REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK FOR 2006-2007 AND ON ITS EVALUATION

Addendum 1

Note by the Secretary-General

UNWTO • OMT • IOHTO

EVALUATION OF
THE GENERAL PROGRAMME OF WORK 2006-2007 OF UNWTO AND
AGENDA 2010 OBJECTIVES

Report

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Introduction

The World Tourism Organization wishes to improve the effectiveness of its work and maximize the benefits that its Members get from the activities undertaken by the Secretariat. To this purpose, the Executive Council, as well as the Programme Committee, recommended the Secretariat to carry out a comprehensive evaluation of the 2006-2007 activities, as stipulated in the following decision:

"The Executive Council agrees that a comprehensive evaluation of 2006-2007 activities would be helpful in order to assess the results obtained from the programme with respect to the medium-term objectives set by the General Assembly" (decision taken at its 79th session in November 2006)

On its part, the General Assembly at its 16th session held in Dakar, Senegal, in 2005 approved a resolution regarding the Agenda 2010 (A/RES/497(XVI)), which establishes a series of strategic objectives, expected results and performance indicators in the various areas of activity of the Organization. The evaluation of results achieved so far cannot be done without the feedback from the Organization's Member States, Associate Members and Affiliate Members. Most of the results and indicators established in Agenda 2010 refer to achievements at national level and therefore the feedback from Members is crucial to evaluate results.

Based on the above two points, the Directorate of Programme and Coordination (DPC) organised a survey enquiry in August 2007 in order to obtain information from Member States and Associate Members on both issues, i.e. a) their appraisal of the activities carried out by UNWTO during the 2006-2007 biennium; and b) their level of achievement of the Agenda 2010's objectives.

The present report follows the structure of the survey, covering the main areas of work of UNWTO and includes:
1. A summary of the responding countries by region
2. Statistical summaries of replies in a graph form with brief texts drafted by DPC reflecting quantitative issues mainly
3. Summary of the specific comments provided by Member States on each question
I. Characteristics of Respondents

The present report is based on the responses received from 74 of 150 Member States and 3 of 7 Associate Members. The complete list of respondent countries and territories is annexed to this report.

The geographical share of respondents by region is as follows:

As shown in Graph 1, all the regions are represented. However, as shown in Graph 2, there are some disparities from one region to another and the African region is the only one for which the rate of responses has not reached half of the Members.
II. Presentation of the Responses by Area of Work

When not specifically indicated, all percentages presented in the graphics of the present report are calculated on the basis of the total number of Members which sent back their questionnaires.

A. STATISTICS AND ECONOMIC MEASUREMENT OF TOURISM

1. Do you use United Nations tourism statistics standards?
2. Do you regularly provide data to UNWTO on basic indicators to be published in the Compendium of Tourism Statistics?
3. Have you developed a tourism satellite account (TSA) compliant with UNWTO/United Nations standards? If not, are you engaged in developing a TSA in the next two years?

Graph. A-1-2-3

[1] Use of United Nations tourism statistics standards,
[2] data provided for the Compendium of Tourism Statistics and
[3] TSA developed or to be developed in the next 2 years

A large majority (82%) of respondents to the survey uses United Nations tourism statistics standards. Almost all countries (88%) provide data for publication in the UNWTO Compendium of Tourism Statistics. Several countries closely collaborate with national statistics agencies and some European members refer to European Council directives and EUROSTAT. Some respondents state that UN statistic standards are just partially followed or with adaptations.

Only half (52%) of the Members have developed or are engaged in a process to develop a Tourism Satellite Account. A considerable interest in this issue can be concluded from the big number of comments received:

- Many respondents indicate that they are in a preliminary phase of developing a TSA (pilot projects, surveys, feasibility studies, etc.), working together with national statistic agencies.
- A notable number of respondents are considering developing a TSA, but did not undertake any concrete steps yet.
- Several countries report on lack or shortage of data which in turn does not permit setting up a TSA.
- Some countries are in a final stage of development, and one Associate Member (Flanders) will soon have set up a regional TSA.
4. Did any official of your administration participate in a national/regional seminar/workshop on tourism statistics and TSA?

![Graph A-4](image)

Evaluation by respondents having participated in national/regional seminar/workshop on tourism statistics and TSA

A large majority (83%) of respondents have participated in a seminar or workshop on tourism statistics and TSA. Their level of satisfaction is indicated in Graph A-4. For 91% of participants, the events were satisfactory (24% excellent and 67% good).

