Seventy-eighth session
Quito, Ecuador, 27 and 28 June 2006
Provisional agenda item 7(a)

GENERAL PROGRAMME OF WORK


Note by the Secretary-General

In the attached document the Secretary-General reports to the Executive Council on the implementation and evaluation of the General Programme of Work for the Programme 2006-2007.
GENERAL PROGRAMME OF WORK


INTRODUCTION

1. This document records the main information concerning the implementation and evaluation of the General Programme of Work for 2006-2007, and more specifically the activities carried out and planned since the 77th session of the Executive Council held at Dakar, Senegal on 1 December 2005.

2. The information is presented according to the programme's main fields of activity, viz:
   - Statistics and Economic Measurement of Tourism
   - Market Intelligence and Promotional Techniques
   - Sustainable Development of Tourism
   - Ethical and Social Dimensions of Tourism
   - Improving Competitiveness: Quality, Investment, Trade, Health, Safety and Security
   - Education, Training & Knowledge Management
   - E-Tourism Development
   - Regional Activities, Cooperation for Development and Poverty Alleviation
   - Activities for The Affiliate Members: Business Council, Education Council and Destination Management
   - Communications, Publications and Documentation Resources

3. With respect to the evaluation of the General Programme of work for 2006-2007, it should be noted that Performance Indicators for each activity appear in document A/16/12 under each programme section.

SECTION 1: STATISTICS AND ECONOMIC MEASUREMENT OF TOURISM

1. With regard to its presentation, the current programme is quite different from the previous one, as a result of the UNWTO's new status as a specialized agency of the UN. Given that the only area of the programme mentioned in the agreement with the UN is that of statistics, it should not come as a surprise that we have had to structure our initiatives in the new programme 2006-2007 in accordance with the functional scheme that we share regarding statistical matters with the different Organizations that make up the UN system.
2. This scheme refers to the following outcomes:
   - setting and promotion of international standards in tourism statistics
   - participation in the revision of other related international standards
   - collection and publication of statistics
   - securing international comparability of tourism statistics

   The corresponding activities carried out in the months gone by in 2006 are those that are mentioned in the following sections.

3. Relative to the first outcome, “setting and promotion of international standards in tourism statistics”, the following can be mentioned:
   - Technical assistance has been provided to Thailand and Nicaragua.
   - The “Eighth Meeting on the Measurement and Analysis of Tourism” was held in Cartagena de Indias, Colombia.
   - The “International Workshop on Tourism Statistics” was designed, and is to be held in July at the UNWTO. This workshop was jointly organized by the UNWTO Statistics Department and the United Nations Statistics Division, and 31 countries and 10 international and regional organizations have been invited.
   - Various technical assistance initiatives in the Americas have been designed in conjunction with the General Secretariat of Iberoamerican Summits.
   - A collaboration agreement was signed with the firm Eurofutures (Sweden) to participate as an associate entity in the execution of a research study on Tourism and Regional Economies financed with funds from the European Economic Community.

4. As for the outcome of “participation in the revision of other related international standards”, it is worth mentioning three activities that were carried out:
   - The “Online Forum on the Updating of Tourism Statistics International Standards” was implemented, thereby opening this revision process to the public domain.
   - Meetings of the “Inter-Agency Coordination Group on Tourism Statistics” were held in New York in February 2006.
   - The meeting of the “Committee on Statistics and Macroeconomic Analysis of Tourism” was held, with the attendance of 41 participants. Canada stepped down from the chairmanship of the Committee and Brazil, in the person of Mr. Eduardo Pereira Nunes, President of the Instituto Brasileiro de Geografia e Estatistica (IBGE), was named as the new Chairman.

5. Regarding the third outcome, “collection and publication of tourism statistics”, we point out that:
   - The graphic design of the “Yearbook of Tourism Statistics” has been updated.
   - The new 2006 editions of the Yearbook and Compendium have been completed.

6. Regarding the fourth and final outcome, “securing international comparability of tourism statistics”, no initiative has been carried out during this period.
### SECTION 2: MARKET INTELLIGENCE AND PROMOTIONAL TECHNIQUES

Implementation and Evaluation of Programme of Work 2006 - 2007

**Market Intelligence and Promotion Department**

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(*) D: Done. O/G: Ongoing. P: Pending

version May 2006
SECTION 3: SUSTAINABLE DEVELOPMENT OF TOURISM

(Summary of activities, Jan – May 2006)

1. Policies and Tools for Sustainable Tourism
UNWTO published, in late 2005, in collaboration with UNEP, a Guide for Policy Makers – Making Tourism more Sustainable. Based on this guide, a seminar has been organized in February 2006, in Jeddah, Saudi Arabia, for the Middle-East countries, with the purpose of training officials from national and local tourism administrations on the application of sustainable tourism policies and tools and the national, regional and local destination levels. The Department is prepared to organize other similar seminars in other regions during the second half of 2006 and in 2007.

2. Indicators of sustainability in tourism
Based on the UNWTO Guide on indicators of sustainability in tourism (2004), workshops have been organized in order to form officials of national and local authorities to develop their own indicators programmes at destinations. The most recent one was held in Jeddah, Saudi Arabia in February 2006, for Arab countries. The Department has also been supporting other initiatives in the application of indicators, such as the definition of parameters for the Global Code of Ethics for Tourism, and two programmes on sustainable tourism in national parks of Europe (WWF Pan Parks initiative, and a Central European project financed by the Global Environmental Facility)

3. Tourism and poverty alleviation
The Department has intensified its work in the field of poverty alleviation through sustainable tourism. Following the approval of the Constitution of the UNWTO ST-EP Foundation during the XVI Meeting of the General Assembly, held last November in Dakar, the Department convened the first meeting of the Board of Directors of the ST-EP Foundation, which was held in Berlin during the ITB. Among other decisions, the Board decided to fund four STEP projects during 2006, from among those identified by UNWTO during preparatory missions.

A new publication has been launched: Compilation of Good Practices in Poverty Alleviation through Tourism. It includes 26 cases from 20 countries.

Following the series of seven Training Seminars for tourism officials organized worldwide, the Department has planned two new seminars, one in Asunción, Paraguay, for the MERCOSUR countries (8-9 May 2006) and another in Tangiers (Morocco) for Africa.

In January 2006, technical assistance missions for identification of pilot STEP projects have been carried out in the following countries: Tanzania, Mozambique and Kenya. As a result of these and the previous 8 missions, a total of more than 140 projects have been identified for future implementation.
Of these total, twenty-nine technical assistance projects that focus on poverty alleviation through tourism have been approved for implementation during 2006 by the UNWTO/ SNV/ST-EP Trust Fund. Another eight projects are being funded by the Italian government, making a total of 41 STEP projects being implemented in 2006.

