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Provisional agenda item 4(a)

GENERAL PROGRAMME OF WORK FOR THE PERIOD 2008-2009

(a) Report on its implementation and evaluation

Addendum 1

**Evaluation against indicators stated in the Programme 2008-2009
(doc. A/17/7 Rev.)**

Note by the Secretary-General

In addition to the evaluation of technical events and missions described in the document CE/85/4 (a), the Secretariat has conducted a preliminary evaluation of the Programme of Work 2008-2009 against the indicators stipulated in the document A/17/7 Rev.

The present document gives a summary of this preliminary evaluation mostly focussed on outputs. The Secretariat will conduct a full evaluation of the activities undertaken once the 2008-2009 biennium is completed, i.e. in early 2010, and a more exhaustive document will be presented to the 88th session of the Executive Council.

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
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	The following documents were presented to, and approved by the UN Statistical Commission at its 2008 session: <i>Recommendations on Tourism Statistics</i> ; and Update of <i>The Tourism Satellite Account: Recommended Methodological Framework</i>
	The update of <i>Manual on Statistics of International Trade in Services (MSITS)</i> will be presented for discussion and approval to the UNSC 2010 session.
	A standardized release to all Member States is underway, aiming at enlarging the scope of international comparability by identifying tourism-related macroeconomic indicators:
	A draft of the four first chapters of the <i>Compilation guidance on basic tourism statistics</i> will be disseminated for comments by the third quarter of 2009.
	160 countries regularly provide Compendium statistical data
	The fourth volume of the publication <i>Enzo Paci Papers on Measuring the Economic Significance of Tourism 6</i> to be published (only in pdf format)
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	A formal commitment has been signed through which UNWTO will contribute to the new <i>BPM6 Compilation Guide on "travel" and "passenger transportation services"</i>
	81 countries have published significant data on employment in the tourism industries in a first outcome of ILO – UNWTO joint project
A1-3: Integration of tourism statistics in other international standards and wider UN coordination mechanisms	Both the <i>System of National Accounts (SNA93)</i> revision and the <i>BPM6</i> were approved early 2009.
A1-4: Technical assistance and capacity-building for Member States on tourism statistics and TSA	53 delegates from 21 countries have attended each of the Workshops of the two Statistics capacity-building programme (SCBP) launched in Austria, for Europe, and in South Africa, for Africa.
	One regional seminar held (Guatemala)
A1-5: Protect TSA brand, produce TSA manual, disseminate TSA data and explore future TSA extension	Dissemination of TSA data and the corresponding metadata: so far 46 countries have been documented
	Online TSA technical assistance and capacity-building programmes will start later in 2009
	Measuring the tourism dimension of the Meetings Industry: <ul style="list-style-type: none"> • Currently receiving contributions (case studies) for the preparation of guidelines for developing harmonized statistics. Case study from Canada finalised • Private partners (ICA, Reed Travel and Exhibitions and MPI) have expressed their satisfaction with UNWTO contributions

