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General Programme of Work for 2010-2011

(a) Implementation and evaluation

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Introduction

1. This document presents, in its first part, the information concerning the implementation of the General Programme of Work for 2010-2011. It describes the main activities carried out since the last report of this kind presented at the 89th session of the Executive Council in Iran (October 2010)¹. This document is produced in March 2011; however, it includes references to some activities planned for April and May 2011.
2. In its second part and different annexes, the UNWTO Secretariat presents the results of evaluation of the work of the Organization, for the year 2010: events, missions, technical cooperation projects, including ST-EP and MDG projects, as well as specific activities (e.g. INRouTe).

¹ Report CE/89/4(a) available at: http://www.unwto.org/conferences/ec/en/pdf/089_04a.pdf

I. Implementation of the Programme of Work since the last Executive Council session

3. This first part of the report follows the structure of the Programme of Work and Budget document (A/18/15), approved by the 18th Session of the General Assembly in Astana, Kazakhstan, along two strategic objectives: **improving competitiveness and raising sustainability**.

A. Improving Competitiveness

A1: Statistics and TSA

4. Publications:

- *2011 Compendium of Tourism Statistics*: a renewed format features data and indicators on inbound, outbound and domestic tourism, tourism industries, employment and macroeconomic international tourism related indicators. It responds to (1) UNWTO member countries' petitions for expanding the focus of tourism to include also: domestic tourism, tourism industries and employment; and (2) the need for further international comparability of data on these aspects; in order to (3) assist countries in a regular monitoring of the tourism sector's economic performance (May 2011).

5. Events:

- TSA Capacity-building Programme: First Workshop of the *TSA Capacity-building Programme for Asia*, Bangkok, Thailand (November 2010)
- *UNWTO Statistics Committee and First Technical Advisory Board Meeting*, UNWTO HQ, Madrid, Spain (January 2011)
- Meeting of the *Expert Group on Tourism Statistics*, Rio de Janeiro, Brazil (May 2011)

6. Networks:

- *10th International Forum on Tourism Statistics 2010*, organised by OECD and EUROSTAT, Lisbon, Portugal (November 2010)
- *Committee for the Coordination of Statistical Activities*, and *United Nations Statistical Commission*, UN Headquarters, New York, USA (February 2011)
- *Task Force on Statistics of International Trade Services (TFSITS)*, Luxembourg (March 2011)

7. INRouTe: since 2010, INRouTe (see Annex 1) has embarked on its operational start and a series of developments were carried out, notably: a) the transformation of the INRouTe project into a non-profit association for more efficient administrative operations; b) a Cooperation Agreement between INRoute and UNWTO, aiming at the development of general guidelines for measurement and analysis at the regional/local level; c) a Business Model designed to support INRouTe's medium to long term financial sustainability, its institutionalization and branding; and d) preparation for the second International Conference on the Measurement and Economic Analysis of Regional Tourism to take place on 27-28 October 2011 in Bilbao (Spain).

8. In terms of technical assistance, several countries have availed of UNWTO's newly designed *National Statistical Capacity Building Programme (NSCBP)* geared towards evaluating the countries' national system of tourism statistics and making recommendations towards its strengthening and the eventual development of a TSA. More details of this technical assistance are located in Annex 3.

A2: Market Trends and Forecasts

9. Publications:

- *UNWTO World Tourism Barometer*. Vol. 8, No. 3 (October 2010), Advance Release (January 2011) and Vol. 9, No.1 (February/March 2011)
- *Study on Chinese Outbound Travel to Africa* (March 2011)

- *The Spanish Outbound Travel Market to Africa and the Middle East* (March 2011)

10. Networks:

- Coordination with United Nations Department of Economic and Social Affairs (UNDESA), which resulted in the inclusion of UNWTO data in the *UN World Economic and Social Prospects* (WESP) Report²
- Coordination with ETC Market Intelligence Committee for several publications

A3: Innovative Marketing & Promotion Techniques

11. Publications:

- *Budgets of National Tourism Organizations, 2008-2009* (November 2010)
- *Handbook on E-marketing for Tourism Destinations* (May 2011): Spanish translation of the original version in English
- *Handbook on Tourism Destination Branding* (May 2011): Spanish translation of the original version in English

12. Events:

- UNWTO Media Workshop on *Tourism in the News*, in the context of the Central American Travel Market (CATM), Antigua, Guatemala (October 2010)
- Regional Capacity Building Workshop on *Destination Management*, Doha, Qatar (November 2010)
- UNWTO *Branding Capacity-building Workshop*, Hanoi, Vietnam (December 2010)
- UNWTO *Silk Road Ministers' Summit* and *Silk Road B2B Tour Operators' Networking*, in the framework of ITB, Berlin, Germany (March 2011)³
- Regional Capacity Building Workshop on *Marketing and Promotion*, Syrian Arab Republic (April 2011)

A4: Competitiveness Enhancement

13. Events:

- UNWTO Ministers' Summit in the framework of the WTM, London, United Kingdom (November 2010)
- *Seventh UNWTO International Tourism Forum for Parliamentarians and Local Authorities*, Puerto Vallarta, Mexico (November 2010)
- 7th Joint UNWTO/COTELCO Seminar, Bogota, Colombia (November 2010)
- UNWTO High level Seminar on *Mainstreaming Tourism*, Thimphu, Bhutan (January 2011)
- UNWTO Affiliate Members' Seminar on *Innovative solutions applied to the development of world tourism*, Fitur, Madrid, (January 2011)
- UNWTO *Tourism Investment Forum for Africa – INVESTOUR*, FITUR, Madrid, Spain (January 2011)
- UNWTO Asian Tourism Ministers' Conclave on *Tourism: Collective Standing for Better Tomorrow* (Kathmandu, Nepal, January 2011)
- UNWTO Regional Seminar on *Tourism Exchange for Small Island Countries*, Tokyo, Japan (February 2011)
- Board meetings of the Affiliate Members during FITUR and ITB (November 2010, January and March 2011)
- UNWTO *Global Tourism Forum Andorra: Building New Models for Tourism Growth, Competitiveness & Responsibility*, Andorra (March 2011)⁴

² WESP Report available at: <http://www.un.org/en/development/desa/policy/wesp/index.shtml>

³ See Annex 7 for more details, and visit <http://silkroad.unwto.org>

⁴ Conclusions and presentations available on the GTF website: <http://gtfandorra.UNWTO.org/>

- UNWTO Seminar on *Effective Governance in Tourism Destination Development*, Moscow, Russian Federation (March 2011)
 - UNWTO Conference on *Mainstreaming Tourism in the Media*, in the framework of 23rd Joint Meeting of the UNWTO Commissions for South Asia and for East Asia and Pacific, Colombo, Sri Lanka (March 2011)
 - Seminar on *Investment in Tourism in the Americas*, in the framework of the Fifty-second Meeting of the Commission for the Americas, Asuncion, Paraguay (May 2011)
14. Platma (www.platma.org), the online professional network for the UNWTO Affiliate Members has been under development for the past year and was officially launched at FITUR in Madrid, January 2011. The network, which is now open for use by all Affiliates and interested organizations, has been developed to help Members share knowledge, experiences and best practices in world tourism using a range of multimedia tools. To date it has over 300 registered users and during the month of February 2011 alone, received 7,200 visits from 155 countries. Platma is already helping several UNWTO Programmes to carry out activities with Members around the world. During 2011 the platform will be developed further technologically and a team of community managers will help Members get the most out of using the network.
15. Publication: *Policy and Practice for Global Tourism* (March 2011): presents around 10 major themes in world tourism and includes case studies and commentaries from over 30 Affiliate Members.

A5: Risk and Crisis Management

16. Events:
- UNWTO Workshop on *Travel and Tourism and the Pandemic 2009: Lessons Learned for Building a Safer World*, UNWTO HQ, Madrid, Spain (December 2010)
 - Technical Consultation on *Georeferences and Time Stamps for Event Information and Travel Advisories*, UNWTO HQ, Madrid, Spain (March 2011)
 - Technical Consultation on the *Integration of Tourism into National Emergency Structures and Procedures*, The British Travel Association (ABTA) HQ, London, UK (March 2011)
17. Network:
- Hearing on *Crisis Communications and UNWTO's Safety and Security Initiatives*, US Travel and Tourism Advisory Board to the Department of Commerce (USTTAB) Meeting, Las Vegas, USA, (October 2010)
 - *UNWTO's Lessons Learned from the 2009 Pandemic*, during the World Health Organization (WHO) Workshop on Public Health Measures Implemented during the H1N1 2009 Pandemic, Tunis, Tunisia (October 2010)
 - *Tourism Crisis Management Leadership Workshop*, organized by the Tourism Industry of the Americas and the University of Florida, Gainesville, Florida, USA (October 2010)
 - *Managing Best Intentions and Industry Outcomes*, during the 20th Airports Council International (ACI) Annual General Assembly, Bermuda (November 2010)

A6: Knowledge Management

18. Events:
- UNWTO.TedQual encounters took place in all regions (October-November 2010)
 - UNWTO Practicum, Spain/Andorra (December 2010) on *Marketing Strategy and Market Intelligence*
 - UNWTO-Themis Course on *Facilitation of Frontier and Travel and Tourism Services*, Beirut, Lebanon (December 2010)

- UNWTO-Thémis Regional Course on *Sustainable Development of Tourism: Management Policies and Instruments*, State of Querétaro, Mexico (December 2010)⁵
 - UNWTO Knowledge Network Kick-off Meeting, FITUR, Spain (January 2011)
 - UNWTO *Ulysses Prize & Awards Ceremony*, Madrid, Spain (May 2011)
 - UNWTO Knowledge Network Algarve Forum on *Tourism and Science: Bridging theory and practice* (Vilamoura, Portugal, June 2011).
19. The UNWTO Knowledge Network is an initiative currently made up of more than 110 knowledge-based tourism-related institutions, organizations and universities from the public and private sectors. The Knowledge Network will participate actively in all pertinent UNWTO Committees, bodies and projects where technical expertise and knowledge management capacities add substantial value. It also will assist the UNWTO and its Member States to promote competitiveness, sustainability and global strategic development in the tourist sector. Its objectives are:
- To create a Community of Knowledge in matters relating to Tourism.
 - To create a repository of recommendations, best practices, voluntary standards, codes and norms constituting a Codex Turismus.
 - To proactively participate in the creation, dissemination and application for knowledge related to tourism, whether in the UNWTO Programme of Work or in projects launched or financed by other institutions or organizations. For more information, see Annex 6.
20. Based on the recommendations of the feasibility study carried out in 2010, the Secretariat is building up the *Legal and Institutional Intelligence Gathering System on Tourism (LIIGST)* which will offer to Members, as from the second semester of 2011, two new information products, namely the *Legal and Institutional Framework for Tourism Database (LIFT)* and the online quarterly *Tourism Law Newsletter* in addition to the three existing consolidated information services⁶.

B. Raising Sustainability

B1: Sustainability

21. Publications:

- *Tourism and Biodiversity – Achieving Common Goals Towards Biodiversity* (September 2010)
- Tourism Chapter of the *Green Economy Report*⁷: jointly produced by the United Nations Environment Programme (UNEP) and UNWTO (March 2011)
- *Communicating Heritage – A Handbook for the Tourism Sector* (April 2011)
- *Practical Guide for developing biodiversity based tourism products*, prepared by the Bonn Unit and which summarizes good practice of two projects in Indonesia and Thailand (April 2011). See Annex 5 for more information.

22. Events:

- World Tourism Day *High Level Dialogue on Tourism, Biodiversity and Sustainable Development*, Guangzhou, People's Republic of China (September 2010)
- Side Event on *Tourism & Biodiversity: How to Achieve Common Goals towards Sustainability*, in the framework of the tenth meeting of the Conference of the Parties (COP 10), Nagoya, Japan (October 2010), with the support of the Bonn Unit⁸: Decision on further collaboration with UNWTO has been taken by the 196 parties to the Convention on Biological Diversity.

⁵ For more information: <http://www.unwto-themis.org/en/noticias/2010/cursomex>

⁶ i.e. the Tourism Legislation Database (LEXTOUR), the International Instruments on Facilitation of Tourist Travel Database and the UNWTO/IFTTA Interactive Discussion Forum

⁷ For more information: http://85.62.13.114/media/news/en/press_det.php?id=7471 and <http://www.unep.org/greeneconomy/>

⁸ See Annex 5 for more information on the Bonn Unit

- Seminar on *Tourism as a Tool for Sustainable Regional Development*, Tirana, Albania (November 2010)
- UNWTO Seminar on *Industrial Heritage in Tourism Policies for Sustainable Development*, in the framework of the Fifty-second Meeting of the Commission for Europe, Zabrze/Katowice, Poland (April 2011)

23. Missions:

- UNWTO and UNDP joint programme formulation *Laguna de Perlas Sustainable Tourism*: advice on implementation of a regional sustainable tourism project, Managua, Nicaragua (December 2010)
- Implementation of Observatories for Sustainable Tourism, Yangshuo, Zhangjiajie and Guilin, China (September/October 2010)
- Collaborative Actions for Sustainable Tourism (COAST) project with funding from UNIDO/GEF: regional trainings for project stakeholders, Ghana and Kenya (November/ December 2010) and missions to Ghana and Nigeria (March 2011) for a study and future publication on *Sustainable tourism governance in coastal areas*.

