



World Tourism Organization

UNWTO

Annual Report 2014



UNWTO

Annual Report 2014

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UNWTO Annual Report 2014

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Global challenges, global solutions



The top headlines of 2014 painted a challenging landscape. From sluggish economic growth and geopolitical conflicts to the Ebola virus outbreak in West Africa – to all appearances, such circumstances were hardly favorable for tourism.

Yet in spite of the many challenges the world faced in 2014, international tourism continued to propel ahead. At the year's close, the number of tourists travelling internationally grew by 4.4%, reaching a new milestone of 1,135 million, and capping a five-year consecutive increase since the global economic crisis of 2009. Once again, these results have surpassed UNWTO's long-term projection of 3.8% growth for the period 2010 to 2020, well on track to reach the projected 1.8 billion international tourists by the year 2030.

With over 1.1 billion tourists taking an international trip every year, tourism continues to be an unstoppable force and a key driver of the global economic recovery. Yet tourism's record growth is not merely absolute numbers. Tourism's continued progress and expansion represents an effective solution for many of the world's greatest challenges. Indeed, few sectors are as strategically positioned as tourism to contribute decisively to job creation, poverty alleviation, environmental protection and multicultural peace and understanding.

Tourism's increasing relevance on the development agenda comes at a critical turning point as we shift from the Millennium Development Goals (MDGs) into the Sustainable Development Goals (SDGs), the new blueprint for global development. During this crucial time, sustainable tourism will be counted on to fulfill its role as an important player in achieving the ambitious goals of sustainable development, green growth and a more resilient global economy.

Global challenges call for global solutions. Our commitment remains in advancing UNWTO's mandate to promote tourism as a driver of economic growth, inclusive development and environmental sustainability and a global solution for a better future for the planet and its people.

Taleb Rifai, Secretary-General

A handwritten signature in black ink, reading 'Taleb Rifai'.

About UNWTO



The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability, offering leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO upholds the implementation of the *Global Code of Ethics for Tourism* to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects around the world.

UNWTO's membership includes 156 countries, six territories, two Permanent Observers, and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

Our priorities:

- Mainstreaming tourism in the global agenda
- Improving tourism competitiveness
- Promoting sustainable tourism development
- Advancing tourism's contribution to poverty reduction and development
- Fostering knowledge, education and capacity building
- Building partnerships
- Supporting our Member States

UNWTO Milestones 2014



January 2014

UNWTO and the World Travel and Tourism Council (WTTC) launch the report *The Impact of Visa Facilitation in ASEAN Member States*, on the occasion of the ASEAN Tourism Forum (ATF) 2014 (Kuching, Malaysia).

February 2014

UNWTO and the Government of Austria launch the *International Handbook on Tourism and Peace* (Vienna, Austria).

March 2014

UNWTO, the United Nations Office of Drugs and Crime (UNODC) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) launch the global campaign *Your Actions Count – Be a Responsible Traveller* to support the fight against illegal trafficking of persons, wildlife, cultural artefacts, illicit drugs and counterfeit goods.

UNWTO launches the first UNWTO Affiliate Members prototype project, *Madrid Precious Time* at ITB 2014 in collaboration with the Madrid City Council and the Ministry of Industry, Energy and Tourism of Spain.

April 2014

UNWTO calls for increased support for tourism in international aid flows at the First High-Level Meeting of the Global Partnership for Effective Development Co-operation (Mexico City, Mexico).

June 2014

UNWTO delivers *The Bohol Tourism Recovery Plan* in the Philippines.

September 2014

World Tourism Day (WTD) 2014 is celebrated around the theme *Tourism and Community Development*. Official celebrations take place in Guadalajara, Mexico (27 September).

The *SAMOA Pathway*, the official outcome document of the UN Conference on Small Island Developing States, recognizes sustainable tourism as “an important driver of sustainable economic growth and decent job creation” in small islands.

The *Santiago de Compostela Declaration on Tourism and Pilgrimages* resulting from the First UNWTO International Congress on Tourism and Pilgrimages highlights “the



valuable contribution of pilgrimages and sustainable tourism to intercultural dialogue, universal respect for the spiritual values of humanity and the establishment of peace and prosperity in the world”.

November 2014

The Sustainable Tourism Programme of the Ten-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) is launched at the World Travel Market (WTM) in London. The Programme is led by UNWTO and co-led by the Governments of France, the Kingdom of Morocco and the Republic of Korea, with the support of the United Nations Environment Programme (UNEP).

UNWTO launches *Punta del Este 365*, the first prototype developed to help overcoming seasonality, together with the Ministry of Tourism and Sports of Uruguay, the Regional Government of Maldonado and Destino Punta del Este at WTM London.

December 2014

The San Marino Declaration of Accessible Tourism is adopted at the First UNWTO Conference on Accessible Tourism in Europe (San Marino).

The 69th session of the United Nations General Assembly adopts by consensus the resolution entitled *Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection*, calling upon the UN System to promote sustainable tourism as an instrument to contribute to the Millennium Development Goals.

World Tourism Day 2014



Tourism and Community Development

Celebrated every year on September 27, World Tourism Day (WTD) is the global observance day earmarked in the United Nations calendar to raise awareness of tourism's social, political, cultural and economic value.

WTD 2014 focused on the theme of *Tourism and Community Development*, spotlighting tourism's role in empowering communities worldwide. This central theme was in line with the United Nations' global transition into the Sustainable Development Goals (SDGs) as the guiding blueprint for the post-2015 sustainable development agenda.

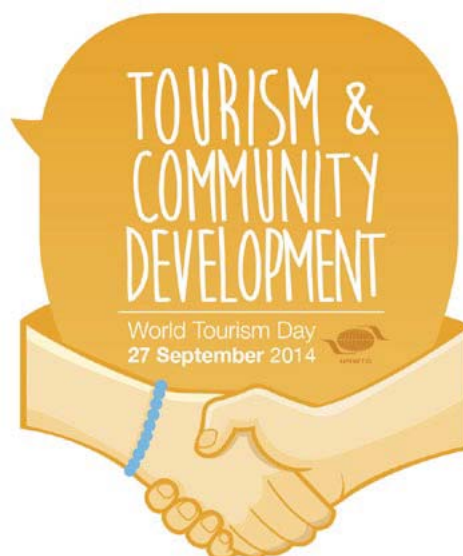
Building stronger communities

With the special focus on the community, WTD 2014 underscored tourism's contribution to sustainable development from the grassroots level, by engaging local populations in the tourism value chain and fostering education, skills and local governance. As a people-based service sector founded on interaction, with a horizontal impact on a diverse range of other sectors, tourism opens the doors for employment, sustainable livelihoods and lucrative business opportunities at local level.

Official celebrations

The city of Guadalajara in the state of Jalisco, Mexico played host to the official celebrations, which were attended by the President of Mexico, Enrique Peña Nieto, the Secretary of Tourism of Mexico, Claudia Ruiz Massieu Salinas, the UNWTO Secretary-General, Taleb Rifai, as well as Tourism Ministers from around the world.

The WTD 2014 High-Level Think Tank gathered Tourism Ministers from Albania, Aruba, Benin, Colombia, Honduras, Malaysia, Mexico, Nicaragua, Paraguay and Peru, as well as the representative from the Organisation of Economic Co-operation and Development (OECD).





Participants at the WTD 2014 High-Level Think Tank (Guadalajara, Mexico, 27 September 2014).

Promoting community development through social media

As part of the global-wide activities leading up to WTD 2014, UNWTO launched a competition that called on bloggers worldwide to post their experience in tourism and community development. Alongside the competition, UNWTO also hosted a photo album on Facebook including the images of WTD celebrations from around the world.

“For the Bribri community, the cultivation of organic cocoa is not only a source of income but also part of their ancestral culture. This is why they carry out tourism-based activities whereby visitors are invited to live with them, learn their customs and enjoy this exquisite wonder that is artisanal chocolate. And best of all, they teach you to prepare it and you can eat all you want.”

I still remember the smell of home cooking coming from the wood- and gas-fired kitchen where they prepare the bananas, beans, coffee, and handmade chocolate. Thanks to tourism, this community has benefited from increased income, having a direct impact on families, as they now have a school, a distance-based secondary education system and increasingly better infrastructure to cater to their guests and be self-sustaining.”

WTD Blogger Competition winner Cintia Oliva from Chile, sharing her experiences and insights from visiting rural communities in Costa Rica.

The 11th UNWTO Awards for Excellence and Innovation in Tourism



The UNWTO Awards for Excellence and Innovation in Tourism are the flagship awards for the global tourism sector. Launched in 2003, the Awards have honored tourism initiatives and distinguished leaders that have contributed significantly to the advancement of tourism through innovation in line with the *UNWTO Global Code of Ethics for Tourism* and the United Nations Millennium Development Goals (MDGs).

The 11th UNWTO Awards Ceremony was held at the International Tourism Trade Fair (FITUR) in Madrid, Spain, in January 2015.

The winners of the 11th UNWTO Awards were:

UNWTO Ulysses Prize for Creation and Dissemination of Knowledge

Dr. Eduardo Fayos-Solà

UNWTO Ulysses Award for Innovation in Public Policy and Governance:

Winner:

Domestic Tourism Promotion Initiative “Y tú, qué planes?”, Commission for the Promotion of Exports and Tourism - PromPeru (Peru)

First Runner-up:

The Use of Open Innovation in Co-Creating Vienna's Tourism Strategy 2020, Vienna Tourist Board (Austria)

Second Runner-up:

Fragrances and Tastes of Lošinj, Mali Lošinj Tourist Board (Croatia)

UNWTO Ulysses Award for Innovation in Enterprises:

Winner:

Isoitok Camp Manyara,
The African Footprint Co Ltd (Tanzania)

First Runner-up:

Routes the Coffee Cultural Landscape, Chamber of Commerce in Armenia, Quindío (Colombia)

Second Runner-up:

Inspira Santa Marta Hotel,
Hotel Santa Marta S.A. (Portugal)



All winners of the 11th UNWTO Awards (Madrid, Spain, 29 January 2015).

UNWTO Ulysses Award for Innovation in Non-Governmental Organizations:

Winner:

Visit Amsterdam, See Holland, Amsterdam Marketing (The Netherlands)

First Runners-up:

Conserving Wildlife and Empowering Communities in Namibia, World Wildlife Fund for Nature (Namibia) and Taste of Fethiye, The Travel Foundation (Turkey)

Second Runner-up:

Promotion of Local Culture in the Sundarbans Impact Zone in Bangladesh through Cultural Ecotourism and Entrepreneurship, Relief International – UK (Bangladesh)

UNWTO Ulysses Award for Innovation in Research and Technology:

Winner:

Visit Europe iPad App, European Travel Commission (ETC)

First Runner-up:

Key Figures: Amsterdam as a Convention Destination, Amsterdam Marketing (The Netherlands)

Second Runners-up:

Building a Community of Conscious Globetrotter Making a Positive Impact through Ethical and Responsible Tourism, Freedom – Explore Experience Empower (Australia) and China Tourism Economy Monitoring and Early Warning System, China Tourism Academy (China)

1

Tourism in numbers

International tourism capped off 2014 with record numbers, growing 4.4% to reach 1,135 million tourists that crossed international borders during the year, consolidating the sector's fifth straight year of above average growth after the global economic crisis and despite many challenges.

The growth in arrivals was followed closely by that of receipts from international tourism. With an increase of 3.7% in real terms, international tourism receipts reached an estimated US\$ 1,245 billion (euro 937 billion) in 2014. Adding up the export earnings generated through international passenger transport services (US\$ 221 billion in 2014), total exports from international tourism were up to US\$ 1.5 trillion, or US\$ 4 billion a day on average in 2014.



2014 – Over 1.1 billion tourists travelled internationally

International tourism propelled ahead in 2014 as the number of international tourists (overnight visitors) grew 4.4% with an additional 48 million more than in 2013, to reach a new record total of 1,135 million. This caps five consecutive years of above average growth since the global economic crisis of 2009.

With a 4.4% increase, international tourism once again exceeded UNWTO's long-term forecast of 3.8% annual growth for the period 2010 to 2020 – reflecting the sector's strong and consistent performance in spite of the global challenges the world faced in 2014, including a slow global economic recovery, geopolitical conflicts and the Ebola scare in West Africa.

The Americas (+8%), Asia and the Pacific (+5%) and the Middle East (+5%) registered the strongest growth, while Europe (+3%) and Africa (+2%) grew at a slightly more modest pace. By subregion, North America (+9%) saw the best results, followed by North-East Asia, South Asia, Southern and Mediterranean Europe, Northern Europe and the Caribbean, all increasing by 7%.

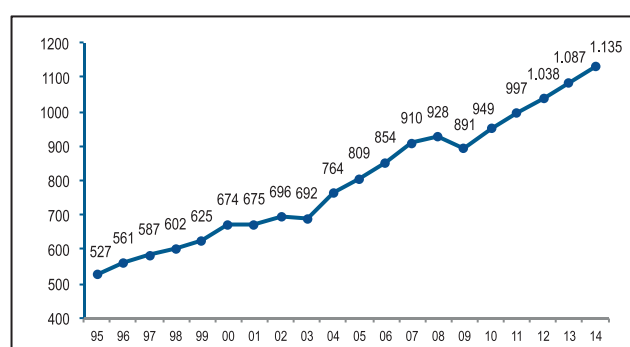
The growth in arrivals was followed closely by that of receipts from international tourism which reached an estimated US\$ 1,245 billion (euro 937 billion) in 2014, an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation). Aside from international tourism receipts (the travel item of the Balance of Payment), tourism also generates export earnings through international passenger transport services (rendered to non-residents). The latter amounted to an estimated US\$ 221 billion in 2014, bringing total exports from international tourism up to US\$ 1.5 trillion, or US\$ 4 billion a day on average.

In terms of receipts, Europe, which accounts for 41% of worldwide international tourism receipts, saw an increase in tourism earnings in absolute terms of US\$ 17 billion to US\$ 509 billion (euro 383 billion). Asia and the Pacific (30% share) saw an increase of US\$ 16 billion, reaching US\$ 377 billion (euro 284 bn). In the Americas

(22% share), receipts increased by US\$ 10 billion to a total of US\$ 274 billion (euro 206 bn). In the Middle East (4% share), tourism receipts increased by an estimated US\$ 4 billion to US\$ 49 billion (euro 37 bn) and in Africa (3% share) by US\$ 1 billion to US\$ 36 billion (euro 27 bn). By subregion, Northern Europe, Southern and Mediterranean Europe, North-East Asia, Oceania, South Asia, Caribbean, Central America, South America and the Middle East showed fastest growth in relative terms, all recording +5% or over in receipts.

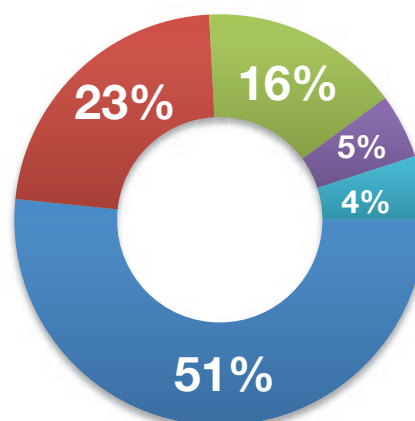
World: Inbound Tourism
International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, 2014



- Europe - 584 million
- Asia & the Pacific - 263 million
- Americas - 182 million
- Africa - 56 million
- Middle East - 50 million

Results by region

Europe continues to fortify its position as the most visited region with over half of the world's international tourists. In 2014, it received 17 million more arrivals, rounding up a total of 584 million which generated US\$ 509 billion in exports. Thanks to these results, tourism has been a major contributor to the European economic recovery. Northern Europe and Southern and Mediterranean Europe led growth in both arrivals and receipts, while results were more modest in Western Europe. Arrivals in Central and Eastern Europe declined by 4% after three years of strong growth, while receipts decreased by 1%.

International tourist arrivals in **Asia and the Pacific** (+5%) increased by 13 million to 263 million. The best performance was recorded in North-East Asia and South Asia in terms of arrivals, while receipts grew the most in South Asia and Oceania. Growth slowed down in South-East Asia as compared to previous years.

In terms of arrivals, the **Americas** was the best performing region in relative terms with 8% growth, welcoming an additional 14 million international tourists and raising the total to 182 million. Growth was driven by North America (+9%), and the Caribbean (+7%). Arrivals to Central America and South America grew at double the rate recorded in 2013 and well above the world average. Results were slower in terms of receipts – total receipts in the Americas were up by 3% contrasting with the 8% growth in arrivals.

International tourism in the **Middle East** (+5%) showed signs of rebounding with good results in most destinations. The region attracted an additional 2 million arrivals in 2014, bringing up the total to 50 million. Such growth was confirmed by the trend in spending as international tourism receipts grew by 6%.

Africa's international tourist numbers grew by an estimated 2%, equivalent to an increase of one million arrivals to reach 56 million tourists backed by an



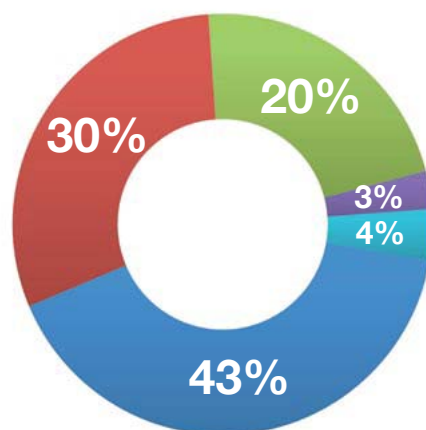
increase of 3% in receipts. While arrivals to North Africa were weak (+1%), Sub-Saharan Africa saw international tourist numbers rise by 3% despite the Ebola Virus Disease outbreak in a few West African countries.

Positive outlook for 2015

For 2015, UNWTO forecasts international tourism to grow by 3% to 4%, contributing further to the global economic revival.

By region, growth is expected to be strongest in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%), followed by Europe (+3% to +4%), Africa (+3% to +5) and the Middle East (+2% to +5%).

International Tourism Receipts, 2014



- Europe - 509 US\$ billion
- Asia & the Pacific - 377 US\$ billion
- Americas - 274 US\$ billion
- Middle East - 49 US\$ billion
- Africa - 36 US\$ billion



Tourism's contribution to trade

Tourism's contribution to international trade for both advanced and emerging economies was highlighted in the 2015 World Economic Situation and Prospects (WESP) report, released by the United Nations Development Policy and Analysis Division (UNDESA). In contrast to the moderate and uneven expansion of the global economy, international tourism has progressively grown above expectations over recent years. In 2013, total export earnings generated by international tourism reached a record US\$ 1.409 trillion, out of which receipts earned by destinations from international visitors accounted for US\$ 1,195 billion (a 5% increase in real terms), while an additional US\$ 214 billion was earned from international passenger transport (rendered to non-residents).

International tourism accounts for 30% of the world's exports of services and 6% of total exports, a contribution that is similar for both developed and

emerging economies. As an export category, it ranks fourth worldwide, after fuels, chemicals and food, but notably ahead of automotive products. Furthermore, compared to fuels, earnings from international tourism benefit a larger number of exporters and the sector also tends to generate more employment.

For many emerging economies, tourism is the first export earner, including several Least Developed Countries (LDCs) such as Burkina Faso, Gambia, Haiti, Madagascar, Nepal, Rwanda and Tanzania. Tourism generated US\$ 485 billion in exports for emerging economies in 2013, being the fourth export category after fuels, food, and clothing and textiles. In developed economies, tourism generated US\$ 924 billion; ranking fourth as an export category after chemicals (including pharmaceuticals), fuels and automotive products, but ahead of food.





