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General programme of work

(b) Implementation of the general programme of work for 2012-2013

I. Introduction

1. In its resolution A/RES/603(XIX), the General Assembly approved the Programme of Work and Budget for 2012-2013¹. The present document contemplates the work undertaken by the Organization in the first four months of 2012 or so and is presented along the two same strategic pillars as for the previous biennia: ***improving competitiveness and raising sustainability***.

2. In addition to the presentation of the main activities, this report includes an important note on how the use of electronic formats and of the internet has particularly influenced the production and dissemination of publications. This note is a reflexion on how the UNWTO Secretariat should adapt to this situation in order to rationalize its production of publications and make it more effectively available for its Members.

3. Technical cooperation projects are presented in a separate annex (***CE/93/4(a) annex***).

II. Improving Competitiveness

A. Statistics and Tourism Satellite Account: measuring the contribution of tourism

4. ***UNWTO Capacity-building Programme on Tourism Statistics***: the Programme has come to its end in Asia-Pacific with the 2 following events:

- 3rd Capacity-building Workshop, Bangkok, Thailand (5-6 March)²
- Regional Seminar, Bangkok, Thailand (8-9 March)³

¹ Document A/19/12

² <http://statistics.unwto.org/en/event/scbp-asia-pacific-iii-workshop>

³ <http://statistics.unwto.org/en/event/scbp-asia-pacific-regional-seminar>



5. Participation in 43rd Session of the United Nations Statistical Commission, New York, USA (28 February – 4 March) and the 18th Session of the Committee for Coordination of Statistics Activities (CCSA).

6. **Online data of the Compendium and Yearbook** (April 2012): online access (elibrary) to the 2012 update of the UNWTO statistical database that will give way to the printed publications, expected by early June this year:

- Compendium of Tourism Statistics, 2012 edition
- Yearbook of Tourism Statistics, 2012 edition

B. Tourism Trends and Marketing

7. **UNWTO Publications:**

- *UNWTO Barometer Volume 10*: Advance release, January 2012 and Full Release, March 2012
- *The Middle East Outbound Travel Market with Special Insight into the Image of Europe as a Destination*: Compiled by UNWTO/ETC⁴, this publication provides an in-depth analysis of the structure and trends of this market, helping destinations and commercial operators plan ahead with greater foresight.
- *The Chinese Outbound Travel Market, 2nd Edition*: This revised edition gives updates on the key inbound and outbound market trends, the operating environment, as well as special insights regarding the Chinese aviation market and the travel distribution.
- *Report on Urban Tourism Development in China*: Originally released in Chinese by the Shanghai Institute of Tourism in 2009, this English edition provides special insight into China's cities as source markets as well as destinations.

8. **UNWTO Events:**

- Tourism Trends and Outlook in the Mediterranean (in cooperation with ITB Convention Programme), ITB Berlin, Germany (7 March)
- Workshop on Source Market during the Sri Lanka EXPO 2012, Colombo, Sri Lanka (29 March)

C. Marketing, promotion techniques and product development

9. **UNWTO Publications:**

- *MICE Industry – An Asian Perspective*: This study brings together theoretical examinations of MICE industry elements and best practice examples of key MICE destinations in Asia and the Pacific.
- *Tourism Success Stories and Rising Stars – World Tourism Conference Proceedings, 4-6 October 2010, Kota Kinabalu, Sabah, Malaysia*: This publication covers topics ranging from the creation of tourism businesses, service excellence, country branding to tourism product development and marketing.

⁴ European Travel Commission

10. **Silk Road events** (for more information on the Silk Road, please see Annex 1):
 - Joint UNWTO/FITUR Silk Road Gymkhana: Silk Road tourism promotional event for consumers, FITUR, Madrid, Spain (21 January)
 - Silk Road Ministers' meeting, ITB Berlin, Germany (7 March)
 - VIP walk "Flavours of the Silk Road", ITB Berlin, Germany (7 March)
 - Tour Operators' Forum on the Silk Road - Creating a stronger business environment for growth, ITB Berlin, Germany (8 March)

11. **Destination management events:**
 - First meeting of the Global NTO Think Tank – Creating value through collaboration (a joint initiative of UNWTO and ETC), ITB Berlin, Germany (7 March)
 - Conference on Snow and Mountain Tourism, in collaboration with the Principality of Andorra, La Massana, Andorra (11-12 April)
 - 6th International Conference on Destination Management: "The Future of the Mediterranean Tourism", Djerba, Tunisia (16-17 April)
 - National Workshop on the Re-launching of the Djerba Destination, Djerba, Tunisia (18 April)

