UNWTO Commission for Africa

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Item 3 of the provisional agenda: Report of the Secretary-General

Item 3.6

NEW PUBLICATIONS

Note by the Secretary-General

The Secretary-General submits to the Commission a report on the latest UNWTO publications.

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

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A. Introduction

1. Publications are a central tool to make the research of the Organization available to its Member States, stakeholders and the general public. Its importance remains high although the characteristics of publications have evolved significantly over recent years. The use of electronic formats and the internet have particularly influenced the production and use of publications. UNWTO introduced the Elibrary in 2004, enabling a wide and efficient use of UNWTO publications, documents, research papers and data among Member States and other stakeholders. Nowadays, omitting a few exceptions, all Members States of UNWTO are using the Elibrary actively.

2. Following the constant evolvement of this area, the Secretariat is currently evaluating the possibility to decentralize the production of publications to a print on demand system which would be closer to the markets. The Organization aims to establish this decentralized system in the different regions following the examples of other International Organizations and publishers, such as the World Bank. The Organization is also evaluating new formats, especially applications, to enable more timely and simplified access to the wealth of information produced by UNWTO as well as the possibility to enlarge UNWTO's Elibrary to include other content generated by UNWTO activities.

B. Latest UNWTO Publications

3. The following is a brief description of the latest publications produced by the Organization during the period under review (2012- March 2013):

   – **_Demographic Change and Tourism (French version)_**: The structure of societies is continuously changing: The world population is forecast to grow to 8.3 billion in 2030, life expectancy is projected to increase in most of the world, households and families are becoming more diverse, and migration is changing the face of societies. All these changes will impact upon the types of tourists, where they originate from, where they travel to, the types of accommodation they require and the activities they engage in while travelling. The UNWTO/ETC Report on Demographic Change and Tourism aims to be a reference for destinations and the industry to achieve a better understanding of current and future changes and to anticipate and react upon them in the most competitive way. It includes a comprehensive analysis of major demographic trends and how these will impact on tourism in specific generating markets focusing on three major trends: Population growth and ageing; Household composition and travel parties and Migration.

   – **_A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines:_** The International Network on Regional Economics, Mobility and Tourism (INRouTe) and the World Tourism Organization (UNWTO) jointly issue this document in the framework of their cooperation agreement signed in July 2011, through which INRouTe provides technical support to UNWTO. Central to this support is the design of a set of guidance

documents that will form the basis for future UNWTO guidelines on the measurement and analysis of tourism from the sub-national perspective. This perspective is crucial for a better understanding of the spatial distribution of domestic tourism (both in terms of flows and in terms of economic contributions), an issue recurrently highlighted by several UNWTO Member States as being of utmost importance. *Towards a Set of UNWTO Guidelines* is the first in the *A Closer Look at Tourism: Sub-national Measurement and Analysis* series of guidance documents. It provides an overview of the INRouTe/UNWTO initiative, its objectives, proposed recommendations and agenda for what is proposed as the first step to develop basic statistical information for regions and other sub-national territorial aggregations - a Regional Tourism Information System (R-TIS).

– ***Tourism and Biodiversity – Achieving Common Goals Towards Sustainability (French version):*** With the aim of contributing to the understanding of the relationship between tourism and biodiversity and assess how tourism can contribute to the protection of biodiversity and enhance its role as a main resource for tourism destinations, UNWTO has produced this publication. It illustrates the high value of biodiversity for tourism, outlines current policies, guidelines and global initiatives in which the interrelationship between tourism and biodiversity is addressed and identifies risks and challenges for the tourism sector from the global loss of biodiversity and ecosystem services. The report concludes with ten recommendations for action on biodiversity and tourism for governments (national and destination level), the tourism private sector, international organizations and NGOs.

– ***Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe:*** This report developed in collaboration with the European Travel Commission (ETC) provides useful insight into trends, themes and behaviour of Chinese tourists to Europe based on 'netnographic' research, i.e. ethnography adapted to the online social world. The study segments Chinese potential travellers through the analysis of online blogs, posts, and internet searches, providing tips on how to tap the important outbound tourism market.