Further reading and resources

**UNWTO Tourism
Market Trends Programme**
mkt.unwto.org

UNWTO World Tourism Barometer
mkt.unwto.org/en/barometer

**UNWTO Statistics and Tourism
Satellite Account Programme**
statistics.unwto.org

**Understanding tourism -
Basic glossary**
[media.unwto.org/en/content/
understanding-tourism-basic-glossary](http://media.unwto.org/en/content/understanding-tourism-basic-glossary)

2

Mainstreaming tourism in the global agenda

Tourism gained ground in 2014 with intensified support among governments and the international community recognizing the sector's contribution to socioeconomic growth, development and employment.

Tourism's role in promoting sustainable development took the stage at the UN Conference on Small Islands and Developing States (SIDS) in Samoa, whose outcome document highlighted sustainable tourism as an "important driver of sustainable economic growth and decent job creation" in small islands.

In 2014, thirteen Heads of State and Government received the UNWTO/ WTTC Open Letter on Travel and Tourism, recognizing the sector's valuable contribution to economic growth, development and the transition to the Green Economy. By the end of 2014, a total of 70 Heads of State and Government worldwide had received the Open Letter.



Tourism at the UN Conference on Small Island Developing States (SIDS)

Tourism took the stage at the United Nations Third International Conference on Small Island Developing States (SIDS), held in Apia, Samoa (September 2014).

In anticipation of this event, UNWTO previously co-organized the Tourism as a Key Sector for Development in Island States Conference in Nassau, Bahamas (February 2014) together with the Bahamas Ministry of Tourism and the Inter-American Development Bank (IDB). The ensuing *Nassau Declaration on Tourism as a Key Sector for Development in Island States* outlined key strategies for SIDS' sustainable development and resilience by taking into account a range of issues, including competitiveness, market positioning, product diversification, sustainability, regional integration, air connectivity, travel facilitation and risk management.

In Samoa, UNWTO participated in key events, meetings and activities at the margins of the Conference. UNWTO Secretary-General, Taleb Rifai, moderated the High-level side event of the United Nations System Chief Executives

Board for Coordination 'The UN system partnering for the people of SIDS'. Sustainable economic development, climate change, disaster risk management and social development were the thematic clusters discussed by the Executive Heads of the United Nations Agencies, Funds and Programmes.

In addition, UNWTO actively participated in the two-day Private Sector Partnerships Forum, which facilitated interaction, knowledge and best practices sharing, and in the multi-stakeholder partnership dialogues, which focused on the sustainable development of SIDS through genuine and durable partnerships, the overarching theme of the Conference.

On the occasion of the Renewable Energy Forum, co-organized by the International Renewable Energy Agency (IRENA) and New Zealand, a *Joint Statement on Renewable Energy and Tourism* was signed between UNWTO and IRENA, aiming to build a more sustainable, competitive and resilient tourism sector in islands worldwide by encouraging investments in cost-effective energy efficiency and renewable energy solutions.



UNWTO Secretary-General Taleb Rifai moderating the High-Level side event 'The UN system partnering for the people of SIDS' at the United Nations Third International Conference on Small Island Developing States (SIDS). From left to right: UNESCO Director-General, Irina Bokova; WU Hongbo, Under-Secretary General, UN/DESA and Secretary-General for the Third International Conference on SIDS; UN Secretary-General, Ban Ki-moon; Taleb Rifai, UNDP Administrator Helen Clark; and José Graziano da Silva, Director-General, FAO (Samoa, 1 September 2014).

UNWTO calls for increased support for tourism in the development agenda

To maximize the growing contribution of the tourism sector to socio-economic development, UNWTO called for greater support for tourism in international aid flows during a Session on Tourism as an Engine for Growth and Development held at the First High-Level Meeting of the Global Partnership for Effective Development Co-operation in Mexico City, Mexico.

The two-day global forum included a side event organized by UNWTO in cooperation with the International Trade Center (ITC) and the UN Steering Committee on Tourism for Development (SCTD), with the support of the Ministry of Tourism of Mexico and the Ministry of Tourism of South Africa.

The event underlined the contrast between the low percentage of official development assistance (ODA) and Aid for Trade (AfT) flows disbursement against tourism relevance in the economies of developing countries. Despite being a high-impact economic activity, a leading job creator and key export sector, accounting for 6% of total trade, tourism receives only 0.5% of total AfT disbursements and 0.13% of the total ODA. Participants called for greater support to tourism in international aid flows to maximize the sector's growing contribution to socio-economic development.

During the Session, the Minister of Development Cooperation of Luxembourg, Roman Schneider, stressed the importance of strengthening the role of the private sector, stating that the national strategies in partner countries include a strong private sector component through the hotel industry as well as local small and medium enterprises.

Travel facilitation

Visa facilitation can stimulate economic growth and job creation through increased tourism demand and spending. In 2014, UNWTO advanced the travel

facilitation agenda by drawing strong support from the Ministers of Tourism of the Silk Road countries and advancing research based evidence on the impacts of travel facilitation.

The UNWTO/WTTC report *The Impact of Visa Facilitation in the ASEAN Member States*, presented on the occasion of the ASEAN Tourism Forum in Malaysia, shows that only 10% of the estimated 89 million international tourists which visited an ASEAN Member State in 2013 were required to obtain a traditional visa for their travel to the region.

Despite a comparatively positive situation in terms of visa facilitation, ASEAN Member States stands to gain 6 to 10 million additional international tourist arrivals by 2016 from improvements in visa facilitation. The inflow of additional international tourism receipts generated could reach between US\$ 7 and US\$ 12 billion, an increase of 2.8% to 4.7%, while the number of additional jobs created (including indirect and induced impacts) could reach between 333,000 and 654,000 jobs by 2016.

[Tourism Visa Openness Report for the Silk Road Countries](#)

The UNWTO report *Tourism Visa Openness for the Silk Road Countries* was presented on the occasion of the 4th Silk Road Ministers' Meeting during ITB 2014, marking the 20th Anniversary of the *Samarkand Declaration on Silk Road Tourism*.

The research shows that while many visa barriers still remain, the global tendency towards visa facilitation can be observed along the Silk Road. In 2013, 73% of the world's population required a visa prior to departure to a Silk Road destination as compared to 87% at the beginning of 2008.

Between 2010 and 2013, visa facilitation measures in Silk Road countries accounted for 14% of all improvements made globally, with the most common measure being substituting a traditional visa requirement for a visa on arrival.

UNWTO Visa Openness Report 2014

The *UNWTO Visa Openness Report 2014* shows that visa facilitation has progressed significantly in recent years, particularly through the implementation of visa on arrival policies. This largely reflects an increased awareness among policymakers of the positive impacts of visa facilitation on tourism and economic growth.

According to the Report, 62% of the world's population was required a traditional visa prior to departure in 2014, down from 77% in 2008. In the same year, 19% of the world's population was able to enter a destination without a visa, while 16% could receive a visa on arrival, as compared to 17% and 6% in 2008.

The Report also shows that the most prevalent facilitation measure implemented has been 'visa on arrival'. Over half of all improvements made in the last four years were from 'visa required' to 'visa on arrival'.

Countries in the Americas and in Asia and the Pacific have been at the forefront of visa facilitation, while Europe and the Middle East have more restrictive visa policies. Overall, emerging economies tend to be more open than advanced ones, with South-East Asia, East Africa, the Caribbean and Oceania among the most open subregions.

Research by UNWTO and the World Travel and Tourism Council (WTTC) shows that the G20 economies could boost their international tourist numbers by an additional 122 million, generate an extra US\$ 206 billion in tourism

exports and create over five million additional jobs by improving visa processes and entry formalities. The same research carried out for the APEC and the ASEAN countries indicates that visa facilitation could generate important gains for both groups, including the creation of 2.6 million jobs in APEC and 650.000 jobs in ASEAN.

UNWTO/ WTM Ministers' Summit spotlights legacy of mega-events

Mega-events have a direct impact on tourism destinations, affecting a range of issues that include investment, employment generation, infrastructure development, accommodation, transport facilities and destination branding.

In this regard, the eighth edition of the UNWTO/World Travel Market (WTM) Ministers' Summit in London gathered Tourism Ministers and leading tourism experts from around the world to explore ways for mega-events to build a lasting legacy to benefit host destinations and their communities.

Moderated by Max Foster of CNN International, a UNWTO media partner, the Summit highlighted sustainability and public-private cooperation as crucial issues to be considered from the bidding process to the staging of mega-events. In addition, the impact of public exposure during international events, alongside infrastructure investments, represents key long-term potentials of hosting mega events.



UNWTO Secretary-General Taleb Rifai addressing the UNWTO/WTM Ministers' Summit (London, United Kingdom, 5 November 2014).

UNWTO/ WTTC Open Letter on Travel and Tourism

Since 2011, UNWTO and the WTTC have been presenting an Open Letter on Travel and Tourism to government leaders worldwide, calling on them to prioritize tourism in national policies and to recognize the sector's role as a key driver of economic growth, development and employment.

In 2014, thirteen Heads of State and Government received the UNWTO/WTTC Open Letter on Travel and Tourism: Albania, Angola, The Bahamas, Bulgaria, Chile, The Dominican Republic, Ethiopia, the Former Yugoslav Republic of Macedonia, Morocco, Oman, Qatar, Samoa and Slovakia. By the end of 2014, a total of 70 Heads of State and Government had been presented the Open Letter.



President of Chile, Michelle Bachelet, receiving the UNWTO/WTTC Open Letter of Travel and Tourism from UNWTO Secretary-General, Taleb Rifai, and the President & CEO of WTTC, David Scowsill (Santiago de Chile, Chile, 18 June 2014).



Further reading and resources

**UNWTO Communications and
Publications Programme**
media.unwto.org

**UNWTO Sustainable Development
of Tourism Programme**
sdt.unwto.org

**UNWTO Institutional Relations and
Resource Mobilization Programme**
relations.unwto.org

Travel facilitation
rcm.unwto.org/content/facilitation-tourist-travel

**UNWTO/WTTC
Open Letter on Travel and Tourism**
openletter.unwto.org

**UN Conference on
Small Developing Islands States**
sids2014.org

3

Improving tourism competitiveness

Tourism destinations and enterprises need the right tools in order to adapt and develop in a rapidly transforming global marketplace. In 2014, UNWTO provided marketing intelligence, statistics and research on key tourism trends while organizing several events to share knowledge and experiences in the areas of destination management, city tourism or safety and security.



Tourism market trends

Marketing intelligence lies at the heart of sound decision making and planning for a competitive tourism sector. UNWTO is the leading international organization that collects and disseminates the most up-to-date and comprehensive tourism data, short and long-term forecasts and knowledge on specific segments and source markets.

The UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* is UNWTO's flagship report and one of the Organization's key outputs that monitors short-term tourism trends throughout the year. It provides monthly data on international tourist arrivals, receipts and expenditure from over 150 countries, along with prospects for the following months and year as well as the latest survey results of the UNWTO Panel of Tourism Experts. Additionally, data on Air Transport Bookings, the Global Hospitality Industry, the Economic Environment and the Meetings Industry can be found in some of the six editions published per year.

International Seminar on Knowledge Transfer for Tourism Destinations, from Data to Action

UNWTO, the European Travel Commission (ETC), European Cities Marketing (ECM) and MODUL University organized an International Seminar focused on the strategic role of knowledge as a key driver of innovation and competitiveness for tourism organizations and businesses. Taking place in Vienna, this International Seminar offered an interactive workshop providing insights on the use of information-driven expertise in formulating tourism strategies and case examples on knowledge transfer across the tourism supply chain.

New research – UNWTO/GTERC Asia Tourism Trends

The first *Annual Report on Asia Tourism Trends*, published by UNWTO in collaboration with the Global Tourism Economy Research Centre (GTERC), was presented at Global Tourism Economy Forum 'Maritime Silk Road – From Macao we Begin' (Macao, China).

The Report confirms the dynamism of Asia's intra-regional market as well as the relevance of China, both as an outbound market and an inbound destination. It further looks into key issues influencing the competitiveness and sustainability of tourism development in Asia and the Pacific, including Asia Tourism Trends and Outlook, The New Maritime Silk Road and the Key Tourism Agendas in Asia and the Pacific.

E-marketing Master Class

Jointly organized by UNWTO and the Ministry of Economy of the Republic of Lithuania, the *Master Class on E-Marketing: What's Next For The Baltic Sea Tourism in a Dynamic Digital Environment* disseminated key trends, challenges and opportunities in e-marketing techniques for tourism destinations, coaching tourism experts in delivering integrated, multi-channel strategies and managing strong brands in a changing digital environment.

Held in Druskininkai, Lithuania, the Master Class was delivered by the authors of the *ETC-UNWTO Handbook on E-Marketing for Tourism Destinations* published in 2013.



Participants at the UNWTO-Lithuania E-Marketing Master Class (Druskininkai, Lithuania, 18-19 November 2014).

Measuring employment in tourism

Reliable and comparable statistics on tourism employment are fundamental to understanding tourism labour markets, devising effective job creation policies, promoting employment opportunities, planning workforce needs and developing human resources through education and relevant training.

In line with this, the International Labour Organization (ILO) and UNWTO co-launched a report providing statistical instruments and best practices to advance a harmonized international framework for collecting and analyzing tourism employment data.

Measuring Employment in the Tourism Industries – Guide with Best Practices shows that statistical data are indispensable tools for evidence-based decision-making, planning, implementation and monitoring of policies and programmes. Considering that data on tourism-related employment is still fragmented, of poor quality and lacks international comparability, both employment in tourism and the economic value of tourism in terms of employment remain inadequately measured and insufficiently studied.

The UNWTO/ILO report aims to fill this gap and enhance the development of reliable and comparable employment statistics for the tourism sector. It provides statistical instruments developed through international cooperation, as well as best-practice examples of measuring tourism employment from countries that have developed a comprehensive set of employment indicators, including Austria, Brazil, Canada, Ireland, New Zealand, Spain, Switzerland and the United Kingdom.

The joint publication is one of the outputs of the ILO/UNWTO Agreement signed in 2009 aimed at enhancing capacity to measure employment in tourism and improving the international comparability of employment-related tourism statistics.

International Recommendations for Tourism Statistics Compilation Guide adopted by the UN

In March 2014, *The International Recommendations for Tourism Statistics 2008 Compilation Guide* was adopted by the 45th session of the UN Statistical Commission. The primary purpose of the Compilation Guide, which complements the *International Recommendations for Tourism Statistics* (IRTS 2008), is to provide countries with further support and practical guidance to compile internationally comparable statistics on tourism.

The Compilation Guide includes comments and explanations on the different concepts introduced and used in the IRTS 2008, orientation on the issues behind these recommendations, guidance on how to compile the recommended variables and aggregates, and examples of how some countries have solved specific problems. Some of the solutions can be considered best practices; others, while geared to particular national circumstances, are interesting as illustrations of how countries can overcome obstacles encountered in the compilation process. The Compilation Guide also discusses new data sources and the application of statistical methods to changing circumstances.

Advancing tourism statistics worldwide

With the objective of helping Members advance their tourism statistics capacity, UNWTO organized several activities related to implementation of the Tourism Satellite Account (TSA), a unique statistical methodology allowing countries to effectively measure the impact of tourism.

The II International Seminar on Regional Tourism: Moving towards a Regional TSA approach (Venice, Italy, October 2014) gathered representatives from regions in Italy, Poland, Saudi Arabia, Spain and the United Kingdom, providing a rich discussion on regional TSA initiatives. Participants explored challenges and potential paths to overcome them, other methodologies and their results, as well as nuances on key terms such as destination, territorial entities, significance of tourism, types of tourism, tourism population among others. The Seminar was prepared by the International Network on Regional Economics, Mobility and Tourism (INRouTe), the International Centre for Studies on Economic Tourism (CISSET) and the Cooperative Research Center in Tourism (CICtourGUNE), in collaboration with UNWTO, the Italian National Statistics Office (ISTAT) and the Veneto Region.

The UNWTO Special Workshop on Tourism Statistics (Nara, Japan, November 2014) provided an intensive and practical experience on a number of highly relevant issues in applied tourism statistics, including measurement of tourism for policy purposes, measuring sustainable development of tourism, and institutional and technical requirements for successful TSA implementation.

By demonstrating actual practical methodologies, the workshop assisted and encouraged participants to investigate new methodologies after returning to their work-places. The workshop took place within the framework of the Nara Tourism Statistics Week, and was jointly organised by UNWTO, the Japan Tourism Agency (JTA), and Nara Prefecture.

The Regional Workshop on Tourism Statistics and Tourism Satellite Accounts (Ankara, Turkey, December 2014) was organised by jointly by UNWTO and the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC). Attended by experts from National Statistics Offices, Tourism Authorities from member countries of the Organization of the Islamic Conference (OIC) and international agencies, the Workshop focused on tourism statistics from the perspectives of demand and supply sides, TSA, tourism industries, and employment.





Travel and Transport Task Force – Supporting the fight against Ebola

In support of the global efforts to contain the spread of the Ebola Virus Disease (EVD), leading organizations including the World Health Organization (WHO), the International Civil Aviation Organization (ICAO), UNWTO, Airports Council International (ACI), International Air Transport Association (IATA) and the World Travel and Tourism Council (WTTC) Council (WTTC), established in August 2014 the Travel and Transport Task Force to regularly transmit appropriate information to travellers and provide a coordinated international response for the travel, trade and tourism sector.

The Travel and Transport Task Force worked together to:

- Develop guidance on exit screening recommendations for affected countries
- Provide a set of considerations and steps for planning entry screening at entry points for countries that wish to introduce this as part of their preparedness plan
- Inform the aviation and maritime sectors on procedures to safely care for travellers suspected to be infected with Ebola on board an aircraft or ship, or at arrival points
- Provide information on Ebola to travellers arriving at or leaving airports, ports or other transit points
- Develop protocols for the passenger shipping sector
- Collect data and work with authorities to reduce restrictions to port arrivals and ship and airplane movements.

Supporting tourism recovery in the Philippines

The Bohol Province in the Philippines was struck by a severe earthquake in October 2013. As part of efforts to revive Bohol's tourism sector, *The Bohol Tourism Recovery Plan* was developed by UNWTO and supported by the Department of Tourism (DOT) of the Philippines, the United States Agency for International Development (USAID) and the Pacific Asia Travel Association (PATA).

The Recovery Plan includes a global marketing strategy for Bohol, as well as an assessment of what tourism infrastructure and assets need to be prioritized by tourism stakeholders during the recovery process. The Plan provides key inputs to develop new tourism products in line with Bohol's positioning as an eco-cultural destination.

In addition, UNWTO, in collaboration with USAID and the UN Development Programme (UNDP), is in the process of finalizing projects to enrich tourism in Tacloban through a Learning Centre on Climate Change as well as strengthen the local economy by including tourism as an alternative source of income.

Advancing tourism safety and security

In the framework of UNWTO's contribution to the international dialogue on tourism safety and security as a means to effectively respond to the need for travel security and modernization of border management systems, facilities and institutions at national, regional and international levels, UNWTO hosted an Inter-Agency Working Group Meeting on Tourism Security at its Headquarters in Madrid with the support of the Counter-Terrorism Committee Executive Directorate (CTED).

The event counted with the participation of the Inter-American Committee Against Terrorism of the Organization of American States (CICTE/OAS), the Counter-Terrorism Implementation Task Force (CTITF), the International Civil Aviation Organization (ICAO), the United Nations Interregional Crime and Justice Research Institute (UNICRI), and the United Nations Organization on Drugs and Crime (UNODC).

At the UN Headquarters in New York, UNWTO joined the Open Briefing of the Security Council Counter-Terrorism Committee on the Protection of Critical Tourism Infrastructure and co-organized by the Counter-Terrorism Committee (CTC) and the Counter-Terrorism Implementation Task Force (CTITF) ensuring tourism's full integration into the agenda of the Committee.



