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Report of the Secretary-General

Part III: General programme of work for 2012-2013

(b) Report of the Secretary-General on the implementation of the general programme of work

I. Introduction

1. This document considers the work undertaken by the UNWTO Secretariat since the last report of this kind presented during the 94th session of the Executive Council (Campeche, Mexico, October 2012). It covers the period from mid-2012 to end of March 2013. It is presented along the Organization's two strategic objectives: competitiveness and sustainability. Specific information on technical assistance to Members is presented in document CE/95/3(III)(b) Annex.

II. Competitiveness

A. Publications

2. The Secretariat published four issues of the **UNWTO World Tourism Barometer** (September and November 2012, Volume 10 and January and March 2013, Volume 11).

3. **Compendium of Tourism Statistics** and **Yearbook of Tourism Statistics, 2013 edition**. The electronic version of the data pertaining to both is available and updated regularly in the UNWTO e-library (Factbook).

4. **Domestic Tourism in Asia and the Pacific**: this study compiles domestic tourism statistics from over 15 countries in the region and analyses characteristics focusing on its socio-economic impact and resilient capacity.

5. **Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe**: this report by ETC and UNWTO provides useful insight into trends, themes and behaviour of Chinese tourists to Europe based on 'netnographic' research, or ethnography adapted to the online social world.



6. **The Chinese Outbound Travel Market – 2012 Update:** this update includes the latest trends in the Chinese outbound market and provides useful support to destinations and companies to better understand the structure and behaviour of one of the fastest growing outbound markets in the world.

7. **Economic Crisis, International Tourism Decline and its Impact on the Poor:** this report prepared in collaboration with ILO focuses on the impacts of the 2008 crisis on the tourism sector in general and on the poor in particular. It includes three case studies at the country level: Costa Rica, Maldives and Tanzania.

8. Affiliate Members Global Reports¹:

(a) **Vol. 4: Food Tourism:** The report analyses the current situation of Food Tourism, through a survey of the UNWTO Affiliate Members as well as the reflections of professionals with extensive experience in international organizations, destination management, tourism companies and the training schools.

(b) **Vol. 5: Aviation:** The report explores the following areas:

- i. Which comes first: capacity growth or route demand?
- ii. Why 'buying' demand doesn't always work
- iii. How the low-cost revolution has changed tourism in Europe and beyond

(c) **Vol. 6: City Tourism:** The report is based on a wide-ranging study carried out by the UNWTO Affiliate Members Programme among 21 of the world's most-visited cities, providing insight into their urban tourism strategies and priorities.

9. **Visa facilitation: Stimulating economic growth and development through tourism:** The report is a UNWTO study on visa facilitation, based on a global evaluation of visa requirements.²

10. Translation into French of the report: **Demographic Change and Tourism**

B. Events

(a) Statistics and Tourism Satellite Account: measuring the contribution of tourism

11. *2nd Workshop - SCBP, for the CIS countries and Georgia*, Baku, Azerbaijan (November 2012)

12. Coordination with Eurostat and OECD:

- i. *Eurostat Working Group on Tourism Statistics*, Luxembourg (September 2012)
- ii. *11th Global Forum on Tourism Statistics*, Reykjavik, Iceland (November 2012)

(b) Tourism Trends

13. *UNWTO-PATA Tourism Trends and Outlook Forum*, Guilin, China (October 2012)

¹ All Affiliate Members Global Reports are available at: <http://platma.org/en/publications>

² Available at: http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_visa_facilitation.pdf

(c) Marketing, promotion techniques and product development

14. *Amber Route Conference*, Vilnius, Lithuania (June 2012)
15. *UNWTO Workshop on Evaluation of Tourism Promotion Effectiveness*, Kuala Lumpur, Malaysia (July 2012)
16. *Workshop on marketing*, Ulaanbaatar, Mongolia (July 2012)
17. *ETC-UNWTO Workshop & International Seminar on Key Performance Indicators for Destination Marketing*, Vienna, Austria (September 2012)
18. *UNWTO Symposium on Tourism & Mega-events*, Shanghai, China (September 2012)
19. *Seminar on media and tourism*, Caracas and Porlamar, Venezuela (September 2012)
20. *UNWTO Technical Workshop on Tourism Marketing*, Pyongyang, Democratic People's Republic of Korea (October 2012)
21. *Global summit on city tourism: Catalysing economic development and social progress*, Istanbul, Turkey (November 2012)
22. *EUSDR-UNWTO Workshop on Developing the Measurement and Analysis of Tourism in the Danube Region*, Bucharest, Romania (December 2012)
23. *High level Asia-Pacific Symposium on MICE Tourism*, Hangzhou, China (December 2012)
24. *UNWTO Workshop on Tourism and the Media*, Lusaka, Zambia (March 2013)
25. *Silk Road*
 - (a) *Flavours of the Silk Road: International Conference on Food, Culture and Tourism*, Baku, Azerbaijan (September 2012)
 - (b) Silk road at WTM, London, United Kingdom (November 2012):
 - i. *Blogging the Silk Road in 40 minutes: Interactive Workshop*
 - ii. *Second Silk Road Task Force Meeting*
 - iii. *Silk Road at WTM Speed Networking Event*
 - (c) Silk Road at FITUR, Madrid, Spain (January 2013): *Joint UNWTO/FITUR Silk Road Gymkhana*
 - (d) Silk Road at ITB 2013, Berlin, Germany (March 2013):
 - i. *3rd UNWTO Silk Road Ministers' Meeting*,
 - ii. *2nd Tour Operators' Forum on the Silk Road*

