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Provisional agenda item 9

PROGRESS REPORT ON:

- (a) Themis Foundation
- (b) ST-EP Foundation
- (c) Regional Support Office for Asia and the Pacific
- (d) World Centre of Excellence for Destinations of Montreal
- (e) Bonn Consulting Unit on Biodiversity and Tourism
- (f) Permanent Secretariat of the World Committee On Tourism Ethics in Rome

Note by the Secretary-General

In this document, the Secretary-General reports to the Council on the different external entities with which the UNWTO has established collaborative links.

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(a) THEMIS FOUNDATION (Andorra)

Financial year 2008 was marked by the change in the Presidency of the Foundation and by an expression of support on the part of the Patrons¹, and thus, as of January 2008, a new stage has begun characterized by an improvement in efficiency, effectiveness and transparency in the management, and by alignment in terms of procedures, integration and reinforced coordination with the Departments of the UNWTO Secretariat.

In this context, the Foundation's role has been totally strengthened as an operative instrument of the UNWTO for the execution of its Education and Training Programme, with the **mission** of supporting the Member States in the conception and implementation of policies, plans and educational and training instruments that contribute in an effective manner to improving the quality, competitiveness and sustainability of the tourism sector.

In order to achieve this mission, the Foundation has defined four **objectives** that are implemented through the corresponding areas and programmes of activity:

- Supporting the Member States in the diagnostic assessment of training and education needs in tourism, and in the development of strategic plans that effectively address these needs (Strategy Programme).
- Developing and implementing capacity building initiatives in key areas of responsibility of National Tourism Administrations (Capacity Programme).
- Improving and supporting sustainable development assistance through applied training programmes (Volunteers Programme).
- Improving the quality and efficiency of education and training programmes (TedQual Programme).

In this context of change and emphatic impetus of the Foundation, during the period **OCTOBER 2008-JUNE 2009** a series of important milestones were attained in the **institutional development of the Foundation**, among which the following should be highlighted:

- Definition of the mission and strategies of the Foundation, and constant analysis of its management through the holding of two meetings of the Board at the highest level (with the presence of the Secretary-General and the Deputy Secretary-General of the UNWTO), resulting in a level of leadership and absolute control by the UNWTO over the Foundation and an excellent degree of transparency in its management.

¹ The Patrons of the Foundation are the UNWTO and the Government of the Principality of Andorra, the host Member State of the UNWTO.Themis Foundation.

- Total coordination with the Administration Division of the UNWTO in order to homogenize administrative and personnel management of the Foundation with the UNWTO Secretariat. Innumerable coordination meetings between this Division and the Management of the Foundation have been held.
- Continuation of the dual audit initiated in financial year 2007, by the Court of Audit of Andorra (annual) and by the *Cour des Comptes* of France (biennial).
- Internal reorganization of the Foundation in the light of the mission and objectives of the Foundation, with the definition and description of posts, salary scales and internal procedures (in coordination with the Administration Division of the UNWTO).
- Change in the corporate image of the Foundation making visible the institution's closeness with and functional dependence on the UNWTO.
- Increase and improvement of technical coordination with the Departments and Regional Representations of the UNWTO. Participation of the Executive Director of the Foundation in the meetings of the Programme Committee of the UNWTO.
- Firm intention by the Foundation to transform itself into a *Social Enterprise*, that is to say, to pursue social objectives in line with the Millennium Development Goals of the United Nations and those defined by the UNWTO, fostering business-minded management in terms of efficiency, effectiveness, productivity and progress in the levels of self-financing of its activities (this last aspect to be approached with a medium and long-term perspective, although the levels of self-financing projected for 2009 will already surpass those of 2008).

