



## Executive Council

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Madrid, 14 March 2014  
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### Report of the Secretary-General

#### Part I: Current situation and activities

##### (d) Report on the general programme of work for 2012-2013

#### I. Introduction

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1. This report is a complement of the reports on the implementation of the programme of work presented during the 20<sup>th</sup> session of the General Assembly in Victoria Falls, Zambia/Zimbabwe (A/20/5(l)(b), A/20/5(l)(b) Annex and A/20/5(l)(b) Annex Add.), as well as of the two UNWTO Annual Reports (2012 and 2013).
2. It gives the details of activities undertaken by the Organization during the second semester of 2013. It also presents, in an annex, the results of the evaluation of UNWTO events during the 2012-2013 biennium.
3. The report is presented along the Organization's two strategic objectives: competitiveness and sustainability. Information on technical cooperation projects as well as on the Technical Committees is annexed to the document CE/98/3(l)(e) on the implementation of the general programme of work for the period 2014-2015.

#### II. Competitiveness

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##### A. Publications

4. *UNWTO World Tourism Barometer, Volume 11:*
  - (a) August 2013: This Advance Release is presented on the occasion of the UNWTO 20th General Assembly. It includes an analysis of preliminary results for international tourism for the first half of 2013 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world.
  - (b) October 2013: This issue includes an analysis of preliminary results for international tourism for the period January-August 2013 based on arrivals and receipts data reported by destinations around the world. Furthermore, it includes an outlook for the period September-



December based on feedback from the UNWTO Panel of Experts and air transport bookings data from business intelligence tool ForwardKeys.

(c) December 2013: This issue includes an analysis of preliminary results for international tourism for the period January-September 2013. It is based on arrivals and receipts data reported by destinations around the world, as well expenditure data reported by major tourism source markets. Furthermore, this issue includes data on hotel performance and the meetings industry.

5. ***Tourism in the Americas – 2013 edition***: This publication, produced in Spanish and English, aims to identify the main trends shaping tourism in the Americas over the last years while bringing to light important national case studies in key areas such as air transport development, visa facilitation or regional tourism.

6. ***UNWTO Tourism Highlights – 2013 Edition***: Available in English, French and Spanish, the brochure presents a concise overview of international tourism in the world based on the results for the year 2012.

7. ***STSA Issue Paper Series***:

(a) ***Governance for the Tourism Sector and its Measurement***: This Paper describes the concept of governance in the tourism sector and proposes a basic approach for its measurement and monitoring (by Citlalin Durán Fuentes).

(b) ***Regional Tourism Satellite Account***: This Paper proposes an outline for the development of a Tourism Satellite Account (TSA), the main measurement of tourism's economic impact, at the regional level (by Agustín Cañada).

(c) ***The Economic Impact of Tourism, Overview and Examples of Macroeconomic Analysis***: This Paper discusses the advantages and disadvantages of existing macroeconomic analysis tools, in understanding tourism's role in the economy beyond the Tourism Satellite Account (TSA) to include besides direct effects, also the consideration of indirect and induced effects (by Douglas C. Frechtling).

8. ***Tourism visa openness report: Visa facilitation as means to stimulate tourism growth***: This report is based on the results of UNWTO surveys of visa policies around the world conducted since 2008. It shows the link between the different policies and procedures for visas, as well as for other important travel documents such as passports, with the development of tourism.

9. ***The Impact of Visa Facilitation in APEC Economies***: This new research study, jointly commissioned by UNWTO and WTTC for the APEC High Level Policy Dialogue on Travel Facilitation in Bali, Indonesia (1-2 October 2013), is a positive step in quantifying the possible impact of visa facilitation in the APEC economies. It will surely support the advocacy efforts of APEC economies in advancing visa facilitation as a powerful instrument of regional integration and development.

