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General programme of work

(a) Concise report on the general programme of work for 2010-2011

I. Introduction

1. In its resolution A/RES/593(XIX), the General Assembly "*requests the Secretary-General to present to the 93rd session of the Executive Council a **concise report** on the implementation and evaluation of the programme of work for the full period 2010-2011*".
2. This report focuses on the **highlights** of the work developed by the Organization during the past biennium. It 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**. It also presents a brief evaluation of events held by UNWTO.
3. The report should be read as a complement to the reports on the implementation of the programme of work presented during the 19th session of the General Assembly in Gyeongju, Republic of Korea (*A/19/9 and A/19/9 add.1*), as well as the **two UNWTO Annual Reports** (2010 and 2011).
4. Detailed **lists of all events** held and **publications** produced during the biennium are annexed to the report. Technical cooperation projects carried out are presented in a separate annex (*CE/93/4(a) Annex*).

II. Improving competitiveness

A. Statistics and Tourism Satellite Account

5. **New Compendium of Tourism Statistics:** the new Compendium responds to (1) UNWTO member countries' petitions for expanding the focus of tourism to include a more complete set of tourism indicators, namely on domestic tourism, tourism industries and employment; and (2) the need for further international comparability of data on these areas; in order to assist countries in a more effective and regular monitoring of the tourism sector's economic performance.
6. **Statistics capacity-building at regional level:** During this period, regional statistics capacity-



building programmes took place covering African English-speaking countries (finalized in August 2010), CIS countries and Georgia (ongoing) and Asia and the Pacific (finalized in March 2012).

7. **Tourism measurement at sub-national level** (INRouTe): UNWTO has engaged in a range of activities related to tourism measurement at subnational level in terms of flows of visitors, tourism and territory and economic contributions.

B. Market trends and forecasts

8. The UNWTO World Tourism Barometer is UNWTO's flagship report and monitors short-term tourism trends throughout the year. The interim updates of the **UNWTO World Tourism Barometer** have become recurrent since 2010, allowing a more constant overview of tourism trends all along the year (6 editions).

9. In addition, a series of **outbound tourism studies** were published: Chinese Outbound Travel to Africa, and Spanish Outbound Travel Market to (1) Africa and the Middle East, and (2) the Americas (see Annex 1). These reports aim to provide to destination countries with a better understanding of important outbound markets, such as their size, characteristics, needs and expectations.

10. **Tourism Towards 2030**: a central pillar of this landmark study is constituted by the projections for international tourism flows in the two decades 2010-2030. It is a continuation of UNWTO's work in the area of long-term forecasting initiated in the 1990s.

C. Marketing and promotion techniques

11. Methodological handbooks on **product development and branding** were produced in collaboration with the **European Travel Commission (ETC)**. They have served as a valuable basis for a series of capacity-building seminars and workshops.

12. The "**Silk Road Action Plan 2010/2011**" was launched at the UNWTO 5th International Meeting on the Silk Road in Samarkand, Uzbekistan. This trans-regional, collaborative initiative is designed to enhance tourism along the historic Silk Road route and foster greater collaboration between the route's countries and regions. In 2011, three new countries joined the Silk Road initiative: Albania, Bulgaria and Croatia. With more and more countries on board, UNWTO established a Silk Road Task Force to ensure that all stakeholders have their say on the direction of the project.

D. Enhancing competitiveness

13. Following the work started with the **Roadmap for Recovery**, approved at the 18th session of the UNWTO General Assembly (Astana, Kazakhstan), UNWTO maintained a very active agenda regarding the **recovery from the economic crisis**, spreading the message that tourism is a resilient, thriving and labour-intensive sector, and one to be supported in times of great economic uncertainty.

14. The **T.20 Initiative**, the **Ministers Summits** during the WTM, the **Roundtable on Tourism and MDGs** at the UNWTO GA, the first **Global Tourism Forum Andorra** and many events, notably those organized in the framework of the regional Commission meetings, were instrumental in this effort to **mainstream tourism in the global agenda**, in line with the UNWTO and WTTC **Global Leaders for Tourism Campaign**.

15. In parallel, UNWTO pursued its work aiming at **enhancing tourism investment**, principally in developing countries. Several events were held, notably the 1st and 2nd UNWTO Tourism Investment

Forum for Africa – *INVESTOUR*, in the framework of FITUR (Madrid, Spain).

