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Report of the Secretary-General

Part I: Current situation and activities

(e) Implementation of the general programme of work for 2014-2015

Contents

Please recycle

I.   Introduction

1.   This report presents the activities undertaken by the Organization during the first quarter of 2014. It is presented along the Organization's two strategic objectives: **competitiveness** and **sustainability**.

II.   Competitiveness

A.   Events

2.   *Fourteenth meeting - Committee on Statistics and the Tourism Satellite Account* (UNWTO Headquarters, Madrid, Spain, 14 January 2014). The report of the Committee is annexed to the present document, both for the 13th (July 2013) and 14th meetings.

3.   *VII Tourism Leadership Forum of EXCELTUR: Tourism, a Key Driver to Support the Country Brand* (FITUR Madrid, Spain, 21 January 2014): UNWTO joined the Alliance for Excellence in Tourism (EXCELTUR) in organizing this forum, which gathered tourism leaders from the public and the private sector worldwide and aimed to raise awareness of tourism's contribution to the external reputation of a country and the development and consolidation of its welfare.

4.   The *2013 UNWTO Awards Ceremony* took place during FITUR (Madrid, Spain, 22 January 2014); the next day the *UNWTO Knowledge Network Symposium* showcased the awardees' accomplishments. The list of all finalists and awardees is annexed.

> (a)   UNWTO Ulysses Prize for Creation and Dissemination of Knowledge: Dr. Tej Vir Singh
>
> (b)   UNWTO Award for Lifetime Achievement: Mr. Richard Quest
>
> (c)   UNWTO Ulysses Awards for Innovation in Tourism:
>
> > (i)   *Public Policy and Governance*: Responsible Tourism Project at Kumarakom, Department of Tourism, Government of Kerala, India
> >
> > (ii)   *Enterprises*: Arromanches 1944, Biplan, France
> >
> > (iii)   *Non-Governmental Organizations*: From Charity to Social Entrepreneurship, Borneo Ecotourism Solutions and Technologies (BEST) Society, Malaysia
> >
> > (iv)   *Research and Technology*: 3D AR Visual Portal, DSP Studio & Momentum Studio, Croatia

5.   *FITUR Green 2014 – Innovative and Sustainable Management: A Commitment to the Tourist* (FITUR Madrid, Spain, 22 -24 January 2014): Organized by the Instituto Tecnológico Hotelero (ITH), UNWTO and FITUR in collaboration with the Habitat Futura Group, FITUR Green examined the role of organizations, companies, government agencies and tourists in the creation, development and growth of sustainable tourism destinations. UNWTO participation at FITUR Green included roundtables on the topics of Innovation for Sustainable Tourism and Sustainability and Competitiveness, as well as the presentation of the project "Towards Zero Energy Hotels".

6.   Visa facilitation and air connectivity are key areas to address in order to fully seize Africa's steadily rising tourism performance and foster sustainable development in the region, concluded the *5th*

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Investment and Tourism Business Forum for Africa (INVESTOUR), an initiative held every year on the occasion of FITUR (Madrid, Spain, 23 January 2014).

7.   *Ministerial Discussion Forum on the Future of Tourism in the MENA Region* (FITUR Madrid, Spain, 23 January 2014): Organized jointly by UNWTO and Casa Árabe, the Forum focused on future prospects of Tourism in the Middle East and North Africa, as well as on strategies and measures to accelerate and consolidate tourism recovery, sustain growth, boost competitiveness and promote investment in the region.

8.   At the *21st Anniversary of SATTE* (South Asia's major fair organized by UBM - UNWTO Affiliate Member) UNWTO coordinated a series of thematic sessions that focused on Tourism 2030, global marketing for ecotourism, and a high-level panel discussion on tourism for development (29-31 January 2014, New Delhi, India).

9.   *4th Silk Road Ministers' Meeting on Visa Facilitation* (ITB, Berlin, Germany, 5 March 2014): The Meeting brought together Ministers of Tourism and high officials from 23 countries to discuss how to advance visa facilitation on the Silk Road in 2014-2015 and beyond. At the meeting, which was attended by over 100 delegates, UNWTO released a new visa openness report on the Silk Road countries.

10.   Presentation of the *UNWTO prototype Madrid Precious Time* (ITB, Berlin, Germany, 5 March 2014): This is a pioneering project developed by the UNWTO Affiliate Members to promote innovative strategies of product development in cities. The project aims to create new and more specialized products with high added value, addressing niche markets and upgrading the quality of the visitor experience.

11.   *3rd Silk Road Tour Operators' Forum* (ITB, Berlin, Germany, 6 March 2014): This year's Tour Operators' Forum was dedicated to the flourishing Asian section of the Silk Road. Aimed at tourism stakeholders active throughout the historic routes, the Forum assessed the performance and profile of some of the destinations driving the region's growth, and provided a business platform for approximately 80 outbound and inbound operators to network and build partnerships. Additionally, as part of UNWTO's ongoing promotion of the Silk Road at ITB Berlin, two Globe Trekker episodes on the Silk Road, the result of a joint collaboration between UNWTO and Pilot Productions, were screened daily at the ITB Cinema.

12.   *Seminar on IT Technologies and Innovative Marketing Tools in the Modern Tourism Industry* (Moscow, Russian Federation, 17 March 2014), organized by the Federal Agency for Tourism of the Russian Federation in cooperation with UNWTO. The event showcased the importance of the technological development in travel and tourism and how tourism destinations adopted IT Technologies to position themselves in the global tourism map.

B.   **Publications**

13.   *UNWTO World Tourism Barometer and Statistical Annex*, Volume 12:

(a)   January 2014: This issue presents full year results for international tourism in 2013 based on preliminary data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from and expenditure on international tourism for the first part of 2013. Furthermore, this issue includes an outlook for 2014 based on current trends and the assessment by the UNWTO Panel of Tourism Experts.

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(b) March 2014: This issue include a comprehensive analysis of the 2013 international tourism receipts, as well as the top destinations by international tourist arrivals and receipts, and top source markets by international tourism expenditure. It also offers an overview of air transport and hotel performance. Furthermore, preliminary results are included for international tourism in the first months of 2014.

14. The report *Tourism Visa Openness Report for the Silk Road Countries*, available in English and Russian, presents a global vision of travel facilitation in the world, complemented by a specific analysis of this important issue along the Silk Road.

15. March 2014: **WTM Social Media Report – The Silk Road**: As a follow-up to *The Social Silk Road*, a social media event organized by UNWTO and Travel Perspective at WTM London 2013, this online report focuses on the social media permeation of the Silk Road countries.

16. The ***UNWTO-WTTC Report on the Impact of Visa Facilitation in ASEAN Member States***: The report supports the efforts of further advancing visa facilitation as a powerful instrument of regional integration and socio-economic development and concludes with a presentation of case studies of visa policy changes from the region.

17. Deriving from the most comprehensive statistical database available on the tourism sector, the ***Compendium of Tourism Statistics - 2014 Edition*** provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. It presents data for 203 countries from 2008 to 2012, with methodological notes in English, French and Spanish.

18. ***The Yearbook of Tourism Statistics - 2014 Edition*** complements the Compendium and focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. It presents data for 197 countries from 2008 to 2012, with methodological notes in English, French and Spanish.

19. ***Chinese Outbound Travel to the Middle East and North Africa***: This study looks into Chinese travel preferences and destination choices, their perceptions of MENA countries and their travel behaviour, while providing recommendations on how to market MENA destinations in the Chinese market in view of the main travel trends of China.

20. ***Handbook on E-marketing for Tourism Destinations – Fully revised and extended version 3.0***: The Handbook is part of the UNWTO/ETC joint research programme and provides practical information on latest trends and developments in mobile marketing and social media, as well as detailed insight into the measurement of effective e-marketing strategies using the latest technologies.

21. ***Tourism Legislation in the Americas***: This publication, available only in Spanish, compiles tourism legislation from 19 countries of the Americas. It provides an overview of the concepts, visions, actors, promotional criteria as well as the rights and obligations of tourists and the different public and private organizations in the sector.

22. ***Tourism management and promotion in the Americas***: State participation through National Tourism Administrations (NTAs) has been central to the evolution, management and consolidation of the tourism sector. The study, available only in Spanish, shows how NTAs are organized, their objectives and priorities, and the promotion mechanisms they use.

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23. ***Tourism and New Technologies***: The dynamism of travel and tourism is partly explained by the change in the profile of tourists and by the use of new information and communications media, such as the Internet, social networks and television. This publication, available in Spanish and English, brings together the views expressed by different experts on the subject at the seminar held in San Jose, Costa Rica, in 2013.

24. ***Affiliate Members Regional Report, Volume III: Working Together in Europe – A Shared Leadership***: The report, which included the valuable contribution of 43 European countries and major Affiliate Members, presents a highly valuable and up-to-date regional analysis of the tourism sector throughout Europe. It reflects theirs assessment on key current and short-term trends, market development priorities, public-private cooperation initiatives, investment ambitions in hard and soft infrastructure, modalities for cooperation and the role that UNWTO can play in these collaborative endeavours.

C. Initiatives

25. ***VeRoTour Project***: UNWTO established a new partnership with the Council of Europe Venice Office and the Veneto Region of Italy to develop a pilot maritime tourism initiative along the Venetian routes of the Silk Road. The project aims to develop transnational thematic tourism products, and enhance competitiveness and sustainability along the western link of the Silk Road.

26. ***QUEST***: Upon the request of a number of Member States and Affiliate Members, the Secretary-General decided to revitalize the certification initiative through a revised format, methodology and brand. A Think Tank of destination management professionals was held in Madrid in 2013 to outline the context and principles of the new initiative, now called QUEST. More details on QUEST are annexed to this report.

