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GLOBAL ACTIVITIES

Note by the Secretary-General

The Secretary-General presents to the Members of the Commission the report of the general programme of work for 2012-2013 and the implementation of the general programme of work for 2014-2015.

Part I: Current situation and activities

Report on the general programme of work for 2012-2013

I. Introduction

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

II. Competitiveness

A. Publications

4. ***UNWTO World Tourism Barometer, Volume 11:***
 - (a) August 2013: This Advance Release is presented on the occasion of the UNWTO 20th General Assembly. It includes an analysis of preliminary results for international tourism for the first half of 2013 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world.
 - (b) October 2013: This issue includes an analysis of preliminary results for international tourism for the period January-August 2013 based on arrivals and receipts data reported by destinations around the world. Furthermore, it includes an outlook for the period September-December based on feedback from the UNWTO Panel of Experts and air transport bookings data from business intelligence tool ForwardKeys.
 - (c) December 2013: This issue includes an analysis of preliminary results for international tourism for the period January-September 2013. It is based on arrivals and receipts data reported by destinations around the world, as well expenditure data reported by major tourism source markets. Furthermore, this issue includes data on hotel performance and the meetings industry.

5. **Tourism in the Americas – 2013 edition:** This publication, produced in Spanish and English, aims to identify the main trends shaping tourism in the Americas over the last years while bringing to light important national case studies in key areas such as air transport development, visa facilitation or regional tourism.
6. **UNWTO Tourism Highlights – 2013 Edition:** Available in English, French and Spanish, the brochure presents a concise overview of international tourism in the world based on the results for the year 2012.
7. **STSA Issue Paper Series:**
 - (a) **Governance for the Tourism Sector and its Measurement:** This Paper describes the concept of governance in the tourism sector and proposes a basic approach for its measurement and monitoring (by Citlalin Durán Fuentes).
 - (b) **Regional Tourism Satellite Account:** This Paper proposes an outline for the development of a Tourism Satellite Account (TSA), the main measurement of tourism's economic impact, at the regional level (by Agustín Cañada).
 - (c) **The Economic Impact of Tourism, Overview and Examples of Macroeconomic Analysis:** This Paper discusses the advantages and disadvantages of existing macroeconomic analysis tools, in understanding tourism's role in the economy beyond the Tourism Satellite Account (TSA) to include besides direct effects, also the consideration of indirect and induced effects (by Douglas C. Frechtling).
8. **Tourism visa openness report: Visa facilitation as means to stimulate tourism growth:** This report is based on the results of UNWTO surveys of visa policies around the world conducted since 2008. It shows the link between the different policies and procedures for visas, as well as for other important travel documents such as passports, with the development of tourism.
9. **The Impact of Visa Facilitation in APEC Economies.** This new research study, jointly commissioned by UNWTO and WTTC for the APEC High Level Policy Dialogue on Travel Facilitation in Bali, Indonesia (1-2 October 2013), is a positive step in quantifying the possible impact of visa facilitation in the APEC economies. It will surely support the advocacy efforts of APEC economies in advancing visa facilitation as a powerful instrument of regional integration and development.
10. Translations of previous publications:
 - (a) **Demographic Change and Tourism** (Spanish)
 - (b) **Toolbox for Crisis Communications in Tourism** (Arabic, French)
 - (c) **Handbook on Tourism Product Development** (Spanish)

B. Technical events

11. **Thirteenth meeting - Committee on Statistics and the Tourism Satellite Account** (July 2013, UNWTO Headquarters, Madrid, Spain). The report of the Committee is annexed to the

document CE/98/3(l)(e) on the implementation of the general programme of work for the period 2014-2015.

12. **UNWTO/EHL Altai Krai Hospitality Management Strategy** (20-28 July, Altai Krai, Russian Federation): As a follow-up to the successful EHL/UNWTO Silk Road Strategy Challenge in 2012, UNWTO cooperated with the Altai Region of Russia to send the winning Strategy Challenge graduates from the the École hôtelière de Lausanne (EHL) to work with local tourism authorities, private sector stakeholders and students in developing a hospitality management strategy for the region, focusing on health and wellness. UNWTO and the EHL graduates ran a series of interactive capacity-building workshops involving over 200 local participants.

13. The **6th UNWTO International Meeting on Silk Road Tourism** highlighted the increasing interest in developing cultural routes associated with the Silk Road and succeeded to raise the profile of tourism along this emblematic route. The event was jointly organized by UNWTO, the China National Tourism Administration (CNTA) and the People's Government of Gansu Province (August 2013, Dunhuang, China).

14. **UNWTO/WTM Silk Road Bloggers Trip to Armenia**: On 8-14 September, the Republic of Armenia hosted the winners of the Silk Road Bloggers Ch@llenge, an event, launched at WTM 2012, designed to enhance the online and social media presence of the Silk Road. Sponsored by the National Competitiveness Foundation of Armenia, the winning bloggers were invited to blog their way around Armenia and share their recommendations on how Silk Road destinations can organize effective and innovative bloggers' trips.

15. **2013 Global Tourism Economy Forum** (17–19 September, Macau, China): UNWTO co-organized the **Ministerial Round Table** in collaboration with the Global Tourism Economy Research Center (GTERC), themed "How to Make 1.8 billion international tourists a reality by 2030", as well as signed an Agreement on Joint Research on Tourism Trends in Asia and the Pacific.

16. **UNWTO.TedQual Worldwide Event 2013: Connecting the Needs of Employers, Professionals and Higher Tourism Education Institutions to Build a More Sustainable Tourism Sector** (UNWTO HQ, Madrid, Spain, September 2013).

17. The **2nd UNWTO Global Summit on City Tourism, "Innovative strategies for improving competitiveness and the development of new business models"** (Moscow, Russian Federation, September 2013) set the stage for the second phase of the "Cities" project initiated by UNWTO in 2012.

18. **UNWTO Regional Course at Mexico "Gastronomy as a Tool for Tourism Competitiveness"** (Playas de Rosarito, Baja California, Mexico, October 2013). The course aimed to provide knowledge, skills and tools as well as a forum for debate and reflection on the various development and communication strategies in relation with gastronomy.

19. **ETC-UNWTO E-marketing Masterclass: Optimise your skills in developing, integrating, evaluating E-marketing strategy and tactics** (Zadar, Croatia, October, 2013). The master class was the occasion for the official launch of the brand new ETC-UNWTO "*Handbook on e-marketing for tourism destinations – fully revised and extended version 3.0*".

20. **World Tourism Conference 2013: Global Tourism: Game changers and pace setters** (Melaka, Malaysia, October 2013). The key objectives of this conference were to discuss current and

relevant issues of the tourism industry. Key areas for discussion were (a) Beyond Mass Tourism, (b) Innovative Marketing and (c) Directions for Tourism Product Development.

21. The **UNWTO/PATA Forum on Tourism Trends and Outlook** (October, 2013, Guilin, China) was organized under the theme of “*New Knowledge, Practices and Challenges*”. It was the 7th edition of the joint research initiative organized with PATA.

22. UNWTO and the Government of Cambodia jointly organized the **Regional Conference on Tourism Development in Cultural and Natural Heritage Sites** (November 2013, Siem Reap, Cambodia). The objectives of the conference were to showcase the cultural, natural and historical richness and heritage of the Asian Region and to present case studies and country experiences on successful policies, guidelines for sustainable sites management preservation and strategies for cultural tourism development.

23. The **T.20 Ministers’ meeting** in London agreed to continue placing visa facilitation as a priority in the aim of stimulating economic growth and generate more jobs through of tourism. (London, United Kingdom, 4 November 2013).