5. Did you answer ILO/UNWTO Methodological questionnaires on statistics on employment, wages and hours of work in the tourism industries?

6. Do you collect data on employment, wages and hours of work in some or all of the tourism industries?

7. Are you engaged in improving knowledge of the "travel" item of the balance of payments, within the framework of UNWTO/IMF cooperation?

![Graph A-5-6-7](image)

Graph A-5-6-7

[5] Respondents having answered ILO/UNWTO questionnaires
[6] having collected data on employment
[7] engaged in improving knowledge of the "travel" item of the balance of payments
Around half of respondents are engaged in each of the three activities described in questions 5, 6 and 7, though the collection of data on employment, wages and hours of work in some or all of the tourism industries seems to be a more common practice (55%) than the engagement in improving knowledge of the "travel" item of the balance of payments (47%).

Regarding the ILO/UNWTO questionnaires, several respondents commented that they are not aware. Some other comments refer to a limited availability of statistical data which impedes answering the questionnaire. Many countries refer to other agencies being in charge for data collection, or assisting in it, whereas national statistics agencies and ministries of labour are mentioned most frequently. The highest attention seems to be given to the hotel and restaurant sector. A few countries affirm that a collection system for such data has been set up in the course of establishing a Tourism Satellite Account (TSA). Concerning awareness rising of the "travel" item of the balance of payments, many Latin American and Asian countries refer to their national Central Bank being in charge of it, or having already implemented, related activities.

B. MARKET INTELLIGENCE AND PROMOTION

Are you familiar with the following UNWTO market trends and marketing publications and do you use them in your country for policy making or other purposes?:

8. UNWTO's Market Trends series of reports (TMT)?
9. the UNWTO World Tourism Barometer?
10. the Facts & Figures section of UNWTO's website?
11. with the UNWTO Evaluating NTO Marketing Activities Handbook?
12. UNWTO's Structures and Budgets of National Tourism Organizations report?

Market trends publications and website are confirmed to be very popular among members (between 92 and 95% know them) and present also a quite high degree of usefulness (respectively 73% for the Barometer, 68% for the TMT and 61% for the Facts & figures website) in policy making and other purposes.

Marketing publications are less known (62% for the Structures and Budgets of National Tourism Organizations report and 60% for the Evaluating NTO Marketing Activities Handbook). They also present a lesser interest for Members in policy making: around 30% of Members use these two reports for policy making or other purposes.
Many comments have been made by respondents on all UNWTO publications. Regarding the Market Trends reports, three main fields of application can be identified:
- Tourism policy and strategic planning
- Improvement of tourism products and general marketing use
- Competitor analysis, destination comparison and benchmarking
Reports are also used occasionally for research projects and for highlighting the importance of tourism as an economic sector.

UNWTO World Tourism Barometer and Facts and Figures section are used in the following areas:
- Tourism Policy and Strategic Planning
- Providing Market Intelligence to Tourism Industry
- International Comparisons

UNWTO Marketing Activities Handbook is primarily used for conducting performance evaluation of national tourism marketing activities and as a general reference tool in destination marketing. Some countries state that they have not received it, or do not have permission for online access.

The UNWTO report on Structures and Budgets of NTOs is primarily used for benchmarking and for comparing with NTO budgets and organisational structures in other countries. Furthermore, it is used as a general reference tool. Some members state that they have not received the report or did not yet have a look at it.

The qualitative evaluation of all these publications and this website is shown in Graph. B-8-9-10-11-b.
13. Has your country participated in any seminar, conference and/or workshop on tourism market trends and/or marketing and promotion organized by UNWTO? E.g. Market Trends: Cambodia 06 / China (Guillin) 07; Marketing and Promotion: Malaysia 06 / Seychelles 06 / Algeria 07 / Jamaica 07. If yes, how would you rate it?

Graph. B-13
Evaluation of seminars, conferences and/or workshops on tourism market trends and/or marketing and promotion organized by UNWTO

38% of respondent countries have participated in one of the events mentioned in question 13. These participants evaluate these events as shown in Graph. B-13. More than 95% of them found these events excellent or good.

Some countries commented that they were not informed about the listed seminars and that they would wish to be invited in future.