D. Enhancing competitiveness

12. **Investment: full and joint UNWTO events:**
 - INVESTOUR for the Americas, FITUR, Madrid, Spain (18 January)
 - Tourism Investment Forum for Africa - INVESTOUR, FITUR, Madrid, Spain (19 January)

13. **UNWTO Affiliate Members Publication:** AM Report Volume 3 on LGBT Tourism. This report, launched during the ITB, is part of a series of in-depth reports on emerging markets in global tourism. Volume 1 examined the world of Tourism and Technology while Volume 2 demonstrated the Power of Youth Tourism.

14. **Public-private partnership full and joint UNWTO events:**
 - 6th Tourism Leadership Forum of EXCELTUR: "Tourism Driving Growth and Employment: Policies to Stimulate Competitiveness" in collaboration with UNWTO, Madrid, Spain (17 January)
 - Affiliate Members Extraordinary Plenary Session, ITB Berlin, Germany (7 March)
 - 30th UNWTO Affiliate Members Board Meeting, UNWTO Headquarters, Madrid, Spain (23 March). The Affiliate Members Work Plan 2012, is attached to the report of the Chair of the AM Directive Board (CE/93/9(a))
 - UNWTO Seminar on Partnership of Governmental and Non-governmental Organizations (Associations) in the Sphere of Tourism: Russian and Foreign Experience, Moscow, Russian Federation (19 March)
 - AITF/UNWTO Workshop, Baku, Azerbaijan (13 April)

- Partnering with the Media in Challenging Times: 2nd UNWTO International Conference on Tourism and the Media, Doha, Qatar (26 April)
- UNWTO & ATM Forum "Tourism in the Middle East Growing in Challenging Times", Dubai (United Arab Emirates (30 April)

15. **Protection of Tourists/Consumers events** (for more information on this issue, please see Annex 2):

- Third meeting of the UNWTO Working Group on the protection of tourists/consumers and travel organizers, Milan, Italy (16-17 February)
- UNWTO Session on the Protection of Tourists/Consumers - Accommodation Related Issues, ITB Berlin, Germany (7 March)

E. Risk and Crisis Management

16. **UNWTO event:** Meeting on Crisis Management - TERN: Information needs in times of crises for the travel and tourism sector, ITB Berlin, Germany (9 March)

F. Education and training/knowledge management

17. **UNWTO events:**

- Regional Capacity Building Workshop on Tourism Policy and Strategy, Doha, Qatar (18-22 March)
- Course on tourism policy and strategy and destination management, Palanga, Lithuania (April)

III. Raising sustainability

A. Sustainable development of tourism

18. **UNWTO publication:** *Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific*: This publication presents a series of ecotourism case studies from the region, utilising the Global Sustainable Tourism Criteria to provide examples of how businesses in the region are aiming to achieve best practice in ecotourism.

19. **UNWTO events:**

- Regional Conference on "Sustainability of Rural Tourism: Defining Success of Tomorrow", Belgrade, Sremski Karlovici, Serbia (22-23 February)
- Joint Tourism Pre-event with the Steering Committee on Tourism for Development (SCTD) on "Towards inclusive and sustainable growth and development: What can the tourism sector contribute?" at the 13th session of the United Nations Conference on Trade and Development (UNCTAD XIII), Doha, Qatar (20 April)

B. Ethics and social dimensions of tourism (For more information on this issue, please see Annex 4)

20. **Full and joint UNWTO events:**

- Panel Discussion on Women's Empowerment in the Tourism Sector - an Engine for Development, FITUR, Madrid, Spain (19 January)
- Meeting of the ExCom of the World Tourism Network on Child Protection, ITB Berlin, Germany (8 March)
- 27th Meeting of the World Tourism Network on Child Protection, ITB Berlin, Germany (9 March)
- Joint UNWTO/UNODC side event to the 21st Session of the Commission on Crime Prevention and Criminal Justice, "Building Better Responses: *Human Trafficking in the Context of Tourism*", Vienna, Austria (23 April)

C. Tourism and poverty reduction

21. **UNWTO event:** ST-EP Board meeting, FITUR, Madrid, Spain (18 January)
22. All ST-EP projects are presented in the document CE/93/4(a) annex.

