Item 6 of the Provisional Agenda

PROGRESS REPORT ON THE IMPLEMENTATION OF THE ORGANIZATION’S GENERAL PROGRAMME OF WORK 2012-2013

(a) GLOBAL PERSPECTIVE

Note by the Secretary-General

In the attached document, the Secretary-General informs the Commission of the various activities carried out during the period November 2011 – October 2012, in implementation of the Organization’s general programme of work.
Progress report on the implementation of the Organization’s general programme of work 2012-2013

(a) GLOBAL PERSPECTIVE

I. Introduction

1. The present document contemplates the work undertaken by the Organization from October 2011 to August 2012 or so and is presented along the two same strategic pillars as for the previous biennia: improving competitiveness and raising sustainability.

2. In addition to the presentation of the main activities, this report includes an important note on how the use of electronic formats and of the internet has particularly influenced the production and dissemination of publications. This note is a reflexion on how the UNWTO Secretariat should adapt to this situation in order to rationalize its production of publications and make it more effectively available for its Members.

3. Technical cooperation projects are presented in Annex 1.

II. Improving Competitiveness

A. Statistics and Tourism Satellite Account: measuring the contribution of tourism

4. **UNWTO Publications:**
   - The *Compendium of Tourism Statistics* and the *Yearbook of Tourism Statistics, 2012 edition*, are available in printed versions. The electronic version of the data pertaining to both is available, and updated regularly, in the UNWTO e-library (Factbook).

5. **UNWTO Events:**
   - *First workshop of the Statistics Capacity-building programme for the CIS countries* and Georgia, Baku, Azerbaijan (November)
   - *UNWTO Capacity-building Programme on Tourism Statistics*: the Programme has come to its end in Asia-Pacific with the 2 following events:
     - 3rd Capacity-building Workshop, Bangkok, Thailand (5-6 March)\(^1\)
     - Regional Seminar, Bangkok, Thailand (8-9 March)\(^2\)
   - The *First INRouTe Seminar on Regional Tourism* took place in Venice (5-6 July) with the support of UNWTO and in cooperation with CISET / Università Ca’ Foscari, CICtourGUNE (Cooperative Research Centre in Tourism) and the Veneto Region Government. The seminar has been conceptualized around a key document\(^3\) on *Measuring and Analyzing Regional Tourism: Towards a set of general guidelines*. This document and the other

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\(^3\) Document available online at: [http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/venice_abstract.pdf](http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/venice_abstract.pdf)
contributed papers are expected to form a significant step towards the design and development of Regional Tourism Information Systems.

- Participation in **43rd Session of the United Nations Statistical Commission**, New York, USA (28 February – 4 March) and the **18th Session of the Committee for Coordination of Statistics Activities (CCSA)**.

### B. Tourism Trends and Marketing

#### 6. **UNWTO Publications**:


- The **UNWTO Tourism Highlights, 2012 Edition**, has been released in English, French and Spanish. It presents a concise overview of international tourism in the world based on the results for the year 2011. It includes key trends in international tourism in 2011, results by (sub)region and country of destination, the world’s top tourism destinations, outbound tourism by region and top spenders and long-term forecast.

- **The Middle East Outbound Travel Market with Special Insight into the Image of Europe as a Destination**: Compiled by UNWTO/ETC, this publication provides an in-depth analysis of the structure and trends of this market, helping destinations and commercial operators plan ahead with greater foresight.

- **The Chinese Outbound Travel Market, 2nd Edition**: This revised edition gives updates on the key inbound and outbound market trends, the operating environment, as well as special insights regarding the Chinese aviation market and the travel distribution.

- **Report on Urban Tourism Development in China**: Originally released in Chinese by the Shanghai Institute of Tourism in 2009, this English edition provides special insight into China’s cities as source markets as well as destinations.

#### 7. **UNWTO Events**:

- **UNWTO/ETC/ETOA seminar on US Outbound**, WTM London, United Kingdom (November 2011)

- **Tourism Trends and Outlook in the Mediterranean** (in cooperation with ITB Convention Programme), ITB Berlin, Germany (7 March)

- **Workshop on Source Market** during the Sri Lanka EXPO 2012, Colombo, Sri Lanka (29 March)

- **UNWTO International Conference on Seizing Tourism Market Opportunities in Times of Rapid Change**, Dead Sea, Jordan (5-6 June): jointly organized with the World Travel and Tourism Council (WTTC) and the Ministry of Tourism and Antiquities of Jordan, the conference focused on the following issues: global changes and future scenarios, new

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5 European Travel Commission
consumers, growing aviation, fostering foreign direct investment and competitive destinations.

- UNWTO organized the **Caribbean Tourism Summit & Outlook Seminar 2012**, jointly with the Caribbean Hotel and Tourism Association (CHTA), the World Travel and Tourism Council (WTTC), the Caribbean Tourism Organization (CTO) and the Ministry of Tourism of Jamaica, in Montego Bay, Jamaica (15-16 June). The summit covered, among other topics, aviation and facilitation policies, the revision of air interconnection policies and the short-term outlook in the Caribbean.

C. Marketing, promotion techniques and product development

8. **UNWTO Publications:**
   - **MICE Industry – An Asian Perspective**: This study brings together theoretical examinations of MICE industry elements and best practice examples of key MICE destinations in Asia and the Pacific.
   - **Tourism Success Stories and Rising Stars – World Tourism Conference Proceedings, 4-6 October 2010, Kota Kinabalu, Sabah, Malaysia**: This publication covers topics ranging from the creation of tourism businesses, service excellence, country branding to tourism product development and marketing.

9. **Silk Road events:**
   - First UNWTO Silk Road Task Force Meeting, WTM London, United Kingdom (November 2011)
   - Silk Road Speed Networking event and Silk Road Bloggers' Challenge, WTM London, United Kingdom (November 2011)
   - Joint UNWTO/FITUR Silk Road Gymkhana: Silk Road tourism promotional event for consumers, FITUR, Madrid, Spain (21 January)
   - Silk Road Ministers' meeting, ITB Berlin, Germany (7 March)
   - VIP walk "Flavours of the Silk Road", ITB Berlin, Germany (7 March)
   - Tour Operators' Forum on the Silk Road - Creating a stronger business environment for growth, ITB Berlin, Germany (8 March)
   - **Silk Road Think Tank** (Lausanne, Switzerland, 4 June 2012): 170 future hospitality leaders presented innovative strategies for how ten UNWTO Member States can maximize their positioning as Silk Road destinations.

10. **Destination management events:**
    - **First meeting of the Global NTO Think Tank – Creating value through collaboration** (a joint initiative of UNWTO and ETC), ITB Berlin, Germany (7 March)
    - **Conference on Snow and Mountain Tourism**, in collaboration with the Principality of Andorra, La Massana, Andorra (11-12 April)
• **Seminar on Destination Branding: Building New Opportunities in a Connected World**, Batumi, Georgia (10 May), in the framework of the 54th Meeting of the UNWTO Commission for Europe. This seminar helped to achieve greater awareness about the added value of effective brand design, development and management.

D. **Enhancing competitiveness**

11. **UNWTO Publications:**

- **UNWTO Affiliate Members Publication**: AM Reports Volume 3 on LGBT Tourism, Volume 4 on Food tourism and Volume 5 on Global Aviation. These reports, launched during the ITB, are part of a series of in-depth reports on emerging markets in global tourism. Volume 1 examined the world of Tourism and Technology while Volume 2 demonstrated the Power of Youth Tourism.

12. **UNWTO Events:**

- **3rd T.20 Minister’s Meeting**, Paris, France (October 2011)
- **UNWTO & WTM Ministers’ Summit: How Tourism Can Prosper in Times of Uncertainty**, WTM London, United Kingdom (November 2011)
- UNWTO held a **Special Training Session** for media professionals during the Global Media Forum of Deutsche Welle, Bonn, Germany (25-27 June).

13. **Investment: full and joint UNWTO events:**

- INVESTOUR for the Americas, FITUR, Madrid, Spain (18 January)
- Tourism Investment Forum for Africa - INVESTOUR, FITUR, Madrid, Spain (19 January)

14. **Public-private partnership full and joint UNWTO events:**

- Affiliate Members Extraordinary Plenary Session, ITB Berlin, Germany (7 March)
- 30th UNWTO Affiliate Members Board Meeting, UNWTO Headquarters, Madrid, Spain (23 March). The Affiliate Members Work Plan 2012, is attached to the report of the Chair of the AM Directive Board (CE/93/9(a))
- UNWTO Seminar on Partnership of Governmental and Non-governmental Organizations (Associations) in the Sphere of Tourism: Russian and Foreign Experience, Moscow, Russian Federation (19 March)
- AITF/UNWTO Workshop, Baku, Azerbaijan (13 April)
- Partnering with the Media in Challenging Times: 2nd UNWTO International Conference on Tourism and the Media, Doha, Qatar (26 April)

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• UNWTO & ATM Forum "Tourism in the Middle East Growing in Challenging Times", Dubai (United Arab Emirates (30 April)

15. **Protection of Tourists/Consumers and Travel Organizers** (for more information on this issue, please see Annex 2)

E. **Risk and Crisis Management**

16. **UNWTO event**: Meeting on Crisis Management - TERN: Information needs in times of crises for the travel and tourism sector, ITB Berlin, Germany (9 March)

F. **Education and training/knowledge management**

17. **UNWTO events:**

   • **UNWTO Practicum for Member States from the Middle East and North Africa**, Madrid and Granada, Spain (November 2011)
   
   • **Regional Capacity Building Workshop on Tourism Policy and Strategy**, Doha, Qatar (18-22 March)
   
   • **Course on tourism policy and strategy and destination management**, Palanga, Lithuania (April)
   
   • **Regional capacity-building workshop on Adventure Tourism**, Abha, Saudi Arabia (5-9 May): This workshop focused on the development of adventure tourism management strategies at destination level.
   