14. Have you developed a rapid-assistance capability in crisis situations, in the areas of marketing, promotion and communication?

Less than half of respondents (43%) have developed such capacity.

Comments show that the approaches on how to develop a rapid-assistance capability in crisis situations vary substantially among member countries. Steps undertaken include development of national tourism incidence response plans or crisis manuals, appointment of crisis managers, establishment of crisis committees, setting up crisis communication systems or conducting PR campaigns to repair damage caused by former crisis. Few countries state that no such actions would be foreseen due to absence of crisis situations in the past and one country (Niger) desires assistance by UNWTO in this issue.
C. SUSTAINABLE DEVELOPMENT

15. Have you included sustainability objectives in your country’s development strategy for tourism?

16. Did you use the UNWTO guidebook Making Tourism more Sustainable in this process or in other tourism initiatives?

Nearly all respondent countries (96%) have included sustainability objectives in their policy, but less than half of them (43%) have used the UNWTO publication *Making Tourism more Sustainable*. This can be partially explained by the fact that the guidebook was issued in late 2005 and that many countries had already taken sustainability into account.

80% of responding countries comment upon sustainability objectives within their national tourism strategies, thus this issue is apparently regarded as important among the members. Many comments give concrete examples where sustainability issues were addressed and how these have been incorporated into national tourism strategy. Main objectives mentioned in this regard are
- Protection, prevention and upgrading of natural environment,
- Maximisation of social benefits and prevention of negative social impacts and
- Maintenance, utilisation and presentation of cultural heritage and traditions.

Other actions undertaken by respondents involve strategic environment assessment, carrying capacity studies, creation of quality certificates, community empowerment and public-private partnerships. The most frequently mentioned tourism activities to be fostered in this context were ecotourism and national park tourism, heritage tourism, agro tourism, community based tourism and scientific or educational tourism. However, it appears that some countries limit their understanding of sustainability to the eco or heritage tourism segments, or, to the issue of environmental management within the accommodation sector.

The UNWTO guidebook “Making Tourism more Sustainable” is mainly used by member countries:
- For establishing national or interregional strategic sustainability plans as well as in social and quality programs. The guidebook especially serves hereby for defining processes or elaborating technical norms
- As a reference tool for drafting application-based manuals for sustainability practices in tourism
- As education and training material among the tourism industry
- As a guidebook in pilot project implementation
17. Have you put in place a system of indicators measuring the sustainability of tourism?

18. Did you use the UNWTO guidebook Indicators of Sustainable Development for Tourism Destinations in setting up this system?

Graph. C-17-18

[17] Establishment of a system of indicators measuring the sustainability of tourism and
[18] use of the guidebook Indicators of Sustainable Development for Tourism Destinations in setting up this system

It would seem that the guidelines included in the UNWTO “Guidebook on Indicators of Sustainable Development for Tourism Destinations” have been useful to most of the Members interested in measuring the impact of tourism at destinations through indicators.

The guidebook was mainly used for identification and prioritization of indicators, for elaboration of sectoral technical norms and for the follow-up of pilot-projects.

19. Have you developed any specific plans or strategies for tourism at cultural and natural heritage sites? Did you use UNWTO publications and guidelines?

Graph. C-19

[19a] Establishment of specific plans or strategies for tourism at cultural and natural heritage sites and
[19b] use UNWTO publications and guidelines

Nearly three quarters of respondents have been involved in the development of plans or strategies for tourism at cultural and natural heritage sites. However, only one quarter has used UNWTO publications and guidelines in these activities.

Many countries provide examples of projects that aim at developing tourism on natural and cultural heritage sites while taking into consideration sustainability principles. Activities in such projects and programmes include:
- Strengthening the institutionalisation of national tourism sector,
Fortification of micro-enterprises,
Setting up supporting systems,
Promoting heritage tourism products on international markets,
Appointing heritage site managers,
Developing sustainability strategies around heritage sites,
Connecting different heritage sites within special interest routes,
Collaborating with other governmental bodies in developing standards for cultural preservation,
Working towards UNESCO world heritage nomination and
Developing formal systems for protected areas and marine reserves.

20. Have you included tourism in poverty reduction strategies?
21. Reciprocally, have you included any poverty reduction objective in tourism strategies or specific plans in your country?
22. If you answered yes to one of the two previous questions, have you perceived tangible results in your country regarding poverty alleviation through tourism?