16. In line with the previous activities and in close cooperation with its Affiliate Members, UNWTO organized several activities on *public-private partnership (PPP)* for tourism competitiveness. The launch of *platma* (www.platma.org), the online community of the Affiliate Members, contributes to this effort and helps Members to share knowledge and experiences.

E. Risk and crisis management

17. UNWTO released the UNWTO *Crisis Communications Toolbox*, a step-by-step guide to help destinations prepare their crisis communications plans and limit the impacts of crises on their tourism sectors. In addition, several workshops took place on risk prevention and crisis communications and management, building upon the lessons learnt from past crises, such as the 2009 Pandemic (H1N1).

18. During the period, the world witnessed major political changes and natural disasters diverting tourist flows from a number of countries, notably (a) in Japan, where UNWTO co-organized a *Special International Symposium on the Revitalization of Japan's Tourism Sector and Quake Affected Regions* in Sendai (September) and activated the Tourism Emergency Response Network (TERN) after the earthquake, tsunami and nuclear crisis; (b) in Tunisia, where UNWTO provided technical assistance, including an ad hoc workshop in Tunis (May), in the drafting of a recovery plan for the sector; and (c) in Egypt, where the revision of product variation possibilities aimed at increasing the volume of tourists to the country.

19. The use of *georeferences* was also a major focus of UNWTO's work during the biennium culminated by the approval of a recommendation on this issue by the General Assembly at its 19th session.

F. Education and training/knowledge management

20. In the field of education and training, UNWTO's work is mainly developed with the support of the *UNWTO.Themis Foundation*, through (1) assisting governments of UNWTO Member States to identify their tourism education and training needs and to develop ad hoc **strategies**; (2) organizing practical and interactive **training courses or practicums** for tourism officials and experts on key tourism issues; (3) offering *Volunteers* programme to train young professionals in tourism as a tool for development and to mobilize them on the ground and (4) providing the *UNWTO.TedQual* certification to tourism educational programmes of institutions worldwide.

21. The *UNWTO Knowledge Network*, as a part of the Affiliate Members, 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. It manages the renowned *Ulysses Prize and Awards – rewarding innovation in tourism*.

III. Raising sustainability

A. Sustainability of tourism

22. Through the creation of the *United Nations Steering Committee on Tourism for Development (SCTD)*, UNWTO has taken the lead in tourism and sustainable development in an alliance of nine UN agencies and programmes. Simultaneously, as one of the founding partners and a permanent member

of the *Global Sustainable Tourism Council (GSTC)*, UNWTO continued to promote the dissemination of the Global Sustainable Tourism Criteria.

23. The adoption of *two resolutions*, on the promotion of *ecotourism* and the importance of *sustainable tourism for Small Island Developing States (SIDS)*, by the 65th Session of the UN General Assembly (December 2010) marked a significant advancement in the positioning of tourism in the global development agenda.

24. UNWTO partnered with UNEP to develop the *Chapter on Tourism of the Green Economy Report*. This report, which identifies tourism as one of the ten key sectors in the transformation to the green economy, is a major step forward towards establishing a new global economic model.

25. The *International Year of Biodiversity - 2010* set the scene for several activities, including research and events, notably those in relation with the *World Tourism Day 2010* and in close cooperation with the *UNWTO Consulting Unit on Tourism and Biodiversity*, in Bonn, Germany.

B. Cultural, social and ethical aspects of tourism

26. UNWTO and UN Women launch the *Global Report on Women in Tourism*, the first survey to map women's participation in the tourism sector worldwide. This is part of the work of the Organization regarding *vulnerable and disadvantaged groups of the population* (children, women, persons with HIV/AIDS, disabled, migrants, etc.) and their relation with tourism.

27. The *1st International Congress on Ethics and Tourism* took place in Madrid in September 2011, setting the foundations for a stronger commitment of the tourism sector, notably the private component, towards the Global Code of Ethics for Tourism. Regarding the Code, in addition to the two *resolutions* on ecotourism and SIDS previously mentioned, the 65th Session of the UN General Assembly approved a third one *on the implementation of the Global Code of Ethics for Tourism*.