– ***Tourism in the Green Economy – Background Report:*** The Background Report is an extended version of the Tourism Chapter of the *Green Economy Report* (GER), which makes the case for investments in greener and sustainable tourism as a means to create jobs and reduce poverty while protecting the environment. The Report analyzes the main variables that influence tourism development and aims to demonstrate that concerted "greener" policies can steer the growth of the sector toward a more sustainable path. Compared with a "business-as-usual" scenario, the report shows how a green investment scenario would allow tourism to continue to expand steadily over the coming decades while ensuring significant environmental benefits such as reductions in water consumption, energy use and CO_2 emissions. The Report aims at encouraging policy makers to support increased investment in greening the tourism sector.

– ***Tourism and Intangible Cultural Heritage:*** The first UNWTO Study on *Tourism and Intangible Cultural Heritage* provides a comprehensive baseline research on the links between tourism

and intangible cultural heritage (ICH). The publication explores major challenges, risks and opportunities for tourism development related to ICH, while suggesting practical steps for the elaboration, management and marketing of ICH-based tourism products. Through an extensive compendium of case studies and good practices drawn from across five continents, the report offers information on, and analysis of, government-led actions, public-private partnerships and community initiatives. It further offers recommendations on fostering responsible and sustainable tourism development through the safeguarding of intangible cultural assets.

– *Sustainable Development of Tourism in Deserts (Arabic version):* The UNWTO has always made it a point to study each form of tourism taking into consideration the characteristics of each type of destination – urban, cultural, rural, nature, coastal, or island destinations, among others – in order to provide international institutions, national and local tourism administrations, and the private sector with useful criteria for appropriate planning, management and follow-up action to ensure the sustainability of tourism activities in each specific socio-geographical context. Published on the occasion of the International Year of Deserts and Desertification (2006), this handbook addresses the development of tourism in deserts and areas that are experiencing desertification. It presents a vision of sustainable tourism specific to these areas characterized by an extreme climate, taking into account both their fragility, as well as their richness in natural, human and cultural assets. Last but not least, this manual can also serve as a valuable reference for local desert communities, who are the main stakeholders in this process.

– *Practical Guide for the Development of Biodiversity-based Tourism Products (French version):* As an important contribution to the Year of Biodiversity (2012), UNWTO prepared a *Practical Guide for the Development of Biodiversity-based Tourism Products*. The Practical Guide offers a collection of tools and methodologies paired with step-by-step systems that show local product developers and tour operators how to develop sustainable biodiversity-based tourism products. The Practical Guide is addressed to and a recommended reading for product developers interested in practical how-to instructions on the development of biodiversity-based tourism products, intended for immediate implementation.

– *MICE Industry – An Asia-Pacific Perspective:* In Asia and the Pacific, one of the fastest developing regions in the world, the development of the MICE industry can be a key driver of economic growth and regional cooperation. This publication brings together the theoretical background of MICE tourism as well as best practice examples from around Asia Pacific showing how MICE tourism can bring benefits beyond profits, jobs and an added competitive advantage to destinations, diversifying source markets and engaging both hosts and guests in global, regional and local issues.

– *Tourism Success Stories and Rising Stars - World Tourism Conference Proceedings (Kota Kinabalu, Sabah, Malaysia, 4-6 October 2010):* Tourism Success Stories and Rising Stars resulted from the 2010 World Tourism Conference (WTC) was organized at a time when

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the tourism industry was gradually recovering from the exceptionally challenging time it had experienced under the influence of the 2009 global economic crisis. In accordance with UNWTO's *Roadmap on the Recovery*, the WTC 2010 examining the strategies of leading destinations and organizations for the acceleration of growth in the tourism sector. *Tourism Success Stories and Rising Stars* thus contains examples of success stories and best practices of pacesetter destinations and organizations. It covers topics ranging from the creation of tourism businesses, service excellence and country branding to tourism product development and marketing.