10. Translations of previous publications:

(a) ***Demographic Change and Tourism*** (Spanish)

(b) ***Toolbox for Crisis Communications in Tourism*** (Arabic, French)

(c) ***Handbook on Tourism Product Development*** (Spanish)

## B. Technical events

11. ***Thirteenth meeting - Committee on Statistics and the Tourism Satellite Account*** (July 2013, UNWTO Headquarters, Madrid, Spain). The report of the Committee is annexed to the document CE/98/3(l)(e) on the implementation of the general programme of work for the period 2014-2015.
12. **UNWTO/EHL Altai Krai Hospitality Management Strategy** (20-28 July, Altai Krai, Russian Federation): As a follow-up to the successful EHL/UNWTO Silk Road Strategy Challenge in 2012, UNWTO cooperated with the Altai Region of Russia to send the winning Strategy Challenge graduates from the the École hôtelière de Lausanne (EHL) to work with local tourism authorities, private sector stakeholders and students in developing a hospitality management strategy for the region, focusing on health and wellness. UNWTO and the EHL graduates ran a series of interactive capacity-building workshops involving over 200 local participants.
13. The **6<sup>th</sup> UNWTO International Meeting on Silk Road Tourism** highlighted the increasing interest in developing cultural routes associated with the Silk Road and succeeded to raise the profile of tourism along this emblematic route. The event was jointly organized by UNWTO, the China National Tourism Administration (CNTA) and the People's Government of Gansu Province (August 2013, Dunhuang, China).
14. **UNWTO/WTM Silk Road Bloggers Trip to Armenia**: On 8-14 September, the Republic of Armenia hosted the winners of the Silk Road Bloggers Challenge, an event, launched at WTM 2012, designed to enhance the online and social media presence of the Silk Road. Sponsored by the National Competitiveness Foundation of Armenia, the winning bloggers were invited to blog their way around Armenia and share their recommendations on how Silk Road destinations can organize effective and innovative bloggers' trips.
15. **2013 Global Tourism Economy Forum** (17–19 September, Macau, China): UNWTO co-organized the **Ministerial Round Table** in collaboration with the Global Tourism Economy Research Center (GTERC), themed "How to Make 1.8 billion international tourists a reality by 2030", as well as signed an Agreement on Joint Research on Tourism Trends in Asia and the Pacific.
16. **UNWTO.TedQual Worldwide Event 2013: Connecting the Needs of Employers, Professionals and Higher Tourism Education Institutions to Build a More Sustainable Tourism Sector** (UNWTO HQ, Madrid, Spain, September 2013).
17. The **2<sup>nd</sup> UNWTO Global Summit on City Tourism, "Innovative strategies for improving competitiveness and the development of new business models"** (Moscow, Russian Federation, September 2013) set the stage for the second phase of the "Cities" project initiated by UNWTO in 2012.
18. **UNWTO Regional Course at Mexico "Gastronomy as a Tool for Tourism Competitiveness"** (Playas de Rosarito, Baja California, Mexico, October 2013). The course aimed to provide knowledge, skills and tools as well as a forum for debate and reflection on the various development and communication strategies in relation with gastronomy.
19. **ETC-UNWTO E-marketing Masterclass: Optimise your skills in developing, integrating, evaluating E-marketing strategy and tactics** (Zadar, Croatia, October, 2013). The master class was the occasion for the official launch of the brand new ETC-UNWTO *"Handbook on e-marketing for tourism destinations – fully revised and extended version 3.0"*.

