UNWTO COMMISSION FOR SOUTH ASIA
UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
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Item 5c of the Provisional Agenda

UNWTO’S RESEARCH AND PUBLICATIONS

Note by the Secretary-General

In this report the Secretary-General informs the member States of the Joint Commission about the Organization’s most recent studies 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 Asia and the Pacific has selected the following publications which could serve as further source of reference for the Member States.

**Cruise Tourism – Current Situation and Trends**
This new 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.

**Tourism Highlights Edition 2010 (English version)**
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.

**Study on Chinese Outbound Travel to Africa**
This is part of a series of studies the World Tourism Organization is undertaking primarily to equip African destinations with an effective marketing tool for attracting and increasing tourist flows from China to Africa. In addition to the
main aim, UNWTO intends to use these studies as part of its contribution to the African component of UN’s Millennium Development Goals agenda.

**On-going studies and publications**

**UNWTO Study on Religious Tourism in the Asia-Pacific region**
UNWTO undertook a research on the potential of Asia and the Pacific as a major destination for religious tourism as well as a source market. The aim was to analyse the salient features of Asia and the Pacific for religious tourism and potential for growth of both inbound and outbound traffic at a regional and country by country level. The first draft of the study has just been completed.

**Best Practice in Ecotourism: A Compendium of Best Practices and Guidelines for Asia and the Pacific**
UNWTO aims to produce a high-quality compendium on best practices in ecotourism to be used as a practical tool for governments, destinations and businesses to benchmark their ecotourism operations against best practice exemplars and sustainable tourism criteria. It is set within the context of UNWTO’s 12 Aims of Sustainable Tourism and utilises the Global Sustainable Tourism Criteria and ecotourism specific definitions and guidelines to illustrate best practice examples of ecotourism in the Asia Pacific region.

**Tourism Success Stories and Rising Star**
After successful implementation of the 2010 World Tourism Conference held in Kota Kinabalu, Malaysia, this intensive conference report intends to provide a better understanding of tourism destination management and marketing for government officers in managing and promoting tourism growth. In particular, it will provide an advanced understanding and discussion on the different approach in promoting a destination, enhancing service and product value, and product development and marketing.

**UNWTO Regional Study on Domestic Tourism in Asia and the Pacific**
This study aims to identify the important role of domestic tourism in major countries and provide a better understanding of how the domestic tourism sector could contribute to the local economy in times of economic crisis. The focus of the study will be to highlight the best practices on domestic tourism development in the areas of poverty elimination, sustainable planning, environment conservation and community development with specific reference to key players in both government and the private sector.