007 .

2.   In addition, the Division of Programme and Coordination, in consultation with the Programme Committee at its 34th session held in Madrid on 29 January 2008, established a number of additional mechanisms for evaluating the work of the Organization. In line with this, feedback is being gathered from Member States immediately after UNWTO events and technical missions. The consolidated reports on the evaluated events and missions constitute the second and third parts of the present document.

Part I: Implementation of the General Programme of Work for the period 2008-2009

3.   The information regarding the implementation of the programme of work is presented according to the programme's strategic objectives (A, B, C and D), then by specific objectives and by areas of activity, following the structure of the document A/17/7 Rev. "*Programme of Work and Budget of the Organization for the Period 2008-2009*" approved by the General Assembly.

4.   During 2007 the Organization devoted great efforts and resources to organizing and holding several major events, including the XVII session of the General Assembly (Cartagena de Indias, Colombia), the V Tourism Forum for Parliamentarians and Local Authorities (Hammamet, Tunisia), the Conference on Tourism and Climate Change (Davos, Switzerland), the Ministerial Summit on Tourism and Climate Change (London, U.K.) and the Conference on Tourism and Religions (Cordoba, Spain). In contrast, in the current year, the Secretariat is being able to concentrate its work in advancing research on various key issues, undertaking studies on tourism trends, providing technical cooperation to developing country members and in furthering efforts on internal coherence and coordination; the only major event scheduled for this year is the VI Tourism Forum for Parliamentarians and Local Authorities, to be held in the Philippines.

5.   In the following tables, actions completed and currently underway are reported.

Strategic Objective A

Ensure the continuous improvement of competitiveness of destinations, through updated information and data on market trends, preparedness to face crises and adequate evaluation of the economic contribution of tourism, highlighting its significance.

Specific Objective A1: To foster the comparability of tourism statistics and the macroeconomic analysis of tourism activities by means of internationally agreed standards, and to design the required guidance, initiatives and tools (e.g. TSA) for their implementation.

Area of activities	Status of progress as of end of June 2008
A1-1: Revise and/or update various international standards, design new compilation guidance, both for domestic and international tourism, and reinforce international comparability of data	Participation in the UN Statistical Commission, at its 39th session (26-29 Feb. 2008), during which: - The revised "*International Recommendations for Tourism Statistics 2008*' was adopted - An updated version of the *"Tourism Satellite Account: Recommended Methodological Framework 2008"* was ssued
	First set of indicators to enlarge the scope of international comparability released by UN ECLAC with the support of UNWTO (March 2008)
	Compendium of Tourism Statistics and Yearbook of Tourism Statistics published (May 2008)
	Online database improved during this first semester
A1-2: On the basis of a collection of case studies, develop guidelines for statistics on: a) employment and decent work in tourism industries, including gender issues, and b) balance of payments	New draft of Balance of Payments Manual 6th edition issued (March) including the joint UNWTO-IMF guidelines on *travel* and *passenger transportation* items
	ILO-UNWTO joint project: first publication "Sources and Methods, Labour Statistics – Employment in the Tourism Industries" published in July Second phase started
A1-3: Integration of tourism statistics in other international standards and wider UN coordination mechanisms	Participation of UNWTO in UN Committee for the Coordination of Statistical Activities (26-29 February)
	Participation at the International Conference on Survey Methods in Transport, **Annecy, France** (25-31 May)

Area of activities	Status of progress as of end of June 2008
A1-4: Technical assistance and capacity-building for Member States on tourism statistics and TSA	Regional Workshop on Tourism Statistics in the Statistical, Economic and Social Research and Training Centre for Islamic Countries, **Istanbul, Turkey** (16-18 June) Capacity-building Programme on Tourism Statistics: • **Europe**: first workshop held in **Vienna, Austria** (1-4 April) • **Africa**: first workshop held in Pretoria, **South Africa** (9-13 June)
	Missions on tourism statistics and TSA: • **Botswana** (October 2007): conclusions and overall recommendations of the project on TSA development presented to the Minister of Tourism • **Oman** (25 May - / June): first mission on TSA project • **Papua New Guinea** (3 - 8 December 2007): mission report completed and presented to Papua New Guinea Tourism Promotion Authority • **Vietnam** (12-14 March) • **Brunei Darussalam** ((17-19 March), for relevant government agencies as well as members from the private sector • **Aruba** (31 March - 4 April) • **Tunisia** (14-18 April) TSA Project for Central America, missions to: • **Guatemala** (4-8 February) and follow-up regional meeting held: "Iberoamerican Encounters, 8th meeting" in **Antigua** (3-7 March) • **Costa Rica** (24-28 March) • **El Salvador** (21-25 April) • **Honduras** (28 April - 2 May) • **Nicaragua** (12-16 May) • **Panama** (9-13 June)
A1-5: Protect TSA brand, produce TSA manual, disseminate TSA data and explore future TSA extension	Dissemination of TSA data and the corresponding metadata: "QUESTIONNAIRE requesting TSA selected data and main tourism data resources" sent (May)
	Measuring the tourism dimension of the Meetings Industry in cooperation with and co-financed by ICCA, MPI and Reed: case studies under preparation in seven countries: **Australia, Austria, Canada, Finland, Mexico, South Africa** and **Spain**

Specific Objective A2: Enhance UNWTO Members' ability to operate successfully in the global marketplace through constant competitiveness improvement, innovation and other tools towards excellence at destinations, and support them in multilateral trade and investment negotiations	
Area of activities	**Status of progress as of end of June 2008**
A2-1: Undertake research and provide advise on short-, mid- and long-term tourism market trends, developing quantitative and qualitative forecasts on future prospects and on new products' development	*UNWTO World Tourism Barometers* published in January and June 2008 including preliminary results regarding International Tourist Arrivals for 2007 as well as the world and regional forecast for 2008. Significant press coverage with over 90 articles published.
	Dissemination of information: • Seminar on *World Tourism Facts & Trends E-Marketing in Tourism – Keeping Pace with the New Challenges* held in **Madrid, Spain** (31 January): presentation of 2007 results and 2008 outlook on international tourism, and of the latest trends on E-tourism and of the UNWTO/Microsoft Partnership. 130 participants. • Participation in the Annual Research Directors Meeting of the European Travel Commission (ETC) in **Split, Croatia** (February) • Participation in the "*XXIX Gran Encuentro de Agentes de Viajes Latinoamericanos*", **Prague, Czech Republic** (20-22 February) • Support to Japan´s Inbound Tourism Seminar on Industrial Tourism, **Nagoya, Japan** (26 - 27 March) • Support to the 4th International Forum on Chinese Outbound Tourism, **Beijing, China** (15 – 16 April)
	"A Practical Guide to Tourism Destination Management" published (January): includes models, guidelines and snapshot case studies.
A2-2: Analyze the factors that contribute to the enhancement of competitiveness and excellence in tourism, disseminate results and provide advise to Members and DMOs, including mature/declining destinations	Regional Seminar for Africa on " Tourism Destination Management, Reinforcing the Competitiveness of African Destinations" held in **Livingstone, Zambia** (October 2007)
	Participation in the Seminar on Competitiveness Strategy in Tourism, **San José, Costa Rica** (27-29 March)
	Participation in the Mediterranean Seminar of the Network of local and regional authorities of social and solidarity tourism, **Barcelona, Spain** (21-24 May)
	UNWTO Asia/Pacific Conference on Metropolitan Tourism, **Kobe, Japan** (9 June)
	Cooperation with the World economic Forum: • WEF meeting, **Davos, Switzerland** (24-27 January and 2-4 June) • WEF meeting for International Organizations and Associations, **Geneva, Switzerland** (24 April) • WEF meeting for the Middle East, **Sharm El Sheikh, Egypt** (17-20 May)