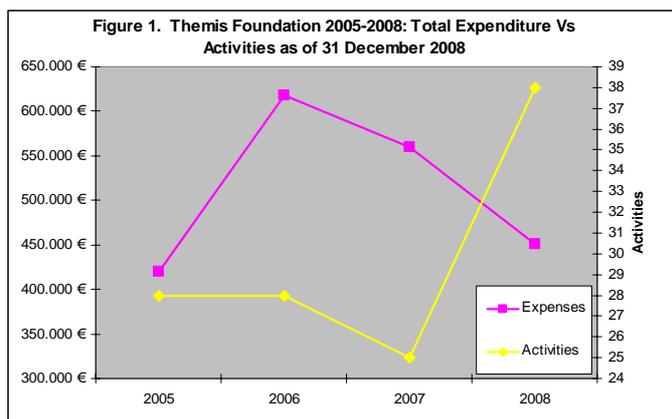
The implementation of the **Programme of Activities of the Foundation** has been characterized by a general reconsideration of its programmes, revising existing programmes to adapt them to the new vision, to bring them up to date, to develop new aspects and components and to improve them in a comprehensive manner, while at the same time launching new action programmes. All of this has been undertaken with the aim of providing better support to the UNWTO Member States. The following activities and aspects in each programme are worth highlighting:

- “Diagnostic assessment of education and training needs in tourism. Human resources development plans.” (Strategy Programme). This newly created programme carries out technical assistance activities at the ministerial level relative to diagnostic assessments and the definition of education or training strategies in a Member State or Region. During this period, three projects have been carried out, in Saudi Arabia, Oman and India. The “Study on Supply and Demand of Human Resources Training in the Tourism Sector in Latin America” has recently been initiated, in alliance with the Iberoamerican Secretariat (SEGIB) and talks are in progress with Venezuela to obtain support.
- “Initiatives for capacity-building of National Tourism Administrations (NTAs)” (Capacity Programme). This programme has two components:
 - o *Practicum*, whose objective is to familiarize NTA officials with the different activities of the programme of work of the UNWTO, offer a specialized training course, and create networks between these officials and those of the UNWTO. In October, a Practicum session was carried out in Spanish and French, with the participation of 17 officials from Africa (7), the Americas (5), the Middle East (1) and Europe (4). The training course was centred on marketing. In May another session will be held in English and the training course will be about crisis management. In order to reinforce these cooperation networks, the *Practicum Fellowship* is being launched, consisting of stays by officials of the Member States working with the team of the Foundation or of the UNWTO Secretariat.

- Training Courses. This initiative is coordinated and managed from the Foundation, taking advantage of all the know-how and the resources of its Network of TedQual Institutions. It is applied online, in-classroom, and in blended form, covering subject areas that constitute the core management and responsibilities of NTAs. In this period, in-classroom courses and conferences were held in Argentina, Saudi Arabia, Brazil, El Salvador, Indonesia, Mexico and Qatar (under study in China). Blended courses are being developed (in progress: marketing; planned: sustainable development and poverty reduction) in coordination with TedQual institutions and the Technical Departments of the UNWTO.
- “Training applied to assistance for sustainable development” (*Volunteers Programme*). The objective of this programme is to support national, regional and local tourism administrations of the Member States in the design and implementation of plans and projects for sustainable tourism development. Under way are projects in Uruguay, Lesotho, Mexico, Colombia and El Salvador (under study in China) and in the planning of support missions of medium and long duration (cooperators) in Argentina, Egypt and in the context of the ST-EP projects throughout the world.
For the initial training of the volunteers, two blended courses (Spanish and English) have been implemented in collaboration with the TedQual institutions, whose classroom components are to be carried out in Spain, Andorra, and the United Kingdom.
- “Quality assurance system for education and training programmes” (*TedQual Programme*). The objective of this programme is to support the sustainable development of tourism through the improvement of the quality of education and training offered in the Member States (it is aimed at training and educational institutions). During this period a process of revision and updating of this programme has been carried out, with regard to its quality certification processes, as well as the benefits offered to the certified institutions and the reinforcement of the TedQual Network (a process that was carried out in coordination with the Education and Science Council of the UNWTO, the TedQual institutions and the team of TedQual auditors). In this period, administrative and service processes at the Foundation were improved, the entire certification and auditing system, along with the system manuals, was revised; reinforcement activities were carried out for team of auditors in Asia (theoretical-practical training in China) and Africa, and collaboration was strengthened with the TedQual institutions. New mentoring initiatives have been put into place for institutions that need support in order to improve the quality of training and education (pilot projects in Mexico and El Salvador), as well as know-how sharing processes among institutions of all the regions (in the planning and consensus-building phase) and the TedQual institutions have been brought into involvement in the support and assistance to the Member States (coordinated by the Foundation).
- Internship Programmes. Through this programme, the technical team of the Foundation has been reinforced while at the same time providing practical training to three young professionals from Chile and Italy. A new call for applications has been launched aimed at young persons from Africa, Asia and the Middle East.