4. Sustainable development and management of tourism at specific destinations

4.1 Tourism at cultural heritage sites:

UNWTO is collaborating with the UNESCO Institute of Statistics (UIS) and the World Heritage Centre (WHC) in order to develop a programme for the application of sustainable tourism indicators and congestion management practices at World Heritage Sites (WHS).

Similarly, the Department’s Head is a member of the Scientific Committee that is preparing the next meeting of the Organization of World Heritage Cities, to be held in September 2007 in Kazan, Russian Federation. The meeting’s main subject will be Tourism and Economics at World Heritage Cities.

4.2 Tourism supply chain

In relation with its work on tourism and poverty alleviation, the SDT Department has been giving a strong emphasis to the inclusion of sustainable criteria within the tourism supply chain. A first survey is being undertaken in cooperation with the Affiliate Member COTELCO from Colombia, which will culminate in a Seminar with Colombian hoteliers in Bogotá, on 23 and 24 June 2006. This will serve as a test case to be applied later in other developing countries.

4.3 Climate Change Adaptation in Tourism

Two pilot project proposals have been approved by the Global Environment Facility, to finance the development of full project proposals on adaptation to climate change in the tourism sector, in Fiji and Maldives. The full proposals will be submitted around November 2006, aiming at projects of 3 years duration in each of the pilot countries.
SECTION 4: ETHICAL & SOCIAL DIMENSIONS OF TOURISM

I. The Global Code of Ethics for Tourism

A. Implementation of the Global Code of Ethics for Tourism

A report on the degree of implementation of the Global Code of Ethics for Tourism was submitted to the sixteenth session of the General Assembly in Dakar, Senegal (2005). The UNWTO presented a shorter report on this issue to the sixtieth session of the General Assembly of the United Nations (New York, 2005), which was followed, on 22 December 2005, by the adoption of a new resolution on the Global Code of Ethics in Tourism by the UN General Assembly (UN resolution 60/190). Copies of the two reports and the UN resolution have been placed on the “Ethics in Tourism” website http://www.world-tourism.org/ccde_ethics/eng/status.htm.

B. The Responsible Tourist and Traveller

The UNWTO Secretariat produced a simplified version of the Global Code of Ethics for Tourism specifically addressed to the travelling public entitled The Responsible Tourist and Traveller. This document, published as a leaflet in the five official languages of the Organization, intends to popularize the Code of Ethics among tourists and travellers by introducing to them some of the aspects of the Code which are directly related to the ways of planning and practicing a trip.

C. Seminar on Ethics in Tourism

The UNWTO Secretariat in cooperation with the Ministry of Tourism of Ecuador is organizing the First UNWTO Regional Seminar on Ethics in Tourism to be held in Quito, Ecuador, on 29-30 June 2006, in connection with the seventy-eighth session of the Executive Council (27-28 June 2006). The seminar will focus on the practical implementation of a number of selected ethical principles related to social, cultural and environmental sustainability of tourism development, which will be examined in depth in four panels dealing with the following topics: (a) fair trade in tourism; (b) corporate social responsibility; (c) the protection of children from sexual exploitation in tourism; and (d) the safeguard of natural and cultural heritage.

D. Tourism and Human Rights Initiative

In March 2006, the UNWTO and the Tourism Partnership of the Prince of Wales International Business Leaders Forum (IBLF) have launched the Tourism and Human Rights Initiative whose aim is to create a framework to assist the tourism industry in addressing human rights issues within their own business operations. Using the Global Code of Ethics for Tourism as overarching standard to guide the global activities of the project, the initiative envisages the development and adoption of a specific set of human rights principles for the industry, with appendices for individual sectors. A first roundtable consultation with the hotel sector will take place on 11 May 2006 in London. The policy paper for the hospitality industry will be ready before the end of 2006.
II. Prevention of Sexual Exploitation of Children in Tourism

In the framework of the International Campaign against Sexual Exploitation of Children in Tourism, the related Task Force held its eighteenth meeting at ITB Berlin on 10 March 2006, with a thematic session devoted to the design and implementation of successful campaigns for the prevention of sexual exploitation of children in tourism.

The Task Force, which is responsible for coordinating the networks’ actions at international level, welcomes the encouraging developments at regional level: establishment of regional task forces in the Americas (South America and Central America) and in Asia (ASEAN). Timid attempts are also observed within the European Union.
SECTION 5: IMPROVING COMPETITIVENESS: QUALITY, INVESTMENT, TRADE, HEALTH, SAFETY AND SECURITY

1. It is recalled that in 2005 the Programme Committee took special interest in this programme, modified its name and added investment under its terms of reference. It was further approved by the Executive Council and adopted by the General Assembly, which in resolution A/ES/493(XVI) urged to deal with “indicators for competitiveness”, “unethical transnational transactions”, “accrediting and branding quality tourism services” and “strengthening the security of travellers and building crisis management capabilities of national tourism administrations”.

2. The programme presently breaks down into twenty-five specific activities and projects. They were all reviewed by the Quality Support and Trade Committee (QSTC) at its fourth meeting, held at headquarters in April 2006 (the meeting report is available on request). It was attended by 13 member States, including 7 members of the Executive Council, as well as 3 affiliate members, UNCTAD and ISO. Reports on the major issues flowing from the programme implementation have also been submitted to all regional commissions for their meetings held in the first semester of 2006.

3. The Section has undertaken three surveys in order to better reflect the Members' views and experience in the programme implementation: on tourism standards, onequipment and travel documents for simplifying passenger travel (SPT), and on public-private partnership for safety and security in tourism. It has also prepared two regional seminars, on tourism safety and security in the Middle East (postponed until October-November 2006) and on competitiveness (Alger, 18 May 2006).

4. Tourism standards have been the major item on the Section agenda so far. Presentations have been prepared for the Airports Council International, the European Consumer Union, the International Automobile Federation, the Central European Initiative, and the European Network for Accessible Tourism, the latter in relation to the General Assembly-adopted document “Accessible Tourism for All”. The Section has also collaborated with the new ISO technical committee on Tourism and Related Services” with a view to presenting to ISO and other liaison organizations the UNWTO position on tourism standards, including of their international standardization. Portugal and Spain have offered assistance in implementing the programme on standards. This includes a methodological guide on hotel classification, destination quality criteria and benchmarking, and polling consumer views on quality standards.