Addressing seasonality in mountain destinations

Mountainlikers: New Trends in Mountain Tourism for the Summer Season, the 8th edition of the World Congress on Snow and Mountain Tourism (Andorra la Vella, Andorra) focused on overcoming seasonality to strengthen competitiveness of mountain destinations. The Congress was organized by UNWTO and the Government of Andorra, in collaboration with the parish of Andorra la Vella.

As seasonal distribution of tourism activities is highly uneven in most mountain destinations, with the main turnover concentrated in the winter season in contrast with a clear decline of tourism demand in the summer, combating seasonality is fundamental to ensure an even spread of tourism's economic benefits and reduce the environmental pressure on destinations.

The Congress addressed the need for mountain destinations to identify new marketing strategies and develop a more diverse tourism offer to remain competitive throughout the year. International experts gathered at the event identified sustainability, innovation and accessibility as key success factors to address this challenge.

Environmental sustainability, the active engagement of local communities, creating new experiences for visitors to enhance destination competitiveness and state-of-the-art facilities for increased accessibility were underscored as critical to diversifying tourism products, which should also incorporate innovations ranging from the latest developments in outdoor sports and activities to mobile applications.

Building new paradigms for city tourism


Recognizing that tourism has become a central component of the economy, social life and geography of many cities in the world, the need to build new paradigms for city tourism was the focus of the 3rd Global Summit on City Tourism (Barcelona, Spain), organized by UNWTO, the Ministry of Industry, Energy and Tourism of Spain and Turisme Barcelona, with the collaboration of the Government of Catalonia, the Barcelona City Council and the Barcelona Provincial Council.

The Summit addressed the key issues of community engagement, improved research and data to guide planning and management, public-private partnerships, the creation of clusters and the streamlining of technology, innovation and sustainability.

Participants stressed the need to develop products which are market-driven and research-based, pointing to the lack of research to properly measure city tourism, its impact and trends. Furthermore, participants highlighted the need to make a city enjoyable to all, including citizens, tourists and investors, and to spread tourism's benefits to the city surroundings thus multiplying its impact and managing congestion.

The development of clusters that engage public and private players from all sectors was pointed out as central to the new paradigm for city tourism development. Participants likewise emphasized the need to discuss the new business models emerging within the rising 'sharing economy' and assess its integration into the planning and development of tourism.





Integrating online guest reviews into hotel classification

With the emergence of user-generated content reviews revolutionizing the travel decision-making process, travellers are increasingly dependent on online guest reviews to make their purchase decisions. As online travel-related searches are on the rise, hotel classification and guest reviews have complementary roles in the search process. Official hotel classification is often used by consumers as a filter while guest reviews are key in taking a final decision.

The report *Online Guest Reviews and Hotel Classification Systems: An Integrated Approach*, looks into how hotel classification and online guest reviews can be incorporated to reduce the gap between guests' expectations and experiences. Prepared by UNWTO and Norwegian Accreditation, an agency of the Ministry of Trade, Industry and Fisheries of Norway, through its QualityMark Norway programme, the Report states that the integration of guest reviews into hotel classification can yield financial gains while meeting customer needs and expectations.

The Report counted with interviews conducted by QualityMark Norway, Cornell University's Center for Hospitality Research, Tourism Ireland and the National Tourism Development Authority of Ireland (NTDAI) as well as with the views of executives, managers and general managers of hotels, guest review providers and online travel agents.

Further reading and resources

UNWTO Tourism Market Trends Programme
mkt.unwto.org

UNWTO Statistics and Tourism Satellite Account Programme
statistics.unwto.org

UNWTO World Tourism Barometer
mkt.unwto.org/en/barometer

UNWTO Resilience of Tourism Development
rcm.unwto.org

UNWTO Destination Management and Quality Programme
destination.unwto.org

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Promoting sustainable tourism development

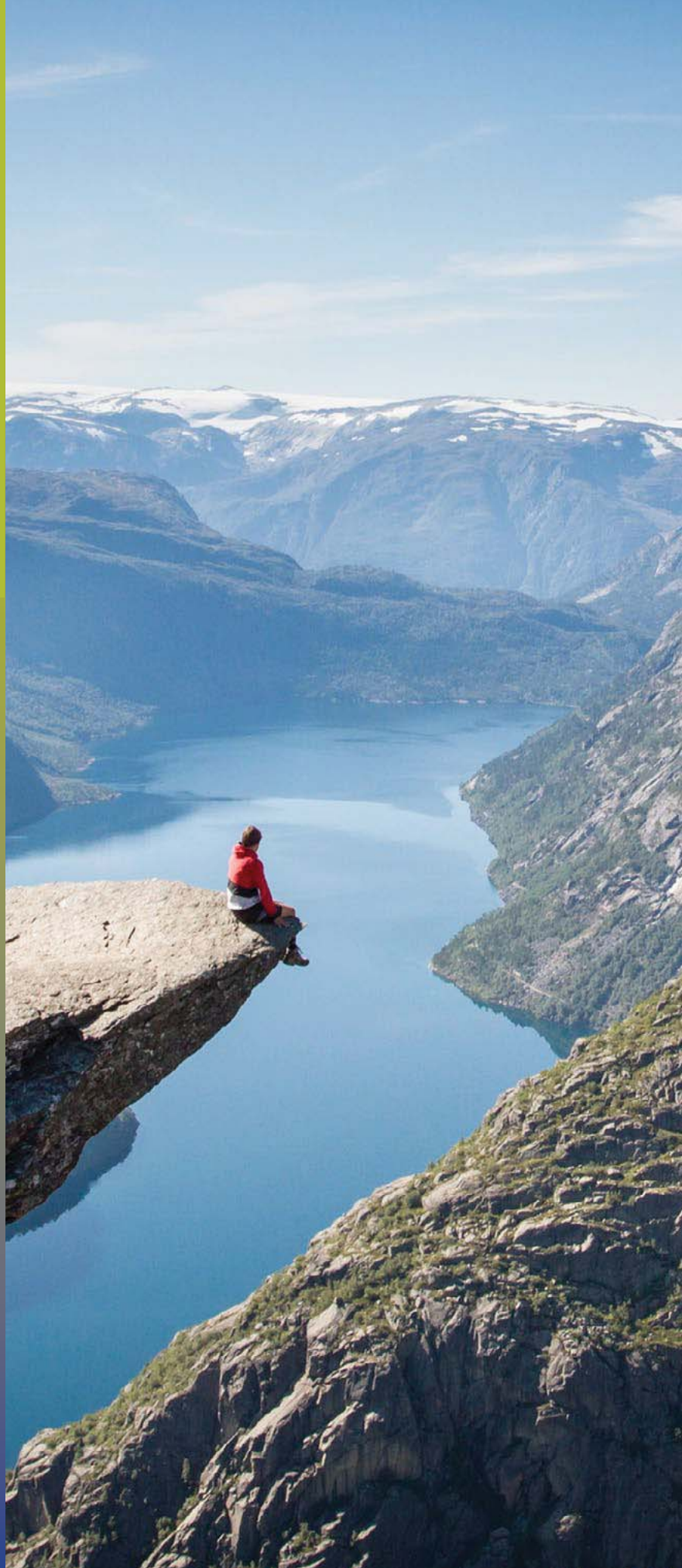
In 2014, UNWTO advanced sustainable tourism development through several significant global initiatives.

Following tourism's recognition at the United Nations Conference on Sustainable Development (Rio +20), the Programme on Sustainable Tourism of the 10 Year Framework of Programmes (10YFP) on Sustainable Production and Consumption was launched in November 2014.

UNWTO continued to promote the expansion of the Global Sustainable Tourism Observatories as a means to measure, assess and manage tourism's impact at local level.

UNWTO organized the First Conference on Accessible Tourism in Europe in San Marino, delivering the *San Marino Declaration* that calls for achieving universal accessibility through the tourism value chain.

In addition, 163 enterprises from 22 countries joined the Private Sector Commitment to the UNWTO *Global Code of Ethics for Tourism*.



World Committee on Tourism Ethics (WCTE)

The WCTE is an independent and impartial body responsible for promoting and monitoring the implementation of the *Global Code of Ethics for Tourism*, UNWTO's core policy document and a fundamental frame of reference for a responsible and sustainable development of tourism.

Under the chairmanship of Mr. Pascal Lamy, former Director-General of the World Trade Organization, the Committee established its Action Plan in early 2014 for the coming four years, giving priority to preventing child exploitation, trafficking, poaching and unfounded ratings on travel portals, while promoting accessible tourism and fair models of all inclusive holidays. Subsequently, issues related to the 'sharing economy' have been added to the Plan given its upsurge in recent years, its multiple forms and possible ethical questions.

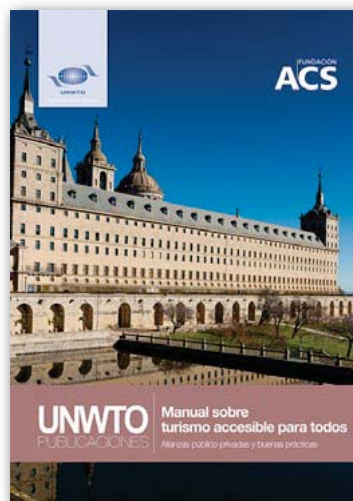
In 2014, the Committee began compiling the implementation data from the signatories of the Private Sector Commitment to the Code of Ethics, initiated in 2011 by UNWTO as a long-term international campaign addressed to tourism practitioners. Alongside components of environmental sustainability, this Commitment draws particular attention to human rights, social inclusion, gender equality, accessibility, and the protection of vulnerable groups and host communities.

The relevant Corporate Social Responsibility actions undertaken by more than 350 prominent hotel chains, tour operators, airlines and professional trade associations from over 50 countries that have adhered to the Code thus far, will be reported to the UN General Assembly in 2015. All signatories have pledged to uphold, promote and implement the values of responsible and sustainable development of tourism championed by the Code.

Advancing accessible tourism

In its efforts to mainstream accessibility across the tourism sector, UNWTO and the Government of the Republic of San Marino jointly organized the 1st UNWTO Conference on Accessible Tourism in Europe (November 2014). The event featured good practices of universal accessibility and design for all in a wide range of tourism destinations in Europe, with a special focus on heritage cities and smart technologies. Achieving universal accessibility throughout the tourism value chain was one of the main calls for action of the *San Marino Declaration*.

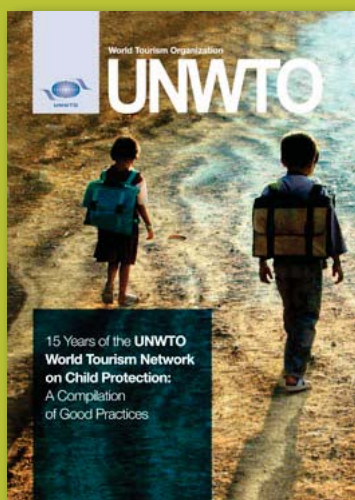
A *Manual on Accessible Tourism for All*, which focuses on Public-Private Partnerships, was co-produced with the Spanish ACS Foundation and published online as the first accessible digital publication of UNWTO. It is designed to guide stakeholders from a supply-side perspective, and features the inclusion of cultural, historical and natural heritage resources into the accessible tourism value chain.



Protecting children in tourism

The World Tourism Network on Child Protection held its 29th Meeting at ITB Berlin, under the theme Media Partnerships in the Protection of Children in Travel and Tourism. The publication *15 Years of the UNWTO World Tourism Network on Child Protection: A Compilation of Good Practices*, launched on the occasion, marked the network's anniversary by showcasing a variety of actions taken to protect children in travel and tourism worldwide. This compilation is meant to instigate other tourism stakeholders to follow a similar path and engage in child protection and promote youth empowerment.

UNWTO is also contributing to the preparation of the *Global Study on the Sexual Exploitation of Children in Travel and Tourism*, a recent initiative by the NGO network End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT) International, announced at WTM in November 2014. The study will produce specific recommendations under the guidance of the High-Level Taskforce, which counts on the support of prominent experts.



Private Sector Commitment to the Global Code of Ethics for Tourism

The *Global Code of Ethics for Tourism*, UNWTO's core policy document, is a fundamental guide for sustainable tourism development, steering the sector along a responsible path mindful of society, cultural heritage and the environment.

163 signatories from 22 countries committed in 2014 to the Private Sector Commitment to the Code of Ethics, an international campaign launched in 2011 to promote the implementation and dissemination of the Code led by the private sector. By 2014, the number of signatories totaled 370, comprising prominent hotel chains, tour operators and professional travel and tour associations from 51 countries, four regional associations and one global association.

By signing the Commitment, signatories publicly pledge to implement ethical and responsible business practices and policies as well as to report on their most significant actions in the field of Social and Corporate Responsibility. Alongside environmental sustainability, the Commitment emphasizes the socio-cultural and economic aspects of sustainable tourism, drawing particular attention to human rights, cultural heritage protection, social inclusion, gender equality, universal accessibility and the protection of vulnerable groups of local populations and host communities.

Tourism and pilgrimages

Following the Conference on Spiritual Tourism for Sustainable Development, held in Viet Nam in 2013, the First UNWTO International Congress on Tourism and Pilgrimages was co-organized with the Ministry of Industry, Energy and Tourism of Spain and the Regional Government of Galicia in Santiago de Compostela in September 2014. This event highlighted the importance of safeguarding both the tangible and intangible cultural assets related to pilgrimages and spiritual routes, underlining the positive contribution of pilgrimages to the sustainable development of tourism.

As an outcome of the Congress, the *Santiago Declaration* called for the creation of international networks to exchange experiences in terms of research, training, marketing and management of pilgrimage routes, while engaging religious groups and local communities as full partners.

Global Observatories of Sustainable Tourism (GOST) – Monitoring tourism’s impact

UNWTO launched the Global Observatories on Sustainable Tourism (GOST) back in 2004 to provide policy makers and tourism managers with a framework for monitoring tourism’s environmental, social and economic impacts in destinations. As of 2014, six observatories were operational in China, and one in the Aegan Islands, the main archipelago of Greece.

Inauguration of the Henan Observatory

The unveiling ceremony of the Henan Observatory on Sustainable Tourism, which became the sixth Global Observatory of Sustainable Tourism (GOST) under the auspices of UNWTO in China, was held in the Chinese city of Zhengzhou (November 2014) within the framework of the International Mayor’s Forum on Tourism.

The Henan Observatory focuses on the sustainable development of Henan’s tourism sector, which has seen rapid tourism development in recent years to become a pillar of Henan’s economy.

The 3rd Annual meeting of the Sustainable Tourism Observatories in China

The 3rd Annual Meeting of the Sustainable Tourism Observatories in China, held in Chengdu (November 2014) was an opportunity to showcase the ongoing work of the Observatories in the country and share findings on the status of tourism development in the various monitoring sites.

Technical visits to main monitoring sites such as Luoyang in Henan, Dujiangyan in Chengdu and the Huangshan Observatory offered a unique opportunity to see the work of the Observatories firsthand. Dujiangyan is addressing issues related to tourism and leisure redevelopment with the reconstruction of the city after the devastating earthquake in 2008, while in Luoyang the monitoring includes socio-economic and environmental aspects of tourism development as well as special monitoring on historical relic protection and tourism development.



Participants at the 3rd Annual Meeting of UNWTO Sustainable Tourism Observatories in China (Chengdu, China, 18-20 November, 2014).

Ghana and Tanzania – Turning tourism employees into champions of conservation

Biodiversity conservation and environmental protection are essential to ensure the sustainable development of any tourism destination.

Within the framework of the COAST (Collaborative Actions for Sustainable Tourism) project in Africa, UNWTO developed a training programme to turn tourism employees into champions of biodiversity conservation and environmental protection in their enterprises and communities.

Three day seminars were organized in Bagamoyo, Tanzania, and in Ada, Ghana, the demonstration sites in the COAST project. In each of the destinations, UNWTO implemented a COAST eco-tourism project over the past two years, creating opportunities for local people to generate increased income from tourism, in particular through developing and promoting new eco-tourism products. The Tourism & Biodiversity seminars specifically targeted stakeholders of the eco-tourism projects, providing guidance on how to promote biodiversity conservation and environmental management in their enterprise and community.

The seminars were organized in close collaboration with the Ministries of Tourism.

About COAST:

The COAST project is a Global Environment Facility (GEF)-funded project carried out by UNEP as implementing agency, UNIDO as executing agency and UNWTO as associate agency, with activities in nine countries in Africa (Cameroon, Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, and Tanzania).





Measuring the economic value of wildlife watching tourism in Africa

Wildlife in Africa is facing one of its greatest crises in decades, with illegal killings of protected animals reaching unprecedented levels. Poaching not only affects Africa's unique wildlife but also has negative impacts on entire ecosystems, effectively depriving many local communities of their livelihood, and poses a serious threat to national security.

In spite of the fact that wildlife watching tourism is one of the main tourism products for Africa and as such a key contributor to the continent's socio-economic development, there is still limited data on the overall figures of wildlife watching tourism.

In support of the global efforts against wildlife poaching on the African continent, UNWTO developed the report, *Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa*, providing an overview of this tourism segment, its economic impact and the current involvement of tourism in anti-poaching measures. The Report includes data on the dimension and characteristics of wildlife watching tourism in Africa based on surveys of Tour Operators and African Tourism Ministries and National Parks.

STREAM – Engaging local communities in the fight against climate change

The *Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures* (STREAM) is a joint collaboration between UNWTO and the Indonesian Ministry of Tourism and Creative Economy that serves as a model example of how the tourism sector can engage local communities to be part of a sustainable solution to address climate change.

Funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), STREAM aims to be a lighthouse example on climate change mitigation to be replicated in other destinations.

As part of the project, UNWTO is working with local partners to restore and conserve Pangandaran's mangroves, which are an important ally in the fight against climate change as they naturally capture and store carbon emissions, protect the coastline from erosion and provide income for the local population, and have even become popular tourist attraction themselves.

Today, 38,000 mangroves have been planted, with 11,000 self-nurtured mangrove seedlings. The mangrove programme has more than 2,000 people involved, including 18 schools integrating the programme to their curricular and educational studies. More than 450 students are part of the Mangrove Ambassador programme.

Since adopting the Mangrove Adoption Tour in 2013, wherein tourists are able to adopt and plant their own mangrove, a local environmental group, Ilalang, fully manages the planting tours. To diversify their product offer, STREAM has integrated bike tours along with the planting activities with bamboo bikes. These aim to inspire more locally manufactured bicycles using sustainable materials, create new green jobs and livelihood opportunities, and promote local entrepreneurship.

Furthermore, over 1,400 fragments of coral reef have been planted as part of the coral reef rehabilitation component of the project. After training and guidance from STREAM, monitoring sessions have been conducted independently with the Bureau for Conservation of Natural Resource (BKSDA).



