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IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK
OF THE ORGANIZATION FOR THE PERIOD 2004-2005

Note by the Secretary-General

The following document contains a progress report on the implementation of the Organization’s general programme of work for 2004-2005 since the 74th session of the Executive Council held at Salvador de Bahia, Brazil on 2 and 3 December 2004.

The structure of the report follows that of the programme dealing successively with Statistics and economic measurement of tourism, Market intelligence and promotion, Sustainable development of tourism; Quality and trade in tourism, Human resource development in tourism; Regional activities, cooperation for development and poverty alleviation, Activities for destinations and Communications, publications and documentation.

Information on the activities of the Affiliate Members including those of its Business Council is reported under item 15 of the provisional agenda.
IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK
OF THE ORGANIZATION FOR THE PERIOD 2004-2005

INTRODUCTION

1. This document records the main information concerning the implementation of the general programme of work for 2004-2005 since the seventy-fourth session of the Executive Council, held at Salvador de Bahia, Brazil on 2 and 3 December 2004.

2. The information is presented according to the programme's main fields of activity, viz.: Statistics and economic measurement of tourism; Market intelligence and promotion; Sustainable development of tourism; Quality and trade in tourism; Human resource development in tourism; Regional activities, cooperation for development and poverty alleviation; Activities for destinations and Communications, publications and documentation.

3. Expenditure relating to the programme of work, all categories combined (but excluding technical cooperation activities financed with extra-budgetary resources), amounted to 5.4 million euros in 2004, i.e. 95 per cent of the budgetary appropriation provided for the year.

4. Information concerning technical cooperation activities of the Organization is given under the heading "Cooperation for Development".

A. STATISTICS AND ECONOMIC MEASUREMENT OF TOURISM

A.1 Publications / Database

A.1.1 New edition of the Compendium on Tourism Statistics

5. The 2005 edition of the Compendium with complete data for the period 1999-2003 was published in April 2005. It includes several changes:

- Efforts have been made to enhance the legibility of the data, by providing more comprehensive descriptions of the series and eliminating the "Abbreviations used in tables and notes". Moreover, explanatory notes, which used to appear as footnotes, are now included in the "Country notes" annex.

- New indicators have been added in three areas:
  - Accommodation
  - Tourism expenditure estimates
  - Economic contribution of inbound tourism

A.1.2 New edition of the Yearbook on Tourism Statistics

A.1.3 Database: *Tourism Factbook*

7. The latest and most up-to-date statistics (from the *Compendium* and the *Yearbook*) can now be obtained online with the new service "Tourism Factbook".

8. More information on these publications can be obtained from the elibrary www.wtoelibrary.org/rpsw/tfb.htm

A.2 Committee on Statistics and Macroeconomic Analysis of Tourism

9. The Committee held its sixth meeting at the Organization's Headquarters, on 21 and 22 March 2005, to discuss the following issues:

- Progress report on tourism statistics and accounts
- WTO new UN Specialized Agency status: changing roles and functions of WTO Committee on Statistics and WTO Statistical Programme
- ISCO-88 update: tourism occupations and related issues
- Understanding and measuring the Meetings Industry: a WTO Business Council initiative
- The System of Tourism Statistics and the Tourism Satellite Account: work in progress
- Measuring tourism expenditure associated to domestic tourism; a joint initiative ILO / WTO

A.3 Inter-agency coordination group on tourism statistics

10. An inter-agency coordination group on tourism statistics was created at the fourth session of the Committee for the Coordination of Statistical Activities (CCSA), which was held at the United Nations Headquarters in New York from 1 to 3 September 2004.

11. The group will address coordination issues such as harmonization of conceptual frameworks and schedules for their revisions, cooperation in data compilation, and division of labour in other activities related to tourism statistics.

12. The first meeting of the group was held on 3 September 2004, following immediately the fourth session of the CCSA; the meeting determined the scope and the working mechanisms of the group. The second meeting of the group was held on 3 March 2005 in New York and was attended by Eurostat, ILO, IMF, UNSD, the World Tourism Organization and the World Trade Organization. The third meeting of the group will be held in September 2005, in Rome, back to back with the CCSA meeting.