   • **6th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy**, Paro, Bhutan (25-28 June). This programme is specifically designed to support tourism policy makers and managers. It aims to strengthen effective and responsive policies and strategies that in turn must adapt to changing priorities and concerns at the national and destination levels.
   
   • **University Course Tourism and International Cooperation for Development**, Washington, USA (20 August-18 October). This intensive course, offered by the UNWTO.Themis Foundation in collaboration with The George Washington University, trains university graduates and professionals in subject areas related to development and international cooperation through tourism and gives them the opportunity to become part of the UNWTO.Volunteer Corps that support international UNWTO cooperation projects.
   
   • **UNWTO-Themis Course on Excellence in Tourism Management: Public Use Management in Protected Areas**, Puerto Madryn, Argentina. The course aimed at familiarizing with technical criteria for planning, design and implementation of tourism activities in protected areas

III. **Raising sustainability**

A. **Sustainable development of tourism**

18. **UNWTO Publications:**

   • **Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific**: This publication presents a series of ecotourism case studies from the region,
utilising the Global Sustainable Tourism Criteria to provide examples of how businesses in the region are aiming to achieve best practice in ecotourism.

- **Challenges and Opportunities for Tourism Development in Small Island Developing States** (SIDS): This publication presents an overview of the status of tourism in SIDS, while providing evidence of the importance the sector has for the sustainable development of many islands and for the achievement of the MDGs.

- **Destination Wetlands: Supporting Sustainable Tourism**: This UNWTO/Ramsar publication was launched (English, French and Spanish) at the 11th Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP11) in Bucharest, Romania (6-13 July). Through 14 case studies, it demonstrates how sustainable tourism practices in and around wetlands can contribute to conservation, economic growth, poverty reduction and support to local cultures. The launch of the publication this year coincided with the celebration of the World Wetlands Day 2012 on the theme of Wetlands and Tourism.

19. **UNWTO events:**

- Joint side event during COP17 on *Linkages between Green Economy Measures, Trade and Climate Change*, Durban, South Africa (December 2011)

- **UNWTO Regional capacity building workshop on Sustainable Development and Management of Tourism in Environmentally Sensitive areas**, Yanbu, Saudi Arabia (December 2011)

- **Regional Conference on "Sustainability of Rural Tourism: Defining Success of Tomorrow"**, Belgrade, Sremski Karlovici, Serbia (22-23 February)

- Joint Tourism Pre-event with the Steering Committee on Tourism for Development (SCTD) on “Towards inclusive and sustainable growth and development: What can the tourism sector contribute?” at the 13th session of the United Nations Conference on Trade and Development (UNCTAD XIII), Doha, Qatar (20 April)

- **High-level UNWTO Regional Conference on Green Tourism** in the framework of the joint Commission meeting for Asia and the Pacific and South Asia, Chiang Mai, Thailand (3-5 May): During this event, several countries presented national experiences on how, if properly planned and managed, tourism can be one of the most promising drivers of sustainable socio-economic development in Asia.

- **International Conference on the role of Municipalities in Tourism Development and Security in the Americas**, Lima, Peru (18-20 June). The event aimed to include tourism in the different planning processes and in the development of local policies regarding both sustainability and security issues.

- **Active participation in Rio+20** (June):
  - *Green Innovation in Tourism Side Event*, co-hosted by the Organisation for Economic Co-operation and Development (OECD), the United Nations Environment Programme (UNEP), and the World Tourism Organization (UNWTO) with the support of the Brazilian Ministry of Tourism and the UNWTO Affiliate Member CNC-SESC-SENAC. The event highlighted the intrinsic value of green innovation in tourism for companies, governments, destinations and their communities.

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Please also refer to document CE/94/3(I)(b): Mainstreaming tourism in the global agenda
- The **Official Side Event on Tourism for a Sustainable Future** was organized by UNWTO and the Brazilian Ministry of Tourism discussed the role of tourism in the three pillars of sustainable development – economic, social and environmental.

**B. Ethics and social dimensions of tourism** (For more information on this issue, please see Annex 3)

20. **Full and joint UNWTO events:**

- **Gender and Sustainable Tourism Development: Exploring the links**, WTM London, United Kingdom (November 2011)

- **Panel Discussion on Women's Empowerment in the Tourism Sector** - an Engine for Development, FITUR, Madrid, Spain (19 January)

- **Meeting of the ExCom of the World Tourism Network on Child Protection**, ITB Berlin, Germany (8 March)

- **27th Meeting of the World Tourism Network on Child Protection**, ITB Berlin, Germany (9 March)

- **Joint UNWTO/UNODC side event to the 21st Session of the Commission on Crime Prevention and Criminal Justice**, “Building Better Responses: Human Trafficking in the Context of Tourism”, Vienna, Austria (23 April)

- **Regional Seminar on Responsible Tourism: Opportunities for Women and Youth** in the framework of the 53rd meeting of the Regional Commission for Africa, Calabar, Nigeria (26-27 June). This seminar aimed at determining ways of overcoming obstacles to the empowerment and equality of women and youth in the tourism sector and called for enhanced cooperation and coordination between governments, regional and international organizations, the private sector, and civil society actors.

- The **Eleventh Meeting of the World Committee on Tourism Ethics** has closed with calls to make “Safe Coastal Tourism” a priority in coastal destinations worldwide (Rome, Italy, 12-13 July). Committee members further backed UNWTO’s firm stand against human trafficking, especially child trafficking, in the tourism sector, applauding the Organization’s signature of a cooperation agreement with the United Nations Office on Drugs and Crime (UNODC) in April 2012.

**C. Tourism and poverty reduction**

21. **UNWTO events:**

- Conference on Tourism: Development, Social Inclusion and Regional Integration in the Americas, Fortaleza, Brazil (November 2011)

- Workshop of the Steering Committee of Tourism for Development: Project Development in Tourism for LDCs

- ST-EP Board meeting, FITUR, Madrid, Spain (18 January)


**D. Tourism and climate change**

23. **UNWTO event:** ITH Sustainable and Tourism Forum Presentation on Hotel Energy Solutions (HES), FITUR, Madrid, Spain (19 January). For more information on HES, please see Annex 4.
IV. Note on UNWTO publications

24. Publications are a crucial tool of the Secretariat to make the research of the Organization available to its full, Associate and Affiliate Members, stakeholders and the general public.

25. This importance remains high, though the characteristics of publications have evolved significantly over the recent years. The use of electronic formats and the internet have particularly influenced the production and use of publications. UNWTO introduced the elibrary already in 2004 allowing a wide and efficient use of our publications, documents, research papers and data among Member States’ authorities and other stakeholders of the Organization. Nowadays, omitting some few exceptions, all Members States of UNWTO are using the elibrary actively.

26. Following this approach of constant evolvement, the Secretariat is now evaluating the decentralized production of publications on demand, closer to the markets. The Organization aims to establish this decentralized system, with some 5 to 10 distributors in the different regions, producing on demand, following the examples of other International Organizations and publishers, such as the World Bank.

27. The UNWTO is also putting now a major effort on the development of new formats, especially applications, to access the wealth of information available more timely and easily. While starting with applications related to data, this will gradually evolve further and encompass other elements of information. This process is benefitting from the good experiences made with the introduction of electronic documents for the statutory meetings of the Organization.
Annex 1: Technical cooperation and relation with Members

This annex presents the work of the Organization on technical cooperation and constitutes a follow-up to the report A/19/9 Add.1 presented at the 19th session of the UNWTO General Assembly. It recalls the objectives of all projects, including MDGs and ST-EP projects, and gives a situation report regarding new developments for 2012.

I. Projects

Country: Botswana

Project title: Implementation of the Tourism Satellite Account (TSA)

Duration: March 2009 – August 2011

Objectives: In 2007, UNWTO completed a tourism statistics project for Botswana which culminated in the formulation of the first preliminary TSA for the country. Given the interest raised by all stakeholders in the TSA exercise and understanding that TSA is a continually evolving tool with data that can be improved in terms of range, scope and accuracy, the Ministry of Environment, Wildlife and Tourism of Botswana decided to engage UNWTO’s technical assistance in a new project with particular emphasis on developing staff skills for implementing the TSA and in continuing the compilations and dissemination of a wide range of statistics to all stakeholders.

New developments for 2012: The project is completed in all respects. It is expected that the Department of Tourism of the Ministry of Environment, Wildlife and Tourism will continue to maintain the tourism statistics database to issue annual statistics reports as well as maintain the partnership with the Central Statistics Office, Immigration and Central Bank authorities to continuously update the TSA in the future.