24. Networks:

- Board meeting of the Global Sustainable Tourism Council: UNWTO is permanent member⁹
- 1st annual general meeting on the Global Partnership for Sustainable Tourism: UNWTO is permanent member of steering committee¹⁰
- UN Issue Management Group (IMG) on Biodiversity and on Green Economy
- Tourism Sustainability Group (European Commission)
- Cooperation of the Bonn Unit with UNEP in assisting the parties to the *Carpathian Convention: Draft Protocol on Sustainable Tourism* elaborated and submitted to seven Carpathian Countries for national consultations. See Annex 5 for more information.

B2: Cultural, Social and Ethical Aspects of Tourism

25. Publications:

- *Religious Tourism in Asia and the Pacific* (April 2011)
- *Global Report on Women in Tourism 2010*, launched in collaboration with UN Women during ITB, Berlin, Germany (March 2011)
- Study on *Tourism and Intangible Cultural Heritage* (May 2011)

26. Events:

- Workshop on the *Protection of Tourists/Consumers and Travel Organizers: Preparing for a UNWTO international convention*, ITB, Berlin, Germany (March 2011) and first Meeting of the Working Group on Tourist/Consumer Protection, UNWTO HQ, Madrid, Spain (April 2011)
- 26th Meeting of the *Task Force for the Protection of Children in Tourism*, ITB, Berlin, Germany (March 2011)

27. Network:

- *End Human Trafficking Now: Enforcing UN Protocol*, Luxor, Egypt (December 2010)
- Support to the Brazil/Spain Seminar on *Strategies for Combating the Sexual Exploitation of Children in Tourism*, Madrid, Spain (November 2010)

⁹ For more information: <http://www.gstcouncil.org/>

¹⁰ For more information: <http://www.sustainabletourismcriteria.org/>

B3: Tourism and Poverty Alleviation

28. ST-EP Programme: In 2010, 49 projects were under implementation in the five regions. See detailed information on the projects in Annex 4. UNWTO-Themis volunteers have supported ST-EP projects in Burkina Faso, Ghana, Guatemala, Mozambique, Nicaragua, and Senegal, while new volunteers were being recruited in Cameroon and Niger. In 2011, new projects are expected to be launched in Ethiopia, Kenya, Mozambique, and Tanzania, and resource mobilization activities will continue to further expand the project portfolio. In the last quarter of 2010, ST-EP training and capacity building seminars were carried out in Burkina Faso, Ghana, Kenya¹¹ and Senegal.
29. Events:
- UNWTO-led Interagency Tourism Side event and Joint UNWTO-ITC Private Sector event at the *4th UN Conference on the Least Developed Countries (LDC-IV)*, Istanbul, Turkey (May 2011)
 - Donor's Conference on the Regional Project on *Sustainable Tourism Development in a Network of Cross-border Parks and Protected Areas in West Africa*, Dakar, Senegal (May 2011)
30. Network: ILO-UNDP High-Level Meeting on South-South and Triangular Cooperation and LDCs' High Level Meeting, Geneva, Switzerland (November 2010)

B4: Tourism and Climate Change

31. UNWTO/Mexican Government Side Event on *Tourism's Response to Climate Change: what next?* in the context of the Conference of the Parties (COP 16) of the UN Framework Convention on Climate Change, Cancun, Mexico (December 2010)
32. Projects:
- Hotel Energy Solutions (HES) Project: HES Conference 2011 and "Green FITUR" Exhibition in the framework of FITUR, Madrid, Spain (January 2011). See Annex 2 for more details.
 - Successful completion of the Programme on *Energy Efficiency Kho Khao* in Thailand (duration 2008-2010)
 - Launching of new *Energy Efficiency Project* for Indonesia for 2010-2013, funded by the German International Climate Initiative.
33. Publication: *Energy Efficiency Handbook for Hotels in Thailand*, prepared by the Bonn Unit in cooperation with the Ministry of Tourism and Sport of Thailand and Adelphi Berlin (October 2010). Available in English¹² and Thai.

C. Cross-cutting Issues and Support to Members

Strengthening Relations with Members and non-Members

34. Official visits took place in the following countries: Albania, Algeria, Andorra, Bhutan, Brazil, Cameroon, Chile, Cambodia, Croatia, Dominican Republic, Egypt, Estonia, Finland, France, India, Indonesia, Israel, Italy, Japan, Kenya, Lebanon, Latvia, Lithuania, Mauritania, Mexico, Montenegro, Morocco, Nepal, Peru, Poland, Portugal, Russian Federation, Senegal, Serbia, Syria, United States of America and Uzbekistan.

¹¹ Seminars in Ghana and Kenya in the framework of the COAST project: see under B1 in the present report

¹² http://www.unwto.de/images/pdf/peek_handbook_oct10.pdf

35. In addition, the following events took place serving the same purpose:

- Meeting of the Ambassadors of the UNWTO Commission for Europe, UNWTO HQ, Madrid, Spain (November 2010)
- Annual working session of African and Middle East Tourism Ministers, Madrid, Spain (January 2011)
- Meeting of the Ambassadors of the Asia and the Pacific countries, UNWTO HQ, Madrid, Spain (February 2011)

Technical Cooperation and Services

36. The following projects, detailed in Annex 3, have been completed or are under implementation:

- **Botswana:** Implementation of the Tourism Satellite Account (TSA)
- **Burundi:** National Strategy for the Sustainable Development of Tourism
- **China:**
 - Community-based Tourism Development Plan for Junba Village and Tourism Marketing Development Plan for Tibet
 - Design and Development of a Diploma Program in Hospitality Management for the Guilin Institute of Tourism
- **Egypt:** Review and Implementation of the New Hotel Classification System
- **India:** Tourism Development Master Plan for Punjab (Phase II)
- **Niger:** National Sustainable Tourism Development Strategy
- **Oman:**
 - Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan
 - Development of a Tourism Satellite Account (TSA)
- **Syrian Arab Republic:** Sustainable Tourism Development in Al-Ghab
- **Uzbekistan:** National Statistical Capacity-Building Programme
- **RETOSA Member States (Angola, Botswana, DR Congo, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe):** Project on National Statistical Capacity-Building Programme
- **West Africa (Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone):** Regional Project on Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas. This project is detailed in Annex 4.

37. Eleven MDG Achievement Fund (MDG-F) projects are under implementation in the following countries: **Ecuador, Egypt, Honduras, Nicaragua, Panama, Peru, Senegal, Serbia and Turkey.** Under this fund, UN agencies collaborate to formulate and implement projects in various thematic areas, such as Environment and Climate Change, Culture and Development, Youth Employment and Migration, and Private Sector and Development. UNWTO's role is detailed in Annex 3.

38. Technical assistance missions:

- *Heritage Management for Tourism*, Riyadh, Saudi Arabia (October 2010)
- *Tourism Planning*, Ouagadougou, Burkina Faso (November 2010)
- *Hotel Classification and Standards*, Damascus, Syrian Arab Republic (December 2010)
- *Hotel Classification and Standards*, Rabat, Morocco (February 2011)
- *Evaluation of the tourism development of Yen Bai and Ha Giang Provinces*, Vietnam (December 2010)

Collaboration with National and International Bodies or Networks¹³

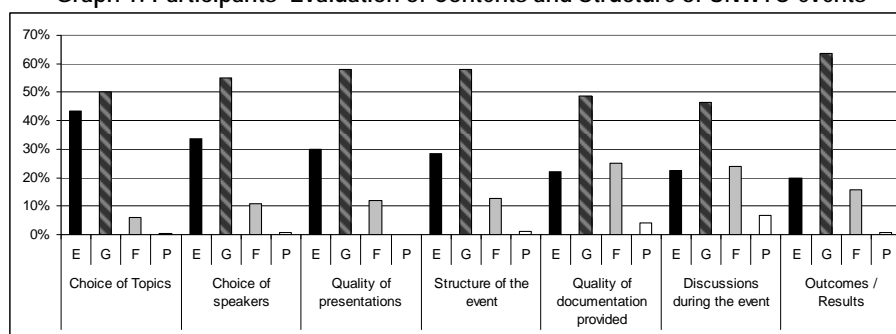
39. During the period covered by this report, the UNWTO Secretariat has collaborated with the following organizations and networks (non exhaustive list): European Union, United States Agency for International Development (USAID), Tourism Society, Organization of the Islamic Conference (OIC), Association of Southeast Asian Nations (ASEAN), Economic Commission for Latin America and the Caribbean (ECLAC), Arab Executive Council, OECD Tourism Committee, Institute for the Spanish Tourism Quality (*Instituto para la Calidad Turística Española*: ICTE), United Nations Department of Economic and Social Affairs (UNDESA), United Nations Commission for Africa (UNECA), European Commission Tourism Forum, West African Economic and Monetary Union (UEMOA), Silk Road Foundation, US Travel and Tourism Advisory Board (USTTAB), International Labour Organization (ILO), UNDP Black Sea Partnership Forum for Tour and Travel Operators, World Economic Forum, UNESCO, ONCE Foundation, Islamic Conference of Tourism Ministers (ICTM), International Green Economy Business Exchange (BINEV), Regional Tourism Organization of Southern Africa (RETOSA), World Green Tourism, World Travel and Tourism Council (WTTC), RAMSAR Convention, Intourist, Pacific Asia Travel Association (PATA), Bournemouth University, Association British Travel Agents (ABTA), Inter-American Development Bank (IDB), Tourism for Development, Monetary and Economic Community of Central Africa (CEMAC), ST-EP Foundation, Netherlands Development Organization (SNV), Italian Cooperation, Netherlands Committee of the International Union for the Conservation of Nature (IUCN-NL), Spanish Agency for International Development Cooperation (AECID), Flemish Government, Korea International Development Agency (KOICA), United Nations Industrial Development Organization (UNIDO), Travel Foundation, Banesto Foundation, European Travel Commission (ETC), UN Women, Millennium Foundation, United Nations Environment Programme (UNEP), United Nations Development Programme (UNDP), United Nations Conference on Trade and Development (UNCTAD), Commonwealth Secretariat, Gramado Tourism Festival, Air Transport Action Group (ATAG), etc.

II. Evaluation of Events and Missions for the Year 2010

A. Events

40. In January 2008, the Secretariat put in place a harmonised evaluation process of UNWTO's events. For 2010, the results of such evaluation are based on the collection of questionnaires filled in by around 1,000 participants during 14 events and are summarized in the following two graphs:

Graph 1: Participants' Evaluation of Contents and Structure of UNWTO events

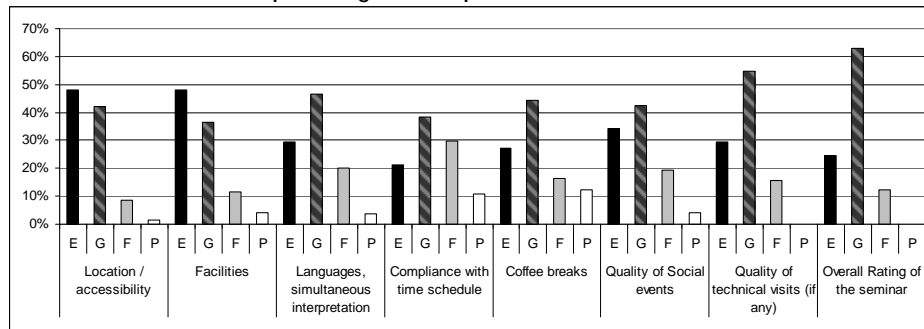


Legend: E: excellent, G: good, F: fair, P: poor

Note: Two aspects still require more efforts from the Secretariat, namely: "Quality of documentation provided" and "Discussions during the events".

¹³ In addition to this section, UNWTO Secretariat will present a report on United Nations system activities (CE/90/9)

Graph 2: Logistical aspects of UNWTO events



Legend: E: excellent, G: good, F: fair, P: poor

Note: Some improvements are still required, mainly regarding the "compliance with the time schedule" of events.

41. The list of the events evaluated in 2010 is available in Annex 8. The details regarding the evaluation of each event are available upon request to the Secretariat. The Secretariat is continually taking these results into account in preparing its events and would like to seize this opportunity to thank all NTA officials and other people attending UNWTO events who kindly participated in this evaluation process.

B. Missions

42. The Secretariat is in the process of building a consolidated **consultant database** with the objectives of improving internal knowledge of consultants/speakers; simplifying the recruitment process; increasing said process' transparency; and favouring institutional over individual memory-reliant systems.

43. The database will allow users to retrieve detailed information about a consultant/speaker, i.e. area of expertise as well as past, current and future interaction with UNWTO (ex. missions, locations, dates etc.). Moreover, users will be able to upload and view CVs and other relevant documents such as mission reports and evaluation forms.

44. Evaluations forms were progressively sent to Member States beginning 2011 for the missions conducted in 2010 and for which the mid-term or final reports were produced. Results of such continuous evaluation will be made available to members while building the database.

Annexes on Projects' and Programmes' Implementation and Evaluation for the Year 2010

Annex 1: INRouTe¹⁴

2010: A Year of Many Developments

INRouTe's principal aim is to **provide guidance** to entities involved with **sub-national (regional and local)** tourism destinations in order to develop policy-oriented measurement and the (principally economic) analysis of tourism activity and of the tourism sector itself. In this way, INRouTe seeks to contribute to more informed and effective policy design. With this ultimate goal in mind, INRouTe brings together international experts as Associate Partners (APs) to share information and engage in a range of activities relating to, and thus building on, the following regional-level Research Areas. Each of them is composed of several Research Topics:

- **Flows of visitors:** cross-border and interregional flows, statistical use of administrative records, data from the use of new technologies, measurement and analysis tool, forecast modelling and other accounting tools.
- **Tourism and territory:** indicator systems (related to territory and to sustainability), Geographic Information Systems, specific software, and the relation between tourism statistics and the environment.
- **Economic contributions:** Tourism Satellite Account (TSA), modelling tools (Input-Output, Social Accounting Matrix, Computational General Equilibrium models, and econometric models), and employment in tourism industries.

