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REPORT ON IMPLEMENTATION AND EVALUATION OF THE ORGANIZATION'S GENERAL PROGRAMME OF WORK FOR THE PERIOD 2008-2009

List of UNWTO activities undertaken from 1st July to 31st December 2009

Strategic Objective A: Ensure the continuous improvement of competitiveness of destinations, through updated information and data on market trends, preparedness to face crises and adequate evaluation of the economic contribution of tourism, highlighting its significance.

Specific Objective A1: To foster the comparability of tourism statistics and the macroeconomic analysis of tourism activities by means of internationally agreed standards, and to design the required guidance, initiatives and tools (e.g. TSA) for their implementation.

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
A1-1: Revise and/or update various international standards, design new compilation guidance, both for domestic and international tourism, and reinforce international comparability of data	International conference on the measurement and economic analysis of tourism development at regional level, San Sebastian, Spain (27-28 October 2009)

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
A1-3: Integration of tourism statistics in other international standards and wider UN coordination mechanisms	Participation in: <ul style="list-style-type: none"> - Committee for the Coordination of Statistical Activities (CCSA), Bangkok, Thailand (9-11 September 2009) - 5th Meeting on Statistics for CEPAL Countries, Bogota, Colombia (27-28 August 2009) - Task Force on Statistics of International Trade and Services, OECD Headquarters, Paris, France (19-20 November 2009)
A1-4: Technical assistance and capacity-building for Member States on tourism statistics and TSA	UNWTO Workshop on Tourism Statistics and TSA for Arab Countries, Damascus, Syria (14-15 October 2009) UNWTO Capacity-Building Programme on Tourism Statistics 2008-2009: <ul style="list-style-type: none"> - for Europe: Fourth workshop, Vienna, Austria (18-20 November 2009) - for Africa: Third Workshop and Regional Seminar on Tourism Statistics, Johannesburg, South Africa (23-26 November) - Central America: Second Workshop, San Salvador, El Salvador (26-27 October 2009) Missions: <ul style="list-style-type: none"> - Assessment of the system of tourism statistics and preparation of an action plan, Tripoli, Libya (17-24 November 2009)

Specific Objective A2: Enhance UNWTO Members' ability to operate successfully in the global marketplace through constant competitiveness improvement, innovation and other tools towards excellence at destinations, and support them in multilateral trade and investment negotiations

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
A2-1: Undertake research and provide advise on short-, mid- and long-term tourism market trends, developing quantitative and qualitative forecasts on future prospects and on new products' development	Third UNWTO/PATA Forum: Tourism Trends and Outlooks, Guilin, China (15-17 November) Participation in European Tourism Forum 2009, Brussels, Belgium (9 October 2009) Publications: <ul style="list-style-type: none"> - UNWTO Tourism Highlights2009 - UNWTO Barometer: October 2009 - Volume 7, Issue 3 and September 2009 - Interim Update
A2-2: Analyze the factors that contribute to the enhancement of competitiveness and excellence in tourism, disseminate results and provide advise to Members and DMOs, including mature/declining destinations	UNWTO Fifth International Conference on Destination Management: "Weathering the storm of Global Recession – The Challenge for International Tourism Resilience Symposium, Osaka, Japan (11 September 2009) Third meeting of the UNWTO Resilience Committee, Astana, Kazakhstan (7 October 2009) Ministers' Summit - Roadmap for recovery: Sustainable tourism in challenging times, London, U.K. (10 November 2009) Publication: Handbook on Tourism Destination Branding Participation in: <ul style="list-style-type: none"> - Tourism Day on Crisis and Recovery, Barcelona, Spain (4 November 2009) - IPK/ETC Meeting, Pisa, Italy (5-7 November 2009) - 6th Seminar on Market Research in Tourism, Ljubljana, Slovenia (3 December 2009)
A2-3: Examine innovative marketing and promotion techniques and provide assistance to Members and DMOs in this area	UNWTO Destination Management Conference, Hangzhou, China (21-22 September 2009) UNWTO Meeting of the Silk Road, Astana, Kazakhstan (7 October 2009) UNWTO Workshop on Marketing Strategy, Thimphu, Bhutan (20-25 November 2009) Participation in: <ul style="list-style-type: none"> - Course on DMOs, Malaga, Spain (9-11 December 2009) - Conference on the realization of new marketing programs of Russian regions' tourism product on the international area, Moscow, Russian Federation (22-24 September 2009)