– *Challenges and Opportunities for Tourism Development in Small Island Developing States:* This publication presents an overview of tourism in Small Island Developing States (SIDS), while providing evidence of the key importance the sector has for the sustainable development of many islands and the achievement of the MDGs. The report draws together and updates a wide range of evidence on tourism performance and impacts and on the factors affecting the future development of the sector in SIDS, providing policy orientations, guidelines and other tools to the various tourism stakeholders in SIDS on how to address these challenges and develop and manage tourism in a sustainable manner for the benefit of their population.

– *The Middle East Outbound Travel Market with Special Insight into the Image of Europe as a Destination:* The Middle East is one of the smallest, yet fastest growing, tourist generating regions in the world, with outbound travel quadrupling in the last 20 years. Compiled by UNWTO and ETC, 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.

– *Toolbox for Crisis Communications in Tourism (Arabic, French and Spanish version):* Crisis communication is a crucial element of a good crisis management system. It helps to limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner. Against this background, UNWTO has developed this comprehensive, up-to-date *Toolbox on Crisis Communications in Tourism* for National Tourism Organizations (NTOs), Destination Management Organizations (DMOs) and private sector organizations involved in travel and tourism. The Toolbox includes step-by-step protocols, check-lists, templates for different types of crisis and media categories, guidelines for measuring effectiveness, best practices and a special chapter fully dedicated to the use of social media in times of crisis. This Toolbox serves as a practical guide for travel and tourism stakeholders to effectively address the challenges generated by crises.

– *Global Report on Women in Tourism 2010 (Spanish version):* Developed by UNWTO and UN Women, the *Global Report on Women in Tourism 2010* marks a first attempt to map the participation of women in the tourism sector worldwide. Focusing on five areas – Employment, Entrepreneurship, Leadership, Education and Community – the study presents a detailed picture of women's involvement in tourism, a sector which, although it has yet to fully harness the enormous potential of gender equality, has the capacity to act as a true vehicle for women's

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empowerment. Recommendations for the industry, NTAs and the international community suggest how to move forward with this pressing issue.

–   ***Policy and Practice for Global Tourism (Spanish version):*** *Policy and Practice for Global Tourism* is a guide to the major themes in world tourism today. Through 11 chapters, it presents an overview of topics ranging from sustainable tourism to social networks or emerging markets to creating a successful destination brand. Examples of UNWTO's work in key areas are highlighted throughout the publication, and these are complimented by case studies and opinions from business leaders, destinations management organizations, academics and NGOs. The report is aimed at decision makers working in the public and private sectors alike, as well as those who are simply interested in learning more about this fast-moving and dynamic sector of the global economy.

–   ***Compendium of Tourism Statistics, 2012 and 2013 Editions:*** Statistical information on tourism's multiple facets is pivotal in advancing knowledge of the sector, monitoring progress, promoting results-focused management, and highlighting strategic issues for policy decisions. Deriving from the most comprehensive statistical database available on the tourism sector, the Compendium of Tourism Statistics provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism.

–   ***Yearbook of Tourism Statistics, 2012 and 2013 Editions:*** Understanding, for each country, where its inbound tourism is generated is essential for analyzing international tourism flows and devising marketing strategies, such as those related to the positioning of national markets abroad. It focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin.

–   ***Destination Wetlands – Supporting sustainable tourism (English, French and Spanish version):*** This joint publication between UNWTO and the Secretariat of the Ramsar Convention is a step forward in raising awareness of the close relationships between wetlands and tourism and in promoting good practices and recommendations on how they can achieve mutual benefits.