III. Sustainability

A. Events

27. ***International Seminar on Tourism Destinations Management in Cultural Heritage Sites*** (Santo Domingo, Dominican Republic, 17-18 February 2014): The Seminar gathered an extensive compendium of case studies and good practices mainly from the Americas Region and offered information on governmental actions, public-private partnerships and community initiatives.

28. ***Tourism as a Key Sector for Development in Island States*** (Nassau, Bahamas, 19-20 February 2014): The Conference built up on the conclusions of the Conference on Sustainable Development of Tourism in Islands held in Reunion Island in September 2013 and served as guidance to National Tourism Authorities and the international community as an input to the Third International Conference on SIDS, scheduled to convene in September 2014, in Samoa.

29. ***13th meeting of the World Committee on Tourism Ethics*** (WCTE) and first meeting of the body with its new composition (Madrid, Spain, 26 February 2014): The Committee set up its priorities for the coming four years, including the following areas of action (a) preventing the exploitation of children in all its forms; (b) combating trafficking related to tourism; (c) curbing poaching and the illegal trading of wildlife; (d) securing accessible tourism for all; (e) promoting fair models of all inclusive holidays; and (f) discouraging unfounded ratings on travel portals which may impact the reputation of companies and destinations.

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30.   Launch of the **UNWTO/UNODC/UNESCO Anti-trafficking Campaign: Your actions count – help fight trafficking!** (ITB, Berlin, Germany, 5 March 2014): UNWTO, the United Nations Office on Drugs and Crime (UNODC) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) have joined forces to engage tourists in the global fight against the illicit trafficking involving human beings, wildlife and fauna, cultural artefacts, drugs and counterfeit goods. Campaign website: www.bearesponsibletraveller.org

31.   **UNWTO/UNESCO Silk Road Heritage Corridors Meeting** (ITB Berlin, Germany 5 March 2014) UNWTO and UNESCO launched the project's *Roadmap for Development* together with Ministers and Deputy Ministers of the five countries involved—China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan—and planned ongoing activity in the lead-up to a possible Serial Nomination of two Silk Road Heritage Corridors on the World Heritage List in 2014.

32.   **UNWTO African Tourism Ministers' Meeting on Anti-Poaching** (ITB, Berlin, Germany, 6 March 2014): The growing threat posed by poaching on wildlife and the tourism sector in Africa and how to jointly address this issue from the tourism sector side was the focus of the UNWTO African Tourism Ministers' Meeting.

33.   **29th Meeting of the World Tourism Network on Child Protection** (ITB, Berlin, Germany, 7 March 2014): This year's Special Session focused on media partnerships. Some of the topics discussed included cooperation formats between the media and tourism stakeholders, ethical challenges in reporting on children and youth, and the media's contribution to curbing child exploitation in tourism. The reporting session served, as usual, as an open platform for exchanging good practices.

34.   **Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism**: To date, 242 tourism enterprises and associations spread over 34 countries across the world have pledged to promote and implement the Global Code of Ethics for Tourism by signing the Private Sector Commitment.

B.   Publications

35.   **International Handbook on Tourism and Peace**: Launched by UNWTO and the University of Klagenfurt, with the support of the Government of Austria, the Handbook offers a comprehensive collection of perspectives on tourism and peace from leading international specialists with topics ranging from sustainable development and conflict resolution to eco-tourism and heritage preservation and includes several case studies.

36.   The **Manual on Accessible Tourism for All: Public-Private Partnerships and Good Practices** is the first UNWTO technical publication in the field of accessible tourism, which has been co-produced with the Spanish ACS Foundation. It features the inclusion of both cultural and natural heritage assets into the accessible tourism value chain as well as the technical knowledge necessary for making tourism infrastructures and attractions accessible. The publication is currently available in Spanish and in electronic format only.

37.   **15 years of the UNWTO World Tourism Network on Child Protection: A Compilation of Good Practices**: The 15th anniversary of the UNWTO World Tourism Network on Child Protection was marked by this publication, which demonstrates the variety of strategies and actions that have been taken around the world to protect children from exploitation in tourism. The 16 initiatives featured in the compilation were selected from more than 170 presentations and reports delivered at Network meetings since 1997.

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IV.   Institutional strengthening of technical committees

38.   A proposal to redefine the names, mandates, composition and modus operandi of the technical committees was submitted by the Secretary-General to the Executive Council at its 95th session (Serbia, May 2013) (see document CE/95/3(I)(e)). Such proposal was approved by the Council.

39.   The renewed Committees, namely the Committee on Tourism and Competitiveness (CTC) and the Committee on Tourism and Sustainability (CTS), include new features, as stated in the Rules of Procedure[1] also approved by the Executive Council at its 96th session (Victoria Falls, Zimbabwe, 25 August 2013). No change was made with regard to the Committee on Statistics and the Tourism Satellite Account (CSTSA). The reports of the three technical committees are annexed to this document.

V.   Actions to be taken by the Executive Council

40.   The Executive Council is requested:

(a)   To take note of the report;

(b)   To approve the proposals by the technical committees' members that:

(i)   Chairs of the Committee on Tourism and Competitiveness (CTC), the Committee on tourism and Sustainability (CTS) and the Committee on Statistics and the Tourism Satellite Account (CSTSA) attend PBC meetings as observers; and

(ii)   Observers of the CTC and the CTS participate in the online work of their respective committees; and

(c)   To endorse the list of invited participants for the CTC and the CTS.

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[1] See Document CE/96/2(i)

Annex I. UNWTO/QUEST: A performance certification system for destination management organizations (DMOs)

I. Background and rationale:

1. The UNWTO SBest initiative which was launched in 2006 by the UNWTO.Themis Foundation with the aim of improving the quality assurance of the Destination Management Organizations became non-operational in 2008 due to in-house structural changes.

2. Upon the request of a number of Member States and Affiliate Members, the Secretary-General decided to revitalize the certification initiative through a revised format, methodology and brand.

3. A Think Tank of destination management professionals was held in Madrid in 2013 to outline the context and principles of the new initiative, now called QUEST.

II. Mission:

4. The mandate is to provide and implement a performance assessment, certification and advancement system for DMOs which:

   (a) Evaluates the quality and effectiveness of the DMOs' performance,

   (b) Assists the DMOs, through technical support and capacity building, to improve their performance, and

   (c) Recognizes through certification DMOs' quality and effectiveness when UNWTO standards are met.

III. Implementation process:

5. QUEST will be self-financing and the UNWTO.Themis Foundation will act as the implementing agency.

6. Success criteria and indicators will be elaborated by a technical advisory group, represented by an even geographical distribution of UNWTO Full and Affiliate Members assigned by the Secretary-General.

7. Partnerships with similar certification/accreditation systems at international level will be considered.

8. A detailed work plan is being drafted by UNWTO Secretariat and the UNWTO.Themis Foundation for developing, promoting and implementing QUEST.

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Annex II. Report of the Committee on Tourism and Competitiveness

I.   Background and rationale:

1.   The Organization established a Committee on Market and Competitiveness in June 2007, with the aim of replacing the former two technical committees: the Market Intelligence and Promotion Committee (MIPC) and the Quality Support and Trade Committee (QSTC).

2.   A proposal to redefine name, mandate, composition and modus operandi for the Committee on Tourism and Competitiveness (CTC) was submitted by the Secretary-General to the Executive Council at its 95th session (Serbia, May 2013) (document CE/95/3(I)(e)). The proposal was approved by the Council.

3.   The renewed Committee has the same composition of Full, Associate and Affiliate Members as the previous Committee, but it includes new features, as stated in the Rules of Procedure[2] also approved by the Executive Council at its 96th session (Victoria Falls, Zimbabwe, 25 August 2013).

4.   The CTC held its **first meeting, in Victoria Falls, Zimbabwe, on 25 August 2013**. The list of participants is hereby indicated in the present Annex. The deliberations of the 1st session of the CTC mainly focused on the mandate, composition and possible work areas.

II.   Election of the Chair and the Vice-Chair:

5.   As stated in its Rules of Procedure, CTC members must elect a chair and a vice-chair. Nevertheless, during the first meeting of CTC, the quorum to proceed with the voting process was not reached and therefore the Secretariat made the proposal to conduct such vote by mail at a later stage. This proposal was approved by the members present.

6.   On 17 September 2013, the members of the CTC were invited to submit their candidatures as Chair and Vice-Chair. Only Mexico presented its candidature and therefore became the first Chair of the CTC. For the Vice-Chair position, no candidature was presented to the Secretariat within the given period of time and hence the Secretariat proposed to the CTC to begin working within this configuration.

III.   Work of the Committee – recommendations and key principles:

7.   During the first meeting, the key principles in relation with the work priorities of the Committee were recalled:

(a) The Committee supports the Organization in fulfilling its normative role,

(b)   The Committee provides a dialogue mechanism between the public and private tourism stakeholders and the academia within a coherent framework to give guidance in building and strengthening tourism competitiveness policies and strategies.

(c) The Committee makes reference to the existing and ongoing work of the UNWTO and other collaborating organizations/entities to bring efforts together, build synergies and strategic alignments in the harmonization of related activities. The process will ensure consistency and consensus in the delivery of the outputs and reinforce the official position of the Organization.

(d) Full Members of the Committee represent their regions.

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[2] See document CE/96/2(i)

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8.   It was suggested that the UNWTO strengthen coordination with the "ISO Technical Committee 228 on Tourism Related Services" in formulating basic norms and standards for the tourism sector.

9.   Members made the following recommendations on the Committee's modus operandi and possible future activities:

(a) The work of the CTC should be linked with the Programme and Budget Committee (PBC). In that regard, it is recommended that the Chair of the CTC participate in the meetings of the PBC.