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
	<ul style="list-style-type: none"> - 4th Tourism Promotion Organization for Asia Pacific Cities (TPO), Kota Kinabalu, Malaysia (26-27 September 2009)

Specific Objective A3: Enhance the ability of Member States, DMOs and tourism companies to anticipate, prevent, manage and recover from crisis situations

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
<p>A3-1: Support Members to identify, prevent and mitigate global and local risks related to tourism and plan and implement crisis management systems (including SAFE Initiative)</p>	<p>Review and preparation exercise on travel and tourism under pandemic conditions, UNWTO Headquarter, Spain (26-27 August 2009) UNWTO Workshop on Travel and Tourism under Pandemic Conditions: Review and Preparation Exercise, Nassau, The Bahamas (16-17 September 2009) UNWTO Seminar on Risk and Assessment and Crisis Management, Sana'a, Yemen (17-19 November 2009) Participation in Information Session on H1N1 for the Austrian Tourism Industry, Vienna, Austria (27-28 October 2009) Publications:</p> <ul style="list-style-type: none"> - Travel and Tourism under Pandemic Conditions – Review and Preparation Exercise (26-27 August 2009) - Travel and Tourism under Pandemic Conditions – Second Review and Preparation Exercise (16-17 September 2009)
<p>A3-2: Emergency assistance to members in coordination with UN system</p>	<p>Support mission to the Indonesian government after the bomb attacks in Jakarta, Indonesia (21-22 July 2009) Participation in:</p> <ul style="list-style-type: none"> - ILO technical workshop - business continuity planning - enhancing pandemic preparedness through social dialogue, Geneva, Switzerland (28-30 October 2009) - WHO Technical Consultation Meeting on International Health Regulation Implementation and Public Health Emergency at Ports, Airports, and Ground Crossings, Lyon, France (9-12 December 2009) - Symposium on Pandemic Zurich, Switzerland (2-3 September 2009) - International Workshop on Best Practises and Lessons Learnt On H1N1, Mexico (3-4 September 2009)

Strategic Objective B: Promote the sustainable development of tourism in Member States in line with the Global Code of Ethics, to contribute to the Millennium Development Goals and to worldwide socio-economic development.

Specific Objective B1: Facilitate the integration of sustainability and quality criteria in national, regional and local tourism policies and development plans. Apply these criteria to different types of destinations and encourage their application by the private sector

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
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Area of activities	Activities undertaken from 1 st July to 31 st December 2009
<p>B1-1: Undertake research, develop manuals and provide training to national and local officials and other tourism stakeholders on: a) sustainable tourism policies and tools and b) their application to specific destinations and types of tourism resources: coastal areas, cities, heritage sites, natural parks, rural areas, SIDS, intangible heritage, etc.</p>	<p>ETC/UNWTO Symposium in collaboration with VisitSweden on Tourism and Travel in the Green Economy, Gothenburg, Sweden (14-15 September 2009)</p> <p>World Tourism Day 2009: Tourism - Celebrating Diversity, Ghana (27 September 2009)</p> <p>UNWTO Workshop on cultural tourism management, Saudi Arabia (17-19 October 2009)</p> <p>Tour Operators' Initiative:</p> <ul style="list-style-type: none"> - Board Members Meeting, Munich, Germany (5 October 2009) - TOI Annual General Meeting and TOI/WWF Core Group and Steering Committee Meetings, London, U.K. (9-11 November) <p>Publication: Sustainable Tourism Management at World Heritage Sites (Huangshan, 24 – 27 March 2008)</p> <p>Participation in:</p> <ul style="list-style-type: none"> - 3rd Seminar on Rural Tourism, Santa Cruz, Bolivia (23-26 August 2009) - Member of the jury for SNCF Responsible Tourism Trophy, Paris, France (11 September 2009) - IV European Greenways Award, Brussels, Belgium (14-15 September 2009) - Course of the University of Malaga: sustainability of rural and nature tourism products, Ronda, Spain (13-17 September 2009) - UNESCO symposium on culture and development, Paris, France (10 October 2009) - Workshop of the Italian Network for Responsible Tourism, Bologna, Italy (21-22 September 2009) - Working sessions of UNESCO Starlight Initiative, Fuerteventura, Spain (12-14 October 2009) - AECI Sustainable management and conservation of natural and cultural tourism resources, Santiago de Compostela, Spain (21-22 October 2009) - First Meeting of the EMG Writing Team of the UN Report on 2010 Biodiversity Targets, Rome, Italy (9 November 2009) - 1st. Review Meeting of the Green Economy Report, Geneva, Switzerland (18 November 2009) - Workshop on International Sustainable Tourism Montevideo, Uruguay (2-6 September 2009)