20. *World Tourism Conference 2013: Global Tourism: Game changers and pace setters* (Melaka, Malaysia, October 2013). The key objectives of this conference were to discuss current and relevant issues of the tourism industry. Key areas for discussion were (a) Beyond Mass Tourism, (b) Innovative Marketing and (c) Directions for Tourism Product Development.
21. The *UNWTO/PATA Forum on Tourism Trends and Outlook* (October, 2013, Guilin, China) was organized under the theme of “*New Knowledge, Practices and Challenges*”. It was the 7<sup>th</sup> edition of the joint research initiative organized with PATA.
22. UNWTO and the Government of Cambodia jointly organized the *Regional Conference on Tourism Development in Cultural and Natural Heritage Sites* (November 2013, Siem Reap, Cambodia). The objectives of the conference were to showcase the cultural, natural and historical richness and heritage of the Asian Region and to present case studies and country experiences on successful policies, guidelines for sustainable sites management preservation and strategies for cultural tourism development.
23. The *T.20 Ministers’ meeting* in London agreed to continue placing visa facilitation as a priority in the aim of stimulating economic growth and generate more jobs through of tourism. (London, United Kingdom, 4 November 2013).
24. Improving air connectivity through a closer coordination of tourism and aviation policies to ensure the sustained growth of the tourism sector and of air transport was the commitment stemming from the annual *UNWTO & World Travel Market (WTM) Ministers’ Summit: “How to bridge the gap between tourism and aviation policies”* (London, United Kingdom, 5 November 2013).
25. *The Social Silk Road* (WTM London, United Kingdom). Aimed at Silk Road destinations and stakeholders, this interactive session assessed the potential of social media to raise awareness and drive tourism development along the historic routes by focusing on the strategies and best-practice examples currently being implemented by the industry.
26. *3<sup>rd</sup> International Conference on the Measurement and Economic Analysis of Regional Tourism MOVE 2013* (Medellin, Colombia, November 2013). The Conference was organized within the conceptual framework of the International Network on Regional Economics, Mobility and Tourism (INRouTe).
27. The World Tourism Organization (UNWTO) and “Escuela de Organización Industrial” (EOI) with support of Malaga Valley are organizing a *joint seminar on “Employment in Tourism – Realizing its Full Potential”* (Malaga, Spain, November 2013). The participants explored the field of employment in tourism by discussing evidence-based policy, best practices, and innovations related to employment issues in tourism.
28. *UNWTO Knowledge Network Symposium & Tedqual Information Seminar* (Hong Kong S.A.R., China, November 2013). Held in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, the Symposium provided a unique opportunity for tourism educational institutions at all levels to come together and to discuss and share their experiences in promoting capacity building in tourism through research, education and training.
29. *3<sup>rd</sup> International Conference on Tourism and Media: exploring new tourism communication formats* (2-3 December 2013, Estoril, Portugal). Centred around the theme, “How new media is shaping the news”, the Conference addressed, among others, the issues of tourism in today’s media coverage,

the new media environment, the emergence of bloggers as influential news sources, and the transversal impact of technology on all communication formats.

30. ***First UNWTO Conference on the Global Observatory of Sustainable Tourism and 2<sup>nd</sup> Annual Working Meeting of UNWTO Sustainable Tourism Observatories in China*** (11–13 December, Madrid, Spain): these events were held in order to expand the Initiative of Sustainable Tourism Observatories under the auspices of UNWTO and consolidate observatories in China. Five observatories are currently in operation in China (Yangshuo, Huangshan, Zhangjiajie, Chengdu and Kanas), all managed by the Monitoring center based in Sun Yat-sen University in Guangzhou, China.

### III. Sustainability

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#### A. Publications

31. ***Tourism Stories. How tourism enriched my life***: this publication is the first in a series of books that sets out to capture and showcase how tourism can change people's lives and how people can change their future and that of their communities.

32. ***Sustainable Tourism Governance and Management in Coastal Areas of Africa***: this research study conducted in nine African countries revealed mechanisms for improving sustainable tourism governance and management in coastal areas. It pointed to the need for strengthening policy frameworks and providing effective governance structures for sustainable coastal tourism. It is published in French and English.

33. ***UNWTO High-level Regional Conference on Green Tourism – Final Report***: this report includes the conclusions and key presentations of the eponymous Conference held in 2012 in Thailand, which aimed to present national experiences on how sustainable tourism development and green economy can accompany sustaining economic development in Asia and the Pacific.

34. ***Sustainable Tourism for Development***: this guidebook, published in French and English, aims at establishing an operational policy framework which enables the European Union and other development institutions to include sustainable tourism development in their programme cycles.

35. ***Roadmap for Development***: this roadmap outlines a UNESCO/UNWTO strategy for visitor management, site presentation and promotion along two specific Silk Road Heritage Corridors crossing China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. Published following the UNESCO/UNWTO Silk Road Heritage Corridors Workshop in Almaty in October, this document is available in both English and Russian.

36. A joint study by UNWTO, WTO and OECD entitled ***Aid for Trade and Value Chains in Tourism*** was launched, demonstrating the importance of tourism's spill-over effect to the rest of the economy. The publication was developed a result of tourism being identified by WTO as one of five key sectors at its 4<sup>th</sup> Global Aid-for-Trade (AFT) Review in 2013.

37. Translations of previous publications:

(a) ***Tourism and Intangible Cultural Heritage*** (Spanish)

(b) ***Challenges and Opportunities for Tourism Development in Small Island Developing States*** (French)

## B. Technical events

38. *ST-EP Forum on "Ten Years ST-EP Initiative: Turning Tourism into an Engine for Socio-Economic Growth"* (Victoria Falls, 27 August 2013). The objective of the Forum was to share experiences gained and successes achieved in the ST-EP Initiative and to draw lessons on how to turn the tourism sector into an engine for socio-economic growth. Presentations were made of selected ST-EP projects and a panel of experts debated which lessons can be drawn from the ST-EP Initiative. The Forum was organized within the framework of the UNWTO General Assembly and attended by over 70 representatives from various Member States.