- Communication Programme. The visibility and communication of the Foundation have been reinforced through the development and implementation of a Communication Plan. This Plan entailed the development of a new corporate image of the Foundation that is much closer to the UNWTO, the preparation of a corporate image manual, the development of a new website (www.unwto-themis.org), the creation of new e-mail accounts associated with this domain, and the design of a Newsletter of the Foundation. The trademarks TedQual, UNWTO.Themis and UNWTO.Volunteers are also being registered in Andorra and the European Union.

It is worth reiterating that in the programme of work of the Foundation, the TedQual institutions play a very important role in that through the Network of TedQual Institutions the Foundation manages and coordinates considerable know-how in every part of the world. This is of direct application in the development and implementation of courses (in-classroom and online) and in technical assistance and mentoring activities in the context of all the programmes described above.



All of this impetus has led to a sharp change in trend at the close of 2008 in the **management of the Foundation** compared to the three prior financial years. Compared to 2007, activities increased by 35%, while expenditure decreased by 19%, while at the same time improving the level of quality of the service offered by the Foundation (see Figure 1).

(b) ST-EP FOUNDATION (Seoul, Korea): Report on the most relevant activities carried out by the ST-EP Foundation since 2008

This report was submitted by the ST-EP Foundation.

General Progress and Partnerships

1. The principal role of the ST-EP Foundation is to provide support for and implement the ST-EP Programme, including financial and research channels; development of partnerships; awareness-raising of the relationship between tourism and poverty alleviation; and evaluation and monitoring activities.

2. In 2008, significant progress was achieved in the consolidation and **expansion of partnerships** within the ST-EP Programme. SNV the Netherlands Development Organization, the ST-EP Foundation and UNWTO signed a Memorandum of Understanding in March for a three-year partnership covering the period 2008 – 2010 for ST-EP activities. The MOU contains a project package with 16 ST-EP projects which are being implemented with funds made available through the partnership, with advisory services from SNV experts in the field and coordination and backstopping support from UNWTO officials. UNWTO sought the ST-EP Foundation's involvement in the Tripartite and the contribution of the ST-EP Foundation is 1,500,000 USD over 3 years.

3. A new partnership for collaboration with **IUCN the Netherlands (IUCN-NL)** has been established. During the fifth meeting of the Board of Directors of the ST-EP Foundation, a proposal to develop a ST-EP Biodiversity Small Grants Project in collaboration with IUCN-NL was approved. Following this approval, a Memorandum of Understanding between IUCN-NL, ST-EP Foundation and UNWTO was formulated to formalize the collaboration and was signed by all parties in January 2009. The countries which are eligible for funding from the Small Grants Project are Tanzania, Kenya, Cambodia, Lao PDR and Vietnam. The ST-EP Biodiversity Small Grants Project will bring together initial contributions of 70,000 USD each from the ST-EP Foundation and IUCN NL. The ST-EP Foundation expresses appreciation to the IUCN NL for having transferred these funds to the ST-EP Foundation directly.

4. Moreover, during the sixth meeting of the Board of Directors of the ST-EP Foundation, the Board unanimously approved a proposal to develop a ST-EP Rural Tourism Fund in partnership with **Agriterra**, a Dutch international non-governmental organization. The ST-EP Rural Tourism Fund would bring together initial contributions of a minimum of US\$ 100,000 each from the ST-EP Foundation and Agriterra to provide small grants in the range of US\$ 20,000 – 30,000 to projects addressing poverty alleviation through rural tourism development.

