



**UNWTO COMMISSION FOR AFRICA**

Fifty-third meeting  
Calabar, Nigeria, 25 June 2012

CAF/53/5.1  
Madrid, May 2012  
Original: English

**Item 5 of the provisional agenda: UNWTO General Programme of Work**

**Item 5.1**

**REPORT ON THE IMPLEMENTATION OF THE PROGRAMME OF WORK FOR 2010-2011**

**Note by the Secretary-General**

The Secretary-General submits to the Members of the Commission the report on the implementation of the Programme of work for 2010-2011.



## **General programme of work**

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

#### **I. Introduction**

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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 18<sup>th</sup> 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. Attached to this report are detailed **lists of publications** produced (annex I), **all events** held (annex II), Technical cooperation projects carried out (annex III) and ST-EP projects implemented (annex IV).

#### **II. Improving competitiveness**

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##### **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 5<sup>th</sup> 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 18<sup>th</sup> 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 1<sup>st</sup> and 2<sup>nd</sup> 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](http://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 19<sup>th</sup> 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

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#### 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 65<sup>th</sup> 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 **1<sup>st</sup> 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 65<sup>th</sup> 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 89<sup>th</sup> 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 19<sup>th</sup> 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** out of which 20 countries in Africa (see annex IV). 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. For the 2012-2013 biennium, funding for 4 new projects has been already approved, out of which one project will benefit Africa.

30. UNWTO is undertaking a number of activities to materialize the ST-EP Initiatives. It has organized twenty-four regional and national training seminars on tourism and poverty reduction, out of which fourteen seminars took place in Africa, in order to build capacities among public officials, NGOs, the private sector and communities in developing countries, with a total participation of over 2 000 officials so far.

31. Continuous research activity by UNWTO has led to the publication of five reports, providing evidence of the impact of tourism in reducing poverty levels, as well as recommendations on how to maximize these impacts. The Organization also actively participated in the 4<sup>th</sup> United Nations conference on the Least developed countries (LDC- IV).

32. UNWTO is collaborating with the United Nations Industrial Development Organization (UNIDO) in the implementation of the Coastal Tourism Programme in Africa, which is funded with a contribution from the Global Environment Facility (GEF). The beneficiary countries of the Programme are Cameroon, Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, and Tanzania. Within the Coastal Tourism Programme, there is a budget of USD 395,000 available for Ecotourism and Alternative Livelihood pilot projects in the participating countries. The pilot projects are coordinated by UNWTO, using as much as possible ST-EP mechanisms and guiding principles. In Cameroon, the funds for the coastal tourism pilot project are used as co-funding in the ST-EP Foundation funded project in Kribi.

33. Within the framework of the Coastal Tourism Programme, UNWTO is also managing a research and capacity building project on coastal tourism governance and management, with a budget of USD 153,000. In the second semester of 2011, a Mid Term Evaluation of the Coastal Tourism Programme was carried out, which provided highly positive feedback on the UNWTO inputs to the programme. Out of 23 different activities assessed, the work carried out by UNWTO received the

highest score, and the evaluation report emphasized several times that through applying the experiences gained in the ST-EP Initiative, UNWTO makes a valuable contribution to the Coastal Tourism Programme.

#### D. Tourism and climate change

34. 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***.

35. 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

36. ***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 annex III.

### IV. Evaluation

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#### A. Events

37. 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.

38. 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".

39. 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**

40. 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.

41. 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.

42. 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**

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**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 <sup>th</sup> 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 <sup>rd</sup> 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 <sup>th</sup> International Meeting on the Silk Road

34.	October	Muscat, Oman	4 <sup>th</sup> 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

## 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

	Date	Place	Title
			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
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

	Date	Place	Title
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
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
65.	October	Gyeongju, Republic of Korea	ECOWAS/UNWTO Ministerial meeting
66.	September	Dar es Salaam, Tanzania	Regional Training Seminar on Tourism Policy and Strategy for East Africa
67.	June	Mombasa, Kenya	EAC/UNWTO Ministerial meeting