28. *Activities towards an international convention on tourist/consumer protection*: After the crisis provoked by the eruption of the Icelandic volcano in 2010 and following the Executive Council's Decision at its 89th session, the Secretariat advanced a feasibility study for a possible international **legal instrument for tourist/consumer protection** in response to the clear need for global guidelines. An ad hoc working group was set up consisting of high-level participation from Member States, international organizations (IATA, ICAO, EU and ECTAA) and representatives from the private sector. Two meetings of the group took place in 2011; in parallel, the Secretariat conducted a survey on the existing tourist protection measures and practices. The General Assembly at its 19th session reaffirmed the support to the initiative and took note of the preliminary work conducted leading to an *international convention*.

C. Tourism and poverty reduction

29. UNWTO implemented *ST-EP projects in 31 countries* (see document (CE/93/4(a) Annex)). In global terms, it is important to note the increasing participation of *UNWTO Volunteers*. Through this partnership, the UNWTO.Themis Foundation provided training to young professionals in local communities in order to empower them to undertake business initiatives.

30. The document CE/93/4(a) Annex also presents the results achieved in *MDGs Projects* during the biennium and the new development for 2012.

31. In addition, UNWTO has pursued its work regarding the production of guidelines, particularly in collaboration with SNV, and their dissemination through technical workshops and ad hoc events (see

Annex II). The Organization also actively participated in the 4th UN Conference on the *Least Developed Countries* (LDC-IV).

D. Tourism and climate change

32. At major international conferences and high-level policy forums (e.g. COP 16 and 17), UNWTO continued to call for the *integration of tourism in climate change adaption planning policies and processes*.

33. UNWTO launched in 2011 the *Hotel Energy Solutions* E-toolkit, a web-based tool to help hotels reduce their carbon footprint while increasing business profits. Together with a series of 10 publications on Energy Efficiency and Renewable Energy for the accommodation sector, the toolkit is the main output of the Hotel Energy Solutions Project (HES), initiated by UNWTO and co-funded by the European Agency for Competitiveness and Innovation.

E. Technical assistance

34. *UNWTO Technical Product Portfolio*: Launched in 2011, the portfolio allows UNWTO Member States, regional and international organizations, destination management organizations (DMOs) and others to familiarize themselves with what UNWTO provides by way of its technical assistance in building up a sustainable and highly competitive tourism sector. It also sets out how countries can obtain this assistance and provides more information on the project implementation process. Technical cooperation projects carried out are presented in a separate annex (*CE/93/4(a) Annex*).

IV. Evaluation

A. Events

35. In January 2008, the Secretariat put in place a harmonized evaluation process of UNWTO's events. For the period covered by the present report, the results of such evaluation are based on the collection of questionnaires filled in by almost 700 participants during 30 events and are summarized as follows:

- **Composition of respondents:** A large majority of respondents (close to 80%) work for a national or local government agency (national tourism administrations, other governmental bodies and local governments), which is the priority audience of the Organization.
- **Participants' evaluation of contents and structure:** Evaluation is good (61%) or excellent (23%), however, two aspects still require more efforts from the Secretariat, namely: "Quality of documentation provided" and "Discussions during the events". Participants insisted in having more interactive events allowing more time for in-depth debates.
- **Participants' Evaluation of logistical aspects:** Some improvements are still required, mainly regarding the "compliance with the time schedule" of events.

36. The overall rating of the events shows a global satisfaction from respondents: good (59%) and excellent (29%). However, the aim of the Secretariat will be to increase the proportion of participants rating UNWTO events as "excellent".

37. The list of events evaluated, as well as 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

38. The Secretariat is still 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.

39. 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 (e.g., 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.

40. Evaluation forms were progressively sent to Member States for the missions conducted in the period considered 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.

Annex I. UNWTO Publications

2010 UNWTO Publications

1. Budgets of National Tourism Organizations, 2008-2009 in collaboration with ETC
2. Compendium of Tourism Statistics, 2010 Edition, Data 2004 – 2008
3. Demographic Change and Tourism in collaboration with ETC
4. Joining Forces – Collaborative Processes for Sustainable and Competitive Tourism in collaboration with the Netherlands Development Organisation (SNV)
5. Managing Metropolitan Tourism – An Asian Perspective
6. Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations in collaboration with SNV
7. Normas y Sistemas de Calidad en el Turismo y su Relación con la Sostenibilidad y las Leyes de Turismo – La Experiencia de las Américas (available only in Spanish)
8. Practical Guide for the Development of Biodiversity-based Tourism Products
9. Tourism and Biodiversity – Achieving Common Goals Towards Sustainability
10. Tourism and Migration – Exploring the Relationship between Two Global Phenomena
11. UNWTO World Tourism Barometer, 5 publications:
 1. Three full releases: Vol. 8, January, June and October, and
 2. Two Interim updates: April and August
12. Yearbook of Tourism Statistics, 2010 Edition