Graph. C-20-21-22-a
[20] Inclusion of tourism in poverty reduction strategies,
[21] inclusion of poverty reduction objective in tourism strategies and
[22] perception of tangible results in this matter

Poverty appears like an important issue to many Members, which have included tourism in their poverty reduction strategies (68%) and, reciprocally, included objectives regarding poverty reduction in their tourism strategies (58%). Positive impact of these actions is perceived by 35% of respondents.

When presenting these data by region, Europe appears obviously less concerned than the other regions. It has to be highlighted that impact of tourism on poverty reduction is perceived by 54% of respondents in Africa and 63% in the Americas, which are quite high rates considering the difficulty in assessing such data.
Comments on poverty reduction strategies within tourism reflected considerable interest by members. Statements provide various practical applications of programmes, with frequent reference to Community Based Tourism and to general tourism development in rural areas. Another frequently stated activity was Ecotourism. Many comments refer to specific measures for achieving poverty reduction through tourism like:

- Providing tourism-related education to rural populations,
- Establishing tourism information centres,
- Empowering women to participate in tourism activities,
- Facilitating business opportunities for SME’s,
- Supporting investments through grant schemes and micro credits,
- Fostering art and culture programmes,
- Enhancing tourism product and service quality,
- Adapting promotion and marketing activities and
- Advancing investments for tourism infrastructure in rural areas.

Some countries make reference to international poverty reduction programmes or related organizations like the UN Millennium Development Goals, World Bank, or EU Structural Funds.

Stated results from poverty reduction programmes include:

- Employment creation (especially among young and indigenous people) and increase in average salaries
- Rise of interest among population to work within tourism sector,
- Improvement of living standards of families in rural areas, connected to a slow-down of depopulation of remote areas,
- Positive effects on local infrastructure,
- Involvement of regional suppliers especially from agricultural and handcraft sector and
- Entry of SME’s into the mainstream tourism business.

With regards to the latter, however, one country (Germany) comments that there are obstacles for SME creation due to huge problems in promotion and marketing, which should best be resolved by linkages to the major tourism streams. There are some countries stating that they have not yet conducted an evaluation of results from poverty reduction programmes.
23. Have you developed sustainable certification schemes or sustainability standards for tourism destinations in your country?

24. Is there any Local Agenda 21 process at tourism destinations being developed in your country?

Graph. C-23-24

[23] Use of sustainable certification schemes or sustainability standards for tourism destinations and [24] development of Local Agenda 21 process at tourism destinations

With 36% of positive answers, a small proportion of respondents to the survey are actually engaged with sustainability standards or certification schemes. These data confirm a UNWTO survey conducted in 2002 on this subject that concluded that certification should be principally developed by the private sector, though a legal control should be ensured by public authorities.

Less than a third of respondents are aware of a Local Agenda 21 process at tourism destinations in their country and, among them, very few (7 countries) indicate clearly how many destinations have developed such process.

Comments include examples of many different international certification schemes or sustainability standards. Besides internationally recognized standards, many countries have established, or are currently establishing, national labels or standards that relate to particular circumstances of national tourism resources, and here especially to natural resources like coastlines or rainforests. In most cases, certification schemes are applied for the accommodation sector, for the tour operating and travel agency sector as well as for specific destinations like protected areas or rural communities. A considerable number of comments affirm that the implementation of sustainability standards is not yet completed.
25. Have you included the question of climate change in your national tourism policy?

26. Have you developed or do you intend to develop pilot projects or provide assistance to companies on:
   a) Tourism adaptation to climate change, and/or
   b) Mitigation of tourism impacts on climate

Graph. C-25-26

[25] Inclusion of the question of climate change in national tourism policy.
[26a] Pilot projects or assistance to companies on tourism adaptation to climate change and [26b] on mitigation of tourism impacts on climate

Less than one third of respondents have included climate change (CC) considerations in their tourism policy. Comments received specify that in some countries this issue has been included in a global national policy to fight climate change, or is under consideration, or that a plan of action has been already approved but not yet implemented. One country (Costa Rica) is working to become a carbon neutral destination in 2021. For other countries, CC does not seem to be a major preoccupation. One country states that global warming could even benefit its tourism sector.