Country: Burundi

Project title: National Strategy for the Sustainable Development of Tourism

Duration: November 2009 – April 2011

Objectives: After the signing of the Arusha Agreement for Peace and Reconciliation in August 2000, the Government of Burundi has taken great steps towards the socio-economic development of the country. In this regards, the Government has identified tourism as a priority sector for development given its potential to create sustainable livelihoods for the Burundais people. Since tourism is still in an initial stage of development and aware of the country’s diverse quality tourism resources such as Lake Tanganyika, the Government, with the support of the United Nations Development Programme (UNDP), decided to avail of UNWTO’s technical assistance in the formulation of a long-term (10 year) Strategic Tourism Development Plan which would guide the sustainable development and promotion of the tourism sector.

February – March 2012: UNDP/UNWTO formulated a detailed Action Plan for the implementation of the Strategy. The Action Plan identifies priority actions for the first three years of implementation, possible sources of funding, lead implementation agencies, and, a coordination, monitoring and evaluation framework for the implementation process. The project is completed in all respects and the Government is keen to commence implementation.
Country: Egypt

Project Title: Review and Implementation of the New Hotel Classification System

Duration: April 2009 – December 2012

Objectives: To upgrade quality standards in the accommodation sector in Egypt; to develop a robust system for the assessment, monitoring and evaluation of standards in the sector; and to support the institutional capacities for the management of the new system by the government. The project would develop a fully updated hotel classification system with a highly trained team of national assessors equipped with the capacity to manage the system independently. It is envisaged that the new system will be fully validated by UNWTO and hotels will be assessed under the new system during the course of the project.

Results achieved at 31/12/2011:

- UNWTO collaborated with the Ministry of Tourism of Egypt and the Egyptian Hotel Association to review the existing classification criteria covering all products and services currently offered in Egypt. UNWTO extended the criteria coverage and overall structure in line with international standards in order to reduce subjectivity, incorporate greater security and quality-oriented criteria and streamline scoring.
- Pre-assessment visits were conducted to over 850 hotels using the new criteria. Through these visits, assessment procedures were strengthened with the redesign of evaluation forms which have served to improve clarity, coordination and transparency.
- An extensive photo library and reference manual were produced as part of the project’s capacity building work for the national inspectors.

New developments for 2012:

- Activities for the project’s second extension phase were launched in January. During 2012, UNWTO will continue working closely with the Egyptian Hotel Association in organizing awareness-raising workshops with hotel owners and other stakeholders to promote and raise awareness of the new criteria and guidelines (“New Norms”). A help desk facility will be established to provide advisory services to hotels on achieving NN compliance.
- Capacity-building activities will continue to be delivered and UNWTO will support the Ministry of Tourism in the creation of a qualified unit of assessors with responsibility for carrying out assessment visits under the new criteria and guidelines.

Country: India

Project Title: Implementation of the Tourism Development Master Plan for Punjab

Duration: March 2009 – December 2012

Objectives: In 2008, at the request of the Government of Punjab, India, UNWTO formulated a Tourism Development Master Plan for the State for the period 2008-2023. The Master Plan recognized the potential of Punjab to become a competitive tourist destination based on its rich cultural, religious and natural heritage. After the successful completion of the Master Plan, it was felt that further technical assistance was indeed required from UNWTO to ensure that tourism development and promotion was put on the right track and that capacities of the highest quality were developed for overseeing and managing sustainable tourism development.

The project was extended in two phases to include the implementation of the Master Plan’s recommendations in a time-bound manner in accordance with an Action Plan.
New developments for 2012: The second implementation phase has been taken up which focuses on: development of rural tourism in the State, creation of awareness amongst school and college students about the social and economic benefits of tourism, further guide training programme, advanced technical assistance to the Research and Statistics Unit, institutional strengthening, and marketing and promotion.

Country: Mali

Project title: Ecotourism Development Featuring Elephants in the Region of Gourma

Duration: June 2011 – March 2012

Objectives: Gourma is located between the river Niger, Mopti, Gao and Timbuktu and is endowed with some of the most beautiful landscapes of Mali, as well as with picturesque Dogon and Peulh villages, with rich fauna and avifauna and a population of over 400 elephants, which is the most northern population of pachyderms in Africa.

The project aims develop an Ecotourism Plan that will provide guidance to the National Tourism Office (OMATHO) to position Gourma as an ecotourism destination within Mali’s main tourism circuit by enhancing and diversifying the existing offer while contributing to the conservation of the last population of elephants in Mali.

New developments for 2012: The formulation of the Ecotourism Plan was completed including components such as: (1) conservation of natural heritage; (2) training and organization of tourism stakeholders; (3) product development and quality standards; and (4) marketing. The document was presented and validated during a multistakeholder workshop in March 2012.

Country: Oman

Project Title: Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan

Duration: December 2009 - May 2012

Objectives: With the tourism sector undergoing a structural expansion in Oman, one of the principal challenges is the significant increase in demand for tourism labour over the coming years. It is foreseen that the planned development of tourism infrastructure over the next ten years will put increased pressure on the tourism labour market in both traditional hospitality related positions and new services as the country’s tourism offer further matures and diversifies. In this context the purpose of the study was to identify suitable strategies and actions to strengthen the future supply of human resources for the sector -in line with the Government’s Omanisation Policy- in collaboration with the Government, private sector actors and higher education and training institutions. The project’s principal objectives centred on undertaking an evaluation of the current state of human resources in Oman through quantitative and qualitative research; to identify the key challenges to be addressed in the medium term; and to offer strategic recommendations on developing a highly skilled workforce in the tourism sector of Oman through meeting future labour demand and the greater provision of education and training programmes.

Results achieved at 31/12/2011:

- An extensive database was compiled of enterprises, training and education institutions operating in the sector.
- A Tourism Manpower Needs Analysis was formulated which detailed the outcomes and results of six industry surveys and national consultations that were conducted during the project. Future quantitative projections in job creation were also made based on planned new developments. Other key themes that emerged included current skills availability and shortages, recruitment policies and practices, education and training provision, public image and perception of tourism
within Omani society and career development opportunities.

- A Human Resources Development Action Plan was formulated based on the main results of the Tourism Manpower Needs Analysis. The Action Plan provides a strategic framework with targeted policies and actions towards meeting future labour demand, closing skills gaps and enhancing service quality, widening training provision, improving institutional coordination and increasing job opportunities for Omanis.

- The Final Report was submitted by the Ministry of Tourism of Oman.

**New developments for 2012:** The Tourism Manpower Needs Analysis and Human Resources Development Action Plan was officially presented by the Ministry of Tourism and UNWTO at a workshop held in May 2012.

**Country: Syrian Arab Republic**

**Project title:** Sustainable Tourism Development in Al-Ghab

**Duration:** November 2010 – February 2012

**Objectives:** In 2001, the Government of Syria decided to develop Al-Ghab region as a Special Economic Zone and, in 2007, the United Nations decided to support the Government in this initiative with the overarching objective of improving the livelihood of the Al-Ghab population through the development of agriculture, agro-industry, tourism, free trade and the preservation of environmental services. With specific regard to the strategic area of tourism, the objective was to undertake a comprehensive assessment of the tourism sector in the Al-Ghab region, providing key insights and data on the sector for suitable policy development and investments in the sector, including support services development, institutional strengthening and capacity building.

**Results achieved at 31/12/2011:**

- UNWTO drafted the tourism component of the 15-year integrated development strategy for Al-Ghab with a 5-year action plan. This included a situation analysis assessing the current tourism sector of Syria and the potential for tourism development in Al-Ghab.

- A number of project proposals were also formulated representing the priority areas for the long-term development of tourism in Al-Ghab. The selected areas include marketing and promotion, development of a legal framework, product development, tourism awareness and a sustainable tourism development plan.

- Workshops were held in March and June 2011 with the main participating UN agencies (UNDP, FAO, UNIDO, UNWTO and ITC), national Government partners including the Ministry of Tourism and Al-Ghab authorities to integrate the programme’s main pillars (Agriculture, Agro-Industry, Environment and Tourism) into the final Al-Ghab Development Strategy. The proposed strategy focuses on infrastructure and product development, legal and investment environment, capacity building and marketing.

**New developments for 2012:** The project is completed in all respects.

**Country: Ukraine**

**Project Title:** Development of a System of Tourism Statistics and Regional Tourism Satellite Account in the Autonomous Republic of Crimea

**Duration:** June 2011

**Objectives:** An evaluation mission was fielded to Ukraine and the Autonomous Region of Crimea (ARC) to undertake an assessment of the current system of tourism statistics (STS) in the ARC with a view to its further development to measure the economic contribution of tourism to the regional...
economy. As a growth sector with widely acknowledged potential, the ARC has given tourism high priority for the region’s economic development and the mission sought to assess and identify the statistical tools required and data gaps to be addressed to help support the drive by the local authorities to better inform their decision making in tourism development. A wide range of consultations was held with national and regional authorities in both Kiev and Simferopol to gain a broad perspective of the country’s tourism sector which would inform the preparation of an action plan and long-term project to further develop the STS in the medium term.

New developments for 2012: In October, UNWTO fielded a second mission to review new developments in the statistical systems and to recommend further measures to improve data collection and analysis.