D. Tourism and climate change

23. **UNWTO event:** ITH Sustainable and Tourism Forum Presentation on Hotel Energy Solutions (HES), FITUR, Madrid, Spain (19 January). For more information on HES, please see Annex 3.

E. Relations with members

24. **UNWTO event:** Annual Ambassador's Lunch for Asia and the Pacific, UNWTO Headquarters, Madrid, Spain (21 March)
25. **Official visits/Support to Members' activities:** Several of these visits to Members may include participation in a subnational/national event or fair: Andorra, Brunei Darussalam, Denmark, Ecuador, Egypt, Flemish Community, France, Greece, Indonesia, Japan, Mali, Mauritania, Mexico, Nicaragua, Peru, Philippines, Portugal, Puerto Rico, Romania, Russian Federation, Saudi Arabia, Serbia, Seychelles, Spain, Sri Lanka, The Gambia, Tunisia, Turkey, Uganda, Vietnam, Zambia and Zimbabwe.

IV. Note on UNWTO publications

26. Publications are a crucial tool of the Secretariat to make the research of the Organization available to its full, Associate and Affiliate Members, stakeholders and the general public.
27. This importance remains high, though the characteristics of publications have evolved significantly over the recent years. The use of electronic formats and the internet have particularly influenced the production and use of publications. UNWTO introduced the elibrary already in 2004 allowing a wide and efficient use of our publications, documents, research papers and data among Member States' authorities and other stakeholders of the Organization. Nowadays, omitting some few exceptions, all Members States of UNWTO are using the elibrary actively.
28. Following this approach of constant evolvement, the Secretariat is now evaluating the decentralized production of publications on demand, closer to the markets. The Organization

aims to establish this decentralized system, with some 5 to 10 distributors in the different regions, producing on demand, following the examples of other International Organizations and publishers, such as the World Bank.

29. The UNWTO is also putting now a major effort on the development of new formats, especially applications, to access the wealth of information available more timely and easily. While starting with applications related to data, this will gradually evolve further and encompass other elements of information. This process is benefitting from the good experiences made with the introduction of electronic documents for the statutory meetings of the Organization.

Annex 1: UNWTO Silk Road Programme - Progress Update: March 2012

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 ongoing 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. In March 2012 at ITB Berlin, the second edition, **Silk Road Action Plan 2012/2013** was launched, reaffirming UNWTO's commitment to this project.

UNWTO Silk Road Programme has been establishing ties with relevant UN Agencies and programmes to further its efforts on the Silk Road and ensure engagement from the broader UN family.

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 ongoing process for increasing industry and consumer awareness.

Progress thus far:

- I. In partnership with The Buzz Business, a UNWTO Affiliate Member, UNWTO produced a promotional video clip to highlight the many destinations, attractions and cultures of the Silk Road with strong messaging designed to increase brand awareness. This video clip was launched at the XIX Session of the UNWTO General Assembly Gyeongju, Republic of Korea, and has been distributed at the Ministers' Meeting at ITB 2012. It is also now available for downloading on the UNWTO Silk Road's vimeo page.

- II. In the same partnership, UNWTO is creating a Silk Road Image Library, and Member States have also been invited to contribute high resolution destination images that can be featured in global marketing campaigns for the Silk Road.
- III. First 'Silk Road bloggers challenge' took place at WTM London (November 2011) where travel bloggers visited the Silk Road stands at ITB and competed to create the best Silk Road travel blog to win an iPad.
- IV. UNWTO, in partnership with FITUR and Menube, held a 'Traveler's Gymkhana' (January 2012), where visitors had the opportunity to participate in a treasure hunt across the stands at FITUR to win prizes. Silk Road destinations were especially invited to participate in this promotional activity that attracted visitors to their stands.
- V. Continued successful cooperation with ITB Berlin, further increased visibility of the Silk Road at ITB 2012 with two Silk Road branded pavilions and by screening the Silk Road promotional video clip at the ITB Cinema three times daily.
- VI. Commenced planning with Pilot Productions for Silk Road special feature on Globe Trekker's 20th Anniversary ROUND THE WORLD marathon. Globe Trekker's audience consists of 30 million viewers in 50 different countries and this special Round the World marathon series is expected to generate a lot of coverage and exposure for the Silk Road and the participating destinations.
- VII. UNWTO continued to work towards building a Silk Road brand toolkit for all stakeholders that takes into consideration UN logo policies, the needs of the industry and quality control for the Silk Road brand. As part of this initiative UNWTO has worked with a team of designers to create a number of possible logo designs for the new UNWTO Silk Road Programme logo. The former logo, developed in 1993 in partnership with UNESCO, has strict limitations for use. UNWTO will be finalising this new logo in the 2nd quarter of 2012.
- VIII. UNWTO is continuing its work with the world's largest travel website Trip Advisor to develop a Silk Road sustainable travel website, and will be finalizing the concept and seeking sponsorship in the 2nd quarter of 2012.
- IX. UNWTO is continuing to develop its networks and reach on the Silk Road Programme through various social media outlets such as Vimeo, Flickr, and Twitter, and invites all stakeholders to participate, contribute and utilize these resources.
- X. Continued work with Affiliate Members, educational institutions, major travel websites and search engines regarding the provision of data and market intelligence on the Silk Road brand.
- XI. UNWTO successfully presented the Silk Road at the Azerbaijan International Tourism Fair in April 2011.