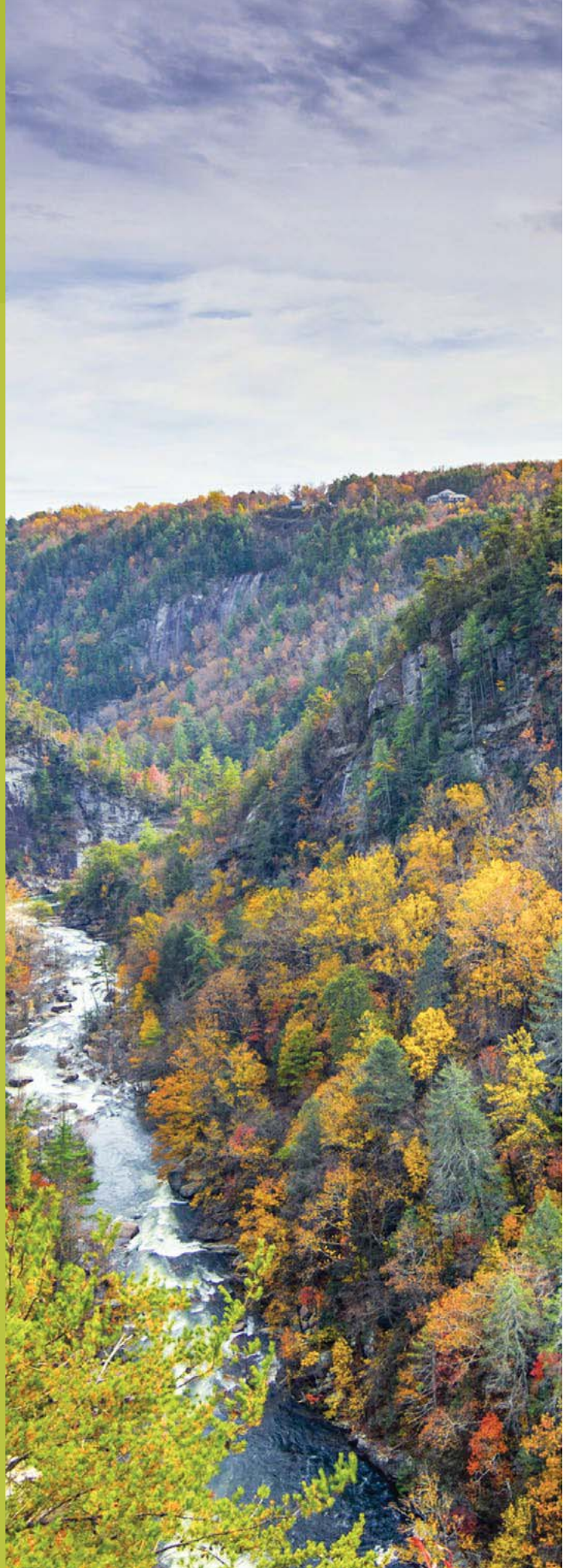
Local craftsmen building bamboo bikes as part of the STREAM project in Pangandaran, Indonesia.

Supporting Georgia in the development of protected areas

UNWTO collaborated with the Georgian National Tourism Administration (GNTA), the Agency for Protected Areas of Georgia (APA), the Centre for Biodiversity Conservation and Research (NACRES) and the Georgian Tourism Association (GTA) to implement the project *Support for Georgia in the field of protected areas development*. The project defines progressive strategies and regulations for protected area management and sustainable tourism development and aims to increase the number of biodiversity-based tourism products in and around the immediate vicinity of selected protected areas in Georgia, with emphasis on freshwater and mountainous ecosystems. One of the long-term expected results was to build capacity among the local population in the tourism sector, including protected area management.

With financial support from BMUB, the main objectives of the project comprised of establishing of a network of ecosystem-based tourism products, increasing capacity of local people, park staff and tourism stakeholders for the development and operation of biodiversity-based tourism products and developing and implementing marketing strategies for each conservation area for specific target groups.

The project has succeeded in developing nine tourism products in five protected areas – Lagodekhi, Vashlovani, Tbilisi, Kolkheti and Mtirala.



The Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)

The Sustainable Tourism Programme of the 10YFP was launched at WTM in London in November 2014, marking an important milestone in the global agenda of sustainable tourism development.

The Programme is one of six initial 10YFP programmes agreed at the RIO+20 Conference. It is led by the UNWTO and co-led by the governments of France, Republic of Korea and Morocco, and brings together a variety of stakeholders partnering for its effective implementation.

The year 2015 is set to be a milestone for sustainability as governments are called upon to adopt the post-2015 development agenda for the next decade and a half at the United Nations Summit in New York. The post-2015 development agenda is a transformative, people-centered agenda with bold and ambitious targets for a more sustainable future elaborated through the collective engagement of a broad range of stakeholders.

To support an integrated approach to the new development agenda, the intergovernmental Open Working Group (OWG) on the Sustainable Development Goals (SDGs) put forward a proposal comprising 17 goals and 169 targets. Tourism has the potential to contribute to several of these goals, including efficient water use or the increased use of renewable energies. The sector is particularly relevant for Goals #8, #12 and #14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Furthermore, the outcome document of the 2012 United Nations Conference on Sustainable Development (RIO+20), *The Future We Want*, recognizes that “well designed and well managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities”.

Over the next decade, it will be essential to decouple environmental degradation from economic growth and thus increase the net contribution of economic activities to poverty eradication and inclusive social development. The 10YFP, adopted at the RIO+20 Conference, will encourage innovation and cooperation among stakeholders and accelerate the shift in the way our societies produce and use goods and services.



Tourism Minister of Morocco, Lahcen Haddad, and UNWTO Secretary-General, Taleb Rifai, at the 10YFP Sustainable Tourism Programme launch at WTM 2014 (London, United Kingdom, 5 November 2014).

Destination Flyways

The seasonal movements of the world's migratory birds attract millions of international tourists each year, hoping to witness one of the most spectacular shows on earth.

From 2012 to 2014, the UNWTO Consulting Unit on Tourism and Biodiversity implemented the preliminary phase of the Destination Flyways project with support from BMUB.

Situation analyses were carried out in eight sites along four main flyways in China, Egypt, Germany, India, Kazakhstan, The Republic of Korea, Senegal and Tanzania, and opportunities were identified to enhance tourism's contribution to their conservation and sustainable use while spreading the benefits to the local population, and raising awareness on the importance and beauty of the key habitats they represent.

To celebrate the 2014 World Migratory Bird Day, UNWTO joined forces with two Destination Flyways partners, the Convention on Migratory Species (CMS) and the African-Eurasian Migratory Waterbird Agreement (AEWA), to highlight the links between migratory bird conservation, wildlife watching tourism and community development around the world. In addition, the results of the preliminary phase were showcased during a side event celebrated within the framework of the eleventh Conference of the Parties of the CMS, which took place in Quito, Ecuador.



UNWTO's climate solutions agenda – Towards nearly Zero Energy Hotels (neZEH)

UNWTO response to climate change imperatives has led to the development the Hotel Energy Solutions (HES) Initiative. Since 2007, more than 10,000 hoteliers have consulted the HES online toolkit for improving resource efficiency and saving energy costs in the accommodation sector.

The success of HES provided UNWTO the opportunity to join as a partner in a European research consortium and to contribute to further improving the online HES e-toolkit.

The European project nearly Zero Energy Hotels (neZEH), co-funded by the European Commission under the Intelligent Energy Europe Programme (IEE) has the ambition to support hotels in European Union Member States in their transition to more sustainable businesses practices. neZEH aims to accelerate the rate of refurbishment of existing hotels into nearly zero energy buildings to support hoteliers in the implementation of measures by providing technical advice aimed at energy excellence. It also provides training and capacity building activities and promotes front runners at national, regional and EU levels to increase their market visibility. Started in 2013, neZEH will run for three years.

Through pilot projects in seven countries – Croatia, France, Greece, Italy, Romania, Spain and Sweden – it will use business cases to show the environmental and socio-economic benefits of becoming a neZEH, with value-added results in terms of efficiency, feasibility and profitability.

neZEH offers a competitive advantage to SME hotels which represent 90% of the European accommodation market. UNWTO is committed to provide the accommodation industry the necessary support to move towards the transition to greener growth.

International Handbook on Tourism and Peace

Providing a unique overview of tourism as a tool in peace building and reconciliation efforts, the *International Handbook on Tourism and Peace* was launched in 2014 with the support of Austria's Ministry of Economy, Family and Youth and the Ministry of European and International Affairs. The Handbook was the outcome of the project *Tourism and Peace*, a joint initiative between UNWTO and the University of Klagenfurt, Austria and its Centre for Peace Research and Peace Education that was carried out from 2012 to 2014.

Representing a milestone in the discourse on tourism and peace, the handbook offers a comprehensive collection of perspectives from leading international specialists on the subject of tourism as a tool for peace-building, with topics ranging from sustainable development and conflict resolution to eco-tourism and heritage preservation.

The handbook was presented at a side event of the UN General Assembly in New York, the UNESCO in Paris and at the International Institute of Cultural Routes of the Council of Europe in Luxembourg. Upon invitation by the Colombian tourism sector, it was also presented in Bogotá, resulting in the *Bogotá Declaration*, in which leading tourism institutions of Colombia committed to contributing to Colombia's peace-building process. The handbook was also discussed at Conciliation Resources, an NGO in London that works in post-conflict regions.

The book received the ITB Special Management Book Award of 2015.





Further reading and resources

**UNWTO Ethics and
Social Dimensions of Tourism Programme**
ethics.unwto.org

Global Code of Ethics for Tourism
ethics.unwto.org/en/content/global-code-ethics-tourism

**UNWTO Sustainable Development of
Tourism Programme**
sdt.unwto.org

**UNWTO Consulting Unit on
Tourism and Biodiversity**
biodiv.unwto.org

**UNWTO Technical Cooperation
and Services Programme**
cooperation.unwto.org

COAST
coast.iwlearn.org

neZEH
nezeh.eu

5

Advancing tourism's contribution to poverty reduction and development

Poverty alleviation is one of the world's greatest challenges. Tourism offers one of the most viable and sustainable development solutions, being a key driver of world trade, a leading employment sector and a main source of foreign exchange earnings in many developing and least developed countries.

Distributing tourism's wealth-creating benefits among people most in need is one of UNWTO's primary areas of concern. In 2014, UNWTO provided on-the-ground technical assistance and capacity-building worldwide to help local communities grow and prosper through tourism.



© Raul Gichawa | Dreamstime.com - Seller of souvenirs from Ecuador Photo

Fostering business linkages in tourism MSMEs

The tourism sector is unique in that it comprises many small and micro enterprises that provide a wide range of services.

In developing countries, most tourism Micro and Small Medium Enterprises (MSMEs) struggle to survive, yet alone grow. In order to promote tourism development, particularly at the grassroots level, UNWTO provided technical assistance to foster business linkages in tourism MSMEs to build their capacity in business management, networking, market reach and access. Improved business linkages in tourism MSMEs contribute greatly to the diversification and strengthening of a country's tourism product while ensuring that the socio-economic impacts of tourism accrue directly at the local level.

Kenya - Promoting collaboration between beach operators and hotels along the Kenyan coast

UNWTO and the Sustainable Tourism, Eliminating Poverty (ST-EP) Foundation have signed a Memorandum of Understanding with the Travel Foundation (UK) to establish a ST-EP Destination Management Fund to support sustainable tourism projects addressing poverty reduction in mainstream destinations. Within the framework of the MoU, a project was implemented in Kenya to help improve the livelihoods of beach operators and their interactions with hoteliers, tour operators and tourists alike.

Training and capacity-building programmes were implemented to help improve the service delivery of beach traders. The project delivered a three-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 the products and services offered).

The training formed part of the first phase of the project and has benefited 580 beach operators, who all received an official beach operator license. According to the

Mombasa and Coast Tourist Association, unlicensed trading at beaches has reduced drastically, especially along the Mombasa north coast, and interaction between tourists and beach operators has significantly improved.

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 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.

Other tourist facilities in the area have allowed traders into their premises, and the project is making further efforts to formalize this with a view to establishing a positive interaction between tourists and beach traders that is beneficial to the local economy and the tourist satisfaction.

Uganda – Supporting inclusive markets in tourism

UNWTO, in collaboration with UNDP, supported the Government of Uganda in 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. The project aimed to empower the poor and improve their livelihoods by increasing their benefits from the tourism sector and providing access to labor and markets, and increased opportunities for decent work and income.

A key project component has been the design and delivery of a comprehensive and integrated Business Development Services (BDS) Programme as a vehicle for enhancing business and financial management skills and raising the efficiency, profitability and viability of more than 100 participating tourism-related MSMEs in three target areas across Uganda.

Tourism legislation

Legislation and regulation in tourism is fundamental to guarantee the sustainability and competitiveness of the sector. They provide the regulatory framework for the sustainable development and management of tourism, the protection and conservation of natural and cultural resources and the facilitation of the involvement of the private sector and local communities in tourism development activities. In addition, tourism laws reflect the roles and responsibilities of all stakeholders, ensure the rights of international and local tourists and outline the rights and obligations of participating businesses, inbound-outbound tour operators and all other concerned players in the tourism field.

In 2014, tourism laws were prepared for Albania, Myanmar and Qatar. In the case of Qatar, apart from the Tourism Law, regulations and by-laws were prepared on many sub-sectors of tourism including: Desert Safari Camps and Desert Safaris; Tourist Guides; Travel Agents and Tourism Operators; Events, Conferences and Exhibitions; Package Travel, Package Holidays and Package Tours for Outbound Travel Agents.

United Nations Steering Committee on Tourism for Development (SCTD)

In 2010, UNWTO launched the Steering Committee on Tourism for Development (SCTD) as part of the United Nations' commitment to 'delivering as one' for a more cohesive approach to tourism development at the international level.

The Committee, with UNWTO as lead, is composed of ten UN agencies and programmes – the International Labour Organization (ILO), the International Trade Center (ITC), the United Nations Conference on Trade and Development (UNCTAD), the United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Industrial Development Organization (UNIDO), the World Trade Organization (WTO) and UNWOMEN – and works jointly to promote tourism as a key driver for development and providing an integrated approach to developing

countries, building on the strengths and experiences of each participating agency, and helping countries to secure resources through existing and forthcoming financial mechanisms.

Tourism as an engine for growth and development

The UN system brought together in Mexico Heads of State and government, ministers, parliamentarians and leaders from international organizations, business, civil society and foundations to participate in the first Global Partnership High-Level Meeting for Effective Development Co-operation. The event aimed to reaffirm the importance of effective development cooperation in meeting the MDGs and as a key part of the 'how' of the next global development framework.

The two-day global forum included a side event organized by UNWTO in cooperation with the International Trade Center (ITC) and the UN Steering Committee on Tourism for Development (SCTD), with the support of the Ministry of Tourism of Mexico and the Ministry of Tourism of South Africa. The event underlined the contrast between the low percentage of official development assistance (ODA) and Aid for Trade (AfT) flows disbursement against tourism capacity to achieve development and called upon leaders for tourism's higher prioritization in the development agenda. The overall consensus among the participants was a clear call for higher support to tourism in international aid flows as to maximize the growing contribution of the sector to socio-economic development.

Tanzania – Unlocking the potential of cultural tourism for community development

In many destinations, the development and promotion of cultural forms of tourism can offer excellent opportunities to local people in rural areas to establish micro and small tourism enterprises and sell goods and services to tourists. Tailor-made support on product development, marketing and capacity building can help to develop and diversify cultural tourism activities in a country, and enhance opportunities for local people to gain income from tourism. In the past two decades, cultural excursions in different areas of Tanzania have become an increasingly important tourism activity. With initial technical assistance from the Netherlands Development Organisation SNV, since 1996,

the Tanzania Tourist Board has managed the Cultural Tourism Programme, supporting and promoting local cultural tourism enterprises that provide tourism facilities and excursions to tourists.

In its first ten years of operation, the Cultural Tourism Programme managed to establish a network of 25 cultural tourism enterprises, mainly in the northern part of Tanzania with a focus on guided walking tours through attractive rural areas and villages.

From 2008 to 2014, UNWTO collaborated with the Tanzania Tourist Board to implement the ST-EP project *Cultural tourism enhancement and diversification programme* to enhance and diversify the cultural tourism offer in the country and increase visitor spending and benefits for rural communities. The project was implemented with financial and technical support from the ST-EP Foundation and the Netherlands Development Organization SNV.

Over this six-year period, 32 additional cultural tourism enterprises have been established in different parts of the country, offering a wide variety of new tourism activities, such as cycling tours, canoe tours, local cuisine workshops and traditional music performances. On a regular basis,

training seminars were organized, building the capacity for local people on topics such as tour guiding, business management, customer care and handicraft production.

Through successful marketing activities, the number of tourists visiting the cultural tourism enterprises grew from 35,000 in 2007 to 70,000 in 2013. By 2014, an estimated number of 3,000 local people generated direct income from the cultural tourism enterprises, and each enterprise makes arrangements that a part of the tourist income is used for community development purposes in the village, such as improving primary schools or health centres, providing a community water tap, or renovating irrigation systems.

With the continued support from the Tanzania Tourist Board, the *Cultural Tourism Programme* offers a bright future for creating mutual understanding and friendship between tourists and local people, offering tourists from all over the world the possibility to experience Tanzania's cultural diversity and providing local people in various rural areas the opportunity to build sustainable livelihoods from developing and managing cultural tourism enterprises.



Locals and tourists participating in the Cultural Tourism Programme in Tanzania.

Uganda - Improving tourism policies and regulations

The Government of Uganda identified tourism as a priority sector to promote socio-economic development, foster the creation of sustainable livelihoods, and generate greater foreign exchange earnings while contributing towards the protection of Uganda's valuable and diverse cultural and natural heritage.

In line with this decision, UNWTO, in collaboration with UNDP and Uganda's Ministry of Tourism, Wildlife and Antiquities, completed a *Tourism Policy and a Tourism Development Master Plan* for Uganda, launched during the World Tourism Day celebrations, on 27 September.

The *Tourism Policy and Master Plan* provides a detailed overview of the tourism sector in Uganda, defining the Government's development objectives in tourism and providing guidance on how to achieve its vision and national development objectives in areas such as management and regulation, infrastructure development and protection and preservation of natural and cultural heritage.

Burundi – Identifying potential tourism resources

The competitiveness of a country's tourism sector is determined in part by evaluating the scope and diversity of existing and potential tourism resources and providing guidelines for their conversion into tourism products based on research of current and future market trends.

In 2014, UNWTO provided technical assistance to Burundi by identifying and evaluating the complete range of tourism resources available throughout the country. The objective of the project was to compile a detailed inventory of the country's tourism resources, assess their market appeal, make recommendations for their delimitation, design tourism information panels for priority attractions, and, prepare a draft Law for the protection of tourism resources in Burundi.

Establishment of a new system of tourism hotel classification in Morocco

Since March 2013, UNWTO, in partnership with the Ministry of Tourism of Morocco and in collaboration with the United Nations Development Programme (UNDP), has been implementing a project to set up a new system of hotel classification in Morocco, aiming to consolidate a system of quality services national accommodation establishments to enable them to compete at an international level.

To date, the project has completed the following activities: review of the existing hotel classification system and first draft of revised classification criteria, training of 90 inspectors of the Ministry of Tourism on the proposed criteria and the impact that these will have on the inspection process, and organizing a national seminar to raise awareness of the proposed revisions to the hotel criteria.



© Pavalache Stelian | Dreamstime.com - Monks at Angkor Wat Photo

Further reading and resources

**UNWTO Technical Cooperation and
Services Programme**
cooperation.unwto.org

**Sustainable Tourism –
Eliminating Poverty (ST-EP) Foundation**
unwtostep.org

**UNWTO Institutional Relations and
Resource Mobilization Programme**
relations.unwto.org

6

Fostering knowledge, education and capacity-building

Tourism is one of the world's top employment creators, accounting for one in eleven jobs across the globe. UNWTO works closely with its Member States in providing premium quality education and training among tourism professionals. In 2014, UNWTO offered capacity courses and scholarships to participants working at all levels to increase competitiveness and employment potential in the tourism sector.



© Zepherwind | Dreamstime.com - India dancer Photo

The UNWTO.Themis Foundation

Based in Andorra, the UNWTO.Themis Foundation is UNWTO's executive arm for tourism education and training. The Foundation, which is administered by a Board of Trustees from UNWTO and the Government of Andorra, assists Member States in improving education and harnessing the employment potential of the tourism sector.

UNWTO.Capacity Programme

Through education, training and capacity building initiatives, the UNWTO.Capacity programme seeks to strengthen and develop the competencies of tourism experts in key areas as well as share knowledge and tools through a practical and interactive approach.

The programme offers on-site, online and blended courses, tailor-made according to the needs of different target audiences. The courses are facilitated by UNWTO international experts, mainly from UNWTO partners' organizations and/or educational institutions with UNWTO. TedQual certified Programmes, and jointly organized with national tourism organizations from UNWTO Member States.