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
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	<p>UNWTO World Tourism Barometer: Panel of experts has increased from 260 members by October 2007 to 300 in January 2009</p> <p>Handbook on Tourism Forecasting published</p> <p>ETC/UNWTO Joint International Seminar on Tourism Forecasting and Strategic Planning held (Vienna): 82 participants</p> <p>2 reports in preparation: <i>Tourism 2030</i> and <i>Report on Demographic Changes and their impact on Tourism</i></p> <p>Reports: "Turismo de cruceros: situación actual y tendencias" , "China Outbound" and "Russia Outbound" published</p> <p>Report on "Indian Outbound" in process of publication</p> <p>Dissemination of information:</p> <ul style="list-style-type: none"> • The "Facts & Figures" webpage was the most visited page between January 2008 and March 2009 (187,000 pageviews) • 4,540 WebPages in English, French, Italian and Portuguese in Google with the reference UNWTO World Tourism Barometer (consultation date: 8 April 2009) <p>Report series on trends in Asia and the Pacific: 100 copies printed and distributed during the commission meeting and the Conference on Increasing Tourist Flows between Asia and the Middle East, both of which took place in Iran in March 2009</p> <p>Dissemination of data to Affiliate Members: 2 seminars held: 380 participants</p>
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	<p>UNWTO has given support to Colombia and Thailand in understanding and working with the WEF <i>Travel and Tourism Competitiveness</i> index</p> <p>Three cities received the China Best Tourism Cities award in 2007, namely Chengdu, Dalian and Hangzhou: the successful implementation of this Best Tourism Cities scheme has brought about a competition among cities in China.</p>
A2-3: Examine innovative marketing and promotion techniques and provide assistance to Members and DMOs in this area	<p>Marketing Planning Handbook in process (tender launched)</p> <p>Branding Handbook being finalized (to be published in June 2009)</p> <p>NTO Marketing activity report in preparation (to be published in September 2009)</p> <p>Seminar on E-marketing in Europe held (Hungary), in cooperation with ETC: 110 participants</p> <p>2nd UNWTO Tourism Trends and Research Conference held in December 2008 in China (110 participants). 2009 edition in preparation</p> <p>A Practical Guide to Tourism Destination Management published and distributed</p> <p>International Conference on Destination Management held in September 2008 (Bordeaux, France): 360 participants</p>
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	<p>CED will produce a report to be submitted to the General Assembly</p>

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
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)	<ul style="list-style-type: none"> • Yemen: Report on advisory mission produced • Georgia: Report produced • Indonesia: 2 Workshops on marketing and communication strategy and on tourism integration into the national emergency plan (report issued) • Switzerland: Workshop on implementation of tourism into national emergency management at the IDRC 2008
	Oman: Regional capacity building workshop on risk and crisis management in the tourism sector in Oman
	Third international avian and human influenza simulation exercise held
	Central emergency platform in cooperation with IGOs, NGOs and industry partners, launch expected launch in June 2009
A3-2: Emergency assistance to members in coordination with UN system	<ul style="list-style-type: none"> • Venezuela: Seminar on tourism safety and disastrous situations • Tabletop exercise on pandemic influenza and humanitarian response for UN agencies, parts 1 and 2 • Workshop on health and tourism by UNSIC in collaboration with ASEAN plus three countries • IATA meeting on emergency response planners task force
	Evaluation of risks of global and local importance: <ul style="list-style-type: none"> • Collaboration between UNWTO Bonn office, the German Aerospace Agency and UN spider to produce risk/vulnerability map of Pangandaran (Indonesia) as the pilot project • WHO conference on cities and public health crisis in Lyon, France and WHO global health security communications coordination meeting in Mexico
	Publication on the third international avian and human influenza simulation exercise.
	Survey conducted among all Member States on the integration of tourism into the national emergency plan, for the development of generic guidelines, checklists and serving as clearing house for best practices
	Coordination with UN system: <ul style="list-style-type: none"> • Report on scenario analysis examining the impact of human influenza on Balinese tourism • UNWTO joined as member of the UN communication group task force on avian and human influenza • Development of the Emergency Notification System with UNDP • Development of message templates for pandemic situations
	Working Group met in February 2009 and reached agreement on the revised text of the draft Declaration submitted to the Executive Council (See doc. CE/85/10)
A3-3: Provide advise to governments of both generating and recipient countries on travel facilitation and travel advisories	Working Group met in February 2009 and reached agreement on the revised text of the draft Declaration submitted to the Executive Council (See doc. CE/85/10)

