



**UNWTO COMMISSION FOR AFRICA**

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CAF/53/5.2  
Madrid, May 2012  
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**Item 5 of the agenda: UNWTO General Programme of Work**

**Item 5.2**

**PROGRESS REPORT ON THE IMPLEMENTATION OF THE PROGRAMME OF WORK  
2012-2013**

**Note by the Secretary-General**

The Secretary-General submits to the Members of the Commission the progress report on the implementation of the Programme of Work for 2012-2013.

## **General programme of work**

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

#### **I. Introduction**

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1. In its resolution A/RES/603(XIX), the General Assembly approved the Programme of Work and Budget for 2012-2013<sup>1</sup>. The present document contemplates the work undertaken by the Organization in the first four months of 2012 or so and is presented along the two same strategic pillars as for the previous biennia: ***improving competitiveness and raising sustainability***.

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

3. Technical cooperation projects are presented in a separate annex I

#### **II. Improving Competitiveness**

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

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

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

In Africa, the second Training workshop for RETOSA Member States took place in Masvingo, Zimbabwe (May)

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

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

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

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<sup>1</sup> Document A/19/12

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

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

## B. Tourism Trends and Marketing

### 7. **UNWTO Publications:**

- *UNWTO Barometer Volume 10*: Advance release, January 2012 and Full Release, March 2012
- *The Middle East Outbound Travel Market with Special Insight into the Image of Europe as a Destination*: Compiled by UNWTO/ETC<sup>4</sup>, this publication provides an in-depth analysis of the structure and trends of this market, helping destinations and commercial operators plan ahead with greater foresight.
- *The Chinese Outbound Travel Market, 2<sup>nd</sup> Edition*: This revised edition gives updates on the key inbound and outbound market trends, the operating environment, as well as special insights regarding the Chinese aviation market and the travel distribution.
- *Report on Urban Tourism Development in China*: Originally released in Chinese by the Shanghai Institute of Tourism in 2009, this English edition provides special insight into China's cities as source markets as well as destinations.

### 8. **UNWTO Events:**

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

## C. Marketing, promotion techniques and product development

### 9. **UNWTO Publications:**

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

### 10. **Silk Road events**

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

### 11. **Destination management events:**

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<sup>4</sup> European Travel Commission

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

#### D. Enhancing competitiveness

##### 12. **Investment: full and joint UNWTO events:**

- INVESTOUR for the Americas, FITUR, Madrid, Spain (18 January)
- Tourism Investment Forum for Africa - INVESTOUR, FITUR, Madrid, Spain (19 January)

(For more information, please refer to the document CAF/53/6.2)

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

##### 14. **Public-private partnership full and joint UNWTO events:**

- 6<sup>th</sup> Tourism Leadership Forum of EXCELTUR: "Tourism Driving Growth and Employment: Policies to Stimulate Competitiveness" in collaboration with UNWTO, Madrid, Spain (17 January)
- Affiliate Members Extraordinary Plenary Session, ITB Berlin, Germany (7 March)
- 30<sup>th</sup> UNWTO Affiliate Members Board Meeting, UNWTO Headquarters, Madrid, Spain (23 March). The Affiliate Members Work Plan 2012, is attached to the report of the Chair of the AM Directive Board (CE/93/9(a))
- UNWTO Seminar on Partnership of Governmental and Non-governmental Organizations (Associations) in the Sphere of Tourism: Russian and Foreign Experience, Moscow, Russian Federation (19 March)
- AITF/UNWTO Workshop, Baku, Azerbaijan (13 April)
- Partnering with the Media in Challenging Times: 2<sup>nd</sup> UNWTO International Conference on Tourism and the Media, Doha, Qatar (26 April)
- UNWTO & ATM Forum "Tourism in the Middle East Growing in Challenging Times", Dubai (United Arab Emirates (30 April)

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

- Third meeting of the UNWTO Working Group on the protection of tourists/consumers and travel organizers, Milan, Italy (16-17 February)

- UNWTO Session on the Protection of Tourists/Consumers - Accommodation Related Issues, ITB Berlin, Germany (7 March)

#### E. Risk and Crisis Management

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

#### F. Education and training/knowledge management

17. **UNWTO events:**

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

### III. Raising sustainability

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#### A. Sustainable development of tourism

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

19. **UNWTO events:**

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

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

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

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

**C. Tourism and poverty reduction**

21. **UNWTO event:** ST-EP Board meeting, FITUR, Madrid, Spain (18 January)

**D. Tourism and climate change**

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

**E. Relations with members**

23. **UNWTO event:** Annual Ambassador's Lunch for Asia and the Pacific, UNWTO Headquarters, Madrid, Spain (21 March)

24. **Official visits/Support to Members' activities:** Several of these visits to Members may include participation in a subnational/national event or fair: Angola, Andorra, Brunei Darussalam, Burkina Faso, Congo, Denmark, Ecuador, Egypt, Flemish Community, France, Greece, Indonesia, Japan, Kenya, Mali, Mauritania, Mexico, Morocco, Nicaragua, Peru, Philippines, Portugal, Puerto Rico, Romania, Russian Federation, Saudi Arabia, Serbia, Seychelles, Spain, Sri Lanka, The Gambia, Tunisia, Turkey, Uganda, Vietnam, Zambia and Zimbabwe.