5. The Foundation undertook a number of **philanthropic** activities throughout the developing world, such as the **Thank You Small Library** programme under which 47 libraries have been established throughout Africa and Asia. As the Thank You Small Library programme aims to promote education among the world's poorest communities, it is in line with the Constitution of ST-EP Foundation, which may "cooperate and carry out projects with countries, international organizations and associations, and corporations focusing on sports, culture, education, human resource development as they relate to poverty elimination". Through this initiative, the ST-EP Foundation has introduced government officials at the national and local level to the ST-EP Programme.

Meanwhile, in order to promote the ST-EP initiative, since July 2008, the ST-EP Foundation has organized three events focusing on the Climate Change, UN Millennium Development Goals (MDGs) and World Tourism. Distinguished speakers at these events included UN Secretary General Ban Ki-moon, UN Deputy Secretary General Asha-Rose Miro, UNWTO Secretary General Francesco Frangialli and Special Advisor to the UN Secretary General of the Millennium Development Goals Jeffrey Sachs. Hundreds of participants attended these events, including Ministers and government officials of Korea and abroad, academics, business people, etc. Moreover, the Foundation organized the 2008 Beijing Sport, Tourism and Development Forum on the occasion of the Beijing Summer Games. The ST-EP Foundation also co-hosted and co-organized the 83rd Executive Council of UNWTO on Jeju Island (Korea) in June 2008.

In November 2008, the Chairperson participated in the High-Level Event on the MDGs at UN Headquarters and played a key role in bringing together the partners for the implementation of the African Millennium Villages project, involving the UNDP, Earth Institute of Columbia University, Millennium Promise, the Korean International Cooperation Agency, etc. The Chairperson also participated in the 6th Tourism Forum for Parliamentarians and Local Authorities in Cebu, Philippines, an event co-hosted by UNWTO.

ST-EP Foundation Structure

6. With the aim of improving the efficiency of the ST-EP initiative, a concept paper was drafted under the initiative of UNWTO Secretariat for a **new approach to the UNWTO ST-EP Initiative and the ST-EP Foundation** and was presented to the Board of Directors during the sixth meeting held in Madrid on 27th January 2009.

7. Since this was unilaterally undertaken by UNWTO, it needs to be thoroughly studied and discussed bilaterally between the two main parties as well as the **Working Committee**. The opinions of the Executive Council and General Assembly will also be sought.

The Board's Working Committee on the restructuring will comprise the following:

- President of the ST-EP Foundation
- Chairperson of the ST-EP Foundation
- Representative of UNWTO
- Representative of Italy
- Representative of Senegal

8. At its sixth meeting on 27 January 2009 in Madrid, the ST-EP Foundation's Board of Directors decided to appoint Mr. Francesco Frangialli as the **President** of the Foundation for the period 01 March 2009 – 28 February 2012. The Board also decided to renew the term Ms. Dho Young-shim as **Chairperson** of the Board for a further period of three years. The new term of office will run up to 28 February 2012 to match the term of the President.

Implementation of Projects

9. Over the past 3 years, the ST-EP Foundation's Board of Directors has approved a portfolio of 18 **ST-EP projects** in Africa, the Americas, and Asia, allocating a total of USD 1,001,900. The projects benefit 15 countries and one region, and are in different stages of implementation (An additional 16 projects are funded under the tripartite agreement between the ST-EP Foundation, UNWTO and SNV).

10. The total portfolio of ST-EP Foundation funded projects covers a wide range of activities.

It includes a) projects at local level that, for instance, focus on training of guides and local hotel employees or facilitate the involvement of local people in tourism development around natural heritage sites; b) projects at district level that focus on the establishment of business linkages between poor producers of food items, handicrafts or other goods and tourism enterprises in an area; c) projects at national level which aim to provide business and financial services to community based tourism enterprises; and d) projects at regional level that focus on the joint development and marketing of tourism in cross border national parks.