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
<p>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.</p>	<p>5 international and regional SDT policy initiatives supported (Marrakech Taskforce, TSG-Europe, GSTC, TOI- Destination Partnership projects - particularly TOI/WWF/MARTI Mesoamerican Reef Eco-region project for Riviera and Costa Maya -UNESCO-WHS Tourism Policy Initiative), with series of background papers, technical support documents and meeting reports.</p> <p>35 events organized by Member States and Partners supported through UNWTO participation and technical contributions</p> <p>SDT e-bulletin issued quarterly, SDT webpage regularly updated, SDT activities included in UNWTO in Action newsletter</p> <p>Preparation of the study on heritage interpretation:</p> <ul style="list-style-type: none"> • Concept and structure defined, initial draft and case studies prepared, experts identified • Negotiations under way for World Bank, UNESCO and ICOMOS support <p>Interpretation and heritage conservation issues integrated in UNESCO-WHS Tourism Initiative</p> <p>Sustainable Tourism in Coastal Destinations of Africa, project involving 9 African countries: implementation phase has been initiated. Inter-agency agreement is under negotiation with UNIDO to define execution roles and fund allocations from GEF</p> <p>UNWTO Seminar on Ecotourism and Protected Areas in Africa held in Maputo, Mozambique (final report issued)</p> <p>Coordination with CBD and UNEP for the preparation of the International Year on Biodiversity 2010: training manual being issued with UNWTO input .</p> <p>Please consult the report on the activities of the Consulting Unit on Biodiversity and Tourism for the Tsunami Affected Countries (CE/85/9)</p> <p>Research and survey on the integration of intangible cultural heritage into tourism activities have been delayed due to constraints in human and financial resources</p>
<p>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</p>	<p>4 events on Quality Standards organized by Member States and supported by UNWTO</p> <p>Study on Standards and Systems for Quality and Sustainability - the experience of the Americas: complete draft under final review</p>
<p>B1-3: Conduct a comparative review of tourism policies in Asia and the Pacific and disseminate results</p>	<p>Comparative research on Asia-Pacific tourism policies: the implementation of this project has been postponed till next year. In its place the Secretariat is compiling cases on responses of Asia-Pacific countries to combat the current economic crisis</p>

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
B2-1: Continue the support to Member States and partner organizations for the application of indicators of sustainability and quality in tourism	2 UNWTO Workshop on Indicators, and ST indicator exercises integrated in 4 other UNWTO seminars/workshops. 3 international/regional processes supported through technical advise on ST indicators (GSTC, TSG-EU-MS Reporting, ACS Indicators Expert Group) 4 UNESCO-WHS Expert workshops supported through UNWTO participation and technical advise (meeting documents, reports, draft policy guidelines) , coordination's with partner organizations (e.g. ICOMOS, IUCN, WB) UNWTO-UNESCO-WHS Conference organized for Asia-Pacific held (Huangshan, China): conference proceedings published
B2-2: Set the bases for the establishment of the Observatory for Sustainability and Quality in Tourism	Concept paper and implementation plan defined for Global Observatory on Sustainable Tourism (GOST), and disseminated in 5 UNWTO workshops/seminars, UNWTO SDT Committee, 3 international processes (Marrakech Task Force, Sustainable Tourism Zone of the Caribbean – ACS, UNESCO-WHS Tourism Initiative) The setting up of a pilot ST Observatory initiated in Huangshan, China

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
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	47 countries having implemented programmes against exploitation of children in tourism: AF: 5 ; AM: 17 ; AS: 13; EU: 9 ME: 3 92 replies by countries to regular surveys on child protection instruments: AF: 25; AM: 21; AS: 13; EU: 30; ME: 3 Over 900 tourism businesses have adopted the ECPAT Code of Conduct against sexual exploitation of children 300 participants in the 3 Task Force meetings of 2008 and 2009 (1 st Q) New Protect Children Campaign launched in London WTM 2008 and presented at Berlin ITB 2009, Campaign video and material available: 95 downloads from UNWTO website + 110 downloads from YouTube by 1st Q 2009 Letter on "Protect Children Campaign." sent to all Affiliate Members
B3-2: Disseminate guidelines on tourism accessibility and opportunities for people with special needs (senior and disabled)	The 2005 brochure with recommendations on "Accessible Tourism for All" disseminated by email to Full Members in May 2008, on the occasion of the entry into force of the UN Convention on the Rights of People with Disabilities. No feedback received so far.
B3-3: Study the relationship between tourism and migrations	Report on tourism and migration: final revision underway, publication 2 nd half 2009
B3-4: Promote the contribution of tourism to the Alliance of Civilizations (AOC)	Report on the International Conference on Tourism, Religions and Dialogue of Cultures published and distributed

