



UNWTO Commission for Europe

Sixty-third meeting
Prague, Czech Republic
Provisional agenda item 4

CEU/63/4
Madrid, April 2018
Original: English

Item 4 of the provisional agenda

Report on the Implementation of the General Programme of Work **Regional activities**

Note by the Secretary-General

In this document, the Secretary-General presents to the Members of the UNWTO Commission for Europe information on the activities carried out in Europe since the 62nd Meeting of the UNWTO Commission for Europe, held on the occasion of the 22nd Session of UNWTO's General Assembly in Chengdu (China).



UNWTO Commission for Europe

63rd Meeting

Prague, Czech Republic, 12 June 2018

UNWTO activities in Europe 2017/2018

since the 62nd Meeting of the UNWTO Commission for Europe (Chengdu, China, 11 September 2017)

PAST EVENTS

DATE	LOCATION	CATEGORY	EVENT
11/09/2017	Chengdu, China		62nd Meeting of the UNWTO Commission for Europe More information
08/10/2017 – 10/10/2017	Marbella, Spain	Education/ Capacity Building	2nd UNWTO Global Conference on Talent Development in Tourism: Strategies for Competitive Destinations The 2nd UNWTO Global Conference on Talent Development in Tourism brought together policy makers and experts from public tourism administrations, private entities and world renowned academics, to debate the decisive role of talent development and education in defining the competitiveness of tourism destinations and to share ideas during a series of interactive working sessions. The conference also sought to build awareness within the public and private sectors and among other tourism stakeholders about the importance of attracting and retaining young talent. More information

06/11/2017	London, United Kingdom	Destination Management	<p>Silk Road Seminar - Selling the Silk Road: unite and conquer – WTM 2017</p> <p>This seminar discussed, amongst others, how to best market the Silk Road, including issues such as whether to promote the Silk Road as overarching tourism route or dividing it into thematic tourism themes and how social media can be used to successfully market this tourism destination.</p> <p>More information</p>
07/11/2017	London, United Kingdom	Socio- Cultural Sustainability	<p>11th Edition of the Ministers' Summit – WTM 2017</p> <p>Ministers of Tourism from 60 countries and leaders from private sector companies and associations got together at the Ministers Summit under the title 'Overtourism: growth is not the enemy; it is how we manage it to discuss the challenges of sustainable tourism.' It addressed issues such as congestion management, the measurement of the impacts of tourism or the role of the private sector in promoting tourism as an effective tool to achieve the Sustainable Development Goals (SDGs).</p> <p>More information</p>
13/11/2017 – 14/11/2017	Kėdainiai, Lithuania	Destination Management	<p>Capacity Building Workshop in Lithuania on “Current Trends in Tourism eMarketing”</p> <p>During this workshop, jointly organized by UNWTO, its Themis Foundation and the Ministry of Economy of the Republic of Lithuania, participants learned about the use of technology and the digital footprint to maximize visibility, engagement, conversion and loyalty. They were also encouraged to reflect on how to concrete tourism experiences; develop benefits for all participants in the marketplace and improve competitiveness based on optimizing the performance of their networks in smart destinations and smart tourism hospitality ecosystems.</p> <p>More information</p>
16/11/2017 – 18/11/2017	Santiago de Compostela Spain	Destination Management	<p>ETC – UNWTO International Seminar on Transnational Tourism Themes and Routes</p> <p>Jointly organized by ETC and UNWTO, this two-day event provided insights into the development, management and promotion of transnational tourism themes and routes in Europe and worldwide, as well as practical guidance for National Tourism Organization (NTOs), Destination Management Organizations (DMOs) and National Tourism Administrations (NTAs) on how to market and promote destinations through transnational thematic tourism experiences and products. The event was also the occasion to launch the new ETC-UNWTO Handbook on Marketing Transnational Tourism Themes and Routes, which provides step-by-step guidance on how to achieve successful themed transnational tourism.</p> <p>More information</p>
22/11/2017 - 23/11/2017	Fatima, Portugal	Socio- Cultural Sustainability	<p>International Congress on Religious Tourism and Pilgrimage - The Potential of Sacred Places as a Tool for Sustainable Tourism Development</p> <p>Taking note of the United Nations (UN) declaring 2017 as the <i>International Year of Sustainable Tourism for Development</i>, the congress was organized jointly by the World Tourism Organization (UNWTO), the Ministry of Economy of Portugal and the Municipality of Ourém. It discussed how effective partnerships, in sacred places, can benefit local communities, encourage their sustainable development and socio-economic empowerment in the long run and help to</p>