### Annex III. Technical Cooperation activities 2011 in Africa

#### Missions

Country	Title	Objectives
Burkina Faso	Assistance for the Establishment of a System of Tourism Statistics	Assisting the Ministry of Culture and Tourism of Burkina Faso in improving or establishing a system of tourism statistics (collection, surveying, processing, analysis and publication of statistics) and allowing for the possibility of preparing a Tourism Satellite Account in the future.
Burkina Faso	Rehabilitation of the Sahel tourism circuit in Burkina Faso	Drafting of a project proposal for the rehabilitation of the Sahel tourism circuit in Burkina Faso. Preparation of a technical and feasibility study of the circuit and its components, including an evaluation of investment costs for the rehabilitation of infrastructure, accommodation, national heritage components and natural sites. Proposal of a training programme for tourism drivers and local tourism guides, as well as a promotional programme and communication through new deemed appropriate channels.
Congo	Project Proposal on Sectoral Strategy and a Master Plan for Sustainable Tourism Development in the Republic of Congo	Drafting of a project proposal for the preparation of a national strategy for the sustainable development of tourism in the Republic of Congo. The future project will include the preparation of a national strategy, the Master Plan for the sustainable development of tourism and an action plan for the implementation of selected projects. These projects will fall within the United Nations Development Assistance Framework (UNDAF).
Ethiopia	Review of the System of Tourism Statistics	A project formulation mission was fielded to Ethiopia upon the request of the Ministry of Culture and Tourism to review the current system of tourism statistics (STS) in Ethiopia. The mission consulted with key national stakeholders including the Central Statistics Authority, National Bank of Ethiopia, Department of Immigration, Ethiopian Tour Operators Association and the World Bank. To prepare a detailed evaluation of the existing availability of data and collection processes, and an action plan for the development of the system.
Ghana	Project formulation mission for the Updating of the National Tourism Development Plan	Ghana's tourism sector has undergone rapid expansion under the implementation of the existing 15-year National Tourism Development Plan (1996-2010). Encouraged by the positive developments in the industry and understanding the strong regional and global competitiveness of the sector, the Ministry of Tourism is keen to update its existing National Tourism Development Plan to take into account issues of contemporary concern especially with regard to product development and diversification, zoning, marketing, promotion and branding, infrastructure development, statistical strengthening and human resources.
South Africa	Review of the System of Tourism Statistics and Tourism Satellite Account in South Africa	There is a strong interest from the government and tourism stakeholders in South Africa to further strengthen the system of tourism statistics and TSA to measure the economic contribution to the country and support policy makers in monitoring the sector. In this context, UNWTO partnered with South Africa to support the government's efforts in the field of tourism statistics through the provision of technical assistance to evaluate the existing tourism statistics, data collection instruments and processes.

## Projects

Country	Title	Objectives
Botswana	Implementation of the Tourism Satellite Account (TSA)	In 2007, UNWTO completed a tourism statistics project for Botswana which culminated in the formulation of the first preliminary TSA for the country. Given the interest raised by all stakeholders in the TSA exercise and understanding that TSA is a continually evolving tool with data that can be improved in terms of range, scope and accuracy, the Ministry of Environment, Wildlife and Tourism of Botswana decided to engage UNWTO's technical assistance in a new project with particular emphasis on developing staff skills for implementing the TSA and in continuing the compilation and dissemination of a wide range of statistics to all stakeholders.
Burundi	National Strategy for the Sustainable Development of Tourism	After the signing of the Arusha Agreement for Peace and Reconciliation in August 2000, the Government of Burundi has taken great steps towards the socio-economic development of the country. In this regard, the Government has identified tourism as a priority sector for development given its potential to create sustainable livelihoods for the Burundais people. Since tourism is still in an initial stage of development and aware of the country's diverse quality tourism resources such as Lake Tanganyika, the Government, with the support of the United Nations Development Programme (UNDP), decided to avail of UNWTO's technical assistance in the formulation of a long-term (10-year) Strategic Tourism Development Plan which would guide the sustainable development and promotion of the tourism sector.
Mali	Ecotourism Development Featuring Elephants in the Region of Gourma	Gourma is located between the river Niger, Mopti, Gao and Timbuktu and is endowed with some of the most beautiful landscapes of Mali, as well as with picturesque Dogon and Peulh villages, with rich fauna and avifauna and a population of over 400 elephants, which is the most northern population of pachyderms in Africa. The project aims to develop an Ecotourism Plan that will provide guidance to the National Tourism Office (OMATHO) to position Gourma as an ecotourism destination within Mali's main tourism circuit by enhancing and diversifying the existing offer while contributing to the conservation of the last population of elephants in Mali.
Regional Project, countries: Angola, Botswana, Democratic Republic of the Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe	RETOSA, National Tourism Administrations, National Tourism Offices, Central Statistics Offices, Ministries of Finance and Central Banks	With the purpose of providing technical assistance to the Member States of the Regional Tourism Organization of Southern Africa (RETOSA) in the strengthening of the systems of collection and analysis of tourism statistics, UNWTO and RETOSA have embarked upon a project to implement the UNWTO National Statistical Capacity-Building Programme (NSCBP) to all RETOSA Member States.



## Annex IV. ST-EP Projects Portfolio in 2010-2011

For the projects in Africa that are still continuing in the 2012 – 2013 biennium, the abbreviation “Cont.” has been added after the project title.