Regional Project, countries: Angola, Botswana, Democratic Republic of the Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe

Project title: National Statistical Capacity-Building Programme to RETOSA Member States

Duration: October 2010 – May 2012

Objectives: With the purpose of providing technical assistance to the Member States of the Regional Tourism Organization of Southern Africa (RETOSA) in the strengthening of the systems of collection and analysis of tourism statistics, UNWTO and RETOSA have embarked upon a project to implement the UNWTO National Statistical Capacity-Building Programme (NSCBP) to all RETOSA Member States.

There is an increasing awareness worldwide of the potential role of tourism as an engine to promote socio-economic development through the creation of employment, generation of foreign revenue, and generation of foreign investment. In order for tourism development to be sustainable and yet competitive, countries need to have a thorough understanding of their tourism sector and know its true dimension. This can only be achieved through a reliable and accurate System of Tourism Statistics and Information. This system of tourism statistics can evolve into a Tourism Satellite Account (TSA) – a tool which is used to understand the role that tourism plays in the national economy. However, the development of a TSA is a long and complex process and highly demanding in terms of information – both from the demand and supply sides. It requires measurements of international and domestic visitors and trips with a degree of accuracy that allows for disaggregation by place of residence, purpose of visit, means of transport used, forms of accommodation, forms of organization of the trip, etc. Furthermore, it also calls for measurement of their expenditure by class of products consumed. In addition, it is necessary to identify how industries supply goods and services to visitors, and their cost of production, particularly their use of labour.

UNWTO has developed the NSCBP to provide its support and expertise to Member States that wish to improve their national System of Tourism Statistics and Information with the perspective of developing a TSA. The NSCBP consists of two phases: firstly, an Evaluation Mission – which conducts a thorough evaluation on the country’s system of tourism statistics and makes recommendations on what improvements need to be made; and, secondly, a long-term project in which UNWTO provides its technical assistance to the Government in implementing the recommendations made by the Evaluation Mission.

This project covers the first phase which for each participating country. The Evaluation Mission will review the existing system of tourism statistics and provide a detailed analysis of the current statistical system, the level of TSA development and implementation, and an action plan and strategy for its further strengthening.

New developments for 2012: More training workshops were organised in May and September for RETOSA Members on tourism statistics and TSA. The workshops delivered training to officials from
government agencies engaged in tourism statistics on key areas of developing the capacity of the system of tourism statistics and TSA. More workshops are scheduled for January 2013.

II. MDG-F projects

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<th>Country: Ecuador</th>
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<td><strong>Project title:</strong> Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuní Biosphere Reserve.</td>
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<td><strong>Duration:</strong> April 2008 – January 2012</td>
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<td><strong>Objectives:</strong> The project supports the conservation and the management of the Yasuní Biosphere Reserve (YBR). The conservation of the YBR is one of the national priorities, and the project has as its main partner the Environmental Ministry. It will be supporting actions in order to face the climate change via non-emission of greenhouse effect gases and adaptation. It will contribute to protect the rights of the people in voluntary isolation. This intervention will allow progress towards the achievement of MDG 7, by contributing to the conservation of one of the world’s greatest biodiversities through economic alternatives of communitarian management. The project will also contribute to the achievement of MDG 1, by giving priority to the vulnerable populations.</td>
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<td><strong>New developments in 2012:</strong> The project is completed in all aspects.</td>
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<table>
<thead>
<tr>
<th>Country: Ecuador</th>
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<tbody>
<tr>
<td><strong>Project title:</strong> Development and Cultural Diversity to reduce Poverty and promote Social Inclusion.</td>
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<tr>
<td><strong>Duration:</strong> November 2008 – April 2012</td>
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<tr>
<td><strong>Objectives:</strong> The project promotes culture revalorization, inclusion, intercultural dialogue, reduction of discrimination and exclusion gaps in the exercise of basic rights that affect to the population for cultural and ethnic reasons. The project’s objectives will be achieved through the strengthening of intercultural public policies, the support of cultural and productive revitalization initiatives and the construction of national capacities on information production about cultural and ethnic diversity. The project contributes to the achievement of the MDG I, II, III, V and VII</td>
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<tr>
<td><strong>New developments in 2012:</strong> The project is completed in all aspects.</td>
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<tr>
<th>Country: Egypt</th>
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<tbody>
<tr>
<td><strong>Project title:</strong> Mobilization of the Dahshour World Heritage Site for Community Development</td>
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<tr>
<td><strong>Duration:</strong> April 2009 – March 2013</td>
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<tr>
<td><strong>Objectives:</strong> Within the framework of the UN Millennium Development Goal Fund (MDG-F), the objective of the project is to support the reduction of human development disparities, with special reference to addressing the gender gap and achieving environmental sustainability. The project strategy works in two dimensions; first to reduce poverty of the local communities in Dahshour (an agricultural community comprising five villages to the south of Cairo), and second to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area (the Sneferu pyramids and Birket wetland). Tourism development is central to all the main project activities as it was determined that tourism can play a fundamental role in creating sustainable livelihoods for the local communities, and provide the framework for the sustainable use and management of cultural and natural resources, as well as fostering the practice of local lifestyles.</td>
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</table>
Results achieved at 31/12/2011:

- An audit of existing skills in the tourism sector was conducted, which served as the basis to prepare a training needs analysis (TNA).
- On the basis of the TNA, Train-the-Trainer courses were conducted (82 local people trained: 43 men and 39 women) and the subsequent training was held on: Waste Management; English Language; Tour Guiding/Customer Service; Basic Hospitality Skills; Tourism Awareness; and Tourism M/SME development (3,243 local people trained: 2,067 men and 1,176 women).
- The Strategic Spatial Framework for Sustainable Tourism Development, which is in line with the National Sustainable Tourism Development Plan and the Greater Cairo Development Project, was formulated (and officially approved in May 2011) in a consultative process, including the Ministry of Tourism, the local government, the local community and other stakeholders.
- An inventory of existing tourism attractions, resources and services was created.

New developments for 2012:

- Training was provided for local guides in collaboration with the Ministry of Tourism and support the development of a network for tour guides.
- Promotional activities are ongoing (website, brochure, etc.).
- Capacity-building was organized for up to 50 tourism-related SMEs.
- Ongoing organization of small landscaping activities, e.g., cleaning of roads, putting up benches for people to sit, install waste paper bins, prepare tourism signposting around Dahshour, etc.

Country: Nicaragua

Project title: Cultural Recovery and Creative Productive Development on the Caribbean Coast of Nicaragua.

Duration: March 2009 – August 2012

Objectives: Contribute to reduce equality gaps in the human, social and economic development of indigenous people and afro-descendants in the Caribbean Coast, through cultural rescue, productive development and the deepening in the knowledge about their material and immaterial heritage.

The project contains two complementary thematic cores: (a) cultural rescue and productive development that will promote heritage, cultural and natural diversity and productivity in cultural, creative and touristic industries in the Autonomic Regions of the Caribbean Coast, as a means to improve socio-economic development and employment creation; (b) Research, statistics and public policy.

Support cultural policies and their regionalization through research, systematization and dissemination of studies, statistics and socio-economic indicators and of cultural expressions in the Autonomic Regions of the Caribbean Coast.

New developments in 2012: The project is completed in all aspects.

Country: Nicaragua

Project title: National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People.

Duration: June 2009 – March 2013

Objectives: The project seeks to act in support of efforts already being made at national level towards improving the access of young people to decent employment, especially those living in socially vulnerable conditions in urban and rural areas of Nicaragua, and thereby helping to counteract the negative effects of the migration trend.
Activities will be put in place to assist their labour and social integration, which will be systematically analysed in order to build comprehensive intervention models that will be sustainable at local level. Institutional capacities will be strengthened in order to place youth employment and migration firmly on the national agenda. The programme will also be closely linked to ongoing national and local initiatives that are already being supported by cooperation agencies, national government and municipal authority agencies. Young people themselves will play a proactive role in the programme as a whole, in their capacity as social entities with rights of their own.

**New developments in 2012:** UNWTO will continue providing technical assistance to young entrepreneurs and formulating tourism and hospitality related business plans to access credit from the revolving seed fund and support initiatives leading to create job opportunities to the direct beneficiaries of the programme.

**Country: Panama**

**Project title:** Entrepreneurial Opportunities Network for Poor Families

**Duration:** January 2010 – December 2012

**Objectives:** Reduce poverty levels, especially in rural and indigenous zones, supporting the poor population to initiate new sustainable micro-ventures with emphasis in the touristic and agricultural sectors.

Based on the principle of human development with distributive equality, the project is managed to cover the gap existing between the governmental programme of monetary transfers conditioned by the Opportunities Network and the programme Impulse Panama oriented to consolidate the middle size enterprises already existing.

The proposed joint programme, Entrepreneurial Opportunities Network for Poor Families, with intercultural focus includes: (1) adequate public policies, (2) access to productive resources, (3) costs and risks reduction, (4) greatest productivity and better work conditions, including integration to clusters of greater range and access to goods and services.

**New developments in 2012:**

- UNWTO will continue to implement tourism training and technical assistant to support local processes of development of micro-ventures in the rural tourism value chain.
- UNWTO will lead and support strategic plans to develop and implement national rural tourism policy in an effort for creating national ownership.