A2-3: Examine innovative marketing and promotion techniques and provide assistance to Members and DMOs in this area	Seminar on "Tourism Marketing - Challenges and Opportunities" held **Vilnius, Lithuania** (27-28 February). 150 participants
	Seminar on "Spa and Wellness Industry Development in the Modern Environment", **Moscow, Russian Federation** (17 March),
	Session on ¨Destination Branding Strategies¨ organized within the 2008 KOREA Travel Conference, **Cheongju, Republic of Korea** (26–27 March)
	Technical Seminars on Tourism Marketing Planning held, including one day consultation with Tourism authorities and the private sector:
	      Hanoi, Vietnam (13-14 March). 80 participants
	      Bandar Seri Begawan, Brunei (17-18 March). 45 participants
	Seminar held on Challenges and Opportunities for the Cruise Industry in Mexico and Central America, **Cozumel, Mexico** (3-5 April)
	Participation in the International Congress on Gastro-Tourism, **Puebla, Mexico** (10-11 April)
	Regional Seminar on "How can marketing techniques contribute to enhance African Destinations?" held in the framework of the 47th CAF Meeting, **Abuja, Nigeria** (15 May)
	Participation at the Conference "Routes Africa 2008", **Dakar, Senegal** (23-27 May)
	Participation at the Third Edition of the Brazilian Tourism Routes Fair, **Sao Paulo, Brazil** (18-20 June)

	Data base on all tourism destinations in cooperation with Silk Road Office (21-23 April)

Area of activities	Status of progress as of end of June 2008
A2-4: Develop awareness and provide advise on strategies regarding tourism and air transport in multilateral trade and investment negotiations	• Round Table on Tourism and the Doha Development Round held in Madrid (31 January): organized with the support of the International Chair WTO/Regional Integration and the European Society of International Law • 5th APEC Tourism Ministerial Meeting, **Lima, Peru** (April: Secretary-General briefed the APEC ministers on the UNWTO programme of work • XII UNCTAD Conference: participation of UNWTO to stress the importance of tourism in trade and development, as well as to raise awareness on ST-EP, **Accra, Ghana** (April)
A2-5: Identify criteria for excellence at destinations and provide support to least developed countries for achieving excellence at their destinations, in cooperation with the CED	Creation of the CED (Centre of Excellence of Destinations) **approved during the 17th Session of the UNWTO General Assembly:** Preliminary work on **SMED** (System for Measuring Excellence in Tourism Destinations) undertaken: the system is being tested in pilot destinations First SMED Evaluation, **Douro Valley, Portugal** (4-11 May) UNWTO-CED Meeting, **Québec City, Canada** (2 June)

Specific Objective **A3**: Enhance the ability of Member States, DMOs and tourism companies to anticipate, prevent, manage and recover from crisis situations

Area of activities	Status of progress as of end of June 2008
A3-1: Support Members to identify, prevent and mitigate global and local risks related to tourism and plan and implement crisis management systems (including SAFE Initiative)	Coordinate development, planning and implementation efforts at international level to ensure common approach: • Participation at the "New Delhi Ministerial Conference on Avian and Pandemic Influenza", **India** (December 2007) within the Consolidated Action Plan for Contributions of the UN System and Partners • Participation at the IATA Emergency Task Force meeting, Madrid, **Spain** (February) • Participation at the UN System Inter-Agency Technical Working Group On Influenza, **New York** (11-13 February) • Participation at the Table Top Exercise on Pandemic Influenza and Humanitarian Response for UN Agencies, **Geneva, Switzerland** (19-20 May) Continue cooperation with ICAO, IATA, ASEAN, ISDR, OECD, FIA, UNEP: regular teleconferences and videoconferences held
	Capacity building through training, distance learning and simulation of crises, **Indonesia** (funding of the Government of Macao): • Local consultant appointed to advise the MCT on crisis communications and to train Ministry personnel • Workshop on "Strategic Importance of Crisis Management in Tourism" held in **Yogyakarta** (November 2007). Over 70 national participants • Workshop on "Coordination in Times of Crises" held **Bali** (1-2 April). Over 100 participants • Jakarta based working group to be established followed by a smaller scale workshop: integration of tourism into the national emergency plan Courses on crisis management in tourism, **Innsbrück, Austria** (27-28 March) and **Lugano, Switzerland** (15-17 May)
	Support crisis management efforts at international level through the establishment and maintenance of a central emergency platform in cooperation with IGOs, NGOs and industry partners: • emergency notification system (ENS) on Avian and Human Influenza (AHI) developed together with UNDPI: UNWTO formed part of the sub-committee of the task force on AHI of UNDPI • Collaboration with the UN System Influenza Coordination (UNSIC): regular participation in UNSIC events: UNSIC has fully endorsed and funded two of UNWTO proposals for targeted communications built around SOS.travel • Redesign and specification process of the SOS.travel portal finalized (end of April): complete presentation of SOS.travel to take place at the Regional Commission meetings (May-June)

Area of activities	Status of progress as of end of June 2008

A3-2: Emergency assistance to members in coordination with UN system	Support Members with mitigation strategies, actions and instruments:
	• Pilot project sites identified: two in Phang Nga Province, **Thailand**, and one in Pangandaran, **Indonesia.** Funded by UNWTO Consulting Unit on Biodiversity and Tourism for Tsunami Affected Countries located in Bonn, Germany
	• 8 missions: 4 to **Thailand** and 4 to **Indonesia** (November 2007 to April 2008), including workshops, training programmes and site assessments: public and private project partners identified and contacted
	• Assistance and participation in RCM planning:
	   - **Venezuela**, Seminar "For a Secure Tourism and Disaster Situations" held (February)
	   - **Oman** Regional Conference on Risk and Crisis Management held (April): use of replicable course design and first experience of "learning-by-doing".
	   - Advisory missions to **Oman**, **Saudi Arabia** and **Yemen** undertaken (April – May)
	
	Identifying issues of common concern and related assistance:
	• Visits conducted and meetings held with Foreign Ministries on the role of crisis cells, and diplomatic relations concerning sensitive issues
	• Questionnaire under preparation to facilitate the understanding and status of the tourism crisis management units of Member States, whether public or private

A3-3: Provide advise to governments of both generating and recipient countries on travel facilitation and travel advisories	• Travel advisories: best practices, further development of guidelines, standards, clearance and conciliation systems: closer links established with Foreign Ministries of outbound countries • Meeting of the Working Group on Facilitation, UNWTO Headquarters, **Madrid, Spain** (29-30 May)
	Health information and formalities in international travel (HIFIT): • Cooperation with WHO on the new International Health Regulations (IHR): agreement reached that UNWTO together with ICAO and IMO will have full access to the IHR event data base to reflect the specific tourism needs • Participation in Pan American Health Organization's health and tourism initiative for the **Americas**: - Participation in the PAHO steering committee meeting, **Nicaragua** (December 2007)

Strategic Objective B

Promote the sustainable development of tourism in Member States in line with the Global Code of Ethics, to contribute to the Millennium Development Goals and to worldwide socio-economic development.

Specific Objective B1: Facilitate the integration of sustainability and quality criteria in national, regional and local tourism policies and development plans. Apply these criteria to different types of destinations and encourage their application by the private sector

Area of activities	Status of progress as of end of June 2008
B1-1: Undertake research, develop manuals and provide training to national and local officials and other tourism stakeholders on: a) sustainable tourism policies and tools and b) their application to specific destinations and types of tourism resources: coastal areas, cities, heritage sites, natural parks, rural areas, SIDS, intangible heritage, etc.	Provide direct advice on sustainable tourism policy issues to Member States and partner organizations and support international and regional policy processes. UNWTO has participated and contributed to the following events: 3rd Meeting of the International Marrakech Task Force on Sustainable Development of Tourism and Technical Workshop on Financing Sustainable Tourism Development, **Paris, France** (December 2007): SIFT network (Sustainable Investment and Financing in Tourism) suggested by UNWTO 15th Meeting of the "*Contracting Parties to the Convention for the Protection of the Marine Environment in Coastal Region of the Mediterranean and its Protocols*", **Almeria, Spain** (15-16 January) 2nd Forum "*Sistema Turismo Italia*", **Naples, Italy** (17 January) "*FITS Méditerranée*", **Marseilles, France** (17-18 January) - Tourism Sustainability Group (TSG) Meeting, **Brussels, Belgium** (23-24 January): framework for reporting process of EU Member States for the "Agenda for sustainable and competitive **European** Tourism" reviewed "*Assises nationales et internationales du tourisme*", **Algiers, Algeria** (10-11 February) - Forum "*The new challenges – Economy, Sustainable Development and Tourism*", **Andorra** (21-22 February) - International Forum on "*Tourism and World Harmony*", **Nanjing, China** (27 – 29 February): with CNTA, Jiangsu Province and Nanjing Tourism Bureau - Conference on Responsible Tourism, **Kochi, India** (20-25 March) - Scientific Committee "*International Seminar on Innovation and Tourism*", **Palma de Mallorca, Spain** (28 March) - EU Intelligent Energy Project meeting, **Madrid, Spain** (31 March): UNWTO Proposal approved - National seminar on sustainable tourism, **Malaga, Spain** (4 April) - Round Table on Foreign Investment and Sustainable Development, XII UNCTAD Conference: **Accra, Ghana** (April) - Seminar on sustainable development of tourism, **Asiago, Italy** (10-11 April) - Seminar on the "*Agenda for a Sustainable Competitive European Tourism*", **Lipica, Slovenia** (15 April) - Rainforest Alliance/UNEP Workshop on Sustainable Tourism Stewardship Council, **Paris, France** (24 April) - Meeting of the International Blue Flag Jury, **Copenhagen, Denmark** (25 April) - Seminar on Strategies of Sustainable Tourism Development, Vigo, Spain (28 April) - UN Commission On Sustainable Development (CSD-16), **New York** (6-9 May) - International Festival of Art, Culture and Sustainable Development, **Formentera, Spain** (23-24 May) - Tourism Futures, **Brisbane, Australia** (2-3 June) - World Environmental Day, **Wellington, New Zealand** (5-6 June)