24. Improving air connectivity through a closer coordination of tourism and aviation policies to ensure the sustained growth of the tourism sector and of air transport was the commitment stemming from the annual **UNWTO & World Travel Market (WTM) Ministers’ Summit: “How to bridge the gap between tourism and aviation policies”** (London, United Kingdom, 5 November 2013).

25. **The Social Silk Road** (WTM London, United Kingdom). Aimed at Silk Road destinations and stakeholders, this interactive session assessed the potential of social media to raise awareness and drive tourism development along the historic routes by focusing on the strategies and best-practice examples currently being implemented by the industry.

26. **3rd International Conference on the Measurement and Economic Analysis of Regional Tourism MOVE 2013** (Medellin, Colombia, November 2013). The Conference was organized within the conceptual framework of the International Network on Regional Economics, Mobility and Tourism (INRouTe).

27. The World Tourism Organization (UNWTO) and “Escuela de Organización Industrial” (EOI) with support of Malaga Valley are organizing a **joint seminar on “Employment in Tourism – Realizing its Full Potential”** (Malaga, Spain, November 2013). The participants explored the field of employment in tourism by discussing evidence-based policy, best practices, and innovations related to employment issues in tourism.

28. **UNWTO Knowledge Network Symposium & Tedqual Information Seminar** (Hong Kong S.A.R., China, November 2013). Held in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, the Symposium provided a unique opportunity for tourism educational institutions at all levels to come together and to discuss and share their experiences in promoting capacity building in tourism through research, education and training.

29. **3rd International Conference on Tourism and Media: exploring new tourism communication formats** (2-3 December 2013, Estoril, Portugal). Centred around the theme, “How new media is shaping the news”, the Conference addressed, among others, the issues of tourism in today’s media coverage, the new media environment, the emergence of bloggers as influential news sources, and the transversal impact of technology on all communication formats.

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

III. Sustainability

A. Publications

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

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

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

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

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

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

37. Translations of previous publications:

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

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

B. Technical events

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

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

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

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

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

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

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

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

C. Other activities and initiatives

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

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

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

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

Part II: Current situation and activities

Implementation of the general programme of work for 2014-2015

IV. Introduction

1. This report presents the activities undertaken by the Organization during the first quarter of 2014. It is presented along the Organization's two strategic objectives: **competitiveness** and **sustainability**.

V. Competitiveness

A. Events

2. **Fourteenth meeting - Committee on Statistics and the Tourism Satellite Account** (UNWTO Headquarters, Madrid, Spain, 14 January 2014). The report of the Committee is annexed to the present document, both for the 13th (July 2013) and 14th meetings.

3. **VII Tourism Leadership Forum of EXCELTUR: Tourism, a Key Driver to Support the Country Brand** (FITUR Madrid, Spain, 21 January 2014): UNWTO joined the Alliance for Excellence in Tourism (EXCELTUR) in organizing this forum, which gathered tourism leaders from the public and the private sector worldwide and aimed to raise awareness of tourism's contribution to the external reputation of a country and the development and consolidation of its welfare.

4. The **2013 UNWTO Awards Ceremony** took place during FITUR (Madrid, Spain, 22 January 2014); the next day the **UNWTO Knowledge Network Symposium** showcased the awardees' accomplishments. The list of all finalists and awardees is annexed.

- (a) UNWTO Ulysses Prize for Creation and Dissemination of Knowledge: Dr. Tej Vir Singh
- (b) UNWTO Award for Lifetime Achievement: Mr. Richard Quest
- (c) UNWTO Ulysses Awards for Innovation in Tourism:
 - (i) *Public Policy and Governance*: Responsible Tourism Project at Kumarakom, Department of Tourism, Government of Kerala, India
 - (ii) *Enterprises*: Arromanches 1944, Biplan, France
 - (iii) *Non-Governmental Organizations*: From Charity to Social Entrepreneurship, Borneo Ecotourism Solutions and Technologies (BEST) Society, Malaysia
 - (iv) *Research and Technology*: 3D AR Visual Portal, DSP Studio & Momentum Studio, Croatia

5. **FITUR Green 2014 – Innovative and Sustainable Management: A Commitment to the Tourist** (FITUR Madrid, Spain, 22 -24 January 2014): Organized by the Instituto Tecnológico

Hotelero (ITH), UNWTO and FITUR in collaboration with the Habitat Futura Group, FITUR Green examined the role of organizations, companies, government agencies and tourists in the creation, development and growth of sustainable tourism destinations. UNWTO participation at FITUR Green included roundtables on the topics of Innovation for Sustainable Tourism and Sustainability and Competitiveness, as well as the presentation of the project “Towards Zero Energy Hotels”.

6. Visa facilitation and air connectivity are key areas to address in order to fully seize Africa's steadily rising tourism performance and foster sustainable development in the region, concluded the **5th Investment and Tourism Business Forum for Africa (INVESTOUR)**, an initiative held every year on the occasion of FITUR (Madrid, Spain, 23 January 2014).

7. **Ministerial Discussion Forum on the Future of Tourism in the MENA Region** (FITUR Madrid, Spain, 23 January 2014): Organized jointly by UNWTO and Casa Árabe, the Forum focused on future prospects of Tourism in the Middle East and North Africa, as well as on strategies and measures to accelerate and consolidate tourism recovery, sustain growth, boost competitiveness and promote investment in the region.

8. At the **21st Anniversary of SATTE** (South Asia's major fair organized by UBM - UNWTO Affiliate Member) UNWTO coordinated a series of thematic sessions that focused on Tourism 2030, global marketing for ecotourism, and a high-level panel discussion on tourism for development (29-31 January 2014, New Delhi, India).

9. **4th Silk Road Ministers' Meeting on Visa Facilitation** (ITB, Berlin, Germany, 5 March 2014): The Meeting brought together Ministers of Tourism and high officials from 23 countries to discuss how to advance visa facilitation on the Silk Road in 2014-2015 and beyond. At the meeting, which was attended by over 100 delegates, UNWTO released a new visa openness report on the Silk Road countries.

10. Presentation of the **UNWTO prototype Madrid Precious Time** (ITB, Berlin, Germany, 5 March 2014): This is a pioneering project developed by the UNWTO Affiliate Members to promote innovative strategies of product development in cities. The project aims to create new and more specialized products with high added value, addressing niche markets and upgrading the quality of the visitor experience.

11. **3rd Silk Road Tour Operators' Forum** (ITB, Berlin, Germany, 6 March 2014): This year's Tour Operators' Forum was dedicated to the flourishing Asian section of the Silk Road. Aimed at tourism stakeholders active throughout the historic routes, the Forum assessed the performance and profile of some of the destinations driving the region's growth, and provided a business platform for approximately 80 outbound and inbound operators to network and build partnerships. Additionally, as part of UNWTO's ongoing promotion of the Silk Road at ITB Berlin, two Globe Trekker episodes on the Silk Road, the result of a joint collaboration between UNWTO and Pilot Productions, were screened daily at the ITB Cinema.

12. **Seminar on IT Technologies and Innovative Marketing Tools in the Modern Tourism Industry** (Moscow, Russian Federation, 17 March 2014), organized by the Federal Agency for Tourism of the Russian Federation in cooperation with UNWTO. The event showcased the importance of the technological development in travel and tourism and how tourism destinations adopted IT Technologies to position themselves in the global tourism map.