5. With respect to destinations, various aspects relating to quality are also dealt with, independently from each other, by other Secretariat sections: Education, Training and Knowledge Management; Sustainable Development of Tourism; Market Intelligence and Promotional Techniques; as well as the Destination Council, to which effect the QSTC strongly recommended to coordinate their respective activities.
6. Other topics, especially those of economic and enterprise nature, have hardly been tackled by the Section since January 2006. Due to limited human and budgetary resources available to the Section, Members have been asked to consider making available to the Organization their additional resources in terms of documents, experts, structures or technical meetings to allow successful completion of the programme.

SECTION 6: EDUCATION, TRAINING & KNOWLEDGE MANAGEMENT

A seminar on Knowledge Management for Excellence in Tourism Destination Governance seminar was held on January 26 2006 at FITUR.

The UNWTO.EKM Practicum will take place from 17 June to 1 July 2006 at the at the UNWTO Themis Foundation and the UNWTO Headquarters in Madrid, followed by the First Joint Seminar for officials of the UN System and UNWTO Member Countries to be held at the ESADE Business School in Madrid from 25 June to 1 July. For the first time, a joint seminar will be held with both officials from UNWTO Member States and from the UN system participating.

Eighty tourism programmes in forty-three education institutions have currently received the UNWTO TedQual Certification.

The UNWTO Education Council (UNWTO.EdC) will hold its 11th meeting on 30-31 May 2006 in Madrid and will sponsor a Conference on Governance for Excellence in Tourism Destinations on 1-2 June. Under the UNWTO.EdC programme of work, the ATHENA database of capabilities has been launched, providing UNWTO Member States with information on areas of expertise and the names of experts of each UNWTO.TedQual Centre.

Under the UNWTO.TedQual Mentoring Programme, the UNWTO Department of Education and Knowledge Management (UNWTO.EKM) sent a mission to the University of Gondar in Ethiopia from 11-16 February to assess and provide guidance to the university’s new Department of Tourism Management.

Under the 2006 UNWTO Scholars, the Government of Italy will sponsor a series of courses, the first one being the Postgraduate course on Tourism Policy and Strategy applied to Destination Management Organizations GTAT.TPS (DMO) to take place in English at the Università Commercial Luigi Bocconi, in Milan, Italy from 10 May to 10 June 2006. Others funded by the Government of Italy in 2006 are: the UNWTO.GTAT.Marketing, Communications and Development, the UNWTO.TedQual MQE-Managing for Quality in Tourism Education and the UNWTO.Sbest Course for Excellence in Tourin
The University of the Balearic Islands is offering a substantial scholarship for a tourism official from a UNWTO Member State for its Master in Tourism and Environmental Economics (MTEE) degree programme for 2006-2007.

The Government of Mexico, is offering some 15 scholarships to tourism officials from the Americas region for the UNWTO.GTAT.TPS course on Destination Management.

Two pilot UNWTO.TedQual Volunteers programmes took place in 2005 in Panama at the Soberania National Park from 13-15 June and in Tabasco, Mexico from 30 September to 15 October.

The 2nd UNWTO Tourism Policy Forum "Reinforcing Institutions as a Key for Development through Tourism" will take place in Italy at a venue to be designated in October 2006 with funding provided by the Government of Italy.

On 26 September 2006, the 2nd UNWTO Science Fellows Awards will take place in Andorra and is being organized through the UNWTO.Themeis Foundation.

Five UNWTO.Sbest Certification pilot projects are foreseen in the first half of 2006 to take place at destinations in Argentina, Mexico, South Africa and Spain.

On 1-2 June 2006 the UNWTO.Ulysses Awards ceremony and lecture will be held in Madrid.
SECTION 7: E-TOURISM DEVELOPMENT

The Organization continues to participate in the annual ENTER, E-Tourism event and was represented at the World Summit on the Information Society in Tunis on 16-18 November 2005.

SECTION 8: REGIONAL ACTIVITIES, COOPERATION FOR DEVELOPMENT AND POVERTY ALLEVIATION

Regional Representation for Europe

With the membership of Lithuania, Latvia, Belarus and the United Kingdom the Commission for Europe is now composed of 42 members. Out of ten new members that joined the UNWTO since the General Assembly of October 2003, four are from Europe, which is a positive indicator of the relevance of the Organization in this region. The Regional Representation continues its drive to attract new members in Europe, and expressions of interest from non member countries have been received by the Secretariat.

In bilateral relations with European member States the Regional Representation has introduced the practice of signing joint plans of action following the visits of official delegations of the respective countries to UNWTO Headquarters. The plans of action are built around a series of meetings with relevant departments and define specific activities and areas of cooperation between UNWTO and the country concerned. Since early 2004 delegations from Lithuania, Latvia, Armenia, Hungary and Malta signed plans of action with the Regional Representative for Europe.

Special attention was paid to the implications of the European Union enlargement for the development of tourism in the region. An international conference on “Impact of the European Union enlargement on tourism development in Europe” was carried out successfully on 1-2 March 2006 in Vilnius, Lithuania. Delegations from 25 countries and over 300 participants attended this event and agreed to a set of conclusions, reflecting the positive impact of the EU enlargement as well as areas that require attention and future actions.

The regional impact of tourism was also the topic of a European meeting on “Tourism as a tool for sustainable development in transitional economies”, held in Belgrade, Serbia and Montenegro on 20-21 June 2005. This event which gathered over 250 participants, focused on the importance of tourism for the 25 countries in Europe that belong to the category of “transitional economies”, and on the challenges they have to face to develop the tourism sector in a sustainable manner.

The Regional Representation has organized in Moscow, Russian Federation on 22 March 2006, a Seminar on “Psychology and Technology in the sale of tourist products” in the context of the new tourism fair “Intourmarket” organized by the Russian Federal Agency for Tourism. The event was attended by some 100 participants, among which regional and local tourist authorities and representatives of the private sector.
In cooperation with the Business Council a seminar entitled “Belarus - a place for the World Tourism”, was held in Minsk, Belarus, on 4 October 2005. This was the first event organized by UNWTO in Belarus, after its accession as a new member, and elicited much interest from the public and the private sector. About 150 participants attended the event.

The **2006 Meeting of the Regional Commission for Europe** was held in Almaty, Kazakhstan 25th-26th April 2006. In the framework of the meeting a seminar on “Policies, Strategies and Tools for the Sustainable Development of Tourism” was held. The meeting was attended by representatives of 36 UNWTO member states and of various Kazakh public and private institutions.

At the Meeting of the Regional Commission for Europe some specific activities for the European region were proposed for their inclusion in the Programme of Work 2006-2007. These proposals are reflected in the decisions of the Commission for Europe Meeting. An informal meeting in Salzburg in early April with the participation of a small number of member states and the Regional Representation for Europe facilitated the identification of relevant activities for the region.