Area of activities	Status of progress as of end of June 2008
	"*Grenelle du tourisme*", **Paris, France** (4 June) 6th Meeting of the UNWTO SDT Committee, **Athens, Greece** (3-5 June) - IV Meeting of the Task Force for Sustainable Tourism and Seminar "Connecting the Dots Linking Sustainable Tourism Efforts in Costa Rica with International Initiatives", **San Jose, Costa Rica** (12 June) "*Les Assises nationales du tourisme*", **Paris, France** (17-18 June) - Participation in the Seminar on Promoting Sustainable Tourism in the Mediterranean, **Nice, France** (1-2 July) International Conference on "*Challenges and Opportunities of Sustainable Tourism Development in the Arab World*", **Amman, Jordan** (16-18 June) in conjunction with the 31st meeting of the UNWTO Commission for the **Middle East** Support and coordinate with private sector initiatives: - TOI/WWF Cooperation Agreement presented at the following meetings/events: - Responsible Tourism Day, World Bank Headquarters, **Washington D.C.** (9-10 January) - Fair trade Reisepavillon, **Stuttgart, Germany** (18-20 January) - ITB Berlin 2008 - Tour Operator's Initiative (TOI) / WWF Steering Committee Meeting, Paris, France (December 2007): **Meso American** project discussed - TOI Extraordinary Board Members' Meeting, **Cologne, Germany** (3-4 June) - WWF-TOI-CI-MARTI Pilot Project in the Riviera and Costa Maya, **Mexico**, supported by UNEP and UNESCO: first meetings and field visits (25-31 January). Meeting with high-level Federal Officials (April). Third meeting held in Playa del Carmen (25 June).
	Guidebook on Heritage Interpretation and SDT in cooperation with World Bank & UNESCO: to be published
	Support the application of sustainable tourism practices in natural and ecotourism destination, in rural and community tourism: - Participation at the 2nd Meeting of the "*Ad Hoc Open-ended Working Group on Protected Areas*" (WGPA2) – CBD, **Rome, Italy** (11-15 February) - Global Baseline Criteria Initiative in cooperation with UN Foundation, UNEP and Rainforest Alliance: draft criteria under discussion, next meeting in May
B1-2: Provide guidance to Members on regulatory and voluntary instruments for sustainability and quality in tourism, such as certification schemes, labels, awards, etc. and on ways to encourage private companies, especially SMEs, to adopt these instruments	Application of the "Moderniza" Programme on improving SME's production and management in 6 American countries: meetings held with national authorities of **El Salvador, Honduras, Mexico** and **Nicaragua** (18-24 April) for programming purposes Participation at the Annual Meeting of the ISO Technical Committee, **Marbella, Spain** (25-26 February)

Specific Objective B2: Promote and facilitate the widespread use of indicators of sustainability and quality in tourism destinations; promote the establishment of a tourism sustainability observatory and encourage benchmarking among tourism destinations and companies

Area of activities	Status of progress as of end of June 2008
B2-1: Continue the support to Member States and partner organizations for the application of indicators of sustainability and quality in tourism	Translation of the Indicators Guidebook to Italian, in cooperation with Municipality of Rimini: contract signed (April)
	Promote sustainable tourism development at World Heritage Sites: • Participation at the UNESCO-WHC 1st Expert Group Meeting within the World Heritage Tourism Programme Policy process, **Senans, France** (6-7 March) • UNESCO-WHC/UNWTO International Conference on Sustainable Tourism at World Heritage Sites, **Huang Shan, China** (24-27 March): training programmes for heritage site managers, national and local leaders and policy makers. "*Huangshan Declaration*" adopted and Huangshan designated as the second UNWTO Sustainable Tourism Observatory. 150 participants • Participation in the Workshop/seminar on the application of the Agenda 21 and indicators in tourism destinations, **Mexico City, Mexico** (28-29 May)

Specific Objective B3: Ensure the social and cultural sustainability of tourism, with a special focus on local communities, and provide guidance for the practical implementation of the Global Code of Ethics

Area of activities	Status of progress as of end of June 2008
B3-1: Increase awareness and involvement of the public and private sectors in the protection of children and women against exploitation (sexual and otherwise) and trafficking at tourism destinations and establishments, especially in developing countries	UN-GIFT – Vienna Forum to fight human trafficking, **Austria** (13-15 February): role of the tourism sector highlighted 22nd meeting of Task Force and Executive Committee, **Berlin, Germany** (ITB): special session held on practical responses in tourism industry for empowering minors. 80 participants Code of Conduct Steering Committee Meetings held in **Berlin, Germany** (ITB) and during a meeting of the UNICEF Innocenti Research Centre **Florence, Italy** (23 April)
B3-2: Disseminate guidelines on tourism accessibility and opportunities for people with special needs (senior and disabled)	Promote tourism accessibility and opportunities for people with special needs: • Participation in the UN International Task Team on HIV-related Travel Restrictions, **Geneva, Switzerland**: first meeting (24-25 February) and second meeting (30 March) • Participation in the "*Inter-agency Support Group for the Convention on the Rights of Persons with Disabilities*", **Geneva, Switzerland** (28 March and 20 June) • UN joint-strategy: UNWTO input included
B3-3: Study the relationship between tourism and migrations	Participation at the Preparatory meeting for the Global Forum on Migration and Development **Geneva** (26 May)

B3-4: Promote the contribution of tourism to the Alliance of Civilizations (AOC)	Dissemination of the Cordoba Declaration: • proceedings of Cordoba Conference to be published • Participation at the International Congress on Cultural and Religious Tourism, **Póvoa de Varzim**, **Portugal** (22-24 April)
B3-5: Monitor the implementation of the GCoE, especially in terms of its incorporation in legislations and in companies' practices	II Implementation Survey for NTAs, tourism industry & education institutions launched (May/June)
B3-6: Provide technical advise, capacity-building and training support to Member States and the tourism industry to put in practice the Global Code of Ethics in their regulatory frameworks and operations	IBLF and other partners: "*Tourism and Human Rights*" guidelines for industry finalised and currently pilot tested in a number of hotels
B3-7: Initiate the application of UNWTO WTD recommendations on women and tourism	UNWTO – UNIFEM annual report on the state of Women in Tourism: cooperation agreement to be signed with UNIFEM UNWTO Forum on Women in Tourism held in **Berlin**, **Germany** (ITB): UNWTO's Plan of Action proposal discussed

Specific Objective B4: Deepen the knowledge of the contribution of tourism to poverty alleviation and its distribution among different stakeholders and host communities, in order to enhance both, policy formulation by public administrations and management practices by companies.