2011 UNWTO Publications

13. Communicating Heritage – A Handbook for the Tourism Sector
14. Compendium of Tourism Statistics, 2011 Edition
15. Yearbook of Tourism Statistics, 2011 Edition (Data 2005-2009)
16. Global Report on Women in Tourism 2010, a joint publication of UNWTO/UN Women
17. ETC/UNWTO Handbook on E-marketing for Tourism Destinations (Spanish version)
18. ETC/UNWTO Handbook on Tourism Destination Branding (Spanish version)
19. ETC/UNWTO Handbook on Tourism Product Development
20. Policy and Practice for Global Tourism (English version)
21. Policy and Practice for Global Tourism (Spanish version)
22. Practical Guide for Developing Biodiversity-based Tourism Products
23. Religious Tourism in Asia and the Pacific
24. Report on Urban Tourism Development in China
25. Study on Chinese Outbound Travel to Africa
26. The Spanish Outbound Market to the Americas

27. The Spanish Outbound Travel Market to Africa and the Middle East
28. Toolbox for Crisis Communications in Tourism
29. Tourism and Intangible Cultural Heritage
30. Tourism Chapter of the Green Economy Report: Investing in energy and resource efficiency, jointly produced with the United Nations Environment Programme (UNEP)
31. Tourism Towards 2030 – Global Overview (Advance Release)
32. UNWTO Tourism Highlights 2011 edition
33. UNWTO World Tourism Barometer, 6 publications:
 1. One Advance release: January 2011,
 2. Three Interim updates: April, June and August, and
 3. Two full releases: Vol. 9, February and October

Series of 10 publications on Energy Efficiency and Renewable Energy for the accommodation sector in the EU, within the Framework of the **Hotel Energy Solutions** project:

34. Best Practices Guide - Successful EET Integration in SME Hotels
35. Factors and Initiatives affecting Energy Efficiency use in the Hotel Industry
36. Key Energy Efficiency Solutions for SME Hotels
37. Key Energy Efficiency Technologies Database for SME Hotels
38. Best Practices Guide- Successful Renewable Energy Technologies (RET) Integration in SME Hotels
39. Key Renewable Energy (RE) Solutions for SME Hotels
40. Factors and Initiatives affecting Renewable Energy use in the Hotel Industry
41. Analysis on Energy Use by European Hotels: Online Survey and Desk Research
42. Energy Efficiency and Renewable Energy Applications in the Hotel Sector: Training Manual
43. HES Trainer Manual - E-Toolkit User Manual
44. HES Public report