The level of involvement seems to be slightly higher for concrete pilot projects or assistance to the private sector on adaptation to CC or mitigation of tourism contribution to CC (respectively 35% and 38%). Respective projects under implementation, or planned, focus on
   - developing alternative products in destinations where CC is expected to negatively impact existing tourism resources,
   - setting up awareness programmes and organising seminars,
   - producing guidelines for, and creating partnerships with, private transport and accommodation sector as well as destinations.
D. ETHICAL AND SOCIAL DIMENSIONS OF TOURISM

27. Have you incorporated the Global Code of Ethics for Tourism (all or in part) into laws and regulations?

**Graph. D-27**

Incorporation of the Global Code of Ethics for Tourism (all or in part) into laws and regulations, worldwide and by region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All respondents</td>
<td>57%</td>
</tr>
<tr>
<td>Africa</td>
<td>46%</td>
</tr>
<tr>
<td>Americas</td>
<td>69%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>71%</td>
</tr>
<tr>
<td>Europe</td>
<td>57%</td>
</tr>
<tr>
<td>Middle East</td>
<td>17%</td>
</tr>
</tbody>
</table>

The proportion of respondents having used the Global Code of Ethics for Tourism for drafting laws or regulation varies from 17% in the Middle East to 69% in the Americas and 71% in Asia-Pacific. The Code has also been used to revise and improve existing laws. Some countries could not answer this question, since they do not have specific legislation or regulations for tourism. Others specify that many aspects of the Code were already included within their legislation.

Other uses of the Code mentioned by respondents are:
- Translation and distribution among tourism stakeholders, or publication on the Ministry's website
- Base to create partnerships with tourism businesses, or to set up awareness campaigns on responsible tourism
- Reference in, or base for, tourism plans or strategies at national and local levels
28. Have you adopted a national plan or launched a campaign against sexual exploitation of children in tourism?

Have you used the UNWTO training module for tourism professionals, to train staff of your administration in this field?

29. Have you adapted or used the UNWTO youth module (protection against sexual exploitation in tourism) for local secondary education?

Graph. D-28-29

[28a] Adoption of a national plan or a campaign against sexual exploitation of children in tourism and
[28b] use of UNWTO training module for tourism professionals or
[29] of UNWTO youth module for local secondary education

Less than half of respondents (42%) have developed a national plan or launched a campaign against sexual exploitation of children in tourism. This rate strongly varies from one region to another (see Graph. D-28a below). Some members explain that there is no need for such campaign or plan, since there is no sexual exploitation in their countries. Others express their intention to prepare and launch a campaign in the future.

The use of the UNWTO training module for tourism professionals and the UNWTO youth module for local secondary education seems to be limited (respectively 21% and 12%). In matter of training, some NTAs mention collaboration schemes with other governmental bodies in their countries, (Foreign Affairs, Education, etc.) bilateral agencies, UNICEF or NGOs.

Graph. D-28a

Adoption of a national plan or a campaign against sexual exploitation of children in tourism, worldwide and by region
30. **Have you implemented the UNWTO standards of accessibility of tourism sites and establishments for people with disabilities and senior travellers?**

**Graph. D-30**

Implementation of the UNWTO standards of accessibility of tourism sites and establishments for people with disabilities and senior travellers

![Graph showing implementation rates by region](chart)

UNWTO standards of accessibility of tourism sites and establishments for people with disabilities and senior travellers have been used by around one third of Members worldwide (by 50% in the Americas). Members that did not implement such standards do not specify if they did not so because they are using their own standards or because they have not fully considered this issue. In some cases, standards apply only to accommodation facilities, since sites may depend on other authorities.

31. **Are you undertaking activities regarding the 2007 World Tourism Day's Theme: Tourism Opens Doors for Women?**

**Graph. D-31**

Respondents having undertaken activities regarding the 2007 World Tourism Day's Theme: Tourism Opens Doors for Women, worldwide and by region

![Graph showing activity rates by region](chart)

More than two thirds (68%) of respondents have undertaken activities regarding the 2007 World Tourism Day's Theme: Tourism Opens Doors for Women. The highest rates are found in Africa (85%) and the Americas (75%) and the lowest in Europe (61%) and the Middle East (50%).