Guidance on these topics should support **entities involved with regional/local tourism destinations** and contribute to more informed and effective policy design. Additional Research Topics in this respect, pertinent to all of the above, are: the definition of observation and analytical units, procedures for monitoring and evaluation, and the design of indicator systems.

In 2009, the World Tourism Organization (UNWTO) and two of its Affiliate Members, the Cooperative Research Centre in Tourism CICtourGUNE and the statistical consulting firm Araldi (both Spanish entities), signed the *Memorandum of Agreement for Launching the International Network on Regional Economics, Mobility and Tourism (INRouTe) Project*. INRouTe was formally presented later on that year at the First International Conference on the Measurement and Economic Analysis of Regional Tourism in San Sebastian-Donostia, Spain.

In 2010, INRouTe embarked on its operational start and carried out a series of developments:

- a) The evolution of the INRouTe project into a **non-profit Association**, a legal entity separate from UNWTO (to be effective from 2011). A Cooperation Agreement will be signed by UNWTO and INRouTe in 2011 in order to outline their relationship for the coming 4 years.
- b) A UNWTO-INRouTe **Cooperation Agreement**, aiming at the development of official guidelines on measurement and analysis at the sub-national level. It stipulates UNWTO-INRouTe resources/responsibilities and also specifies areas of mutually beneficial collaboration within the framework of guidance to entities involved with regional/local tourism destinations—like, for example, technical assistance.

¹⁴ See www.inroutenetwork.org for more information

c) A **Business Model** for INRouTe to work towards the achievement of its principle aim and also to support its medium to long term financial sustainability, institutionalization and branding. The following 10 initiatives or commercial services¹⁵ envisaged are esteemed to be competitive enough and strongly research oriented so as to provide a source of revenue. All of them will rely on the combined and individual expertise of the INRouTe network Associate Partners. It may be the case that over time INRouTe decides to re-organize/adapt/expand these services as well as its current set of Research Topics mentioned above.

A. Education

A/1 Tutored e-learning courses

B. Capacity Building

B/1 Classroom courses

B/2 Workshops

B/3 Seminars

C. Project Definition

C/1 Exploring needs and first assessment

C/2 Standard project plan

C/3 Tailored project plan

C/4 Drafting a project's call for tender

C/5 Complementary technical assistance

D. Expert Meetings

D/1 Design and co-organization of conferences, seminars or other types of expert meetings

d) The **second International Conference** on the Measurement and Economic Analysis of Regional Tourism expected to take place on 27-28 October 2011 in Bilbao (Spain). An agreement has been signed between UNWTO, Spain's National Tourism Authority and the Basque tourism office specifying resources and support for a series of three international conferences, including the one in Bilbao.

¹⁵ These 10 commercial services will be promoted by means of a "Services Portfolio", to be produced.

Annex 2: Hotel Energy Solutions Project

Summary Report on 2010

Beneficiary: European Union Member States

Duration: September 2008 – August 2011

Objectives: UNWTO has been working to raise awareness on climate change issues in the tourism sector since 2003 and the Djerba Declaration. Changes in climate have profound consequences on tourism destinations as well as tourism flows, particularly in mountain and coastal sites. Improving energy management in hotels can reduce their carbon footprint while increasing business profits.

The project aims to drive the competitiveness and sustainability of the accommodation sector across the 27 European Union Member States by helping small and medium-sized (SME) hotels to reduce operational costs and to increase their use of energy efficiency (EE) and renewable energy (RE) technologies, while increasing their competitiveness and sustainability.

Outputs: The main output of the project is the "HES E-toolkit", an innovative software application that offers energy use data analysis, a carbon footprint calculator, decision-making support and recommendations to improve the use of energy. The e-toolkit will help SME hotels to choose and invest in the most adapted energy efficiency and renewable energies technologies. Additional material, such as a video and brochure, for use by SMEs, will be available to sensitize customer's behaviours in their energy use and reduce energy bills.

The beta version of the e-toolkit was finalised during 2010 and the test phase started in two of the four pilot destinations. The testing in rural destination is being done in the Nature Park of Strandja (Bulgaria) in cooperation with the Burgas Regional Administration and Social and Environmental Responsibility Centre (SERC). The pilot in coastal destination is taking place in Palma de Mallorca (Spain) with the support of the Palma City council and its Municipal Tourism Institute. In the first half 2011, two additional pilot destinations will start using the e-toolkit, namely Bonn, Germany, as a urban destination, and Haute-Savoie, France, as a mountain destination.

The basis of the e-toolkit framework are the outcome of two years of research and testing concerning the most suitable EE and RE technologies, practices and incentives available for hotels. The results are being compiled in **research publications** for future release.

The **first Hotel Energy Solutions Annual Conference** took place during FITUR 2010. The event focused in featuring energy efficiency and renewable energy technology best practices and innovations, delivered by the world's leading specialists in energy and tourism including leading hotel chains and small hotels, technology providers, destinations and tourism associations. It created an interactive forum, designed to give the energy and tourism sectors a unique opportunity to meet, exchange ideas and collaborate.

Partnership: The project is co-funded by the European Agency for Competitiveness and Innovation and is being implemented in partnership with the UN Environment Programme, the International Hotels and Restaurants Association, the French Environment and Energy Management Agency and the European Renewable Energy Council.

For more information on the HES Project: <http://www.hotelenergysolutions.net/>

Annex 3: Technical Cooperation Projects in 2010

Projects contained in this annex are listed below. Millennium Development Goals Achievement Fund's (MDG-F¹⁶) projects are presented at the end:

- **Botswana:** Implementation of the Tourism Satellite Account (TSA)
- **Burundi:** National Strategy for the Sustainable Development of Tourism
- **China:**
 - Community-based Tourism Development Plan for Junba Village and Tourism Marketing Development Plan for Tibet
 - Design and Development of a Diploma Program in Hospitality Management for the Guilin Institute of Tourism
- **Egypt:** Review and Implementation of the New Hotel Classification System
- **India:** Tourism Development Master Plan for Punjab (Phase II)
- **Niger:** National Sustainable Tourism Development Strategy
- **Oman:**
 - Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan
 - Development of a Tourism Satellite Account (TSA)
- **Syrian Arab Republic:** Sustainable Tourism Development in Al-Ghab
- **Uzbekistan:** National Statistical Capacity-Building Programme
- **RETOSA Member States (Angola, Botswana, DR Congo, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe):** Project on National Statistical Capacity-Building Programme

MDG-F Projects:

- **Ecuador:**
 - Conservation and Sustainable Management of Natural and Cultural Heritage of the Yasuni Biosphere Reserve
 - Development and Cultural Diversity to Reduce Poverty and Promote Social Inclusion
- **Egypt:** The Dahshur World Heritage Site Mobilization for Cultural Heritage for Community Development
- **Honduras:** Creativity and Cultural Identity for Local Development
- **Nicaragua:**
 - Cultural Recovery and Creative Productive Development on the Caribbean Coast
 - National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People
- **Panama:** Entrepreneurial Opportunities Network for Poor Families
- **Peru:** Inclusive creative industries: an innovative tool for alleviating poverty in Peru
- **Senegal:** Promoting Initiatives and Cultural Industries in Senegal
- **Serbia:** Sustainable Tourism for Rural Development
- **Turkey:** Alliances for Cultural Tourism (ACT) in Eastern Anatolia

¹⁶ <http://www.mdgfund.org>

Country: Botswana

Project title: Implementation of the Tourism Satellite Account (TSA)

Duration: March 2009 – February 2011

Objectives: In 2007, UNWTO completed a tourism statistics project for Botswana which culminated in the formulation of the first preliminary TSA for the country. Given the interest raised by all stakeholders in the TSA exercise and understanding that TSA is a continually evolving tool with data that can be improved in terms of range, scope and accuracy, the Ministry of Environment, Wildlife and Tourism of Botswana decided to engage UNWTO's technical assistance in a new project with particular emphasis on developing staff skills for implementing the TSA and in continuing the compilation and dissemination of a wide range of statistics to all stakeholders.

Outputs: An updated Tourism Statistics database with up-to-date information on visitor arrivals, accommodation statistics (including production of reports on a quarterly basis), inbound visitor expenditure statistics, and, domestic tourism statistics. Furthermore, technical assistance on the design of tour operator surveys to better understand tour package travel; the collection of employment statistics and other related areas such as the updating of the Social Accounting Matrix will be provided through the project with the ultimate aim of assisting the Ministry in preparing an updated TSA.

Partnership: the project is financed by the Ministry of Environment, Wildlife and Tourism of Botswana. Other participating agencies include the Central Statistical Office, the Bank of Botswana and Immigration Authorities.

Country: Burundi

Project title: National Strategy for the Sustainable Development of Tourism

Duration: November 2009 – November 2010

Objectives: After the signing of the Arusha Agreement for Peace and Reconciliation in August 2000, the Government of Burundi has taken great steps towards the socio-economic development of the country. In this regard, the Government has identified tourism as a priority sector for development given its potential to create sustainable livelihoods for the Burundais people. Since tourism is still in an initial stage of development and aware of the country's diverse quality tourism resources such as Lake Tanganyika, the Government, with the support of the United Nations Development Programme (UNDP), decided to avail of UNWTO's technical assistance in the formulation of a long-term (10-year) Strategic Tourism Development Plan which would guide the sustainable development and promotion of the tourism sector.

Outputs: Formulation of a 10-year National Strategy for Sustainable Development of Tourism which will include an identification of Burundi's key tourism resources and their development into attractions; tourism zoning and management plans to ensure the cultural, social and environmental sustainability of tourism development; determine its regional and international positioning; identify source domestic, regional and international source markets; determine methods to improve the economic impact of tourism in the country; and provide guidelines for institutional strengthening and public-private partnership in tourism development and promotion. Furthermore, the project prepared a draft Tourism Law, established a preliminary system of tourism statistics including a new Entry/Exit card which became operational during the project, and, conducted pre-feasibility studies for the development of two tourism pilot projects

Partnership: The project is financed by the United Nations Development Programme. Government partners include the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization, along with other Government institutions and representatives of the private sector who are members of the project's Steering Committee.

Country: China

Project Title: Community-based Tourism Development Plan for Junba Village and Tourism Marketing Development Plan for Tibet

Duration: February - March 2010

Objectives: The first project component focused on the preparation of an in-depth assessment and development plan for Junba Fishing Village, Qushui County. The objectives of this component was to carry out a local level regulatory management structures; evaluate current and potential tourism attractions and products; infrastructure and local services; human and institutional capacity of the local community; and cultural, socio-economic and environmental risks from tourism. The second component focused on carrying out an assessment of tourism marketing and promotion in Tibet for the preparation of a new marketing plan for the region. Consultations were held with local officials, community leaders and academics as part of the research and assessment.

Outputs: UNWTO prepared a two-part Development Plan which included a detailed assessment of the fishing village taking into account socio-cultural, economic and environmental considerations. A plan was also presented for the development of tourism in the village and the key services. Products and capacities to be developed by local stakeholders. Additionally, Marketing Plan was prepared evaluating the current conditions for tourism promotion in Tibet and identifying the marketing resources necessary for the long-term promotion of the region. Alongside these recommendations, a strategy was devised for the use of Tibetan culture and a pro-poor approach for the implementation of the Marketing Plan in order for local communities to benefit directly from tourism.

Partners: The project was financed by the China International Centre for Economic Technical Exchanges (CICETE), Ministry of Commerce of China, and the United Nations Development Programme (UNDP). Other participating agencies included the Department of Commerce of the Tibet Autonomous Region (TAR), Tibet Tourism Bureau (TTB) and Lhasa Tourism Bureau (LTB).

Country: China

Project title: Design and Development of a Diploma Program in Hospitality Management for the Guilin Institute of Tourism

Duration: April 2006 – December 2010

Objectives: The aim of the project is to design and implement a new diploma program in hotel management for the Guilin Institute of Tourism (GLIT) as a major step in assisting the GLIT to be a leading tourism and hospitality educator in China. The project aimed at not only designing a three-year diploma programme in terms of curriculum and course content, but to actually providing intensive training to faculty on latest teaching techniques and to providing on-the-spot guidance to GLIT in implementing the diploma programme.

Outputs: Formulation of a blueprint of the strategic position of the GLIT and the formulation of an organizational and pedagogical plan for the GLIT; development of curricula including complete subject syllabi, organizational design of courses and quality assurance systems; and, intensive train-the-trainer programmes in syllabus design, lesson planning and modern teaching techniques. Innovative features of the project included providing assistance to GLIT in setting up a Learning Management System (on-line teaching and training facility which facilitates teacher-student interaction) and in building up its offer for work placements and internships in the tourism industry in China and overseas. Finally, technical assistance was provided to GLIT in its preparations to request UNWTO TedQual certification.

A total of 160 students spread over three cohorts have entered the diploma programme and the first group of 55 students graduated in June 2010.

Partnership: The project is financed by the Guilin Institute of Tourism. The project was implemented by UNWTO under the aegis of the China National Tourism Administration and the municipal authorities of Guilin city.

Country: Egypt

Project Title: Review and Implementation of the New Hotel Classification System

Duration: April 2009 – December 2011

Objectives: To upgrade quality standards in the accommodation sector in Egypt; to develop and implement a suitable system for the assessment, monitoring and evaluation of standards in the sector; and to support the institutional capacities for the management of the new system by the government.