Annex II. UNWTO Events

2010 UNWTO Events

Global Events

	Date	Place	Title
1.	January	UNWTO HQ, Madrid, Spain	UNWTO Press Conference
2.	January	FITUR, Madrid, Spain	Workshop on "UNWTO as a Knowledge-based Organization: Tourism policy making in Europe"
3.	January	FITUR, Madrid, Spain	Hotel Energy Solutions Conference, Towards a More Competitive Industry
4.	January	FITUR, Madrid, Spain	Seminar on "Perspective and Responses for Stimulating Recovery"
5.	January	FITUR, Madrid, Spain	Twenty-fifth meeting of the Board of the Affiliate Members
6.	February	Johannesburg, South Africa	T20 Ministerial Summit
7.	March	ITB, Berlin, Germany	Media Breakfast with Foreign Press Association
8.	March	ITB, Berlin, Germany	Market Intelligence and Communications in Times of Crises
9.	March	ITB, Berlin, Germany	5 th meeting of the Destination Council
10.	March	ITB, Berlin, Germany	UNWTO Press Conference
11.	March	ITB, Berlin, Germany	ST-EP Forum
12.	March	ITB, Berlin, Germany	ST-EP Board Meeting
13.	March	ITB, Berlin, Germany	Meeting of Executive committee of the Task Force for the protection of children in tourism
14.	March	ITB, Berlin, Germany	Twenty-fifth meeting of the Task Force for the protection of children in tourism
15.	March	ITB, Berlin, Germany	UNWTO Fourth meeting of the Tourism Resilience Committee
16.	March	ITB, Berlin, Germany	Board Meeting of Affiliate Members
17.	March	Moscow, Russian Federation	Seminar on Public-Private Partnership in Tourism: Methods and Solutions for the Future
18.	March	UNWTO HQ, Madrid, Spain	Advisory Group on Statistics
19.	March	UNWTO HQ, Madrid, Spain	Eleventh meeting of the Committee on statistics and the tourism satellite account
20.	April	Washington D.C., United States of America	UNWTO Workshop on Social Media and its Impact on Travel and Tourism under Challenging Circumstances such as the Pandemic (H1N1) 2009
21.	April	Ordino, Andorra	Sixth World Congress on Snow and Mountain Tourism
22.	April	Luxor, Egypt	Ninth meeting of the World Committee on Tourism Ethics
23.	April	Sofia, Bulgaria	Technical Seminar on "Tourism Governance in Times of Crisis: Conjunctural and Structural Policies"
24.	May	Kuala Lumpur, Malaysia	3 rd Review and Preparation Exercise on Travel and Tourism under Pandemic Conditions
25.	May	Barcelona / Madrid, Spain and Andorra	Practicum
26.	June	Puerto Iguazú, Argentina	Eighty-eighth session of the Executive Council
27.	August	Santo Domingo, Dominican Republic	Seminar on Communications as the Component of Crisis Management
28.	September	UNWTO Headquarters, Madrid, Spain	Thirty-eighth Meeting of the Programme Committee
29.	September	London, United Kingdom	Inter-Agency Travel Network
30.	September	Guangzhou, China	UNWTO News Conference
31.	September	Guangzhou, China	2010 World Tourism Day Official Celebrations
32.	October	Kota Kinabalu, Malaysia	Global Tourism Conference
33.	October	Samarkand, Uzbekistan	5 th International Meeting on the Silk Road
34.	October	Muscat, Oman	4 th International Conference on Responsible Tourism in Destination
35.	October	Buyeo, Republic of Korea	Second T.20 Ministers' Meeting

36.	October	Antigua, Guatemala	Media Workshop "Tourism in the News"
37.	October	Kish Island, Islamic Republic of Iran	Eighty-ninth session of the Executive Council
38.	October	Nagoya, Japan	Side Event Addressing the Biodiversity Challenge: "Tourism & Biodiversity: How to Achieve Common Goals towards Sustainability"
39.	November	London, United Kingdom	UNWTO News Conference
40.	November	Tirana, Albania	Seminar on Tourism as a Tool for Sustainable Regional Development
41.	December	Barcelona / Madrid, Spain and Andorra	Practicum
42.	December	Cancún, Mexico	Side Event "Tourism's Response to Climate Change?" in the context of the Conference of the Parties (COP 16) of the UN Framework Convention on Climate Change
43.	December	UNWTO HQ, Madrid, Spain	Workshop on Travel and Tourism and the Pandemic 2009: Lessons Learned for Building a Safer World

Regional Events

Africa

	Date	Place	Title
44.	May	Algiers, Algeria	Fiftieth meeting of the Commission for Africa and Technical Seminar
45.	August	Johannesburg, South Africa	Fourth Workshop of the Statistics Capacity-Building Programme for Africa
46.	October	Ouagadougou, Burkina Faso	Regional Seminar on "Tourism contributing to poverty reduction: The Experience of UNWTO ST-EP Programme and Development Partners"
47.	October	Cairo, Egypt	Regional Seminar on Innovation and Reform of Tourism Education and Training Systems in the Middle East and North Africa Region

Americas

	Date	Place	Title
48.	June	Puerto Iguazú, Argentina	Fifty-first meeting of the Commission for the Americas and Technical Seminar
49.	June	Foz de Iguazú, Brazil	First meeting of the Latin American UNWTO Affiliate Members
50.	June	Foz de Iguazú, Brazil	First Seminar of the Latin American Affiliate Members on "Public and private cooperation as a driver of integration and development in tourism destinations"
51.	September	Brasília, Brazil	Regional Workshop on Risk and Crisis Management in Tourism Sector
52.	November	Puerto Vallarta, Mexico	Seventh International Tourism Forum for Parliamentarians