			<p>drain tourists to other, lesser known tourist attractions of the region. Additionally, it reflected on the need for specific policies for protection and management of religious and sacred sites that take into account the distinct sacred or spiritual value associated with the place as a key factor for their conservation.</p> <p>More information</p>
<p>29/11/2017-30/11/2017</p>	<p>Brussels, Belgium</p>	<p>Social-Economic & Environmental Sustainability</p>	<p>Workshop on Measuring the economic impact of tourism in Europe: the Tourism Satellite Account (TSA)</p> <p>This workshop, jointly organized by UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) and in collaboration with Eurostat, gathered over 100 tourism policy makers, statisticians and TSA compilers to advance in the implementation of the measurement of the economic impact through Tourism Satellite Accounts and to entice collaboration amongst these key stakeholders.</p> <p>The topics debated ranged from technical inputs to governance issues and political leadership, which are all elements necessary for a successful TSA implementation. A key conclusion was that available resources, sufficient communication and political engagement are key issues for TSA development.</p> <p>More information</p>
<p>13/12/2017 - 14/12/2017</p>	<p>Madrid, Spain</p>	<p>Socio-Economic & Environmental Sustainability</p>	<p>2017 Global International Network of Sustainable Tourism Observatories (INSTO) Meeting</p> <p>With this global observatory event, UNWTO wished to continue the dialogue and learning process regarding the measurement of sustainable tourism development at the destination level. During the two day event four different thematic sessions of presentations took place, as well as a networking evening, where experts from around the world shared experiences, challenges, opportunities and concrete solutions for more timely and regular monitoring at the local level. This should lead to better evidence-based decision making, and thus management of tourism, overall.</p> <p>More information</p>
<p>19/12/2017</p>	<p>Geneva, Switzerland</p>	<p>Sustainability in Tourism</p>	<p>Closing ceremony of the IY 2017</p> <p>The IY2017 Closing Ceremony brought together the international community to commit for realizing the universal 2030 Agenda for Sustainable Development through tourism, at the national and global level. UNWTO presented the results of the 'Tourism and SDGs' Report developed in collaboration with the United Nations Development Programme (UNDP), which looks into the links between tourism and the SDGs in national policies as well as private sector strategies.</p> <p>Additionally, UNWTO launched the Tourism and the Sustainable Development Goals Programme, which aims at advocating for the contribution of sustainable tourism's to the 17 SDGs and encouraging the full integration of tourism and the SDGs in national, regional and global agendas.</p> <p>More information</p>
<p>15/01/2018 – 17/01/2018</p>	<p>Madrid, Spain</p>		<p>14th UNWTO Awards Ceremony and Cocktail Gala Dinner - FITUR</p> <p>The UNWTO Awards celebrate excellence and innovation in the tourism sector, recognizing exceptional leaders in the categories of Creation and Dissemination of Knowledge and Lifetime achievement, innovative projects in the categories of Public Policy and Governance, Research and Technology, Enterprises and Non-governmental Organizations and the</p>