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
B3-5: Monitor the implementation of the GCoE, especially in terms of its incorporation in legislations and in companies' practices	Results of Survey II (to all members) on the implementation of the Code of Ethics; preliminary results expected to be available in June 2009 and final results will be ready for the 2009 General Assembly.
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	
B3-7: Initiate the application of UNWTO World Tourism Day recommendations on women and tourism	Women in Tourism Task Force formed; 1 st meeting planned for September 2009 along with a private sector roundtable on the role of women in tourism Preliminary report on the role of Women in Tourism expected for June 2009 Research for Triennial UNWTO/UNIFEM report to start in May 2009; Final report to be published at the beginning of 2011

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
B4-1: Study ways in which tourism can open economic development opportunities for poor people living in or around natural parks and protected areas and disseminate results among Member States and protected areas authorities	Project on Network of Cross Border National Parks and Protected areas in West Africa launched (October 2008) Missions to the following countries for the implementation of first phase of the feasibility study: Senegal, Guinea, Guinea Bissau, Gambia, Burkina Faso, Niger, Benin, Mali
B4-2: Identify suitable government incentives for enhancing the contribution of tourism to the local economy, especially to women	Government incentives are included in new training manual (see B4-3) Poverty reduction issues incorporated in 6 events organized by Member States with UNWTO support
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 being developed through partnership and co-financing with SNV (outline and concept developed, cases and source materials being identified, first draft in progress) 2 conferences (Côte d'Ivoire, Ghana) and one workshop (Albania) held
B4-4: Evaluate and monitor economic impacts of tourism on poverty	Monitoring techniques are incorporated in new training manual (see B4-3) One Indicators workshop on STwith a poverty reduction focus held in Bhutan

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
B4-5: UNWTO-FIFA partnership to help generating benefits for all African countries from World Cup 2010	Please consult the conclusions of the Seminar on "How can African Destinations make the most out of 2010?" held during the CAF 48 in Yaoundé, Cameroon

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
B5-1: Conduct further research on climate change trends and potential impacts on tourism destinations and tourists' behaviour	2 Publications issued (Davos Report, Oxford Seminar Guidebook), in collaboration with UNEP, WMO Publication and distribution of leaflets and other awareness-raising materials Ongoing participation in the UN Interagency action oriented approach to the challenge of climate change Study initiated with WMO on Climate Information for the Tourism Sector, in connection with WCC-3 2 seminars held: 300 participants
B5-2: Continue the pilot testing of adaptation and mitigation measures	Fully formulated project proposal submitted to UNDP-GEF, on Climate Change Adaptation in the Tourism Sector of the Maldives, following 2 national consultations. Launch and implementation of the "Hotel Energy Solutions" Project with UNEP, IHRA, EREC and ADEME, funded by EU: 90 stakeholders
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	One seminar held on CC adaptation and mitigation for least developed countries and SIDS in Oxford, with UNEP UNWTO participation in 6 national WTD events UNWTO participation, support on CC issues in 9 member countries and international seminars and events

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
C1-1: Reinforce the UNWTO network of centres specialized in knowledge resources and quality education and training (TedQual, GTAT, TedProm)	Education and training needs assessment and planning: missions in 3 countries (Saudi Arabia, India, Oman) and one study initiated for the Ibero-American region Quality Assurance System for Tourism Education and Training Programmes (TedQual System): 2 audits, 3 seminars and 6 TedQual Renewals

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
C1-2: Reinforce the UNWTO network of officials and managers applying knowledge management instruments and their application in governance	UNWTO capacity-building initiatives for NTAs: 6 courses, one workshop and 2 practicums
	Annual Executive Training Programme in Asia and the Pacific region: About 30 directors, joint secretaries, heads of departments, and other high-level officials from NTAs have participated in the second session in Maldives (2008). Feedback from participants is positive on the whole.
C1-3: Foster knowledge management in tourism as an instrument for development and sustainability	Application of UNWTO learning programmes to development assistance: 2 volunteer projects, 2 courses for volunteers, 2 missions undertaken

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	Summary of evaluation against indicators on outputs (1 Jan. 08 – 31 March 09)
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	2 meetings of the WCTE held in 2008 (Madrid and Rome); reports of the 2 meetings produced (restricted), 2009 meeting scheduled in Costa Rica, June 2009 Clarifications on specific ethical questions issued by Committee to be placed on the website New logo of the Code of Ethics available in June 2009
C2-2: Disseminate the Code through all possible means to increase awareness	12,000 visits to the Code webpage 400 downloads of the Code of Ethics brochure from the website 3,500 printed copies distributed in four languages in various fairs and meetings