Throughout the year, the UNWTO.Capacity programme concentrated on five main areas of work: capacity building, executive training, postgraduate courses and seminars; collaborating with UNWTO's programmes and partners; content development; sharing UNWTO knowledge and resources and communication.

A total of 15 courses and seminars were delivered in 2014. Among these the UNWTO Practicum on Tourism and Community Development, held in Spain and Andorra and the UNWTO Regional Course on Cultural Routes Tourism Development Strategy, held in Gaillac, France, upon the request of the European Institute of Cultural Routes.



Volunteering in Burundi

The UNWTO.Volunteers programme trains junior professionals from the UNWTO.Volunteers Corps to carry out applied practical knowledge related to the sustainable development of tourism.

Claudio Blaires, a volunteer trained in the Tourism and Cooperation Development course organized by the UNWTO.Themis Foundation and the George Washington University, was selected to carry out a programme to strengthen the participation of women and young people in tourism in Bujumbura, Tanganyika Lake area (Burundi).

“Starting in February 2014 and ending in December of the same year, my first volunteering mission in Burundi was an exceptional experience. With the aim to improve human resources capacity in the hospitality sector and developing SMEs, we created opportunities for youths and women to strengthen their skills and get a better life,” he recounted.

“In ten months, we trained 12 receptionists and 19 waiters that were working in hotels. Less than three months after the end of the courses, two of the receptionists had already received promotions and increased their wages by 50%. Nearly 20 young people coming from the capital city and the countryside and not involved in hospitality, also

received a six month part-time training with the hope of being hired as a waiter in a hotel in Bujumbura.

This first part of the ST-EP project in Burundi was also a great opportunity to develop trainings in hospitality because such training did not exist before. Thanks to this project, the National Tourism Office (NTO) is now thinking of creating its own training center for hospitality and tourism jobs.

“The training project and the SMEs development project were the bases of this global mission in Burundi. Still, we also had the opportunity to renew the outside of the NTO building and set up two major events: World Tourism Day and the first Christmas market of Bujumbura. Those events diffuse a positive and energetic image of tourism through the country.

I believe that this cooperation was very useful, furthermore the UNWTO style of cooperation is very efficient. By making local workers feel that this is their project, they will feel it is their property and ensure the sustainability of the project.

I would like to congratulate my colleagues for the work they did, their implication and their serious attitude.”



UNWTO Volunteer Claudio Blaires with local tourism professionals in Burundi.



© Sergey Uryadnikov | Dreamstime.com - Maasai performing warrior dance. Photo

Further reading and resources

UNWTO.Themis Foundation
themis.unwto.org

7

Building partnerships for tourism

To advance sustainable tourism development across regions, UNWTO collaborates on a regular basis with a varied range of organizations across and beyond the tourism sector. In 2014, UNWTO's Affiliate Members Programme expanded its membership with 46 new organizations from 23 countries and carried out key projects such as *Madrid Precious Time* and *Punta del Este 365*, both based on a public-private sector collaboration prototype methodology.

UNWTO continued to advance the Silk Road tourism route focusing on vital issues such as connectivity, route development and visa facilitation.



UNWTO Affiliate Members

Over 400 organizations and enterprises from 81 countries form the UNWTO Affiliate Members, with membership growing steadily through the incorporation of 46 new organizations representing 23 different countries in 2014. These Members benefit from having exclusive access to institutional and professional networks, market intelligence and know-how, and by interacting with leading sector stakeholders while contributing their knowledge and expertise to UNWTO's mandate.

The Prototype Methodology

The Prototype Methodology was developed by the UNWTO Affiliate Members Programme to enable the public and private sectors to share knowledge and cooperate in the creation of tourism products that improve competitiveness in an ethical and sustainable environment.

Based on initial research and analysis, the Prototype Methodology designs a road map that incorporates governance models, tourism development products, positioning and communication strategies and brand identity.

Among the Prototypes that were launched in 2014 was the *Madrid Precious Time*, which gathers public and private sector partners from diverse areas such as technology, hospitality, arts and culture, handicrafts, retail, design and insurance to work together to create new and innovative products to position Madrid as a premium destination. *Madrid Precious Time* was created at the request of UNWTO Affiliate Member Madrid Destino and counted on the collaboration of the Madrid City Council and the Ministry of Industry, Energy and Tourism of Spain. It will serve as a template for collaborative approaches towards the development of new tourism products in city destinations.

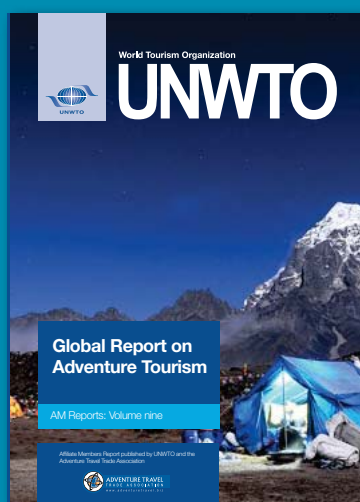
Punta del Este 365 (PDE 365), the first seasonality prototype, was developed in conjunction with the Ministry of Tourism of Uruguay and the Government of Maldonado. The Prototype is a practical tool to help destinations find effective solutions to tackle the complex issue of seasonality, which impacts the economic, social, cultural and environmental structures of destinations.



Global Report on Adventure Tourism

The *UNWTO Global Report on Adventure Tourism*, published jointly with UNWTO Affiliate Member Adventure Travel Trade Association (ATTA), is a first approach by UNWTO on the topic of adventure tourism. The Report takes a closer look at the links between the proper management of adventure travel and a sustainable tourism model which contributes effectively to community development.

The Report calls upon all tourism stakeholders to work from a common base of understanding for adventure tourism, one of the fastest growing sectors of the tourism sector, in order to attract high value customers, support local economies, and encourage sustainable practices. The continued growth of this segment creates net positive impacts not only for tourism, but also for destination economies, their people, and their environment.



International events – Sharing Knowledge

The Affiliate Members Programme organized a variety of activities partnering with Members to address key issues.

During the 98th session of the Executive Council, the Affiliate Members Programme, in collaboration with Affiliate Member Ciudades Patrimonio de la Humanidad España organized a seminar on public-private partnerships, underlining the role of tangible and intangible world heritage in creating innovative tourism products.

Another seminar was held during the 57th meeting of the UNWTO Commission for the Americas in Cartagena de Indias, Colombia, to examine how the tourism sector can foster innovation and incorporate sustainability throughout its value chain.

The 1st UNWTO Affiliate Members Conference on Innovative Approaches to Overcome Seasonality presented the Punta del Este Prototype at Punta del Este, Uruguay. Organized in collaboration with Affiliate Member Destino Punta del Este and the Ministry of Tourism and Sports of Uruguay, the Conference will be an annual event to provide a forum for the exchange of experiences of different destinations in the area of collaborative models, micro-segmentation strategies and new product development. The panel sessions presented success stories of destinations that have dealt with the problem of seasonality in various settings and different climates, and held discussions about its suitability in a variety of formats and alternative destinations.

UNWTO Knowledge Network – Fostering innovation, bridging theory and practice

The UNWTO Knowledge Network is an inclusive community of knowledge within the UNWTO Affiliate Members Programme which provides knowledge generators, policymakers and practitioners a platform to share relevant tourism research and bridge the gap between tourism theory and practice. To date, it is composed of over 70 institutions, organizations and enterprises from 41 different countries with a demonstrated research competency and extensive experience in tourism development and innovation.

In 2014, the Knowledge Network produced the first KN Issue Paper series on the issue of Chinese Tourism in Hong Kong (China).

Talent Development Platform

Empowering new generations to contribute to sustainable tourism is paramount and thus, talent development has been a key element of the Knowledge Network activities. The UNWTO Knowledge Network

Talent Development Platform has been designed to promote young talent in tourism by connecting UNWTO Members of the public and private sectors with outstanding students and young professionals from the UNWTO Affiliate Members' organizations. In its pilot phase, the platform, which is to be fully operational in 2015, facilitated more than 10 international scholarships and internships to students.

The 2nd UNWTO Knowledge Network Global Forum

The 2nd UNWTO Knowledge Network Global Forum, Innovation in Tourism: Bridging Theory and Practice, focused on innovation's central role in advancing competitive and sustainable tourism development worldwide. The Forum, which took place at the Universidad de Anahuac, Mexico, gathered more than 400 participants from the academia, the public and the private sector to discuss on the future of innovation and further connect theory and practice in tourism. Prior to the Forum, the Knowledge Network Meeting established as one of its priorities to position the Knowledge Network as a core think-tank and research arm of UNWTO.



Participants at the 2nd UNWTO Knowledge Network Global Forum held at the University of Anahuac (Mexico City, Mexico, 28-30 May 2014).

UNWTO Silk Road Programme

2014 was an important year for Silk Road tourism as it marked the 20th Anniversary of the *Samarkand Declaration on Silk Road Tourism*. To commemorate the declaration that calls for “a fruitful rebirth of these legendary routes as one of the world’s richest cultural tourism destinations”, UNWTO held a number of thematic seminars at international fairs, such as the JATA Tourism Expo (Tokyo, Japan) and WTM London (UK), focused on the achievements and challenges of developing tourism along Silk Road. Additionally, UNWTO launched the 3rd edition of the *Silk Road Action Plan 2014/2015* based on a comprehensive survey of Member States’ needs and interests.

The Silk Road makes the World Heritage List

2014 was also a year of great achievement, with the first inscription of a Silk Road Heritage Corridor on the World Heritage List. Submitted by Kyrgyzstan, China and Kazakhstan, the Chang’an-Tianshan Corridor stretches 5,000 kilometres from Chang’an/Luoyang, the central capital of China in the Han and Tang Dynasties, to the Zhetysay Region of Central Asia. The inscription

represents over ten years of extensive research carried out by UNESCO, the International Council on Monuments and Sites (ICOMOS) and University College London (UCL) experts, and is envisioned to create significant opportunities for tourism.

In 2014, UNWTO and UNESCO moved ahead with the first stages of their joint *Roadmap for Development*, a framework document focused on achieving mutual goals for sustainable growth, community development, heritage management and conservation along two Silk Road Heritage Corridors crossing five countries (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan).

Tourism Ministers commit to facilitating travel

Travel facilitation was the main discussion topic at the 4th UNWTO Silk Road Ministers’ Meeting held at ITB Berlin 2014, where 21 Ministers and Vice Ministers of Tourism confirmed their commitment for improving visa policies. At the Meeting, UNWTO launched the *Tourism Visa Openness Report for the Silk Road Countries*, a specialized report that assesses the important steps taken by Silk Road countries to facilitate travel and promote collaboration.



The Silk Road Task Force

17 Silk Road countries attended the 4th UNWTO Silk Road Task Force Meeting in Tbilisi, Georgia, a milestone event that underlined the important role played by the Task Force members in developing a common Silk Road tourism agenda. In line with the strategies included in the *Silk Road Action Plan*, initiatives and priorities devised by the Task Force included:

- Increase online promotion of Silk Road tourism through individual destination websites, search engine optimization and UNWTO channels (twitter, facebook, flickr, vimeo, etc)
- Increase collaboration on transnational tourism routes
- Maintain commitment to improving visa policies and aviation growth across the regions
- Work closer with the travel trade to promote the Silk Road
- Take a collaborative approach to promoting the Silk Road at major travel fairs
- Engage with educational institutions to promote knowledge of the Silk Road
- Develop thematic products to promote the Silk Road (food, heritage, culture, etc.)

The Task Force Meeting was held in collaboration with the 1st Routes Silk Road, an air-route development forum jointly organized by Routes Online (UBM) and the United Airports of Georgia. By combining the two events, Task Force participants had the opportunity to network with aviation leaders and participate in a highly comprehensive programme of events focused on aviation, route development and visa facilitation for the Silk Road.

The VeRoTour project: Developing the Western Link of the Silk Road

In partnership with the Council of Europe – Venice Office and the Veneto Region of Italy, UNWTO continued its support of a pilot maritime tourism route along the Venetian routes of the Silk Road. Supported by partners from seven countries who share a common heritage, this project aims to diversify the thematic tourism offer in Europe by developing trans-national and sustainable tourism products.



Participants at the 4th Silk Road Task Force Meeting (Tbilisi, Georgia, 7-8 July 2014).

Global Sustainable Tourism Council (GSTC) and Tour Operators' Initiative (TOI) join forces

The Global Sustainable Tourism Council (GSTC) and the Tour Operators' Initiative for Sustainable Tourism Development (TOI) have joined forces, strengthening synergies to promote and implement sustainable tourism.

The organization will maintain the name Global Sustainable Tourism Council and will continue the legacy of TOI through its working groups and its Destination Programme, among other means. UNWTO and UNEP will retain permanent seats on the board of the GSTC, with current members of TOI becoming members of the GSTC.

With the GSTC as the global leader in setting standards for sustainability in tourism, and TOI's focus on the tour operator value chain and its synchronization with destinations, both organizations will exert their respective strengths towards championing sustainable tourism.

The mission to develop, promote, and encourage the implementation of credible standards and best practices will remain, ensuring that tourism continues to be a leading economic engine in harmony with communities and the environment.

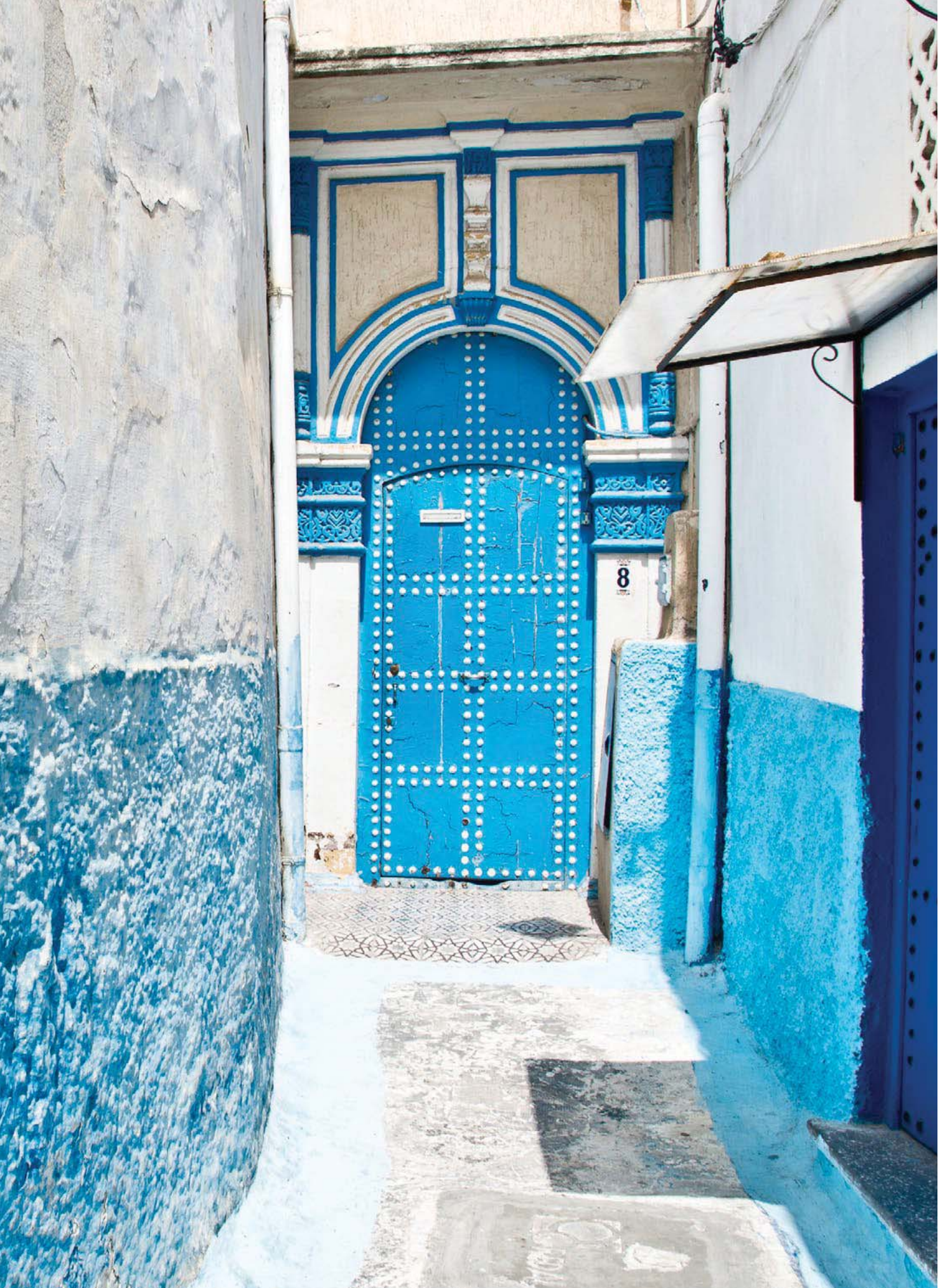
Further reading and resources

UNWTO Affiliate Members
affiliatemembers.unwto.org

UNWTO Knowledge Network
know.unwto.org

UNWTO Silk Road Programme
silkroad.unwto.org

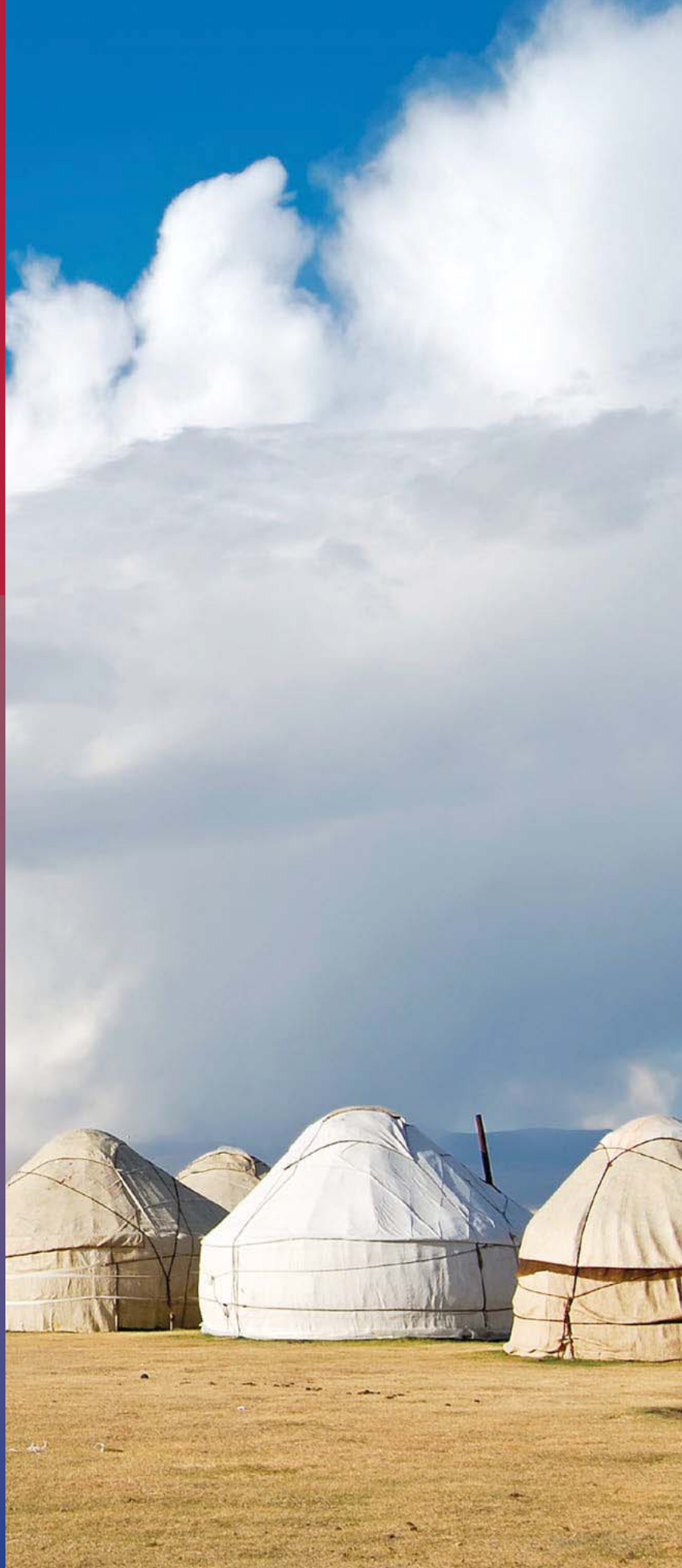
Global Sustainable Tourism Council
gstcouncil.org



8

Regional programmes - Supporting Member States

The UNWTO Regional Programmes for Africa, the Americas, Asia and the Pacific, Europe and the Middle East provide direct assistance to UNWTO Member States, Affiliate Members and stakeholders in the corresponding regions in their efforts to develop their tourism sectors through capacity-building programmes, strategic planning, marketing and research as well as grassroots-level projects.