Asia-Pacific

	Date	Place	Title
53.	March	UNWTO HQ, Madrid, Spain	Annual Meeting for Asia-Pacific Ambassadors
54.	May	Hanoi, Viet Nam	Twenty-second joint meeting of the Commissions for East Asia and the Pacific and for South Asia and Technical Seminar
55.	November	Bangkok, Thailand	First Workshop for the Statistics Capacity-building Programme for Asia

Europe

	Date	Place	Title
56.	April	Sofia, Bulgaria	Fifty-first Meeting of the Commission for Europe
57.	November	UNWTO HQ, Madrid, Spain	Meeting of the Ambassadors of the UNWTO Commission

Middle East

	Date	Place	Title
58.	January	Doha, Qatar	Strategic and Operational Marketing
59.	June	Sana'a, Yemen	Thirty-fourth meeting of the Commission for the Middle East
60.	November	Doha, Qatar	Regional Capacity Building Workshop on Destination Management

2011 UNWTO Events

Global Events

	Date	Place	Title
1.	January	UNWTO HQ, Madrid, Spain	UNWTO Statistics Committee meeting
2.	January	UNWTO HQ, Madrid, Spain	First Technical Advisory Board Meeting
3.	January	UNWTO HQ, Madrid, Spain	UNWTO annual press conference
4.	January	FITUR, Madrid, Spain	UNWTO Affiliate Members' Seminar on Innovative solutions applied to the development of the tourism sector
5.	January	FITUR, Madrid, Spain	UNWTO - Twenty-eighth meeting of the Board of the Affiliate Members
6.	January	FITUR, Madrid, Spain	UNWTO Knowledge Network Kick-off Meeting
7.	January	FITUR, Madrid, Spain	Hotel Energy Solutions Annual Conference, An Innovative Energy Toolkit for Hotels
8.	January	UNWTO HQ, Madrid, Spain	UNWTO Press Conference
9.	January	UNWTO HQ, Madrid, Spain	UNWTO - International Network on Regional Economics, Mobility and Tourism (INRouTe)
10.	March	ITB, Berlin, Germany	UNWTO press conference
11.	March	ITB, Berlin, Germany	UNWTO Silk Road Ministers' Summit
12.	March	ITB, Berlin, Germany	Silk Road B2B Tour Operators' Networking
13.	March	ITB, Berlin, Germany	UNWTO - Twenty-ninth meeting of the Board of the Affiliate Members
14.	March	ITB, Berlin, Germany	Twenty-sixth Meeting of the Task Force for the Protection of Children in Tourism
15.	March	ITB, Berlin, Germany	Launch of the Global Report on Women in Tourism 2010, a joint report by UNWTO and UN Women
16.	March	ITB, Berlin, Germany	First Workshop on the Protection of Tourists/Consumers and Travel Organizers
17.	March	Andorra	UNWTO Global Tourism Forum Andorra: Building New Models for Tourism Growth, Competitiveness & Responsibility
18.	March	UNWTO HQ, Madrid, Spain	Technical Consultation on Georeferences and Time Stamps for Event Information and Travel Advisories
19.	March	The British Travel Association (ABTA) HQ, London, United Kingdom	Technical Consultation on the Integration of Tourism into National Emergency Structures and Procedures
20.	March	Orense, Spain	Second International Congress of Thermal Tourism
21.	April	UNWTO HQ, Madrid, Spain	First Meeting of the UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers
22.	April	UNWTO HQ, Madrid, Spain	Thirty-ninth session of the Programme Committee (PC) and fifty-third session of the Committee on Budget and Finance (CBF)
23.	May	Rio do Janeiro, Brazil	Group of Experts Meeting on Tourism Statistics
24.	May	Ingolstadt, Germany	UNWTO Workshop on The Role of Social Media in Crisis Communications of the Travel and Tourism Sector