(d) Enhancing competitiveness

26. *1st meeting of the Global Partnership for Hotel Industry*, Madrid, Spain (October 2012)

27. *UNWTO Regional Course on Tourism Competitiveness in Mexico: Tourism Planning and Management*, Oaxaca, Mexico (October 2012)

28. *5th meeting of the working group on the protection of tourists/consumers and travel organizers*, WTM, London, United Kingdom (November 2012).³

29. *UNWTO & WTM Ministers' Summit: Open Borders and Open Skies: Breaking Barriers to Travel*, WTM, London, United Kingdom (November 2012)

30. *International Tourism Forum: Regional tourism: modern state, problems and perspectives*, Tashkent, Uzbekistan (November 2012)

31. *Tourism Investment and Business Forum for Africa – INVESTOUR, Seminar and B2B Session*, FITUR, Madrid, Spain (January 2013)

(e) Risk and crisis management

32. *2nd International Forum on the Integration of Tourism and Emergency Management*, Sydney, Australia (September 2012)

(f) Education and training/knowledge management

33. *UNWTO.Themis Practicum 2012 - English Edition: Tourism Communications and Social Media*, Andorra and Spain (September 2012)

34. *UNWTO Workshop on human resources capacity building both public and private sector*, Iran (October 2012)

35. *1st Meeting of the UNWTO Knowledge Network in the Americas Region*, Campeche, Mexico (November 2012)

36. *UNWTO Knowledge Network Session & UNWTO Knowledge Network Symposium*, Istanbul, Turkey (November 2012)

37. *UNWTO.TedQual Regional Events:*

(a) *Asia & The Pacific 2012*, Bandung, Indonesia (December 2012)

(b) *Europe 2012*, Coimbra, Portugal (December 2012)

C. Advisory missions

38. The following technical advisory missions were conducted:

(a) *Tourism Management Reform in the Seychelles* (June 2012)

(b) *Municipalities' Role on Safety and Security in the Americas*, Peru (June)

(c) *Capacity-building in market intelligence (Participation in Know your New Market Seminar Series)*, Jordan (July 2012)

³ See document CE/95/3(I)(c) for more information on Protection of tourists/consumers and travel organizers.

- (d) Revision of the draft of new Tourism Law, Azerbaijan (July 2012)
- (e) Determination of needs in Tourism and Hotel training within UEMOA countries Members: Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal and Togo (September- October 2012)
- (f) Product development/diversification (Sports and Cruise tourism and Floating restaurants), Qatar (August 2012, on-going)
- (g) Tourism Statistics with particular Emphasis on the Growth and Development Forecast until 2022, Ukraine (August-September 2012)
- (h) Tourism Safety and Security, Saudi Arabia (September 2012)
- (i) History re-enactment of the Pearl Path, Bahrain (October 2012)
- (j) Tourism legislation and regulations, Qatar (November 2012, on-going)
- (k) Revision of the Tourism Law, Romania (November 2012)
- (l) Redrafting of the new Tourism Law, Azerbaijan (February 2013)

III. Sustainability

A. Observatories

39. First annual meeting of Observatories under the auspices of UNWTO, Kanas, China (September 2012).

40. Opening of the *Sustainable Tourism Observatory* under the auspices of UNWTO in the Aegean Islands, Greece (February 2013). This observatory, the first in Europe, will monitor the environmental, social and economic impacts of tourism in the archipelago and serve as a model for other destinations.

B. Publications

41. ***Tourism in the Green Economy – Background Report*** (English): The Tourism Background Report is an extended version of the Tourism Chapter of the “Green Economy Report” (GER), which makes the case for investments in greener and sustainable tourism as a means to create jobs and reduce poverty while also improving environmental outcomes.

42. ***Tourism and Intangible Cultural Heritage*** (English): The publication provides comprehensive baseline research on the inter-linkages between tourism and those expressions and skills that make up humanity’s intangible cultural heritage.