**IV. Note on UNWTO publications**

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25. Publications are a crucial tool of the Secretariat to make the research of the Organization available to its full, Associate and Affiliate Members, stakeholders and the general public.

26. This importance remains high, though the characteristics of publications have evolved significantly over the recent years. The use of electronic formats and the internet have particularly influenced the production and use of publications. UNWTO introduced the elibrary already in 2004 allowing a wide and efficient use of our publications, documents, research papers and data among Member States' authorities and other stakeholders of the Organization. Nowadays, omitting some few exceptions, all Members States of UNWTO are using the elibrary actively.

27. Following this approach of constant evolvement, the Secretariat is now evaluating the decentralized production of publications on demand, closer to the markets. The Organization aims to establish this decentralized system, with some 5 to 10 distributors in the different regions, producing on demand, following the examples of other International Organizations and publishers, such as the World Bank.

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

## Annex I: Technical Cooperation activities

### Missions

Country	Title	Objectives
Ethiopia	Review of the Hotel Classification System	In support of the government's efforts to develop its tourism sector and upgrade its tourism products and services, UNWTO collaborated with the Ministry of Culture and Tourism of Ethiopia to review its hotel classification system and identify measures to raise quality standards at the national level.
Tanzania	Formulation of an Integrated Project Document for Tourism Development	Although tourism continues to grow in Tanzania, the Government is concerned that there has been too much emphasis on selected existing well development products and that the country is not capitalizing on its tremendous wealth of tourism resources. As a result, the full economic impact of tourism is not being spread to all parts of the country or to all layers of society. The Government is also concerned in improving quality standards in tourism service to ensure the competitiveness of the sector. The Government was therefore keen to avail of UNWTO's technical assistance to formulate an integrated project document which would address these main concerns.

### Projects

Country	Title	Objectives
Burundi	Action Plan for the National Strategy for the Sustainable Development of Tourism	Based on the successful launch of the National Strategy for the Sustainable Development of Tourism in 2011, the Government is keen to kickstart the implementation of the Strategy and requested the formulation of a detailed Action Plan which would identify priority actions for the first three years of implementation, possible sources of funding, lead implementation agencies, and, a coordination, monitoring and evaluation framework for the implementation process.
Burundi	Enhancing Participation of Youth and Women in Tourism Sector	The project will collaborate with selected hotels in Bujumbura and along the lake shores to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. In collaboration with local training institutes, a tailor made training course will be provided to the selected staff members of the participating hotels. The project will further work with selected young and female entrepreneurs to support them through training, business advice and small subsidies to enhance existing tourism SMEs (mainly restaurants and small accommodations). The project will especially focus on supporting tourism SMEs that can help generate additional local employment for youth and women.

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

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1. The present annex follows the previous reports made to the 90<sup>th</sup> session of the Executive Council and to the 19<sup>th</sup> session of the General Assembly on the same issue, recalling the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and tourism enterprises. It further refers to the corresponding decision, requesting that the UNWTO Secretary-General establishes an ad hoc working group able “to define the scope and level of the proposed legal instrument”.
2. During the first meeting of the *UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers* in April 2011 a consensus was reached on the need to elaborate a legal document which can provide both guidelines and binding norms and on its scope elements. When defining the scope, the working group agreed on addressing the following key issues, listed in order of their priority:
  - i. Providing assistance to, and ensuring the repatriation of, consumers, particularly in cases of force majeure;
  - ii. Supplying accurate and timely information to tourists including in terms of the handling of bankruptcy situations of travel organizers; and
  - iii. Focussing on issues related to accommodation.
3. At its 90<sup>th</sup> session, the Executive Council agreed with the proposed approach and invited the Secretary-General to move forward the project towards an international convention. During the second meeting held in September 2011 the working group started a detailed debate on the scope elements in order to draft the first version of the convention for its upcoming meeting. At its 19<sup>th</sup> session the General Assembly reaffirmed the initiative and took note of the preliminary work conducted leading to an international convention.
4. The present report focuses on the final conclusion reached by the working group during its third meeting (16-17 February 2012, Milan, Italy) in relation to an extended scope element dealing with liability and compensation issues in case of travel packages. As an outcome of the second meeting’s debate the Secretariat drafted preliminary provisions related to these issues. The fruitful and intensive debate generated useful proposals and remarks. The majority of the Members of the working group emphasized the importance of these rules and agreed to include them in the convention with the consent of the Executive Council.
5. The UNWTO Secretariat reiterated its intention of not infringing on existing legal structures, either at the global or national levels, and expressed its aim of working in collaboration with other international bodies when dealing with issues under their competences. On the subject of air transport, ICAO and IATA expressed their willingness to cooperate closely with UNWTO.

**Request for an extended mandate on an additional scope element**

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



### Annex III: Hotel Energy Solutions

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

#### **Annex IV: Ethics and Social Dimensions of Tourism: Activities in the field of Accessible Tourism**

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