**Country: Peru**

**Project title:** Joint Program (JP): Inclusive Creative Industries (CI), a tool for alleviating poverty in Peru.

**Duration:** December 2009 - December 2012

**Objectives:** The PC considered central the theme about development and sustainability of Creative Industries in Peru, creating a favourable policy and institutional framework for the development of Inclusive Business in Creative Industries and strengthening public-private structures in each region, with private entrepreneurs and strategic partners, achieving the inclusion of vulnerable groups into a formal system in order to articulate the different markets; regional, domestic and export segment in a sustainable way. For that, the JP uses the experiences of six agencies participating in this program; ILO, UNWTO, UNIDO, UNDP, UNESCO, FAO and proposes to implement three components, which products and activities will achieve the direct effects of stimulation of the economy in the intervention regions, creating decent work and improved the quality of life of vulnerable groups and their families with better income generation.
New developments in 2012:

- During 2012, UNWTO will be in charge of (1) training and technical assistance in rural tourism and gastronomy, (2) technical assistance for developing the profile of public investment projects in areas prioritized by the JP, and (3) organization of the forum for the presentation of methodological guide for developing business in CIs and direct financing through the Programme Mi Tierra, Un Producto (My Land, One Product).
- Promotion of tourism development, craft development and/or productive development in order to compete in national and international markets.
- According to the recommendation of the interim evaluation, the JP will run until June 2013.

Country: Senegal

Project title: Promoting Initiatives and Cultural Industries in Senegal – MDG-F

Duration: 2008 - 2011

Objectives: within the framework of the UN Millennium Development Goals, the objectives of the project are as follows:

- Improving national productivity capacity in terms of competitiveness, quality products added value, creation of qualified jobs and investments.
- Increasing revenues of poor and vulnerable groups in the field of culture and development.
- Improving quality of life of vulnerable groups, and the sustainability of their revenues through environmental protection actions, and development of natural resources.
- Institutional capacity building in the field of culture and development, with emphasis on human rights and gender equity.
- Improving local communities and organizations capacity and resources to participate efficiently in the decentralization process and management of local development.

New developments in 2012: Due to several technical obstacles, to complete the activities and achieve the expected results, the MDG-F Secretariat in New-York authorized a one year extension with a new deadline of the project: September 2012, giving time to the Institutions involved achieving their objectives. During the year 2012, the UNWTO and the Ministry of Tourism of Senegal will pursue their collaboration to achieve the following activities:

- Formulation of bankable projects in the tourism sector
- Feasibility study on local supply chain for the benefit of tourism industries in the two regions
- Creation and updating of a Web site for the medium and small size tourism camps

Country: Serbia

Project title: Sustainable Tourism for Rural Development in Serbia

Duration: January 2010 – December 2012

Objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), this project contributes toward eight targets under three Millennium Development Goals; addresses three relevant Government strategies; and creates synergies with a number of Government and donor funded initiatives. It contributes specifically to “Sustainable development plans that effectively respond to the needs of people, communities and the private sector, and promote rural development and environmental protection.” The project has two key objectives: development of a legal and policy framework for supporting diversification of rural economy through tourism, and, the creation of better
linkages and organization of local rural tourism and support industries, as well as improvement of local stakeholders’ capacity for developing services and products in line with national strategies.

**New developments for 2012:**
- UNWTO will continue to hold tourism awareness sessions to disseminate the Rural Tourism Master Plan to local stakeholders.
- The granted projects were monitored and evaluated and completed in August 2012.
- UNWTO supported the Government to set up a Rural Tourism Task Force which supervises the implementation of the Rural Tourism master Plan.
- Workshops will be conducted for the public and private sector in the following areas: product development, strategies and management techniques for rural tourism, marketing and promotion of destinations, and quality standards for rural tourism providers.

**III. New developments in technical cooperation**

1. During the period of May to August 2012, the conceptualization of the following two projects was finalized and the corresponding agreements signed. Both projects were launched in September 2012:
   - (a) **Ghana**: National Tourism Development Planning
   - (b) **Uganda**: Improving Policies and Regulations to Support Development of Markets in Tourism

**IV. ST-EP Projects Portfolio, results achieved at 31/12/2011**

<table>
<thead>
<tr>
<th>Country</th>
<th>Project Title</th>
<th>Current Status and Main Results</th>
<th>Main Contributions</th>
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</table>
| Burkina Faso           | Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W) | Duration: October 2010 – April 2012
Awareness raising activities and tourism training have been carried out in the districts of Tambaga and Logobou. A tourist accommodation has been built in the town of Yobri which includes a handicrafts centre. Excursions to the Gobnagou cliffs are being developed. Promotional activities have been carried out in collaboration with Mowgli tour operator. | Italian Cooperation               |
| Benin/ Burkina Faso/ Niger | Development of Birdwatching Tourism at Regional Park W | Duration: October 2011 – December 2012
This project is complementary to the rest of activities in Park W that are being funded by the Italian Cooperation. It provided bird watching training to guides from the three countries, which will be followed by the construction of bird watching platforms and environmental awareness raising activities in communities in the buffer zone of the park. | RAMSAR Swiss Fund for Africa       |
| Cameroon               | Ecotourism Development at Kribi                         | February 2011 – February 2013
A value chain analysis has been developed and training will be provided to local guides and tourism SMEs. Collaborative mechanisms among the local and national administration, the private sector and community are being fostered with a view to enabling effective destination management and the environmental management of tourist attractions. | ST-EP Foundation                  |
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<tbody>
<tr>
<td>Ethiopia</td>
<td>Chenna-Dorze Tourism and Handicrafts Development</td>
<td>Duration: August 2008 – July 2012 In consultation with hotels, training was provided on quality services, handicrafts and guiding which has resulted in employment for 18 community members at hotels and the establishment of a cooperative of artisans. A handicraft sales centre has been completed. The District Tourism Office received destination management training and is promoting the integration of Chenna-Dorze in the Southern Circuit.</td>
<td>SNV (Netherlands Development Organisation) ST-EP Foundation</td>
</tr>
<tr>
<td>Ghana</td>
<td>Savannaland Destination Tourism Programme</td>
<td>Duration: September 2008 – June 2012 Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. The project has fostered public private partnerships, especially through establishing tourism committees and a destination management team that take the lead in carrying out marketing activities. <a href="http://www.savannatourism.com">www.savannatourism.com</a></td>
<td>SNV ST-EP Foundation</td>
</tr>
<tr>
<td>Kenya</td>
<td>Enhanced Market Access for Community-based Tourism Products</td>
<td>Duration: September 2008 – December 2012 Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. A marketing strategy has been developed, based on which marketing activities are carried out.</td>
<td>SNV ST-EP Foundation</td>
</tr>
<tr>
<td>Kenya</td>
<td>Enhancement of Local Employment in Amboseli Tourism Destination through Vocational Tourism Training</td>
<td>Duration: July 2009 – April 2012 In partnership with the abovementioned project, a feasibility study to provide vocational training to local people from Amboseli has been carried out and training has been provided at Moi University to 30 local youth from the Amboseli area.</td>
<td>IUCN-NL (Netherlands Committee of the International Union for the Conservation of Nature) ST-EP Foundation</td>
</tr>
<tr>
<td>Kenya</td>
<td>Kenya Coast Beach Management and Local Livelihoods</td>
<td>Duration: June 2011 – April 2013 The project aims to agree localized beach management action plans to improve the livelihoods of local beach operators and their families, and to reduce the harassment of tourists along Kenya’s beaches. Two multi-stakeholder workshops have been organized in the project areas, based on which detailed project activities have been defined.</td>
<td>Travel Foundation ST-EP Foundation</td>
</tr>
<tr>
<td>Lesotho</td>
<td>Rural Home Stays Development</td>
<td>Duration: January 2011 – December 2012 The project focuses on community training and the development of income generating activities, such as home stays, and marketing. Project activities will soon be launched.</td>
<td>ST-EP Foundation</td>
</tr>
<tr>
<td>Mali</td>
<td>Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti</td>
<td>Duration: June 2010 – December 2012 An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was made in Mopti, Sangha and Djenné. A value chain analysis identified the best opportunities to develop business linkages. Support to access small equipment and training on business management, quality products and services, networking and selling techniques are ongoing.</td>
<td>AECID (Spanish Cooperation Agency)</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Community-based Lodges Training Programme</td>
<td>Duration: September 2007 – June 2012 Community members from the area of Limpopo National Park (Massingir) and Maputo Special Reserve (Matutuine) have participated in awareness raising meetings and received training on tourism services, conservation and income generating activities. Circuits including the community-based lodges of Covane, Madjadane and Tinti Gala are being promoted and a website is being produced.</td>
<td>ST-EP Foundation Flemish Government</td>
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<tr>
<td>Mozambique</td>
<td>Human resource and SME development for the tourism sector in Inhambane province</td>
<td>Duration: May 2011 – April 2013 The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.</td>
<td>Flemish Government Government of Macau S.A.R.</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Institutional Strengthening of the Municipality of Maputo and Initiatives Fund for Women Entrepreneurs of Mafalala</td>
<td>Duration: November 2011 – September 2012 The project aims to reinforce the institutional capacity of the Municipality of Maputo to implement pilot projects that generate jobs in the area of tourism. Financial support and technical assistance is being provided to small enterprises run by women in the Mafalala historic neighbourhood of Maputo.</td>
<td>Banesto Foundation</td>
</tr>
<tr>
<td>Namibia</td>
<td>Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women</td>
<td>Duration: September 2010 – September 2012 In collaboration with the private sector, the project has identified women employees in tourism and is sponsoring their participation to tourism courses in hospitality and culinary arts. In addition, 8 micro tourism projects managed by women have been selected to receive financial and business development services in order to deliver goods and services to tourists and tourism enterprises.</td>
<td>AECiD</td>
</tr>
<tr>
<td>Namibia</td>
<td>Initiatives Fund for Rural Women Entrepreneurs</td>
<td>Duration: December 2011 – December 2012 The project is complementary to the project above. Financial support and technical assistance will be provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.</td>
<td>Banesto Foundation</td>
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<tr>
<td>Niger</td>
<td>Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Microenterprises</td>
<td>Duration: September 2010 – December 2011 A solar water supply system has been built to serve the camp of Brigambou as well as the community and the school. Training courses have resulted in enhanced management and hospitality skills for the community. Excursions have been developed and a new entrance to Park W has been set up in collaboration with Park authorities. Income generating activities have been identified, support to small entrepreneurs has been in Brigambou, Allambaré and Moli Haussa, and promotional activities have been carried out. <a href="http://www.escapadesauparcw.blogspot.com">www.escapadesauparcw.blogspot.com</a></td>
<td>Italian Cooperation</td>
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<tr>
<td>Rwanda</td>
<td>Congo-Nile Trails: Bringing tourism to one of Africa’s poorest and most beautiful regions</td>
<td>Duration: October 2008 – March 2012 An inventory of attractions and a value chain analysis were carried out to identify income generating opportunities of the hiking product in the mountains along the Eastern side of Lake Kivu that separates Congo and Nile river watersheds. Awareness raising for service providers and communities and training on business planning has taken place. A marketing strategy has been prepared, which forms the basis to carry out marketing activities for the trail.</td>
<td>SNV ST-EP Foundation</td>
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<td>Country</td>
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<tr>
<td>United Republic of Tanzania</td>
<td>Cultural Tourism Enhancement and Diversification Programme</td>
<td>Duration: June 2008 – December 2012 Guidelines for establishing and operating cultural tourism activities, and quality standards and a monitoring system have been developed. Training has been provided to existing and new Cultural Tourism Enterprises in the fields of tour guiding, business management and quality services. The Tanzanian Association of Cultural Tourism Organizers (TACTO) has been strengthened and is strategically managing the affairs of the current 41 Cultural Tourism Enterprises in the country. Exchange visits have been organized and marketing materials produced. <a href="http://www.tanzaniaculturaltourism.com">www.tanzaniaculturaltourism.com</a></td>
<td>SNV</td>
</tr>
<tr>
<td>United Republic of Tanzania</td>
<td>Initiatives Fund for Women Entrepreneurs of Pangani</td>
<td>Duration. December 2011 – December 2012 The project builds on the experience of a previous project in Pangani. Financial support and technical assistance is being provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.</td>
<td>Banesto Foundation</td>
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| West Africa | Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas in Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone | Duration: 2008-2010 (Feasibility study completed) 2011 – Donor conference  
Objectives: Synergize the efforts of the 10 states in order to optimize the protected areas which they hold in common. It aims thereby to provide a major impetus to the improvement of living conditions of local communities and to reduce significantly the level of poverty. It also aims to build on the successful development experience of cross-border parks in East and Southern Africa and create a competitive and viable alternative ecotourism destination.  
The action plan for the project has the following objectives:  
- Extend the process of economic integration in the region to include a rational management of the cross border protected areas and the development of ecotourism  
- Promote sustainable tourism  
- Assure the conservation of the sub region’s biodiversity  
- Reduce poverty among local communities by increasing their income and employment and by promoting revenue generating activities  
- Create a network of cross-border parks and protected areas.  
Outputs: Creation of comparable databases in each country  
- Comparative databases in each country created  
- Products related and launched on the regional and international markets through marketing and public relations activity  
- Cross-border trails and circuits: itineraries, facilities, guides, ancillary activities, networks, signage and interpretation, created  
- Sustainable biodiversity management: joint management plans, fair sharing of biological resources, common methods of evaluation, monitoring and protection  
- Activities and interventions of private sector operators, civil society, local communities and public bodies monitored  
- Stimulus of local community development: development and renovation of core infrastructure, provision of goods and services to tourists  
- Revenue generating activities contributing to the reduction of poverty among communities in and around protected areas: craft production, local produce, jobs and education. | ST-EP Foundation  
KOICA (Korea International Development Agency)  
Organization of the Islamic Conference (OIC) |
| Zambia    | Development of Cultural Centres for Promotion of Community-based Tourism       | Duration: June 2008 – June 2013  
Cultural Centres are being developed in Mafungautsi and Mwandi villages. Community members have been identified to participate in trainings on cooking, tour guiding, storytelling, dancing and management. | ST-EP Foundation |