Outputs: The main outputs of the project are an updated hotel classification system with a trained team of national assessors equipped with the capacity to manage the system independently. Additionally, the new system will be fully validated, as all hotels will be assessed under the new criteria during the project. To date, UNWTO has collaborated alongside the Ministry of Tourism of Egypt and the Egyptian Hotel Association to review the classification criteria consisting of all main products and services offered. The criteria and structure have been strengthened in line with international standards to reduce subjectivity, incorporate greater qualitative and security criteria and streamline scoring. Assessment procedures were also improved by updating the forms for evaluating hotels and new forms were introduced to improve clarity, coordination and transparency among the joint UNWTO and national teams for assessments. The assessment methodology was also overhauled to ensure that the classification process is fully coordinated with the hygiene inspections. A photo library and reference manual were produced to improve the capacity of the national counterparts. A study tour was organized to France in September 2010 to help national assessors enhance their understanding and experience of hotel classification.

Partnership: The project is financed by the Ministry of Tourism of Egypt. Other partners include the Egyptian Hotel Association and representatives from the tourism private sector. Second phase activities commenced in early September 2010 and is scheduled to continue until the end of 2011.

Country: India

Project Title: Implementation of the Tourism Development Master Plan for Punjab

Duration: March 2009 - February 2011

Objectives: In 2008, at the request of the Government of Punjab, India, UNWTO formulated a Tourism Development Master Plan for the State for the period 2008-2023. The Master Plan recognized the potential of Punjab to become a competitive tourist destination based on its rich cultural, religious and natural heritage. After the successful completion of the Master Plan, it was felt that further technical assistance was indeed required from UNWTO to ensure that tourism development and promotion was put on the right track and that capacities of the highest quality were developed for overseeing and managing sustainable tourism development. Thus, the objectives of the Implementation Phase of the Master Plan are to assist the Government of Punjab in: well-structured and coordinated implementation of the Plan's recommendations in a time-bound manner; tourism organization and governance including legislation and regulation; capacity-building in State's tourism agencies, and, marketing and promotion.

Outputs: The major outputs of the project are: (i) establish a Master Plan Implementation Unit including its terms of reference, identification and recruitment of technical advisers and, capacity building in different aspects of tourism operations and management; (b) assist the State Government in areas of tourism organization and governance with particular emphasis on the enactment of the Tourism Industry Development bill, establishment of a Punjab Tourism Authority, development of schemes for the registration of accommodation and tourism services, and development of tourist information centre network ; and, (c) extend technical assistance on marketing and promotion including a brand image for

Punjab Tourism, development of a website, formulation of a marketing plan, and production of collateral materials.

Partnerships: The project is being financed by the State Government of Punjab. Key partners of the project are the Tourism and Culture Department of the Government of Punjab, the Punjab Heritage and Tourism Promotion Board, and the Punjab Tourism Development Corporation.

Country: Niger

Project title: National Strategy for Sustainable Tourism Development

Duration: 2009 - 2010

Objectives: The project aims to prepare a National Strategy for Sustainable Tourism Development, and an Action Plan in harmony with the financial and economic policies of the Government, and the UNDAF. The study will formulate appropriate recommendations for a wider participation of national and international stakeholders in the management of the tourism sector.

The strategy will serve as a reference to the government to formulate and implement development activities in the field of tourism, in view of job creation and revenue, to contribute for poverty alleviation and to boost the economy.

Outputs:

- The contribution of tourism to the national economy evaluated
- The quality of economic information in the tourism sector improved.
- Tourism marketing plan, including an action plan, elaborated.
- Tourism sector legislation elaborated.
- The environmental impact of tourism evaluated.
- Prevention, protection, and valorisation measures for a sustainable tourism development implemented.
- Tourism product developed and diversified.
- A final rapport on diagnosis, strategic orientation, and programme of action produced.

Partnerships: Spanish International Cooperation and Development Agency (AECID), Government of Niger

Country: Oman

Project Title: Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan

Duration: December 2009 - November 2010

Objectives: The aim of the project was to prepare a medium-term study assessing the current state of the tourism labour market in Oman and the key challenges to be addressed in the medium term. As tourism is a growing sector which is undergoing increasing structural expansion with the development of a number of large-scale integrated tourism complexes in the country, human resources will be a key focus of the tourism sector. It is envisaged that the planned development of tourism supply over the next ten years will put increased pressure on the tourism labour market with greater demand for tourism labour in both traditional hospitality related positions and new services as the existing tourism offer develops. The purpose of the study was therefore to identify suitable strategies and actions to strengthen the future supply of human resources for the sector - in line with the Government's Omanisation Policy - in collaboration with the Government, private sector and higher education and training institutions.

Outputs: The project produced a significant amount of data and research findings which was collected through seven industry surveys and consultations that were conducted as part of the project. Based on these results, a qualitative and quantitative needs analysis was produced on the current state of the tourism labour market in Oman. An action plan was devised with projects of future labour demand over the coming ten years, as well as recommendations to address skills gaps, improve institutional coordination and enhance job opportunities for Omanis in the tourism sector.

Partnerships: The project was financed by the Ministry of Tourism of Oman. Other partners included the Ministry of Manpower and private sector institutions in Oman.

Country: Oman

Project Title: Development of a Tourism Satellite Account (TSA)

Duration: May 2008 - August 2010

Objectives: UNWTO has collaborated with the Government of Oman for the production of its first experimental Tourism Satellite Account. UNWTO has worked closely with the Sultanate over many years to provide technical assistance to strengthen its national System of Tourism Statistics (STS). The main objective of the project was to continue UNWTO's technical assistance to the Government for the further development of the STS and preparation of a first Tourism Satellite Account.

Outputs: The STS in Oman has been improved through the application of international recommendations on tourism statistics and revising tourism data, particularly for inbound and outbound tourism expenditure and supply-side data for tourism products and services (accommodation, food and beverage sectors). UNWTO provided technical recommendations to the Government at regular stages during the project, including on improving data collection methodologies and increasing the provision of statistics by establishing new surveys to produce new data on areas such as financial services, transportation and second homes where there is a paucity of data. In addition, a series of workshops were delivered to provide training to national officials on tourism statistics and the TSA methodological framework. As a result, a first experimental TSA was produced for the period 2005-2009. UNWTO assisted the Ministry of Tourism and Ministry of National Economy to revise the TSA estimates during the project. This important exercise has enabled further analysis to be carried out on the different forms of tourism in the country and their contribution to the economy as a whole.

Partnerships: The project was financed by the Ministry of Tourism of Oman. The Ministry of National Economy was also a key project partner.

Country: Syrian Arab Republic

Project title: Sustainable Tourism Development in Al-Ghab

Duration: November – December 2010

Objectives: In 2001, the Government of Syria decided to develop Al-Ghab region as a Special Economic Zone and, in 2007, the United Nations decided to support the Government in this initiative with the overarching objective of improving the livelihood of the Al-Ghab population through the development of agriculture, agro-industry, tourism, free trade and the preservation of environmental services. With specific regard to the strategic area of tourism, the objective is to undertake a comprehensive assessment of the tourism sector in the Al-Ghab region, providing vital information and data on the sector for conducive policy development and investments in the sector, including support services development, institutional reforms and capacity building.

Outputs: The UNWTO is responsible for the formulation of a project document which provides a framework to develop a Sustainable Tourism Development Plan for the Al-Ghab region. This framework comprises strategic orientations to achieve sustainable tourism development in order to enable the Government to mobilize resources for the development of the tourism sector.

Upon approval of the project document by the Government of Syria and by UNDP Syria, a full-scale project would be launched for the formulation of the Sustainable Tourism Development Plan for Al-Ghab.

Partnership: The project is financed by UNDP Syria. Implementing partners of the project are the General Commission for the Management and Development of Al-Ghab and UNDP Syria. Other partners include: the Ministry of Tourism of Syria, the Ministry of Environment of Syria, and the Food and Agriculture Organization.

Country: Uzbekistan

Project Title: National Statistics Capacity-Building Programme

Duration: 14-24 September 2010

Objectives: UNWTO provided technical assistance to the Government of Uzbekistan within the framework of its new National Statistics Capacity-Building Programme. As part of the first phase of the programme, an Evaluation Mission was fielded to Uzbekistan to review the country's tourism statistics and prepare a strategic plan and recommendations for its further development. The Government attaches a high priority to tourism as part of its development strategy. In this context, the Government seeks to develop its tourism statistics system to help monitor tourism activity in the country more closely to estimate its economic dimensions. UNWTO collaborated with key government agencies engaged in tourism data and statistics for the evaluation process.

Outputs: The key outputs of the study included a detailed review and analysis of the existing statistics system in Uzbekistan. The analysis included an assessment of the organizational structure for collecting tourism data and reviewing the available tourism data and identifying data gaps and the conceptual framework. As part of the Evaluation Mission, a workshop was delivered for national statistics experts and tourism officials to outline the key international definitions, concepts and methodologies that form the Tourism Satellite Account (TSA). Based on the main technical findings, UNWTO prepared recommendations for the development of the current statistics system. These focused on harmonizing the certain definitions in relation to tourism and developing additional survey instruments for the collection of data in traveler flow data and supply statistics. A project proposal was also prepared to provide a strategy for the Government to address the key areas highlighted by the assessment through the provision of additional technical assistance.

Partners: The project was financed by the Government of Uzbekistan. The main participating agencies were the National Company "Uzbektourism", the State Customs Committee and State Statistics Committee.

Regional Project, countries: Angola, Botswana, Democratic Republic of the Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe

Project title: National Statistical Capacity-Building Programme to RETOSA Member States

Duration: October 2010 – May 2011

Objectives: With the purpose of providing technical assistance to the Member States of the Regional Tourism Organization of Southern Africa (RETOSA) in the strengthening of the systems of collection and analysis of tourism statistics, UNWTO and RETOSA have embarked upon a project to implement the UNWTO National Statistical Capacity-Building Programme (NSCBP) to all RETOSA Member States.

There is an increasing awareness worldwide of the potential role of tourism as an engine to promote socio-economic development through the creation of employment, generation of foreign revenue, and generation of foreign investment. In order for tourism development to be sustainable and yet competitive, countries need to have a thorough understanding of their tourism sector and know its true dimension. This can only be achieved through a reliable and accurate System of Tourism Statistics and

Information. This system of tourism statistics can evolve into a Tourism Satellite Account (TSA) – a tool which is used to understand the role that tourism plays in the national economy. However, the development of a TSA is a long and complex process and highly demanding in terms of information – both from the demand and supply sides. It requires measurements of international and domestic visitors and trips with a degree of accuracy that allows for disaggregation by place of residence, purpose of visit, means of transport used, forms of accommodation, forms of organization of the trip, etc. Furthermore, it also calls for measurement of their expenditure by class of products consumed. In addition, it is necessary to identify how industries supply goods and services to visitors, and their cost of production, particularly their use of labour.

UNWTO has developed the NSCBP to provide its support and expertise to Member States that wish to improve their national System of Tourism Statistics and Information with the perspective of developing a TSA. The NSCBP consists of two phases: firstly, an Evaluation Mission – which conducts a thorough evaluation on the country's system of tourism statistics and makes recommendations on what improvements need to be made; and, secondly, a long-term project in which UNWTO provides its technical assistance to the Government in implementing the recommendations made by the Evaluation Mission.

This project covers the first phase – the Evaluation Mission – for each participating country. The Evaluation Mission will review the existing system of tourism statistics and provide a detailed analysis of the current statistical system, the level of TSA development and implementation, and an action plan and strategy for its further strengthening

Outputs: An independent review of the existing national Systems of Tourism Statistics and Information of each RETOSA Member State which will (i) conduct an in-depth analysis of the current system of collection of tourism statistics and identify areas and methodologies for improvement; (ii) establish an institutional context that is conducive to statistical capacity-building by encouraging organizational and institutional partnerships; and, (iii) transfer technical expertise to strengthen the human resource component of statistical capacity.

Partnership: The project is financed by RETOSA. In order to achieve successful development of a national System of Tourism Statistics and Information and a TSA, the project will create a culture of collaboration among public entities - such as National Tourism Administrations, National Statistical Offices (as producers of basic statistics and compilers of National Accounts), Central Banks (Balance of Payments compilers), and, Immigration Departments (as responsible for border procedures) - who pool their financial, human and technical resources, knowledge and interests towards creating a common dataset.

MDG-F projects

Country: Ecuador.

Project title: Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuní Biosphere Reserve.

Duration: April 2008 – April 2011. (Expected end date: December 2011)

Objectives: The project supports the conservation and the management of the Yasuní Biosphere Reserve (YBR). The conservation of the YBR is one of the national priorities, and the project has as its main partner the Environmental Ministry. It will be supporting actions in order to face the climate change via non-emission of greenhouse effect gases and adaptation. It will contribute to protect the rights of the people in voluntary isolation.

This intervention will allow progress towards the achievement of MDG 7, by contributing to the conservation of one of the world's greatest biodiversities through economic alternatives of communitarian management. The project will also contribute to the achievement of MDG 1, by giving priority to the vulnerable populations.

Outputs:

- Support the environmental authorities in the development of a sustainable touristic model in the area of the Biosphere Reserve and the National Park.
- The policies of natural and cultural heritage conservation and of environmental quality have been integrated in the regional and local investment plans of local governments and social organizations with presence in the YBR area.
- Support the implementation of pilot projects that teach sustainability principles and conduct codes jointly worked out with the actors.
- The communities and local governments of the YBR implement replicable initiatives for the conservation and sustainable management of the biodiversity's natural resources and the improvement of environmental quality with a participative, agro-ecologic, rights related and cultural and gender approach.
- Identify the main touristic markets in order to generate a sustainable touristic product and destination.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, UNESCO, FAO, UN-HABITAT, UN-WOMEN). The proposal is coherent with the priorities identified by the UN and AECID, with the participation of UNESCO, UNIFEM and UN-HABITAT in gender and territory management in the framework of equality in the management of natural resources with the support of FAO, UNWTO and UNDP; in coordination with: Environment Ministry (MAE), Heritage Coordinator (MCP), Tourism (MINTUR), Foreign Affairs (MRE), Justice and Human Rights (MJDH), Health, Education, National Secretariat for Planning and Development (SENPLADES), and other public and private organizations from Ecuador; and the provincial and local governments of the BR Yasuní (Orellana).