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
C3-1: Field technical assistance and sectoral support missions to Member States upon request	Sectoral support missions: <ul style="list-style-type: none"> • 12 in 2008: Albania/Montenegro; Argentina; Bahrain; Egypt; FYR Macedonia (2); Ghana; India (2); Palestine; Qatar; and, Syrian Arab Republic • 2 in 2009: Yemen, FYR Macedonia
	Projects formulated: <ul style="list-style-type: none"> • 11 in 2008: Argentina; Bahrain; Botswana; China (Guilin); Egypt; FYR Macedonia; India (Punjab Master Plan and Curriculum Development); Palestine; Qatar and Syrian Arab Republic • 1 in 2009: Rwanda (TSA)
	Projects implemented: <ul style="list-style-type: none"> • 12 in 2008: Bahrain, Botswana (2); China; Egypt; India (3); Oman; Rwanda; Timor-Leste; and Regional Project on the Silk Road (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan) • 2 in 2009: Botswana and Egypt

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
	21 countries covered 4 sub-regions covered: Southern Africa, Middle East, Central Asia; and Eastern Europe 5 UNWTO proposals effectively executed by the countries: Bahrain; Botswana; China (Guilin); India (Punjab), Oman
C3-2: Identify and secure extra-budgetary resources for the implementation of technical assistance projects	Number of projects and activities funded by external partners: <ul style="list-style-type: none"> • 12 in 2008: Bahrain, Botswana (2); China; Egypt; India (3); Oman; Rwanda; Timor-Leste; and Regional Project on the Silk Road (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan) • 3 in 2009: Botswana, Egypt, India (Punjab) (see also C4-1)
C3-3: Implement technical cooperation projects and monitor results ¹	Major development projects in each of the regions with the involvement of the NTAs: 2008: <ul style="list-style-type: none"> • 3 in Africa: Botswana (2) and Rwanda • 6 in Asia: China (2: Guilin and Silk Road Regional Project), India (3) and Timor-Leste • 1 in Europe: Silk Road Regional Project (Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan) • 3 in Middle East: Bahrain, Egypt and Oman 2009: <ul style="list-style-type: none"> • 1 in Africa: Botswana • 1 in Asia: India • 1 in Middle East: Egypt Spanish MDG Achievement Fund: <ul style="list-style-type: none"> • 8 projects in 6 countries: Ecuador, Egypt, Honduras, Nicaragua, Senegal and Turkey • Negotiations are currently under way in 7 new country programmes, specifically in Cape Verde, Honduras, Mali, Nicaragua, Panama, Peru and Serbia
C3-4: Identify, implement and monitor technical assistance projects leading to poverty alleviation (ST-EP projects)	31 ST-EP projects completed by 31/12/07: 13 in Africa, 11 in Americas, 6 in Asia, 1 in Europe 18 ST-EP projects under implementation on 1/1/08: 9 in Africa, 5 in Americas, 4 in Asia 23 ST-EP projects launched during 2008: 9 in Africa, 10 in Americas, 3 in Asia, 1 in Europe 4 ST-EP projects completed during 2008: 1 in Africa, 3 in Asia Outcomes/impacts: <ul style="list-style-type: none"> • Over 7,000 direct beneficiaries of the 2008 ST-EP project portfolio (people trained/supported to obtain employment in tourism enterprises, supply goods and services to tourists and tourism enterprises, or run tourism SMEs and community based enterprises)

¹ For detailed information, please consult the online report on UNWTO Development Assistance, 2008 edition:
<http://www.unwto.org/develop/pub/en/pdf/UNWTODevelopmentAssistance08.pdf>

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
	<ul style="list-style-type: none"> Nearly 150,000 indirect beneficiaries of the 2008 ST-EP project portfolio (people benefitting from taxes or levies on tourism income, voluntary giving, or infrastructural investments stimulated by tourism)

Specific Objective C4: Increase financial sources for the sustainable development of tourism