Activities are very heterogenous, some of them were thought only for the celebration of the WTD (press releases, celebration events, special seminars, etc.) whereas others were developed as structural mechanisms involving tourism stakeholders in continuous actions, such as:

- Study on gender issues in tourism, publication of books
- Creation of inter-ministerial committee on tourism and women
- Reinforcement of tourism education facilities or capacity building activities for women working in tourism
- Support to women in accessing financial resources for pursuing tourism activities
- Pilot projects aiming at empowering women through tourism

Several countries highlight the importance of women workforce in their tourism sector.

E. IMPROVING COMPETITIVENESS

32. In the framework of the Doha Round of multilateral negotiations on services, has your country made offers and/or requests on tourism regarding:
   (a) the attainment of national policy objectives and tourism development goals
   (b) helping developing countries increase their participation in world trade
   (c) soliciting preferential treatment

![Graph E-32](image)

A considerable number of NTA respondents, especially from the developing and Least Developed Countries, are not well aware of how to use the Doha Round for increasing tourism liberalization benefits. Out of the countries which have answered, almost a third, mainly developing countries, believe they have made offers or requests related to the attainment of their national policy objectives and for helping developing countries increase their participation in world trade; while only 14% have asked for preferential treatment. This may confirm the need of further and more focused guidance in support of development and poverty alleviation-related commitments on tourism services in the current and future rounds of multilateral trade negotiations.
33. Has your NTA found useful the UNWTO guidance and regional seminars on tourism quality systems and standards?
Has any recent work been undertaken in your country in the field of hotel classification following the recommendations of the joint UNWTO-IH&RA study?

Nearly two thirds of respondents found useful the UNWTO guidance and regional seminars on tourism quality systems and standards. Guidelines were used as a base for a better dialogue with tourism stakeholders.

In a lesser proportion (40%), responding members have been involved in the field of hotel classification following the recommendations of the joint UNWTO-IH&RA study. Some European countries mention they do have a performing hotel classification scheme but that they have followed other recommendations. Others specify that they have adapted UNWTO-IH&RA recommendations, rather than having followed them, by adding other classification criteria.

34. Has your country been involved or has undertaken any action, programme or measures to implement the Safety and Facilitation Enhancement (SAFE) strategy?

35. Has your government established a travel advisory system, which is compatible with Guidelines on Travel Advisories adopted by the UNWTO General Assembly?
One third of respondents have been involved or have undertaken actions, programmes or measures to implement the SAFE Strategy (this rate reaches 67% in Middle East). NTAs have been working with transport companies, civil aviation organizations and other ministries. Some members have not developed any strategy yet, but are strongly considering this issue in the near future.

Less than one quarter of respondents have established a travel advisory system, which is compatible with UNWTO Guidelines on Travel Advisories (only 8% in Africa). Some countries have a system, but have not considered UNWTO guidelines.

35. How often do you consult the UNWTO www.sos.travel website?

![Graph E-36](image)

The UNWTO www.sos.travel website is being consulted on a monthly basis by a relative majority (43%) of respondents and on a weekly basis by 12% of them. Only 3% consult it every day and 30% have never consulted it. Some persons answering to the questionnaire recognized that this information is difficult to evaluate at administrative level where most of the employees have access to Internet.
37. How important is at this stage the issue of Avian and Human Influenza (AHI) in tourism in your country?
Are tourism issues included in your national preparedness plan?
Did the work of UNWTO help your preparations?

Graph. E-37a
Importance of AHI, inclusion of the issue in national preparedness plan and use of UNWTO work in the area

Nearly two thirds of respondents (63%) consider the issue of Avian and Human Influenza (AHI) in tourism important or very important in their country or territory. These data present a good correlation with the percentage of responding Members which have included tourism issues in their national preparedness plan (61%). Other Ministries also involved in this matter are those for agriculture, social protection and health.

Less than half of respondents (44%) have used UNWTO work on this matter (through the UNWTO Risk Assessment and Management Group (RAMG) for example). The help received by the World Health Organization on this matter is also mentioned by some members.

Have you participated in one of the AHI simulation exercises of UNWTO? If so, how would you rate it?

Graph. E-37-b
Evaluation of UNWTO AHI simulation exercises
Only one quarter of respondents have participated in one of the AHI simulation exercises of UNWTO. Their evaluation of these exercises is positive, as shown in Graph E-37-b. Some American members inform that they will participate in the next exercise planned in Mexico at the beginning of 2008.