Country: Ecuador.

Project title: Development and Cultural Diversity to reduce Poverty and promote Social Inclusion.

Duration: November 2008 – October 2011. (Expected end date: April 2012)

Objectives: The project promotes culture revalorization, inclusion, intercultural dialogue, reduction of discrimination and exclusion gaps in the exercise of basic rights that affect to the population for cultural and ethnic reasons.

The project's objectives will be achieved through the strengthening of intercultural public policies, the support of cultural and productive revitalization initiatives and the construction of national capacities on information production about cultural and ethnic diversity.

The project contributes to the achievement of the MDG I, II, III, V and VII.

Outputs:

- Create a model for cultural tourism products that strengthens the cultural heritage of rural indigenous communities.
- Generate pilot products in selected communities, in coordination when possible with the activities of other participant agencies.
- Ensure the dissemination of the methodologies and pilot products, and the inclusion of concepts into the official curricula of higher education in tourism.
- Reinforce the exercise of cultural rights, increase participation in politics, reduce discrimination and promote equality of excluded groups for ethnic reasons, through the design, execution and evaluation of intercultural public policies.
- Populations excluded for ethnic reasons increase their opportunities for human development and cultural revitalization through the boost of cultural and creative entrepreneurship.

- Reinforce the local and national planning system through the construction of national and local capacities in the production, analysis, use, diffusion of statistical information about the cultural and ethnic diversity in order to make decisions about public policies.
- Beneficiaries: 90 families are improving their community based on tourism product and income through cultural revitalization.

Partnership: The project utilizes the respective capacities of seven UN agencies (UNWTO, UNDP, UNICEF, UNESCO, FAO, UNFPA, UN-WOMEN) in coordination with: Ministry for Public Health, Ministry of Justice and Human rights, Ministry for Education, Ministry of Finance, Secretariat for Peoples and Nationalities, and other public and private organizations from Ecuador; with the provincial and local governments of Sucumbíos, Chimborazo and Esmeraldas.

Country: Egypt

Project title: Mobilization of the Dahshour World Heritage Site for Community Development

Duration: April 2009 – March 2012

Objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), the objective of the project is to support the reduction of human development disparities, with special reference to addressing the gender gap and achieving environmental sustainability. The project strategy works in two dimensions; first to reduce poverty of the local communities in Dahshour (an agricultural community comprising five villages to the south of Cairo), and second to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area (the Sneferu pyramids and Birket wetland). Tourism development is central to all the main project activities as it was determined that tourism can play a fundamental role in creating sustainable livelihoods for the local communities, and provide the framework for the sustainable use and management of cultural and natural resources, as well as fostering the practice of local lifestyles.

Outputs: UNWTO, in partnership with the Ministry of Tourism, has two main objectives: firstly, to foster the development of sustainable rural tourism activities through capacity building initiatives which will promote entrepreneurship for the establishment of tourism SMEs (training of 3,000 members of the local community in various aspects of tourism management and hospitality services); to foster the development of tourism guides; and, to create an inventory of tourism resources in the area to be promoted through a website. Secondly, in order to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area, to prepare a sustainable spatial tourism development strategy which will provide the framework for the preparation of management plans for the natural resources, cultural resources and traditional lifestyles.

The Government of Spain conducted an independent mid-term audit and evaluation of the project in which it commended UNWTO highly for its achievements and progress. UNWTO was awarded the highest ranking of 97 per cent in terms of activities, expenditure and deliverables (more than 20 per cent higher than the next UN Agency).

Partnership: The project is financed by the Government of Spain/UN MDG-Fund. It is implemented through the joint collaboration and partnership of five UN Agencies (UNDP, UNESCO, UNIDO, ILO and the UNWTO) with five partner institutions of the Government of Egypt including the Ministry of Tourism (UNWTO partner), the Supreme Council of Antiquities, Social Fund for Development, the Industrial Modernization Center and, Egyptian Environmental Affairs Agency. Through its activities, UNWTO has also generated wide participation and ownership of the project with local community leaders including parliamentarians, senators and mayors of the 5 villages who have all unanimously endorsed the UNWTO Sustainable Spatial Tourism Development Framework. Through UNWTO's capacity-building programme, approximately 60 local trainers have been trained in tourism development and hospitality services and over 1,200 people have been trained to date.

Country: Honduras.**Project title:** Cultural Creativity and Identity for Local Development**Duration:** July 2008 – July 2011

Objectives: Seeks to strengthen institutional and human capacities in the management of cultural and creative development at decentralized level, whilst preserving the diversity of Honduran identities. It includes the following sub-objectives: 1) strengthening Regional Culture Councils through participatory drafting of local culture and development strategies and implementing these through cultural management, financing 80 initiatives aimed at children and young people, 16 art training schools and 16 creative interpretation projects on the MDGs; 2) technically and financially supporting entrepreneurship in the creative and cultural industries and rural tourism; the recovery of public spaces, historical building and archaeological parks for local development; 3) researching and spreading information on the impact of culture on development. The Programme corresponds to national priorities in the field of culture. It was developed with the cooperation of the SCAD, the Spanish Agency for International Cooperation and the private sector.

Outputs:

- Inclusive cultural development programs and strategies developed and applied at the local level, which lay the groundwork for a national cultural development policy based on cultural diversity and strengthening identity.
- Creative and cultural industries developed which promote economic and social development and permit broader opportunities for the population in eight regions.
- Information on the impact of culture on development produced, compiled, analyzed and disseminated in order to build communities and guide public policy and private investment.
- Beneficiaries: 60 new micro and small tourism enterprises supplying products and services strongly focused in cultural revitalization are generating new income for poor families. 8 regional tourism fairs and trade events are showcasing creative and cultural tourism resources.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, ILO, UNESCO, UNICEF, FAO) in coordination with: Secretariat for Culture, Arts and Sports (SCAD), Technical Secretariat for International Cooperation (SETCO), Honduran Institute for Anthropology and History (IHAH), Office for National Statistics (INE), Honduran Council for Science and Technology (COHCIT), National Institute for Professional Training (INFOP), National Centre for Professional Education (CENET); and the provincial and local governments of: North Region A: Santa Bárbara and Cortés. House of Culture based in La Lima; North Region B: Atlántida, Yoro and Colón. House of Culture based in Tela; South Region: Choluteca and Valle. House of Culture based in Choluteca; West Region A: Copán, Ocotepeque and Lempira. House of Culture based in Santa Rosa de Copan; West Region B Intibucá. House of Culture based in La Esperanza; East Region: Olancho and El Paraíso. House of Culture based in Juticalpa; Mosquitia Gracias a Dios Region House of Culture based in Puerto Lempira; Central Region A: Comayagua and La Paz House of Culture based in Taulabee; Central Region B: Francisco Morazán House of Culture based in Tegucigalpa

Country: Nicaragua.**Project title:** Cultural Recovery and Creative Productive Development on the Caribbean Coast of Nicaragua.**Duration:** March 2009 – April 2012

Objectives: Contribute to reduce equality gaps in the human, social and economic development of indigenous people and afro-descendants in the Caribbean Coast, through cultural rescue, productive development and the deepening in the knowledge about their material and immaterial heritage.

The project contains two complementary thematic cores: a) cultural rescue and productive development that will promote heritage, cultural and natural diversity and productivity in cultural, creative and touristic industries in the Autonomic Regions of the Caribbean Coast, as a means to improve socio-economic development and employment creation; b) Research, statistics and public policy.

Support cultural policies and their regionalization through research, systematization and dissemination of studies, statistics and socio-economic indicators and of cultural expressions in the Autonomic Regions of the Caribbean Coast.

Outputs:

- Coordinate the formulation, reformulation, planning and implementation of the UN System Joint Program with national and regional governments.
- Develop cultural tourism routes and marketing plan.
- Set up sales and promotion venues for cultural products produced on the Caribbean Coast.
- Identify viable cultural tourism itineraries.
- Restore historically and culturally relevant public spaces and buildings.
- Beneficiaries: 130 families improve their tourism income and product through the strengthening of their management capacities and the inclusion of new tourist products and services based in cultural heritage.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, UNESCO, UNICEF, ONUDI, OIT) in coordination with: Government of the North Atlantic Autonomous Region (RAAN), Regional Government of the South Atlantic Autonomous Region (RAAS), Nicaraguan Institute of Culture (INC), Nicaraguan Institute of Tourism (INTUR); and the provincial and local governments of the North and South Atlantic Region.

Country: Nicaragua.

Project title: National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People.

Duration: June 2009 – June 2012

Objectives: The project seeks to act in support of efforts already being made at national level towards improving the access of young people to decent employment, especially those living in socially vulnerable conditions in urban and rural areas of Nicaragua, and thereby helping to counteract the negative effects of the migration trend.

Activities will be put in place to assist their labour and social integration, which will be systematically analysed in order to build comprehensive intervention models that will be sustainable at local level. Institutional capacities will be strengthened in order to place youth employment and migration firmly on the national agenda. The programme will also be closely linked to ongoing national and local initiatives that are already being supported by cooperation agencies, national government and municipal authority agencies. Young people themselves will play a proactive role in the programme as a whole, in their capacity as social entities with rights of their own

Outputs:

- Foster and support entrepreneurship among youth (focus on tourism training) via practical training, generation of a database of dissemination of the information about the newly qualified youths among the tourist sector.
- Improvement in the correlation between supply and demand for youth labour in the 11 chosen municipalities.
- Youth cooperatives and micro-enterprises set up and/or given extra support in the 11 chosen municipalities.

- Improved national capacities in the areas of youth employment and migration.
- Beneficiaries: 300 youths trained and certified in hospitality and tourism related occupations. There's an estimation of around 30 new small companies and/or cooperatives in tourism related activities that will receive financial and technical assistance from the revolving seed fund, generating work opportunities for at least 60 to 70% of the trainees. The rest will be directed to job opportunities in the existing tourism sector, mainly in Managua.
- There are people employed in the tourism industry and that will receive technical assistance and financial support (credit from the Program seed fund) to become tourism entrepreneurs.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, ILO, UNFPA, FAO, UNIDO) in coordination with: INJUVE: Nicaraguan Institute for Youth, MITRAB: Ministry of Labour, INATEC: National Technological Institute, MIGOB-DGME: Ministry of Governance – General Directorate for Migration and Foreigners, INIDE: Nicaraguan Institute for Information for Development, INTA: Nicaraguan Institute for Agriculture Technology, INPYME: Nicaraguan Institute for Small and Medium Enterprises, INTUR: Nicaraguan Institute for Tourism, INFOCOOP: Nicaraguan Institute for the Promotion of Cooperatives; and the provincial and local governments of Chinandega, Somotillo, Managua, San Francisco Libre, Masaya, Altagracia, Matagalpa, Sébaco, Tuma-La Dalia, Jinotega and La Concordia.

Country: Panama

Project title: Entrepreneurial Opportunities Network for Poor Families

Duration: January 2010 – December 2012

Objectives: Reduce poverty levels, especially in rural and indigenous zones, supporting the poor population to initiate new sustainable micro-ventures with emphasis in the touristic and agricultural sectors.

Based on the principle of human development with distributive equality, the project is managed to cover the gap existing between the governmental programme of monetary transfers conditioned by the Opportunities Network and the programme *Impulso Panama* oriented to consolidate the middle size enterprises already existing.

The proposed joint programme, Entrepreneurial Opportunities Network for Poor Families, with intercultural focus includes: (1) adequate public policies, (2) access to productive resources, (3) costs and risks reduction, (4) greatest productivity and better work conditions, including integration to clusters of greater range and access to goods and services.

Outputs:

- Policy creation and implementation aimed to develop touristic initiatives that benefit poor people through training and technical assistance.
- Local processes of development of micro-ventures more efficient and effective based on the participation of the private sector in association with the public sector.
- Best access to the productive resources and services of quality support to the micro-venturers.
- Risks and inherent costs reduction in the activities of micro-finances.
- Objective population with strengthened capacities has identified and developed sustainable micro-ventures in order to improve their living conditions.

Partnership: The project utilizes the respective capacities of five UN agencies (UNWTO, UNDP, FAO, ONUDI, UNCTAD) in coordination with: Ministry of Agricultural Development, Panamanian Tourist Board, Ministry of Commerce and Industry, Small and Medium-Sized Business Authority, Ministry of Economy and Finance; and the provincial and local governments of Coclé, Herrera, Veraguas and Chiriquí.

Country: Peru

Project title: Creative Industries, Economic Inclusion and Poverty Reduction in Peru.

Duration: December 2009 – December 2012.

Objectives: Alleviate poverty, through the development of inclusive creative industries in tourism, handcraft, organic agriculture, and gastronomy (because of their potential impact on poverty reduction) in Ayacucho, Cusco, Puno and Lambayeque (regions that concentrate the greatest levels of poverty).

Create a favorable environment for the inclusion of the people who are usually excluded of the economic activity (small/poor producers, women and indigenous communities), with the resolved support of the private and public sector, promoting activities that generate the greatest aggregated value through the improvement labor conditions, the revalorization of cultural identity and contributing to sustainability of inclusive business.