B. Publications

13. **UNWTO World Tourism Barometer and Statistical Annex**, Volume 12:
- (a) January 2014: This issue presents full year results for international tourism in 2013 based on preliminary data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from and expenditure on international tourism for the first part of 2013. Furthermore, this issue includes an outlook for 2014 based on current trends and the assessment by the UNWTO Panel of Tourism Experts.
 - (b) March 2014: This issue include a comprehensive analysis of the 2013 international tourism receipts, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. It also offers an overview of air transport and hotel performance. Furthermore, preliminary results are included for international tourism in the first months of 2014.
14. The report **Tourism Visa Openness Report for the Silk Road Countries**, available in English and Russian, presents a global vision of travel facilitation in the world, complemented by a specific analysis of this important issue along the Silk Road.
15. March 2014: **WTM Social Media Report – The Silk Road**: As a follow-up to *The Social Silk Road*, a social media event organized by UNWTO and Travel Perspective at WTM London 2013, this online report focuses on the social media permeation of the Silk Road countries.
16. The **UNWTO-WTTC Report on the Impact of Visa Facilitation in ASEAN Member States**: The report supports the efforts of further advancing visa facilitation as a powerful instrument of regional integration and socio-economic development and concludes with a presentation of case studies of visa policy changes from the region.
17. Deriving from the most comprehensive statistical database available on the tourism sector, the **Compendium of Tourism Statistics - 2014 Edition** 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. It presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.
18. **The Yearbook of Tourism Statistics - 2014 Edition** complements the Compendium and focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. It presents data for 197 countries from 2008 to 2012, with methodological notes in English, French and Spanish.
19. **Chinese Outbound Travel to the Middle East and North Africa**: This study looks into Chinese travel preferences and destination choices, their perceptions of MENA countries and their travel behaviour, while providing recommendations on how to market MENA destinations in the Chinese market in view of the main travel trends of China.
20. **Handbook on E-marketing for Tourism Destinations – Fully revised and extended version 3.0**: The Handbook is part of the UNWTO/ETC joint research programme and provides practical information on latest trends and developments in mobile marketing and social media, as

well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies.

21. **Tourism Legislation in the Americas:** This publication, available only in Spanish, compiles tourism legislation from 19 countries of the Americas. It provides an overview of the concepts, visions, actors, promotional criteria as well as the rights and obligations of tourists and the different public and private organizations in the sector.

22. **Tourism management and promotion in the Americas:** State participation through National Tourism Administrations (NTAs) has been central to the evolution, management and consolidation of the tourism sector. The study, available only in Spanish, shows how NTAs are organized, their objectives and priorities, and the promotion mechanisms they use.

23. **Tourism and New Technologies:** The dynamism of travel and tourism is partly explained by the change in the profile of tourists and by the use of new information and communications media, such as the Internet, social networks and television. This publication, available in Spanish and English, brings together the views expressed by different experts on the subject at the seminar held in San Jose, Costa Rica, in 2013.

24. **Affiliate Members Regional Report, Volume III: Working Together in Europe – A Shared Leadership:** The report, which included the valuable contribution of 43 European countries and major Affiliate Members, presents a highly valuable and up-to-date regional analysis of the tourism sector throughout Europe. It reflects their assessment on key current and short-term trends, market development priorities, public-private cooperation initiatives, investment ambitions in hard and soft infrastructure, modalities for cooperation and the role that UNWTO can play in these collaborative endeavours.

C. Initiatives

25. **VeRoTour Project:** UNWTO established a new partnership with the Council of Europe Venice Office and the Veneto Region of Italy to develop a pilot maritime tourism initiative along the Venetian routes of the Silk Road. The project aims to develop transnational thematic tourism products, and enhance competitiveness and sustainability along the western link of the Silk Road.

26. **QUEST:** Upon the request of a number of Member States and Affiliate Members, the Secretary-General decided to revitalize the certification initiative through a revised format, methodology and brand. A Think Tank of destination management professionals was held in Madrid in 2013 to outline the context and principles of the new initiative, now called QUEST. More details on QUEST are annexed to this report.

VI. Sustainability

A. Events

27. **International Seminar on Tourism Destinations Management in Cultural Heritage Sites** (Santo Domingo, Dominican Republic, 17-18 February 2014): The Seminar gathered an extensive

compendium of case studies and good practices mainly from the Americas Region and offered information on governmental actions, public-private partnerships and community initiatives.

28. **Tourism as a Key Sector for Development in Island States** (Nassau, Bahamas, 19-20 February 2014): The Conference built up on the conclusions of the Conference on Sustainable Development of Tourism in Islands held in Reunion Island in September 2013 and served as guidance to National Tourism Authorities and the international community as an input to the Third International Conference on SIDS, scheduled to convene in September 2014, in Samoa.

29. **13th meeting of the World Committee on Tourism Ethics** (WCTE) and first meeting of the body with its new composition (Madrid, Spain, 26 February 2014): The Committee set up its priorities for the coming four years, including the following areas of action (a) preventing the exploitation of children in all its forms; (b) combating trafficking related to tourism; (c) curbing poaching and the illegal trading of wildlife; (d) securing accessible tourism for all; (e) promoting fair models of all inclusive holidays; and (f) discouraging unfounded ratings on travel portals which may impact the reputation of companies and destinations.

30. Launch of the **UNWTO/UNODC/UNESCO Anti-trafficking Campaign: Your actions count – help fight trafficking!** (ITB, Berlin, Germany, 5 March 2014): UNWTO, the United Nations Office on Drugs and Crime (UNODC) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) have joined forces to engage tourists in the global fight against the illicit trafficking involving human beings, wildlife and fauna, cultural artefacts, drugs and counterfeit goods. Campaign website: www.bearesponsibletraveller.org

31. **UNWTO/UNESCO Silk Road Heritage Corridors Meeting** (ITB Berlin, Germany 5 March 2014) UNWTO and UNESCO launched the project's *Roadmap for Development* together with Ministers and Deputy Ministers of the five countries involved—China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan—and planned ongoing activity in the lead-up to a possible Serial Nomination of two Silk Road Heritage Corridors on the World Heritage List in 2014.

32. **UNWTO African Tourism Ministers' Meeting on Anti-Poaching** (ITB, Berlin, Germany, 6 March 2014): The growing threat posed by poaching on wildlife and the tourism sector in Africa and how to jointly address this issue from the tourism sector side was the focus of the UNWTO African Tourism Ministers' Meeting.

33. **29th Meeting of the World Tourism Network on Child Protection** (ITB, Berlin, Germany, 7 March 2014): This year's Special Session focused on media partnerships. Some of the topics discussed included cooperation formats between the media and tourism stakeholders, ethical challenges in reporting on children and youth, and the media's contribution to curbing child exploitation in tourism. The reporting session served, as usual, as an open platform for exchanging good practices.

34. **Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism**: To date, 242 tourism enterprises and associations spread over 34 countries across the world have pledged to promote and implement the Global Code of Ethics for Tourism by signing the Private Sector Commitment.

B. Publications

35. ***International Handbook on Tourism and Peace***: Launched by UNWTO and the University of Klagenfurt, with the support of the Government of Austria, the Handbook offers a comprehensive collection of perspectives on tourism and peace from leading international specialists with topics ranging from sustainable development and conflict resolution to eco-tourism and heritage preservation and includes several case studies.

36. The ***Manual on Accessible Tourism for All: Public-Private Partnerships and Good Practices*** is the first UNWTO technical publication in the field of accessible tourism, which has been co-produced with the Spanish ACS Foundation. It features the inclusion of both cultural and natural heritage assets into the accessible tourism value chain as well as the technical knowledge necessary for making tourism infrastructures and attractions accessible. The publication is currently available in Spanish and in electronic format only.

37. ***15 years of the UNWTO World Tourism Network on Child Protection: A Compilation of Good Practices***: The 15th anniversary of the UNWTO World Tourism Network on Child Protection was marked by this publication, which demonstrates the variety of strategies and actions that have been taken around the world to protect children from exploitation in tourism. The 16 initiatives featured in the compilation were selected from more than 170 presentations and reports delivered at Network meetings since 1997.