Area of activities	Status of progress as of end of June 2008
B4-3: Undertake research, develop manuals and provide training to national, local officials and community organizations in developing countries (especially those benefiting from the Special Programme for Africa) on: a) integrating tourism into poverty reduction strategies, b) enhancing the contribution of tourism to poverty alleviation and c) influencing the destinations' value chain in favour of the poor, especially women	Training manual on Poverty Reduction and Tourism: draft to be issued in collaboration with University of Hawaii at Manoa Report on the "*Tehran International Conference on Tourism and Handicrafts*" published: contains "*Tehran Declaration on Tourism and Handicrafts*" Regional seminar-workshop on "*Tourism and Handicrafts: Two key economic sectors to contribute to poverty reduction and economic development in Africa*", **Ghana** (20-22 May) Participation in the ILO Conference on Employment Quality in the Tourism Sector, Tanzania (May)
	See the *ad hoc* document on the Special Programme for **Africa**

Area of activities	Status of progress as of end of June 2008
B4-5: UNWTO-FIFA partnership to help generating benefits for all African countries from World Cup 2010	See the *ad hoc* document on Africa 2010 programme

Specific Objective **B5**: Improve the understanding of the relationship between climate change and tourism, and promote the formulation and implementation of adaptation and mitigation policies and measures.

Area of activities	Status of progress as of end of June 2008
B5-1: Conduct further research on climate change trends and potential impacts on tourism destinations and tourists' behaviour	Participation at: • WMO Expert Group on Climate and Tourism meeting (January) • 1st Meeting of the World Climate Conference 3 (2009): International Organizing Committee, **Geneva, Switzerland** (11-15 February) • International Seminar on CC Adaptation and Mitigation in the Tourism Sector: Frameworks, tools and practices at **Oxford** University (7-10 April) Davos report in collaboration with expert group, UNEP and WMO finalized (April)
	"*Energy Efficiency for the Tourism Sector*" project submitted by the UNWTO Business Council to EU (European Agency for Competitiveness and Innovation). Second phase started: negotiation process
B5-2: Continue the pilot testing of adaptation and mitigation measures	GEF pilot projects on CC adaptation and tourism: Initial expert mission conducted and workshop held in the **Maldives** (15-23 May)
B5-3: Develop further awareness on the impacts of climate change on tourism and on the contribution of tourism to climate change, identifying possible mitigation and adaptation measures and provide technical support to Members	Awareness raising, participation at: • Second Mountain International Forum, **Avoriaz, France** (17-18 January) • International Mayor´s Forum on Tourism, **Zhengzhou, China** (9 – 10 April): keynote speech delivered • PATA CEO Challenge, **Bangkok, Thailand** (29 – 30 April): speech delivered • 3rd Seminar on Climate Change, **Tarragona, Spain** (5-6 May) • International Congress on World Heritage and Climate Change, **Ibiza, Spain** (21-22 May)

Strategic Objective C

Ensure that governments, the NTAs, tourism destinations, the private sector and other tourism stakeholders establish: a) the necessary education and training tools, b) suitable partnerships and collaboration frameworks, c) proper governance structures and management systems to optimize results and ensure adherence to the Global Code of Ethics, and d) obtain the necessary technical assistance and financing support.

Specific Objective C1: Increase strategic capacity of UNWTO Members in the areas of tourism education and knowledge management

Area of activities	Status of progress as of end of June 2008
C1-1: Reinforce the UNWTO network of centres specialized in knowledge resources and quality education and training (TedQual, GTAT, TedProm)	1. Education and training needs assessment and planning: • Process initiated (April) and scheduled for completion in December 2008 • Pilot project initiated in the **Asia and Pacific** region in cooperation with the University of Queensland (Australia) 2. Quality Assurance System for Tourism Education and Training Programmes (TedQual System): • Currently broadening the geographical scope of the TedQual Centres, particularly in **Africa and Middle East** • Themis Foundation Seminar held in **Astana, Kazakhstan** (May 2008): this seminar scheme will be made available, through the Regional Representatives, to countries wishing to make use of this quality assurance system • 15-20 new TedQual audits planned for 2008, with 11 additional institutions and with 32 programmes renewing their certification
C1-2: Reinforce the UNWTO network of officials and managers applying knowledge management instruments and their application in governance	3. UNWTO capacity-building initiatives for NTAs: 3.1. Courses • First course on tourism marketing in **Brunei** (March) and a second to be held in **Argentina** • Training Course on Tourism for Diplomats, **Baku, Azerbaijan** (3-4 March) • Tourism policy and strategy course in **Jordan** (18-27 May 2008) 3.2. Practicum: • 1st session of UNWTO Practicum held, at Themis Foundation and UNWTO Headquarters (24 May to 6 June): officials from 23 Member States from all regions • Practicum Alumni Directory is under preparation: to be placed on the Website 3.3. Masters Courses: Master in UNWTO-Open University of Catalonia, **Spain** (UOC) in Tourism Policy and Strategy for Destination Management (e-learning) now in its third year 5. Internship/Fellowship programmes offered to recent graduates and young professionals in UNWTO Secretariat and the Themis Foundation
	Capacity-building for tourism managers: UNWTO/UNESCAP Seminar on *"Expansion of Tourism for Socioeconomic Development"*, **Guwahati, Assam, India** (24 – 26 June)
	Executive Training Programme for Asia And the Pacific Senior Tourism Officials, **Maldives** (19 – 25 May): organized with the support of the Korean Government under the UNWTO Asia Activity Fund

Area of activities	Status of progress as of end of June 2008
C1-3: Foster knowledge management in tourism as an instrument for development and sustainability	4. Application of UNWTO learning programmes to development assistance: • Volunteers project Uruguay 2010. Routes in Eastern Uruguay. Tourism Strategic Competitiveness Plan for the municipalities of Maldonado, Rocha and Lavelleja (15 February - 7 March): final report in preparation • Capacity-building course for volunteers updated in order to include sustainable development and poverty alleviation issues 6. Communication: the web sites of both the Education and Training Department and the UNWTO Themis Foundation are being restructured in line with the 2008-2009 programme of work.

Specific Objective C2: Increase international awareness on the Global Code of Ethics for Tourism and improve effective implementation of its principles by governments and the tourism industry.

Area of activities	Status of progress as of end of June 2008
C2-1: Finalize and refine the procedures for conciliation and consultation by World Committee on Tourism Ethics and test these procedures with a number of real cases	Support the work of the World Committee on Tourism Ethics in terms of providing guidance to stakeholders: 6th Meeting of the World Committee held in Madrid, Spain (13-14 March)

Specific Objective C3: Identify and analyse the tourism development needs of Member States and regions and provide them with technical assistance specific to these needs

Area of activities	Status of progress as of end of June 2008
C3-1: Field technical assistance and sectoral support missions to Member States upon request	Technical assistance missions undertaken (advisory in nature): • **Qingdao, China** (27 March – 7 April): to be better prepared for the Olympics in terms of hotel services and quality, as well as with international standards Sectoral support missions undertaken (formulation of project documents) • **Botswana** (October 2007): project formulation mission for a Community-based Tourism Development Policy: project document approved by UNDP and project launched in the second quarter of 2008 • **India** (November 2007): project formulation mission for a Tourism Development Master Plan for the State of Punjab. Project document accepted by the Government of Punjab, project activities launched (February) and followed up (May and June) • **Egypt** (January): project formulation mission for Hotel Classification: project formulated which provides the mechanism to review and classify approximately 1,200 hotels • **FYR of Macedonia** (February): project formulation mission for the Implementation of the Recommendations of the *"Macedonia National Tourism Development Strategy 2008 – 2012"*. Strategy approved by the Ministry of Economy and other stakeholders • **Panama** (11-20 February): support mission for Tourism Master Plan • **Seychelles** (27 February-7 March): support mission for the *"Anse Royal Ecotourism Project"*: report sent to the Government • **Argentina** (March/April): Feasibility Study for three micro-projects within the National Park of Lanin • **Indonesia, Malaysia** and **Thailand** - Growth Triangle Project (9 – 24 April): preliminary assessment of the tourism development potential • **Bolivia** (12-21 April): project preparatory mission on security in tourism • **Armenia** (13-19 April): project formulation mission on community-based tourism *Note: for 2008, the UNWTO Secretariat has received a total of 29 requests for technical assistance and sectoral support missions, which are subject to availability of financial resources (internal and external)*
	Field missions of the Regional Representatives and other officials to: • **Brunei Darussalam** by the Secretary-General (12 – 14 December 2007) • 11th Meeting of ASEAN Tourism Forum, **Bangkok, Thailand** (18 – 26 January): Secretary-General participated and a Memorandum of Understanding between UNWTO and ASEAN was signed • **Albania** by the Secretary-General (18-19 February) • Participation in the National Inter-sectoral Seminar on Tourism, **Haiti** (20-22 February) • **Peru** (27 February-2 March) for the preparation of the 3rd International Conference on Tourism and Handicraft and the World Tourism Day • Participation at tourism fair and lecture at the Singidumun University, **Belgrade, Serbia** (27-29 February) • **Moscow, Russian Federation** by the Secretary-General (17 March) • **Bosnia and Herzegovina** and participation in the International Conference on *"Tourism Potentials of the Adriatic Hinterland"* (3 April) • **Mallorca, Spain** (8-10 April) • **Slovakia** (21 February) and **Czech Republic** (22 February) • **Greece** (21 April) and **Cyprus** (22 April) • **Cote d'Ivoire** (20-22 April), **Mauritania** (22-25 April) and **Kenya** (5-7 May) by the Secretary-General and the Regional Representative for Africa to discuss with the authorities of each country about the UNWTO support for the development of their tourism sector after a crisis period