Specific Objective B3: Ensure the social and cultural sustainability of tourism, with a special focus on local communities, and provide guidance for the practical implementation of the Global Code of Ethics

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
<p>B3-1: Increase awareness and involvement of the public and private sectors in the protection of children and women against exploitation (sexual and otherwise) and trafficking at tourism destinations and establishments, especially in developing countries</p>	<p>UNWTO Meeting of Executive committee of the Task Force for the protection of children in tourism, London, U.K. (8 November 2009)</p> <p>1st meeting of the UNWTO Women in Tourism Task Force, Headquarters, Spain (25 September 2009)</p> <p>Participation in the 1st Forum on Social responsibility, Sustainability and Climate Change, San Jose, Costa Rica (30 November 2009)</p>
<p>B3-3: Study the relationship between tourism and migrations</p>	<p>Participation in 3rd Global Forum on Migration and Development, Athens, Greece (4-5 November 2009)</p>

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
B3-6: Provide technical advise, capacity-building and training support to Member States and the tourism industry to put in practice the Global Code of Ethics in their regulatory frameworks and operations	Improve general awareness on the Global Code of Ethics (GCoE) through distribution of the Code and related material to international tourism community

Specific Objective B4: Deepen the knowledge of the contribution of tourism to poverty alleviation and its distribution among different stakeholders and host communities, in order to enhance both, policy formulation by public administrations and management practices by companies.

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
B4-1: Study ways in which tourism can open economic development opportunities for poor people living in or around natural parks and protected areas and disseminate results among Member States and protected areas authorities	Study under preparation. To be published in 2010 Missions: <ul style="list-style-type: none"> - Identification of ST-EP Project in the Area of Park W, Niger (28 September – 3 October 2009) - Reformulation of ST-EP projects and Park W project, Burkina Faso ((28 September – 2 October 2009) - Formulation of the Park W project, Benin (14-17 October 2009)
B4-3: Undertake research, develop manuals and provide training to national, local officials and community organizations in developing countries (especially those benefiting from the Special Programme for Africa) on: a) integrating tourism into poverty reduction strategies, b) enhancing the contribution of tourism to poverty alleviation and c) influencing the destinations' value chain in favour of the poor, especially women	ST-EP and Themis Foundation Course, Valence, Spain (September 2009) UNWTO/THEMIS Course on Sustainable tourism and Poverty Reduction, Guanajuato, Mexico (20-22 September 2009)
B4-4: Evaluate and monitor economic impacts of tourism on poverty	Please consult the full report on the evaluation of all ST-EP projects implemented during the biennium 2008-2009

Specific Objective B5: Improve the understanding of the relationship between climate change and tourism, and promote the formulation and implementation of adaptation and mitigation policies and measures.

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
B5-2: Continue the pilot testing of adaptation and mitigation measures	Hotel Energy Solutions (HES) Project: HES Pilot Destination Meeting, Bonn, Germany (24-26 November 2009):
B5-3: Develop further awareness on the impacts of climate change on tourism and on the contribution of tourism to climate change, identifying possible mitigation and adaptation measures and provide	UNWTO side event in WMO third World Conference on Climate Change", Geneva, Switzerland (3-4 September 2009) Participation in: <ul style="list-style-type: none"> - Meeting of the Nairobi work programme on impacts, vulnerability and adaptation to climate change, Barcelona, Spain (3 November 2009)

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technical support to Members	<ul style="list-style-type: none"> - Tourism and climate change conference, University of Brighton, U.K. (8-9 July 2009) - Regional Conference on Climate Change and Sustainable Development, Budva, Montenegro (16-17 October 2009) - International Forum on "Sustainability, Climate Change and Tourism: challenges posed by the global economic crisis", Bournemouth, U.K. (25 November 2009) - 15th Conference of the Parties to the UN Framework Convention on Climate Change, Copenhagen, Denmark (15-18 December 2009)
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Strategic Objective C: Ensure that governments, the NTAs, tourism destinations, the private sector and other tourism stakeholders establish: a) the necessary education and training tools, b) suitable partnerships and collaboration frameworks, c) proper governance structures and management systems to optimize results and ensure adherence to the Global Code of Ethics, and d) obtain the necessary technical assistance and financing support.