Participation in **tourism fairs, national conferences of tourism, international events, and official visits** at the invitation of member countries is an important activity of the Regional Representation. Presentations and speeches on a number of tourism related topics are normally delivered on these occasions as well as participation in press conferences and other related events. Since the last report the Regional Representation for Europe has organized or participated in some 15 events, besides those already reported above.

**Regional Representation for Africa**

**I- Introduction**

1. The Executive Council, through decision CE/DEC/12 (LXIII-LXIV), approved the implementation of the specific programme for the promotion of tourism development in the countries of sub-Saharan Africa, which had been submitted to it by the Secretary-General. The overall objective of this programme is to contribute to the strengthening of the capabilities of the personnel of National Tourism Administrations, National Tourism Organizations, public and private enterprises and other stakeholders involved in tourism management and development.

2. The programme is structured around three main objectives, namely:

   a) assisting African countries in defining a policy and a strategy to ensure the harmonious and sustainable development of the tourism sector;

   b) developing know-how in the countries of the region in the fields of the design, implementation and management of tourism development programmes based on the messages deriving from the Global Code of Ethics for Tourism;

   c) promoting, in general, greater participation by nationals in the management of projects, and in particular, by local communities in ecotourism projects with a view to the creation of jobs for poverty alleviation.
II- IMPLEMENTATION

3. Having entered its second phase of execution, the programme has been a veritable success as shown by the results of the evaluation of the questionnaires completed by the participants of the different regional seminars and also by the correspondence sent to the Secretariat by the authorities of our Member States. Since the launch of this programme in 2003, sixteen activities in the form of workshops, seminars and training courses have been organized as of the date of writing of this document, in partnership with the governments of the countries of the region. All in all, over 1980 participants representing NTA officials, personnel working in the private sector and international and regional organizations have benefited from these activities, which are basically oriented towards reinforcing their capabilities in the management and sustainable development of tourism. These activities have dealt with diverse subjects such as: statistics and the measurement of tourism’s impact, tourism policy and strategy, ecotourism, new information technologies in tourism, sustainable tourism and poverty alleviation, quality in the tourism sector and tourism marketing.

Regional Representation for the Americas

Since the forty-third meeting of the Commission, the Secretary-General, the Deputy Secretary-General, the Regional Representative for the Americas, as well as other officials and consultants have travelled to the region for various reasons.

The Secretary-General, accompanied by the Regional Representative, participated in the First International Tourism Fair of Caracas (Venezuela) (FITCAR 05), held in October 2005. In addition to meeting with local authorities and speaking at a seminar, the Secretary-General met with the President of the Republic, Hugo Chávez.

The Secretary-General also took part in the World Tourism Forum for Peace and Sustainable Development, held at Rio de Janeiro (Brazil) from 24 to 26 October. At that meeting, formally opened by President Lula da Silva, the Secretary-General was accompanied by the Deputy Secretary-General and several officials of the Organization.

A particularly noteworthy event was a World Conference on the Satellite Tourism Account: understanding tourism and designing strategies, organized jointly by the Section on Statistics and Economic Evaluation of Tourism and the governments of Argentina, Brazil and Paraguay, at Iguazú from 3 to 5 October 2005.
In March 2006, the Secretary-General visited Mexico to meet with President Vicente Fox. During their meeting, held on 22 March, the Secretary-General presented to the President the WTO General Assembly resolution recognizing Mexico’s effective response to the impact of Hurricane Wilma on the country’s tourist destinations in the Caribbean. He then visited Cancun to inspect of that city’s spectacular recovery, participating afterwards in the inaugural ceremony for the Second International Forum on Partnership In Tourism and Fair Trade (FITS’ 06), held in Chiapas. He completed his visit by inaugurating the “Tianguis Turístico” in Acapulco.

On 29 and 30 March, the Secretary-General took part in the official inauguration of the Seminar on Tourism Development in the Americas, held at Belo Horizonte (Brazil) in connection with the Annual Meeting of the Board of Governors of the Inter-American Development Bank (IDB).

The Secretary-General was also in Uruguay, for the forty-fifth meeting of the UNWTO Commission for the Americas and Seminar on Municipalization of Tourism and Local Development, held at Montevideo from 3 to 5 May 2006.

During this period, the Secretary-General signed a Memorandum of Understanding with the Andean Corporation (CAF) and a Cooperation Framework Agreement with the Ministry of Trade and Tourism of Peru. Cooperation with CAF will begin with the startup of a subregional project to establish a Satellite Tourism Account in the Andean Community, in order to measure the economic effect of tourism on the Andean economies. This is especially significant given the key role played by this activity in support of macroeconomic stabilization, job creation, and investment in the subregion.

Since the beginning of 2006, the Regional Representative has attended the following events or meetings:

**Brazil:** Meetings with the CAM Chair to prepare the Commission’s Programme of Work (6-9 February 2006)
**Bolivia:** Meetings with the new tourism authorities (2-3 March)
**Peru:** Presentation of the cooperation agreement between WTO and the Ministry of Trade and Tourism (1 March 2006) and meetings with the new tourism authorities (4-5 March)
**Chile:** Meetings with tourism authorities (6-7 March)
**Brazil:** Seminar on tourism development in the Americas in connection with the Annual Meeting of the Board of Governors of the Inter-American Development Bank (Belo Horizonte, 29 March-5 April)
**Argentina:** Special meeting on tourism in Mercosur (Calafate, 4-7 April).
Missions requested in 2006

El Salvador Tourist security system for Central America. Initial pilot project in El Salvador.

Peru Carrying capacity of the historic sanctuary of Machu Picchu and the “Camino Inca” in Cusco.

Mercosur Tourism facilitation mission.

Regional Representation for Asia – Pacific Region

The Regional Representations act as a bridge between the member States and the Organization. Through them countries within their respective regions channel their needs to the Secretariat. This important role played by the Regional Representations helps to ensure that the activities carried out by the Organization on behalf of its members tally with the actual needs of the latter.