Area of activities	Status of progress as of end of June 2008
	• **Uzbekistan** (21-22 April) • Participation at the Meeting of the League of Arab States, **Cairo**, **Egypt** (5 May) • Participation at the Arab Travel Market, **Dubai** (6-9 May) • UNWTO Day , **Zagreb**, **Croatia** (9 May) • D8 Secretariat Meeting on Tourism, **Isfahan, Iran** (12-15 May) • 100 Years of Tourism in **Argentina**, **Buenos Aires** (19-20 May) • **Mexico** by the Secretary-General (21-22 May) • Participation in EUROAL – 4th Culture and Tourism Fair for Europe and Latin America, **Malaga**, **Spain** (29-30 May) • 400th Anniversary of Québec, **Québec**, **Canada** (1-3 June) • **Fiji** (10 June) • 6th Session of the Islamic Conference of Tourism Ministers, **Damascus**, **Syrian Arab Republic** (29 June) • **Egypt** by the Deputy Secretary-General (1 July)
C3-2: Identify and secure extra-budgetary resources for the implementation of technical assistance projects	Development assistance funded by the Spanish Millennium Development Goals Fund: UNWTO is involved in six country programmes (**Ecuador**, **Honduras**, **Nicaragua**, **Egypt**, **Senegal** and **Turkey**) for the implementation of seven (two in Ecuador) multidisciplinary projects in which tourism is a key sector for local development. Discussions held with UNDP-Beijing on Silk Road and Greater Tumen Initiative projects, **Beijing**, **China** (7-8 June)
C3-3: Implement technical cooperation projects and monitor results	Current projects under way: **India**, *Sustainable Tourism Development Master Plan* for Uttarakhand: completed in December 2007 **India**: Integrated Coastal Tourism Development Plans for Orissa and West Bengal: completed in December 2007. **Egypt:** preparation of a sustainable development Master Plan as well as of Community Based Cultural and Eco-Tourism Development Projects **Libya** and **Syria:** evaluation of Master Plans recently completed **Bahrain**: Classification and Grading System for Hotels and Accommodation Establishments. **Botswana**: National Tourism Development Policy Regional Project on Sustainable Tourism Development in a Network of Transfrontier Parks and Protected Areas in **West Africa**: funding for the feasibility study of the project has been granted by the Korean International Cooperation Agency (KOICA). Modalities for the implementation of the project discussed with the Islamic Centre for the Development of Trade (ICDT) **China**, Design and Development of a Diploma Programme in Hospitality Management for the Guilin Institute of Tourism: • First International Forum on Tourism Education held in Guilin (December 2007) • Organizational and pedagogical plan presented to the Guilin Institute of Tourism at a Forum (March 2007) • 3-week *Train-the-Teachers* Programme conducted at the Hong Kong Polytechnic University (HKPU) **Palestinian territories**: Business recovery plan for re-launching the hotel sector **Timor-Leste**: National Tourism Policy to be presented in July to the Council of Ministers

| C3-4: Identify, implement and monitor technical assistance projects leading to poverty alleviation (ST-EP projects) | ST-EP project identification/formulation missions undertaken:
• **Zambia** (December 2007): one project reformulated
• **Madagascar** (December 2007): follow-up of one ecotourism project
• **Niger** (January): six projects identified
• **Mali** (January): one project identified and follow-up of two projects
• **Senegal** (April): one project started
• **Cameroon** (May): follow-up of Ebogo project and one new project formulated

5th Meeting of the ST-EP Board of Directors, **Seoul, Korea** (12 June)

Discussions with Ministry and SNV on tourism master plan project and ST-EP projects, Rwanda (30 June – 3 July) |

Specific Objective C5: Improve governance structures in tourism through suitable public-private partnerships (PPPs)

Area of activities	Status of progress as of end of June 2008
C5-1: Collect and disseminate best practices on tourism governance and PPPs and promote their adoption by Members	Regional Seminar for Africa on "*Public Private Partnership in tourism: the way forward*" held in **Cotonou, Benin** (October 2007) Study on Multi-stakeholders approach for achieving sustainability: to be published Think Tank Seminar on "Excellence in Tourism Policy: European Experience" during FITUR, **Madrid**, **Spain** (31 January) Participation in the Industry Partnership Strategy Meeting, **London, UK** (9-11 June)

Strategic Objective D

Support UNWTO members in the fields of information technologies, management techniques, documentation and the use of latest available technologies to enhance the image of the tourism sector and that of the Organization, directly and through its partnerships.

Specific Objective D1: Promote information management, documentation support, the production of publications and the establishment of networking systems in tourism, and strengthen the capacities of UNWTO Members and other tourism stakeholders to access these systems

Area of activities	Status of progress as of end of June 2008
D1-1: Continue the updating and maintenance of UNWTO Documentation Resources (both physical and on-line), the UNWTO linguistic Thesaurus, UNWTO records and archives and the tourism legislation tools (LEXTOUR and DFTL) for optimal internal and external use	Provide access to UNWTO's historical documents and archives through specific information products and consultation service: current implementation of the guidelines from the *UNWTO Records and Archives Management Handbook*
	Interactive UNWTO/IFTTA Discussion Forum on Tourism Legislation (DFTL) to be launched: official request formulated among Member States' NTAs to designate users for the DFTL (up to 5 for each NTA) (April)
	First updated edition on web access and/or CD-Rom of the UNWTO "*Thesaurus on Tourism and Leisure Activities (TTLA)*" under implementation TTLA translation started to: • German, by the Centre of Translation Studies – University of Vienna, Austria, expected end 2008 • Arabic, by the School of Translators and Interpreters of Beirut (ETIB) of the St. Joseph University of Lebanon, expected summer 2008 • Chinese version
D1-4: Inform UNWTO Members on current news in specific areas, e.g. State policy in the tourism sector, spheres of competence and activities of NTAs, tourism research, etc.	Report on the structures, spheres of competence and activities of the National Tourism Administrations (NTAs) and their present role in the institutional framework of each country: to be prepared through a questionnaire survey (April - June) *Note: most of the activities undertaken under the specific objective D1 are permanent activities. Therefore, only changes are notified in this document.*
D1-5: Coordinate and follow up the production of UNWTO publications in various languages and further development of the WTO-e-library	Keep the e-library system up-to-date with new technological developments: new pdf viewer implemented (March)
	Improve quality of electronic publications and documents: TMT and Statistic data: Excel and regional tables implemented (end April)
	Regular upload and cataloguing of information: 1950-1975 publications scanned and added
D1-6: Sales and promotion of publications, translation and reproduction rights	Electronic Depository Library Scheme under development (April-June)
	Agreement with Amazon signed

Specific Objective D2: Enhance the ability of UNWTO Members, especially in developing countries, to make the best possible use of information and communication technologies (ICT) in tourism development, management and marketing.