11. As the major donor of the ST-EP Foundation, the Government of the Republic of Korea expressed its need to have an assessment of the impact of projects approved by the ST-EP Foundation in 2006 and 2007. It was agreed that **GTZ, the German Development Agency**, would carry out this assignment.

The main purpose of the assignment is to assess and evaluate economic, social and ecological benefits and risks of the projects supported by the ST-EP Foundation. It is also to identify the necessary measures to consolidate their impact and enhance their sustainability. The timeframe for this evaluation is between October 2008 and May 2009 and 13 projects have been included in the evaluation portfolio.

(c) UNWTO REGIONAL SUPPORT OFFICE FOR ASIA AND THE PACIFIC (Osaka, Japan)

Activities undertaken

Annual Coordination Meeting between UNWTO and Osaka Office (Madrid, November 2008)

The Chief of the UNWTO Regional Support Office for Asia and the Pacific and the newly appointed Deputy Chief visited UNWTO headquarters and met the Secretary General and the Regional Representative for Asia and the Pacific for exchanging views on the activities in 2008 and 2009 by the UNWTO Osaka office. These include:

1. **“UNWTO Seminar on Youth Tourism Exchange” (Osaka, November, 2008)**, jointly organized by UNWTO and Japan Tourism Agency (JTA), in cooperation with UNESCAP, Ritsumeikan Asia Pacific University (APU) and Hannan University. The participants were around 170.

2. **“International Symposium on Tourism and Environment” (Kyoto, February 2009)** in which UNWTO provided a keynote presentation during the opening session. The participants were over 220.

Activities planned

3. **“Second International Symposium on Tourism and the Economy” (Osaka, March 2009)**. After successful hosting the first symposium (in Wakayama, 15 October 2007), Japan will hold this one on 10 March in Osaka. A UNWTO TSA specialist will deliver key note address and it is expected that Japan will take a one step further to bring TSA into the tourism statistics system. The permanent introduction of the TSA practice in Japan is being planned to be realized by 2010.

4. **“UNWTO-Japanese Symposium on Encouraging Tourism Exchange” (India) originally planned for January 2009**, has been postponed due to the difficult economic situation, which eventually discouraged the Japanese Tourism Industry to participate as initially scheduled. The symposium would most likely be realized in cooperation with the Government of India within 2009.

Others

“UNWTO Auditor’s visit to Osaka office” (Osaka, December, 2008)

Mr. Jacques Sallois, UNWTO Auditor, made an official visit to the UNWTO Regional Support Office for Asia and the Pacific in order to better understand how it functions, what are the different activities it conducts, and how it is financed.

(d) CENTRE OF EXCELLENCE OF DESTINATIONS, CED (Montreal, Canada)

The CED has complied with the recommendations Report of the Committee on CED/SMED, adopted by the 84th session of the Executive Council, held in Madrid on 14-15 October 2008. The CED has adapted its logo, having withdrawn the reference to UNWTO. CED’s website was totally revised and updated to improve the image of the Centre.

The CED presented its first official report of the System for Measuring Excellence in Destinations (SMED) to the Douro Valley in Portugal. This event was held in Porto on 9 December 2008 in the presence of the Secretary of State for Tourism of Portugal and the Secretary-General of the World Tourism Organization. The CED experts implemented the SMED visits in the following destinations: Mexico City, (Mexico) in June 2008, the Principality of Andorra, and the Eastern Townships region (Canada) in November 2008, the Mayan Riviera (Mexico) and Madeira (Portugal) in December 2008. The SMED reports of the above mentioned destinations will be handed in the first half of 2009.

Three new SMED implementations were confirmed for the first half of 2009 in the destinations of Jeddah (Saudi Arabia), Chengdu (China) and Tela (Honduras); details on these three destinations will be confirmed in the upcoming weeks.