In conformity with this bridging role, during the 16th General Assembly in Dakar, Senegal last November, the Regional Representation for Asia and the Pacific had a series of meetings with the delegations from each member State represented with the aim of exchanging views and ascertaining the national agendas of each country as far as their tourism industry was concerned. Following these meetings, the Regional Representation for the region drew a plan of activities in which all various items on the agendas of the countries are laid out. An outline of these items which actually reflect some of the components of UNWTO’s programme of work can be summarised as follows:

1. Formulation or review of tourism master plan (Bhutan, Maldives)
2. Crisis management and national contingency plan (Indonesia, Sri Lanka, Australia)
3. Sustainable tourism indicators, sustainable development and poverty alleviation (China, Bhutan, Fiji, Philippines)
4. Legislation of tourism laws and sub-laws for hotels, tour guides, restaurants (Laos)
5. Tourism Satellite Accounts workshop (Thailand, Malaysia, Cambodia)
6. Human Resources Development (Fiji, Vietnam)
7. Marketing studies (Australia, China, Hong Kong, India, Japan, Republic of Korea, Thailand) and strategies (Papua New Guinea)
Crisis management

As tourism in the past few years has had to learn to live with both natural and man-made disasters such as tsunami, earthquakes and bomb attacks as well as health scares, the subject of crisis management, which is one of the focused areas of the Phuket Action Plan, has become an increasingly important element in the Organization’s programme of work. After a Ministerial Conference on Crisis Management which was held in New Delhi, India in 2005 within the framework of South Asia Travel and Tourism Exchange, UNWTO dispatched a mission to Sri Lanka last January with a two-pronged objective: to further assess the progress being made in the recovery process of the tourism destinations affected by the tsunami of 2004, and more importantly, to draw up a crisis management plan for the country’s tourism industry. This plan is aimed at structuring and reinforcing existing strategies to improve Sri Lanka Tourist Board’s readiness, response and recovery from any future crisis. As part of this mission a seminar was organised in collaboration with the Ministry of Tourism and Sri Lanka Tourist Board.

In a bid to continue with the recovery process of the countries which were hard hit by the tsunami (Maldives, Indonesia, Thailand and Sri Lanka) and in line with the Phuket Action Plan, UNWTO produced a documentary film on tourism destinations of these countries depicting the recuperation undergone since the disaster. The aim is to broadcast this film on pan-European television channels as well as TV channels of these countries’ source markets in order to boost the growth of their tourism. The mission was carried out in March.

UNWTO is also currently undertaking a Tourism Risk Management project for the Asia and the Pacific region jointly with APEC International Centre for Sustainable Tourism (AICST) and with the support of the Australian Government. This project is a follow-up to the UNWTO/PATA/AICST 2004 publication entitled Tourism Risk Management: an Authoritative Guide for Managing Crisis and Disasters. A risk management workshop is scheduled to be held in the region next October. Prior to that, the subject of crisis management is going to be one of the agenda items of the UNWTO 48th Commission Meeting for South Asia and the UNWTO 44th Commission Meeting for East Asia and the Pacific, which are scheduled to be held in Macao, China in the middle of June 2006.

Within the context of crisis issues in relation to tourism, UNWTO undertook a mission in Pakistan to assess the impact of the earthquake that shook the North West Frontier and Azad, Jammu, and Kashmir (AJK region) on tourism.

Sustainable Tourism Indicators, Sustainable Development and Poverty Alleviation

The essence of UNWTO’s indicators programme is risk management and the provision of critical information to those in planning and management so that they can anticipate and prevent unacceptable and unsustainable outcomes.
UNWTO organised a National Workshop on Sustainable Tourism Indicators in Guilin, China, in July 2005. One of the outcomes of this workshop was the laying of a foundation stone for the construction of the UNWTO/Yangshuo Observatory on Sustainable Tourism – a historical occurrence in the life of the Organization. This observatory could serve as a focal point of future sustainable tourism initiatives in China. China contains many of the world’s most unique and fragile cultural and natural tourist sites, and there is an increasing pressure on the natural and cultural environment caused by tourism development. The sustainability of tourism development is thus vital for China and for its destinations.

Small Island States also have their share of risks when it comes to the excesses of tourism development. They tend to be vulnerable to the impacts of tourism because of their small size. Upon the request of the Fijian government, UNWTO will be organising an indicators workshop in Fiji in August.

An International Conference on Cultural Tourism and Local Communities was held in Yogyakarta, Indonesia, last February to discuss important issues such as how to develop tourism products on sites of historical monuments and their linkages with the surrounding local communities. The Conference was aimed at exploring the challenges and potential of cultural tourism for local communities, and specifically the contribution it can make to poverty alleviation.

UNWTO, jointly with the Government of Japan and the Asia-Pacific Tourism Exchange Center (APTEC) will organize the "UNWTO Japanese Symposium on Encouraging Cultural Tourism in Central Asia" in Uzbekistan, situated at the crossroads of the Great Silk Road, with a view to fostering international cooperation in the field of tourism development along the Silk Road for the benefit of the Silk Road countries, and to enhance mutual cooperation among those countries and Japan.

Tourism Satellite Accounts

UNWTO aims to provide the technical know how to countries to enable them to improve their statistical capacity-building in the field of tourism statistics so that their own national technical staff can carry out the development of the tourism satellite account tables. A TSA workshop for Thailand is scheduled to be organised in Bangkok from 22-26 May. Another one is being planned for Malaysia in October.

Human Resources Development

A mission is scheduled to be carried out in Fiji in August in cooperation with the University of Hawaii to analyse the gap in the public and private sectors in the field of human resources.
Market studies and strategies

UNWTO has undertaken a study of 7 sources markets in Asia and the Pacific with a view to establishing a clear-cut picture of their current situation and future potential to receiving Asian destinations. These markets include Australia, China, Hong Kong, India, Japan, Republic of Korea and Thailand. The seven studies will be presented at the forthcoming Ministerial Roundtable on Asia-Pacific Tourism Policies which is being held in Macao, China in June.

UNWTO carried out a mission in Papua New Guinea, a relatively new member of the Organization to advise its Ministry of Tourism on marketing strategies. A seminar was also held in the Maldives on New Emerging Markets – China and Russia, with the aim of familiarising the Maldivian industry with these two emerging markets, which are not their traditional clientele.

Regional Representation for the Middle East

1. In accordance with the regional agenda adopted by the UNWTO Commission for the Middle East and included in the general programme of work for 2006-2007, the activities of the Regional Representation focus on guiding and supporting the sustainable development of tourism in the region, enhancing safety and security, reducing non tariff barriers to the growth of international tourism, improving and diversifying tourism products, promoting investment and providing credible statistical indicators and assisting national tourism administrations in enhancing the image of destinations and in carrying out well-conceived and targeted promotional campaigns.

2. The following technical meetings were held in the region since the beginning of the year:

(a) Seminar on Tourism Sustainability and Local Agenda 21 in Tourism Destinations and Workshop on Sustainability Indicators for Tourism Destinations (Jeddah, Saudi Arabia, 18-22 February 2006), organized jointly with the Supreme Commission for Tourism of Saudi Arabia.