Strengthen the capacities of productive organizations and competences in order to formulate value chains in favorable conditions to facilitate their access to the market, taking advantage of the favorable environment created.

Outputs:

- Favorable institutional environment for the development of business activities that promote inclusive business in creative industries.
- Strengthen existing tourism products and circuits in the selected regions by inserting creative industries in the fields of rural tourism and gastronomy in the selected areas.
- Diversification of existing tourism supply, and adding of handcrafts and organic agricultural products to the tourism value chain in rural tourism and gastronomy.
- The quality systems of creative production have been strengthened through the revalorization of the cultural identity and the improvement of the conditions of decent work.
- Beneficiaries: 120 families involved in 6 rural community based tourism networks will improve their tourism product and income through the inclusion of new activities focused on creative industries using traditional culture.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, UNESCO, FAO, ONUDI, OIT) in coordination with: Ministry for Agriculture – MINAG, Ministry for the Environment – MINAM, Ministry for Production – PRODUCE, Ministry for Foreign Trade and Tourism – MINCETUR, Ministry for Work and Employment Promotion – MTPE, National Institute for Culture – INC, National Institute for the Defense of Competition and the Protection of Intellectual Property - INDECOPI, National Association of Organic Producers (ANPE), Public and Private Universities; and the provincial and local governments of Ayacucho, Cusco, Lambayeque y Puno.

Country: Senegal

Project title: Promotion of Cultural Industries and Initiatives in Senegal – MDG-F

Duration: 2008 - 2011

Objectives: within the framework of the UN Millennium Development Goals, the objectives of the project are as follows:

- Improving national productivity capacity in terms of competitiveness, quality products added value, creation of qualified jobs and investments.
- Increasing revenues of poor and vulnerable groups in the field of culture and development.
- Improving quality of life of vulnerable groups, and the sustainability of their revenues through environmental protection actions, and development of natural resources.

- Institutional capacity building in the field of culture and development, with emphasis on human rights and gender equity.
- Improving local communities and organizations capacity and resources to participate efficiently in the decentralization process and management of local development.

Outputs:

- Cultural, tourism, and handicrafts stakeholders' intervention in the conservation and valorisation of the cultural heritage reinforced.
- Cultural infrastructures (regional museum, civilization museum, national theatre, national library, and regional cultural centres) developed.
- New market opportunities for the cultural industries (SME's, art markets, cultural festivals, etc) created.
- Local communities' capacity to actively participate in the conception and implementation of development plans developed (e.g. community-based tourism pilot projects).
- National rural tourism promotional programme for an integrated and sustainable tourism sector set up.
- Tourism capacity building programme in the areas of hotel management, tourism guides, restaurant services, gastronomy, and house keeping services.
- A study on tourism sector diversification, emphasizing on ecotourism elaborated.

Partnerships: UNIDO, UNDP, UNESCO, UNFPA, Government of Senegal

Country: Serbia

Project title: Sustainable Tourism for Rural Development in Serbia

Duration: January 2010 – June 2012

Objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), this project contributes toward eight targets under three Millennium Development Goals; addresses three relevant Government strategies; and creates synergies with a number of Government and donor funded initiatives. It contributes specifically to "Sustainable development plans that effectively respond to the needs of people, communities and the private sector, and promote rural development and environmental protection." The project has two key objectives: development of a legal and policy framework for supporting diversification of rural economy through tourism, and, the creation of better linkages and organization of local rural tourism and support industries, as well as improvement of local stakeholders' capacity for developing services and products in line with national strategies.

Outputs: UNWTO is responsible for the formulation of a National Rural Tourism Master Plan which will be led by a national-level working group consisting of national implementation partners and other key stakeholders from public, private and civil society. Furthermore, UNWTO will facilitate the establishment of tourism governance organizations and regional destination management activities; coordinate regional and municipal tourism investments in line with the National Rural Tourism Master Plan; support pilot projects in rural tourism development; and, provide training courses on various aspects of rural tourism development including marketing and promotion and rural tourism quality standards.

Partnership: This project is being implemented by five UN Agencies (FAO, UNEP, UNDP, UNICEF and UNWTO) in close coordination with the Ministry of Economy and Regional Development, the Ministry of Agriculture, Forestry and Water Management, as well as the Tourism Organization of Serbia in order to mobilize the rural economy in Serbia. The Concept Note of this Joint Programme was recognized by the MDG-F Secretariat in New York as a document of "exceptional quality" and will be highlighted as a "best practices" example.

Country: Turkey

Project title: Alliances for Culture Tourism in Eastern Anatolia

Objectives: The project contributes toward the realization of the first Millennium Development Goal by addressing Turkey's regional development disparities and taking into account the existing national tourism strategies. It aims at the enhancement of cultural tourism in Kars province and thereby contributing to community cohesion, employment creation and the reduction of socio-economic differences. National ownership is ensured by including strategic documents into the overall national development policies of Turkey. The project focuses on three key outcomes: (1) creation and implementation of a model for strategic direction, prioritization and safeguarding of tangible and intangible cultural heritage and cultural tourism delivery in Kars, (2) enhancement of community and enterprise capacities in Kars for income generation job creation in the culture based tourism sector, and (3) improvement of capacities of local authorities and civil society.

Outputs: Within the framework of these outcomes, UNWTO is responsible for the formulation of a Cultural Tourism Strategy, capacity building programmes in tourism entrepreneurship development and other aspects of tourism development at the local level. Specific actions are being carried out in the fields of marketing and promotion, including the set up of a visitor information centre, as well as the organization of tour operator and media familiarization trips to Kars.

As a value added to the project, UNWTO conducted a Volunteers Programme, which contributed to the elaboration of the Cultural Tourism Strategy and ensured a participatory approach of the local communities while adding international visibility to the programme.

Partnership: The project utilizes the respective capacities of four UN agencies (UNDP, UNESCO, UNICEF and UNWTO) in coordination with the Ministry of Culture and Tourism of Turkey, and the provincial and local governments of Kars Region.

Annex 4: ST-EP Projects Portfolio 2010

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Benin	Promotion and Sustainable Development of Tourism in the Buffer Zone of Park W	The communities of Kandi, Karimama, Banikoara and Malanville in the Department of Alibori have participated in training on handicrafts and textile production and guiding services. Further awareness raising, capacity building, promotion and activities aiming at stimulating public-private dialogue and promoting conservation are ongoing.	Italian Cooperation
Burkina Faso	Development of a Community-based Tourism Complex in Bazoulé	The complex is operational (accommodation huts, toilets and a restaurant) and the sacred crocodile pond and "Palais Royal" museum have been refurbished. The local community has received training on guiding services, cooking and restaurant service. Further capacity building for enhanced management and the development of the supply chain are ongoing.	ST-EP Foundation
	Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W)	Awareness raising activities have been carried out in the districts of Tambaga and Logobou. A tourist accommodation facility is being built in the town of Yobri which will include a handicrafts centre. Excursions to the Gobnagou cliffs are being developed. Capacity building and promotional activities are still pending.	Italian Cooperation
Benin/ Burkina Faso/ Niger	Development of Birdwatching Tourism at Regional Park W	This project is complementary to the rest of activities in Park W that are being funded by the Italian Cooperation. It focuses on training for bird watching guides. Project activities will soon be launched.	RAMSAR Swiss Fund for Africa
Cameroon	Ecotourism Development at Kribi	Activities are planned to start in January 2011 and include training for tourism employees and the community on guiding services, hospitality and catering; awareness raising; product development (excursions and reception centre); value chain development; and marketing activities.	ST-EP Foundation
Ethiopia	Chencha-Dorze Tourism and Handicrafts Development	In consultation with hotels, training was provided on quality services, handicrafts and guiding which has resulted in employment for 18 community members at hotels and the establishment of a cooperative of artisans. A handicraft sales centre is under construction. The District Tourism Office received destination management training and is promoting the integration of Chencha-Dorze in the Southern Circuit.	SNV (Netherlands Development Organisation) ST-EP Foundation UNWTO
	Konso Community Tourism	An extensive consultation process with all stakeholders was carried out to identify viable income generating activities. The Regional Government decided to redistribute 70% of the entrance fee to the communities and training was provided on handicraft development, guiding services and hotel and restaurant management. Information on all tourist activities is available at the local Tourist Information Centre and at www.konsotourism.gov.et	ST-EP Foundation
Ghana	Development of Local Market Linkages and Community-based Tourism Enterprises Capacity in the West Coast	Community excursions have been developed in Butre, Busua, Dixcove Akwidae, Cape Three Points, Miamia and Axim and Tourism Committees are operative in six towns. Training for the development of the supply chain has been organized resulting in over 70 business linkages between micro, small and medium enterprises (MSMEs), tour operators and hotels. A marketing strategy was formulated and implemented. www.ghanawestcoast.com	Italian Cooperation

Country	Project Title	Current Status and Main Results	Main Contributions
Ghana	West Coast Tourism Destination Area	The project builds on the experience of the previous project in the region and mainly focuses on the implementation of the Destination Management Strategy through the creation and support of a Destination Management Organization. Training activities are about to start and support for MSMEs on the development of business linkages will continue.	Italian Cooperation
	Savannaland Destination Tourism Programme	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and Community Tourism Management Committees set up. A Destination Management Team has been established and public-private stakeholders and marketing activities are ongoing. www.savannatourism.com	SNV ST-EP Foundation UNWTO
Kenya	Business Case for Wildlife Conservation in Kasigau	Kasigau Wildlife Trust has been formalised and is fully operational since the Board participated in an exchange visit. Awareness meetings were held with the community and women groups received training on entrepreneurship projects. Several rangers were recruited and two waterholes were desilted reducing the human-wildlife conflict for water. Websites were produced: www.kasigau.org and www.kiwanjani.com	IUCN-NL (Netherlands Committee of the International Union for the Conservation of Nature) ST-EP Foundation UNWTO
	Enhanced Market Access for Community-based Tourism Products	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. Marketing materials have been developed, and a feasibility study to develop a tourism vocational training centre in Amboseli is ongoing.	SNV ST-EP Foundation UNWTO
	Enhancement of Local Employment in Amboseli through the Creation of a Pioneer Vocational Tourism Training School	In partnership with the abovementioned project, a feasibility study to develop a vocational training centre in Amboseli is being carried out. The school will provide career guidance and specialised and practical oriented training to local people interested in developing careers in the tourism industry, and establish an inventory of tourism personnel available locally.	IUCN-NL ST-EP Foundation UNWTO
Lesotho	Rural Home Stays Development	The project focuses on community training and the development of income generating activities, such as home stays, and marketing. Project activities will soon be launched.	ST-EP Foundation
Mali	Strengthening the Capacities of Tourism Stakeholders at Douentza and d'Hombori	Within the framework of a wider project funded by the World Bank and focusing on the development of activities related to the Elephants of Gourma, UNWTO will coordinate the establishment of elephant watching platforms, training and awareness raising activities and research on tourism impact.	ST-EP Foundation
	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) has been carried out in Mopti, Sangha and Djenné. The study included a value chain analysis that has helped identify the best opportunities to develop business linkages. Training and business development services for the entrepreneurs are ongoing.	AECID (Spanish Cooperation Agency)
Mozambique	Community-based Lodges Training Programme	Community members from the area of Limpopo National Park (Massingir) and Maputo Special Reserve (Matutuine) have participated in awareness raising meetings and received training on tourism services, conservation and income generating activities. Circuits including the community-based lodges of Covane, Madjadjane and Tinti Gala are being promoted and a website is being produced.	ST-EP Foundation Flemish Government

Country	Project Title	Current Status and Main Results	Main Contributions
Mozambique	Supporting Platform for Inhambane Tourism Initiatives	Awareness raising meetings on destination management have been organized with public and private stakeholders. In consultation with the hotels association, a comprehensive human resources development programme has been implemented. Training on business management and matching grants from the initiatives fund have benefitted 15 SMES which have managed to almost double the number of employees and income.	SNV ST-EP Foundation UNWTO
Namibia	Tourism Training for Rural Women	In conjunction with the private sector, the project intends to identify female staff or potential staff members who have to be trained to take up specific positions in tourism establishments. Activities to support the sustainable development of the supply chain and the creation and enhancement of SMEs will also be carried out. Project activities will soon be launched.	AECID
Niger	Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Microenterprises	Awareness raising and the assessment of income generating activities are ongoing. Training on the job will be provided to enhance the quality of services and develop the supply chain. An accommodation facility will be built at Brigambou and other existing infrastructures will be refurbished. A new fluvial entrance to Park W will be habilitated at Karey Kopto.	Italian Cooperation
Rwanda	Congo-Nile Trails: Bringing Tourism to One of Africa's Poorest and Most Beautiful Regions	An inventory of attractions and a value chain analysis were carried out to identify income generating opportunities of the hiking product in the mountains along the Eastern side of Lake Kivu that separates Congo and Nile river watersheds. Awareness raising for service providers and communities has taken place and training on business planning is ongoing. A marketing strategy is being implemented.	SNV ST-EP Foundation UNWTO
Senegal	Institutional Development for the Tourism Sector in the Region of Saint Louis and Louga	Four community associations have received training and improved the quality of services. A Sales Manual of Responsible Tourism in North Senegal has been produced, a fam trip organized, and promotional websites prepared (www.asescaw.com , www.djoudjvillages.com , www.fesfop.org , www.adksl.com), all of which will soon be linked to the website of Saint Louis' tourism office. A multi-stakeholder workshop was held to raise awareness of responsible tourism and to explore future synergies.	Italian Cooperation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	Guidelines for establishing and operating cultural tourism activities, and quality standards and a monitoring system have been developed. Training has been provided to Cultural Tourism Enterprises in the fields of tour guiding, business management and quality services. The Tanzanian Association of Cultural Tourism Organizers (TACTO) has been strengthened and is strategically managing the affairs of the current 28 Cultural Tourism Programme members. Exchange visits have been organized and marketing materials produced. www.tanzaniaculturaltourism.com	SNV ST-EP Foundation UNWTO
	Pangani Saadani Coastal Protection	The Pangani Tourist Information Centre is offering guided tours and handicrafts to visitors and organizes a monthly market. A revolving fund is also managed by the centre and has benefitted 22 MSMEs. Training has been provided to local guides, handicraft producers, farmers, tourism entrepreneurs and bar and restaurant employees. Marketing materials have been produced. www.panganitourism.com	ST-EP Foundation