F. EDUCATION, TRAINING AND KNOWLEDGE MANAGEMENT

38. If one or more of the officials of your Administration have participated in the UNWTO Practicum, how would they qualify the usefulness of this experience, both in familiarization with UNWTO and its officials and in providing them with knowledge to better carry out their functions (formulating tourism policy, etc.)?

Graph. F-38
Evaluation of UNWTO Practicum

Nearly three quarters of respondents have participated in a UNWTO Practicum. Their evaluation is clearly satisfactory, as reflected in Graph F-38. Participating members highlight how useful the Practicum has been to share knowledge and experience with others.

39. Are you (a) aware of the UNWTO.TedQual Volunteers programme, and if so, (b) do you find this programme of potential interest to your country's cooperation and development efforts?

Graph. F-39
Awareness of the UNWTO.TedQual Volunteers programme and potential interest for cooperation and development issues

Nearly three quarters of respondents have participated in a UNWTO Practicum. Their evaluation is clearly satisfactory, as reflected in Graph F-38. Participating members highlight how useful the Practicum has been to share knowledge and experience with others.
Around three quarters of respondents are very aware (24%) or somewhat aware (47%) of the UNWTO.TedQual Volunteers programme. One fifth found it very interesting (19%) and half would be interested but need more information. Few countries informed universities in their countries regarding this programme. Others express their willingness to participate in the future.

40. Are you (a) aware of the UNWTO.Sbest Initiative for Excellence in Tourism Governance, and if so, (b) do you find this programme of interest to your country’s governance and tourism policy issues?

![Graph F-40](image)

Around three quarters of respondents are very aware (23%) or somewhat aware (51%) of the UNWTO.Sbest Initiative for Excellence in Tourism Governance. One fifth found it very interesting (19%) and 39% would be interested but need more information. Comments received emphasize the importance to link all UNWTO programmes for destination management purposes. Capacity-building in this area is also requested.

41. Are you aware of the Seminars run under the UNWTO.TedQual and the UNWTO.Sbest initiatives?

![Graph F-41](image)

Around three quarters of respondents are very aware (27%) or somewhat aware (47%) of the Seminars run under the UNWTO.TedQual and the UNWTO.Sbest initiatives. (see above the comments on each of these initiatives).
G. E-TOURISM DEVELOPMENT

42. Has your Administration made substantive progress during the last two years in updating your information and communication technologies?

Have these technologies served to improve e-business in tourism?

43. Do you have, or are you currently establishing, an e-tourism strategy?

A large majority of respondents (88%) consider that their administration has made substantive progress during the last two years regarding information and communication technologies. 60% consider that these technologies served to improve e-business in tourism and 61% have established, or are currently establishing, an e-tourism strategy. This trend is in line with the position of the Organization to reinforce its activities in this area.

Comments on this area of activity are numerous and show that ICT is one of the pillars on which tourism authorities want to build their tourism policy and strategy. Many websites and other ICT improvements are mentioned, which have served to:

- facilitate online booking and promotion to ensure an adequate offer to the market's needs,
- provide better information for customers and for national and foreign operators (destinations, products, events, etc. in various languages),
- help in decision-taking at the national level (thanks to easily available statistical data, better accounting system, better tourism resources inventory, consulting services, etc.),
- facilitate knowledge exchange with UNWTO Secretariat

Many members express their willingness to establish an e-tourism strategy for a better coordination in the framework of a public-private partnership, including SME’s support and licensing purposes. Such a strategy is recognized as crucial in the existing competitive context between destinations worldwide. Several countries mention having received assistance through bilateral cooperation. Some members of Central America refer to a regional e-tourism strategy.
H. TECHNICAL COOPERATION

44. How would you rate the activities undertaken by UNWTO Secretariat regarding technical assistance to Members on your country’s specific needs and on your region’s specific needs.

Graph. H-44 Worldwide

[44a] Evaluation of UNWTO Secretariat technical assistance activities on country’s specific needs and
[44b] on region’s specific needs

Technical assistance activities are considered as satisfactory by 70% of respondents (18% excellent and 52% good) regarding their country’s needs and also by 70% of respondents (12% excellent and 58% good) regarding their region’s needs.