(b) "Quality" must be considered as a key priority area, including in "human resources".

10.   Members who attended the first CTC meeting as "observers" requested to actively participate in and collaborate with the tasks of the Committee. This request is presently being submitted to the Council for approval.

11.   Following the first meeting of the CTC, further contributions were presented by Croatia and Mexico (Chair). The proposals mainly focus on the formulation of priority activities.

IV.   Priority activities of the Committee:

12.   **Assess the state of knowledge** on the existing data, tools and initiatives at national and international levels on the basic concept of "tourism competitiveness" and identify its **key determinants**.

Assessment process may include inter alia:

(a)   Collecting and analysing available information so as to define a conceptual framework of "tourism competitiveness".

(b)   Establishing a baseline understanding and consensus on the key determinants of tourism competitiveness.

13.   **Identify, harmonize and develop** concepts, models and definitions regarding the **key qualitative factors** of tourism competitiveness.

This process may include inter alia:

(a)   Collecting and analysing information and data on the conceptual framework and/or working definitions used in the tourism value chain, such as governance, innovation, quality and tourism types/products.

(b)   Drafting definitions as well as recommendations for different purposes such as measuring, labelling and benchmarking.

(c)   Acting as a platform to collect and disseminate practices which are directly related with the priority activities of the Committee.

14.   Support the UNWTO Secretariat in drafting technical guidance so as to enable the tourism destinations to develop their competitiveness indicators.

V.   Invited participants:

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15.   As stipulated in the Rules of Procedure of the Committee, entities and individuals may be invited to participate in the activities of the Committee on an ad hoc basis. A list of invited participants herein is submitted by the UNWTO Secretary-General to the Executive Council for approval:

(a) AENOR: Spanish Association for Standardisation and Certification

(b) IH&RA (International Hotel and Restaurant Association)

(c) INRouTe (The International Network on Regional Economics, Mobility and Tourism)

(d) Prof. Geoffrey I. Crouch (La Trobe Business School, Melbourne, Australia)

(e) Adventure Travel Trade Association (USA)

VI.   List of participants of the first CTC meeting (Victoria Falls, Zimbabwe, 25 August 2013):

Full Members	
Croatia	Ms. Blanka Belošević Head of sector for International Cooperation Ministry of Tourism
Mexico	Ms. Jimena Gómez Pazos Chief of Staff to the Minister Secretariat of Tourism Mr. Javier Esteban Guillermo Molina International Affairs Advisor Secretariat of Tourism
Sultanate of Oman	Mr. Adih Albusaidi Adviser of Tourism Affairs Ministry of Tourism Mr. Adnan Salah Al Hammadi Manager of International Corporation Ministry of Tourism Mr. Salim Omar Tourism Affairs Researcher Mr. Sami Saleh Alsalhi
Uruguay	Mr. Daniel Castillos Ambassador in South Africa Mr. Ramón de Isequilla

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Observers	
Mali	Mr. Ba Moctar Director of the Tourism Office in Mopti
Morocco	Mr. Tarik Sadik Director of Strategy and Cooperation Ministry of Tourism
Zambia	Mr. Victor Inambwae General Manager Tourism Council of Zambia
UNWTO	
	Mr. Taleb Rifai Secretary-General Mr. Márcio Favilla Executive Director for Competitiveness, External Relations and Partnerships Mr. Dirk Glaesser Acting Director for the Sustainable Development of Tourism Programme Mr. Philippe Lemaistre Coordinator, Programme and Coordination

VII. Virtual meeting

16. The second meeting of the CTC was held virtually on 27 March 2014 in accordance with the modus operandi set in the rules of procedure of the Committee. The content of parts III, IV and V of the present report was debated and consensus was reached. The Secretariat will inform the Executive Council on the results of the future meetings of the Committee. The participants of this virtual meeting are listed below.

Mexico (Chair)	• Mr. Ernesto Bartolucci Blanco Director General del Instituto Competitividad Turística SECTUR • Mr. Javier Esteban Guillermo Molina Asesor de Asuntos y Cooperación Internacionales SECTUR
Croatia	• Ms. Blanka Belosevic Head of Sector for International Cooperation Ministry of Tourism
Tunisia	• Mr. Souheil Chaabanne, Direction Marketing et Communication:
Flanders (Belgium) (Associate Members' Rep.)	• Ms. Christel Leys Policy Tourism Officer Policy Division - Tourism Unit Flemish Department of Foreign Affairs

(Affiliate Members' Rep.)	• Mr. Guillermo Anivarro Director de Normalización Instituto para la Calidad Turística Española (ICTE) • Ms.. Teresa Almansilla Asistente Instituto para la Calidad Turística Española (ICTE)

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Annex III. Report of the Committee on Tourism and Sustainability

I.   Background and rationale:

1.   In 1999, the Organization replaced the technical Committee on Environment with the Sustainable Development of Tourism Committee (SDT) with the aim of monitoring the implementation of the programme of work under "Sustainable Development of Tourism", assisting the Secretariat in the said implementation and reporting and making its recommendations to the Executive Council.

2.   This restructured Committee held its first meeting in Costa Rica in January 2000 and its sixth and last meeting in Greece in June 2008.

3.   A proposal to re-define name, mandate, composition and modus operandi for the Committee on Tourism and Sustainability (CTS) was submitted by the Secretary-General to the Executive Council in its 95th session (Serbia, May 2013) (Document CE/95/3(I)(e)). Such proposal was approved by the Council.

4.   The renewed committee has the same composition of Full, Associate and Affiliate Members as the previous committee, but it includes new features, as stated in the Rules of Procedure[3] also approved by the Executive Council at its 96th session (Victoria Falls, Zimbabwe, 25 August 2013).

5.   The CTS held its **first meeting, in Victoria Falls, Zimbabwe, on 25 August 2013**. The list of participants is hereby indicated in the present Annex. The deliberations of the 1st session of the CTS focused mainly on the normative role of the Committee as well as on the new rules of procedure, composition and possible work areas.

II.   Election of the Chair and the Vice-Chair:

6.   As stated in its Rules of Procedure, CTS Members must elect a chair and a vice-chair. Nevertheless, during the first meeting of CTS, the quorum to proceed with the voting process was not reached and therefore the Secretariat made the proposal to conduct such vote by mail at a later stage. This proposal was approved by the members present at the meeting.

7.   On 26 September 2013, the members of the CTS were invited to submit their candidatures as Chair and Vice Chair. Two countries, *Bahamas* and *Iraq* presented their candidatures to the position of **Chair** and only *Israel* presented its candidature to the position of the *Vice-Chair*.

8.   As the quorum for election was not reached by the deadline of 8 November2013, the Secretariat, through a communication to its Members, dated 15 November 2013, informed therefore the members of the CTS about its decision to extend the deadline for submission of votes until the 29 November 2013.

9.   On 3 December 2013, the Election Committee, composed of three UNWTO Officials, met to oversee and verify the validity of the 8 votes received from Member States by the deadline, one abstention having been received. .

10.   On 5 December 2013, the Secretariat informed its Members that Bahamas and Israel had been elected as Chair and Vice-Chair of the Committee, respectively.

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[3] See Document CE/96/2(i)

III. Work of the Committee – key principles:

11. The areas of work of the CTS aim at: (a) advancing the sustainable development and management of tourism, and (b) focusing especially on the generation of social, economic and cultural benefits at tourism destinations, while minimizing the negative impacts upon the natural or socio-cultural environments.

12. As a body with an advisory and consultative role, this Committee is meant to be the first step of a validation process that channels technical outputs referring to principles, policies, practices and processes -such as guidelines, definitions, criteria and standards- to the Executive Council, for adoption. It will also serve as a consultation mechanism to examine proposals for the development of policies on tourism and sustainability at the international level.

13. Members made the following recommendations on the Committee's *modus operandi* and possible future activities:

    (a) The work of the technical committee should be linked with the Programme and Budget Committee (PBC). E.g. Chair of CTS can participate in the meetings of the PBC;

    (b) "There is a huge variety of criteria for sustainability in tourism. Simplification is required in order for tourism stakeholders (DMOs, operators, etc.) to have a clear idea on the basics;

    (c) We are not working in a vacuum. We have to join efforts within existing systems and organization. We should focus on synergies and consensus-building.

14. Members who attended the first CTS meeting as "observers" requested to actively participate in and collaborate with the tasks of the Committee. This request is presently being submitted to the Council for approval.

15. Following the first meeting of the CTS, further contributions were presented by Israel (Vice-Chair).The proposals focused mainly on the "Development and management of a national sustainable tourism programme" and on "How to raise the customer awareness and enthusiasm to consume sustainable tourism services".

16. The second meeting (1st virtual) of the Committee took place, with the participation of the UNWTO Secretary-General, on Friday, 21 March, 2014, in accordance with the modus operandi set in the rules of procedure of the Committee. The meeting's discussion will be reflected in the next report on the activities of the CTS to the Executive Council.