	Date	Place	Title
25.	May	Spain and Andorra	UNWTO. Themis Practicum on Tourism Marketing in Times of Uncertainty
26.	May	UNWTO HQ, Madrid, Spain	UNWTO and Hungarian Embassy joint press conference
27.	May	UNWTO HQ, Madrid, Spain	UNWTO-Blue Flag press conference
28.	May	Istanbul, Turkey	Joint Tourism Special Event on Promoting tourism for sustainable development and poverty reduction, in the framework of the 4th United Nations Conference on the Least Developed Countries (LDC-IV)
29.	May	Istanbul, Turkey	Workshop on Recovering Tourism After a Crisis, in the framework of LDC-IV
30.	May	Cairo, Egypt	UNWTO and Egypt joint press conference
31.	June	Vilamoura, Portugal	UNWTO Ulysses Prize and Awards Ceremony and UNWTO Knowledge Network Algarve Forum on Tourism and Science: Bridging theory and practice
32.	June	Helsinki, Finland	Tour Operators' Initiative (TOI) / WWF Core Group
33.	June	Helsinki, Finland	TOI Board Members Meeting
34.	June	Bali, Indonesia	Tenth Meeting of the World Committee on Tourism Ethics
35.	June	Mombasa, Kenya	Executive Council - Ninetieth session
36.	July	Valencia, Spain	UNWTO. Themis Foundation Course on Tourism and International Cooperation for Development
37.	July	UNWTO HQ, Madrid, Spain	UNWTO Workshop on Biodiversity Based Tourism Product Development
38.	August - October	George Washington University, Washington DC, USA	University Course Tourism and International Cooperation for Development- English Edition
39.	September	Zagreb, Croatia	Tourism in the Headlines: First UNWTO International Conference on Tourism and the Media
40.	September	Madrid, Spain	First International Congress on Ethics and Tourism
41.	September	UNWTO HQ, Madrid, Spain	Second Meeting of the UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers
42.	September	Aswan, Egypt	UNWTO press conference on World Tourism Day
43.	September	Aswan, Egypt	UNWTO World Tourism Day 2011
44.	September	JATA, Tokyo, Japan	Special WTD Event on Tourism Linking Cultures on the Silk Road
45.	October	Gyeongju, Republic of Korea	Executive Council – Ninety-first session
46.	October	Gyeongju, Republic of Korea	General Assembly – Nineteenth session
			Fifty-fourth session of the Committee on Budget and Finance (CBF)
			Economic Community of West African States (ECOWAS) Meeting
			UNWTO press conference
			Associate Members meeting
			Affiliate Members Board
			General Meeting of the Affiliate Members
			South-East European countries
			Meeting on Consumer Protection
			ST-EP Board Meeting
			UNWTO presentation and media briefing on Tourism Towards 2030 (advance release)
47.	October	Gyeongju, Republic of Korea	Executive Council – Ninety-second session
48.	October	Geneva, Switzerland	Workshop of the Steering Committee of Tourism for Development: Project Development in Tourism for LDCs
49.	October	Paris, France	Third T.20 Ministers' Meeting
50.	October	Bilbao, Spain	MOVE 2011 - Second International Conference on the Measurement and Economic Analysis of Regional Tourism
51.	November	WTM London, United Kingdom	UNWTO press conference
52.	November	WTM London, United Kingdom	UNWTO/ETC/ETOA seminar on US outbound

	Date	Place	Title
53.	November	WTM London, United Kingdom	First UNWTO Silk Road Task Force Meeting
54.	November	WTM London, United Kingdom	Silk Road Speed Networking event and Silk Road Bloggers' Ch@llenge
55.	November	WTM London, United Kingdom	Gender and Sustainable Tourism Development: Exploring the links
56.	November	WTM London, United Kingdom	UNWTO & WTM Ministers' Summit: How Tourism Can prosper in Times of Uncertainty
57.	November	UNWTO HQ, Madrid, Spain	UNWTO press conference on Snow and Mountain Tourism Congress
58.	December	Durban, South Africa	Joint side event during COP17 on Linkages between Green Economy Measures, Trade and Climate Change

Regional Events

Africa

	Date	Place	Title
59.	January	FITUR, Madrid, Spain	Second UNWTO Tourism Investment Forum for Africa – INVESTOUR
60.	March	Busua, Ghana	UNWTO. Themis Course on Destination Management for enhancing local economic impact from Tourism
61.	May	Tunis, Tunisia	UNWTO Tourism Recovery Workshop
62.	May	Dakar, Senegal	Donor's Conference on the Regional Project on Sustainable Tourism Development in a Network of Cross-border Parks and Protected Areas in West Africa
63.	June	Ouagadougou, Burkina Faso	UNWTO Seminar on How Sustainable Tourism can benefit from and contribute to an emerging Green Economy in Africa?, in the framework of the UNWTO Fifty-first meeting of the Commission for Africa
64.	October	Gyeongju, Republic of Korea	UNWTO Fifty-second meeting of the Commission for Africa