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. Silk Road technical seminar and WTD celebration coordinated at JATA fair in Tokyo (September 2011), with additional meetings with UNWTO Support Office for Asia and the Pacific and Nara city to develop 'Silk Road by Sea' concept.
- II. Presented a progress report to the XIX Session of the UNWTO General Assembly and held a high-level strategic meeting with participants of the Assembly.

- III. 1st Silk Road Task Force Meeting and Silk Road Speed Networking Tour Operators Event successfully took place at WTM London (November 2011).
- IV. Brought together 16 countries at the Silk Road Ministers' Meeting at ITB 2012 from across the Silk Road to address key issues and put forward strategies for the coming year.
- V. Brought together outbound and inbound tour operators at ITB 2012 to discuss the challenges and opportunities of doing business on the Silk Road. Conclusions and recommendations from this forum have been included as an annex in the Silk Road Action Plan 2012/2013.
- VI. Established joint strategy initiative with the Ecole hôtelière de Lausanne (EHL): From late April until early June, 200 final year EHL students will research and analyse the tourism and hospitality infrastructure situation in 10 participating Silk Road countries, with teams of students developing a series of 5-10 year strategic plans on how each country can best position itself within the Silk Road.
- VII. Continued work with the Themis Foundation and UNESCO to develop specialised Silk Road educational capacity building workshops, Tajikistan already expressing interest in becoming the first pilot destination. Exploratory mission successfully carried out in late February.
- VIII. Attended The Economist Silk Road Summit in Almaty Kazakhstan in December 2011 and met with potential investors, major financial institutions (World Bank, Asia Development Bank (ADB), International Financial Cooperation (IFC)) to promote UNWTO's Silk Road Programme and discuss opportunities for fundraising. Attended round table with Kazakhstan Tourist Association (29/11/11) and discussed engagement with UNWTO on Silk Road, particularly the development of Kazakhstan's national Silk Road Action Plan.
- IX. Worked to enhance cooperation with European Institute of Cultural Routes, and presented the UNWTO Silk Road Programme at the "Cultural Tourism for a Competitive and Sustainable Europe" conference on 1 December 2011 in Venice. Working towards possible Council certification of nominated Silk Road European routes.

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. Issues on travel facilitation raised by UNWTO Secretary-General during meetings with high level representatives of Silk Road Member States across the regions and best practices promoted.
- II. During 2012, UNWTO, alongside other organizations, such as WTTC and IATA, will work to advance the agenda of visa facilitation. UNWTO Silk Road Programme intends to take full advantage of this opportunity to raise awareness of this important issue.

Annex 2: Activities towards the adoption of an international convention on tourist/consumer protection

1. The present annex follows the previous reports made to the 90th session of the Executive Council and to the 19th session of the General Assembly on the same issue, recalling the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and tourism enterprises. It further refers to the corresponding decision, requesting that the UNWTO Secretary-General establishes an ad hoc working group able “to define the scope and level of the proposed legal instrument”.

2. During the first meeting of the *UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers* in April 2011 a consensus was reached on the need to elaborate a legal document which can provide both guidelines and binding norms and on its scope elements. When defining the scope, the working group agreed on addressing the following key issues, listed in order of their priority:

- i. Providing assistance to, and ensuring the repatriation of, consumers, particularly in cases of force majeure;
- ii. Supplying accurate and timely information to tourists including in terms of the handling of bankruptcy situations of travel organizers; and
- iii. Focussing on issues related to accommodation.