VII. Institutional strengthening of technical committees

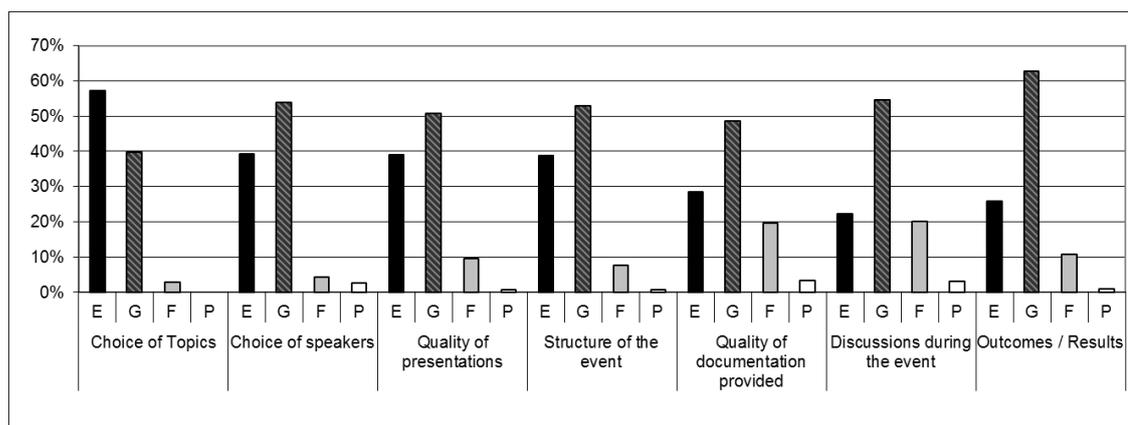
38. A proposal to redefine the names, mandates, composition and modus operandi of the technical committees was submitted by the Secretary-General to the Executive Council at its 95th session (Serbia, May 2013) (see document CE/95/3(l)(e)). Such proposal was approved by the Council.

39. The renewed Committees, namely the Committee on Tourism and Competitiveness (CTC) and the Committee on Tourism and Sustainability (CTS), include new features, as stated in the Rules of Procedure¹ also approved by the Executive Council at its 96th session (Victoria Falls, Zimbabwe, 25 August 2013). No change was made with regard to the Committee on Statistics and the Tourism Satellite Account (CSTSA). The reports of the three technical committees are annexed to this document.

¹ See Document CE/96/2(i)

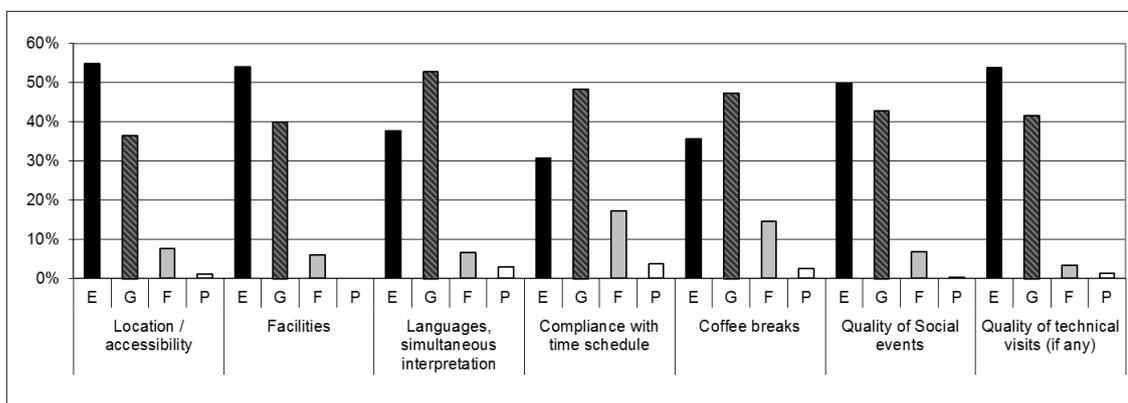
Annex I: Evaluation of UNWTO events

1. Since January 2008, the Secretariat has put in place an evaluation process of UNWTO's events. For the period covered by the present report, the results of such evaluation are based on the collection of questionnaires filled in by more than 600 participants during 26 events and are summarized in the following tables and graphs.
2. A large majority of respondents (close to 70%) work for a national or local government agency, which is the priority audience of the Organization.
3. Contents and structural aspects of the events are rated as follows:



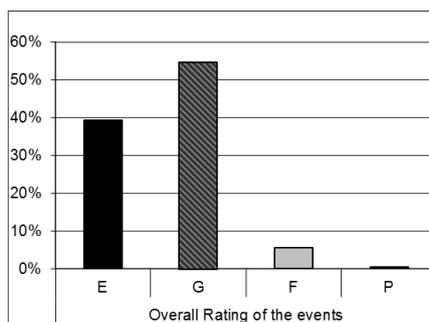
Legend: E: excellent, G: good, F: fair, P: poor

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



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

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



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

6. The events evaluated are listed below. The details regarding the evaluation of each event are available upon request to the Secretariat. The Secretariat is continually taking these results into account in preparing its events and would like to seize this opportunity to thank all NTA officials and other people attending UNWTO events who kindly participated in this evaluation process.

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

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

6 th UNWTO International Meeting on Silk Road Tourism,	Dunhuang, Gansu Province, China, August 2013
UNWTO General Assembly – 20 th session	Victoria Falls, Zambia/Zimbabwe, August 2013
Conference on sustainable development of tourism in islands	La Réunion Island, France, September 2013
UNWTO/UNESCO Silk Roads Corridors Tourism Strategy Workshop	Almaty, Kazakhstan, October 2013
ETC & UNWTO E-Marketing Master Class	Zadar, Croatia, October 2013
Regional Seminar on Sustainable Tourism Governance and Management in Coastal Areas of Africa	Ada, Ghana, October 2013
UNWTO Regional Conference on Tourism Development in Cultural and Natural Heritage Sites	Siem Reap, Cambodia, November 2013
Regional Seminar on Sustainable Tourism Governance and Management in Coastal Areas of Africa	Saly, Senegal, November 2013
3 rd UNWTO International Conference on Tourism and the Media: How new media is shaping the news	Estoril, Portugal, December 2013
International Conference on Spiritual Tourism for Sustainable Development	Ninh Binh Province, Viet Nam, November 2013
Regional Capacity-building Course on Tourism Policy and Strategy	Abidjan, Côte d'Ivoire, December 2013

Annex II: Technical Cooperation Projects

Country: India

Project Title: Implementation of the Tourism Development Master Plan for Punjab

Duration: March 2009 – December 2014

Objectives: In 2008, at the request of the Government of Punjab, India, UNWTO formulated a Tourism Development Master Plan for the State for the period 2008-2023. The Master Plan recognized the potential of Punjab to become a competitive tourist destination based on its rich cultural, religious and natural heritage. After the successful completion of the Master Plan, it was felt that further technical assistance was indeed required from UNWTO to ensure that tourism development and promotion was put on the right track and that capacities of the highest quality were developed for overseeing and managing sustainable tourism development.

The project was extended in two phases to include the implementation of the Master Plan's recommendations in a time-bound manner in accordance with an Action Plan.