3. The outcomes of these meetings were highly valued by participants, who provided useful feedback, insightful comments and recommendations on issues deserving further consideration and on the assistance required from the Organization.
4. **An international conference on partnerships to enhance tourism safety and security** in the Middle East and North Africa which was initially scheduled for 28-29 March at Beirut, Lebanon in conjunction with the 29th meeting of the UNWTO Commission for the Middle East, was postponed at the request of the Minister of Tourism of Lebanon and after consultation with the Commission’s Chairman. The Conference is now rescheduled together with the Commission meeting for **30 October to 1 November 2006**, at Beirut.

5. The Secretariat also took part in the following conferences:

(a) The Middle East Travel and Tourism Summit (METTS) on partnerships for sustainable tourism development, which was held at the Dead Sea, Jordan on 26 and 27 February.

(b) The 1st Euro-Mediterranean Tourism Industry Forum. held at Barcelona, Spain, on 4 and 5 May.

6. In addition to the Beirut international conference on Safety and Security, mentioned in paragraph 4 above, the following UNWTO meetings are scheduled during 2006:

(a) International Conference on Education, Training and Knowledge Management, tentatively scheduled for November 2006 in Egypt.

(b) Training course on statistics and tourism satellite accounting, tentatively scheduled for December 2006 in Oman.

7. Field visits carried out by the Regional Representative since the beginning of the year covered, Egypt, Lebanon, Oman and Saudi Arabia. The purpose of these visits was to attend the meetings listed above and to discuss bilateral cooperation projects between these countries and UNWTO. The Regional Representative also attended ITB, Berlin in March and the Arabian Travel Market (ATM) in Dubai in May.

8. **Eighteen advisory and technical assistance missions** have either been fielded in the region or are planned to be carried out this year, jointly with the Technical Cooperation Service. Details concerning these missions are provided under section F.7 Technical Cooperation.

9. As regards **technical cooperation projects in the region**, the National Tourism Master Plan project for Kuwait has been completed successfully and presented to the Government, last December. The Government requested an extension of the Organization’s technical assistance in the implementation of the tourism development programme in the areas of marketing and human resource development. A project proposal to this end has been submitted by the Organization and approved by the Government. UNWTO is also assisting the Ministry of Tourism of the Libyan Arab Jamahiriya in updating its national tourism development master plan. Additional information on these projects is provided under section F.7 Technical Cooperation.
**Technical Cooperation**

Since the beginning of the current year, the following technical cooperation activities were carried out, or are in progress:

### Sectoral Support Missions

<table>
<thead>
<tr>
<th>Month</th>
<th>Country</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Pakistan</td>
<td>Recovery of Tourism in the Earthquake affected-area.</td>
</tr>
<tr>
<td></td>
<td>India</td>
<td>Coastal Tourism Development for the States of Orissa and Andhra Pradesh.</td>
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<tr>
<td></td>
<td>India</td>
<td>Training Programme for Tourism Officials of the Government of India.</td>
</tr>
<tr>
<td>February</td>
<td>Peru</td>
<td>Master plan for the establishment of a Community-Based Rural-Tourism and Ecotourism Programme.</td>
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<tr>
<td></td>
<td>Angola</td>
<td>Formulation of a Tourism Master Plan for Institutional Capacity Building.</td>
</tr>
<tr>
<td></td>
<td>Cambodia</td>
<td>Project Formulation in Community-based Tourism, Capacity Building, Product Development and, Marketing and Promotion.</td>
</tr>
<tr>
<td>March</td>
<td>Papua New Guinea</td>
<td>Development of community-based tourism.</td>
</tr>
<tr>
<td></td>
<td>Georgia</td>
<td>Preparation of a Tourism Development Master Plan and a Winter Tourism / Ski Sub-Plan.</td>
</tr>
<tr>
<td></td>
<td>Philippines</td>
<td>Preparation of a project document on Community Participation and Product Diversification in Tourism.</td>
</tr>
<tr>
<td></td>
<td>Thailand</td>
<td>Review tourism development at Inner Lake Boraphet.</td>
</tr>
<tr>
<td></td>
<td>India</td>
<td>Project formulation mission to Uttarakhand Pradesh for the formulation of a Tourism Development Master Plan.</td>
</tr>
</tbody>
</table>

Crimea: Project formulation mission for the development of ethnographic tourism.

**Countries contacted for eventual technical assistance:**

Africa: Benin, Madagascar, Sierra Leone, South Africa, Uganda, Zambia.

Americas: Venezuela

**Technical Cooperation projects**

**AFRICA**

**BOTSWANA:** Strengthening Tourism Statistics:
Completing and Implementing a Tourism Satellite Account

Duration: From October 2004 to September 2006

**NIGERIA:** Institutional and Capacity Strengthening Support to the Tourism Sector

Duration: From February 2005 to January 2006

**LESOTHO:** Support to Institutional and Capacity Strengthening of the Tourism Sector

Duration: From March 2006 to August 2006

**EQUATORIAL GUINEA:** Tourism Master Plan

Duration: 10 months – (likely to start in the second half of 2006)

**ASIA**

**DPR KOREA:** Capacity Building for Human Resources Development in Mount Chilbo - Phase II

Duration: From April to June 2006

**TIMOR LESTE:** Sustainable Tourism Sector Development and Institutional Strengthening - Phase I

Duration: From November to April 2006
MONGOLIA:
Community Development Planner for the Enterprise Mongolia Project

Duration:
From February to May 2006

Plan of Action for Technical Assistance on Sustainable Tourism – Eliminating Poverty UNWTO-SNV-TA Fund

AFRICA

CAMEROON
- Sustainable CBT and Private Enterprise Development project in Ebogo
- Development of Network Promotion and Capacity Building for Running Bird Watching Tours

ETHIOPIA and RWANDA
- Pro Poor Tourism Business Linkages with Private Sector Accommodation Providers

ETHIOPIA and TANZANIA
- Bale Mountain National Park – Education and International Exposure

MALI
- Training of Informal Guides
- Program to improve the health of women craft makers specialised in making jewels from plastic waste
- Market Siby Community based Tourism Destination

RWANDA
- Institutional Capacity Support for Tourism Policy And Strategy
- Tourism Governance Workshop

SOUTHERN AFRICA
- Update of Database and Marketing Support for Community based Tourism Products in Southern Africa

UGANDA
- Develop Tourism Asset Database of Uganda's Community based tourism products
GHANA, MALI, BURKINA FASO, BENIN:

- Multi Destination Marketing Program

BENIN, GAMBIA, GUINEA, GUINEA-BISSAU, MALI, MAURITANIA, NIGER AND SENEGAL:

- Sustainable Development of Tourism in a Network of Cross-border National Parks and Protected Areas in West Africa

AMERICAS

ECUADOR

- Tourism Microbusiness, Microcredit and Poverty Reduction Project.