Regional Programme for Africa

International tourism -

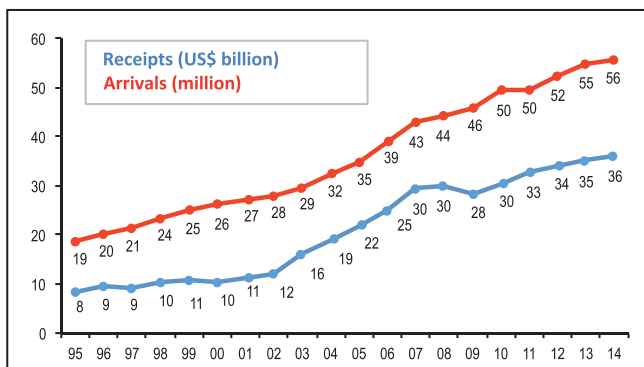
Growing despite critical challenges

Despite the challenges impacting the image of Africa due to the Ebola virus disease outbreak in West Africa, international tourist numbers grew 2%, equivalent to an increase of one million arrivals to reach 56 million tourists. While growth in arrivals to North Africa was weaker (+1%), Sub-Saharan Africa saw international tourist numbers rise by almost 3%.

The trend in tourist arrivals was mirrored by that of international tourism receipts which grew by 3% to reach US\$ 36 billion.

Africa's prospects for 2015 show an increase of 3% to 5%, confirming that long-term projections remain upbeat. The region is forecast to reach 134 million tourists by the year 2030, representing an average annual growth rate of 5%.

Africa: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

UNWTO assisted several countries in Africa through on-the-ground activities and capacity building workshops aimed, among others, to advance sustainability, protect the region's rich biodiversity and assist in tourism recovery efforts.

In April, the 56th Meeting of the UNWTO Commission for Africa (CAF) and the Regional Seminar on Tourism and Air Connectivity in Africa were held in Luanda, Angola. Various issues related to the development of tourism in Africa were discussed at the Commission Meeting, with emphasis on fighting illegal poaching in the thematic debate Tourism and Biodiversity: Zero Tolerance for Poaching in Africa by 2020. During this debate, Member States exchanged views and experiences on the problem of wildlife poaching that is affecting many African countries, urging UNWTO to continue its international sensitization efforts against this criminal activity, thus protecting one of the main tourism resources of the region. The *Luanda Declaration on Tourism and Air Transport Connectivity in Africa* steaming out of the Seminar on the same topic stressed "the need for developing programmes of interregional cooperation between bodies responsible for tourism and air transport so as to improve and strengthen the basic conditions for the sustainable development of tourism in Africa" and reaffirmed "the need to address the obstacles and barriers that hamper the expansion of both tourism and air transport within, to and from African countries".

UNWTO conducts workshop on Crisis Communication, E-marketing and Branding in Tunisia

In partnership with the Embassy of the Kingdom of the Netherlands in Tunisia and the Ministry of Tourism, UNWTO conducted a three-day workshop on Crisis Communication, E-Marketing and Branding in Tunis. The workshop provided the participants from the Ministry of Tourism, the National Tourist Office and the private sector an overview of key branding methodologies, the use of E-marketing in tourism promotion and branding and the main steps necessary for crisis preparedness, management and recovery, with a special focus on crisis communication and perception management.

Kenya – Supporting tourism recovery

Within the framework of WTM 2014, Kenya signed the License Agreement for the *UNWTO Toolbox for Crisis Communications in Tourism*, aiming to assist the country's efforts in rebuilding its national image and revitalizing inbound and outbound tourism demand. The Toolbox includes step-by-step protocols, checklists, sample templates configured by type of crisis and media categories, guidelines for measuring effectiveness, best practices and a special chapter fully dedicated to the use of social media in times of crisis. The initiative aims to better prepare Kenya handle crises and contribute to the sustainable development of its tourism sector.

Crisis communications is a crucial element of good crisis management systems, helping alleviate negative impacts by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner.

UNWTO signs Memorandum of Understanding with the African Union

To consolidate joint efforts towards tourism development in Africa, UNWTO and the African Union (AU) signed a Memorandum of Understanding in Addis Ababa, Ethiopia. The MOU aims at strengthening cooperation between the two organizations in view to advancing Africa's tourism agenda. Additionally, it will enable them to combine efforts and work together towards the achievement of shared objectives based on the principles and values of appropriation, harmonization, alignment, results and mutual responsibility.

AU invited UNWTO to participate in the Ministerial working group meeting on African Tourism Sector Development Strategy: AU Agenda 2063, which was held in Victoria, Seychelles on 14 March 2014 under the theme 'Tourism: A transformative force for Africa'.

Conversely, UNWTO has invited AU to participate in several activities and conferences organized in the region. Among these was a presentation on the African Tourism Sector Development Strategy: Agenda 2063 during the 56th CAF meeting, which was an opportunity for the African Union Commission (AUC) to inform the Ministers on the outcome of the Ministerial working group meeting on African Tourism Sector Development Strategy in Seychelles.



Regional Programme for the Americas

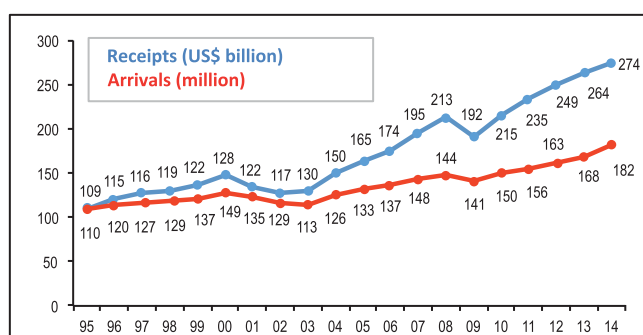
International tourism - Best performing region

In 2014, the Americas was the best performing region in relative terms with 8% growth, welcoming an additional 14 million international tourists and raising the total to 182 million. Growth was driven by North America (+9%) and the Caribbean (+7%). Arrivals to Central America (+6%) and South America (+5%) grew at more than double the rate recorded in 2013.

By contrast, international tourism receipts in the Americas grew by only 3% in 2014. Best results were registered in Central America (+8%), the Caribbean (+7%) and South America (+6%), while receipts in North America increased by 2%.

In 2015, prospects for the Americas are strong, between 4% to 5% growth, while long-term forecasts point to a comparative slowdown in tourist arrivals for the region, to reach an estimated 248 million tourists by 2030.

Americas: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

UNWTO's work in the Americas during 2014 was focused on advancing sustainable tourism development and regional cooperation.

The International Conference on Tourism as a Key Sector for Development in Island States held in Nassau, Bahamas, which resulted in the *Nassau Declaration* served as a preamble for the Third International Conference on SIDS in Apia, Samoa.

The 57th Meeting of the UNWTO Regional Commission for the Americas and the International Forum on Sustainable Development of Tourism and Innovation were held in Cartagena de Indias, Colombia. The Forum covered key topics in the region such as competitiveness, the use of technology in communication and tourism marketing and community development within the framework of sustainable tourism development.

A Ministerial Roundtable on Air Connectivity was held in Santo Domingo, the Dominican Republic, which concluded with the *Santo Domingo Declaration* putting forward a commitment on the part of the governments to eliminate barriers and improve international tourist flow.

During 2014, UNWTO reinforced its cooperation with the regional organizations through Memoranda of Understanding with the Caribbean Tourism Organization (CTO) as well as with the Association of Caribbean States (ACS) in Nassau, Bahamas, both aimed to consolidate efforts in promoting tourism and sustainability in the region.

Regional Programme for Asia and the Pacific

International tourism –

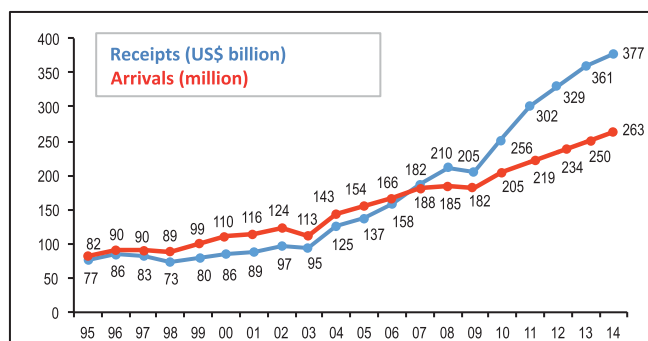
Strong growth consolidates consistent performance

International tourist arrivals in Asia and the Pacific grew 5% in 2014, with an increase of 13 million to total 263 million. Among subregions, strongest growth was recorded in North-East Asia and South Asia (both +7%), while Oceania grew by 6%. Growth slowed down in South-East Asia (+3%) as compared to previous years.

International tourism receipts grew only slightly below arrivals (+4%) consolidating the exports generated by tourism in the region to a total of US\$ 377 billion. By subregion, results were stronger in South Asia (+8%), Oceania (+7%) and North-East Asia (+5%). International tourism receipts in South-East Asia were flat (+0.4%).

Growth is expected to be strong in the region in 2015, at between 4% to 5%. Looking long-term, Asia and the Pacific will continue to be one of the fastest growing tourism regions in the world, forecast to grow an average of 4.9% a year to reach 535 million international tourist arrivals by 2030.

Asia and the Pacific: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

In 2014, UNWTO held several events throughout Asia and the Pacific to address key policy priorities such as sustainable tourism development and air connectivity.

To advance the sustainability agenda, UNWTO organized an International Conference on Tourism and Heritage Protection in Mandalay, Myanmar focusing on policy formulation for the sustainable management of Myanmar's abundant cultural heritage sites. In the Henan Province in China, the 6th UNWTO Global Observatory of Sustainable Tourism was officially launched during the International Mayor's Forum on Tourism, which explored advanced concepts of tourism development and its unique role in accelerating the sustainable development of cities and tourism.

In addition, a workshop on ASEAN River-based Tourism Development (Ho Chi Minh, Vietnam) was held within the framework of ASEAN-UNWTO cooperation on the same topic. Providing a platform for learning from European experiences on river-based tourism, the workshop also discussed a joint ASEAN/UNWTO study on ASEAN river-based tourism to be presented at the ASEAN Tourism Forum 2015.

In advancing air connectivity, UNWTO held the 26th Joint Meeting for the UNWTO Regional Commissions for East Asia and the Pacific (CAP) and South Asia (CSA) (Legazpi, Philippines) and the 8th UNWTO/PATA Forum on Tourism Trends and Outlook Enhancing Connectivity in Tourism (Guilin, China) which both explored ways to further strengthen the links between the tourism and aviation sectors. Furthermore, the 2014 publication *Air Connectivity and its impact on Tourism in Asia and the Pacific*, produced jointly by UNWTO, PATA and the Tourism Promotion Organization for Asia Pacific Cities (TPO) with the support of the Ministry of Culture, Sports and Tourism of the Republic of Korea, includes various case studies from the region on the links between tourism and air transport.

The 8th UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy (Bali, Indonesia) focused on the Meetings industry, covering the latest trends in tourism management and providing a knowledge and experience sharing platform on good practices in successful policy and strategy formulation and implementation.

Regional Programme for Europe

International tourism –

Robust results key to the economic recovery

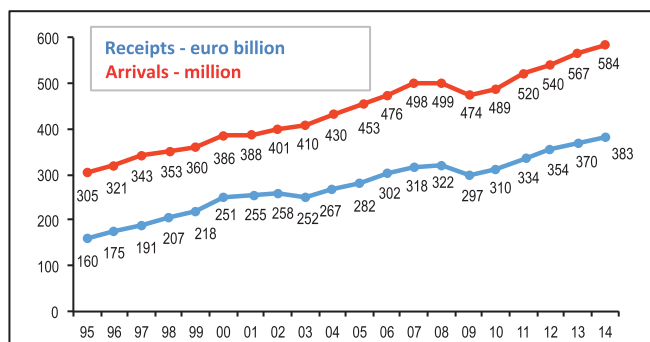
Europe continues to be the most visited region in the world with over half of the world's international tourists. Tourism's strong results have been key to the economic recovery in the region. In 2014, international tourist arrivals in Europe grew 3%, seeing an increase of 17 million arrivals to reach a total of 584 million. Northern Europe and Southern and Mediterranean Europe led growth (both +7%), while results were more modest in Western Europe (+2%). Arrivals in Central and Eastern Europe declined 4% after three years of strong growth.

On a very positive note, the growth in international tourism receipts in Europe was slightly higher than that of arrivals. Receipts grew by 4% to reach US\$ 509 billion, up from US\$ 492 billion in 2013. Growth was stronger in Southern/Mediterranean Europe (+6%) and Northern Europe (+5%).

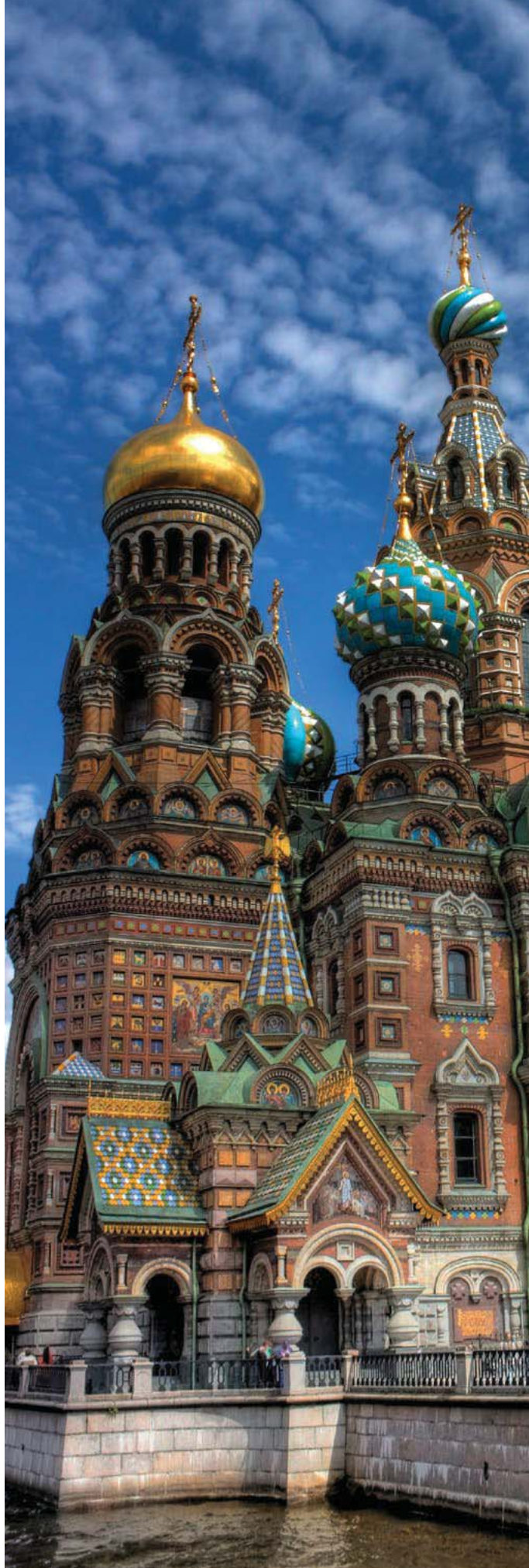
Prospects for the region in 2015 point to a 3% to 4% growth, while long-term growth will see a comparative slowdown to reach 744 million by 2030.

Europe: Inbound Tourism

International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©



Regional activities

As the world's leading inbound tourism destination, Europe has a particular responsibility to take the lead on the path towards sustainable tourism development. A crucial step on this path is the recognition of tourism at the highest level as a key tool for sustainable and inclusive socio-economic growth. Hence a key achievement of 2014 was the acceptance of the UNWTO/WTTC Open Letter on Travel and Tourism by several European Heads of State or Government, bringing the total to 23 in the region. Moreover, 26 tourism-related companies and associations from nine European countries pledged to uphold, promote and implement the values of responsible and sustainable tourism development, by signing the Private Sector Commitment to the *Global Code of Ethics for Tourism* and bringing the total number of signatories in Europe to 106.

In addition, UNWTO increased its focus on strengthening regional and cross-border cooperation by engaging in the initiatives of the EU Strategies for the Danube Region (EUSDR) and of the Baltic Sea Region (EUSBSR), including leading a regional branding process in the Danube and organizing an E-marketing conference in Druskininkai, Lithuania for the Baltic Sea region. UNWTO also signed a Memorandum of Understanding with the Organization of the Black Sea Economic Cooperation (BSEC) to collaborate on issues of connectivity, travel facilitation and product development.

2014 also saw the launch of the Amber Road Committee, tasked with driving the Amber Road project forward. Moreover, UNWTO embarked on a joint initiative with the Council of Europe's (COE) European Institute for Cultural Routes (EICR) to deliver a training programme for Cultural Route Managers on sustainable tourism management in Gaillac, France.

Various events and gatherings held throughout the region addressed key issues for tourism in Europe, including the Ministerial Meeting on Mega Events for Sustainable Tourism Development in Sochi, the Russian Federation; the International Conference Religious Heritage and Tourism: Types, Trends and Challenges in Elche, Spain; the Seminar Developing Effective Tourism Clusters in Baku, Azerbaijan; the Conference Roman Baths: the Emergence of Thermal Tourism in Hissar, Bulgaria; the Seminar on IT Technologies and Innovative Marketing Tools in the Modern Tourism Industry in Moscow, Russia; and the International Conference on Managing Seasonality in Tourism held together with a Ministerial Roundtable on the Role of Governments in addressing Tourism Seasonality in Tirana, Albania.

Finally, UNWTO worked closely with Norwegian Accreditation, an agency of the Ministry of Trade, Industry and Fisheries of Norway, through its QualityMark Norway programme, to produce a report related to hotel classification – *Online Guest Reviews and Hotel Classification Systems: An Integrated Approach*.



UNWTO Secretary-General Taleb Rifai speaking at the International Conference on Managing Seasonality in Tourism (Tirana, Albania, 19-20 October 2014).

Regional Programme for the Middle East

International tourism -

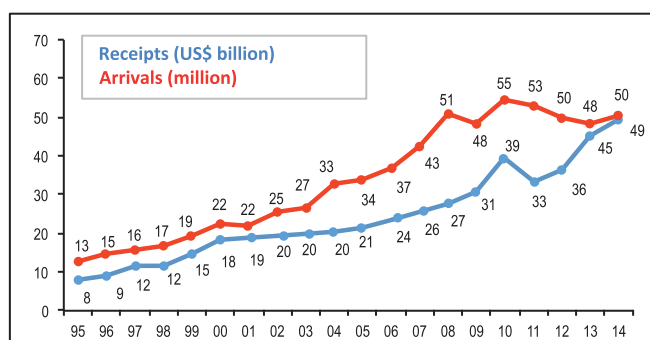
Recovery after years of stalled growth

International tourism in the Middle East (+5%) showed signs of rebound after three negative years with good results in most destinations. The region attracted an additional 2 million arrivals, bringing up the total to 50 million, and generating US\$ 49 billion in receipts (+6% than in 2013).