Results achieved:

- Rural tourism development guidelines and rural tourism development strategy finalized in consultation with major stakeholders and the Punjab Heritage and Tourism Promotion Board (PHTPB). The guidelines and the strategy will serve as the foundation for the development and promotion of rural tourism in the State. Once the State Government is able to obtain funding from the Central Government for one model cluster, the action plan included in the strategy would be implemented and replicated at other locations.
- Tourism awareness programmes were organized in selected schools and colleges in four major districts of the State. These included train-the-trainers programmes. All training materials were produced in English and translated into Gurumukhi (local Punjab language).
- Six tour guide training programmes at key tourism destinations of Punjab.
- Advanced technical assistance was provided to the Research and Statistics Unit of the PHTPB through revised operating and application procedures with focus on structured compilation and analysis of tourism statistics. Workshops in this regard were conducted at four different locations in the State.
- Marketing and promotion activities commenced with the finalization of a work plan for the PHTPB's participation in major trade fairs and exhibitions, organization of road shows, marketing and PR kit, formulation of a marketing action plan with annual budgets, and, production of a Marketing and Sales Manual, and other related activities.

Country: Morocco

Project title: Establishment of a New System of Tourism Hotel Classification

Duration: June 2013 – December 2018

Objectives: In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- improve the quality of tourist accommodation establishments;
- facilitate the classification of tourist accommodation in terms of quality, safety, health and

- sustainable development;
- adapt the classification system to the evolution and diversification of the tourist demand;
 - develop a Guarantee involving regulatory standards and quality frameworks, and
 - implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

Results achieved:

- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.
- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is currently ongoing. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.
- National seminar to raise awareness of the proposed revisions to the hotel criteria.

Country: Qatar

Project Title: Phased Implementation of the New Tourism Strategy and Action Plan

Duration: May 2013 – ongoing (March 2014)

Objectives:

In May 2013, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan, particularly in the following areas:

- Legislation, Regulations and Institution Building
- Development and Promotion of MICE Industry
- Destination Marketing
- Statistics and TSA Development
- Human Resource Development
- Sustainable Tourism Development

Within the first implementation phase of the project, priority was given to the area of Legislation, Regulations and Institution Building. Technical support, under this area, focused on reviewing the current legislation and regulations in Qatar and drafting and enforcing regulations governing the following main tourist activities: Tourist Guides, Event Management Companies, Tour Operators, Travel Agents, Ground-Handling Agents, Theme Parks and Desert Overland Safaris/Camps and related activities in order to bring them in line with contemporary legislative standards practice in international tourism.

Results achieved: Fresh legislation/regulations and their enforcement procedures in respect of the following areas:

- Regulations and By-Laws on Desert Safari Camps and Desert Safaris
- Regulations on Tourist Guides

- Regulations and By-Laws on Travel Agents and Tourism Operators
- Regulations and By-Laws on Events, Conferences and Exhibitions
- Regulations on Package Travel, Package Holidays and Package Tours for Outbound Travel Agents

Country: Togo

Project title: Tourism Development Management Plan

Duration: July 2013-ongoing (June 2014)

Objectives: UNWTO, in cooperation with the United Nations Development Programme and the Government of the Republic of Togo, has initiated a project for the preparation of a tourism development and management Plan for Togo. An agreement was signed on 21 March 2013 between UNWTO and the Ministry of Tourism of Togo.

The development of this Master Plan is intended to support the Togolese government's recent decision to make tourism development of a priority in its policies. Its objective is to define a coherent framework that lays down medium- and long-term guidelines and describes programmes of action to be implemented in order to achieve the established goals.

Results achieved:

A comprehensive report on the analysis and diagnostic of the current situation of the tourism sector in Togo has been elaborated. This report includes detailed information about different areas such as tourism statistics, tourism laws and regulations, investment, education, air transport and infrastructure.

Based on the results of the first phase of the project, a number of actions for short, medium and long-terms were identified, which will serve as the basis for the implementation of the second phase of the project currently underway.

Country: Uganda

Project Title: Improving Policies and Regulations to Support the Development of Markets in Tourism

Duration: September 2012 – February 2014

Objectives: The Government of Uganda, in its National Development Plan 2010-2014, has identified tourism as a priority sector to promote socio-economic development in the country, foster the creation of sustainable livelihoods, and generate greater dividends in foreign exchange earnings while contributing towards the protection of Uganda's valuable and diverse cultural and natural heritage. As a result of this Plan, the Ministry of Tourism, Wildlife and Antiquities was also created in 2011 to oversee tourism policy, planning, development and management in the country. UNWTO, in collaboration with the United Nations Development Programme (UNDP), is implementing a project which provides policy and strategic guidance for tourism development in the country through the formulation of a Tourism Policy and a Tourism Development Master Plan.

Results achieved: A Tourism Policy which provides a detailed overview of the tourism sector in Uganda; clearly defines the Government's development objectives through tourism; provides a vision for tourism in Uganda in 2024; and, provides policy guidance on how to achieve the vision and national development objectives through tourism in the disciplines of tourism management and regulation, tourism planning, product development and diversification, tourism infrastructure,

protection and preservation of the natural and cultural heritages, tourism markets and marketing, tourism skills and training, and, financing of tourism activities.

Based on the Tourism Policy, a Tourism Development Master Plan was formulated to implement the Tourism Policy. The Master Plan was formally presented to the Government of Uganda in February 2014.

Country: Uganda

Project Title: Support for Development of Inclusive Markets for Tourism

Duration: September 2013 – December 2014

Objectives: The tourism sector is currently Uganda's fastest growing industry with an average annual growth rate of 21%. The vast majority of Uganda's poor live in rural areas and Uganda's main tourism products are also located in rural Uganda. The United Nations Development Programme (UNDP) is supporting the Government of Uganda through a project on development of inclusive markets in tourism, focusing on the participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. It aims to empower the poor to increase benefits from the tourism industry and improve their livelihoods through access to labor and markets, and increased opportunities for decent work and incomes. The project has three main outputs: development and operationalization of market linkages; development and promotion of innovative pro-poor tourism products; and, capacity building of tourism business enterprises and selected tourism support institutions.

Results achieved:

- Identification for three priority tourism development areas in rural Uganda and key market actors from the tourism sector
- Four Pro-Poor Tourism Awareness-Raising Seminars on tourism and poverty alleviation
- Four Inclusive Tourism Linkages Workshops
- Two-day training workshop on governance for the six tourism support associations in Kampala
- Identification of the priority training requirements of tourism MSMEs and design of a training programme for them
- Formulation of a strategic marketing action plan
- Identification of innovative pro-poor business models

Annex III. ST-EP Projects Portfolio

Introduction:

By December 2013, out of the portfolio of 107 ST-EP projects, 88 projects had already been successfully completed. The ST-EP projects are well spread around the world, with 53 projects for Africa located in 20 countries (Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Zambia and Zimbabwe) as well as in 2 sub-regions (West Africa and Southern Africa); 31 projects executed in 9 different countries in Latin America (Bolivia, Colombia, Costa Rica, Ecuador, Guatemala, Haiti, Honduras, Nicaragua and Peru) as well as in 1 sub-region (Central America); 19 projects in Asia benefiting 8 countries (Bhutan, Cambodia, China, Lao PDR, Mongolia, Nepal, Timor-Leste and Vietnam); 2 projects in Europe located in Albania; and 2 projects in the Middle East for the benefit of 2 countries (Jordan and Yemen).

During 2013, UNWTO invested a significant amount of time and resources to make pre-project preparations for new ST-EP projects and give follow up to on-going projects. Projects have been supported to prepare detailed work plans, formulate terms of reference for capacity building, marketing and policy development assignments, define indicators to measure results, and assess the quality of draft marketing materials and policy documents. UNWTO further actively monitors the progress of the projects, based on quarterly progress reports received from each project and selected review missions to beneficiary countries.