- Local Tourism Planning for the Consortium of Provincial Governments of Ecuador (CONCOPE).

- Sustainable tourism in protected areas.

- Competitiveness and business management to strengthen community-based tourism in Ecuador.

BOLIVIA

- Community-based ecotourism in the Amboró National Park – Tourism Development Programme of PRO CREDITO.

- Improvement of local tourist guide services in San Javier and Concepción – Jesuit Missions of Chiquitos.

HONDURAS

- Tourism training and poverty reduction.

ASIA

CAMBODIA

Community-based Tourism Plan

LAO PDR

- Tourism Law Implementation Project

- Tourism Planning and Promotion for Viengxay Caves

- Capacity Building in Conservation Planning and Management, Viengxay District
LAO PDR, NEPAL AND VIETNAM
Research on multistakeholder collaboration in sustainable tourism

VIETNAM
Support to the implementation of the law on tourism to enhance sustainable development and poverty reduction

EUROPE
ALBANIA
Sustainable Tourism Legislation

MONTENEGRO
Securing Biodiversity Conservation and Sustainable Use in the Dinaric Mountain Eco-region of Montenegro

SECTION 9: ACTIVITIES FOR THE AFFILIATE MEMBERS: BUSINESS COUNCIL, EDUCATION COUNCIL AND DESTINATION MANAGEMENT

An oral report on this subject will be made by the Chairman of the Affiliate Members.

Destination Management

Programme Achievements:

Destination Council: During the 16th General Assembly of the UNWTO held in Dakar, Senegal; it was decided to establish, a Destination Council to replace the current Task Force for Destination Management which had been operating since 2002 as an informal advisory body of the Organization to support the activities on “destination management”

The 1st meeting of the Council was held in Berlin, Germany on 9 March during ITB.

The objectives of the UNWTO Destination Council are to:

i) Identify the needs and address the key challenges of tourism destinations concerning successful destination management and marketing,

ii) Formulate recommendations to the Programme Committee of the Organization on the Programme for Destination Management,

iii) Function as a leading platform for exchange of information on “good practices” with the aim of stimulating all tourism stakeholders, policy makers and the Destination Management/Marketing Organizations in developing a destination vision and applying effective management tools,
iv) Advocate and raise broader awareness on the importance of credible, consistent and comparable research (qualitative and quantitative analysis) for the performance of tourism destinations.

v) Support and actively participate in the UNWTO activities concerning destination management and marketing, some of the key-result areas of which are:
- Sustainable destination development and planning at local level,
- Product development and innovation,
- Competitiveness and strategic management and marketing tools (vision, image, positioning, branding)
- Effective destination management structures,
- Measurement of economic impact of tourism at local destination level,
- Monitoring of consumer behaviour, segmentation, psychology,
- Measuring quality indicators,
- Information technology and new media activities in marketing,
- City tourism,
- Creating additional competitive advantage: event management, low-cost airlines, rejuvenation of mature destinations.

The Council consists of the Affiliate Members of UNWTO representing tourism destination management/marketing organizations or institutions likewise at national, regional and local level as well as the existing Associate Members. The Full Members of UNWTO will be invited to participate in the work of the Council and benefit directly from the related activities.

The Council elected its chairman and two vice-chairmen, leaving the third to be decided at the next meeting.

REGIONAL SEMINAR FOR AFRICA: TOURISM DESTINATION MANAGEMENT- ROUTES TO SUCCESS: The seminar was held in Addis Ababa on 27-29 March organized as a joint-activity of two specific programmes (Destination Management and Programme for Sub-Saharan Africa) with the aim of 1) encouraging and motivating a professional approach to decision making, planning and management in tourism administration, 2) exploring the necessary tools for product development in line with market trends, needs and interests and 3) providing a better understanding of effective management and marketing tools to reinforce the competitiveness of African destinations.

INTERNATIONAL CONFERENCE ON DESTINATION MANAGEMENT AND THE IMPACT OF EVENTS: The conference will take place in Budapest, Hungary on 15-17 November 2006.

SEMINAR ON “THE IMPACT OF LOW COST AIRLINES ON DESTINATION DEVELOPMENT AND MANAGEMENT: Host and dates to be fixed.

PUBLICATION: A GUIDE FOR DESTINATION MANAGEMENT: The publication will be available before the end of 2006.
SECTION 10: COMMUNICATIONS, PUBLICATIONS AND DOCUMENTATION RESOURCES

UNWTO Press and Communications

A. FOREWORD

Since November 2005, the Press and Communications Department has succeeded to restructure its activities and while successfully implementing all tasks from the Programme of Work, added the long-awaited emergency response communications to its pillars of work. All activities are being realised according to plan without cancellations.

B. KEY WORK STREAMS

1. MEDIA RELATIONS AND CORPORATE COMMUNICATIONS: The Department continues to reinforce the UNWTO’s role as the leading organization in the field of tourism and as a focal point for tourism information among members, the rest of the tourism sector, the general public and the United Nations system; including promotion of the UNWTO member States and their relationship with the Organization. Activities have included a number of press releases, on-going mass mailing of the Members Updates, presentation of the Organization at the travel fairs in Madrid, Berlin and Moscow, one edition of the UNWTO News (as planned) and constant communication with the media. The Department also appropriately took care of a limited but successful communication of the visit of the UN Secretary-General Kofi Annan at the UNWTO Headquarters. A press trip was realised in Serbia, a technical support mission to Bosnia and Herzegovina and more are planned (Iran, North Korea). Organization and chairing of the annual meeting of United Nations Editors is underway (for July).

2. TOURCOM PROGRAMME FOR CAPACITY SHARING: Improved technical capacity in the wide array of tourism communications among UNWTO Members, through the TOURCOM Conference proceedings and the TOURCOM Network in general, particularly in Africa and the Americas. The conferences will be staged in May 2006, while another, for Eastern Europe and Central Asia is planned for October 2006. TOURCOM Observatory for the Middle East is in the phase of preparation. The Tourism Enriches Campaign will be highlighted for World Tourism Day with a special report on domestic awareness campaigns.
3. TOURISM EMERGENCY RESPONSE NETWORK (UNWTO-TERN): A new activity, which involves coordination of activities of the Organization in the field of risk assessment and crisis management and reporting to the UNWTO Working Group on risk assessment and crisis preparation and management, led by France. The avian influenza website with daily bulletins has been established and the information campaign regarding this health threat will continue until further notice. More actions in this field include: Emergency preparedness audits, response plans, training, professional skills, possibilities of workshops and exercises for emergency response units and managers, preparedness assessment tools and crisis communication audits, manuals, training, design and organization of crisis management centres, crisis management workshops and conferences, provision of timely and accurate facts and comment for the media and sharing best practices; crisis experience, communication tools and processes.