For 2015, arrivals in the region are expected to increase by +2% to +5%. UNWTO's long-term forecasts show that the Middle East will continue to be one among the fastest growing tourism regions in the coming decades, tripling its present volume of arrivals by the year 2030 to receive 149 million tourists.

Middle East: Inbound Tourism

International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

UNWTO supported its Member States in the Middle East through numerous technical assistance missions, workshops and capacity-building programmes.

UNWTO and the Qatar Tourism Authority (QTA) have been collaborating on the implementation of Qatar's Tourism Strategy, which started its second phase in 2014, in areas ranging from institution building, including the legislative and organizational framework and the regulation of tourism activities, to the development of Qatar's national system of tourism statistics.

UNWTO and the Ministry of Tourism of Egypt jointly organized the International Conference on Tourism Safety and Security in the MENA region in Cairo, aiming to bring together National Tourism Administrations and private sector stakeholders to better assess and mitigate risks related to the sector and ensure that necessary safety and security requirements for the sustainable development of tourism are met.

Among its technical missions, UNWTO carried out a follow-up mission in Egypt for the phased development and promotion of the Holy Family Path by reviving and giving prominence to its religious landmarks along 3,500 kilometers, crossing 25 historical sites that represent the spiritual heritage of the Holy Family trip to Egypt. Upon the request of Jordan's Ministry of Tourism and Antiquities, UNWTO provided assistance in assessing and developing the Holy Family Path as a possible tourism route in the Kingdom of Jordan.

In Lebanon, UNWTO supported the implementation of the *Live Love Lebanon* campaign. This mission conducted a detailed analysis of tourism markets and segments in the country, defined corresponding communication needs and evaluated the current communications strategy. Furthermore, UNWTO provided technical assistance in preparing a *White Paper on Sustainable Growth Tourism Planning and Management* in the United Arab Emirates (UAE), aiming to examine a more inclusive and coordinative approach that engages all seven Emirates.

Annexes

Annex 1

UNWTO Member States

Annex 2

UNWTO Programmes

Annex 3

Technical Cooperation projects

Annex 4

UNWTO Main events

Annex 5

UNWTO Publications

Annex 6

Organizational structure and finance

Annex 7

Abbreviations



Annex 1 / UNWTO Member States

Africa

Algeria (1976)
Angola (1989)
Benin (1975)
Botswana (1995)
Burkina Faso (1975)
Burundi (1975)
Cabo Verde (2001)
Cameroon (1975)
Central African Republic (1995)
Chad (1985)
Congo (1979)
Côte d'Ivoire (1975)
Democratic Republic of the Congo (1979)
Djibouti (1997)
Equatorial Guinea (1995)
Eritrea (1995)

Ethiopia (1975)
Gabon (1975)
Gambia (1975)
Ghana (1975)
Guinea (1985)
Guinea-Bissau (1991)
Kenya (1975)
Lesotho (1981)
Liberia (2011)
Madagascar (1975)
Malawi (1975)
Mali (1975)
Mauritania (1976)
Mauritius (1975)
Morocco (1975)
Mozambique (1995)
Namibia (1997)

Niger (1979)
Nigeria (1975)
Rwanda (1975)
Sao Tome and Principe (1985)
Senegal (1975)
Seychelles (1991)
Sierra Leone (1975)
South Africa (1994)
Sudan (1975)
Swaziland (1999)
Togo (1975)
Tunisia (1975)
Uganda (1975)
United Republic of Tanzania (1975)
Zambia (1975)
Zimbabwe (1981)

Americas

Argentina (1975)
Bahamas (2005)
Bolivia (1975)
Brazil (1975)
Chile (1975)
Colombia (1975)
Costa Rica (1995)
Cuba (1975)
Dominican Republic (1975)

Ecuador (1975)
El Salvador (1993)
Guatemala (1993)
Haiti (1975)
Honduras (2001)
Jamaica (1975)
Mexico (1975)
Nicaragua (1991)
Panama (1996)

Paraguay (1992)
Peru (1975)
Trinidad and Tobago (2013)
Uruguay (1977)
Venezuela (1975)

Associate Members

Aruba (1987)
Puerto Rico (2002)

Asia and the Pacific

Afghanistan (1975)
Australia (2004)
Bangladesh (1975)
Bhutan (2003)
Brunei Darussalam (2007)
Cambodia (1975)
China (1983)
Democratic People's Republic of Korea (1987)
Fiji (1997)
India (1975)
Indonesia (1975)

Iran, Islamic Republic of (1975)
Japan (1978)
Lao People's Democratic Republic (1975)
Malaysia (1991)
Maldives (1981)
Mongolia (1990)
Myanmar (2012)
Nepal (1975)
Pakistan (1975)
Papua New Guinea (2005)
Philippines (1991)

Republic of Korea (1975)
Sri Lanka (1975)
Thailand (1996)
Timor-Leste (2005)
Vanuatu (2009)
Viet Nam (1981)

Associate Members

Hong Kong, China (1999)
Macao, China (1981)

Annex 1 / UNWTO Member States

Europe

Albania (1993)
Andorra (1995)
Armenia (1997)
Austria (1975)
Azerbaijan (2001)
Belarus (2005)
Bosnia and Herzegovina (1993)
Bulgaria (1976)
Croatia (1993)
Cyprus (1975)
Czech Republic (1993)
France (1975)
Georgia (1993)
Germany (1976)
Greece (1975)
Hungary (1975)
Israel (1975)
Italy (1978)

Kazakhstan (1993)
Kyrgyzstan (1993)
Lithuania (2003)
Malta (1978)
Monaco (2001)
Montenegro (2007)
Netherlands (1976)
Norway (2008)
Poland (1976)
Portugal (1976)
Republic of Moldova (2002)
Romania (1975)
Russian Federation (1975)
San Marino (1975)
Serbia (2001)
Slovakia (1993)
Slovenia (1993)
Spain (1975)

Switzerland (1976)
Tajikistan (2007)
The Former Yugoslav Republic of Macedonia (1995)
Turkey (1975)
Turkmenistan (1993)
Ukraine (1997)
Uzbekistan (1993)

Associate Members

Flemish Community of Belgium (1997)
Madeira (1995)

Permanent Observer

Holy See (1979)

Middle East

Bahrain (2001)
Egypt (1975)
Iraq (1975)
Jordan (1975)
Kuwait (2003)
Lebanon (1975)
Libyan Arab Jamahiriya (1977)

Oman (2004)
Qatar (2002)
Saudi Arabia (2002)
Syrian Arab Republic (1975)
United Arab Emirates (2013)
Yemen (1977)

Special Observer

Palestine (1999)

Annex 2 / UNWTO Programmes

Regional Programmes

Regional Programme for Africa	http://africa.unwto.org/	caf@unwto.org
Regional Programme for the Americas	http://americas.unwto.org/	cam@unwto.org
Regional Programme for Asia and the Pacific	http://asiapacific.unwto.org/	csa-cap@unwto.org
Regional Programme for Europe	http://europe.unwto.org/	europa@unwto.org
Regional Programme for the Middle East	http://middle-east.unwto.org/	cme@unwto.org

Operational Programmes

Affiliate Members	http://affiliatemembers.unwto.org	unwtoam@unwto.org
Destination Management and Quality	http://destination.unwto.org/	destination@unwto.org
Ethics and Social Responsibility	http://ethics.unwto.org/	ethics@unwto.org
Institutional Relations and Resource Mobilization	http://relations.unwto.org/	icr@unwto.org
Knowledge Network	http://know.unwto.org/	innova@unwto.org
Fairs and Special Field Projects	http://silkroad.unwto.org/	silkroad@unwto.org
Statistics and Tourism Satellite Account	http://statistics.unwto.org/	stat@unwto.org
Sustainable Development of Tourism	http://sdt.unwto.org/	sdt@unwto.org
Technical Cooperation	http://cooperation.unwto.org	dev-assistance@unwto.org
Tourism Market Trends	http://mkt.unwto.org/	marketing@unwto.org

Direct Support Programmes

Conference Services	http://lmd.unwto.org/	conf@unwto.org
Communications and Publications	http://media.unwto.org http://publications.unwto.org/ http://www.e-unwto.org/	comm@unwto.org pub@unwto.org elibrary@unwto.org
Programme and Coordination	-	-

Indirect Support Programmes

Budget and Finance	-	-
General Services	-	-
Human Resources	-	-
Information and Communication Technologies	-	-
Legal and Contracts	-	-
Travel	-	-

Annex 3 / Technical Cooperation projects

Technical Cooperation projects	
Africa	Project title
Morocco	Implementation of a New Classification System for Tourism Accommodation
Uganda	Improving Policies and Regulations to Support Development of Markets in Tourism
	Support for Development of Inclusive Markets in Tourism
Mozambique	Formulation of a Strategic Tourism Development Plan
Burundi	Inventory of Tourism Resources
Cameroon, Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, United Republic of Tanzania	Collaborative Actions for Sustainable Tourism (COAST) Project in Africa
Americas	
Aruba	Formulation of a Tourism Satellite Account
Asia and the Pacific	
India	Tourism Development Master Plan for Punjab (Phase II)
Nepal	Development of the National Tourism Strategy Plan
Middle East	
Qatar	Implementation of a New Tourism Strategy and Action Plan
Technical missions	
Africa	Mission
Algeria	Evaluation of the National Statistics System for the Elaboration of a TSA
	Project Formulation Mission for Revision of the Hotel Classification System
Cabo Verde	Project Formulation Mission for Strategic Plan for Tourism Development
Côte d'Ivoire	Project Formulation Mission for Hotel Classification System
Ghana	Project Formulation Mission for Implementation of a Tourism Master Plan
Namibia	Project Formulation Mission for Tourism Growth and Development Strategy
Senegal	Project Formulation Mission for Development of a National Statistics System

Annex 3 / Technical Cooperation projects

Americas	Mission
Guatemala	Technical Guidance for the Strengthening of the National Tourism
	Statistics System for the Elaboration of a TSA
Nicaragua	Project Formulation Mission for National Tourism Statistics System
Asia and the Pacific	Mission
Cambodia	National Statistics Workshop
Europe	Mission
Albania	Revision of a Tourism Law
	Training on Tourism Statistics
Moldova	Project Formulation Mission for Revision of the
	National System of Tourism Statistics
Norway	Assessment of the Desirability and Feasibility of Incorporating Guest Reviews
	into Hotel Classification System
Middle East	Mission
Egypt	Action Plan to implement an Arab Tourism Strategy, League of Arab States
	Assessment for a Tourism Route "Holy Family Path"
	Project Formulation Mission for Development and Promotion of the "Holy
	Family path"
Kuwait	Project Formulation Mission for Classification and Grading System for
	Accommodation Establishment
Jordan	Project Formulation Mission for Development and Promotion of the "Holy
	Family Path"
United Arab Emirates	White Paper for the Implementation of the Arab Tourism Strategy

Annex 3 / Technical Cooperation projects

ST-EP Projects portfolio 2014		
Africa	Project title	Main sources of funding
Burundi	Enhancing Participation of Youth and Women in the Tourism Sector	ST-EP Foundation
Cameroon	Ecotourism Development at Kribi	ST-EP Foundation
Gambia	Kartong Ecotourism Project	Europamundo Foundation
Ghana	Savannaland Destination Tourism Programme	SNV ST-EP Foundation
Kenya	Enhanced Market Access for Community-based Tourism Products	SNV ST-EP Foundation
	Kenya Coast Beach Management and Local Livelihoods	Travel Foundation ST-EP Foundation
Lesotho	Rural Home Stays Development	ST-EP Foundation
Mozambique	Human Resources and SME Development for the Tourism Sector in Inhambane Province	Government of Flanders Government of Macao (China)
	Vocational Training and SME Development for the Tourism Sector in Maputo	Government of Flanders
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses, especially for Rural Women	AECID
	Initiatives Fund for Rural Women Entrepreneurs	Banesto Foundation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	SNV ST-EP Foundation
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	ST-EP Foundation
Zimbabwe	Enhancing Participation of Youth and Women in the Tourism Sector at the Victoria Falls	ST-EP Foundation
Americas	Project title	Main sources of funding
Costa Rica	Market Access and New Technologies for Community-based Tourism	EUROPAMUNDO Foundation

Annex 3 / Technical Cooperation projects

ST-EP Projects portfolio 2014

Americas	Project title	Main sources of funding
Haiti	Enhancing Local Economic Impact from Tourism Development in Jacmel	ST-EP Foundation
Central America	Market Access for Rural Tourism SMEs	ST-EP Foundation
Asia	Project title	Main sources of funding
Mongolia	Capacity Building for Tourism Employees	ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	Government of Macao (China) ST-EP Foundation
Middle East	Project title	Main sources of funding
Jordan	Youth Career Initiative Project	ST-EP Foundation

Annex 4 / UNWTO Main events

Global events		
Date	Place	Title
January	UNWTO HQ	UNWTO Technical Advisory Board on TSA and UNWTO 14th Committee on Tourism Statistics and TSA
	Madrid, Spain	FITUR 2014 - FITUR Green: Innovative and Sustainable Management: a Commitment to the Tourist
	Madrid, Spain	UNWTO Awards Ceremony
	Madrid, Spain	UNWTO Knowledge Network Symposium
	Madrid, Spain	FITUR/UNWTO Africa and Middle East Tourism Ministers Working Luncheon
	Madrid, Spain	Ministerial Discussion Forum on the Future of Tourism in the MENA region
	Madrid, Spain	37th Meeting of the Board of the UNWTO Affiliate Members
February	UNWTO HQ	13th Meeting of the World Committee on Tourism Ethics
March	Berlin, Germany	4th UNWTO Silk Road Ministers' Meeting at ITB
	Berlin, Germany	3rd UNWTO Silk Road Tour Operators' Forum
	Berlin, Germany	29th Meeting of the World Tourism Network on Child Protection
	Berlin, Germany	Madrid Precious Time Prototype Presentation
	Moscow, Russia	UNWTO/ INTOURMARKET Seminar on IT Technologies and Innovative Marketing Tools in the Modern Tourism Industry
April	Andorra la Vella, Andorra	8th World Congress on Snow and Mountain Tourism
May	Punta del Este, Uruguay	1st UNWTO Affiliate Members Conference on Innovative Approaches to Overcome Seasonality: The Punta del Este Prototype
	Madrid, Spain	4th Meeting of the UNWTO Programme and Budget Committee
	Mexico City, Mexico	2nd UNWTO Knowledge Network Global Forum - Innovation in Tourism: Bridging Theory and Practice
June	Santiago de Compostela, Spain	98th Session of the UNWTO Executive Council
	Santiago de Compostela, Spain	UNWTO Seminar on Public-Private Partnerships: Tangible and intangible heritage and innovative tourism products
	Mandalay, Myanmar	UNWTO/MTCO International Conference on Tourism and Heritage Protection
	Sochi, Russian Federation	Ministerial Meeting on Mega Events for Sustainable Tourism Development
	Bogotá, Colombia	UNWTO-COTELCO Seminar on Tourism and Peace
July	Tbilisi, Georgia	4th UNWTO Silk Road Task Force Meeting & Routes Silk Road
August	Washington, USA	UNWTO.Themis Tourism and International Cooperation for Development Course

Annex 4 / UNWTO Main events

Global events		
Date	Place	Title
September	Santiago de Compostela, Spain	1st UNWTO International Congress on Pilgrimage and Tourism
27 September	Guadalajara, Mexico	World Tourism Day 2014: Tourism and Community Development
	Spain/Andorra	UNWTO Practicum on Tourism and Community Development
	Tokyo, Japan	UNWTO Silk Road Seminar at JATA Tourism Expo 2014: The Growth of Cultural Tourism on the Silk Road and Opportunities for the Japanese Outbound Market
October	Samarkand, Uzbekistan	5th Meeting of the UNWTO Programme and Budget Committee
	Samarkand, Uzbekistan	99th Session of the UNWTO Executive Council
	Samarkand, Uzbekistan	1st Meeting of the UNWTO Programme and Budget Committee Working Group
	Tirana, Albania	International Conference on Managing Seasonality in Tourism and Ministerial Roundtable on the Role of Governments in Addressing Tourism Seasonality
November	London, United Kingdom	8th UNWTO & WTM Ministers' Summit: Tourism and Mega-Events - Building a lasting legacy
	London, United Kingdom	UNWTO/WTM Silk Road Seminar: The Social Silk Road
	London, United Kingdom	38th Meeting of the Board of the UNWTO Affiliate Members
	London, United Kingdom	Punta del Este 365 Prototype Presentation
	Online	2nd Meeting of the UNWTO Programme and Budget Committee Working Group
	Shanghai, China	Ministerial Roundtable on Unleashing Tourism's potential between China and the Arab World (CITM)
	Rome, Italy	14th Meeting of the World Committee on Tourism Ethics
	San Marino	1st UNWTO Conference on Accessible Tourism in Europe
	Nara, Japan	UNWTO Workshop on Tourism Statistics
	Elche, Spain	International Conference on Religious Heritage and Tourism: Types, Trends and Challenges
	UNWTO HQ	6th Meeting of the UNWTO Working Group on the Protection of Tourists / Consumers and Travel Organizers
December	Barcelona, Spain	3rd Global Summit on City Tourism
	Barcelona, Spain	36th Plenary Session of the UNWTO Affiliate Members
	Online	3rd Meeting of the UNWTO Programme and Budget Committee Working Group

Annex 4 / UNWTO Main events

Regional events **Africa**

Date	Place	Title
January	Madrid, Spain	V Tourism Investment and Business Forum for Africa – INVESTOUR
April	Luanda, Angola	56th Meeting of the UNWTO Regional Commission for Africa
	Luanda, Angola	Regional Seminar on Tourism and Air Connectivity in Africa
October	UNWTO HQ	UNWTO Annual Ambassador's Lunch for Africa

Regional events **Americas**

January	UNWTO HQ	Meeting of the Central American Tourism Ministers and Ambassadors
February	Santo Domingo, Dominican Republic	International Seminar on Tourism Destinations Management in Cultural Heritage Sites
	Santo Domingo, Dominican Republic	Meeting of Tourism Ministers and Authorities of the Americas on Air Connectivity
	Nassau, Bahamas	International Conference on Tourism as a Key Sector for Development in Island States
	Nassau, Bahamas	Ministerial Meeting on Air Connectivity
June	Cartagena, Colombia	57th Meeting of the UNWTO Regional Commission for the Americas
	Cartagena, Colombia	International Forum on Sustainable Development of Tourism and Innovation
	Cartagena, Colombia	UNWTO Affiliate Members Seminar on Public-Private Partnerships: Developing specialized tourism products
October	Puebla, Mexico	UNWTO.Themis Regional Capacity Building Course on Tourism Competitiveness as a Driver for Community Development

Regional events **Asia-Pacific**

March	UNWTO HQ	UNWTO Annual Ambassador's Lunch for Asia and the Pacific
April	Bali, Indonesia	UNWTO Asia-Pacific Executive Training Programme 2014
May	Legazpi, Philippines	26th Joint Meeting of the UNWTO Regional Commission for East Asia and the Pacific and UNWTO Regional Commission for South Asia
	Legazpi, Philippines	UNWTO-ASEAN International Conference on Tourism and Climate Change
June	Bagan, Myanmar	Mekong Tourism Forum and the Greater Mekong Sub-region Tourism Working Group Meeting