			private sector commitment to the UNWTO Global Code of Ethics in the Ethics category. More information
28/02/2018	Brussels, Belgium	Political	Memorandum of Understanding between the EU Parliament and UNWTO European Parliament President, Antonio Tajani and UNWTO signed a Memorandum of Understanding, consolidating their partnership in matters related to partnership and hospitality. The Memorandum of Understanding aims to enhance the cooperation between UNWTO and the EU member states in a number of initiatives related to the hospitality industry related to the hospitality industry, including employment, sustainability, investment and research. UNWTO is an important partner of the EU in promoting the competitive and sustainable development of the tourism sector. More information
07/03/2018	Berlin, Germany	Destination Management	8th UNWTO Silk Road Ministers Meeting – ITB Berlin In what was the biggest Silk Road Ministers Meeting to date, 34 Member States convened in ITB Berlin to discuss the “2025 Silk Road Tourism Agenda”. Also attended by numerous UNWTO Affiliate Members and partner organizations such as UNIDO, UNESCO, PATA and WTTC, the meeting provided a forum to share ideas and strategies as to how fully realize the goals of establishing the Silk Road as the most important transnational tourism route of the 21st century. Additionally, the research on the Tourism Impact of the 21st century Maritime Silk Road was presented during the meeting in which tourism potential of Maritime Silk Road thematic routes across Asia are assessed. More information
08/03/2018	Berlin, Germany	Education/ Capacity Building	7th UNWTO Silk Road Tour Operators Forum During a 2-hour workshop, UNWTO ran a session designed to empower Silk Road tour operators to better understand, engage and work with the international travel trade. The opportunities, challenges and necessities of offering packaged tours across Central Asia, and Maritime Silk Road product development thematically framed the event. Apart from the presentation of UNWTO’s research project, a speed-networking session was conducted in the framework of the Tour Operators Forum. It allowed participating tour operators to showcase their latest products and especially innovative proposals in the areas of transnational collaboration and experiential travel etc. to an international audience. More information
17/03/2018 – 23/03/2018	Spain	Socio- Cultural Sustainability	Project: The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the Sustainable Development Goals This was a project for university students to study and analyze tourism and the human rights and their reflection in Camino de Santiago as vital elements that shape the global identity and culture, as well as the relation between tourism, the Camino de Santiago and the Sustainable Development Goals (SDGs). The forum achieved the international commitment of the participating universities to work towards the fulfillment of the SDGs and the achievement of sustainable tourism practices while exchanging best practices, learn from each other and gather knowledge that can later

be applied to other cultural routes worldwide.

[More information](#)

21/03/2018 - 23/03/2018	Escaldes- Engordany, Andorra	Destination Management	10th World Congress on Snow and Mountain Tourism Organized jointly by the seven communes of the Principality, the Government of Andorra and the World Tourism Organization (UNWTO), this Congress constitutes a permanent forum for debate on the development and sustainability of tourism in mountain areas. This year, more than 400 participants, including around thirty speakers from more than 16 countries, attended the tenth edition of the Congress, which highlighted the need to adapt tourism accommodation to the expectations of today's customers and to increase the quality of the traveller's experience, while identifying knowledge management and hospitality culture as keys to success. More information
26/04/2018 – 27/04/2018	Kayseri, Republic of Turkey	Destination Management	8th UNWTO Silk Road Task Force Meeting Jointly organized with the Ministry of Culture and Tourism of the Republic of Turkey and attended by the Task Force representatives of the Silk Road Member States, partner organizations and UNWTO Affiliate Members ascribed to the Silk Road Programme, the meeting built on and further specified the results obtained during the Silk Road Ministers Meeting at ITB Berlin 2018. As the main working body supporting the collaborative agenda of the Silk Road Programme, the Task Force meeting plays a major role in defining and developing the new Silk Road Action Plan. More information
23/05/2018 – 25/05/2018	San Sebastian, Spain		UNWTO Executive Council Meeting - 108th Session More information