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Benin	Promotion and Development of Sustainable Tourism in the Buffer Zone of Park W	Awareness raising activities in the communities of Kandi, Karimama, Banikoara resulted in the creation of tourism committees. Local skills were enhanced through training sessions on handicrafts production, guiding techniques and tourism management, which enabled the local communities to design and organize cultural tours. <a href="http://www.tour-communautaire-parcw.net">www.tour-communautaire-parcw.net</a>	Italian Cooperation
Burkina Faso	Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W) – <b>Cont.</b>	Awareness raising activities and tourism training have been carried out in the districts of Tambaga and Logobou. A tourist accommodation has been built in the town of Yobri which includes a handicrafts centre. Excursions to the Gobjagou cliffs are being developed. Promotional activities have been carried out in collaboration with Mowgli tour operator.	Italian Cooperation
Benin/ Burkina Faso/ Niger	Development of Birdwatching Tourism at Regional Park W - <b>Cont.</b>	This project is complementary to the rest of activities in Park W that are being funded by the Italian Cooperation. It provided bird watching training to guides from the three countries, which will be followed by the construction of bird watching platforms and environmental awareness raising activities in communities in the buffer zone of the park.	RAMSAR Swiss Fund for Africa
Cameroon	Ecotourism Development at Kribi - <b>Cont.</b>	A value chain analysis has been developed and training will be provided to local guides and tourism SMEs. Collaborative mechanisms among the local and national administration, the private sector and community are being fostered with a view to enabling effective destination management and the environmental management of tourist attractions.	ST-EP Foundation
Ethiopia	Chencha-Dorze Tourism and Handicrafts Development - <b>Cont.</b>	In consultation with hotels, training was provided on quality services, handicrafts and guiding which has resulted in employment for 18 community members at hotels and the establishment of a cooperative of artisans. A handicraft sales centre has been completed. The District Tourism Office received destination management training and is promoting the integration of Chencha-Dorze in the Southern Circuit.	SNV (Netherlands Development Organisation) ST-EP Foundation
	Konso Community Tourism	An extensive consultation process with all stakeholders was carried out to identify viable income generating activities. The Regional Government decided to redistribute 70% of the entrance fee to the communities and training was provided on handicraft development, guiding services and hotel and restaurant management. Information on all tourist activities is available at the local Tourist Information Centre.	ST-EP Foundation
Ghana	West Coast Tourism Destination Area Development	The project builds on the experience of the previous project in the region. Additional training activities were carried out and new linkages with the private sector were established. A Destination Management and Marketing Strategy has been formulated, based on which marketing activities are carried out by the newly established Destination Management Organization. <a href="http://www.ghanawestcoast.com">www.ghanawestcoast.com</a>	Italian Cooperation



	Savannaland Destination Tourism Programme - <b>Cont.</b>	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. The project has fostered public private partnerships, especially through establishing tourism committees and a destination management team that take the lead in carrying out marketing activities. <a href="http://www.savannatourism.com">www.savannatourism.com</a>	SNV ST-EP Foundation
Kenya	Enhanced Market Access for Community-based Tourism Products - <b>Cont.</b>	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. A marketing strategy has been developed, based on which marketing activities are carried out.	SNV ST-EP Foundation
	Enhancement of Local Employment in Amboseli Tourism Destination through Vocational Tourism Training - <b>Cont.</b>	In partnership with the abovementioned project, a feasibility study to provide vocational training to local people from Amboseli has been carried out and training has been provided at Moi University to 30 local youth from the Amboseli area.	IUCN-NL (Netherlands Committee of the International Union for the Conservation of Nature)  ST-EP Foundation
	Kenya Coast Beach Management and Local Livelihoods - <b>Cont.</b>	The project aims to agree localised beach management action plans to improve the livelihoods of local beach operators and their families, and to reduce the harassment of tourists along Kenya's beaches. Two multi stakeholder workshops have been organized in the project areas, based on which detailed project activities have been defined.	Travel Foundation ST-EP Foundation
Lesotho	Rural Home Stays Development - <b>Cont.</b>	The project focuses on community training and the development of income generating activities, such as home stays, and marketing. Project activities will soon be launched.	ST-EP Foundation
Mali	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti - <b>Cont.</b>	An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was made in Mopti, Sangha and Djenné. A value chain analysis identified the best opportunities to develop business linkages. Support to access small equipment and training on business management, quality products and services, networking and selling techniques are ongoing.	AECID (Spanish Cooperation Agency)
Mozambique	Community-based Lodges Training Programme - <b>Cont.</b>	Community members from the area of Limpopo National Park (Massingir) and Maputo Special Reserve (Matutuine) have participated in awareness raising meetings and received training on tourism services, conservation and income generating activities. Circuits including the community-based lodges of Covane, Madjadjane and Tinti Gala are being promoted and a website is being produced.	ST-EP Foundation Flemish Government
Mozambique	Supporting Platform for Inhambane Tourism Initiatives	Awareness raising meetings on destination management have been organized with public and private stakeholders. In consultation with the hotels association, a comprehensive human resources development programme has been implemented. Training on business management and matching grants from the initiatives fund have benefitted 15 SMEs which have managed to almost double the number of employees and income.	SNV ST-EP Foundation