**AFRICA**

**AMERICAS**

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<th>Country</th>
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</table>
| Central America | Market Access for Rural Tourism SMEs                                          | Duration: July 2011 – January 2013  
The project aims to contribute to the regional integration of rural tourism initiatives through joint marketing activities. A seminar on e-commerce for the members of the Red de Posadas de Centroamérica has been carried out and technical assistance to improve marketing tools and techniques will be provided. | ST-EP Foundation |
### AMERICAS

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<tr>
<td>Ecuador</td>
<td>Fostering Rural Community-based Tourism, Inclusive Business and Effective Destination Management along the Inca Trail</td>
<td>Duration: September 2008 – December 2011&lt;br&gt;Awareness raising of heritage values was carried out. Different tourist routes were identified from Ingapirca to Amaluza and the potential of tourism products was validated by the communities, service providers and tour operators through the “Sales Test” methodology. Training on tourism and cultural management and local guiding was also carried out. The project participated in various tourism fairs and a linkage was created between CERART and 200 handicraft producers.</td>
<td>SNV ST-EP Foundation</td>
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<tr>
<td>Honduras</td>
<td>Connecting Local Tourism Products and Services with the Marina Copan Hotel in Copan Ruinas</td>
<td>Duration: August 2008 – October 2011&lt;br&gt;Inclusive tourism practices within the Hotel Marina Copan were assessed and an inventory of locally available products carried out. Selected SMEs received training on business management and marketing and developed business plans. A revolving fund has been established and has contributed to improved SMEs performance, which has facilitated the creation of business linkages between the SMEs and tourism enterprises.</td>
<td>SNV ST-EP Foundation</td>
</tr>
<tr>
<td>Honduras</td>
<td>Establishing Linkages between Garifunas and Small Businesses and the Bahia de Tela “Los Micos Beach &amp; Golf” Resort</td>
<td>Duration: August 2007 – December 2011&lt;br&gt;Training on entrepreneurship was carried out for local restaurants, supply stores and accommodation. Training for cultural groups and cultural fairs were also organized. A tourism training curricula was developed and courses have been delivered. Tourist Information Centres have been established in La Ensenada and Tornabé to promote the local offer.</td>
<td>ST-EP Foundation</td>
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<tr>
<td>Cambodia</td>
<td>Enhancing the Mekong Discovery Trail</td>
<td>Duration: April 2010 – February 2012&lt;br&gt;The Mekong Discovery Trail is a new ecotourism destination in northeast Cambodia, with themed visitor routes emanating from major gateway towns. Phases I to III prepared Tourism Master Plan for the Province of Kratie, planned the trail and its products and elaborated promotional tools. Phase IV has built on the progress achieved in previous phases - to further support the development and promotion of tourism in the region - with a stronger focus on infrastructure development; the roles of public and private sectors and commercially engaging the private sector with the Mekong Discovery Trail and further marketing. <a href="http://www.mekongdiscoverytrail.com">www.mekongdiscoverytrail.com</a></td>
<td>AECID</td>
</tr>
<tr>
<td>China</td>
<td>Tourism and Handicraft Production in Guizhou Province</td>
<td>Training is being provided to handicraft producers in order to enhance the quality of products and sell them at the Tsingtao Beer Museum.</td>
<td>Tsingtao Brewery, Co., Ltd.</td>
</tr>
<tr>
<td>Nepal</td>
<td>Great Himalaya Trail Development in West Nepal: Linking Enterprises to Tourism Markets</td>
<td>Duration: December 2008 – June 2012&lt;br&gt;A value chain analysis was carried out and training for MSMEs on quality services and guiding took place. Tourism Committees have been established in Humla and Dolpa and a strategic tourism action plan and marketing strategy have been formulated, which are used as the basis for the implementation of product development and marketing activities. <a href="http://www.greathimalayatrail.org">www.greathimalayatrail.org</a></td>
<td>SNV ST-EP Foundation</td>
</tr>
<tr>
<td>EUROPE</td>
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<td>Albania</td>
<td>Korca Region Tourism Destination Development and Management Programme</td>
<td>Duration: June 2008 – June 2012 A regional tourism database is operative since September 2009. An integrated product development and marketing strategy was elaborated, which formed the basis to establish the Korca DMO. The DMO has used the strategy to further develop tourism in the areas and carry out marketing activities, and has also used the experiences gained to provide advice on tourism development in other destinations in Albania. <a href="http://www.visit-korca.com">www.visit-korca.com</a></td>
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<tr>
<th>MIDDLE EAST</th>
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<td></td>
<td>Yemen</td>
<td>Handicrafts, Heritage and Employment in the Highlands of Al-Mahweet</td>
<td>Duration: September 2010 – December 2012 A building is being renovated to host the visitor centre that will provide tourist information, handicraft sales, a base for guides and catering using local produce. Detailed plans for the training for handicraft producers and service providers and the organisation of promotional activities have been prepared.</td>
<td>ST-EP Foundation</td>
</tr>
</tbody>
</table>