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Burundi	Enhancing Participation of Youth and Women in the 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 also provide support to tourism SMEs that can help generate additional local employment for youth and women. A UNWTO Themis Volunteer has been recruited to provide technical assistance to the project, and started working in Burundi in February 2014.	ST-EP Foundation
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism	ST-EP Foundation UNIDO COAST (Joint contribution)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized. Preparations are being made to start the construction of small tourism facilities to be managed by local groups.	
Ghana	Savannaland Destination Tourism Programme	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 which takes the lead in carrying out marketing activities. The project has developed a website to promote the destination: www.savannatourism.com	SNV ST-EP Foundation (Partnership)
Kenya	Enhanced Market Access for Community-based Tourism Products	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. . The following activities have been carried out: competitiveness of the guiding product by facilitating a guiding accreditation qualification for guides/scouts; competitiveness of the Taita and Maasai Mara by adapting innovative marketing strategies; market access for the community tourism product; institutional framework for governance and benefit sharing for the Maasai Mara Conservancies and the Taita Taveta tourism operation; capacity of the leadership and community members to engage in conservation efforts. As a final project activity, in the first semester of 2014, 9 women groups who are producing and selling basketry and other curios receive marketing support and small matching grants to improve their businesses.	SNV ST-EP Foundation (Partnership)
	Kenya Coast Beach Management and Local Livelihoods	The project delivered a 3-month training programme covering a range of different topics including service standards, personal grooming, customer care, health and safety. The training was conducted in two ways: by hotel zone (delivering general training to beach operators working outside of specific hotels) and by trade-grouping (delivering trade specific training and capacity building to beach operators according to their trade. These training formed part of the first phase of the project and has benefited 580 beach operators. In its second phase, the project is supporting arrangements that allow for beach operators to display their wares inside the hotels' premises. The first of such successful arrangements was officially formalized through a Memorandum of Understanding (MoU) between the Travellers Beach Hotel and Club, one of the leading beach hotels in Mombasa, the Coast Beaches Curio Operators Association and the Mombasa and Coast Tourist Association. The MoU	Travel Foundation ST-EP Foundation (Partnership)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		allows for 20 beach operators to display their wares inside the Travellers Beach Hotel and Club twice a week during given hours and on a rotational basis.	
Lesotho	Kome Rural Homestays project	The project focuses on community mobilization and awareness raising for participation in tourism. A cultural heritage route is going to be developed and promoted including the diversification of local crafts and improved production and sales of organic vegetable and fruits. Activities to improve community-based tourism within Pulane community are about to start and the following components have been planned: community mobilization and awareness raising for participation in tourism; development and promotion of cultural heritage route; diversification and enhancement of local crafts; improved production and sales of organic vegetable and fruits.	ST-EP Foundation
Mali	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was carried out 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. A website for the Mopti's craftswomen has been developed, and a handicrafts shop in Djenne has been built. The project was launched in June 2010, and successfully completed in December 2013.	AECID (Spanish Cooperation Agency)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Mozambique	Human resource and SME development for the tourism sector in Inhambane province	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. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 500 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole.	Flemish Government Government of Macau S.A.R.
	Voluntary Training and SME Development for the Tourism Sector in Maputo	The main objective of the project is to <i>“enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector”</i> . The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms: 1. Employment in tourism enterprises 2. Supply of goods and services to tourism enterprises 3. Direct sales of goods and services to visitors 4. Establishment and running of tourism enterprises	Flemish Government
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women	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 are receiving financial and business development services in order to deliver goods and services to tourists and tourism enterprises. Micro projects are implemented at various sites, focusing on the construction of handicraft centres and guest rooms, and the preparation of marketing materials. Training on Hotel Management and Culinary arts is provided to 30 women. The project was launched in September 2010, and will be completed in the course of 2014. A training for rural women to get employment in medium-sized and large tourism enterprises will be given in July 2014	AECID
Namibia	Initiatives Fund for Rural Women Entrepreneurs	The project is complementary to the project above. 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. Trainings in book keeping, basic marketing, weaving, negotiation skills, and English language have been carried out. The project was launched in July 2012, and will be completed in the course of 2014 with the construction of	Banesto Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		a local craft centre managed by rural women.	
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	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 playing an active role to represent and provide product development and marketing support to the current 41 Cultural Tourism Enterprises in the country. Exchange visits have been organized and marketing materials produced. www.tanzaniaculturaltourism.com	SNV ST-EP Foundation (Partnership)
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	Cultural Centres are under construction in Mafungautsi and Mwandi villages and capacity building activities are about to commence. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the completion of the project activities in Mwandi, which is located near Livingstone.	ST-EP Foundation
Zimbabwe	Enhancing Participation of Youth and Women in Tourism	The project will collaborate with selected hotels at the Victoria Falls 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. Information has been exchanged with the Ministry about the project objectives, which will focus on the following activities: - Building capacities of women and youth people to make a career in tourism enterprises at the Victoria Falls and strengthen the capacity of tourism SME's in the area. - Identification staff members (youth and women) with low-paid jobs who have potential into better paid positions in the hotel after their training. - Tailor made courses will be elaborated. - Support selected young and female entrepreneurs to support them through training, business advice, and small subsidies to enhance existing tourism SMEs (mainly restaurants and excursions). The TOR for a UNWTO Themis Volunteer to support the project has been prepared.	ST-EP Foundation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Costa Rica	Market Access and New Technologies for Community-based tourism	The project includes the following components: identification of technologies' needs for 7 local communities; purchase of computer equipment; technical assistance and capacity building for e-commerce; websites design; organization of famtour for tour operators. The project, on-going since April 2013, has carried out the following activities: - 13 tourism sites have an internet connection;	Europamundo Foundation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
		<ul style="list-style-type: none"> - 7 computers were purchased, one for each of the rural tourism communities; Training sessions were given on software (basic and advanced levels);	
Central America	Market Access for Rural Tourism SMEs	The project aims to contribute to the regional integration of rural tourism initiatives through joint marketing activities. A seminar on e-commerce for the members was carried out, and technical assistance to improve marketing tools and techniques as well as to develop e-commerce strategies and websites for the members of FEDECATUR and FACOT has been provided. Development of websites for the Network of Rural Tourism Accommodations and FACOT (Federation of Tour Operators) and mobile application for the Central American region were completed	ST-EP Foundation
Haiti	Linking small providers of goods and services with tourism enterprises	<p>The project aims to strengthen the involvement of local people in the tourism supply chain in Jacmel through enhancing local employment, establishing business linkages between tourism enterprises and local producers, and diversifying the visitor offer by supporting local communities living up-country to develop new eco-tourism products. To date, tourism inventory was conducted for the Jacmel region and the following components were planned:</p> <ul style="list-style-type: none"> > Value chain analysis and training needs assessment > Product development and SME support > Capacity building <p>The TOR for a UNWTO Themis Volunteer to support the project has been prepared, who is expected to be deployed to Haiti in the 2nd quarter of 2014.</p>	ST-EP Foundation

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
China	Tourism and Handicraft Production in Guizhou Province	Training has been provided to handicraft producers in order to enhance the quality of products and sell them at the Tsingtao Beer Museum.	Tsingtao Brewery.Co.Ltd
Mongolia	Capacity Building for Tourism Employees	<p>The project aims to build capacities among tourism employees and unemployed young people to make a career in the tourism sector. Based on a training needs analysis, a curriculum will be developed and arrangements will be made with local institutes to provide tourism training, especially on these subjects for which there is a clear demand from the private sector. Capacity-building activities are about to start and the following project components have been planned:</p> <ul style="list-style-type: none"> > Curricula development and training for the trainers > Training courses and supply of training materials <p>Contacts have been established with the Dutch development agency CBI to create synergies with their support activities to the tourism sector in Mongolia. In collaboration with CBI and the Ministry of Tourism a detailed project work plan is being prepared</p>	ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	Project activities include: two training institutes in the country have been identified to deliver training for tourism employees. The project will assist the two selected institutes to develop and carry out a train-the-trainers programme and supplying the institutes with suitable training materials. The main objective is that the training institutes will deliver courses for	ST-EP Foundation Government of Macau S.A.R. (Joint contribution)