Annex 4 / UNWTO Main events

Regional events **Asia-Pacific**

October	Guilin, China	8th UNWTO/PATA Forum on Tourism Trends and Outlook: Enhancing Connectivity in Tourism
December	Nara, Japan	Nomadic Culture and Tourism in Mongolia: Revitalization of Community through Sustainable Tourism

Regional events **Europe**

April	Baku, Azerbaijan	UNWTO Seminar on Developing Effective Tourism Clusters
	Baku, Azerbaijan	57th Meeting of the UNWTO Regional Commission for Europe
May	UNWTO HQ	UNWTO Annual Ambassadors Lunch for Europe
September	Gaillac, France	UNWTO.Themis Regional Course on Cultural Routes Tourism Development Strategy for the Council of Europe Cultural Routes and their partners
November	Druskininkai, Lithuania	UNWTO/Lithuania E-Marketing Master Class: What's next for the Baltic Sea tourism in a dynamic digital environment?
December	Ankara, Turkey	UNWTO Regional Workshop on Tourism Statistics and Tourism Satellite Accounts

Regional events **Middle East**

May	Doha, Qatar	UNWTO Regional Capacity Building Course on Tourism Strategy
September	Cairo, Egypt	UNWTO Regional Conference on Tourism Safety and Security
	Cairo, Egypt	39th Meeting of UNWTO Regional Commission for the Middle East
	Doha, Qatar	UNWTO.Themis Regional Capacity Building Course on Cultural Tourism Development
	Doha, Qatar	UNWTO.Themis Regional Capacity Building Course on Sustainable Tourism Project Development

Annex 5 / UNWTO Publications

Full list of UNWTO publications 2014

- **15 years of the UNWTO World Tourism Network on Child Protection:**
A Compilation of Good Practices (English)
- **A Practical Guide to Tourism Destination Management**
(Guide pratique de la gestion des destinations touristiques) (Translation into French)
- **Air Connectivity and its Impact on Tourism in Asia and the Pacific** (English)
- **Chinese Outbound Travel to the Middle East and North Africa** (English)
- **Compendium of Tourism Statistics, Data 2008 – 2012, 2014 Edition** (English/French/Spanish)
- **Handbook on E-marketing for Tourism Destinations –**
Fully revised and extended version 3.0 (English)
- **Handbook on Tourism Destination Branding**
(Manuel de stratégie de marque pour les destinations touristiques) (Translation into French)
- **Handbook on Tourism Product Development**
(Manuel sur le développement de produits touristiques) (Translation into French)
- **The Impact of Visa Facilitation in ASEAN Member States** (English)
- **Manual sobre Turismo Accesible para Todos:**
Principios, herramientas y buenas prácticas –
Módulo I: Turismo Accesible – definición y contexto (Spanish)
- **Manual sobre Turismo Accesible para Todos:**
Alianzas público-privadas y buenas prácticas (Spanish)
- **Measuring Employment in the Tourism Industries –**
Guide with Best Practices (English)
- **Online Guest Reviews and Hotel Classification Systems –**
An Integrated Approach (English)
- **Organismos de gestión y promoción del turismo en las Américas** (Spanish)
- **Tourism and New Technologies – Technical Seminar,**
San José Costa Rica, 14-15 May 2013 (English/Spanish)
- **Tourism in Small Island Developing States (SIDS) –**
Building a more sustainable future for the people of Islands (English)
- **Tourism Visa Openness Report for the Silk Road Countries** (English/Russian)

Annex 5 / UNWTO Publications

Full list of UNWTO publications 2014

- **UNWTO/GTERC Annual Report on Asia Tourism Trends** (English)
- **UNWTO Recommendations on Accessible Tourism**
(Recommandations de l'OMT en faveur d'un tourisme accessible à tous / Recomendaciones de la OMT por un turismo accesible para todos) (Translation into French/Spanish)
- **UNWTO Tourism Highlights, 2014 Edition** (English/French/Spanish)
- **Visa Openness Report 2014** (English)
- **Yearbook of Tourism Statistics, Data 2008 – 2012, 2014 Edition** (English/French/Spanish)

UNWTO Affiliate Members

Global Reports:

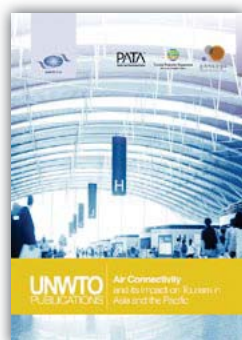
- **Volume seven – Meetings Industry** (English/Spanish)
- **Volume eight – Shopping Tourism** (English)
- **Volume nine – Adventure Tourism** (English)
- **Volume ten – Global Benchmarking for City Tourism Measurement** (English)

Regional Report:

- **Volume III: Working Together in Europe – A Shared Leadership** (English)

Annex 5 / UNWTO Publications

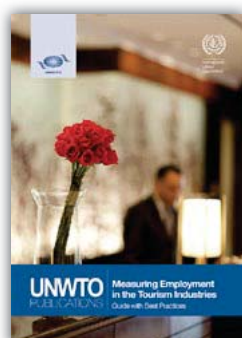
Selected publications



Air Connectivity and its Impact on Tourism in Asia and the Pacific (English)

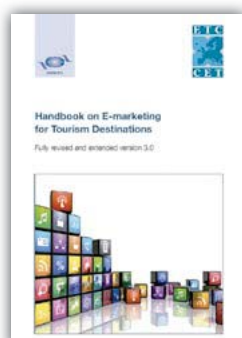
This publication includes a series of case studies from cities in Asia and the Pacific that illustrate the crucial role of air transport as an engine of economic growth and job creation. It shows how well-designed and well-coordinated tourism and air transport policies can underpin tourism growth while emphasizing the role of low-cost carriers in the transformation of air transport in the region.

The study was developed by UNWTO, the Pacific Asia Travel Association (PATA) and the Tourism Promotion Organization for Asia and the Pacific Cities (TPO), with the financial support of the Ministry of Culture, Sports and Tourism of the Republic of Korea.



Measuring Employment in the Tourism Industries – Guide with Best Practices (English)

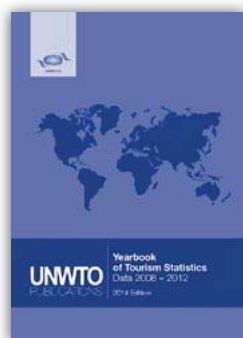
The findings presented in this joint ILO/UNWTO guide confirm that employment in tourism and the economic value of tourism in terms of employment remains inadequately studied. This guide concludes that employment in the tourism industries needs to be measured and described in a more consistent way, supported by proper statistical instruments and enhanced through international cooperation. Furthermore, this guide provides examples of best practices in measuring employment in the tourism industries from countries that have demonstrated capacity to develop a comprehensive set of employment indicators.



Handbook on E-marketing for Tourism Destinations – Fully revised and extended version 3.0 (English)

The updated and extended version of the ETC/UNWTO Handbook on E-Marketing for Tourism Destinations presents a comprehensive overview of the continuously changing environment of E-marketing in the tourism sector. The handbook covers all essential aspects of an E-marketing strategy, including strategic planning, branding measures, content-building, search engine optimization, E-commerce and email marketing. It also includes information on how to use E-marketing to collaborate with the travel trade and the media alongside recommendations for crisis communication, 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. It further outlines current best practices in the field of destination e-marketing and provides destination marketers with a legal framework for their online marketing activities.

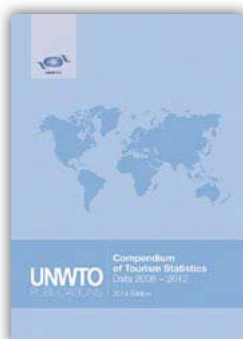
Annex 5 / UNWTO Publications



Yearbook of Tourism Statistics

Data 2008 – 2012, 2014 Edition (English, French and Spanish)

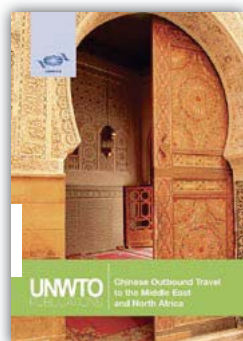
Understanding from where each country's inbound tourism is generated is essential in analyzing international tourism flows and devising marketing strategies, such as those related to the positioning of national markets abroad. Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2014 Edition presents data for 197 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



Compendium of Tourism Statistics

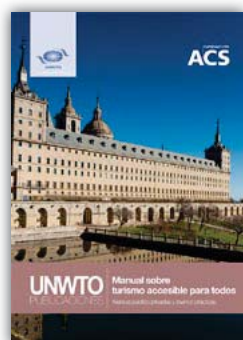
Data 2008 – 2012, 2014 Edition (English, French and Spanish)

Statistical information on tourism's multiple facets is pivotal in advancing the sector's knowledge, monitoring progress, promoting results-focused management, and highlighting strategic issues for policy decisions. Deriving from the most comprehensive statistical database available on the tourism sector, the Compendium of Tourism Statistics provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2014 edition presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.



Chinese Outbound Travel to the Middle East and North Africa (English)

Over the last decade, China has grown to become the first tourism source market in the world with US\$ 102 billion spend on travel abroad. While Asia and the Pacific, Europe and the Americas lead as the main destination regions for Chinese travelers, the overall flows in the Middle East and North Africa (MENA) region over the past decade have been modest. Chinese Outbound Travel to the Middle East and North Africa 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 China's main travel trends.



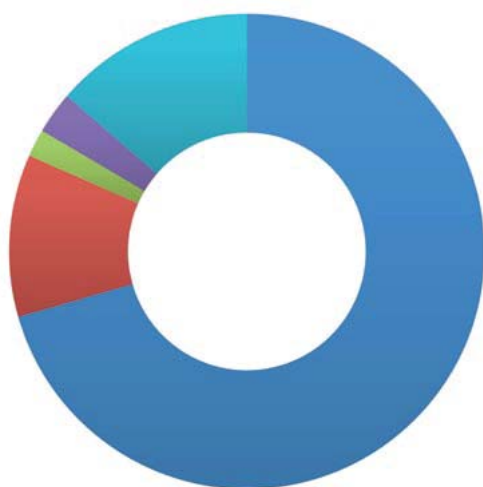
Manual on Accessible Tourism for All: Public-Private Alliances and Good Practices (Spanish)

The Manual on Accessible Tourism for All: Public-Private Alliances and Good Practices is the first publication of a technical nature produced by the UNWTO in collaboration with the ACS Foundation. The Manual highlights the value of accessible heritage and cultural resources and provides the necessary technical knowledge for making built and natural tourism environments accessible within the framework of public-private alliances.

The extensive experience of the ACS Foundation in these areas has served to stimulate the development of activities and products that make it possible to turn universal access in tourism into reality. The most significant actions are featured in this publication and represent best practices that can inspire other actors that may wish to adapt them to their respective realities.

Annex 6 / Organizational structure and finance

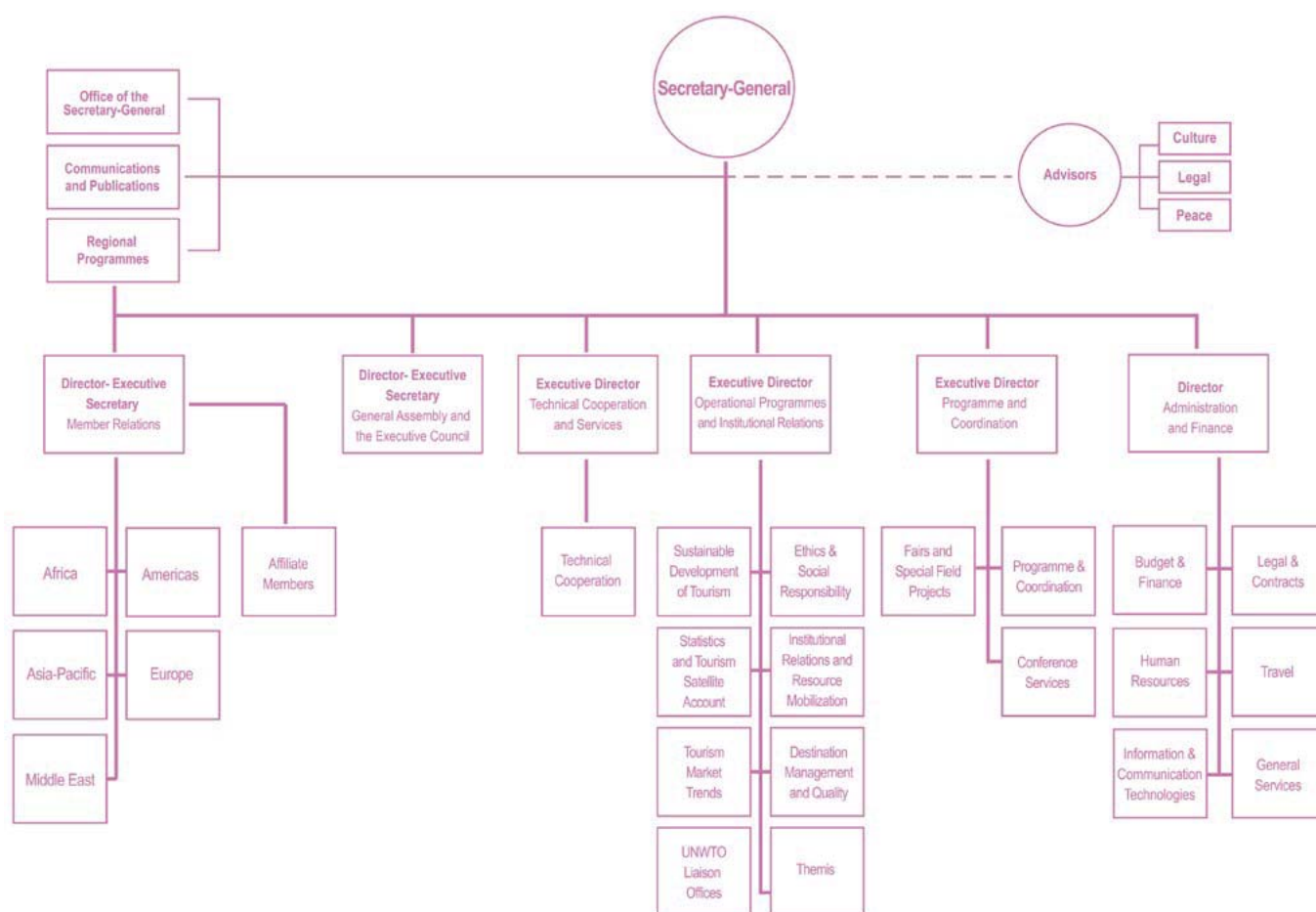
2014 UNWTO revenues (€)



■ Members assessed contributions:	12.928.222
■ Other contributions, net of reduction:	2.023.349
■ Publications revenues, net of discounts and returns:	345.175
■ Currency exchange differences:	522.676
■ Other revenues:	2.504.227
Total Revenues:	
18.323.649	

Annex 6 / Organizational structure and finance

UNWTO Organizational chart (As of April 2015)



Annex 7 / Abbreviations

10YFP:	Ten-Year Framework of Programmes on Sustainable Consumption and Production Patterns
ACI:	Airports Council International
ACS:	Association of Caribbean States
AEWA:	African-Eurasian Migratory Waterbird Agreement
AfT:	Aid for Trade
APA :	Agency for Protected Areas of Georgia
APEC:	Asia-Pacific Economic Cooperation
ASEAN:	Association of Southeast Asian Nations
ATF:	ASEAN Tourism Forum
ATTA:	Adventure Travel Trade Association
AU:	African Union
AUC:	African Union Commission
BDS:	Business Development Services
BKSDA:	Bureau for Conservation of Natural Resource
BMUB:	Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of Germany
BSEC:	Black Sea Economic Cooperation
CAF:	Commission for Africa
CAP:	Commission for Asia and the Pacific
CICTE/OAS:	Inter-American Committee Against Terrorism of the Organization of American States
CICtourGUNE:	Cooperative Research Center in Tourism
CISET:	International Centre for Studies on Economic Tourism
CMS:	Convention on Migratory Species
CNN:	Cable News Network
COAST:	Collaborative Actions for Sustainable Tourism
COE:	Council of Europe
CSA:	Commission for South Asia
CTC:	Counter-Terrorism Committee
CTED:	Counter-Terrorism Committee Executive Directorate
CTITF:	Counter-Terrorism Implementation Task Force
CTO:	Caribbean Tourism Organization
DOT:	Department of Tourism of the Philippines
ECM:	European Cities Marketing
ECPAT:	End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes
EICR:	European Institute for Cultural Routes
ETC:	European Travel Commission
EUSBSR:	EU Strategies for the Baltic Sea Region
EUSDR:	EU Strategies for the Danube Region
EVD:	Ebola Virus Disease
FAO:	Food and Agriculture Organization of the United Nations
FITUR:	International Tourism Trade Fair
GEF:	Global Environment Facility
GNTA:	Georgian National Tourism Administration
GOST:	Global Observatory on Sustainable Tourism
GSTC:	Global Sustainable Tourism Council
GTA:	Georgian Tourism Association
GTERC:	Global Tourism Economy Research Centre
HES:	Hotel Energy Solutions
IATA:	International Air Transport Association
ICAO:	International Civil Aviation Organization

Annex 7 / Abbreviations

ICOMOS:	International Council on Monuments and Sites
IDB:	Inter-American Development Bank
IEE:	Intelligent Energy Europe
ILO:	International Labour Organization
INRouTe:	International Network on Regional Economics, Mobility and Tourism
IRENA:	International Renewable Energy Agency
IRTS:	International Recommendations on Tourism Statistics
ISTAT:	Italian National Statistics Office
ITB:	Internationale Tourismus-Börse
ITC:	International Trade Center
JATA:	Japan Association of Travel Agents
JTA:	Japan Tourism Agency
LDCs:	Least Developed Countries
MDGs:	Millennium Development Goals
MENA:	Middle East and North Africa
MoU:	Memorandum of Understanding
MSMEs:	Micro Small and Medium Enterprises
NACRES:	Centre for Biodiversity Conservation and Research
neZEH:	Nearly Zero Energy Hotels
NGOs:	Non-Governmental Organizations
NTDAI:	National Tourism Development Authority of Ireland
ODA:	Official Development Assistance
OECD:	Organisation of Economic Co-operation and Development
OIC:	Organization of the Islamic Conference
OWG:	Open Working Group
PATA:	Pacific Asia Travel Association
QTA:	Qatar Tourism Authority
SAMOA:	SIDS Accelerated Modalities of Action
SCP:	Sustainable Consumption and Production
SCTD:	UN Steering Committee on Tourism for Development
SDGs:	Sustainable Development Goals
SESRIC:	Statistical, Economic and Social Research and Training Centre for Islamic Countries
SIDS:	Small Island Developing States
SMEs:	Small and Medium-sized Enterprises
ST-EP:	Sustainable Tourism, Eliminating Poverty
STREAM:	Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures
TOI:	Tour Operators' Initiative for Sustainable Tourism Development
TPO:	Tourism Promotion Organization for Asia Pacific Cities
TSA:	Tourism Satellite Account
UAE:	United Arab Emirates
UCL:	University College London
UN:	United Nations
UNCTAD:	UN Conference on Trade and Development
UNDESA:	UN Department of Economic and Social Affairs
UNDP:	UN Development Programme
UNEP:	UN Environment Programme
UNESCO:	UN Educational, Scientific and Cultural Organization
UNICRI:	UN Interregional Crime and Justice Research Institute
UNIDO:	UN Industrial Development Organization

Annex 7 / Abbreviations

UNODC: UN Office of Drugs and Crime
UNWTO: World Tourism Organization
USAID: United States Agency for International Development
WCTE: World Committee on Tourism Ethics
WESP: World Economic Situation and Prospects
WHO: World Health Organization
WTD: World Tourism Day
WTM: World Travel Market
WTO: World Trade Organization
WTTC: World Travel and Tourism Council



The World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.



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