Area of activities	Status of progress as of end of June 2008
D2-1: Analyse ICT developments and their impact on tourism	Create a web-based Industry Advisory Board to review ICT trends, obtain member feedback and address key issues: Shortlist of recommended persons for the board compiled
D2-2: Build partnerships for advancing applications of ICT in tourism businesses, especially SMEs	Manage operational aspects of the Microsoft Public-Private Partnership and other partner projects: • Weekly synchronisation meetings held with Microsoft • Partnership Profile brochure produced and distributed at ITB • Non-Disclosure agreement being processed with SITA (Air transport communications and IT Solutions) Strengthen relationship with International Federation for IT and Travel &Tourism (IFITT): • Participation at annual conference "*ENTER 2008*", **Innsbruck, Austria** (23-25 January) • Participation at IMEX 2008, **Frankfurt, Germany** (22-24 April) Manage United Nations Group on Information Society (UNGIS) and other UN ICT relationships: • Meeting held with UNICC (16 April): planning for implementation of Windows On Africa, eLearning, SOS.traveland SAFE projects • Meeting held with ITU (17 April): on Windows On Africa, MDG Fund, UNTEN, SAFE. Create alliances and work with other relevant bodies: • IATA Simplifying Passenger Transport (SPT) programme currently being monitored
	Operationalise Public Private Partnership projects, including: • "YouTourist" – Social Network: meeting held with Wisekey and latest software proposed for YouTourist reviewed • e-Identity (e-Visa and e-Passport): ICAO activity monitored • Immigration Data Automation (IDA): "*Community eVisa*" concept discussed with SITA • Root Certification Authority (RCA): Proposal from Wisekey received
D2-3: Assist Members in introducing ICT in their management and administration procedures	Seminar on e-tourism, **Abuja, Nigeria** (16 May) Joint UNWTO and ETC International Seminar on E-Marketing for Tourism Destinations, **Budapest, Hungary** (16-17 June)

Specific Objective **D3**: Promote the importance of tourism as a key factor in advancing socioeconomic development, and position UNWTO's role and image in this process

Area of activities	Status of progress as of end of June 2008
D3-1: Strengthen relationships with media to raise awareness about the importance of tourism and the role of UNWTO	Regular background media briefings to increase awareness on UNWTO activities and policy: • UNWTO News Conference held at Headquarters (FITUR) and at ITB 2008 • Dissemination of press clippings of UNWTO presence in the news as well as relevant tourism related issues: weekly email system developed
	Strategic media-partnerships worldwide to ensure global messaging platform: UNWTO Media Council launched at ITB 2008
D3-2: Strengthen strategic alliances with international tourism fairs	Organization and coordination of a strategically positioned participation in the biggest international travel trade fairs: • FITUR, Madrid, Spain (30 January – 3 February), • ITB, Berlin, Germany (5-9 March) • INTOURMARKET, Moscow, Russian Federation (15-18 March) • Participation in the *"Tourism Industry 2008 Conference for Russian Regions: New Opportunities for Tourism Development"* (**Moscow** International Travel & Tourism)
D3-3: Assist Member States, especially LDCs, in developing their communications capacities in tourism, including image building	Capacity-building assistance to Members: Post General Assembly press trip organised in **Colombia** (December 2007)
	Communication support press trip to identify areas of UNWTO support for **Kenya** tourism recovery (May)
D3-4: Enhance UNWTO's image and delivery of its strategic messages through different communications tools	UNWTO Calendar of International tourism events: • Online version developed • Printed version distributed with the UNWTO News 3/2007 and 1/2008
	Policy papers to establish UNWTO as authoritative source in key issue areas: • Seven UN related Communications sent • One Policy Paper (Climate Change & Tourism) published • Thirteen Press Releases issued (3 on region/country specific; 1 on women empowerment, 3 on climate change and poverty; 2 on TSA; 3 on international tourism figures)
	Improve and implement strategies on UNWTO corporate identity: • Unify Corporate Style & Image: corporate style guide to be published • World Tourism Day: "*Tourism Responding to the Challenges of Climate Change*": - Photo competition launched (June) - Specific webpage created for WTD 2008 and regularly updated • PPPs with major non-tourism players: current collaboration with Microsoft for ICT solutions, with CNN for communication material support and Tsingtao Beer

Part II: Evaluation of UNWTO Technical Events (January – June 2008)

6.   One of the most important activities of the Organization is constituted of technical events. They serve to exchange practices, generate knowledge and disseminate it among Member States.

7.   As approved by the 34th Programme Committee, the Director of Programme and Coordination (DPC) has put in place, since January 2008, a harmonised evaluation process of all UNWTO's technical events. A standard evaluation form has been distributed to participants just before the end of training courses, workshops, technical seminars and conferences. These events refer to different areas of the programme of work.

8.   During the first semester of 2008, 30 UNWTO technical events have been held, of which 22 have been evaluated. The list of them is annexed to this report (Annex 1). Eight events have not been assessed because they consisted of very short meetings (half a day or less), or because the level of replies from participants to the evaluation survey was very low.

9.   Three particular events regarding education (Practicum, Tedqual Programmes and Themis courses for officials) required a specific format of evaluation. Therefore, the results of such evaluation are presented in a separate document.

10.   **Note:** this report does not include statutory meetings, such as meetings of the Regional Commissions, the Executive Council, and the various Committees of the Organization.

11.   Thus, the present report summarizes the results of 19 events evaluated, totalling the opinions of around 600 participants. It follows the structure of the evaluation form distributed during UNWTO technical events, presenting the aggregated statistical results and quoting the main comments expressed.

12.   **Professional background of respondents** to the evaluation survey:

NTA officials	Other governmental agencies	Local governments	Private sector or Business Association	University Research institute	Inter-governmental Organization or Institution	NGO	Media	Other or not specified
32%	15%	8%	19%	10%	5%	3%	5%	3%

One third of respondents are officials from national tourism administrations. If we add officials from other governmental bodies and from local governments, it results that more than 50% of respondents participating at UNWTO events work for a national or local government agency, which is the priority audience of the Organization. The second group, with 19%, is constituted by representatives of private companies or business associations, and the third one, with 10%, is composed of professionals from universities or research institutes; thus, about 30% of respondents belong to the category of Affiliate Members of the Organization.

13.   The following are the results of the evaluation concerning the **contents and structure** of UNWTO events:

	Excellent	Good	Fair	Poor
Contents/structure				
Choice of topics	51%	46%	3%	0%
Choice of speakers	40%	54%	6%	0%
Quality of presentations	30%	63%	7%	0%
Structure of the event	31%	57%	11%	1%
Quality of documentation provided	24%	51%	19%	6%
Discussions during the event	22%	48%	24%	6%
Outcomes/Results	22%	66%	12%	1%

The **choice of topics** (97%), the **choice of speakers** (94%), the **quality of presentations** (93%) and the **structure of the event** (88%) have all been qualified as excellent or good by respondents, demonstrating the relevance of the subject chosen by UNWTO for most events, their suitable structure and the adequate selection of speakers, to guarantee high quality presentations.

14.   Regarding the evaluation of the **quality of documentation provided** and the **discussions during the event**, it appears that 25% or more participants considered these aspects as "fair" or "poor". In the future, the Secretariat will, therefore, concentrate its efforts in improving these two crucial aspects. Similarly, the Secretariat will need to make efforts to achieve clearer **results** at events, aspect that is obviously linked to the quality and depth of discussions held during them.

15.   Other comments relating to the evaluation of the contents and structure of UNWTO events can be summarised as follows (more common replies are highlighted in bold letters):

- General recognition of the **usefulness and appropriateness of the topics presented**
- Appreciation of the variety of themes presented and of the **useful exchange of good practices**, even if a strong difference of quality is noted from one presentation to another
- Recommendations about a possible restructuring of some events (e.g. training course instead of workshop, workshop instead of seminar, etc.)
- Recommendations to speakers, particularly those from NTAs, to limit the promotion of their destinations and focus more on the technical topic of the event

- Requests for:
  - **More background, technical material distributed before (soft copies), during (hard copies) and after (soft copies) the event.** For example, PowerPoint presentations could be sent by email prior to the meeting
  - A more lively way of conducting some events, with **more case studies (good practices)** to complement the theoretical approach, or **more practical exercises in working groups**
  - **More time for discussion, questions and debates** in order to generate more interaction and exchanges
  - Documents and presentations translated into all the languages used during events, not only in English

16.   The following evaluation has been made of the **logistical aspects** of UNWTO events:

	Excellent	Good	Fair	Poor
Logistics				
Location/accessibility	52%	41%	7%	0%
Facilities	46%	43%	9%	2%
Languages, simultaneous interpretation	40%	47%	11%	2%
Compliance with time schedule	28%	53%	17%	2%
Coffee breaks	32%	54%	11%	3%
Quality of social events	37%	49%	11%	2%
Quality of technical visits (if any)	24%	63%	10%	3%

Most of the logistical aspects are usually the responsibility of the host countries and/or the institutions where the events take place. However, the Secretariat has to make sure that everything has been well organised. The general appreciation of these aspects by participants is very good, but some improvements should be made regarding mainly the **compliance with the time schedule** of the events (19% of "fair" or "poor" opinions).