IV. List of participants of the first CTS meeting (Victoria Falls, Zimbabwe, 25 August 2013):

Full Members	
Bahamas	Mr. Earlston McPhee Director, Sustainable Tourism Planning Ministry of Tourism

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Iraq	Mr. Mahmood Mousa Director-General Ministry of Tourism and Antiquities Mr. Bahaa Al-Mayahi Senior-Advisor Ministry of Tourism and Antiquities
Israel	Mr. Gideon Snir Senior Deputy Director General Strategy & policy, Administrations & Human Resources
Serbia	Mr. George Lukic Head of Mission in Lusaka Embassy of Serbia in Zambia
Affiliate Members	
	Mr. Georgios Drakopoulos Director General SETE
Observers	
Madagascar	H.E. Mr. Jean Max Rakotomamonjy Minister of Tourism Ministry of Tourism
Mali	Mr. Ba Moctar Director of the Tourism Office in Mopti
Mexico	Ms. Jimena Gómez Pazos Chief of Staff to the Minister Secretariat of Tourism Mr. Javier Esteban Guillermo Molina International Affairs Advisor Secretariat of Tourism
Morocco	Mr. Tarik Sadik Director of Strategy and Cooperation Ministry of Tourism
Norway	Ms. Anita Blomberg Head of Section Quality Mark

Zambia	Mr. Felix Mulenga Chairman Tourism Council of Zambia Mr. Victor Inambwae General Manager Tourism Council of Zambia
International Organizations	
	Ms. Gertrude Matsika Officer in Charge United Nations Entity for Gender Equality and the Empowerment of Women UN Women
UNWTO	
	Mr. Taleb Rifai Secretary-General Mr. Márcio Favilla Executive Director for Competitiveness, External Relations and Partnerships Mr. Luigi Cabrini Director-Advisor of the Secretary-General on Sustainability Mr. Dirk Glaesser Acting Director, Sustainable Development of Tourism Programme Mr. Philippe Lemaistre Coordinator, Programme and Coordination

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Annex IV. Report of the Committee on Statistics and the Tourism Satellite Account

A.   Thirteenth meeting

Committee on Statistics and Tourism Satellite Account
UNWTO Headquarters, Madrid, Spain
1-2 July 2013

1.   The UNWTO Secretary-General opened the meeting and warmly thanked all participants for their commitment to the Committee, followed by the Executive Director for Competitiveness, External Relations and Partnerships who stressed the strategic importance of tourism statistics.

2.   The UNWTO Secretariat briefly explained the purpose of the Committee as a subsidiary advisory body of the UNWTO Executive Council. It acts mainly in the area of international tourism statistics recommendations and to promote international comparability of tourism statistics.

3.   UNWTO gave a brief overview of the current draft of the International Recommendations for Tourism Statistics (IRTS 2008) Compilation Guide. UNWTO outlined the work plan for the compilation guide, in particular how and when missing chapters will be drafted and how the ongoing work is developed through a consultative process in coordination with the UN Statistical Division and in preparation to the next session of the UN Statistical Commission (UNSC).

   a.   The Committee adopted the work plan and its timeline for submitting the compilation guide to the UN Statistical Commission.

   b.   The general discussion of the Compilation Guide on tourism statistics highlighted that the current document focuses on the national level and addresses core compilation issues of the recommendations detailed in the IRTS 2008. Issues that are currently not addressed in the IRTS 2008 or only mentioned for future work and extension, like the sub-national measurement of tourism, FDI in tourism, or Tourism Satellite Account, are not part of the compilation guide.

   c.   However, the Compilation Guide is intended to be a "living document", meaning that these topics can be added to the extended and online version of the Compilation Guide once the UN Statistical Commission has taken note of the final document. The UNSD representative explained that once the UNSC takes note of a document, it becomes an official UN document.

4.   Some members raised the concern that some countries do not apply the IRTS 2008 and how UNWTO can deal with this type of situation.

5.   There was a wide agreement amongst Committee members that the Compilation Guide should:

   a.   be rooted in the IRTS 2008, which is the main reference to provide comparable international statistics on tourism, and should clearly convey its objectives;

   b.   be consistent with other relevant compilation guides;

   c.   be written in an easy-to-understand style;

d. make more structural use of case studies and practical examples (for example, on how some common challenges can be overcome); and

e. incorporate, as much as possible, diagrams, graphs, tables, numerical examples, and present templates for end-user tables.

6. The ensuing discussion of the IRTS Compilation Guide chapters mainly emphasized the importance of:

a. giving the institutional arrangements and the governance issue a clear and visible place;

b. clarifying further the different possible ways of operationalizing the concepts presented in the IRTS 2008. The sequence from IRTS 2008 recommendation to implementation alternatives in practice to country examples should be clear. If possible, a preferred option could be mentioned whilst always explaining that this can vary according to some specified influences; and

c. better explaining survey techniques and methods so that even a non-expert audience can understand.

7. The UNWTO Secretariat will upload the current draft of the Compilation Guide on the online consultation platform and include as far as possible comments and suggestions raised during the Committee meeting. Participants will be informed by e-mail about the start of the consultation process.

8. UNWTO Secretariat briefly reported on past activities and future intentions for the programme of work:

a. "Training the trainers" workshop (held in January 2013);

b. A meeting of the Technical Advisory Board (TAB) took place before the Committee meeting. The TAB has not meet for two years and the UNWTO Secretariat would like to reinforce its role to support and advice UNWTO in relation to its programme of work. A review of the TAB is foreseen for 2014/2015;

c. Launch of UNWTO "issues paper" series in September 2013 and call for new papers/interested authors;

d. UNWTO workshop to be held in Japan in November 2014 back to back to the OECD/Eurostat global forum on tourism statistics;

e. UNWTO event on evidence-based policy in tourism-related employment in Malaga, Spain on 19-20 November 2013;

f. Planning of a future UNWTO conference on tourism statistics: "decision-in-principle";

g. Open a discussion around the topic of linking sustainability and tourism and "indicators for the post-2015 development agenda" and "broader measures of progress";

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h. Open discussion for future areas of work: measuring gross fixed capital formation, international investment in tourism (FDI, etc.), tourism collective consumption;

i. The work by INRouTe on the sub-national measurement and analysis of tourism was presented;

j. Open discussion on working methods and the dissemination/communication of statistics: online tools and forums for exchange of information, data visualization, presentation of data.

9. Members agreed that Brazil will continue as interim chair until a new chair is elected during the next session (tentative dates: 14-15 January 2014).

10. Items for information include a number of presentations that are available on the UNWTO website (http://statistics.unwto.org/en/event/thirteenth-meeting-committee-statistics-and-tourism-satellite-account).

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B.   Fourteenth meeting

Committee on Statistics and Tourism Satellite Account
UNWTO Headquarters, Madrid, Spain
14-15 January 2014

Election of a new chair and vice-chair of the UNWTO Committee on Statistics and TSA

The new Chair (Spain) and new Vice-Chair (Georgia) were elected by acclamation

IRTS 2008 Compilation Guide

The UNWTO Committee on Statistics and TSA considers that the final draft of the *International Recommendations on Tourism Statistics (IRTS) 2008 Compilation Guide* is of adequate quality and scope to be submitted to the UN Statistical Commission in order to be approved in March 2014.

UNWTO submitted the IRTS 2008 Compilation Guide as a background document to the 45th Session of the UN Statistical Commission: Item 4 (j) of the provisional agenda. Once the IRTS 2008 Compilation Guide is endorsed by the UN Statistical Commission it becomes an official UN document[4].

UNWTO's IRTS 2008 Compilation Guide is part of the implementation plan that the UN Statistics Division and UNWTO are jointly presenting in their report to the UN Statistical Commission.

The UNWTO Committee on Statistics and TSA agreed that additional material and information should be added in the future to an extended version of the IRTS 2008 Compilation Guide. And the main concern for UNWTO still is on how to implement and provide guidance regarding IRTS 2008.

The Compilation Guide is structured similarly to the IRTS 2008 and provides extensive explanations and country examples of typical compilation issues, as follows:

- Chapter 1 discusses how the System of Tourism Statistics (STS) has been designed, describing the basic information framework developed to promote the international comparability of tourism statistics, and introduces the importance of institutional aspects for developing a STS.
- Chapter 2 provides a general overview of the demand-oriented conceptual framework of IRTS 2008, and the key concepts in the context of related observation issues.
- Chapter 3 describes issues that arise in measuring visitor flows and in observing their characteristics, the processes that countries can follow in doing so, and the ensuing basic data and indicators.
- Chapter 4 focuses on tourism expenditure, describing the measurement issues, the measurement instruments available, and the ensuing basic expenditure data and indicators.
- Chapter 5 discusses the classifications used in tourism statistics, in particular those related to products and activities.
- Chapter 6 describes the measurement of tourism supply in different forms of accommodation and also briefly discusses tourism supply from transport service providers, food and beverage service providers, and travel and reservation agencies.

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[4] Subsequent to the 14th meeting of the UNWTO Committee on Statistics and TSA, the United Nations Statistical Commission took note of the IRTS 2008 Compilation Guide in its 45th session on 4-7 March 2014.

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- Chapter 7 focuses on employment and describes the concepts, definitions, basic categories and indicators of employment in the tourism industries from both a labour and an industry statistics perspective.
- Chapter 8 covers a number of cross-cutting topics which are relevant to the tourism statistics production process and meeting user needs, including quality management, the compilation of metadata, data dissemination and institutional aspects.

Additional information on compilation issues is provided in four annexes.

Monitoring of IRTS 2008 implementation

The UNWTO Committee on Statistics and TSA agrees that there is an increasing need to monitor countries' implementation of the IRTS 2008.

The Committee welcomes the proposed initiative of a "compliance monitoring tool" that would serve to motivate countries to implement IRTS 2008.

UNWTO will draw on the experience with individual countries with regard to statistical assistance and capacity building workshops.

Events related to tourism statistics

The UNWTO Committee on Statistics and TSA welcomed the planned initiatives and events in the area of tourism statistics:

- UNWTO special workshop on tourism statistics: back-to-back with the OECD-Eurostat Global Forum on Tourism Statistics, under the umbrella of "Nara Tourism Statistics Week" (17-21 November 2014).