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
<p>C4-1: Identify new financial sources for the sustainable development of tourism programmes and projects available to governments and the private sector</p>	<p>Development Assistance Projects: 10 external funding sources: 9 Member States and UNDP. Level of funds raised:</p> <ul style="list-style-type: none"> 2008: US\$ 1,889,000.00 + € 481,150.00 2009: US\$ 2,175,250.00 <p>ST-EP Projects:</p> <ul style="list-style-type: none"> Collaboration with ST-EP Foundation, French Government, Italian Government and SNV consolidated. US\$ 500,000 contribution from Tsingtao Brewery Company Ltd. mobilized for ST-EP project in China. € 100,000 contribution from Flemish Government received for ST-EP project in Mozambique Approval received from Italian Government for funding of new ST-EP projects in Ghana and Senegal with a total value of € 328,611 Initial contributions of € 400,000 and US\$ 500,000 received from SNV and ST-EP Foundation, respectively, for 17 new joint ST-EP projects <p>Funds raised by the Business Council: € 890,000 from European Commission for the project "Hotel Energy Solutions"</p>
<p>C4-2: Establish partnerships with financial institutions for the appropriate inclusion of sustainability criteria in their funding policies regarding tourism</p>	<p>New MoU signed with SNV and ST-EP Foundation, committing contributions of € 900,000 and US\$ 1,500,000, respectively, for the period 2008 – 2010.</p> <p>MoU signed with ST-EP Foundation and IUCN-NL, committing a contribution of US\$ 70,000 from each partner.</p> <p>Memorandum of Cooperation on ST-EP signed with China National Tourism Authority.</p>

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

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
<p>C5-1: Collect and disseminate best practices on tourism governance and PPPs and promote their adoption by Members</p>	<p>4 seminars and 1 forum held</p> <p>See also the results on the "Hotel Energy Solutions" Project (B5-2 and C4-1), as well as D2-2 on ITC partnerships</p>

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
<p>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</p>	<p>1,200 internal and external requests received on documentation and responded to (level of satisfaction of internal and external users: 80%) 50% of the publications of the UNWTO Documentation Centre have been used during this period 200 requests on UNWTO's archives (level of satisfaction of internal and external users: 90%) 400 INFODOCTOR visitors (level of satisfaction: 60%) 600 LEXTOUR visitors (level of satisfaction: 70%) 62 % (NTAs/ NTOs) of UNWTO Member States having established a tourism legislation system</p> <p>The interactive UNWTO/ IFTTA Discussion Forum on Tourism Legislation (DFTL) was launched early February 2009 (it will be necessary to evaluate its use in the forthcoming months when fully operational)</p> <p>UNWTO Thesaurus on Tourism and Leisure Activities –TTLA:</p> <ul style="list-style-type: none"> • Currently available in 6 languages • End 2009: Arabic & German - 2010 :Chinese - 2011 : Russian • Online and CD-Rom versions will be available end 2009
<p>D1-2: Provide technical assistance and capacity-building to NTAs on information management in tourism and on the establishment and running of documentation centres for tourism</p>	<p>Follow-up mission conducted in 2008 (Argentina)</p>
<p>D1-3: Establish and run UNTEN, including UNWTO participation in the Global UN Inter-Agency Knowledge Sharing and Information Management (KSIM) Working Group</p>	<p>UNWTO participation in the 2008 Annual UN Inter-Agency Knowledge Sharing and Information Management (KSIM) Working Group Meeting (Vienna)</p> <p>UNTEN running since November 2008 14 UN agencies have designated a UNTEN focal point Few contributions to UNTEN received so far</p>
<p>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 national tourism administrations (NTAs), tourism research, etc.</p>	<p>Report on the findings of the survey on Structures, Spheres of competence and Activities of NTAs (English version available) Feasibility study for the “establishment of a worldwide intelligence gathering system on legal and institutional aspects of tourism” (to be prepared before the end of 2009).</p>