Americas

	Date	Place	Title
65.	February	Santo Domingo, Dominican Republic	First International Conference on Tourism Security in the Americas: Quality, Competitiveness Trends, Legislation and Strategies
66.	April	San Martin de los Andes, Province of Neuquén, Argentina	UNWTO. Themis Course on Excellence in Tourism Management – Education and Innovation
67.	May	Asuncion, Paraguay	UNWTO Seminar on Investment in Tourism in the Americas, in the framework of the Fifty-second Meeting of the Commission for the Americas
68.	October	Gyeongju, Republic of Korea	Fifty-third meeting of the UNWTO Commission for the Americas
69.	November	Fortaleza, Brazil	Conference on Tourism: Development, Social Inclusion and Regional Integration in the Americas

Asia-Pacific

	Date	Place	Title
70.	January	Thimphu, Bhutan	UNWTO High level Seminar on Mainstreaming Tourism
71.	January	Kathmandu, Nepal	UNWTO Asian Tourism Ministers' Conclave on Tourism: Collective Standing for Better Tomorrow
72.	February	Tokyo, Japan	UNWTO Regional Seminar on Tourism Exchange for Small Island Countries
73.	March	Colombo, Sri Lanka	UNWTO Conference on Mainstreaming Tourism in the Media, in the framework of the twenty-third Joint Meeting of the UNWTO Commission for South Asia and the UNWTO

	Date	Place	Title
			Commission for East Asia and the Pacific
74.	June	Bali, Indonesia	Seminar on Tourism Ethics for Asia and The Pacific: Responsible Tourism and its Socio-Economic Impact on Local Communities
75.	June	Begawan, Brunei	Fifth Asia/Pacific Executive Training Program on Tourism Policy and Strategy
76.	July	Manila, Philippines	Second Workshop of the Statistics Capacity-building Programme for Asia
77.	August	Tianjin, China	UNWTO/Tianjin Training Program on Tourism Marketing
78.	September	Mt. Macedon, Australia	Review Meeting on the Integration of Tourism and Emergency Management
79.	September	Sendai, Japan	Special International Symposium on the Revitalization of Japan's Tourism Sector and Quake Affected Regions
80.	October	Guilin, China	Fifth UNWTO/PATA Forum on Tourism Trends and Outlook
81.	October	Gyeongju, Republic of Korea	Fifty-third meeting of the UNWTO Commission for South Asia and 49 th meeting of UNWTO Commission for East Asia and the Pacific

Europe

	Date	Place	Title
82.	March	Moscow, Russian Federation	UNWTO Seminar on Effective Governance in Tourism Destination Development
83.	April	Dublin, Ireland	Joint ETC-UNWTO Seminar on Tourism Product Development
84.	April	Zabrze/Katowice, Poland	UNWTO Seminar on Industrial Heritage in Tourism Policies for Sustainable Development, in the framework of the fifty-second Meeting of the Commission for Europe
85.	August	UNWTO HQ, Madrid, Spain	Official launch of the Hotel Energy Solutions E- Toolkit
86.	September	Vienna, Austria	Regional Workshop on "Public-Private Partnerships on Enhancing Tourism Security"
87.	September	Sarajevo, Bosnia and Herzegovina	First Regional Cooperation Conference for Sustainable Tourism Development
88.	October	Gyeongju, Republic of Korea	Fifty-third meeting of the UNWTO Commission for Europe
89.	November	Baku, Azerbaijan	First Workshop of the Statistics Capacity-building Programme for the CIS countries and Georgia

Middle East

	Date	Place	Title
90.	April	Damascus, Syrian Arab Republic	Regional Capacity Building Workshop on Marketing and Promotion
91.	May	Saudi Arabia	UNWTO Training Programme for Hotel Inspection Skills
92.	July	Cairo, Egypt	UNWTO Workshop on Stimulating Demand Through Product Redesigning
93.	October	Gyeongju, Republic of Korea	Thirty-fifth Meeting of the UNWTO Commission for the Middle East
94.	November	Madrid and Granada, Spain	UNWTO Practicum for Members States from the Middle East and North Africa
95.	December	Yanbu, Saudi Arabia	UNWTO Regional capacity building workshop on Sustainable Development and Management of Tourism in Environmentally Sensitive areas