Country	Project Title	Current Status and Main Results	Main Contributions
United Republic of Tanzania	Uluhuru Mountains Ecotourism	Environmental awareness raising activities were carried out in Kinole ward followed by training on beekeeping, tree nursering, tour guiding and handicraft production. The villagers are currently enforcing environmental by-laws and agreements have been made with credit institutions to provide low interest loans to farmers that engage in conservation. Locally guided tours are being organized at Mogoro Tourist Information Centre. Marketing materials are being produced.	IUCN-NL ST-EP Foundation UNWTO
West Africa	Multidestination Marketing Programme	Feasibility studies were carried out in Benin, Burkina Faso, Ghana, Guinea, Mali, Niger, Senegal and Togo. Based on the findings, a marketing strategy was developed including combined itineraries and recommendations for transportation and security improvements.	Italian Cooperation
	Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas in Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone	<p><i>Duration:</i> 2008-2010 (Feasibility study completed) 2011 – Donor conference</p> <p><i>Objectives:</i> Synergise the efforts of the 10 states in order to optimise the protected areas which they hold in common. It aims thereby to provide a major impetus to the improvement of living conditions of local communities and to reduce significantly the level of poverty. It also aims to build on the successful development experience of cross border parks in East and Southern Africa and create a competitive and viable alternative ecotourism destination.</p> <p>The action plan for the project has the following objectives:</p> <ul style="list-style-type: none"> ▪ Extend the process of economic integration in the region to include a rational management of the cross border protected areas and the development of ecotourism ▪ Promote sustainable tourism ▪ Assure the conservation of the sub region's biodiversity ▪ Reduce poverty among local communities by increasing their income and employment and by promoting revenue generating activities ▪ Create a network of cross border parks and protected areas. <p><i>Outputs:</i> Creation of comparable databases in each country</p> <ul style="list-style-type: none"> ▪ Comparative databases in each country created ▪ Products related and launched on the regional and international markets through marketing and public relations activity ▪ Cross border trails and circuits: itineraries, facilities, guides, ancillary activities, networks, signage and interpretation, created ▪ Sustainable biodiversity management: joint management plans, fair sharing of biological resources, common methods of evaluation, monitoring and protection ▪ Activities and interventions of private sector operators, civil society, local communities and public bodies monitored ▪ Stimulus of local community development: development and renovation of core infrastructure, provision of goods and services to tourists ▪ Revenue generating activities contributing to the reduction of poverty among communities in and around protected areas: craft production, local produce, jobs and education. 	ST-EP Foundation KOICA (Korea International Development Agency) Organization of the Islamic Conference (OIC)
Zambia	Village Action for Sustainable Tourism	Cultural Centres are being developed in Mafungautsi and Mwandi villages. Community members have been identified to participate in trainings on cooking, tour guiding, storytelling, dancing and management.	ST-EP Foundation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Bolivia	Strengthening Community-based Tourism	The project aims to reinforce the strategic framework of Community-based Tourism and to strengthen pilot initiatives through training, equipment and marketing. Project activities will soon be launched.	ST-EP Foundation
	Strengthening Rural Community-based Tourism and Commercial Management along the Inca Trail	Refurbishments of Quehuaya lodge, Pata Patani interpretation centre and Tiraska craft workshop were carried out. These communities, and Chiripa community, participated in awareness raising meetings and training on tour guiding, cooking and business management. They have constituted the inter-community company Misterios del Titikaka and are managing and promoting a one day tour in the area of Lake Menor with the support of La Paz-Beni DMO. www.misteriosdeltitikaka.com	SNV ST-EP Foundation UNWTO
Central America	Support Programme for Rural Tourism	The project aims to contribute to the regional integration of rural tourism initiatives. A workplan is under formulation and activities are planned to commence in 2011.	ST-EP Foundation
Ecuador	Fostering Rural Community-based Tourism, Inclusive Business and Effective Destination Management along the Inca Trail	Awareness raising of heritage values was carried out. Different tourist routes were identified from Ingapirca to Amaluza and the potential of tourism products was validated by the communities, service providers and tour operators through the "Sales Test" methodology. Training on tourism and cultural management and local guiding was also carried out. The project participated in various tourism fairs and a linkage was created between CERART and 200 handicraft producers.	SNV ST-EP Foundation UNWTO
Guatemala	Strengthening Community-based Tourism Destinations in Quiché	Community organizations participated in an exchange and training programme that focused on quality services, business management and tourism best practices. The construction of a lodge in Laj Chimel forest (www.lajchimelecoturismo.com) has started and a new tourism product in the destination "Nuevos Mayas" (www.newmayas.com) has been designed. Improvements are being carried out by craft makers of El Jocote and Laj Chimel. The Municipality is enhancing the access to Chixoy river for the tubing experience (www.guatetubing.com).	Italian Cooperation
Honduras	Connecting Local Tourism Products and Services with the Marina Copan Hotel in Copan Ruinas	Inclusive tourism practices within the Hotel Marina Copán were assessed and an inventory of locally available products carried out. Selected SMEs received training on business management and marketing and developed business plans. The establishment of a revolving fund is ongoing and will contribute to improved SMEs performance and thus facilitate the creation of commercial alliances.	SNV ST-EP Foundation UNWTO
	Sales Increase through the Innovation of the Culinary Culture	Awareness raising of gastronomy in the tourism industry was carried out and various fairs were organized. SMEs received training on food handling, culinary innovation, quality services and financial planning. Information on trainees looking for employment has been distributed to the Tourism Chamber of Tela. A recipe book is being elaborated.	SNV ST-EP Foundation UNWTO
	Establishing Linkages between Garifunas and Small Businesses and the Bahía de Tela "Los Micos Beach & Golf" Resort	Training on entrepreneurship was carried out for local restaurants, supply stores and accommodation. Training for cultural groups and cultural fairs were also organized. A tourism training curricula was developed and a first set of courses took place. Tourist Information Centres have been established in La Ensenada and Tornabé to promote the local offer. Contacts with "Los Micos" resort are ongoing.	ST-EP Foundation

Country	Project Title	Current Status and Main Results	Main Contributions
Nicaragua	Connecting Local Food Providers with Larger Entrepreneurs in Mainstream Destinations	A value chain analysis was carried out and identified local SMEs and Cooperatives. Workshops with hoteliers and intensive training for producers on best agropractices, quality and business management took place. A revolving fund was established to facilitate enhancing the equipment. 53 farmers from Estelí, Jinotega, Boaco, Masaya and Carazo are currently supplying hoteliers through Small Farmer Shop.	SNV ST-EP Foundation UNWTO
	Enhancing Rural and Community-based Tourism Initiatives in Masaya and Granada (RENITURAL)	The tourism network of Laguna de Apoyo, Quetzalcoátl Cooperative, ADIE association, the communal house of La Granadilla, and the rural lodge Nicaragua Libre are participating in a tailor made capacity building and equipment programme. Promotional activities such as the collaboration with AMADEUS Small&Nice programme and the constitution of Tourism Committees are ongoing. www.turismoruralnicaragua.com	Italian Cooperation
Peru	Strengthening Rural Community-based Tourism in Aypate and Effective Destination Management along the Inca Trail	Mapping of resources was carried out in Ayabaca, Yanchalá, Samanguilla, El Toldo and Espíndola and potential tourism products were identified in collaboration with tour operators. An awareness raising campaign was launched through the local radio. Training manuals on identity, heritage and tourism were developed and courses held. Tourism associations are currently being constituted.	SNV ST-EP Foundation UNWTO
	Strengthening Rural Community-based Tourism in Puno and Effective Destination Management along the Inca Trail	Awareness raising of the advantages of networking led to the creation of REDTURC in December 2009. The member associations chose to specialize in different products, and training on business management and guiding was provided. Workshops with tour operators and attendance to fairs took place with the support of Puno DMO. Promotional materials were developed. www.oqdpuno.org	SNV ST-EP Foundation UNWTO
	Knowledge Exchange on Community-based Rural Tourism	Within the framework of TUTURAL programme, exchange visits were organized to provide participants with a tourism experience from the point of view of both tourism managers and tourists.	ST-EP Foundation

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Cambodia	Enhancing the Mekong Discovery Trail	The Mekong Discovery Trail is a new ecotourism destination in northeast Cambodia, with themed visitor routes emanating from major gateway towns. The project has been implemented in phases. Phase I prepared a Kratie Tourism Master Plan. Phase II concentrated on planning the Mekong Discovery Trail, its tourism products, marketing and promotional tools. Phase III focussed on capacity building and product development. Phase IV is ongoing and will see the implementation of infrastructure development and further marketing of the Trail. www.mekongdiscoverytrail.com	AECID
China	Tourism and Handicraft Production in Guizhou Province	Training is being provided to handicraft producers in order to enhance the quality of products and sell them at the Tsingtao Beer Museum.	Tsingtao Brewery.Co.Ltd

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Lao PDR	Canopy Walkway and Zip Line: a New Tourist Attraction at Dong Hua Sao National Park	A zip-line and canopy walkway have been constructed and new trekking routes equipped diversifying the offer. Marketing materials were produced and local guides participated in courses on guiding, English language and first aid. Awareness of the link between tourism and conservation has increased. The income generated by the tours is distributed between the park, the guides and a community fund.	IUCN-NL ST-EP Foundation UNWTO
	Upgrading Local Facilities to Promote Community-based Elephant Tourism and Conservation in the Hongsa District	The first community-based Mahout Association in Lao PDR has been established. An elephant information and tourist centre has been built and awareness raising materials on elephant conservation and a breeding network have been developed. The mahouts have participated in training on guiding skills, English language and accounting and are currently managing elephant tours as an alternative to logging.	IUCN-NL ST-EP Foundation UNWTO
Nepal	Great Himalaya Trail Development in West Nepal: Linking Enterprises to Tourism Markets	A value chain analysis was carried out and training for MSMEs on quality services and guiding are ongoing. Tourism Committees have been established in Humla and Dolpa and a strategic tourism action plan has been formulated. A marketing strategy is being implemented. www.greathimalayatrail.org	SNV ST-EP Foundation UNWTO
Viet Nam	Livelihood Improvement and Biodiversity Conservation in Coastal Tam Giang Lagoon	Awareness raising workshops were organized that resulted in the development of a community conservation fund and the establishment of community-based enterprises. Training on quality services, guiding, business management and handicrafts took place. Ecotourism routes in the towns of Quang Loi and Vinh Phu were equipped with signs and water access that are generating additional income for 50 people.	IUCN-NL ST-EP Foundation UNWTO

EUROPE			
Country	Project Title	Current Status and Main Results	Main Contributions
Albania	Korca Region Tourism Destination Development and Management Programme	A regional tourism database is operative since September 2009. An integrated product development and marketing strategy was elaborated and is providing guidance to the recently established Korca DMO in the development of tourism in Korca, Pogradec, Prespa and Kolonja. Promotional activities are also ongoing. www.visit-korca.com	SNV ST-EP Foundation UNWTO

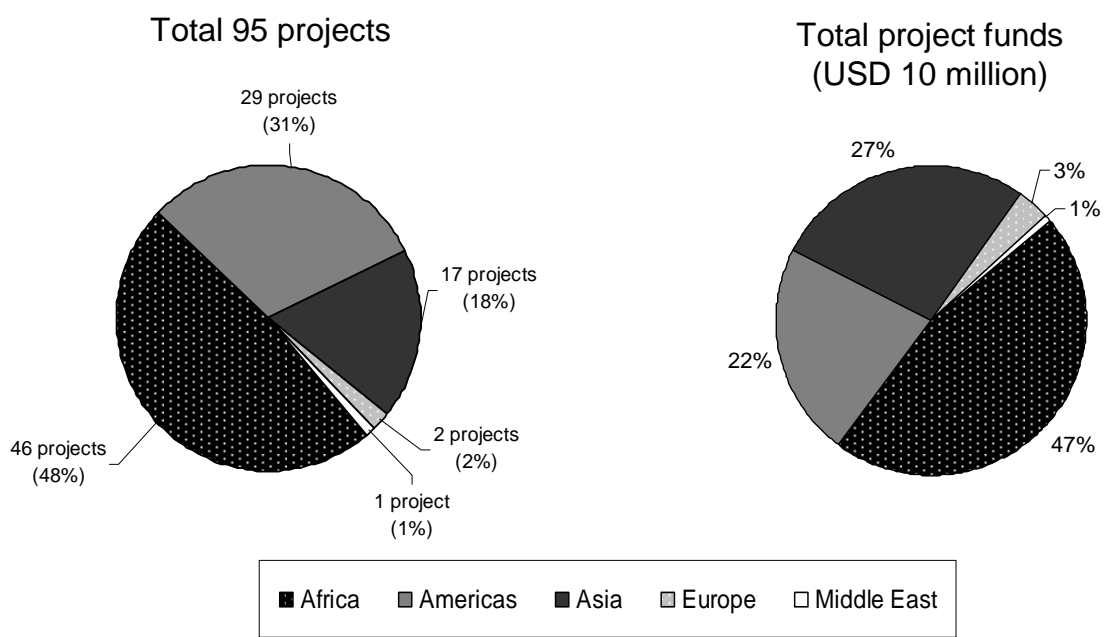
MIDDLE EAST			
Country	Project Title	Current Status and Main Results	Main Contributions
Yemen	Handicrafts, Heritage and Employment in Al-Mahweet	A building is being renovated to host the visitor centre that will provide tourist information, handicraft sales, a base for guides and catering using local produce. Training for handicraft producers and service providers and promotional activities will take place in 2011.	ST-EP Foundation

