UNWTO COMMISSION FOR EUROPE
Fifty-second Meeting
Katowice, Poland, 14 April 2011
Item 6 of the Provisional Agenda

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UNWTO INITIATIVES AND RESEARCH AND PUBLICATIONS

(B) RESEARCH AND PUBLICATIONS

Note by the Secretary-General

In this report the Secretary-General informs the member States of the UNWTO Commission for Europe about the Organization’s most recent studies and publications.
(B) RESEARCH AND PUBLICATIONS

This document introduces the major research activities and publications the World Tourism Organization has produced since 2010 as well as on-going studies and those planned for the immediate future. The Regional Programme for Europe has selected the following publications which could serve as further source of reference for the Member States.

Cruise Tourism – Current Situation and Trends (English version)
This study, after publishing the first edition in 2003, discusses subjects like the current supply and demand for cruises, as well as its characteristics and trends. A new element includes the relationship between destinations and cruise lines, analysing key factors such as legislation, promotion and the economic impact of cruises through reference cases. It presents current trends in this industry in terms of innovation, safety and security, sustainability and identifies the major lines that will shape the sector.

Budgets of National Tourism Organizations, 2008-2009
Budgets of National Tourism Organizations, 2008-2009 is a benchmarking reference tool on inbound tourism marketing. This ETC/UNWTO report compiles and analyses updated and comparable information on the budgets that NTOs allocate for the promotion of inbound tourism, as well as their structure, functions and activities, focusing on recent trends and developments. Given the increasing importance of e-marketing, the report also includes a special focus on the use of Information and Communication Technologies (ICT) by NTOs in international tourism promotion. The report covers 62 countries worldwide.

Demographic Change and Tourism
The UNWTO/ETC Report on Demographic Change and Tourism aims to be a reference for destinations and the industry to achieve a better understanding of current and future changes and to anticipate and react upon them in the most competitive way. It includes a comprehensive analysis of major demographic trends and how these will impact on tourism in specific generating markets focusing on three major trends: Population growth and ageing, Household composition and travel parties, and Migration.

Joining Forces – Collaborative Processes for Sustainable and Competitive Tourism
The purpose of this study is to assist stakeholders concerned with the sustainability of tourism to work better together. While a number of other publications have looked at technical issues of tourism sustainability, this study focuses on collaborative processes: Who should collaborate and why they should do so; the actions to deliver sustainability which most require a collaborative approach and at what levels; and, finally, how collaborative processes can be established and strengthened and the factors for success.

Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations
With the aim of contributing to the understanding of tourism as a tool for poverty alleviation and sustainable development, UNWTO jointly with SNV has produced this publication, which outlines some practical steps that can be taken in tourism destinations to shape and manage tourism in ways which deliver more benefits to disadvantaged individuals and communities.
Tourism and Biodiversity – Achieving Common Goals towards Sustainability
This study illustrates the high value of biodiversity for tourism, outlines current policies, guidelines and global initiatives in which the interrelationship between tourism and biodiversity is addressed, as well as identifies risks and challenges for the tourism sector from the global loss of biodiversity and ecosystem services. The report concludes with ten recommendations for actions on biodiversity and tourism for governments and other stakeholders.

Tourism and Migration – Exploring the Relationship between Two Global Phenomena
This UNWTO study seeks to explore the linkages between migration and tourism as an important baseline study in the investigation of opportunities resulting from the relationship between these two global phenomena. Case studies from selected countries from Europe, Asia and the Americas illustrate tendencies and indicate findings, which are the basis of recommendations.

Policy and Practice for Global Tourism
This study presents an overview of topics ranging from sustainable tourism to social networks or emerging markets to creating a successful destination brand. Examples of UNWTO’s work in key areas are highlighted throughout the publication, and these are complimented by case studies and opinions from business leaders, destinations management organizations, academics and NGOs.

Religious Tourism in Asia and the Pacific
The Asia-Pacific region is considered the world’s religious core with the greatest number of pilgrims and travellers for religious events, for both international and domestic tourism. It is estimated that there are approximately six hundred million national and international religious and spiritual voyages in the world, of which 40% take place in Europe and over half in Asia. According to UNESCO, 60% of the world’s population practises a religion and these believers form the demographic base of religious tourism. This study has therefore clearly identified areas of interest that appeal to the religious aspects of travel.

The Spanish Outbound Travel Market to Africa and the Middle East
This report is part of the activities undertaken by UNWTO to support African and Middle Eastern countries in benefiting from the growing Spanish outbound travel market. The report aims to provide countries in Africa and the Middle East with, on one hand, a better understanding of the Spanish market – its size, main characteristics, needs and expectations – and on the other hand, information on the most efficient actions required for increasing tourism flows from the Spanish market to these two regions.

Tourism Highlights Edition 2010
The UNWTO Tourism Highlights presents a concise overview of international tourism in the world based on the results for the year 2009. The twelve page brochure offers statistics and analysis on international tourist arrivals, international tourism receipts, a summary of the results by region, top destinations by arrivals and receipts, outbound tourism by generating region, top spenders, etc.
Yearbook of Tourism Statistics 2010 Edition
The 2010 edition of the Yearbook of Tourism Statistics provides for 204 countries and territories data on total arrivals and overnight stays associated to inbound tourism with breakdown by country of origin for the period 2004 – 2008.

UNWTO World Tourism Barometer
UNWTO World Tourism Barometer is a UNWTO service published with the aim of monitoring the short-term evolution of tourism in order to provide the tourism sector with adequate and timely information.
(Language: English. The “Quick overview of key trends” and the “Statistical Annex” are also available in French, Spanish and Russian)

Compendium of Tourism Statistics 2010 Edition
The Compendium of Tourism Statistics is designed to provide a condensed and quick-reference guide on the major tourism statistical indicators in each country. The 2010 edition provides statistical information on tourism in 210 countries and territories around the world for the period 2004 – 2008.

ON-GOING STUDIES AND PUBLICATIONS

Handbook on Product Development (in cooperation with the European Travel Commission)

Reports on Outbound Travel Markets (in cooperation with the ETC)
- Japan Outbound Travel Market
- Middle East Outbound Travel Market
- US Outbound Travel Market

Global Report on Women in Tourism 2010

Tourism and Intangible Cultural Heritage

Communicating Heritage – A Handbook for the Tourism Sector

Handbook on E-marketing for Tourism Destinations (2008)
(Translation into Spanish)

Handbook on Tourism Destination Branding (2009)
(Translation into Spanish)

Toolbox for Crisis Communication – Check List and Best Practices

Policy and Practice for Global Tourism (2011) (in Spanish)