39. Over 150 participants from 30 countries gathered in St Denis, La Reunion, at the *UNWTO/Government of France Conference on Sustainable Development of Tourism in Islands*, and called for tourism to be placed as a key element in the debate on sustainable development in Islands (Réunion Island, France, 11-13 September 2013).

40. *World Tourism Day 2013* (27 September 2013, Maldives). In line with the 2013 United Nations International Year of Water Cooperation, the 2013 theme for World Tourism Day is Tourism and Water: Protecting our Common Future. As the most widely celebrated global day for tourism, it represents a unique opportunity to raise awareness of tourism's role in water access and shine a spotlight on the sector's contribution to a more sustainable water future.

41. *UNESCO/UNWTO Silk Roads Heritage Corridors Workshop* (7-8 October 2013, Almaty, Kazakhstan). The workshop aimed to define a tourism management roadmap for two UNESCO Silk Road Heritage Corridors crossing China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. Tourism and heritage experts called for more effective visa systems to support tourism development.

42. *First Euro-Asian Ski Resorts Conference* (Almaty, Kazakhstan, October 2013). The objective of the Conference was to acquire an overview to further develop and expand the international ski tourism market in order to ensure its steady and sustainable growth.

43. *Expert Group Meeting (EGM) on 'Sustainable Tourism: Ecotourism, Poverty Reduction and Environmental Protection'* at UN Headquarters in New York, United States, 29-30 October 2013. The UN Division for Sustainable Development (DSD) organized the meeting in cooperation with the Government of Morocco, the World Tourism Organization (UNWTO) and the UN Environment Programme (UNEP). The meeting contributed to joint advocacy efforts in positioning the tourism sector in the Global Development Agenda and an opportunity to discuss milestones achieved, such as the inclusion of tourism in the LDCs agenda as part of the IPoA stemming from LDC IV in Istanbul (2011) and the two paragraphs on sustainable tourism in the Rio+20 Outcome document "The Future We Want" (2012), as well as the 10YFP on sustainable consumption and production.

44. *International Conference on Spiritual Tourism for Sustainable Development*, (Ninh Binh City, Vietnam, November 2013). The event explored ways in which living culture, traditions and beliefs can be integrated into tourism while respecting the four pillars of sustainability: environmental, economic, social and cultural.

45. The World Tourism Organization (UNWTO), The UNWTO.Themis Foundation and the Ministry of Tourism of Côte d'Ivoire jointly organized a *UNWTO capacity building regional course in Côte d'Ivoire on Tourism Policy and Strategy* ) for francophone ECOWAS countries (Abidjan, Côte d'Ivoire, 9 December 2013). This course was intended for decision-makers of National Tourism Administrations with expertise in the design and implementation of policies and strategic sectoral plans for tourism development.

### C. Other activities and initiatives

46. The *UNWTO recommendations on "Accessible Tourism for All" (2013)* have been approved and endorsed by the General Assembly. Updated from the 2005 version, the recommendations outline a form of tourism that involves a collaborative process among stakeholders to enable people with access requirements to function independently through universally designed tourism products, services and environments. These recommendations were developed within the framework of the UN Convention on the Rights of Persons with Disabilities of 2007.

47. The **ST-EP International Organization** was presented to countries interested in joining as founding members on the occasion of the World Travel Market (London, United Kingdom, 6 November 2013). The creation of the new Organization follows the decision of the 20<sup>th</sup> UNWTO General Assembly, to transform the existing ST-EP Foundation into a full-fledged international organization, to be headquartered in the Republic of Korea.

48. In recognition of the importance of tourism as a key export sector for Least Developed Countries (LDCs), UNWTO has been granted *observer status to the Board of the Enhanced Integrated Framework (EIF)*, an initiative created to support trade as the engine of economic growth and socio-economic development in LDCs. UNWTO, which has collaborated with the EIF in various forms since 2010, particularly through the Steering Committee on Tourism for Development (SCTD), is the eighth organization to join the partnership. UNWTO participation in the EIF Board and its collaboration with the SCTD should help to increase Aid for Trade resources for an integrated approach to tourism development in LDCs.