43. ***Translations:***

- (a) ***Sustainable development of tourism in desert areas – guidelines for policy makers*** (Arabic)
- (b) ***Practical Guide for Developing Biodiversity-based Tourism Products*** (French)

- (c) **Tourism and Biodiversity – Achieving Common Goals Towards Sustainability** (French)
- (d) **Global Report on Women in Tourism 2010** (Spanish)

C. Events

(a) Sustainable development of tourism

44. *2nd International Tourism Conference on 'Climate Change and Sustainability*, with the Bournemouth University, Bournemouth, United Kingdom (September 2012)
45. *World Tourism Day on "Tourism and Sustainable Energy-Powering Sustainable Development"*, Gran Canaria, Spain (27 September 2012)
46. *Tourism Side Events at the occasion of the 11th Conference of the Parties to the Convention on Biological Diversity*, Hyderabad, India (October 2012)
47. *Tour Operators' Initiative for Sustainable Tourism Development (TOI)⁴ Board Members Meeting*, UNWTO HQ, Madrid, Spain (October 2012)
48. *Training on Tourism and Biodiversity: Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing*, UNESCO Rhön Biosphere Reserve, Germany (October – November 2012)
49. *First Pan-African Conference on Sustainable Tourism in African National Parks*, Arusha, Tanzania (October 2012)
50. *Hotel Energy Solutions:*
 - (a) *Green Innovation in Tourism: Enhancing Competitiveness & Reducing Costs*, WTM, London, United Kingdom (November 2012)
 - (b) *Training Course, in the framework of the 3rd Sustainable Pyrenees Conference*, Andorra la Vella, Andorra (November 2012)
51. *Tourism and Climate Change Side Event* within the UN Climate Change Conference - COP18, Doha, Qatar (November 2012)
52. *Energy and Climate Management System Training for Hotels and Inauguration for STREAM climate change adaptation pilot project of 25,000 mangrove plants*, Pangandaran, Indonesia (November 2012)
53. *FITUR GREEN 2013 Tourism Energy*, Co-organized with the Hotel Technology Institute (ITH), FITUR and HABITAT FUTURA, Madrid, Spain (January 2013):
 - (a) Roundtable: Savings and energy management in hotels. Presentation on the Global Sustainable Tourism Criteria
 - (b) UNWTO presentations on *Tourism, Sustainability and Green Economy* and on *Go green, get growing*

⁴ For more information on TOI's activities, please consult: <http://www.toinitiative.org/index.php?id=118>

- (c) Roundtable on Sustainable Tourism in the XXI century:
 - i. Energy efficiency, Carbon Footprint and Sustainable Siting, Design and Construction in the Mexican Caribbean
 - ii. Analysis and outlook of customers' sustainable choices and behaviours

54. *Seminar on Tourism on World Heritage Sites: Challenges and Opportunities*, in the framework of the 55th Meeting of the UNWTO Commission for Europe, Izmir, turkey (March 2013)

(b) Ethics and social dimensions of tourism

55. *2nd International Congress on Ethics and Tourism*, Quito, Ecuador (September)

56. *International Conference on: Universal Values and Cultural Diversity in the 21st Century: How can tourism make a difference?*, Yerevan, Armenia (October 2012)

57. *Seminar on Responsible Tourism*, Goa, India (October 2012)

58. *Accessibility: A Competitive Advantage for Tourism Destinations* (organized jointly by UNWTO/ONCE Foundation and IFEMA), FITUR, Madrid, Spain (January 2013)

59. *International Conference on Accessibility in tourism: an ethical value, a business opportunity*, BIT Milano, Italy (February 2013)

60. *Twelfth Meeting of the World Committee on Tourism Ethics*, Madrid, Spain (March 2013)

61. *Tourism and Intangible Cultural Heritage: A Winning Partnership*, ITB, Berlin, Germany (March 2013)

62. *Executive Committee of the World Tourism Network on Child Protection and 28th Meeting of The World Tourism Network on Child Protection*, ITB, Berlin, Germany (March 2013)

(c) Tourism and poverty reduction

63. *UNWTO.Themis Practicum 2012 - Special Edition for Arab Speaking Countries: Sustainable Tourism and Poverty Alleviation*, Madrid and Granada, Spain (September 2012)

64. All ST-EP projects are presented in Document CE/95/3(III)(b) Annex.

D. Advisory missions

65. The following technical advisory missions were conducted:

- (a) Study on Tourism's role in the Development of Local Communities – Preparatory mission, Saudi Arabia (July 2012)
- (b) Advice on the elaboration of the Sustainable Tourism Master Plan, Guatemala (December 2012)
- (c) Accessibility in Colonia and Atlántida, Uruguay (August-September 2013)

IV. Actions to be taken by the Executive Council

66. The Executive Council is requested:
- (a) To take note of all the activities undertaken by the Secretariat in the framework of its programme of work.