A.4 Technical assistance and sub-regional workshops on tourism statistics and the elaboration of a TSA / Other meetings

- The meeting *Adapting the TSA conceptual framework: the regional perspective* was held on 21-22 April in Paris

13. The World Conference, co-organized with Argentina, Brazil and Paraguay will be held at Iguazu from 3 to 6 October 2005

14. This new world Conference will focus on the different ways in which the TSA's full potential can be unlocked: its relevance for policy-makers; the implications for trade policies; its contribution to market intelligence and forecasting; enhancements to TSAs to better reflect the importance of the business tourism industry (MICE) or employment creation; and its development at sub-national levels.

15. Additional information may be obtained by visiting the Conference’s website: www.world-tourism.org/TSAconf2005

B.  MARKET INTELLIGENCE AND PROMOTION

16. Activities under this programme heading were centred on: determining tourism market trends and providing direct assistance to National Tourism Administrations. New activities have also been initiated in the area of knowledge of promotion budgets and the main kinds of administrative structures for promotion; knowledge of markets: generating markets, knowledge of market segments; urban tourism; and lastly, a report on the most common methods for preparing tourism forecasts. The Programme of Work assigned to the Department will be completed in this way.

B.1  Market Trends

17. WTO continues to evaluate international tourism trends. This permanent activity takes concrete form in the publication of the six volumes of Tourism Market Trends (2004 Edition), WTO World Tourism Barometer (published in January, June and October) and the Tourism Highlights (2005).

18. These three publications provide users with: Data on the structure and evolution of international tourism in their own region and in the rest of the world, as well as Information regarding the main factors behind such results. More specifically, the WTO World Tourism Barometer provides very recent international tourism trends from more different countries, a four-month period forecast of how international tourism will perform and, up from the January 2005 number, a forecast of international tourism performance for a 12 month period.

B.2  Promotion

19. A report on NTO promotional budgets will be carried out in the last quarter of 2005. This benchmark study will, on one hand, analyse the structure, functions and forms of operation of the different kinds of NTOs, and, on the other hand, compile and analyse data on the budgets that NTAs/NTOs allocate for the promotion of international tourism. This will enable members to carry out benchmarking
exercises that can contribute to redefining tourism policies and action programmes based on the evolution of the market.

B.3 Market knowledge

20. The Market Intelligence and Promotion Department has begun various tasks for carrying out a study on Indian outbound tourism. The objective of this study is to determine the volume and characteristics of Indian outbound tourism, as well as the determining factors for attracting Indian outbound tourism.

B.4 Knowledge of market segments

21. A study on city tourism and culture carried out jointly by WTO and ETC has already been published. This study provides a conceptual framework for cultural tourism, presents the different types of visitors and destinations, quantitative data on cultural and urban tourism, and ideas on how to act effectively in this market segment.

B.5 Tourism Research Methodologies

22. A new project was initiated jointly by the ETC and WTO aimed at preparing a Handbook on Forecasting Methodologies. The report, due to be published during the second half of 2005, aims at identifying the best practices in terms of Tourism Forecasting Methodologies as well providing countries with practical examples and tools that can be adapted to their specific cases.

B.6 Direct Assistance to Tourism Administration

23. This activity is carried out in close coordination with the Regional Representatives and the Technical Cooperation Service. It entails carrying out, for the benefit of Members, direct assistance activities that help them in developing market intelligence and improving promotional techniques and which they have identified as priorities. So far, assistance, mainly in the area of promotion, will be provided to the Philippines, Argentina and Central America.

B.7 Other activities

B.7.1 Emergency Task Force


B.7.2 2005 Statistics Conference

25. The WTO Market Intelligence and Promotion Department is contributing to the preparation of the 2005 Statistics Conference “TSA: Understanding Tourism and Designing Strategies”. The Department will address the way to use the information generated by the TSA preparation, in order to improve the design of marketing strategies for better action and forecasting.
B.7.3 Other

26. The Department contributes to the WTO website with the sections under its responsibility, viz Facts and Figures and Tourism Recovery Committee and responds to a large number of information requests from the national tourism administrations/organizations of member States, universities and educational institutions, media, private companies and individuals.

27. The evaluation of users of the activities carried out by the Department is very positive, taking into account their feedback. References to publications are made in printed or broadcasted media and publications are quoted in the different reports prepared by the National Tourism Administrations, National Tourism Offices and Research and Consultancy Firms.

C. SUSTAINABLE DEVELOPMENT OF TOURISM

C.1 Policies and Tools for Sustainable Tourism

28. A report containing a comprehensive analysis of policies and tools for the sustainable development and management of tourism, prepared in collaboration with UNEP, is currently being finalized for publication. A series of regional seminars are planned during 2005 and throughout 2006 to disseminate and adapt these policies and tools to the characteristics and development conditions of different regions. The first of these seminars will take place in Belgrade, Serbia and Montenegro, during June 2005, focusing on the special characteristics of the transition economies of Eastern and Central Europe.