Specific Objective C1: Increase strategic capacity of UNWTO Members in the areas of tourism education and knowledge management

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
C1-1: Reinforce the UNWTO network of centres specialized in knowledge resources and quality education and training (TedQual, GTAT, TedProm)	Participation in: Course " Tourism and international cooperation for development", Valence, Spain (12-14 September 2009) TedQual Certificate Ceremony Hildiktipari (Tourism Institute) Association, Jakarta, Indonesia (14-16 September 2009)
C1-2: Reinforce the UNWTO network of officials and managers applying knowledge management instruments and their application in governance	UNWTO workshop on the Establishment and Operation of a Tourism Police Service, Qatar (27-30 October 2009) Train the Trainers session, Luanda, Angola (26 August – 10 September 2009) Participation in the III International Scientific Conference, Cairo, Egypt (23-25 October 2009) Publication: <i>Le nouvel état touristique – Dix-huit leçons sur la société du loisir et du voyage</i> , by Francesco Frangialli
C1-3: Foster knowledge management in tourism as an instrument for development and sustainability	UNWTO Workshop on the Strategic Role of Knowledge in Specialized UN Organizations, Astana, Kazakhstan (5 October 2009)

Specific Objective C3: Identify and analyse the tourism development needs of Member States and regions and provide them with technical assistance specific to these needs

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
C3-1: Field technical assistance and sectoral support missions to Member States upon request	Technical missions: <ul style="list-style-type: none"> - Bahrain: Hotel Reassessment (12 August-11 September 2009) - Bangladesh: Identification of priority areas for tourism development (December 2009) - Bolivia: Quality, Competitiveness and Norms (28 November – 5 December 2009) - Burundi: Formulation of a tourism sustainable development national strategy (17 November-20 December 2009) - Chad: Establishment of terms of reference of a sustainable tourism master plan (9-15 November 2009) - Egypt: various missions regarding the Joint UNWTO-government of Egypt project for the review and implementation of the new hotel classification system (July-November 2009) - India: Preparation of a pilot demonstration project for Ropar Wetlands in Punjab (22 August – 5 September 2009)

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
	<ul style="list-style-type: none"> - India: Project Formulation for a Tourism Development Master Plan for Gujarat (15-25 September 2009) - Jordan: Evaluation of marketing activities (December 2009) - Jordan: National tourism brand development and management (22-26 November 2009) - Indonesia: Preparation of a Tourism Marketing Strategy (15 November – 4 December 2009) - Kenya: Preparation of the terms of reference for a tourism advisor to the Minister (29 November-5 December 2009) - Maldives: Production of a model of organizational structure for Maldives Tourism Promotion Board (November 2009) - Nicaragua: Assessment of air accessibility to tourism destinations (November 2009) - Nicaragua: Support to the creation of a cruise destinations association for the Caribbean (December 2009) - Oman: preparation of a tourism manpower and training needs analysis and human resources development action plan (4-15 December 2009) - Sri Lanka: Project Formulation for the development of a Tourism Master Plan (15-26 November 2009) - Swaziland: Formulation a Tourism Master Plan (8-15 August 2009) - Tunisia: Marketing and Branding (December 2009) - Uganda, Rwanda, Zambia: Preparation of a Study on "Tourism to Africa" focusing on tourism trends, product development and business operations of foreign tour operators (16-21 August 2009) - Zimbabwe: Project formulation of a tourism development master plan (28 October – 5 November 2009) <p>Official visits:</p> <ul style="list-style-type: none"> - Abu Dhabi: WTD Ceremony (27 September 2009) - Austria: WTD Ceremony (27 September 2009) - Bolivia (22-23 September 2009) - Central African Republic: meeting of CEMAC ministers of tourism (16-21 November 2009) - Chile (23 November 2009) - China (13 September 2009) - China: Guangdong Tourism and Cultural Festival, Guangzhou (13-14 November 2009) - Colombia: Participation in the Conference "TURISMO COMPITE" (19 November 2009) - Croatia: participation in the days of Croatian tourism (20-22 October) - DPR Korea: Participation in the Arirang Festival, Pyongyang (13-16 September 2009) - Finland: to facilitate membership in UNWTO (6-9 September 2009) - France (10-11 September) - European Commission (14 September 2009) - Guatemala (23-26 August 2009) - Korea: Participation in the 9th EATOF General Assembly (8-10 September 2009) - Kuwait (8-10 December 2009) - Lithuania: participation in the 2nd Baltic Sea Tourism Forum (24-25 September) - Oman, participation in the Executive Board of the Ministerial Council for tourism of the League of Arab States (19-20 December 2009) - Oman, participation in the Gulf And Investment Forum (26 October 2009)