Graph. H-44 Africa

[44a] Evaluation of UNWTO Secretariat technical assistance activities on country’s specific needs and
[44b] on region’s specific needs

The same results presented by region show strong disparities, especially between Africa and the other regions. In Africa, technical cooperation activities are considered unsatisfactory by 57% of respondents (17% fair and 40% poor) regarding their country’s needs, and by 63% of respondents (45% fair and 18% poor) regarding their region’s needs. However, these results clearly reflect the fact that of the 13 African countries responding to the survey, 10 did not receive any technical assistance during that period. The countries which did benefit from UNWTO technical support expressed a high degree of satisfaction.
45. Have you implemented in your country tourism projects funded through microfinance?

![Graph H-45](image)

Very few NTAs in the countries or territories responding to the survey (13%) have been involved in implementing projects funded through microfinance. The efforts undertaken by the Organization in 2005, in the framework of the International Year of Microcredit, seem to have had little repercussions in Members’ activities in 2006 and 2007. Some members mention schemes for fostering tourism SMEs and highlight the possible connections between microcredit and the ST-EP Programme.

46. In case your country has received assistance to fight poverty through the ST-EP Programme, how do you rate the results?

Only 10 Members among respondents evaluate the assistance they received through the ST-EP Programme. The evaluation of this assistance is reported in Graph H-46 below and is globally satisfactory. Other Members that benefited from the ST-EP Programme report that it is too soon to make an evaluation. Others would like to know more about this programme.

![Graph H-46](image)
I. COMMUNICATIONS, PUBLICATIONS AND DOCUMENTATION RESOURCES

47. Has your administration been involved in campaigns to raise awareness regarding the importance of tourism?

Three quarters of respondents have been involved in campaigns to raise awareness regarding the importance of tourism. Some of these campaigns were:
- connected to the Millennium Development Goals, to culture or to community-based development,
- developed nationally, but also locally,
- targeted to economic decision makers, or
- developed in the framework of the World Tourism Day

48. How would you rate the usefulness of the following UNWTO permanent information and documentation support services?

Graph. I-48
Evaluation of information supplied in reply to requests, of the online Tourism Legislative Database (LEXTOUR) and of the online Tourism Information and Documentation Resource Centres Database (INFODOCTOUR)

The UNWTO permanent information and documentation support services are evaluated satisfactorily: 92% of satisfaction for the information supplied on specific requests (34% excellent and 58% good), 86% for LEXTOUR (17% excellent and 69% good) and 84% for INFODOCTOUR (16% excellent and 68% good). Members that did not use these services requested more information.
49. Do the officials of your administration use the UNWTO e-library (e-unwto)? How do you rate the accessibility to this service?

![Graph](image)

Graph. I-49
Evaluation of the UNWTO e-library (e-unwto)

81% of respondents use the e-library. 80% of them find it satisfactory (28% excellent and 52% good). Members comment upon:
- Requirement of more resources in other languages than English, especially Russian
- Difficulty in accessing the e-library through its new format
- Necessity of improving the download speed of documents
- Requirement of a switch from personal access(es) to a network access for the whole NTA

50. How would you rate the visibility and practicality of the new UNWTO website?:

![Graph](image)

Graph. I-50
Evaluation of visibility and practicality of the new UNWTO website

The appreciation of the visibility and practicality of the new UNWTO website appear very satisfactory for the Members answering the questionnaire:
- visibility: 85% (31% excellent and 54% good)
- practicality: 86% (28% excellent and 58% good)

Main comments expressed by users concern the possibility of improving the quality and the quantity of information in other languages than English.
Considering the answers to questions 48, 49 and 50, the improvement in communication and technology issues made by UNWTO seem to be favourably perceived by a very large majority of Members.

**Additional comments:**

Additional comments made by respondents are very constructive and can be summarized as follows:

- Members express their willingness to work more closely with the Secretariat and ask for a better information about its activities and outputs, and a stronger technical assistance.

- Collaterally, they appreciate the work done by the Secretariat in general, or for particular areas of activity.

- They make some recommendations about areas of activities they would like to see reinforced. The UNWTO Secretariat thanks all responding Member States and Associate Members for their comments and recommendations. It will endeavour to take these into account for improving the services it delivers to its Members.

- They highlight the difficulty to be very accurate in responding a survey referring to so many issues.

- Some refer to the high cost supported by NTAs in participating in UNWTO events. The reinforcement of video conference facilities could be seen as one of the best ways to solve this problem.
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