17.   Other comments regarding the logistical aspects of UNWTO events can be summarised as follows (more common replies are highlighted in bold letters):

- Interpretation is a crucial element that can spoil the participation of many people attending these events, if unavailable or badly delivered. **100% quality should be ensured, including interpreters and audio equipment**
- The availability of microphones in the conference hall is essential for participants, to allow them to intervene from the floor and ensure a good interaction
- The configuration of the room is also considered important in this regard, particularly the **possibility to distribute attendants in small working groups**
- Progressively, **Wi-Fi Internet access should be ensured in all UNWTO events**
- Individual desks or tables are indispensable to take notes
- Training of hostesses and persons in charge of return air tickets is essential
- Physical comfort cannot be neglected, especially in long events (chairs)

18.   When asked to give a **global evaluation of the event**, participants answered the following:

	Excellent	Good	Fair	Poor
Overall rating of the event	30%	66%	4%	0%

This result is outstanding (96% of "good" or "excellent" opinions) and shows that, despite some negative comments, the events are very well perceived. However, the aim of the Secretariat will be to increase the proportion of participants rating UNWTO events as "excellent" (30%).

19.   To the following question: **In terms of your current and future professional activities, how useful was the event?** participants answered the following and confirmed the positive overall rating they gave in the previous point:

Very useful	Useful	Marginally Useful	Not Useful
48%	46%	6%	0%

20.   Participants responding to the survey also listed the **main strengths and weaknesses** of the events. Their replies are summarised below (more common replies are highlighted in bold):

- Strengths
  - The **good value of the technical information received** (**exchange of good practices and ideas**, **expertise/recommendations**, facts and data) and its usefulness for working purpose (the right tools)
  - The **quality of speakers and presentations**, and of moderators
  - The **choice of topics** (sometimes innovative) and the good covering of them
  - The international participation and the **networking for future cooperation**
  - The logistical organisation (including technical visit)
  - The presentations and documents on a CD
  - The concrete outputs (common declaration or plan of action, awareness-raising on the importance of tourism)

- Weaknesses
  - **No circulation, or late distribution, of papers and other documents** before and during the event. It is very difficult for participants to get prepared in due time
  - **No small working groups**
  - Bad time management: presentations too long and **debate sessions too short.** The quality of the moderators is crucial in this matter
  - Lectures too abstract, **lack of concrete cases**
  - **Repetition of presentations or inadequacy of some of them** with the topic dealt during the event: problem in the preparation of the programme
  - Duration of the event not always adapted to the importance of the subject (too long or **too short**)
  - Presentations of individual participants should be in written form (for all participants). Lack of use of PowerPoint presentations
  - Technical equipment too poor (screen, sound system mainly)
  - Comfort too scarce (bad chairs, coffee breaks not adapted to real needs)
  - Lack of participation from private sector, from education sector or from other important stakeholders (e.g. communities)
  - Impression of *déjà vu* from previous seminars. A continuity should be ensured from one event to the following
  - Technical visits too short
  - No group photo
  - No consideration for special diet during lunches and dinners (vegetarian, etc.)

21.   In addition to those already expressed before, the following **improvements** have been recommended by respondents **for future events of this nature**:

- Dedicate more time to work on action plan in order to achieve concrete results: **events should be solution-oriented and focus on outputs.** The attendance of decision-makers is essential in this regard
- **Post systematically all presentations on UNWTO website**
- Make a short introduction of people who are attending the seminar and organizations that are represented
- In addition to the events' documents, distribute a list of reference papers and books
- Entrust sessions to of professional chairpersons and moderators
- Establish a rolling system to sponsor some poor countries for their participation in key events
- Distribute USB keys to participants with all documents

22.   To the question: **Would you recommend a similar technical event to your peers?** Participants answered very positively:

Yes	Maybe	No
95%	3%	2%

23.   And finally, **almost all participants (98.5%) think UNWTO should keep proposing this kind of events.**

24.   The UNWTO Secretariat would like to seize this opportunity to thank all NTA officials and other people attending UNWTO technical events who kindly participated in this evaluation process.

Part III: Evaluation of UNWTO Technical Missions (January – June 2008)

25.   Technical missions represent a direct support to specific countries or regions, during which UNWTO professional officials and/or senior UNWTO experts respond to particular requests of Member States. These missions serve to provide immediate assistance to our Members in specific areas, or to formulate a longer term technical assistance programme to be funded by a third part or by the government itself. These missions have generally a duration of between 5 to 10 days.

26.   As approved during the 34th Programme Committee meeting, the Director of Programme and Coordination (DPC) has begun to conduct, since January 2008, a systematic evaluation of all relevant UNWTO's short technical missions undertaken by UNWTO officials or experts. An evaluation form is being sent to all National Tourism Administrations (NTAs) or other organizations benefiting from this service, immediately after the completion of such missions.

27.   From January to June 2008, 40 forms have been sent to the following 31 Member States that have received a short technical mission from UNWTO in this period:

- **Africa:** Botswana, Cameroon, Kenya, Mozambique, Niger, Seychelles, Tanzania and Tunisia
- **Americas:** Argentina, Aruba (Associate Member), Bolivia, Costa Rica, Ecuador, El Salvador (2), Guatemala, Haiti, Honduras (2), Nicaragua (2), Peru and Uruguay
- **Asia:** China (2), India, Indonesia (2), Malaysia (2) and Thailand (2)
- **Europe:** Slovakia
- **Middle East:** Bahrain (3), Egypt, Oman, Qatar and Saudi Arabia

28.   Up to 30 June, end of the first semester 2008, DPC has received only twelve replies from the following countries: Argentina, Costa Rica, El Salvador, Honduras, Indonesia, Malaysia, Peru, Qatar, Seychelles, Slovakia and Thailand (2). Aware of the rather low level of replies, DPC recalled the Members of the Executive Council at its June 2008 session (Jeju, Republic of Korea), that the UNWTO Secretariat needs their full participation in this process in order to carry out a comprehensive evaluation of our work, as requested by the Council and the Programme Committee. A list of the twelve missions evaluated are annexed to this report (annex 2).

29.   The current report follows the structure of the evaluation form sent to NTAs, presents statistical results from the replies received and summarises the comments expressed by the officials involved in this process.

30.   **Government officials or other persons who took part in this evaluation:** The senior positions of the officials who filled in the evaluation forms indicate that this process has been conducted at a high political level (e.g. Chief State Counsellor, Director General or Vice-Minister Assessor) or at a high technical level (e.g. Statistics specialists, Tourism development officers) and it is, therefore, reliable. Some NTAs have been helped by other entities to undertake their evaluation: e.g. the Seychelles Islands Foundation and Department of Community Development (Seychelles), and the Central Bank (El Salvador), which adds to the validity of results.

31.   **The definition of the terms of reference (ToRs) of the missions** is considered as "excellent" by 31% of respondents, "good" by 54% and "fair" by 15%. Positive comments say that ToRs were clear and useful (Qatar), allowing enough time to prepare a good work agenda (Honduras) leading to concrete and productive actions (Peru). On the contrary, more negative or cautious comments state that some pre-requirements for the preparation of the mission are very difficult to fulfil (Thailand/mission to Pang Na), or that ToRs can be considered as just sufficient, since they do not embrace the full complexity of the mission (El Salvador).

32.   **The choice of the UNWTO officials or consultants** is rated as "excellent" by 50% of respondents and "good" by 42%. Comments indicate that it was appreciated to personally meet with UNWTO officials (Slovakia), or highlight their personal or professional qualities, and/or the adequate technical knowledge, of the experts (Peru, Seychelles, El Salvador, Thailand/IMT mission) and Honduras). The choice of consultants is rated as "fair" by one country (Thailand/mission to Pang Na) that considered insufficient the general knowledge of the expert regarding the system or hierarchy of Thai organisations.

33.   The evaluation regarding the **respect of timing and planned itinerary** obtains the following results: "excellent": 38%, "good": 38%, "fair": 15% and "poor": 8%. Positive comments highlight the punctuality of the expert (Qatar) or a strict respect of timing that allowed achieving more results than the ones expected from the mission (Peru). On the contrary, other comments state that time for preparing meetings during the mission was not sufficient (Argentina, Malaysia, Slovakia) or that coordination with other bodies involved in the mission was poorly planned and did not allow to create synergies (El Salvador), even if the expert did his best to make up for this situation (Thailand/mission to Pang Na). It is therefore recommended to be more flexible in the future when preparing mission itineraries (El Salvador).