3. At its 90th session, the Executive Council agreed with the proposed approach and invited the Secretary-General to move forward the project towards an international convention. During the second meeting held in September 2011 the working group started a detailed debate on the scope elements in order to draft the first version of the convention for its upcoming meeting. At its 19th session the General Assembly reaffirmed the initiative and took note of the preliminary work conducted leading to an international convention.

4. The present report focuses on the final conclusion reached by the working group during its third meeting (16-17 February 2012, Milan, Italy) in relation to an extended scope element dealing with liability and compensation issues in case of travel packages. As an outcome of the second meeting’s debate the Secretariat drafted preliminary provisions related to these issues. The fruitful and intensive debate generated useful proposals and remarks. The majority of the Members of the working group emphasized the importance of these rules and agreed to include them in the convention with the consent of the Executive Council.

5. The UNWTO Secretariat reiterated its intention of not infringing on existing legal structures, either at the global or national levels, and expressed its aim of working in collaboration with other international bodies when dealing with issues under their competences. On the subject of air transport, ICAO and IATA expressed their willingness to cooperate closely with UNWTO.

Request for an extended mandate on an additional scope element

6. The working group proposed to meet again on 7-8 June 2012 in Madrid and on the occasion of the World Travel Market in London (5-7 November, 2012).

Annex 3: Hotel Energy Solutions

1. Since the UNWTO Assembly the HES project has been identified by different entities (national and local authorities, hotel associations, cooperation agencies, chambers of commerce ...), as a useful tool to enhance and optimize energy performance, while it proposes the best solutions to improve the accommodation enterprises performance and a quick calculation of the investment required and the return on this investment, at the same time that benchmarks the results, in comparison with similar properties.
2. The Chamber of Commerce and Industry of the Haute-Savoie (CCI) was responsible to conduct the pilot testing in the mountain destination on behalf of the HES partners. As a consequence of the successful experience, the CCI has signed a partnership with the regional Banque de Savoie (France) for 2012 which will offer favorable financial possibilities to the local SME hotels that decide to take improving measures in the field of Energy Efficiency and Renewable Energy using the HES e-toolkit as basis to build-up the loan dossier.
3. The Diputacion Provincial de Valladolid (Spain) and the Lahti Region Environmental Service (Finland) have officially requested UNWTO to use the e-toolkit and a cooperation agreement is being drafted to initiate the translation of the e-toolkit into Spanish and Finnish languages. The two institutions are partners in the ICER project financed by INTERREG IVC programme.
4. GIZ Mexico – the German Agency for international Cooperation based in Mexico – has shown its interest to adapt the e-toolkit to Mexico and depending on the results obtained replicate the experience to the rest of Latin American countries. Negotiations are ongoing.
5. The Austrian Federal Ministry of Economy, Family and Youth has shown great interest in using the HES e-toolkit and having it translated into German. Several meetings and presentations to the local accommodation sector have already taken place.
6. The Ministry of Tourism of Malaysia is organizing a series of seminars and workshops for the local private sector, to take place during the second semester for 2012. Among these is included a 2-days workshop organized by UNWTO to present the e-toolkit, its potential and learn how to use the tool, as well as to sensitize the hoteliers to the importance of building a brand value as responsible hotel - or destination –to improve the market visibility and competitiveness.

Annex 4: Ethics and Social Dimensions of Tourism: Activities in the field of Accessible Tourism

1. During the last session of the General Assembly, UNWTO Member States requested the Secretariat (A/RES/606(XIX)) to prepare concrete and specific guidelines in the field of accessibility, applicable to the various areas of tourism activities, such as access to adapted facilities for transport and accommodation, or proper information on accessible services and facilities.
2. The General Assembly further encouraged the Organization to enhance its efforts and resources dedicated to activities concerning tourism accessibility for all, in particular for persons with disabilities, and to reinforce its cooperation with the other competent international organizations, whether governmental or nongovernmental, in this field.
3. As a follow-up to the Framework Cooperation Agreement aimed at advancing in the field of accessible tourism, which was signed in September 2011, UNWTO, the ONCE Foundation for Cooperation and Social Inclusion of People with Disabilities and European Network for Accessible Tourism have revised and drafted an update of the 2005 Resolution on "Accessible Tourism for All". The text will be submitted to the World Committee on Tourism Ethics in July 2012 for recommendations, and subsequently to the UNWTO General Assembly in August 2012.
4. The Organization has also started to work on a manual of standards, indicators, recommendations and a compendium of best practices in the field of accessible tourism, which will be developed with a group of external partners and experts throughout 2012 and 2013, before its submission to the 20th General Assembly.