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
	<ul style="list-style-type: none"> - Panama (20 November 2009) - Saudi Arabia (18-22 July 2009) - Slovenia: 12th Slovenian Tourism Forum (2-4 December 2009) - Turkey (15-17 October 2009) - Zimbabwe (31 August-3 September 2009)
<p>C3-2: Identify and secure extra-budgetary resources for the implementation of technical assistance projects</p>	<p>Meeting with GTZ, Jakarta, Indonesia (18 October 2009) Participation in meetings of the SNV Network Leaders and SNV Expert, London, U.K. (9-12.November 2009) Discussions with the Government and UNDP on the new Tourism Development Master Plan Project, Colombo, Sri Lanka (16-19 November 2009)</p>
<p>C3-3: Implement technical cooperation projects and monitor results</p>	<p>Mission: Assessment of ongoing ST-EP Projects and reformulation of Work Plans, Mozambique (30 July – 6 August 2009) Study: UNDP-TICAD Study on "Tourism to Africa" Projects completed at 31/12/2009:</p> <ol style="list-style-type: none"> 1. Bahrain: Re-evaluate Several Hotels Establishments according to the existing Hotel Classification 2. Botswana: Formulation of a Tourism Policy 3. India: Tourism Development Master Plan for Punjab (Phase I) 4. Macedonia: Revision of the National Sustainable Tourism Strategy 2009-2013 5. Oman: Development of the Tourism Satellite Account 6. Panama: Tourism Master Plan 7. Rwanda: Sustainable Tourism Development Plan 8. Timor Leste: Formulation of a Tourism Policy <p>On-going projects at 31/12/2009:</p> <ol style="list-style-type: none"> 9. Bahrain: Development of a Classification and Grading System for Hotels and Accommodation Establishments 10. Botswana: Development of a Community-based Tourism 11. Botswana: Implementation of the Tourism Satellite Account 12. Burundi: National strategy Sustainable Development of Tourism 13. China: Designing and Developing a Diploma Program on Hospitality Management for the Guilin Institute of Tourism 14. China: Tibet Development and Poverty Alleviation 15. Ecuador: MDGF Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuni Biosphere Reserve 16. Ecuador: MDGF Development and Cultural Diversity for Poverty Reduction and social Inclusion 17. Egypt: MDGF: Dahshour World Heritage Site Mobilization for Cultural Heritage for Community Development 18. Egypt: Review and Implementation of the New Hotel Classification System 19. Honduras: MDGF Creativity and cultural identity for local development 20. India: Tourism Development Master Plan for Punjab (Phase II) 21. Indonesia: Tourism Marketing 22. Nicaragua: MDGF Cultural Revitalization 23. Nicaragua: MDGF National Development Capacities for Improving Employment and Self-Employment Opportunities for

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
	Young People 24. Oman : Tourism Manpower and Training Needs Analysis and Human Resources Action Plan 25. Panama : MDGF Network of Entrepreneurial Opportunities for Poor Families 26. Peru : MDGF Inclusive Creative Industries 27. Senegal : MDGF Promoting Initiatives and Cultural Industries 28. Serbia : MDGF Sustainable Tourism for Rural Development 29. Turkey : MDGF Alliance for Cultural Tourism in Kars
C3-4 : Identify, implement and monitor technical assistance projects leading to poverty alleviation (ST-EP projects)	Meeting of the ST-EP Foundation/Working Group, Astana, Kazakhstan (6 October 2009) Mission: Training sessions on ST-EP projects, Senegal (8-14 November) Participation in International Seminar on Tourism and Elimination of Poverty - Exchange of International Experiences, Turin, Italy (12 December 2009)