**New developments for 2012:**

<table>
<thead>
<tr>
<th>Country</th>
<th>Project Title</th>
<th>Current Status and Main Results</th>
<th>Main Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolivia</td>
<td>Consolidation of the product “Misterios del Titikaka” within the Inca Trail</td>
<td>The project builds on the experience of a previous intervention in the area of Titikaka lake which enabled local communities to operate the one day tour “Misterios del Titikaka”. The project aims to further strengthen the capacities of the communities of Pata Patani, Quehuaya and Tirsaka to provide quality services to tourists and increase the length of stay of tourists. Equipment will be provided and promotional activities carried out to enhance the visibility of the product. <a href="http://www.misteriosdeltitikaka.com">www.misteriosdeltitikaka.com</a></td>
<td>Fundación Europamundo</td>
</tr>
</tbody>
</table>

<p>| Burundi | Enhancing Participation of Youth and Women in Tourism Sector | The project will collaborate with selected hotels in Bujumbura and along the lake shores to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. In collaboration with local training institutes, a tailor made training course will be provided to the selected staff members of the participating hotels. The project will further work with selected young and female entrepreneurs to support them through training, business advice and small subsidies to enhance existing tourism SMEs (mainly restaurants and small accommodations). The project will especially focus on supporting tourism SMEs that can help generate additional local employment for youth and women. | ST-EP Foundation |</p>
<table>
<thead>
<tr>
<th>Country</th>
<th>Project Title</th>
<th>Current Status and Main Results</th>
<th>Main Contributions</th>
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</thead>
</table>
| Jordan    | Youth Career Initiative               | Duration: July 2012 – June 2013  
The Youth Career Initiative (YCI) was designed to empower disadvantaged, vulnerable young people by equipping them with relevant life and work skills and expose them to a successful business environment and professionals that will enable them to make informed career choices and become employable. The program strategy focuses on raising awareness on the employment opportunities in the hotel industry among youth, encourage youth and their parents to consider working in hotels and empower young people by providing them with the necessary life and employability skills. The project aims to provide 80 participating youth with an adequate pool of new skills to enhance their opportunities for employment in the hotel industry in three tourism destination areas: Amman, Aqaba and the Dead Sea. | ST-EP Foundation               |
| Timor-Leste | Capacity Building for Tourism Employees | Project activities will include: carrying out a training analysis for the tourism sector; developing a curriculum for the required training and identify at least two institutes in the country that could provide the training. The project will then assist the two selected institutes to develop and carry out a train-the-trainers programme and supplying the institutes with suitable training materials. The main objective is that the training institutes will deliver courses for employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector. | ST-EP Foundation  
Government of Macau S.A.R.         |
Annex 2: Protection of tourists/consumers and travel organizers

I. Introduction

1. The present annex follows the previous reports made to the 90th and 93rd sessions of the Executive Council and to the 19th session of the General Assembly on the same issue, recalling the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and tourism enterprises. It further refers to the corresponding decision, requesting that the UNWTO Secretary-General establish an ad hoc working group able “to define the scope and level of the proposed legal instrument”.

2. At its 93rd session the Executive Council required the Secretary-General and the working group to present to its next session the preliminary results achieved by the working group. The present report summarizes the activities of the working group towards the elaboration of the draft text of the international convention and focuses on the main content elements of the draft text which will be presented to the 95th session of the Executive Council in 2013.

II. Activities towards the adoption of an international convention on the protection of tourists and tourism service providers

3. The main aim of the “UNWTO working group on the protection of tourists/consumers and travel organizers” is to draft an international convention dealing with the main scope elements identified by the group. The working group consists of official expert delegates from Member States of every region, representation of the tourism private sector such as IATA, AMFORT, IH&RA, UFTAA, WTAAA, ECTAA, EGFATT, HOTREC, WTTC, FIA, international organizations such as ICAO, and representatives of the European Commission.

4. It had already convened four meetings. During the first meeting of the working group in April 2011 a consensus was reached (a) on the need to elaborate a legal document which can provide both guidelines and binding norms and (b) on its scope elements. When defining the scope, the working group agreed on addressing the following key issues, listed in order of their priority:

   (i) Providing assistance to, and ensuring the repatriation of, consumers, particularly in cases of force majeure;

   (ii) Supplying accurate and timely information to tourists including in terms of the handling of bankruptcy situations of travel organizers; and

   (iii) Focussing on issues related to accommodation.

5. At its 90th session, the Executive Council agreed with the proposed approach and invited the Secretary-General to move forward the project towards an international convention. During the second meeting held in September 2011 the working group started a detailed debate on the scope elements in order to draft the first version of the convention for its upcoming meeting. At its 19th session the General Assembly reaffirmed the initiative and took note of the preliminary work conducted leading to an international convention.

6. The third meeting of the working group was held in February 2012 on the occasion of BIT International Tourism Exchange Fair in Milan. The participants discussed the first draft text which was
elaborated in accordance with the decisions of the second meeting on scope element Issue 1 and began a detailed debate on Issue 2 concerning information obligations.

7. On 9 March 2012 ITB hosted “UNWTO Session on the protection of Tourists/Consumers – accommodation related issues”. This event gave a unique opportunity for representatives of governments, private accommodation sectors and NGOs to trigger debate on accommodation scope elements of a future international convention including the rights and obligations of the accommodation providers as well as requirements of adequate information to tourists about the facilities and conditions of the accommodation.

8. During its fourth meeting held in June 2012 in Madrid the working group continued the detailed debate on the second draft text of the convention. According to the request of the working group, information obligation provisions, travel organizer’s liability and the assistance obligations of the States Parties in case of force majeure should be revised for the next meeting. With the consent of the related stakeholders’ organizations the accommodation related provisions will mainly focus on information obligations in accordance with the existing regional and global regulatory frameworks.

9. Besides the draft of the convention, the UNWTO Secretariat elaborated the following related working documents which had been debated during the meetings of the working group:

   (a) Working document of assistance and repatriation of tourists/consumers in case of force majeure
   (b) Survey by questionnaire on tourist/consumer protection
   (c) Working document on information obligations
   (d) Preliminary results of the survey on tourist/consumer protection
   (e) Working document on ranking information elements
   (f) Working document on accommodation issues
   (g) Working document on the evaluation of assistance obligations and responsibilities in case of force majeure

10. The working group will meet again on the occasion of the World Travel Market in London (7 November, 2012).

III. **Content elements of the draft convention**

11. The General part of the draft convention on the protection of tourists and tourism service providers introduces the general principles, the scope elements, the main definitions (such as tourist, tourism service provider) and the necessary international law related provisions (amendment rules, entry into force, reservations, signature, ratification rules, deposit etc.). Following the legal structure of the existing ICAO conventions the Annexes of the convention will include standards as binding rules and recommended practices as non-binding rules. UNWTO reiterates its intention of not infringing on existing legal structures, either at the global or regional levels. On the subject of air transport, ICAO and IATA expressed their willingness to cooperate closely with UNWTO.

12. Annex I of the draft convention contains the assistance obligations of States Parties in force majeure situations indicating clear distinction from private sector obligations (Annex II). It introduces definitions for force majeure, host country and country of origin. It sets out the cooperation obligation
between the host country and the country of origin of the tourist in case of force majeure and identifies the main important assistance elements which are required in such cases. Furthermore, certain provisions on providing available information on related national bodies responsible for such cases, on the facilitation of incoming staff’s entrance, on set-up of professional crisis management teams and on airport helpdesk services are added as best practices which should be followed by the States Parties.

13. Annex II deals with package travel issues in detail. It includes force majeure situations, when tourists need care and assistance but tourism service providers are neither liable for such cases (assistance obligation). In accordance with the existing regulatory frameworks minimum liability rules for non-performance and improper performance are inserted. A separate chapter deals with the minimum information which should be provided to the tourists before the conclusion of the package travel contract and the minimum contain elements of the contract as well. Finally, in case of the insololvency of the service providers minimum rules are established for the protection of tourists (financial security).

14. With the consent of the related stakeholders’ organizations Annex III on accommodation related provisions focuses on mainly information obligations in accordance with the existing regional and global regulatory frameworks.

15. In accordance with the decision of the Executive Council during its last session the first draft text of the international convention should be submitted to the 95th session in 2013.

IV. Others

16. During its second meeting (28 September 2012, Madrid, Spain) the working group agreed on the proposal of the UNWTO Secretariat on a survey by questionnaire on tourists/consumers protection. The main aims of this survey are to collect updated information on the existing tourist protection measures and practices among Member States, as well as to compile national legislation in this field. The first outcomes of the questionnaire in last October were already introduced to the working group. In accordance with the decision of the UNWTO Executive Council the UNWTO Secretariat aims to produce and disseminate on the basis of the outcomes of the questionnaire an international Practical Guide addressed to tourists and tourism service providers with the most relevant information for their protection.