In terms of international presence, since the 84th UNWTO Executive Council session, the CED showcased the SMED during the International Conference of Euro-Asia World Heritage Cities in Solo City (Indonesia) in October 2008 and during the second edition of the International Marrakech Travel Market (Morocco) in January 2009. Also, the CED will be presenting an update on the SMED development at the 4th meeting of the UNWTO Destination Council on 12 March 2008 in Berlin.

(e) CONSULTING UNIT ON BIODIVERSITY AND TOURISM (Bonn, Germany)

Background

The *Consulting Unit on Biodiversity and Tourism for the Tsunami Affected Countries* was established with the Agreement of 24 May 2006 for a duration of three years. The Consulting Unit, which started its operation on 1 October 2006, is located at the United Nations premises in Bonn, Germany. Funded by the German Government through the Ministry of Environment, Nature Conservation and Nuclear Safety, the Unit offers consulting functions to the governments of the tsunami hit countries and aims at implementing sustainable tourism development policies and strategies, especially the Convention on Biological Diversity's (CBD) Guidelines on Biodiversity and Tourism Development. The Agreement has been subsequently extended for an additional period of three months until 31 December 2009, with the purpose of completing the implementation of the projects currently ongoing.

Structure

The *Consulting Unit on Biodiversity and Tourism for the Tsunami Affected Countries* currently comprises: one Coordinator, one Programme Manager, one Programme Assistant and one Consultant. The Consulting Unit is supervised by UNWTO's Risk and Crisis Management Section, which also assists with the coordination with other departments and member States of the Organization.

Current Projects

The origin of the project was to contribute to biodiversity adapted recovery of the tourism sector after the tsunami in Thailand and Indonesia. Three projects sites are currently part of the operations of the Consulting Unit:

1. Ko Khao Island, Phang-nga Province, Thailand.
The project is implemented in cooperation with the Thai Ministry for Tourism and Sports (MoTS). Its activities commenced in April 2007 with a stakeholder involvement process targeting on the elaboration of a tourism management plan integrating measures on biodiversity conservation, which was adopted in September 2008. Apart from measures on sustainable tourism development, the island's stakeholders follow a Public-Private-Partnership approach, ensuring that benefits from tourism are distributed equitably amongst the population and that the impact of potential tsunamis and other risks are managed to an acceptable limit. Activities resulting from the adoption of the plan are currently under implementation, such as a visitor information system, trail marking and active sports tourism products with special emphasis on biodiversity conservation, e.g. rehabilitation of habitats with disaster preventive functions.

Thanks to the funding of the German Climate Initiative, UNWTO is undertaking a follow-up project on the island to significantly reduce green house gas emissions from the hotel industry by means of innovative and replicable solutions for energy efficiency and renewable energy. A major emphasis has also been placed on the involvement of all relevant stakeholders and the dissemination of information in the wider Andaman coast region.

2. Tai Muang – Lamkaen National Park, Phang-nga Province, Thailand. Community-based-ecotourism is the main focus of this part of the project in Thailand, which started also in April 2007. Special attention has been given to the interaction between local communities and the national park in order to maintain coastal ecosystems, which play an important role for risk management and sustainable tourism products. Here, the tourism management plan is the basis for the common approach of collaboration and communication among stakeholders. Currently, several tourism products, funded by UNWTO, are being implemented, such as an interpretative trail, a dive training center and others using the natural assets in this area.

3. Pangandaran, Indonesia.

The project in Indonesia is implemented in cooperation with the Indonesian Ministry for Culture and Tourism (MoCT). It started in September 2007, with a tourism management plan being adopted in February 2009, as one of the major milestones. The local stakeholders will be enabled to take full responsibility for this plan through the establishment of a Destination Management Organization, as part of the activities foreseen.

The rehabilitation and maintenance of biological diversity, e.g. coastal area ecosystems, in combination with tourism development and risk management have been identified by the local stakeholders through this project as keys for success. As part of the project, UNWTO supports the implementation of elements of the plan such as the building of an evacuation trail, rehabilitation of the coral reef, tourism products with fishermen and the use of indigenous medicinal plants for tourism.