Publications

Achievements and progress since the last PC session:

The usage of the WTOelibrary reached now in the administrations of entitled UNWTO Member States

- 70% The Americas
- 32.5% Africa
- 77% East Asia and the Pacific
- 69% Europe
- 58% Middle East
- 62.5 South Asia

This reflects an overall increase of 15% since reporting last to the Programme Committee.

- The WTOelibrary includes by now more than 700 publications and research reports. This reflects an increase of 300 publications since April 2005 when reported last to the Programme Committee.

- More than 70% of the new titles made available this way have been taken from the UNWTO archives. Those works have been especially prepared to be searchable and thus allowing an easy and modern access while still preserving the original form of appearance and avoiding any alteration to the original document. Most of those works are classified as rare documents which are difficult to find in other places such as libraries.
• Also an additional 3,000 UNWTO documents have been added to the collection of official UNWTO documents since last year April including all new Executive Council and General Assembly documents as well as documents for Regional Commissions and Committees of the UNWTO. The total of documents available in their respective languages (English, Spanish, French, Russian or Arabic) surmounts now 8,000.

• The commercial interface of the WTOeLibrary is now in wide use among academic institutions. The feedback is very positive and confirms the approach of providing a modern tool for tourism education. Academic institutions are now enabled to reduce costs and enhancing the availability of information as well as providing courses of long-distance learning.

• The Depository Library Programme continues to develop extremely well. Since reporting last to the Programme Committee, 10 new depository libraries have been accepted, bringing the total number of academic institutions collecting worldwide all new publications in at least one official language and guarantee free, immediate and local access to our publications to 59.

• The e-commerce platform, the Infoshop, was throughout a period of 4 months completely modified and was re-launched in March 2006. The e-commerce platform provides an easy, comfortable and secure access to our catalogue of publications for the general public and, after the re-launch, is again at the comfort level of similar products provided by other International organizations.

• In 2005, the first catalogue featuring all our publications in Arabic language was produced.

• The recent election of the Chief of Publications (UNWTO) as Chairman of the UNIPOM (representing the Publishers and Publishing Officers of all agencies of the UN) is used, among other things, to produce, with UNWTO as the lead agency, the first UN-wide catalogue on tourism. This catalogue is a collection of all publications, reports and other documents, whether in printed or electronic format, which are related to tourism and have been produced by the UN or one of its specialized agencies. This project is not only intending to promote those titles but also to gather for the first time this kind of information among different agencies.
List of Publications published since reporting last to the Programme Committee
(as of February 2006)

- Compendium of Tourism Statistics Ed. 2005
- Cultural Tourism and Poverty Alleviation, The Asia-Pacific Perspective
- City Tourism and Culture (French, Spanish)
- Evaluation and Improving Websites – The Destination WEB watch” (English, Spanish, French)
- Indicadores de desarrollo sostenible para los destinos turísticos (Spanish)
- Observations on International Tourism Communication – Asia and the Pacific (English)
- The Future of Traditional Destinations
- The Impact of Rising Oil Prices on International Tourism (English, French, Spanish)
- Tourism, Microfinance and Poverty Alleviation (English, French, Spanish)
- Tourism Market Trends 2004 Edition – Asia (English)
- Tourism's Potential as a Sustainable Development Strategy (English)
- Tourism Market Trends 2004 Edition – Middle East (English)
- Yearbook of Tourism Statistics Ed. 2005

Documentation Resources

I- Provision of information and documentation support services

1. Integrated records management system for UNWTO archives
   This activity which was initiated mid-January 2006, will be carried out during this year with the view to process, as a first priority, the UNWTO’s collection of historical records (1934-1975). This initial phase will be followed by the establishment of management schedules for the UNWTO’s post – 1975 records and finally completed by familiarizing the different organizational units of the Secretariat regarding the use of research tools and all other aspects of records management. As a first result, a commemorative exhibition: 60 years of service to world tourism will be held at the Secretariat in the autumn of 2006.

2. Tourism Legislation Database - LEXTOUR and Web Forum
   This online database is regularly updated since its establishment in November 2003. The Department plans to create a LEXTOUR Web Forum with a view to encourage ideas and debates between the National Tourism Administrations (NTAs) and other institutions on topical issues related to tourism legislation. The Secretariat maintains contacts with the International Forum of Travel and Tourism Advocates (IFTTA) (www.iftta.org) which has expressed its wish to cooperate in this proposed exercise.
3. Tourism Taxation

A preliminary survey will be conducted this year among NTAs, in order to evaluate data available on taxes and related matters affecting the tourism sector, and particularly, tourists.

4. Tourism Information and Documentation Resource Centres Database – INFODOCTOUR

This online world directory of products and services available from libraries, documentation services and information brokers involved nationally and internationally in the tourism activity will be updated in spring 2006.

II- Standardized linguistic tool for tourism information process, transfer and exchange

The present objective set up for the Thesaurus on Tourism and Leisure Activities (TTLA) is to provide an updated online edition of this linguistic tool and also to expand it to other languages. With a view to facilitate the update, an electronic platform was created in December 2005 by the French Tourism Administration, so as to exchange views on proposed revised and/or new descriptors already included or to be added in the TTLA. It is expected that the first revised and updated edition will be distributed on web access and/or CD Rom, before the end of 2006. Respecting to the addition of other languages, the following versions of TTLA are under preparation: Croatian, German and Portuguese.

III. Sustained promotion of tourism information management and networking through appropriate mechanisms

This third outcome concerns the direct support to WTO Members, especially to tourism administrations, with a view to promote their full participation in the tourism information networking process, as well as the cooperation with other UN and non UN organizations. Concerning the assistance to governments for setting up, running or reinforcing information and documentation resource centres (IDRCs) for tourism, sectoral support missions are planned this spring for Argentina, Brazil, Paraguay and Uruguay. With respect to cooperation with other international organizations, the Secretariat will host in October this year the Inter-Agency Annual Meeting on Knowledge Sharing and Information Management (KSIM), a working group composed of the librarians, documentation and information managers of the UN bodies and agencies. A joint technical meeting UNESCAP-UNWTO on information management in tourism is proposed to take placed next year in Bangkok.

* Since the drafting of the document some of the planned events mentioned have taken place