–   ***UNWTO Tourism Highlights, 2012 Edition (English, French and Spanish version):*** The *UNWTO Tourism Highlights* presents a concise overview of international tourism in the world based on the results for the year 2011. The booklet includes: key trends in international tourism in 2011, results by (sub)region and country of destination, world's top tourism destinations, outbound tourism by region and top spenders and basic information on UNWTO long-term forecast *Tourism Towards 2030.*

–   ***The Impact of Visa Facilitation on Job Creation in the G20 Economies***: *The Impact of Visa Facilitation on Job Creation in the G20 Economies* was prepared for the World Tourism

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Organization (UNWTO) and the World Travel & Tourism Council (WTTC) by Tourism Economics. The report was prepared for the 4th T20 Ministers' Meeting (Mexico, 15-16 May 2012).

– *UNWTO World Tourism Barometer***:** The *UNWTO World Tourism Barometer and the accompanying Statistical Annex* offers a unique overview of short term international tourism trends. It is developed by UNWTO with the aim to provide all those directly or indirectly involved in tourism with adequate up-to-date statistics and analysis in a timely fashion. Each issue contains three regular sections: an overview of short-term tourism trends including data on international tourist arrivals, tourism receipts and expenditure for over 100 countries worldwide and data on air transport on major routes; a retrospective and prospective evaluation of current tourism performance by the members of the UNWTO Panel of Tourism Experts; and selected economic data relevant for tourism. The *UNWTO World Tourism Barometer* is periodically updated: in 2012 it were released six issues and in 2013 is expected to publish, again, six issues.

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– A series of Affiliate Members Reports covering **City Tourism, Food Tourism and Aviation.**

– **World Tourism Factbook:** The UNWTO statistical data is available in the Tourism Factbook, a fully comprehensive database available at the Elibrary: www.e-unwto.org/content/v486k6/?v=search. The statistical data are available in spreadsheets and/or pdf files that include figures for the last five years on inbound and outbound tourism. The Tourism Factbook is updated up to three times per year.

C. Elibrary

4. The Elibrary (www.e-unwto.org) is the online resource of tourism information. The Elibrary includes all the UNWTO publications since 1970, journals and other documents in electronic format and a section dedicated to tourism statistics, the Tourism Factbook. All e-books can be viewed online with the PDF Viewer or can be downloaded.

5. Each Member State can designate up to 20 single or network accesses. With a network access it is possible to connect several persons of the same institution, given that they use the same Internet Protocol Address Range (IP). For each network, a focal point has to be named to be responsible for the management of the local Elibrary access.

6. Access shall be granted for governmental institutions playing considerable part in designing the tourism policies of the Member State. However, single or network accesses can be only given to those institutions which are full governmental bodies, such as Ministries (federal or regional), the Parliament, the National Tourism Organization or National Statistical Office.

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7. Taking into account that some of the information is restricted, it must be ensured at all times that information made available through a member State access is not passed on to non-authorized parties.

8. All other institutions not covered by the above mentioned description can purchase admission to the commercial interface of the Elibrary by yearly subscription. The commercial level of the Elibrary does not, however, include restricted or privileged information.

Elibrary Access Coverage amongst UNWTO Members States by Region

Region	Member States (%)
Africa	58 %
Americas	96 %
East Asia and the Pacific	79 %
Europe	91 %
Middle East	91 %
South Asia	88 %

Annex I: *Request Form for Access to the Elibrary for Member States*

In accordance with the Rules set out by UNWTO for the Access to the www.e-unwto.org (Elibrary), we wish the following person / institution to be included in the list of users:

Request for:	
Name of Member State:	

Institution Details	
Name of Institution:	
Mailing Address:	
Post/Zip Code:	
City:	
Country:	

Focal Point Details	
Title:	
Name of Focal Point:	
Position of Focal Point:	
Telephone number:	
Fax number:	
E-mail address:	

Access Details		
Form of Access:	☐ Single User Access ☐ Network Access	
	If Network Access, please specify	
	Number of users:	
	IP Address:	

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Member State Clearance	
This request is authorized by	
Name:	
Position:	
Signature:	
Date and Place:	

Note: Please complete a form for each institution.

For UNWTO use	
AP:	

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