UPCOMING EVENTS

DATE	LOCATION	CATEGORY	EVENT
25/06/2018 – 27/06/2018	Oviedo, Spain	Innovation, Investment and Digital Transformation	<p>2nd UNWTO World Conference on Smart Destinations</p> <p>In order to lead and shape new tourism models for the 21st century based on innovation, technology, sustainability and accessibility, the World Conference on Smart Destinations is the annual gathering of international tourism experts, discussing the opportunities and challenges for the tourism sector, and destinations in particular, arising from the development, implementation and management of innovative products and services that are based on new technological solutions.</p> <p>Organized by the World Tourism Organization, the Ministry of Energy, Tourism and the Digital Agenda of Spain and the Principality of Asturias, the 2018 edition of the event will cover themes such as:</p> <ul style="list-style-type: none"> • The digital transformation within destinations • Technological solutions for impact monitoring • Smart destination governance • The importance of new technologies for sustainable development • Standardization frameworks, data accessibility and cyber-security • The role of participatory approaches and open platforms • Data-driven success stories and best practices in tourism innovation <p>More information</p>
06/09/2018 – 07/09/2018	Chisinau, Republic of Moldova	Socio- Economic & Environmental Sustainability	<p>3rd UNWTO Global Conference on Wine Tourism</p> <p>The conference is organized in collaboration with the Government of the Republic of Moldova and seeks to explore issues related to sustainable rural development through tourism and, especially, engage in advancing the pivotal role wine tourism can play in fostering local development. Throughout the sessions, dynamic discussions and expert presentations will advance in topics such as overcoming challenges in wine tourism, Public-Private Partnerships for rural wine development and inclusive tourism practices.</p> <p>More information</p>
27/09/2018	Budapest, Hungary	Innovation, Investment and Digital Transformation	<p>Official Celebration of World Tourism Day 2018 - Tourism and the digital transformation</p> <p>Ever since its inception, World Tourism Day is celebrated on 27 September to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value. As the official day set aside in the United Nations Calendar the celebration seeks to highlight tourism's potential to contribute to reaching the Sustainable Development Goals (SDGs), addressing some of the most pressing challenges society is faced with today.</p> <p>More information</p>

08/10/2018 – 09/10/2018	Athens, Greece	Social- Economic & Environmental Sustainability	<p>International Conference on “Investing in Tourism for a Better Future”</p> <p>The Conference is organized by the European Bank for Reconstruction and Development (EBRD), the European Investment Bank, the Ministry of Tourism of Greece, with the support of UNWTO. The event will explore tourism’s impact in the economy; discuss challenges of seasonality, best practices in financing models and regulatory frameworks, as well as discussing joint policies and strategies for creating a framework for sustainable tourism development, investment and promotion in the region. Key issues will include investment, skills development, sustainability, transnational cooperation and innovation and digital transformation, as well as supply-chain management.</p> <p>More information will be uploaded shortly.</p>
10/10/2018 – 12/10/2018	Thessaloniki, Greece	Destination Management	<p>8th UNWTO International Meeting on Silk Road Tourism</p> <p>More information</p>
23/10/2018 – 24/10/2018	Krakow, Poland	Socio- Cultural Sustainability	<p>Role of Religious Tourism and Heritage in the Framework of the 2030 Sustainable Development Agenda</p> <p>The Congress will be organized by the Municipality of Krakow under the patronage of the Ministry of Sport and Tourism of Poland and with the support of UNWTO. The event will reflect on the potential and role of religious tourism in the framework of the 2030 Sustainable Development Agenda of the United Nations. The program of this year will address the contribution of religious tourism to the achievement of the 17 Sustainable Development Goals (SDGs) and will reflect on the opportunities presented by the European Year of Cultural Heritage.</p> <p>More information will be uploaded shortly.</p>
05/11/2018	London, United Kingdom	Destination Management	<p>Silk Road Seminar at the World Travel Market 2018</p> <p>A panel of tourism experts active across the region the Silk Road Region will discuss the cross-border and international initiatives and innovations along the Silk Road.</p> <p>More information</p>
14/11/2018 – 16/11/2018	Sofia, Bulgaria	Socio –Cultural Sustainability	<p>2nd International Congress on World Civilizations and Historic Routes</p> <p>The Congress, jointly organized by the Ministry of Tourism of the Republic of Bulgaria and UNWTO, will explore the possible ways in which world civilizations could be brought to life through tourism, in particular by making use of the networks developed along historic routes. The congress will also focus on addressing how tourism along these routes can play a leading role in creating new socio-economic opportunities for development at local, regional and national level while safeguarding and promoting tangible and intangible ancient heritage. Participants will have the opportunity to build upon the great cultural wealth spanning along the ancient routes, learn from different experiences and generate synergies among themselves and between several networks developed alongside the ancient cultural routes.</p> <p>More information</p>
03/12/2018 – 05/12/2018	Istanbul, Turkey	Socio –Cultural Sustainability	<p>3rd UNWTO/UNESCO World Conference on Tourism and Culture</p>