49. The *20<sup>th</sup> Session of the UNWTO General Assembly* (Victoria Falls, Zambia/Zimbabwe, 24-29 August 2013). 120 delegations of UNWTO Members States, 49 full ministers and 700 delegates participated in the event. It included, among others, (a) two Executive Council sessions (96<sup>th</sup> and 97<sup>th</sup>), (b) the meetings of the six regional Commissions, (c) one meeting of the Programme and Budget Committee, (d) the first meetings of the renewed Committees on Sustainability and on Competitiveness, (e) the 11<sup>th</sup> Meeting of the Board of Directors of the UNWTO ST-EP Foundation, and (f) One ST-EP Forum: "10 Years of ST-EP Initiative: Turning Tourism into an Engine for Socio-Economic Growth".

### IV. Actions to be taken by the Executive Council

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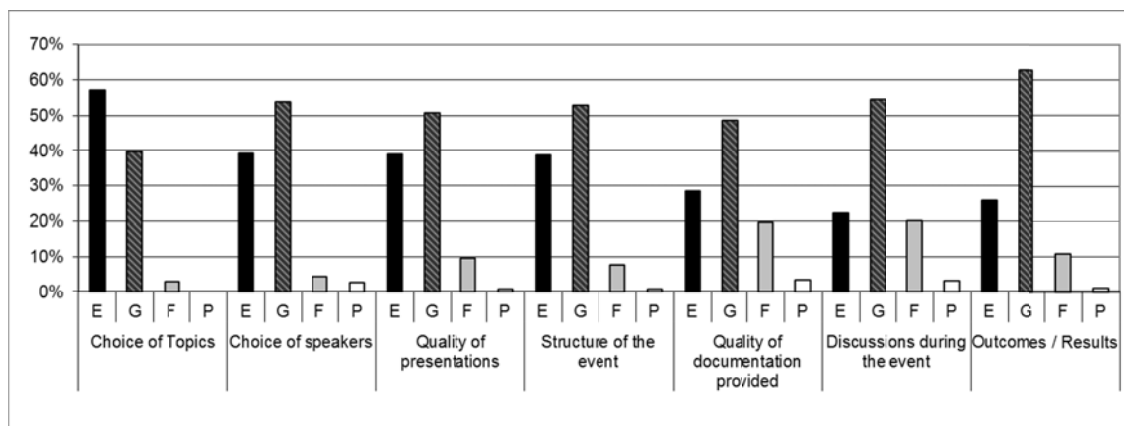
50. The Executive Council is requested:

(a) to take note of the report; and

(b) to support the efforts of the Secretary-General in further evaluating the activities carried out by the Secretariat.

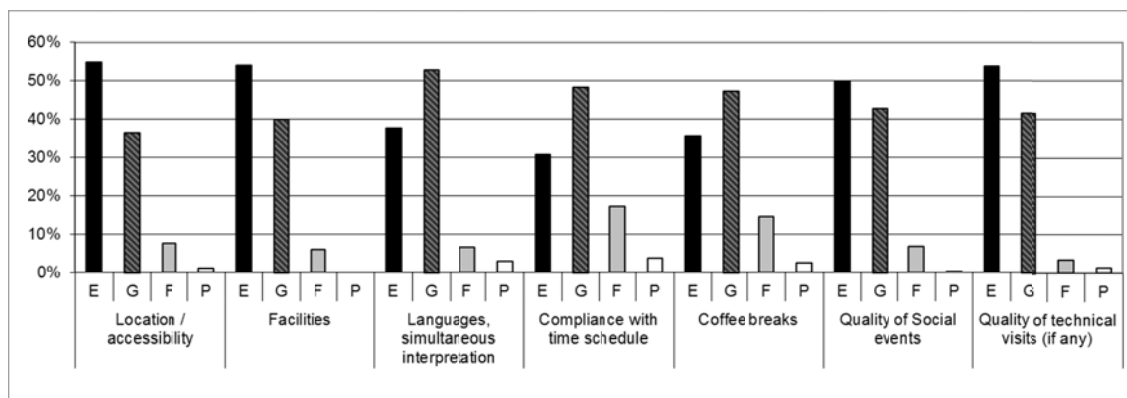
## Annex: Evaluation of UNWTO events

1. Since January 2008, the Secretariat has put in place an 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 more than 600 participants during 26 events and are summarized in the following tables and graphs.
2. A large majority of respondents (close to 70%) work for a national or local government agency, which is the priority audience of the Organization.
3. Contents and structural aspects of the events are rated as follows:



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

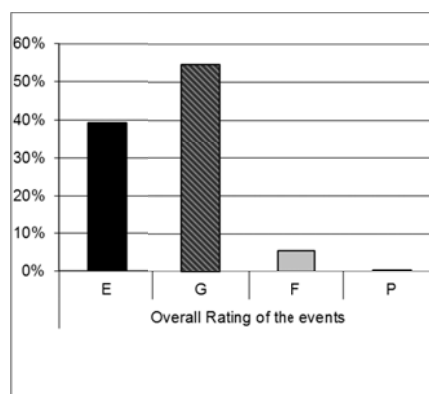
4. Logistical aspects of the events are rated as follows:



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

5. The overall rating of the events shows a global satisfaction from respondents. However, the aim of the Secretariat will be to increase the proportion of participants rating UNWTO events as "excellent".





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

6. The events evaluated are listed below. 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.

7. **List of UNWTO events evaluated during 2012-2013**

Event	Place and date
Asia Statistics Regional Seminar	Bangkok, Thailand, March 2012
Asia Statistics Capacity-building Workshop III	Bangkok, Thailand, March 2012
UNWTO High-level Regional Conference on Green Tourism	Chiang Mai, Thailand, May 2012
Executive Council, Ninety-third session,	Madrid, Spain
53 <sup>rd</sup> UNWTO Regional Commission for Africa Meeting and Regional Seminar on Responsible Tourism	Calabar, Nigeria, June 2012
International seminar on Key Performance Indicators for Destination Marketing	Vienna, Austria, September 2012
First Pan-African Conference on Sustainable Tourism Management in National Parks and Protected Areas: Challenges and Opportunities	Arusha, Tanzania, October 2012
Executive Council, Ninety-fourth session,	Campeche, Mexico, October 2012
Statistics Capacity-Building Programme for the CIS Countries and Georgia - Workshop II	Baku, Republic of Azerbaijan, November 2012
INVESTOUR, 4th Edition	FITUR, Madrid, Spain, January 2013
28 <sup>th</sup> meeting of the World Tourism Network on Child Protection	Berlin, Germany, March 2013
Tourism and Intangible Heritage: A Winning Partnership	Berlin, Germany
Training Seminar on Tourism and Biodiversity	The Gambia, April 2013
54 <sup>th</sup> UNWTO Regional Commission for Africa Meeting and International Conference on Challenges and issues of African Tourism: "What solutions can be adopted to ensure its Competitiveness?"	Tunis, Tunisia, April 2013
Regional Seminar on Sustainable Tourism Governance and Management in Coastal Areas of Africa	Nairobi, May 2013
The 7 <sup>th</sup> UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	Busan, Republic of Korea, June 2013
Statistics Capacity Building Programme for the CIS countries and Georgia	Baku, Republic of Azerbaijan, June 2013
6 <sup>th</sup> UNWTO International Meeting on Silk Road Tourism,	Dunhuang, Gansu Province, China, August 2013
UNWTO General Assembly – 20 <sup>th</sup> session	Victoria Falls, Zambia/Zimbabwe, August 2013
Conference on sustainable development of tourism in islands	La Réunion Island, France, September 2013

UNWTO/UNESCO Silk Roads Corridors Tourism Strategy Workshop	Almaty, Kazakhstan, October 2013
ETC & UNWTO E-Marketing Master Class	Zadar, Croatia, October 2013
Regional Seminar on Sustainable Tourism Governance and Management in Coastal Areas of Africa	Ada, Ghana, October 2013
UNWTO Regional Conference on Tourism Development in Cultural and Natural Heritage Sites	Siem Reap, Cambodia, November 2013
Regional Seminar on Sustainable Tourism Governance and Management in Coastal Areas of Africa	Saly, Senegal, November 2013
3 <sup>rd</sup> UNWTO International Conference on Tourism and the Media: How new media is shaping the news	Estoril, Portugal, December 2013
International Conference on Spiritual Tourism for Sustainable Development	Ninh Binh Province, Viet Nam, November 2013
Regional Capacity-building Course on Tourism Policy and Strategy	Abidjan, Côte d'Ivoire, December 2013