- Special session in the framework of the ISI Congress 2015

- UNWTO International Conference on Tourism Statistics (end of 2015/beginning 2016)

UNWTO data access: survey of user needs

UNWTO Committee on Statistics and TSA agrees welcomes the planned initiatives to run a survey amongst UNWTO's data users in view to improve data access.

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Annex V. Technical Cooperation Projects

Country: India

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

Duration: March 2009 – December 2014

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.

Results achieved:
- Rural tourism development guidelines and rural tourism development strategy finalized in consultation with major stakeholders and the Punjab Heritage and Tourism Promotion Board (PHTPB). The guidelines and the strategy will serve as the foundation for the development and promotion of rural tourism in the State. Once the State Government is able to obtain funding from the Central Government for one model cluster, the action plan included in the strategy would be implemented and replicated at other locations.
- Tourism awareness programmes were organized in selected schools and colleges in four major districts of the State. These included train-the-trainers programmes. All training materials were produced in English and translated into Gurumukhi (local Punjab language).
- Six tour guide training programmes at key tourism destinations of Punjab.
- Advanced technical assistance was provided to the Research and Statistics Unit of the PHTPB through revised operating and application procedures with focus on structured compilation and analysis of tourism statistics. Workshops in this regard were conducted at four different locations in the State.
- Marketing and promotion activities commenced with the finalization of a work plan for the PHTPB's participation in major trade fairs and exhibitions, organization of road shows, marketing and PR kit, formulation of a marketing action plan with annual budgets, and, production of a Marketing and Sales Manual,   and other related activities.

Country: Morocco

Project title: Establishment of a New System of Tourism Hotel Classification
Duration: June 2013 – December 2018

Objectives: In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

 • improve the quality of tourist accommodation establishments;
 • facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development;

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• adapt the classification system to the evolution and diversification of the tourist demand;
• develop a Guarantee involving regulatory standards and quality frameworks, and
• implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

Results achieved:

- Review of the existing hotel classification system and first draft of revised criteria prepared.

- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.

- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is currently ongoing. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.

- National seminar to raise awareness of the proposed revisions to the hotel criteria.

Country: Qatar

Project title: Phased Implementation of the New Tourism Strategy and Action Plan

Duration: May 2013 – ongoing (March 2014)

Objectives:

In May 2013, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan, particularly in the following areas:
- Legislation, Regulations and Institution Building
- Development and Promotion of MICE Industry
- Destination Marketing
- Statistics and TSA Development
- Human Resource Development
- Sustainable Tourism Development

Within the first implementation phase of the project, priority was given to the area of Legislation, Regulations and Institution Building. Technical support, under this area, focused on reviewing the current legislation and regulations in Qatar and drafting and enforcing regulations governing the following main tourist activities: Tourist Guides, Event Management Companies, Tour Operators, Travel Agents, Ground-Handling Agents, Theme Parks and Desert Overland Safaris/Camps and related activities in order to bring them in line with contemporary legislative standards practice in international tourism.

Results achieved: Fresh legislation/regulations and their enforcement procedures in respect of the following areas:
- Regulations and By-Laws on Desert Safari Camps and Desert Safaris
- Regulations on Tourist Guides
- Regulations and By-Laws on Travel Agents and Tourism Operators
- Regulations and By-Laws on Events, Conferences and Exhibitions

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- Regulations on Package Travel, Package Holidays and Package Tours for Outbound Travel Agents

Country: Togo

Project title: Tourism Development Management Plan

Duration: July 2013 - ongoing (June 2014)

Objectives: UNWTO, in cooperation with the United Nations Development Programme and the Government of the Republic of Togo, has initiated a project for the preparation of a tourism development and management Plan for Togo. An agreement was signed on 21 March 2013 between UNWTO and the Ministry of Tourism of Togo.

The development of this Master Plan is intended to support the Togolese government's recent decision to make tourism development of a priority in its policies. Its objective is to define a coherent framework that lays down medium- and long-term guidelines and describes programmes of action to be implemented in order to achieve the established goals.

Results achieved:

A comprehensive report on the analysis and diagnostic of the current situation of the tourism sector in Togo has been elaborated. This report includes detailed information about different areas such as tourism statistics, tourism laws and regulations, investment, education, air transport and infrastructure.

Based on the results of the first phase of the project, a number of actions for short, medium and long terms were identified, which will serve as the basis for the implementation of the second phase of the project currently underway.

Country: Uganda

Project title: Improving Policies and Regulations to Support the Development of Markets in Tourism

Duration: September 2012 – February 2014

Objectives: The Government of Uganda, in its National Development Plan 2010-2014, has identified tourism as a priority sector to promote socio-economic development in the country, foster the creation of sustainable livelihoods, and generate greater dividends in foreign exchange earnings while contributing towards the protection of Uganda's valuable and diverse cultural and natural heritage. As a result of this Plan, the Ministry of Tourism, Wildlife and Antiquities was also created in 2011 to oversee tourism policy, planning, development and management in the country. UNWTO, in collaboration with the United Nations Development Programme (UNDP), is implementing a project which provides policy and strategic guidance for tourism development in the country through the formulation of a Tourism Policy and a Tourism Development Master Plan.

Results achieved: A Tourism Policy, which provides a detailed overview of the tourism sector in Uganda, clearly defines the Government's development objectives through tourism, provides a vision for tourism in Uganda in 2024, and provides policy guidance on how to achieve the vision and national development objectives through tourism in the disciplines of tourism management and regulation, tourism planning, product development and diversification, tourism infrastructure, protection and preservation of the natural and cultural heritages, tourism markets and marketing, tourism skills and training, and financing of tourism activities.

Based on the Tourism Policy, a Tourism Development Master Plan was formulated to implement the Tourism Policy. The Master Plan was formally presented to the Government of Uganda in February 2014.

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Country: Uganda

Project title: Support for Development of Inclusive Markets for Tourism

Duration: September 2013 – December 2014

Objectives: The tourism sector is currently Uganda's fastest growing industry with an average annual growth rate of 21%. The vast majority of Uganda's poor live in rural areas and Uganda's main tourism products are also located in rural Uganda. The United Nations Development Programme (UNDP) is supporting the Government of Uganda through a project on development of inclusive markets in tourism, focusing on the participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. It aims to empower the poor to increase benefits from the tourism industry and improve their livelihoods through access to labour and markets, and increased opportunities for decent work and incomes. The project has three main outputs: development and operationalization of market linkages; development and promotion of innovative pro-poor tourism products; and, capacity building of tourism business enterprises and selected tourism support institutions.

Results achieved:

- Identification for three priority tourism development areas in rural Uganda and key market actors from the tourism sector
- Four Pro-Poor Tourism Awareness-Raising Seminars on tourism and poverty alleviation
- Four Inclusive Tourism Linkages Workshops
- Two-day training workshop on governance for the six tourism support associations in Kampala
- Identification of the priority training requirements of tourism MSMEs and design of a training programme for them
- Formulation of a strategic marketing action plan
- Identification of innovative pro-poor business models

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Annex VI. ST-EP Projects Portfolio

Introduction:

By December 2013, out of the portfolio of 107 ST-EP projects, 88 projects had already been successfully completed. The ST-EP projects are well spread around the world, with 53 projects for Africa located in 20 countries (Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Zambia and Zimbabwe) as well as in 2 sub-regions (West Africa and Southern Africa); 31 projects executed in 9 different countries in Latin America (Bolivia, Colombia, Costa Rica, Ecuador, Guatemala, Haiti, Honduras, Nicaragua and Peru) as well as in 1 sub-region (Central America); 19 projects in Asia benefiting 8 countries (Bhutan, Cambodia, China, Lao PDR, Mongolia, Nepal, Timor-Leste and Vietnam); 2 projects in Europe located in Albania; and 2 projects in the Middle East for the benefit of 2 countries (Jordan and Yemen).

During 2013, UNWTO invested a significant amount of time and resources to make pre-project preparations for new ST-EP projects and give follow-up to ongoing projects. Projects have been supported to prepare detailed work plans, formulate terms of reference for capacity building, marketing and policy development assignments, define indicators to measure results, and assess the quality of draft marketing materials and policy documents. UNWTO further actively monitors the progress of the projects, based on quarterly progress reports received from each project and selected review missions to beneficiary countries.

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Burundi	Enhancing Participation of Youth and Women in the 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 also provide support to tourism SMEs that can help generate additional local employment for youth and women. A UNWTO Themis Volunteer has been recruited to provide technical assistance to the project, and started working in Burundi in February 2014.	ST-EP Foundation
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism	ST-EP Foundation UNIDO COAST (Joint contribution)