Area of activities	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
D1-5: Coordinate and follow up the production of UNWTO publications in various languages and further development of the UNWTO-e-library	<p>102 Full and Associate Members have access to the e-library (until April 2009) 128 eligible Affiliate Members have requested the activation of the e-library access</p> <p>Downloads of the electronic documents indicate that</p> <ul style="list-style-type: none"> • up-to-date information is in high demand, i.e. short and frequent documents (e.g. Barometer) • information requests in English dominate with 41,5% over Spanish with 18,5% and French with 16%,: Translated documents were high in demand regarding the Barometer, indicating that short-term market research is, despite its timeliness, important to be disseminated in the three main official languages. • Agenda setting documents e.g. related to child abuse and to climate change were among the documents most frequently downloaded, indicating that UNWTO produces relevant information. • Publications focussing on the tourism planning process, including earlier documents and reports, were strongly demanded. • Documentation regarding TSA are among the high ranking titles. • UNWTO Documents, including all UNWTO official communications, are downloaded regularly <p>Downloads for the period January- February 2009 have increased by 129% in comparison with January -February 2008: downloads in January and February 2008: 754; downloads in January and February 2009: 1727</p>
D1-6: Sales and promotion of publications, translation and reproduction rights	<p>41 new publications were produced in electronic and printed format since June 2008, including translations</p> <p>Currently 77 Depository Libraries collect worldwide all UNWTO publications in at least one official language of the Organization</p>

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
D2-1: Analyse ICT developments and their impact on tourism	Web Infrastructure developed with Microsoft support
D2-2: Build partnerships for advancing applications of ICT in tourism businesses, especially SMEs	<p>Microsoft PPP weekly reviews and management review in February 2009 IFITT keynote at ENTER 2008, participation at ENTER 2009 and IMEX 2008 Regular liaison with ITU, ICAO and OSCE Regular Liaison with SITA who joined as Affiliate and developing eVisa solution</p> <p>ClimateSolutions.travel was launched on World Tourism Day 2008: 30 solutions included VisitAfrica.travel funding proposal developed with Microsoft: implementation commenced, to be launched on 1 July 2009</p>
D2-3: Assist Members in introducing ICT in their management and administration procedures	<p>One seminar held: 160 participants One seminar supported, organized by the Electronic Union of Travel Industry (EUOTI): 300 participants Distance learning facilities: eLearning content committed from UNDP Global Campus and eTourismAfrica</p>

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	Results achieved as per indicators on outputs/outcomes stipulated in the PoW (1 Jan. 08 – 31 March 09)
D3-1: Strengthen relationships with media to raise awareness about the importance of tourism and the role of UNWTO	52 press releases and 14 feature articles published online UNWTO Media Council launched Partnership with major media and news agencies: Eturbo News, The Economist, Time Magazine, BBC, CNN, Herald Tribune, El Mundo, El País, La Vanguardia, Deutsche Welle, Travel Daily News, Travel News, Travel Mole, Europa Press, Reuters, Agence France Presse More than 14,000 articles published worldwide mentioning UNWTO (monthly average: around 950) 4 UNWTO News Conferences: 2 in FITUR and 2 in ITB
D3-2: Strengthen strategic alliances with international tourism fairs	Positioned participation in the biggest international travel trade fairs: 2 in FITUR, 2 in ITB, 1 in WTM and 1 in INTOURMARKET Ministerial Summit held at WTM London
D3-3: Assist Member States, especially LDCs, in developing their communications capacities in tourism, including image building	One press trip organized (Colombia) and one supported (Nicaragua). Other press trip with communications workshop in the pipeline (Armenia) NTAs communications directors network created: 125 countries involved
D3-4: Enhance UNWTO's image and delivery of its strategic messages through different communications tools	1,300,000 visits to UNWTO website, corresponding to 4,500,000 pageviews by nearly 900,000 absolute unique visitors 90,000 visits to the on-line calendar 2,845 addresses included in the media Data Base + 20,000 contacts through PR Newswire Affiliate Members: <ul style="list-style-type: none"> • 70 Affiliate Members have been registering their events in the UNWTO International Calendar • 82 informative messages to all Affiliate Members on UNWTO activities 16,000 visits to the on-line UNWTO press releases and articles 5 UNWTO News published and distributed, including a special edition for the WTD 2008: 21.500 copies printed and distributed