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
		<p>employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector.</p> <p>Capacity building activities are about to start and the following project components have been planned</p> <ul style="list-style-type: none"> • Curricula development and training for the trainers • Training courses and internships <p>Arrangements have been made with two local training institutes to deliver the training and final arrangements are made with the Ministry regarding their coordinating role.</p>	

MIDDLE EAST			
Country	Project Title	Current Status and Main Results	Main Contributions
Jordan	Youth Career Initiative	<p>The Youth Career Initiative (YCI) was designed to empower disadvantaged, vulnerable young people by equipping them with relevant life and work skills and expose them to a successful business environment and professionals that will enable them to make informed career choices and become employable.</p> <p>Awareness raising activities are on-going to promote the tourism sector as a favourable employment opportunity among local youth. Capacity building on relevant tourism skills is taking place in Amman and Aqaba for the participants selected in collaboration with the participating hotels. In June 2013, 29 participants, within this Youth Career Initiative in Amman, have graduated. This first training cycle consisted in day-to-day operations of full-service hotel; English language and computer skills; trainings and on-ground activities for civic and volunteerism engagements. A second training cycle will be organized in 2014, which will target 48 participants (with special focus on women). This new program will start with a 5-days preparation camp for the youth in order to expose them to the requirements for working in the hotel sector.</p>	ST-EP Foundation

Annex IV. Consulting Unit on Tourism and Biodiversity

Country: Indonesia

Project Title: "Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran (STREAM)"

Duration: 1 January 2011 – 31 May 2014

Objectives: To adopt and implement an approach to low carbon tourism development in Pangandaran by showcasing effective climate change mitigation and adaptation measures. The STREAM serves as a lighthouse project to demonstrate the importance of holistic thinking and planning in the context of climate change and tourism, including the implementation of energy efficiency and renewable energy measures in tourism facilities, and the restoration of coastal ecosystem, such as mangroves and coral reefs, as carbon sinks to enhance the adaptive capacity in Pangandaran.

Results achieved at 31/03/2014:

- **Pilot interventions with Hotels and Restaurants:** 9 hotels and 2 restaurants awarded the pilot interventions for energy efficiency and renewable energy consisting of Solar Water Heater, inverter technology air conditioning (AC) system, using hydrocarbon based AC refrigerant, LEDs and motion sensors.
- **Green Energy Concept (GEC) to link to tourism:** Development of Renewable Energy Measures at Bulaksetra (site of STREAM mangrove planting) to be part of the plan to develop Bulaksetra as a new attraction in Pangandaran, mainly for educational tourism. Technical designs were conducted by using wind and solar energy to power tourism boat, icon illumination, water pump and sprinkler system, educational interpretation system, lifeguard tower radio and communications system.
- **Mangrove rehabilitation program:** 38,000 mangroves have been planted so far, with 10,000 self-nurtured mangrove seedlings in the nursery. Sustaining the success of the Mangrove Ambassador program, 16 schools participated with 320 students. As part of hand-over operations from STREAM to local community, most of the processes have been conducted independently by Ilalang, Local Working Group, and the teachers.
- **Development of Mangrove Tours:** The mangrove tours are already fully managed by Ilalang, a local environmental group, as the local community tour operator at Bulaksetra; commercial tourists are not only Indonesian tour groups, also few foreign individual travellers. Mangrove Pangandaran social media program has 230 members (and growing). As a product diversification of the mangrove tour, STREAM will combine mangrove planting with bike tour through villages. 2 bamboo bike prototypes were constructed with participants from Ilalang, local woodman and carpenter, and Ikat community
- **Coral reef rehabilitation:** Total of more than 1400 coral fragments were planted. 4 monitoring sessions were conducted jointly with BKSDA (Local government for environment), and the next monitoring will be done by BKSDA independently. Coral showed a survival rate of an average 94%

New developments for 2014:

- Completion the pilot interventions with hotels and GEC, handover to the hotels and restaurants, along with operational and maintenance training. Establishment of framework to monitor the interventions
- Development of STREAM green tour, as the master tour integrating the achievements of STREAM as a new attraction tourism product. Establish the institutional setting (legal body council) for Babakan village to support Bulaksetra and the mangrove planting programme
- Development of the "Practical Guidelines on Climate Change Actions in Tourism Destinations: the Case of Pangandaran", the document consisting of best practices and lessons learnt in STREAM, to be used as tool to replicate achievements of STREAM to other destinations
- Development of the Stimulate Behavior Change Concept through rewarding schemes (rewarding guests' environmental friendly actions with vouchers for mangrove planting, and to be road tested with STREAM hotels
- Delivery ceremony and conference of STREAM in May 2014, in Jakarta and Pangandaran.

Country: Georgia**Project Title: “Support for Georgia in the Field of Protected Area Development”****Duration: 1 March 2012 – 30 April 2014**

Objectives: The aim of the project is to support the national nature protection and tourism authorities by the implementation of progressive strategies and regulations for protected area management and sustainable tourism development. It includes the following specific objectives:

1. Establishment of a network of ecosystem-based tourism products
2. Increase of the capacities of local people, park staff and tourism stakeholders for the development and operation of biodiversity-based tourism products
3. Development and implementation of marketing strategies for each conservation area for specific target groups

Results achieved at 31/03/2014:

- A consortium of partners for the implementation of the project was established involving the Georgian National Tourism Administration (GNTA), the Agency of Protected Areas of Georgia (APA), the Georgian Tourism Association (GTA) and the Centre for Biodiversity Conservation and Research (NACRES) and UNWTO.
- In consultation with partners, a set of criteria for the selection of protected areas was completed and the following areas selected for project implementation: Lagodekhi Protected Areas (Mountain ecosystem), Vashlovani National Park (Semi-arid/Freshwater ecosystems), Kolkheti National Park (Freshwater ecosystem), Mtirala National Park (Mountain ecosystem) and Tbilisi National Park (Low Mountain Ecosystem).
- UNWTO provided detailed guiding papers to the Georgian partners for developing rapid assessments of the sites, detailed SWOT analyses, detailed data collection and site management plans.
- The planning and partial implementation of 9 biodiversity-based tourism products in the 5 Protected Areas were accomplished successfully, focussing on interpretative trails in Lagodekhi and Vashlovani, and sports-based activities in Mtirala, Kolkheti and Tbilisi National Parks (Zip-line, Canyoning, Eco-paddling, Mountain-biking).
- The marketing strategies for 4 of the protected areas have been finalized, as well as the Georgian Eco-label for the branding of the 9 biodiversity-based tourism products.

New developments for 2014:

- The 9 biodiversity-based tourism products will be finalized and promoted with brochures, maps and internet presentation.
- The biodiversity-based tourism products will be presented with promotional material at the International Tourism Fair in Berlin in March 2014.
- A delivery Ceremony and Conference will be organized on 7 April 2014 with broad participation of stakeholders from Georgia and the neighbouring countries.

Regional Project:**Project Title: Training on Tourism and Biodiversity: Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing****Duration: 1 March 2012 – 31 July 2013**

Objectives: The Training Project aimed at building capacities of governmental staff of specialized agencies from developing countries on tourism and biodiversity. The various government agencies were brought closer together by creating a knowledge sharing and an exchange of roles and responsibilities, driven by means of current political processes. Only through mutual understanding and reconciliation processes in this complex field of environmental policy, a focused and successful work was possible. In order to reach these aims, UNWTO collaborated with two Biosphere Reserves

in Germany to ensure lessons learned and practical examples on best cases of sustainable tourism development and management was ensured.