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AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized. Preparations are being made to start the construction of small tourism facilities to be managed by local groups.	
Ghana	Savannaland Destination Tourism Programme	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 which takes the lead in carrying out marketing activities. The project has developed a website to promote the destination: www.savannatourism.com	SNV ST-EP Foundation (Partnership)
Kenya	Enhanced Market Access for Community-based Tourism Products	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. . The following activities have been carried out: competitiveness of the guiding product by facilitating a guiding accreditation qualification for guides/scouts; competitiveness of the Taita and Maasai Mara by adapting innovative marketing strategies; market access for the community tourism product; institutional framework for governance and benefit sharing for the Maasai Mara Conservancies and the Taita Taveta tourism operation; capacity of the leadership and community members to engage in conservation efforts. As a final project activity, in the first semester of 2014, 9 women groups who are producing and selling basketry and other curios receive marketing support and small matching grants to improve their businesses.	SNV ST-EP Foundation (Partnership)
	Kenya Coast Beach Management and Local Livelihoods	The project delivered a 3-month training programme covering a range of different topics including service standards, personal grooming, customer care, health and safety. The training was conducted in two ways: by hotel zone (delivering general training to beach operators working outside of specific hotels) and by trade-grouping (delivering trade specific training and capacity building to beach operators according to their trade. These training formed part of the first phase of the project and has benefited 580 beach operators. In its second phase, the project is supporting arrangements that allow for beach operators to display their wares inside the hotels' premises. The first of such successful arrangements was officially formalized through a Memorandum of Understanding (MoU) between the Travellers Beach Hotel and Club, one of the leading beach hotels in Mombasa, the Coast Beaches Curio Operators Association and the Mombasa and Coast Tourist Association. The MoU allows for 20 beach operators to display their wares	Travel Foundation ST-EP Foundation (Partnership)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		inside the Travellers Beach Hotel and Club twice a week during given hours and on a rotational basis.	
Lesotho	Kome Rural Homestays project	The project focuses on community mobilization and awareness-raising for participation in tourism. A cultural heritage route is going to be developed and promoted including the diversification of local crafts and improved production and sales of organic vegetable and fruits. Activities to improve community-based tourism within Pulane community are about to start and the following components have been planned: community mobilization and awareness raising for participation in tourism; development and promotion of cultural heritage route; diversification and enhancement of local crafts; improved production and sales of organic vegetable and fruits.	ST-EP Foundation
Mali	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was carried out 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. A website for the Mopti's craftswomen has been developed, and a handicrafts shop in Djenne has been built. The project was launched in June 2010, and successfully completed in December 2013.	AECID (Spanish Cooperation Agency)

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AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Mozambique	Human resource and SME development for the tourism sector in Inhambane province	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. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 500 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole.	Flemish Community Macau S.A.R.
	Voluntary Training and SME Development for the Tourism Sector in Maputo	The main objective of the project is to "*enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector*". The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms: 1. Employment in tourism enterprises 2. Supply of goods and services to tourism enterprises 3. Direct sales of goods and services to visitors 4. Establishment and running of tourism enterprises	Flemish Community
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women	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 are receiving financial and business development services in order to deliver goods and services to tourists and tourism enterprises. Micro projects are implemented at various sites, focusing on the construction of handicraft centres and guest rooms, and the preparation of marketing materials. Training on Hotel Management and Culinary arts is provided to 30 women. The project was launched in September 2010, and will be completed in the course of 2014. Training for rural women to get employment in medium-sized and large tourism enterprises will be given in July 2014	AECID
	Initiatives Fund for Rural Women Entrepreneurs	The project is complementary to the project above. 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. Trainings in book keeping, basic marketing, weaving, negotiation skills, and English language have been carried out. The project was launched in July 2012, and will be completed in the course of 2014 with the construction of a local craft centre managed by rural women.	Banesto Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	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 playing an active role to represent and provide product development and marketing support to the current 41 Cultural Tourism Enterprises in the country. Exchange visits have been organized and marketing materials produced. www.tanzaniaculturaltourism.com	SNV ST-EP Foundation (Partnership)
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	Cultural Centres are under construction in Mafungautsi and Mwandi villages and capacity building activities are about to commence. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the completion of the project activities in Mwandi, which is located near Livingstone.	ST-EP Foundation
Zimbabwe	Enhancing Participation of Youth and Women in Tourism	The project will collaborate with selected hotels at the Victoria Falls 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. Information has been exchanged with the Ministry about the project objectives, which will focus on the following activities: - Building capacities of women and young people to make a career in tourism enterprises at the Victoria Falls and strengthen the capacity of tourism SMEs in the area. - Identification staff members (youth and women) with low-paid jobs who have potential into better paid positions in the hotel after their training. - Tailor-made courses will be elaborated. - Support selected young and female entrepreneurs to support them through training, business advice, and small subsidies to enhance existing tourism SMEs (mainly restaurants and excursions). The TOR for a UNWTO Themis Volunteer to support the project has been prepared.	ST-EP Foundation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Costa Rica	Market Access and New Technologies for Community-based tourism	The project includes the following components: identification of technology needs for 7 local communities; purchase of computer equipment; technical assistance and capacity building for e-commerce; website design; organization of fam tour for tour operators. The project, ongoing since April 2013, has carried out the following activities: - 13 tourism sites have an internet connection; - 7 computers were purchased, one for each of the rural tourism communities; Training sessions were given on software (basic and advanced levels).	Europamundo Foundation

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AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Central America	Market Access for Rural Tourism SMEs	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 was carried out, and technical assistance to improve marketing tools and techniques as well as to develop e-commerce strategies and websites for the members of FEDECATUR and FACOT has been provided. Development of websites for the Network of Rural Tourism Accommodations and FACOT (Federation of Tour Operators) and mobile application for the Central American region were completed	ST-EP Foundation
Haiti	Linking small providers of goods and services with tourism enterprises	The project aims to strengthen the involvement of local people in the tourism supply chain in Jacmel through enhancing local employment, establishing business linkages between tourism enterprises and local producers, and diversifying the visitor offer by supporting local communities living up-country to develop new eco-tourism products. To date, tourism Inventory was conducted for the Jacmel region and the following components were planned: > Value chain analysis and training needs assessment > Product development and SME support > Capacity building The TOR for a UNWTO Themis Volunteer to support the project has been prepared, who is expected to be deployed to Haiti in the 2nd quarter of 2014.	ST-EP Foundation

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
China	Tourism and Handicraft Production in Guizhou Province	Training has been provided to handicraft producers in order to enhance the quality of products and sell them at the Tsingtao Beer Museum.	Tsingtao Brewery.Co.Ltd
Mongolia	Capacity Building for Tourism Employees	The project aims to build capacities among tourism employees and unemployed young people to make a career in the tourism sector. Based on a training needs analysis, a curriculum will be developed and arrangements will be made with local institutes to provide tourism training, especially on these subjects for which there is a clear demand from the private sector. Capacity-building activities are about to start and the following project components have been planned: > Curricula development and training for the trainers > Training courses and supply of training materials Contacts have been established with the Dutch development agency CBI to create synergies with their support activities to the tourism sector in Mongolia. In collaboration with CBI and the Ministry of Tourism a detailed project work plan is being prepared	ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	Project activities include: two training institutes in the country have been identified to deliver training for tourism employees. The project will 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. Capacity building activities are about to start and the following project components have been planned:	ST-EP Foundation Macau S.A.R. (Joint contribution)

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
		• Curricula development and training for the trainers • Training courses and internships Arrangements have been made with two local training institutes to deliver the training and final arrangements are made with the Ministry regarding their coordinating role.	

MIDDLE EAST			
Country	Project Title	Current Status and Main Results	Main Contributions
Jordan	Youth Career Initiative	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. Awareness raising activities are ongoing to promote the tourism sector as a favourable employment opportunity among local youth. Capacity building on relevant tourism skills is taking place in Amman and Aqaba for the participants selected in collaboration with the participating hotels. In June 2013, 29 participants, within this Youth Career Initiative in Amman, have graduated. This first training cycle consisted in day-to-day operations of full-service hotel; English language and computer skills; trainings and on-ground activities for civic and volunteerism engagements. A second training cycle will be organized in 2014, which will target 48 participants (with special focus on women). This new program will start with a 5-days preparation camp for the youth in order to expose them to the requirements for working in the hotel sector.	ST-EP Foundation

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Annex VII. Consulting Unit on Tourism and Biodiversity

Country: Indonesia

Project title: "Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran (STREAM)"

Duration: 1 January 2011 – 31 May 2014

Objectives: To adopt and implement an approach to low-carbon tourism development in Pangandaran by showcasing effective climate change mitigation and adaptation measures. STREAM serves as a lighthouse project to demonstrate the importance of holistic thinking and planning in the context of climate change and tourism, including the implementation of energy efficiency and renewable energy measures in tourism facilities, and the restoration of coastal ecosystem, such as mangroves and coral reefs, as carbon sinks to enhance the adaptive capacity in Pangandaran.

Results achieved at 31/03/2014:
- **Pilot interventions with Hotels and Restaurants**: 9 hotels and 2 restaurants awarded the pilot interventions for energy efficiency and renewable energy consisting of solar water heater, invertor technology air conditioning (AC) system, using hydrocarbon based AC refrigerant, LEDs and motion sensors.
- **Green Energy Concept (GEC) to link to tourism**: Development of Renewable Energy Measures at Bulaksetra (site of STREAM mangrove planting) to be part of the plan to develop Bulaksetra as a new attraction in Pangandaran, mainly for educational tourism. Technical designs were conducted by using wind and solar energy to power tourism boat, icon illumination, water pump and sprinkler system, educational interpretation system, lifeguard tower radio and communications system.
- **Mangrove rehabilitation program**: 38,000 mangroves have been planted so far, with 10,000 self-nurtured mangrove seedlings in the nursery. Sustaining the success of the Mangrove Ambassador programme, 16 schools participated with 320 students. As part of hand-over operations from STREAM to local community, most of the processes have been conducted independently by Ilalang, Local Working Group, and the teachers.
- **Development of Mangrove Tours**: The mangrove tours are already fully managed by Ilalang, a local environmental group, as the local community tour operator at Bulaksetra; commercial tourists are not only Indonesian tour groups, also few foreign individual travellers. Mangrove Pangandaran social media programme has 230 members (and growing). As a product diversification of the mangrove tour, STREAM will combine mangrove planting with bike tours through villages. 2 bamboo bike prototypes were constructed with participants from Ilalang, local woodman and carpenter, and Ikat community.
- **Coral reef rehabilitation**: A total of more than 1400 coral fragments were planted. 4 monitoring sessions were conducted jointly with BKSDA (local government for environment), and the next monitoring will be done by BKSDA independently. Coral showed a survival rate of an average 94%

New developments for 2014:
- Completion of the pilot interventions with hotels and GEC, handover to the hotels and restaurants, along with operational and maintenance training. Establishment of framework to monitor the interventions.
- Development of STREAM green tour, as the master tour integrating the achievements of STREAM as a new attraction tourism product. Establish the institutional setting (legal body council) for Babakan village to support Bulaksetra and the mangrove planting programme.
- Development of the "Practical Guidelines on Climate Change Actions in Tourism Destinations: the Case of Pangandaran", the document consisting of best practices and lessons learnt in STREAM, to be used as tool to replicate achievements of STREAM to other destinations.
- Development of the Stimulate Behavior Change Concept through rewarding schemes (rewarding guests' environmental friendly actions with vouchers for mangrove planting, and to be road tested with STREAM hotels.
- Delivery ceremony and conference of STREAM in May 2014, in Jakarta and Pangandaran.