In each of the three project areas a thorough participatory approach with the local communities and tourism stakeholders has been applied to develop tourism while promoting the principles of the Convention on Biological Diversity. A special focus has been given to the particular needs and risks of coastal areas affected and exposed to tsunamis.

Projected outcomes

- 1) The uniqueness of the project, especially in terms of practical local involvement in the long term, will support the development of recommendations to improve the CBD Guidelines on Biodiversity and Tourism Development and increase its functionality.
- 2) The lessons learned from the projects, especially the bottom-up approach, the strong participation of the local communities and the full integration of the aspects of biodiversity, are designed to improve the tourism planning procedures in the region in their effectiveness and sustainability.
- 3) The projects will also serve as model sites that not only illustrate that tourism can be developed while respecting the principles of Biodiversity conservation but also to showcase that tourism is an activity that can help contribute to the preservation of Biodiversity.

- 4) The experiences and lessons learned will be documented and prepared in such manner that they can be accessed easily by other member States and interested stakeholders.

Outlook

For many forms of Tourism the conservation of biodiversity is vital for their long term success. The sustainable development of tourism destinations is therefore in the interest of both, nature conservation and the tourism sector. Hence and in view of the positive results achieved by the *Consulting Unit on Biodiversity and Tourism for the Tsunami Affected Countries*, the German Government has offered to provide funding beyond December 2009 for an additional period of two years. Discussions are currently ongoing to define the scope of the activities that would take place during this new phase of extension.

(f) **PERMANENT SECRETARIAT OF THE WORLD COMMITTEE ON TOURISM ETHICS (Rome, Italy)**

1. The Permanent Secretariat of the World Committee on Tourism Ethics was inaugurated in Rome, Italy, on 14 November 2008 following the agreement reached in March 2008 by means of an Exchange of Letters between the Deputy Prime Minister of the Republic of Italy and the Secretary-General of the UNWTO.
2. With the official inauguration of its new premises in Rome, the lengthy process for the establishment of the Secretariat (which started in 2003 with an offer in this sense presented by the Italian authorities to the General Assembly gathered in Beijing, China) came successfully to an end.
3. Pursuant to the terms of the agreement, the main role of the Permanent Secretariat is to provide technical and expert support to the World Committee on Tourism Ethics, in particular, for the purpose of promoting and disseminating the UNWTO Global Code of Ethics for Tourism. Its core functions are therefore threefold: (a) Promotion and dissemination of the Global Code of Ethics for Tourism, (b) Research and data collection on ethical questions and aspects associated to the sustainability of tourism development and the responsibility and accountability of its practitioners, and (c) Organization, in Italy, of meetings of the World Committee on Tourism Ethics and of international events related to the Global Code of Ethics for Tourism. These functions are performed by the Secretariat under the guidance of the Chairman of the Committee and in close cooperation with the Secretariat of the UNWTO.
4. The first activity of the Permanent Secretariat was the successful hosting of the seventh meeting of the World Committee on Tourism Ethics at its new premises in Rome on 14 and 15 November 2008. All costs related to meeting facilities and technical equipment, transport and accommodation for the Chairman of the Committee, the Secretary-General and UNWTO officials attending the meeting, as well as meals and social events for Members of the Committee, accompanying persons and UNWTO staff were covered by the Italian Government, as stipulated in the agreement.

5. In terms of promotional activities, the Permanent Secretariat participated in the BIT Milan Tourism Fair in February 2009, during which it disseminated several copies of the Global Code of Ethics for Tourism (in various languages), as well as related material such as the Responsible Tourist and Traveller and information leaflets, stickers and posters of the International Campaign for the Protection of Children in Tourism.

6. In cooperation with the Costa Rican Ministry of Tourism, the Permanent Secretariat and the Secretariat of the UNWTO are presently working on a new logo for the Global Code of Ethics for Tourism in order to launch promotional activities aimed at raising the visibility of and enhancing the knowledge about the Code of Ethics among the international tourism community.