34.   **The quality of briefing meetings** has been evaluated as followed:

	Excellent	Good	Fair	Poor
1. At the beginning of the mission	33%	50%	17%	0%
2. During the mission (if any)	33%	50%	8%	8%
3. At the end of the mission	27%	55%	9%	9%

This evaluation is globally satisfactory. In the case where there have been no briefing meetings at the beginning of the mission, information was provided previously by email (Slovakia). It has been highlighted that the UNWTO expert also benefited from the high quality of the persons from NTAs or other bodies involved in the meetings (Costa Rica, El Salvador). Here again, the lack of time to prepare the meetings (Qatar) or between two meetings has been mentioned, as well as the importance to schedule meetings according to the agenda of all stakeholders involved in the process (El Salvador). One country mentioned that documents sent before the mission have strongly contributed to the quality of the different meetings (Thailand/IMT mission).

35.   **Overall rating of missions:** no country has rated as "poor" the UNWTO mission they benefited from, and only one qualified it as "fair" (El Salvador), because the outputs obtained did not correspond with the ones expected before the mission. The other countries highlight the usefulness of the mission and its adequacy with their current needs. Overall ratings are: "excellent": 23% and "good": 69%.

36.   This rather good overall rating of UNWTO missions is confirmed by the answers given to the following question: **How would you rate the direct usefulness of the mission for your work?:**

Very useful	Useful	Marginally Useful	Not Useful
31%	54%	15%	0%

37.   **When asked if the mission fulfilled its objectives,** countries answered the following:

Exceeding expectations	Fully	Partially	Not at all
0%	75%	25%	0%

Some countries explained they need to see the final results of the actions undertaken during the mission, including the report, to make a final judgement (Thailand). One country is not fully satisfied with the outputs and recommendations resulting from the mission (El Salvador). One country (Argentina) would like to benefit again from this type of mission, but in other areas. The others considered the objectives of the mission have been globally fulfilled and allowed a clear vision for future actions, even though the terms of coordination with NTAs' officials (Qatar) could be improved.

38.   To the question: **was the mission worth your time and effort?** countries answered very positively:

Yes	Not sure yet	No
85%	15%	0%

39.   The countries that have answered the survey have listed **the main strengths and weaknesses of the mission as follows**:

- **Strengths:**
  - The opportunity to involve more partners in the process or to confirm their commitment (Costa Rica, El Salvador, Honduras, Indonesia, Qatar, Peru)
  - The exchange of views among stakeholders involved (Argentina)
  - The progress obtained in some technical issues and the recommendations to follow in the future (Thailand, Indonesia, El Salvador, Malaysia)
  - The human quality of the consultant and her/his knowledge (Seychelles)
  - The possibility to personally meet UNWTO officials and to be informed about UNWTO activities (Slovakia)
  - The opportunity to directly get materials from UNWTO (Peru)

- **Weaknesses:**
  - The lack of time for arranging meetings and activities (Slovakia, Qatar, Honduras, El Salvador, Indonesia)
  - The divergence of methodology or misunderstanding between NTA officials and the UNWTO consultants (Thailand/mission to Pang Na, El Salvador))
  - The identification of weaknesses will depend on the final mission report (Seychelles),
  - The language barrier with locals who do not speak English (Thailand/IMT mission)
  - The difficulty to mainstream the local results of the mission to a broader area (Malaysia)
  - More experts or UNWTO officials are needed for this type of mission (Argentina)
  - In one country (Peru), no weaknesses were identified

40.   To the question: **would you recommend a similar technical mission to your peers?** Countries answered very positively:

Yes	Not sure yet	No
85%	15%	0%

41.   Finally, **the following improvements have been recommended by respondent countries to UNWTO for future missions:**

- The preparation of the mission itinerary, ToRs and materials should be done in cooperation with all stakeholders involved in order to (a) optimize the time spent by the expert in the country, (b) ensure that all stakeholders are available and (c) harmonise expectations among different bodies (El Salvador, Honduras, Qatar, Costa Rica)

- The length of the mission should be more important, especially when technical visits on the ground are needed or in order to agree on a first draft of the report (Peru, Slovakia, Seychelles, El Salvador, Malaysia, Thailand/IMT mission)

- If time cannot be increased, more experts are needed (Argentina, Indonesia)

- UNWTO officials or experts should be better informed on working practices and hierarchical systems in the countries where the missions are to be undertaken (Thailand, El Salvador)

- Future missions should have more concrete and innovating contents (Argentina, Slovakia) and focus on training the trainers (Thailand/IMT mission)

42.   The UNWTO Secretariat would like to seize this opportunity to thank officials of NTAs' or other organizations who participated in this evaluation process.

Annex 1:   List of evaluated UNWTO technical events (January – June 2008)

January   Seminar during FITUR on Efficient Commercial Presence in Outbound Tourism Markets - Madrid, **Spain**

Round Table during FITUR on Tourism and the Doha Development Round - Madrid, **Spain**

Seminar during FITUR on World Tourism Facts and Trends, and on E-Marketing in Tourism – Keeping Pace with the New Challenges – Madrid, **Spain**

February   Seminar on Tourism Marketing Trends, Challenges and Opportunities - Vilnius, **Lithuania**

March   UNWTO Training Course on "How to Promote Tourism" for Diplomats and Civil Servants - Baku, **Republic of Azerbaijan**

9th Iber-american Encounter on TSA - Antigua, **Guatemala**

Workshop on Data Collection, Analysis and TSA - Hanoi, **Vietnam**

Workshop on Marketing - Hanoi, **Vietnam**

Seminar on Tourism Marketing and Statistics - Bandar Seri Begawan, **Brunei**

International Conference on Sustainable Tourism Management at Heritage Sites - Hungshan, **China**

April   Workshop on Marketing and Communication Strategy - Bali, **Indonesia**

1st workshop of TSA Capacity building programme - Vienna, **Austria**

Capacity-building seminar on Climate change adaptation and mitigation in the tourism sector - Oxford, **United Kingdom**

Capacity building workshop on risk crisis management – Muscat, **Oman**

May   Workshop on the Development of a National Tourism Marketing Strategy for **Ghana**

Seminar on "Introduction to the System of Certification of Quality for Tourism Education Programmes UNWTO.TedQual"Marketing Seminar - Astana, **Kazakhstan**

Regional Seminar on "How can marketing techniques contribute to enhance African destinations? - Abuja, **Nigeria**

Technical Seminar on Tourism Policy and Human Resources Issues - Prague, **Czech Republic**

UNWTO Capacity Building Course on Tourism Policy and Strategy for Officials from the Ministries of Tourism of Iraq and Palestine - **Amman, Jordan**

Regional Seminar-Workshop on "Tourism and Handicrafts: Two Keys Sectors to Contribute to Poverty Reduction and Economic Development in Africa", **Accra, Ghana**

May - June   Practicum - **Andorra** and Madrid, **Spain**

June   ETC-UNWTO Joint International Seminar on E-marketing for Tourism Destinations - Budapest, **Hungary**

International Conference on Challenges and Opportunities of Sustainable Tourism Development in the Arab World, Amman, **Jordan**

Annex 2:   List of evaluated UNWTO technical missions (January – June 2008)

February	Mission on Actions within the UNWTO programme of work - **Slovakia**
	Mission on Monitoring Data Compilation - Pang Na Province, **Thailand**
	Mission for the Preparation of the International on Tourism and Handicraft - **Peru**
March	Mission in the framework of the Anse Royale Ecotourism Project - **Seychelles**
	Mission in the framework of the TSA Project for Central America - **Costa Rica**
April	Mission to Medan, Batam, and Tanjung Pinang on UNWTO Assessment to IMT-Growth Triangle Sub Regional Project - **Indonesia**
	Mission on UNWTO Assessment to IMT-Growth Triangle Sub Regional Project - **Thailand**
	Mission in the framework of the TSA Project for Central America - **El Salvador**
	Mission in the framework of the TSA Project for Central America - **Honduras**
May	Study Mission to Perlis, Langkawi and Negeri Sembilan - **Malaysia**
	Mission on the Formulation of Tourism Satellite Account – **Qatar**
June	Mission for the organisation and delivering of the Course on excellence in tourism Marketing Management - **Argentina**