Specific Objective C4: Increase financial sources for the sustainable development of tourism

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
C4-1 : Identify new financial sources for the sustainable development of tourism programmes and projects available to governments and the private sector	Capacity Building for Global Compact Networks, New York, USA (3-5 September 2009)

Specific Objective C5: Improve governance structures in tourism through suitable public-private partnerships (PPPs)

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
C5-1 : Collect and disseminate best practices on tourism governance and PPPs and promote their adoption by Members	Seminar on the role of the private sector in UNWTO: How can we contribute to organizing a meaningful model of global tourism governance?, Astana, Kazakhstan (6 October 2009) Seminar on Unfair Competition in Tourism Accommodation: Old and New Challenges for the Tourism Sector, Bogota, Colombia (26-27 November) Participation in: <ul style="list-style-type: none"> - 8th SETE Conference on Tourism and Development, Athens, Greece (19-20 October 2009) - XXXV CONGRESS of Portuguese Travel agents Association, Faro, Portugal (26-28 November 2009) - Hospitality & Tourism International Conference, Porto, Portugal (10 December 2009)

Strategic Objective D: Support UNWTO members in the fields of information technologies, management techniques, documentation and the use of latest available technologies to enhance the image of the tourism sector and that of the Organization, directly and through its partnerships.

Specific Objective D1: Promote information management, documentation support, the production of publications and the establishment of networking systems in tourism, and strengthen the capacities of UNWTO Members and other tourism stakeholders to access these systems

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
D1-1: Continue the updating and maintenance of UNWTO Documentation Resources (both physical and on-line), the UNWTO linguistic Thesaurus, UNWTO records and archives and the tourism legislation tools (LEXTOUR and DFTL) for optimal internal and external use	Participation in the 21 st IFTTA Annual Conference, Sao Paulo, Brazil (4-5 October 2009)
D1-6: Sales and promotion of publications, translation and reproduction rights	Participation in the Frankfurt book fair, Germany (12-16 October 2009)

Specific Objective D2: Enhance the ability of UNWTO Members, especially in developing countries, to make the best possible use of information and communication technologies (ICT) in tourism development, management and marketing.

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
D2-3: Assist Members in introducing ICT in their management and administration procedures	Mission on E-tourism Needs Assessments, Jordan (1-6 November 2009)

Specific Objective D3: Promote the importance of tourism as a key factor in advancing socioeconomic development, and position UNWTO's role and image in this process

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
D3-1: Strengthen relationships with media to raise awareness about the importance of tourism and the role of UNWTO	UNWTO News Conference held at 18 UNWTO General Assembly, Astana, Kazakhstan and WTM, London, UK Strategic media-partnerships worldwide to ensure global messaging platform
D3-2: Strengthen strategic alliances with international tourism fairs	Collaboration with the World Travel Market, London, U.K. (9-12 November 2009) Participation in: <ul style="list-style-type: none"> - First China Tourism Industries Festival, Tianjing, China (20-21 September 2009) - 2009 China International Travel Mart, Kunming, China (18-20 November 2009) - Hangzhou West Lake Expo 2009 & to discuss the details for Shanghai Expo 2010, China (16-21 October 2009) - 6th International Tourism Fair (SITHO) Ouagadougou, Burkina Faso (29 September – 3 October 2009)
D3-3: Assist Member States, especially LDCs, in	Sustainability and Communications without mega budgets: second training module (organized by RMSU in cooperation with

Area of activities	Activities undertaken from 1 st July to 31 st December 2009
developing their communications capacities in tourism, including image building	UNWTO), UNWTO headquarter, Spain (30 November – 3 December 2009)
D3-4: Enhance UNWTO's image and delivery of its strategic messages through different communications tools	Participation in: <ul style="list-style-type: none"> - EU-Mediterranean meetings in the context of the Spanish EU presidency, Barcelona, Spain (16 November 2009) - Meeting of the International Multimedia Groups, Santa Cruz de Tenerife, Spain (18 November 2009) Publications: <ul style="list-style-type: none"> - UNWTO News, third quarter 2009 - Assembly Daily: 4 issues