	Human resource and SME development for the tourism sector in Inhambane province - <b>Cont.</b>	The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.	Flemish Government Government of Macau S.A.R.
	Institutional Strengthening of the Municipality of Maputo and Initiatives Fund for Women Entrepreneurs of Mafalala - <b>Cont.</b>	The project aims to reinforce the institutional capacity of the Municipality of Maputo to implement pilot projects that generate jobs in the area of tourism. Financial support and technical assistance is being provided to small enterprises run by women in the Mafalala historic neighbourhood of Maputo.	Banesto Foundation
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women - <b>Cont.</b>	In collaboration with the private sector, the project has identified women employees in tourism and is sponsoring their participation to tourism courses in hospitality and culinary arts. In addition, 8 micro tourism projects managed by women have been selected to receive financial and business development services in order to deliver goods and services to tourists and tourism enterprises.	AECID
	Initiatives Fund for Rural Women Entrepreneurs - <b>Cont.</b>	The project is complementary to the project above. Financial support and technical assistance will be provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.	Banesto Foundation
Niger	Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Microenterprises	A solar water supply system has been built to serve the camp of Brigambou as well as the community and the school. Training courses have resulted in enhanced management and hospitality skills for the community. Excursions have been developed and a new entrance to Park W has been set up in collaboration with Park authorities. Income generating activities have been identified, support to small entrepreneurs has been in Brigambou, Allambaré and Molli Haussa, and promotional activities have been carried out. <a href="http://www.escapadesauparcw.blogspot.com">www.escapadesauparcw.blogspot.com</a>	Italian Cooperation
Rwanda	Congo-Nile Trails: Bringing tourism to one of Africa's poorest and most beautiful regions - <b>Cont.</b>	An inventory of attractions and a value chain analysis were carried out to identify income generating opportunities of the hiking product in the mountains along the Eastern side of Lake Kivu that separates Congo and Nile river watersheds. Awareness raising for service providers and communities and training on business planning has taken place. A marketing strategy has been prepared, which forms the basis to carry out marketing activities for the trail.	SNV ST-EP Foundation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme - <b>Cont.</b>	Guidelines for establishing and operating cultural tourism activities, and quality standards and a monitoring system have been developed. Training has been provided to existing and new Cultural Tourism Enterprises in the fields of tour guiding, business management and quality services. The Tanzanian Association of Cultural Tourism Organizers (TACTO) has been strengthened and is strategically managing the affairs of the current 41 Cultural Tourism Enterprises in the country. Exchange visits have been organized and marketing materials produced. <a href="http://www.tanzaniaculturaltourism.com">www.tanzaniaculturaltourism.com</a>	SNV ST-EP Foundation

	Initiatives Fund for Women Entrepreneurs of Pangani - <b>Cont.</b>	The project builds on the experience of a previous project in Pangani. Financial support and technical assistance is being provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.	Banesto Foundation
United Republic of Tanzania	Uluguru Mountains Ecotourism	Environmental awareness raising activities were carried out in Kinole ward followed by training on beekeeping, tree nursering, tour guiding and handicraft production. Villagers started enforcing environmental by-laws and agreements were made with credit institutions to provide low interest loans to farmers that engage in conservation. Locally guided tours are organized from the Morogoro Tourist Information Centre. Marketing materials have been produced.	IUCN-NL ST-EP Foundation
West Africa	Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas in Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone	<p><i>Duration:</i> 2008-2010 (Feasibility study completed) 2011 – Donor conference</p> <p><i>Objectives:</i> Synergise the efforts of the 10 states in order to optimise the protected areas which they hold in common. It aims thereby to provide a major impetus to the improvement of living conditions of local communities and to reduce significantly the level of poverty. It also aims to build on the successful development experience of cross border parks in East and Southern Africa and create a competitive and viable alternative ecotourism destination.</p> <p>The action plan for the project has the following objectives:</p> <ul style="list-style-type: none"> <li>▪ Extend the process of economic integration in the region to include a rational management of the cross border protected areas and the development of ecotourism</li> <li>▪ Promote sustainable tourism</li> <li>▪ Assure the conservation of the sub region's biodiversity</li> <li>▪ Reduce poverty among local communities by increasing their income and employment and by promoting revenue generating activities</li> <li>▪ Create a network of cross border parks and protected areas.</li> </ul>	ST-EP Foundation KOICA (Korea International Development Agency) Organization of the Islamic Conference (OIC)
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism - <b>Cont.</b>	Cultural Centres are being developed in Mafungautsi and Mwandi villages. Community members have been identified to participate in trainings on cooking, tour guiding, storytelling, dancing and management.	ST-EP Foundation