17. The World Committee on Tourism Ethics as the body responsible for promoting and monitoring the implementation of the UNWTO Global Code of Ethics for Tourism during its eleventh meeting (Rome, Italy, 12-13 July) reiterated its support for UNWTO’s preparation of an international legal instrument on the protection of tourists/consumers and tourism enterprises.

18. UNWTO continues to cooperate with ICAO and other international organizations (e.g., European Union) in order to avoid inconsistencies and possible duplication of efforts, as well as to minimize conflict in related rules and regulations. In this framework, UNWTO was represented at the latest Member States’ meeting and stakeholders’ conference in June 2012 on the revision of the Package Travel Directive which was organized by the European Commission and aimed at discussing certain key issues in relation to the upcoming proposal for the revised Directive. A consumer protection item will be on the agenda of the Sixth Worldwide Air Transport Conference organized by ICAO in March 2013 where UNWTO will be present in order to introduce the latest activities in this field and discuss the common key issues.

World Committee on Tourism Ethics

1. Pursuant to the amendment to Resolution A/RES/438(XIV) of 2001, adopted by the UNWTO General Assembly in 2009, the staggering of the renewal of the Committee began with the election of Committee members throughout the spring of 2011. As outlined in the amendment to Resolution A/RES/577(XVIII), “The members of the Committee and their alternates are re-elected by half every two years. During the session of the General Assembly in 2011, a total of eleven of the current members of the Committee will have their mandate extended for two more years; while the other eleven members or alternates will be elected for a full mandate of four years”. The new composition of the World Committee on Tourism Ethics for the 2012-2013 period (detailed in Annex I) was endorsed by the 19th session of the UNWTO General Assembly (Gyeongju, Republic of Korea, 8-14 October 2011), by its Resolution A/RES/605(XIX), with the following members representing the region of the Americas:

   Member (mandate extended until 2013)
   Mr. Mahmoud El-Kaissouni (Egypt)

   No Alternate Member

2. In order to improve the effectiveness of the World Committee on Tourism Ethics, the Secretary-General proposed a series of reforms of the Committee to the UNWTO General Assembly at its XIX session, which have been approved by its Resolution A/RES/607(XIX), included as Annex II to this document. The reform will be put into effect at the next renewal of the current Committee, due to take place in August 2013, on the occasion of the XX session of the General Assembly, to be held in Zambia/Zimbabwe.

Promotion and implementation of the Global Code of Ethics in Tourism

3. UNWTO and the Ministry of Tourism of Ecuador jointly organized the 2nd International Congress on Ethics and Tourism, in Quito, Ecuador, on 11/12 September 2012, in conjunction with the 54th CAM Meeting and the 20th Inter-American Congress of Ministers and High Level Authorities of the OAS.

4. This event served as an opportunity to convene tourism industry stakeholders from the Americas to sign their adherence to the Global Code of Ethics in Tourism. By doing this, signatories pledged to uphold, promote and implement the values of responsible and sustainable tourism development championed by the Code. Their adherence is meant to involve the integration of ethical practices in all policies, operations and business relationships. Signatories also agree to periodically inform the World Committee on Tourism Ethics on measures taken to champion and implement these principles. Hence, the three core facets of the Commitment are adherence to the Code’s provisions, dissemination of the Code, and reporting on implementation measures to the Committee. Similar signing ceremonies have also taken place in Spain, Germany, Armenia and Mexico, whose most prominent tourism companies and associations also adhered to the Code of Ethics. The next country whose tourism industry will join this global campaign will be the Netherlands, in January 2013.
Tourism Accessibility for All

5. In the context of the ethical principles promoted in the Code of Ethics and in accordance with UNWTO's conviction that the facilitation of tourist travel by persons with disabilities is a vital element of any responsible tourism development policy, the Organization signed a Cooperation Agreement with Spain's ONCE Foundation for Cooperation and the Social Inclusion of People with Disabilities and the European Network for Accessible Tourism (ENAT) in 2011. The initiative was undertaken to follow-up on the 2007 UN Convention on the Rights of Persons with Disabilities, so as to ensure its implementation at the sectoral level. It also builds on UNWTO's recommendations on "Accessible Tourism for All", adopted as part of Resolution A/RES/492(XVI) of 2005, and the Organization's "Declaration on the Facilitation of Tourist Travel" of 2009. The cooperation agreement has received the backing of the General Assembly in October 2011 through the adoption of Resolution A/RES/606(XIV), included in this document as Annex III.

6. In cooperation with the abovementioned partners, UNWTO prepared a draft update of the 2005 UNWTO recommendations on "Accessible Tourism for All", to be submitted for approval to the XX session of the UNWTO General Assembly in 2013.

7. One of the key outputs of the joint activities by UNWTO and its partners concerns the preparation of a comprehensive Report on Developing Universal Accessibility in the interests of "Tourism for All", featuring detailed information on extant international/regional legal and technical regulations on accessibility, along with a compilation of international best practices.

8. In April 2012, UNWTO further signed a Memorandum of Understanding with the Spanish ACS Foundation in order to extend the scope of this Report, given the expertise of the latter in infrastructural edification, adaptation and rehabilitation, including of historical and cultural heritage. The Foundation ACS will be in charge of elaborating the normative and technical chapters of the Report and will contribute to the compilation of best practices. It is expected that the Accessible Tourism Report will be finalized by mid-2013.
A. On-going activities

Tackling tourism’s environmental impact is one of UNWTO’s top priorities and the Organization is working closely with the hotel industry to bring this figure down, demonstrating that economic growth and sustainability can, and should, go hand in hand.

Since the public launch of Hotel Energy Solutions Etoolkit in August 2011 in Madrid and its presentation during the UNWTO Assembly in Korea, the HES project has been identified by different entities (national and local authorities, hotel associations, cooperation agencies, chambers of commerce …), as a useful tool to enhance and optimize energy performance of the accommodation industry, while strengthening the brand identity of destinations in sustainable tourism.

The knowledge provided by the HES project offers a number of means (Energy school, Media Communication materials to sensitize guests, publications, and the HES E-toolkit) for helping hotelier to make the right decision and in investing in the best solutions to improve their energy management: benchmarks of performance in comparison with similar properties; proposition of adapted solutions, including a return on investment calculator.

Thousands of hoteliers have already registered to use the HES E-toolkit, the free online tool which evaluates the energy consumption of their hotel and identifies more sustainable energy options, thus helping hoteliers to cut costs and increase competitiveness. UNWTO is currently engaging in disseminating and adapting the tool globally.

The theme of World Tourism Day (WTD) 2012 was ‘Tourism & Sustainable Energy: Powering Sustainable Development’. Celebrated every year on 27 September, WTD aims to increase understanding of the importance of tourism and its contribution to major challenges. HES was at the centre stage of the WTD were many countries worldwide presented the Etol to their national and local stakeholders. The World tourism day was celebrated with the presence of the Secretary General in Canary Island were its Spanish version was launched. The Diputación Provincial de Valladolid (Spain) has officially requested UNWTO to use the e-toolkit and a collaboration covenant has been signed to translate the e-toolkit into Spanish language. This version is already available online, free of charge. The Diputación de Valladolid is a partner in the ICER project financed by INTERREG IVC programme (EU regional funds).

On the occasion of the celebration of WTD 2012 in Bahrain, the Coordinator of the Institutional and Corporate Relations Programme presented the HES E-toolkit, and knowledge resources to Tourism stakeholders, public authorities, industry representatives as well as to academic and research institutions in the country. The Minister of Culture of Bahrain expressed her interest in promoting HES not only in Bahrain but in the Middle East region.

HES project was selected by Euronews, (an independent media hub reaching 350 million homes in 155 countries, covering world news 24/7 with 400 journalists from more than 25 countries) as the perfect example and an innovative approach for its “Business Planet” programme, which is centred on small and medium sized companies and aimed at discussing entrepreneurs’ success stories.

The Chamber of Commerce and Industry of the Haute-Savoie (CCI) was responsible to conduct the pilot testing in the mountain destination on behalf of the HES partners. As a consequence of the successful experience, the CCI has signed a partnership with the regional Banque de Savoie (France) for 2012 which will offer favourable financial possibilities to the local SME hotels that decide to take improving
measures in the field of Energy Efficiency and Renewable Energy using the HES e-toolkit as basis to build-up the loan dossier.

The Austrian Federal Ministry of Economy, Family and Youth has shown great interest in using the HES e-toolkit and having it translated into German. Several meetings and presentations to the local accommodation sector have already taken place.

The EU Eco-Management and Audit Scheme (EMAS) published in June 2012 the first Sectorial Reference Documents for the Tourism sector. This reference document mentions HES several times, within the framework of Tourism best environmental management practice for Smart Destinations.

B. Future Activities

Advanced discussions have been held with several countries and regions for adapting the HES E-toolkit to the local climate conditions and languages. Possible extensions of creating a Water component are as well on the way for 2013.

During the World Travel Market 2012, UNWTO is organizing an interactive event on “Green Innovation in Tourism: enhancing competitiveness and reducing costs” (8 November, 2012 at 2pm at the South Gallery, Room 21 & 22). UNWTO will present the HES initiative as one of the steps the organization is taking to respond to the challenge of tourism sustain its responsible growth through innovative practices aiming at reducing its negative impact.