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**UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Twenty-sixth Joint Meeting
Legazpi, Philippines
18 May 2014**

Item 5.1b of the Provisional Agenda

**IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK
GLOBAL ACTIVITIES (2014-2015)**

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions for Asia and the Pacific the document regarding the activities in the framework of the General Programme of Work (2014-2015).



Implementation of the General Programme of Work

5. 1b: Global Activities (2014-2015)

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**.

Competitiveness

Events

2. **Fourteenth meeting - Committee on Statistics and the Tourism Satellite Account** (UNWTO Headquarters, Madrid, Spain, 14 January 2014).
3. **VII Tourism Leadership Forum of EXCELTUR: Tourism, a Key Driver to Support the Country Brand** (FITUR Madrid, Spain, 21 January 2014): UNWTO joins the Alliance for the Excellency 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 awardees of the 10th edition were (Annex I lists all finalists):
 - (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 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 focussed 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. **4th Silk Road Ministers’ Meeting on Visa Facilitation** (ITB, Berlin, Germany, 5 March 2014): The Meeting brought together Ministers of Tourism and high officials to discuss how Silk Road countries can advance visa facilitation in 2014-2015 and beyond. On the occasion, UNWTO released a new visa facilitation report on the Silk Road countries.
9. Presentation of the **UNWTO prototype Madrid Precious Time** (ITB, Berlin, Germany, 5 March 2014): This is a pioneer 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.
10. **3rd Tour Operators’ Forum on the Silk Road** (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 operators 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 tourism stakeholders to network and build partnerships.
11. 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.

Publications

12. **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.
 - (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.

13. The **report *Working Together in Europe: A shared Leadership***: the report presents a highly valuable and up to date regional analysis of the tourism sector throughout Europe. It reflects their 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 in play in these collaborative endeavours.
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 with a specific analysis of this important issue along the Silk Road.
15. 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.
16. Deriving from the most comprehensive statistical database available on the tourism sector, the ***Yearbook of Tourism Statistics - 2014 Edition*** 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.
17. 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. ***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.
19. ***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.
20. ***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. (Available in Spanish)
21. ***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.
22. ***Tourism and New Technologies***: The travel and tourism dynamism 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.

Initiatives

23. **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.

Sustainability

Events

24. **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.
25. **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.
26. The protection of children from all forms of exploitation, the fight against trafficking, anti-poaching and accessible tourism for all are among the work priorities defined by the newly formed **World Committee on Tourism Ethics** (WCTE) (Madrid, Spain, 26 February 2014). The Action Plan of the Committee for the coming four years will focus on a) the exploitation of children in all its forms; b) trafficking; c) poaching and the illegal trading of wildlife; d) accessible tourism for all; e) promotion of fair models of all inclusive holidays; and unfounded ratings on travel portals which may impact the reputation of companies and destinations.
27. 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. Campaign website: www.bearesponsibletraveller.org
28. **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.
29. **29th Meeting of The World Tourism Network on Child Protection** (ITB, Berlin, Germany, 7 March 2014): This year's Special Session focussed on media partnerships, while the reporting session was an open platform for exchanging good practices in the protection of children and youth in tourism.

30. **Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism:** up to date more than 200 tourism enterprises and associations spread over 29 countries across the world have pledged to promote and implement the Global Code of Ethics for Tourism. As of today there are 79 European entities from 16 countries (and 3 regional associations) that have signed the Private Sector Commitment to the Global Code of Ethics.¹

Publications

31. **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.
32. The **Manual 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.
33. **15 years of the UNWTO World Tourism Network on Child Protection: A Compilation of Good Practices:** The 15 anniversary of the UNWTO World Tourism Network on Child Protection was marked by this publication that 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.

¹ 1. Armenia, Cyprus, Denmark, France, Germany, Greece, Latvia, Lithuania, Poland, Romania, Spain, Portugal, Sweden, The Netherlands, Norway, Turkey

Annex I. 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**