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Country: Georgia

Project title: "Support for Georgia in the Field of Protected Area Development"

Duration: 1 March 2012 – 30 April 2014

Objectives: The aim of the project is to support the national nature protection and tourism authorities by the implementation of progressive strategies and regulations for protected area management and sustainable tourism development. It includes the following specific objectives:

1. Establishment of a network of ecosystem-based tourism products
2. Increase of the capacities of local people, park staff and tourism stakeholders for the development and operation of biodiversity-based tourism products
3. Development and implementation of marketing strategies for each conservation area for specific target groups

Results achieved at 31/03/2014:
- A consortium of partners for the implementation of the project was established involving the Georgian National Tourism Administration (GNTA), the Agency of Protected Areas of Georgia (APA), the Georgian Tourism Association (GTA) and the Centre for Biodiversity Conservation and Research (NACRES) and UNWTO.
- In consultation with partners, a set of criteria for the selection of protected areas was completed and the following areas selected for project implementation: Lagodekhi Protected Areas (Mountain ecosystem), Vashlovani National Park (semi-arid/freshwater ecosystems), Kolkheti National Park (freshwater ecosystem), Mtirala National Park (mountain ecosystem) and Tbilisi National Park (low mountain ecosystem).
- UNWTO provided detailed guiding papers to the Georgian partners for developing rapid assessments of the sites, detailed SWOT analyses, detailed data collection and site management plans.
- The planning and partial implementation of 9 biodiversity-based tourism products in the 5 Protected Areas were accomplished successfully, focussing on interpretative trails in Lagodekhi and Vashlovani, and sports-based activities in Mtirala, Kolkheti and Tbilisi National Parks (zip-line, canyoning, eco-paddling, mountain-biking).
- The marketing strategies for 4 of the protected areas have been finalized, as well as the Georgian eco-label for the branding of the 9 biodiversity-based tourism products.

New developments for 2014:
- The 9 biodiversity-based tourism products will be finalized and promoted with brochures, maps and internet presentation.
- The biodiversity-based tourism products will be presented with promotional material at the International Tourism Fair in Berlin in March 2014.
- A delivery Ceremony and Conference will be organized on 7 April 2014 with broad participation of stakeholders from Georgia and the neighbouring countries.

Regional project:

Project title: Training on Tourism and Biodiversity: Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing

Duration: 1 March 2012 – 31 July 2013

Objectives: The Training Project aimed at building capacities of governmental staff of specialized agencies from developing countries on tourism and biodiversity. The various government agencies were brought closer together by creating a knowledge sharing and an exchange of roles and responsibilities, driven by means of current political processes. Only through mutual understanding and reconciliation processes in this complex field of environmental policy, a focused and successful work

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was possible. In order to reach these aims, UNWTO collaborated with two Biosphere Reserves in Germany to ensure lessons learned and practical examples on best cases of sustainable tourism development and management was ensured.

The specific objectives of the project were:
I.   Application and review of the previous lessons learned and best practices
II.   Increase of capacity and knowledge transfer at and among governmental staff from less developed countries
III. Dissemination of training course results to UNWTO members

Results achieved as of 31/07/2013:

The first training course on tourism and biodiversity took place at the UNESCO Rhön Biosphere Reserve from 21 October to 2 November 2012. It was attended by twenty (20) participants, which included eighteen (18) tourism ministry representatives from Albania, Argentina, Austria, Bhutan, Brazil, Egypt, Haiti, Georgia, Kuwait, Latvia, Lesotho, Madagascar, Myanmar, Nigeria, Sierra Leone, Gambia and Uganda.

The second UNWTO training course on tourism and biodiversity took place in the Wadden Sea Biosphere Reserve of Schleswig-Holstein, from 14 April to 26 April 2013. Its thirty-one (31) participants included twenty (20) representatives from ministries of tourism from Albania, Bhutan, Cambodia, Costa Rica, Croatia, Ghana, Indonesia, Jamaica, Jordan, Lao People's Democratic Republic, Namibia, Oman, Republic of Korea, Sri Lanka, Swaziland, Turkey and Yemen. In addition to government representatives, the training involved eight participants from non-governmental organizations from China, Greece, Mexico, Montenegro, Nigeria, Romania, Spain and the Philippines.

The implementation of the training programme on tourism and biodiversity has been a great success for UNWTO's Consulting Unit and for the representatives of the Member States. The Project brought to the following main results:

I.   The majority of the participating experts came from governmental agencies of UNWTO Member States, including mainly representatives of developing countries. A balanced distribution of backgrounds, ages and genders provided excellent preconditions for the successful outcome of the training course.
II. Both training courses provided many opportunities for the exchange of knowledge as well as opportunities to network and to discuss about the current trends of issues of the international tourism sector.
III. The introduction of an e-learning tool can be considered as crucial to establish a platform for the dissemination of knowledge and good practices in the tourism and biodiversity conservation sector. This tool will be key in reaching out to a much larger public than the one represented by Member States' officials and tourism experts.

These results show that there is increasing demand to enhance the capacities of governmental agencies and provide them with platforms for exchanging with other experts. In addition, choosing to organize the training programme in two German Biosphere Reserves was an effective method to provide participants with best practice tangible examples in exemplary sites. A great interest has been expressed by the participants that such training course shall be continued by UNWTO to the Member States.

Regional Project: China, Egypt, Germany, India, Kazakhstan, Republic of Korea, Senegal and Tanzania

Project title: Sustainable Tourism along Migratory Bird Flyways

Duration: 1 June 2012 – 31 May 2014 (Preliminary Phase)

Objectives: In 2012, a record one billion tourists crossed international borders, a true milestone in international travel and a clear sign of the strength of the tourism sector. The project channels this

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strength into a force for global biodiversity conservation and enhanced livelihoods for local communities by developing a network of sustainable and resilient destinations across four flyways: East Atlantic, West Asian East African, Central Asian, East Asian Australasian. Through the project, tourism will be showcased as an innovative approach to promote the sustainable and resilient development of vital habitats for migratory birds. By providing an adequate framework for sustainable tourism management and diversifying the tourism offer along the flyways, the project will generate revenue for improved management of biodiversity and spread the benefits of tourism to local communities, while creating attractive experiences for tourists. The project will also contribute to the broader goals of sustainable development of the Convention on Biological Diversity (CBD), the Convention on Migratory Species (CMS), the Ramsar Convention and related Multilateral Environmental Agreements.

Results achieved at 31/03/2014:
- Key partners with sound experience in the field of conservation and tourism have joined forces to implement the preliminary phase of the project. The Secretariat of the Convention on Migratory Species (UNEP/CMS), the Agreement on the Conservation of African – Eurasian Migratory Waterbirds (AEWA), Wetlands International, BirdLife International and the World Tourism Organization (UNWTO) are the implementing partners. UNWTO is also ensuring the overall coordination of activities. The World Heritage Convention Secretariat (UNESCO/WHC) and the Man and the Biosphere Programme (UNESCO/MAB) of UNESCO, the Ramsar Convention Secretariat and the Secretariat of the Convention on Biological Diversity (SCBD) are involved in the project as advisory partners. The International Union for the Conservation of Nature (IUCN) is participating as an observer.
- A set of criteria was developed for the selection of sites with the aim to ensure that the project would target sites with different specificities, and which are facing different threats, with a view to testing a variety of strategies and the following sites were preselected: in the East Atlantic Flyway, the Wadden Sea Biosphere Reserve – Schleswig Holstein (Germany) and the Djoudj National Bird Sanctuary (Senegal); in the East Asian – West African Flyway, Ras Mohamed National Park (Egypt) and Lake Natron (Tanzania); in the Central Asian Flyway, Korgalzhyn State Nature Reserve (Kazakhstan) and Chilika Lake (India); and in the East Asian – Australasian Flyway, Seocheon and Geum River (Republic of Korea) and Chongming Dongtan Nature Reserve (China).
- A methodology was developed to carry out the assessment of the project sites. It consists of desk research, consultation with stakeholders and formulation of recommendations and it was agreed by all partners during the 2nd Steering Committee meeting. The formulation of the assessment reports is ongoing.
- The partners showcased the project in a variety of international events; leaflets and a logo were produced and a theme on tourism was selected for the celebration of the World Migratory Bird Day.

New developments for 2014:
- The assessment reports will be completed and presented during the Steering Committee Meeting in May 2014.
- Partners will identify the best way forward and a full proposal for the main phase would be formulated.
- The celebration of the World Migratory Bird Day with the theme "Destination Flyways: Migratory Birds and Tourism" will take place, raising awareness of the project.

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Annex VIII. Nearly Zero-Energy Hotels (NEHEZ) project

The European Union is pushing for a radical reduction of greenhouse gas (GHG) emissions by 2050 of 80-95% in comparison to 1990 levels. The existing building stock is responsible for 40% of total energy consumption and 36% of GHG emissions, therefore demonstrating the high need and potential for energy savings. To reach the 2050 targets, large-scale renovations towards Zero Energy are in the forefront of the EU policies.