ST-EP projects world-wide 2006-2010

- Over 150 pilot projects identified
- 95 projects approved for implementation in 33 countries and 3 sub-regions (West and Southern Africa and Central America)
- Total project portfolio valued at over USD 10 million



Regional distribution of ST-EP projects and funds 2006-2010



Annex 5: UNWTO Consulting Unit on Tourism and Biodiversity (Bonn): Report on 2010 Activities

- At the high level think tank meeting at the occasion of the World Tourism Day in China (27 September) the Bonn Unit elaborated a draft recommendation to the 10th Conference of the Parties (COP 10) of the Convention on Biological Diversity (CBD) that conserving biodiversity is a collective responsibility of the tourism sector to maintain its natural capital.
- The Unit represented UNWTO at COP 10 of the CBD (Nagoya, Aichi Prefecture, Japan, from 18 to 29 October 2010). On the basis of this participation in several workshops and the Plenary, the COP included in their decisions a paragraph on tourism and biodiversity (Item 4.9, Para 20): "The Parties also request the Executive Secretary to continue collaboration with the World Tourism Organization, including on a review of the application of the CBD Guidelines on Biodiversity and Tourism Development". In 2011 the Unit will jointly organize with the Convention Secretariat a respective expert workshop for updating the Guidelines. The Unit organized a UNWTO stand and co-organized a UNWTO side event also in which Mrs. Sahler, Director General for Nature Conservation and Sustainable Use of Natural Resources of the German Ministry for the Environment, participated. The Consulting Unit is tasked to elaborate a 'road map' for the contribution of UNWTO to the post 2010 agenda of the CBD also preparing UNWTO's input to the 11th Conference of the Parties 2012 in India.
- The Unit cooperated with UNEP in assisting the parties (seven countries) to the Carpathian Convention in finalizing the tourism protocol of the convention, the development of the sustainable tourism strategy and the elaboration of follow-up projects, e.g. "Via Carpathica". In this connection two meetings took place: the 3rd meeting of the Carpathian Convention Working Group on Tourism (9-10 September 2010) and the 3rd meeting of the Carpathian Convention Implementation Committee (29-30 November 2010).
- The Unit cooperated with the Government of the Slovak Republic to facilitate the development of a model tourism management platform in the UNESCO World Heritage site of the town of Banska Stiavnica. In this cooperation the Bonn Unit successfully developed a number of management tools (e.g. community involvement plan, project matrix, agreement of cooperation template) and undertook four coaching missions.
- The Bonn Unit published the "Practical Guide for developing biodiversity based tourism products" which summarizes good practices of the two projects in Indonesia and Thailand and should be applicable worldwide. With remaining funds from the previous project a colour version could be realized. The guide was presented at the World Tourism Day in China (September 2010) and at the 10th Conference of the Parties of the CBD (October 2010). The Tourism Ministry of Brazil intends to translate the guide into Portuguese.
- Cooperation was started with the Tourism Ministry of Brazil; which is currently preparing to apply the knowledge of the Bonn Unit for participatory tourism development and elaboration of biodiversity based tourism products at three model sites: Foz de Iguassu, Salvador de Bahia and Manaus. Project funds will come from the Ministry's own sources. It is planned that the project starts in the first half of 2011.
- The project "Energy Efficiency for Sustainable Tourism in Pangandaran, Indonesia", November 2010 until October 2013, was approved by the German International Climate Initiative. It is building on the results of the successful project "Tourism Development – supporting biodiversity conservation in Pangandaran", implemented by UNWTO in 2006 – 2009 under funding from the German tsunami funds through BMU (German Federal Environment Ministry).
- The homepage of the Bonn Unit was redesigned and renewed. Widespread distribution of the project results is now possible – all project results, including tourism management plans,

community involvement and communication plans as well as tourism product descriptions are downloadable under www.unwto.de.

- Contact was established with the programme “The Economics of Ecosystems and Biodiversity” (TEEB) with the objective to find means to calculate the economic value of biodiversity for tourism development and tourism statistics.
- The Unit continued to implement the energy efficiency project with hotels in Thailand, financed under the German International Climate Initiative. A film team from Deutsche Welle produced a video about the project which has been online since the end of 2010 at the following link: <http://www.dw-world.de/dw/0,,13279,00.html>.

Annex 6: UNWTO Knowledge Network

In the context of one of the largest economic recessions in the last decades, tourism is facing enormous strategic and short-term challenges. In this framework, the Knowledge Network believes that institutions, organizations and companies related to tourism play a central part in finding innovative solutions to develop successful answers to these strategic challenges as well as competitive and sustainable operations.

The *UNWTO Knowledge Network* is a Community of Knowledge in scientific, technological and procedural matters related to tourism. It supports the World Tourism Organization (UNWTO), its Member States, and tourism stakeholders at large, fostering innovation and knowledge management programmes and projects.

The UNWTO Knowledge Network was launched in September 2010, following months of planning and exchanges with public and private sector leaders. It continues and expands the mission of the former UNWTO Education and Science Council, which initiated its programmes in 1999. The Knowledge Network contributes to both the theory and practice of tourism policy and governance by engaging in matters of sectoral competitiveness and global development objectives as defined by the United Nations and other international institutions of governance.

The Network currently counts 109 institutions worldwide, actively contributing to the creation, dissemination and application of knowledge in all matters concerning tourism analysis, policy, governance and operations. 66% of the members represent institutions in the category of universities, training centres, educational organizations, etc. while the remaining 34% belong to other type of knowledge management institutions (research centres, private companies, science and technological parks, professional associations, etc.).

The next UNWTO Knowledge Network meetings will be the UNWTO Ulysses Prize & Awards Ceremony on 31 May in Madrid and the Global Forum: *Tourism and Science: Bridging Theory and Practice*, sponsored by the Government of Portugal, the Algarve Region, the University of Algarve and the UNWTO Knowledge Network which will take place at Vilamoura in Portugal on 1-3 June 2011. For more information, email innova@unwto.org.

Annex 7: UNWTO Silk Road Programme 2010-2011

Progress Update: July 2010 – March 2011

In response to the request of the Member States at the XVIII Session of the UNWTO General Assembly, Astana, Kazakhstan 2009, UNWTO launched a new phase in its Silk Road Programme in 2010, under the newly-created *Special Field Programme*. The new phase is aimed at implementing practical, collaborative initiatives to develop a strengthened Silk Road brand that will drive tourist flows, investment and sustainable development across the Silk Road regions.

The UNWTO Silk Road Programme focuses on three key focus areas:

- A) *Marketing and Promotion*: Establishing a consolidated Silk Road brand and promoting the implementation of collaborative marketing and PR campaigns globally;
- B) *Capacity Building and Destination Management*: Cooperative and sustainable development through the sharing of best practices and training, to generate benefits for host communities and stimulate on-going investment;
- C) *Travel Facilitation*: Addressing the barriers that prevent travel across the region – visa formalities and border procedures – while working towards developing a Silk Road tourist visa

To strategically address these focus areas, the UNWTO launched its **Silk Road Action Plan 2010/2011** at the 5th International Meeting on the Silk Road held in Samarkand, Uzbekistan in October 2010. The Action Plan outlines a series of collaborative initiatives to be carried out while inviting engagement from the industry. Priority actions planned for 2010/2011 are as follows:

A) Marketing and Promotion:

1. Conduct an in-depth analysis of the Silk Road brand through market research to determine key strengths and competitive advantages of the brand and how best to optimise these strengths
2. Develop a brand toolkit including logo, straplines, disclaimer and guidelines for use, downloadable and accessible for all Silk Road stakeholders, to help promote brand awareness and mainstream brand identity
3. Establish Silk Road website providing important information on travelling the Silk Road in one central online platform, while linking the Silk Road countries/destinations under one overarching brand
4. Enhance Silk Road brand visibility at international tourism fairs as an on-going process for increasing industry and consumer awareness

Progress thus far:

- I. Branding was a key focus for the *5th International Meeting on the Silk Road*, held in Samarkand, Uzbekistan in October 2010, which was attended by over 250 representatives from 26 countries
- II. Held a *Silk Road Media Mart* at WTM London (November 2010) to generate media attention for the Silk Road and give destinations the opportunity to speed network with leading travel media
- III. Achieved increased visibility for the Silk Road at ITB Berlin: negotiating for Messe Berlin to brand two of its pavilions *The Silk Road*, featuring UNWTO/Silk Road logo; held a 'Silk Road Hour' at the ITB Cinema daily featuring short films provided by NTAs
- IV. Commissioned UNWTO Affiliate Member *MDS* to conduct market research on 300,000 blogs, chatrooms and forums on the Silk Road to determine share of voice on travel considerations, sentiment, seasonality, trip styles and buzzwords associated with the Silk Road.
- V. Initiated discussions with Affiliate Members, educational institutions, major travel websites and search engines regarding the provision of data and market intelligence on the Silk Road brand
- VI. Worked with TripAdvisor, the world's largest travel website, to develop a concept for a dedicated Silk Road website, with an interactive map powered by Google maps and featuring

online forums, viral games and with the capacity for destinations to upload their own content. This concept was presented at the UNWTO Silk Road Ministers' Summit (ITB Berlin March 2011) and was well received by the Member States. Sponsorship proposal is now underway.

- VII. Commissioned a graphic designer to retouch the Silk Road logo to make it suitable for usage online and on large signage (e.g. for the pavilions at ITB Berlin)

B) Capacity Building and Destination Management

1. Establish an annual programme of meetings between Silk Road Member States addressing key issues relating to UNWTO Silk Road Action Plan development and implementation
2. Develop a framework for capacity building that will enhance destination management, foster increased cooperation between Member States and engage host communities

Progress thus far:

- I. Established Silk Road Task Force as the key working body overseeing the activity of the Silk Road Programme, and created a communications forum on UNWTO Affiliate Members professional network platma.org. Almost all Member States have engaged representatives.
- II. Successfully held *5th International Meeting on the Silk Road*, in Samarkand, Uzbekistan in October 2010, designed to foster greater cooperation between Silk Road stakeholders and galvanize support for UNWTO Silk Road Action Plan while encouraging engagement in the new phase of Silk Road Programme development. Next Meeting to take place in October 2012, host country TBC.
- III. Successfully held first annual *UNWTO Silk Road Ministers' Summit* at ITB Berlin 2011, with Ministers and high level representatives from over 25 countries; established this event as major fixture for ITB Berlin with arrangements for next edition (2012) already underway
- IV. Organised a business to business (B2B) event for Silk Road tour operators at ITB Berlin 2011
- V. Commenced work with the Themis Foundation to develop specialised Silk Road educational capacity building workshops, with Tajikistan already expressing interest in becoming the first pilot destination

C) Travel Facilitation

1. Administer consultations with Ambassadors to discuss travel facilitation issues, particularly addressing visa processes and border control procedures

Progress thus far:

- I. Travel facilitation issues were a key priority addressed by the UNWTO Secretary-General Taleb Rifai at the opening address of the UNWTO Silk Road Ministers' Summit 2011
- II. UNWTO continues to re-emphasise the importance of improved travel facilitation when meeting with high level delegations, and continues to investigate best practice models both within the Silk Road regions and beyond
- III. Ambassadors' consultations planned to commence at UNWTO HQ from summer 2011

Annex 8: List of UNWTO Events Evaluated in 2010

- January: Hotel Energy Solutions Conference, Towards a More Competitive Industry (FITUR), Madrid, Spain
UNWTO - Tourism Investment Forum for Africa - Investour 2010 (FITUR), Madrid, Spain
- April: 4th UNWTO Asia/Pacific Executive Training Program, Gyeongju, Republic of Korea
- May: 50th UNWTO Commission for Africa Meeting and Regional Seminar on E-marketing Strategies for Tourism: Opportunities to boost competitiveness; Algiers, Algeria
UNWTO Practicum on Tourism Marketing, Spain and Andorra
- June: 51st Meeting of the UNWTO Commission for the Americas, Puerto Iguazú, Argentina
Executive Council - Eighty-Eighth Session, Puerto Iguazú, Argentina
- August: 4th Workshop of the UNWTO TSA Capacity Building for Africa, Johannesburg, South Africa
UNWTO-Thémis course on Excellence in Tourism Management, Chaco Province, Argentina
- September: UNWTO/ETC Seminar on Tourism and Demographic Change, Vienna, Austria
Training Course in Tourism and Poverty Reduction, Saint Louis Senegal
- October: Regional Seminar on Tourism Contributing to Poverty Reduction: the Experience of UNWTO ST-EP Programme and Development Partners, Ouagadougou, Burkina Faso
- November: 1st Workshop of the Statistics Capacity-building Programme for Asia-Pacific, Bangkok, Thailand
- December: UNWTO-Thémis Regional Course on Sustainable Development of Tourism: Management Policies and Instruments, State of Querétaro, Mexico