The specific objectives of the project were:

- I. Application and review of the previous lessons learned and best practices
- II. Increase of capacity and knowledge transfer at and among governmental staff from less developed countries
- III. Dissemination of training course results to UNWTO members

Results achieved as of 31/07/2013:

The first training course on tourism and biodiversity took place at the UNESCO Rhön Biosphere Reserve from 21 October to 2 November 2012. It was attended by twenty (20) participants, which included eighteen (18) tourism ministry representatives from Albania, Argentina, Austria, Bhutan, Brazil, Egypt, Haiti, Georgia, Kuwait, Latvia, Lesotho, Madagascar, Myanmar, Nigeria, Sierra Leone, Gambia and Uganda.

The second UNWTO training course on tourism and biodiversity took place in the Wadden Sea Biosphere Reserve of Schleswig – Holstein, from April 14th to April 26th 2013. Its thirty-one (31) participants included twenty (20) representatives from ministries of tourism from Albania, Bhutan, Cambodia, Costa Rica, Croatia, Ghana, Indonesia, Jamaica, Jordan, Lao People's Democratic Republic, Namibia, Oman, Republic of Korea, Sri Lanka, Swaziland, Turkey and Yemen. In addition to government representatives, the training involved eight participants from non-governmental organizations from China, Greece, Mexico, Montenegro, Nigeria, Romania, Spain and the Philippines.

The implementation of the training programme on tourism and biodiversity has been a great success for UNWTO's Consulting Unit and for the representatives of the Member States. The Project brought to the following main results:

- I. The majority of the participating experts came from governmental agencies of UNWTO Member States, including mainly representatives of developing countries. A balanced distribution of backgrounds, ages and genders provided excellent preconditions for the successful outcome of the training course.
- II. Both training courses provided many opportunities for the exchange of knowledge as well as opportunities to network and to discuss about the current trends of issues of the international tourism sector.
- III. The introduction of an e-learning tool can be considered as crucial to establish a platform for the dissemination of knowledge and good practices in the tourism and biodiversity conservation sector. This tool will be key in reaching out to a much larger public than the one represented by Member States' officials and tourism experts.

These results show that there is increasing demand to enhance the capacities of governmental agencies and provide them with platforms for exchanging with other experts. In addition, choosing to organize the training programme in two German Biosphere Reserves was an effective method to provide participants with best practice tangible examples in exemplary sites. A great interest has been expressed by the participants that such training course shall be continued by UNWTO to the Member States.

Regional Project: China, Egypt, Germany, India, Kazakhstan, Republic of Korea, Senegal and Tanzania

Project Title: Sustainable Tourism along Migratory Bird Flyways

Duration: 1 June 2012 – 31 May 2014 (Preliminary Phase)

Objectives: In 2012, a record one billion tourists crossed international borders, a true milestone in international travel and a clear sign of the strength of the tourism sector. The project channels this strength into a force for global biodiversity conservation and enhanced livelihoods for local communities by developing a network of sustainable and resilient destinations across four flyways: East Atlantic, West Asian East African, Central Asian, East Asian Australasian. Through the project, tourism will be showcased as an innovative approach to promote the sustainable and resilient development of vital habitats for migratory birds. By providing an adequate framework for sustainable tourism management and diversifying the tourism offer along the flyways, the project will generate revenue for improved management of biodiversity and spread the benefits of tourism to local communities, while creating attractive experiences for tourists. The project will also contribute to the broader goals of sustainable development of the Convention on Biological Diversity (CBD), the Convention on Migratory Species (CMS), the Ramsar Convention and related Multilateral Environmental Agreements.

Results achieved at 31/03/2014:

- Key partners with sound experience in the field of conservation and tourism have joined forces to implement the preliminary phase of the project. The Secretariat of the Convention on Migratory Species (UNEP/CMS), the Agreement on the Conservation of African – Eurasian Migratory Waterbirds (AEWA), Wetlands International, BirdLife International and the World Tourism Organization (UNWTO) are the implementing partners. UNWTO is also ensuring the overall coordination of activities. The World Heritage Convention Secretariat (UNESCO/WHC) and the Man and the Biosphere Programme (UNESCO/MAB) of UNESCO, the Ramsar Convention Secretariat and the Secretariat of the Convention on Biological Diversity (SCBD) are involved in the project as advisory partners. The International Union for the Conservation of Nature (IUCN) is participating as an observer.
- A set of criteria was developed for the selection of sites with the aim to ensure that the project would target sites with different specificities, and which are facing different threats, with a view to testing a variety of strategies and the following sites were preselected: in the East Atlantic Flyway, the Wadden Sea Biosphere Reserve – Schleswig Holstein (Germany) and the Djoudj National Bird Sanctuary (Senegal); in the East Asian – West African Flyway, Ras Mohamed National Park (Egypt) and Lake Natron (Tanzania); in the Central Asian Flyway, Korgalzhyn State Nature Reserve (Kazakhstan) and Chilika Lake (India); and in the East Asian – Australasian Flyway, Seocheon and Geum River (Republic of Korea) and Chongming Dongtan Nature Reserve (China).
- A methodology was developed to carry out the assessment of the project sites. It consists of desk research, consultation with stakeholders and formulation of recommendations and it was agreed by all partners during the 2nd Steering Committee meeting. The formulation of the assessment reports is ongoing.
- The partners showcased the project in a variety of international events; leaflets and a logo were produced and a theme on tourism was selected for the celebration of the World Migratory Bird Day.

New developments for 2014:

- The assessment reports will be completed and presented during the Steering Committee Meeting in May 2014.
- Partners will identify the best way forward and a full proposal for the main phase would be formulated.
- The celebration of the World Migratory Bird Day with the theme “Destination Flyways: Migratory Birds and Tourism” will take place raising awareness of the project.

Annex V. Finalists and winners of the 2013 UNWTO Awards for Excellence and Innovation in Tourism

- (a) UNWTO Ulysses Prize for Creation and Dissemination of Knowledge: Dr. Tej Vir Singh
- (b) UNWTO Award for Lifetime Achievement: Mr. Richard Quest
- (c) UNWTO Ulysses Award for Innovation in Public Policy and Governance:
 - (i) Winner: Responsible Tourism Project at Kumarakom, Department of Tourism, Government of Kerala, India
 - (ii) First Runner-up: Interactive System of Tourists Information, Office of the Marshal of the Pomorskie Voivodeship, Poland
 - (iii) Second Runner-up: Kwita Izina, Rwanda Development Board, Rwanda
- (d) UNWTO Ulysses Award for Innovation in Enterprises:
 - (i) Winner: Arromanches 1944, Biplan, France
 - (ii) First Runner-up: International Quality Brand for Hospitality for All, Village for All SRL, Italy
 - (iii) Second Runner-ups: Icon Hotel Limited, ICON Hotel, China & Talasoplaya Spa Project, Aqua Maris Foundation, Spain.
- (e) UNWTO Ulysses Award for Innovation in Non-Governmental Organizations:
 - (i) Winner: From Charity to Social Entrepreneurship, Borneo Ecotourism Solutions and Technologies (BEST) Society, Malaysia
 - (ii) First Runner-up: Alqueva Dark Sky Programme, Genuineland, Portugal
 - (iii) Second Runner-up: Big Blog Exchange, Hostelling International, UK
- (f) UNWTO Ulysses Award for Innovation in Research and Technology:
 - (i) Winner: 3D AR Visual Portal, DSP Studio & Momentum Studio, Croatia
 - (ii) First Runner-up: Smart Tour Guide, Korea Tourism Organization
 - (iii) Second Runner-up: V4A Inside, Village for All SRL, Italy