Following the 2011 launch of the Hotel Energy Solutions (HES) **online toolkit that enables hotels to assess their energy consumption and move towards more sustainable energy alternatives,** UNWTO joined the Nearly Zero Energy Hotels (neZEH) project in 2013, which aims to help small and medium-scale hotels representing 90% of the European hospitality sector and the whole hospitality industry become energy efficient by reaching almost zero energy levels.

neZEH is a response to the *European Directive on the energy performance of buildings (2010/31/EU, EPBD recast)*, contributing directly to the EU 2020 targets and supporting EU Member States to their national plans for increasing the number of nZEBs. The initiative will run for three years (2013-2016) and is co-funded by the Intelligent Energy Europe Programme (IEE) of the European Commission. neZEH encourages and proposes concrete solutions to EU hotel owners willing to become a nearly Zero Energy Hotel. Providing technical advice for nZEB renovations, proving the sustainability of such projects and promoting front runners, neZEH has the ambitious goal of sensitizing 15,000 hotels across Europe, engaging them in the EU nearly zero energy building (nZEB) strategy.
The aims will be achieved through:

- Energy-saving measures and reduction of operation costs
- Creation of green jobs
- Positioning in a highly competitive market
- Added value for hotels' guests
- Meeting Corporate Social Responsibility and Sustainability standards

neZEH will demonstrate best examples of neZEH buildings across Europe, thus influencing the hotel industry to move towards the nearly Zero Energy era, contributing in parallel to the EU efforts for CO_2 reduction; **saving up to 95.000 tCO_{2eq} /y till 2020.** The neZEH activities will result in:

- 10-14 pilot projects in 7 countries (Croatia, Greece, France, Italy, Romania, Spain, Sweden) to prove the feasibility and sustainability of neZEH projects; demonstrating successful examples will challenge much more SMEs to imitate
- An EU neZEH network, to facilitate exchanges between the supply (building professionals) and the demand side (SME hotel owners)
- A practical NEZEH e-tool (based on HES Etool), for hotel owners to assess their energy consumption status and to identify appropriate solutions for energy efficiency improvement
- Technical and informational materials to support the implementation and uptake of nZEB projects
- Tailor-made marketing guidelines and promotional tools to assist front runners to communicate efficiently their business to potential customers

15,000+ hotel owners informed; methodology and results available to any hotel for scaling up, demonstrating profitability and feasibility through business cases that show the environmental and socio-economic benefits of becoming a Nearly Zero Energy Hotel.

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Annex IX. Finalists and winners of the 2013 UNWTO Awards for Excellence and Innovation in Tourism

(a)   UNWTO Ulysses Prize for Creation and Dissemination of Knowledge: Dr. Tej Vir Singh

(b)   UNWTO Award for Lifetime Achievement: Mr. Richard Quest

(c)   UNWTO Ulysses Award for Innovation in Public Policy and Governance:

(i)   Winner: Responsible Tourism Project at Kumarakom, Department of Tourism, Government of Kerala, India

(ii)   First Runner-up: Interactive System of Tourists Information, Office of the Marshal of the Pomorskie Voivodeship, Poland

(iii)   Second Runner-up: Kwita Izina, Rwanda Development Board, Rwanda

(d)   UNWTO Ulysses Award for Innovation in Enterprises:

(i)   Winner: Arromanches 1944, Biplan, France

(ii)   First Runner-up: International Quality Brand for Hospitality for All, Village for All SRL, Italy

(iii)   Second Runner-ups: Icon Hotel Limited, ICON Hotel, China & Talasoplaya Spa Project, Aqua Maris Foundation, Spain.

(e)   UNWTO Ulysses Award for Innovation in Non-Governmental Organizations:

(i)   Winner: From Charity to Social Entrepreneurship, Borneo Ecotourism Solutions and Technologies (BEST) Society, Malaysia

(ii)   First Runner-up: Alqueva Dark Sky Programme, Genuineland, Portugal

(iii)   Second Runner-up: Big Blog Exchange, Hostelling International, UK

(f)   UNWTO Ulysses Award for Innovation in Research and Technology:

(i)   Winner: 3D AR Visual Portal, DSP Studio & Momentum Studio, Croatia

(ii)   First Runner-up: Smart Tour Guide, Korea Tourism Organization

(iii)   Second Runner-up: V4A Inside, Village for All SRL, Italy

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Annex X. Update on Silk Road activities

The following provides an update on Silk Road activity during the reporting period, in line with the three key areas of the UNWTO Silk Road Action Plan:

1. Marketing and Promotion

i. Following the successful WTM/UNWTO Silk Road Bloggers' Challenge held last year at WTM, marketing experts came together at the *Social Silk Road* event at WTM to exchange best practices on utilizing social media to promote Silk Road tourism (6 November 2013). Panellists included destination representatives from Bangladesh, Armenia and Georgia, as well as the blogger who won a trip to Armenia as part of the Silk Road Bloggers' Challenge 2012. This initiative was supported by the National Competitiveness Foundation of Armenia, WTM and Travel Perspective. A *WTM Social Media Report: The Silk Road* was published in March 2013 highlighting key social media trends and opportunities throughout the region.

ii. To enable the private sector to exchange best practices on marketing the Silk Road, the *3rd Silk Road Tour Operators Forum*, held under the theme 'Profiling Asia on the Silk Road', was organized by UNWTO. Supported by ITB Berlin, the forum looked at new and exciting opportunities for marketing and product development, while enabling both inbound/outbound tour operators to network with public sector representatives.

iii. In collaboration with the ITB, two episodes from the *Globe Trekker Around the World 20th Anniversary* special were screened daily at the ITB Cinema. The episodes featured well- known TV presenters as they journeyed along the Silk Road from Xi'an to Istanbul passing through Central Asia. This collaborative initiative was developed in 2012 by UNWTO, Pilot Productions and 7 Member States, and has since been viewed by 30 million viewers across 40 countries, generating significant publicity for Silk Road tourism.

iv. UNWTO continued to promote the Silk Road initiative at major international events and forums including *International eco-forum Eco-tourism at Baikal+20* (11-13 July in Buryatia, Russian Federation); *International Silk Road Congress and 10th ACTR Conference* (27-29 October in Istanbul, Turkey), *2nd World Amber Road Conference* (17-18 December, 2013 in Vilnius, Lithuania), *EIBTM* (19-21 December 2013 in Barcelona, Spain), *FITUR* (22-26 January in Madrid, Spain), *SATTE* (29-31 January 2014 in Delhi, India) and *International Seminar on Tourism Destinations' Management in Cultural Heritage Sites* (17-18 February in Santo Domingo, Dominican Republic).

2. Capacity Building and Destination Management

i. UNWTO, in collaboration with the China National Tourism Administration (CNTA) and Gansu Provincial People's Government, organized the *6th UNWTO International Meeting on Silk Road Tourism* in Dunhuang, China on 1-3 August 2013. With more than 300 delegates from over 25 countries, it was the largest Silk Road meeting to ever take place in China. Topics included: creating a better business environment on the Silk Road, the value of facilitating travel, the importance of safeguarding heritage, opportunities for product development, and the role of Silk

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Road cities. The event was attended by a number of major international institutions such as the World Bank, UNSECO, UNCTAD, ASEAN, ICOMOS and PATA.

ii. Heritage and tourism experts from the Silk Road convened in Almaty, Kazakhstan, on 7-8 October 2013, to put forward a roadmap for a tourism strategy for visitor management, site presentation and promotion along the UNESCO Silk Road Heritage Corridors. With excellent participation from the five participating Member States - China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan - the meeting provided an important platform for raising and addressing the key issues being faced by the tourism and heritage conservation sector across the region. The workshop was kindly supported by the Ministry of Industry and New Technologies of the Republic of Kazakhstan and the UNESCO/Netherlands Funds-in-Trust.

iii. UNWTO continued its involvement with the Cultural Routes of Europe, the Council of Europe Venice Office and the Veneto Region in the VeRoTour project, a project aimed at developing a pilot maritime tourism route along the Venetian routes of the Silk Road. The project will support the development of transnational thematic tourism products and enhance competitiveness and sustainability along the Silk Road. Whilst giving an international dimension to the project of the Venetian routes, this activity will reinforce transnational cooperation to promote the richness of intangible heritage and the capacities of the Venetian routes.

3. Travel Facilitation

i. As a complex network of routes spanning over three continents, the success of Silk Road tourism relies heavily upon the ability of tourists to cross borders. The 4th UNWTO Silk Road Ministers' Meeting brought Ministers of Tourism together from 21 countries to discuss how Silk Road countries can advance the visa facilitation agenda in 2014/2015 and beyond. At the meeting, the *Tourism Visa Openness Report for the Silk Road Countries* was launched, a report developed in collaboration with the UNWTO Sustainable Development of Tourism Programme. At the Ministerial Roundtable, ministers had the opportunity to exchange experiences and strategies for facilitating visas across the regions. This Ministers' Meeting is now a permanent fixture in the UNWTO Silk Road programme of events supported by ITB Berlin.

ii. UNWTO increased collaboration with Affiliate Member UBM/ the Routes and the Routes has launched the *Routes Silk Road* event, to take place on 6-8 July 2014 in Tbilisi, Georgia. Routes specializes in aviation route development and organizes a series of world-renowned airline and airport networking events annually. With a special focus on aviation and connectivity, UNWTO is currently planning the *4th UNWTO Silk Road Task Force Meeting* in collaboration with the Routes and the Georgia National Tourism Administration to take place in Tbilisi in July.

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