Events by category

1. **Education/ Capacity Building**

- 2nd UNWTO Global Conference on Talent Development in Tourism: Strategies for Competitive Destinations (08/10/2017 – 10/10/2017)
- 7th UNWTO Silk Road Tour Operators Forum (08/03/2018)

2. **Destination Management**

- Silk Road Seminar - Selling the Silk Road: unite and conquer – WTM 2017 (06/11/2017)
- Capacity Building Workshop in Lithuania on “Current Trends in Tourism eMarketing” (13/11/2017 – 14/11/2017)
- ETC – UNWTO International Seminar on Transnational Tourism Themes and Routes (16/11/2017 – 18/11/2017)
- 8th UNWTO Silk Road Ministers Meeting – ITB Berlin (07/03/2018)
- 10th World Congress on Snow and Mountain Tourism (21/03/2018 - 23/03/2018)
- 8th UNWTO Silk Road Task Force Meeting (26/04/2018 – 27/04/2018)
- 8th UNWTO International Meeting on Silk Road Tourism (10/10/2018 – 12/10/2018)
- Silk Road Seminar at the World Travel Market 2018 (05/11/2018)

3. **Sustainability in Tourism**

- Closing ceremony of the IY 2017 (19/12/2017)
- Eleventh meeting of the Committee on Tourism and Sustainability

3.1. **Social-cultural**

- 11th Edition of the Ministers' Summit – WTM 2017 (07/11/2017)
- International Congress on Religious Tourism and Pilgrimage - The Potential of Sacred Places as a Tool for Sustainable Tourism Development (22/11/2017 - 23/11/2017)
- Project: The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the Sustainable Development Goals (17/03/2018 – 23/03/2018)
- Role of Religious Tourism and Heritage in the Framework of the 2030 Sustainable Development Agenda (23/10/2018 – 24/10/2018)
- 2nd International Congress on World Civilizations and Historic Routes (14/11/2018 – 16/11/2018)
- 3rd UNWTO/UNESCO World Conference on Tourism and Culture (TBC)

3.2. **Social- Economic & Environmental**

- Workshop on Measuring the economic impact of tourism in Europe: the Tourism Satellite Account (TSA) (29/11/2017 - 30/11/2017)
- 2017 Global International Network of Sustainable Tourism Observatories (INSTO) Meeting (13/12/2017 - 14/12/2017)
- Eighteenth meeting of the Committee on Statistics and Tourism Satellite Account (27/02/2018 – 28/02/2018)
- 3rd UNWTO Global Conference on Wine Tourism (06/09/2018 – 07/09/2018)
- EBRD Meeting: 'Investing in Tourism for a Better Future: Why it matters and The Way Forward' (08/10/2018 – 09/10/2018)

4. **Innovation, Investment and Digital Transformation**

- 2nd UNWTO World Conference on Smart Destinations (25/06/2018 – 27/06/2018)
- Official Celebration of World Tourism Day 2018 - Tourism and the digital transformation (27/09/2018)