C.2 Indicators of sustainability in tourism

29. The new guidebook on Indicators of Sustainable Development for Tourism Destinations was published in October 2004. The publication is the most comprehensive resource on this topic, the result of an extensive study on indicator initiatives worldwide, involving 62 experts from more than 20 countries. Based on the new guide, regional programmes have been initiated to facilitate the application of sustainability indicators. A regional workshop was held with support from the Association of Caribbean States in that region last December; others are currently under preparation for the tsunami-affected countries in Thailand, for the Andean Countries in Bolivia, for the Middle-East region in Saudi Arabia, as well as in China and India.

C.3 Sustainable development and management of tourism at specific destinations

C.3.1 Ecotourism

30. WTO organized training seminars for national parks in Africa and participated in a number of events on ecotourism, as a follow up to the International Year of Ecotourism.
C.3.2 Tourism at coastal and island destinations

31. WTO organized a Side Event on the Sustainable Development of Tourism during the international meeting organized by the United Nations for the Small Island Developing States, held in Port Louis, Mauritius in January 2005. The Side Event was attended by over one hundred people, including several ministers and senior officials. On the opportunity of this Side Event, the World Tourism Organization launched a special report under the title "Making Tourism work for Small Island Developing States".

32. The project proposal on the “Reduction of Environmental Impact from Coastal Tourism through Introduction of Policy Changes and Strengthening Public-Private Partnerships”, has been approved for funding by the Global Environment Facility. WTO is collaborating with the United Nations Industrial Development Organization (UNIDO) and UNEP in this project. After assisting the 8 participating African countries, in preparing their initial country reports, WTO will participate at the First Meeting of the Project Steering Committee in May 2005, in the Seychelles.

33. WTO is coordinating with UNEP and UNDP the preparation of project proposals on climate change adaptation and tourism, to be submitted for funding by the Global Environmental Facility (GEF). Currently proposals are being prepared for pilot country projects in Fiji, Maldives and the Seychelles.

C.3.3 Tourism at cultural heritage sites:

34. WTO organized a Conference on Built Environments for Sustainable Tourism in Muscat, Sultanate of Oman, in February 2005. Technical presentations, case studies and debates among more than 200 participants from 35 countries helped to clarify the role of tourism in ensuring sustainable urban development, cultural heritage preservation and benefits for host communities. The main output of the Conference is the Muscat Declaration on Built Environments for Sustainable Tourism with recommendations for the main stakeholder groups.

35. A guidebook was published, in collaboration with the WTO Business Council on Tourism Congestion Management at Natural and Cultural Sites in late 2004. This guidebook provides recommendations for upgrading the operational and physical capacities of tourism destinations and sites, in order to handle high levels of tourism activity. A series of Congestion Management Seminars was initiated during FITUR in Madrid, in January 2005, followed by a second seminar on "Congestion Management: Visitors Satisfaction and Safeguarding Tourism Sites", which took place in Berlin, March 2005, on the occasion of ITB.

C.4 Certification of sustainability in tourism

36. The series of regional conferences on sustainability certification in tourism has been continued. After the conferences for the Americas and the Asia-Pacific, a Regional Conference for Europe on "Public Private Partnerships for Sustainability Certification of Tourism Activities" was held in Mariánské Lázne, Czech Republic, October 2004.
C.5 Poverty reduction through sustainable tourism

37. WTO has advanced in the implementation of its programme on Poverty Alleviation through Sustainable Tourism, including the STEP initiative. The latter carries out its operations through two main instruments: the ST-EP Foundation and the multi-donor Trust Fund on Sustainable Tourism-Eliminating Poverty.

38. Financial support has been secured for the STEP Foundation for an amount of USD 5.2 million. In parallel, the UNWTO STEP Foundation Working Group created by the Executive Council in December 2004 is making progress towards the legal establishment of the Foundation.

39. Through the multi-donor Trust Fund, established with an initial amount of 2 million € donated by the Dutch Cooperation Agency, SNV, WTO has continued fielding project identification missions to various countries (Ethiopia, Cameroon, Zambia in 2004 with WTO funding, and Dominican Republic, Haiti, Mali, Vietnam and Tanzania in early 2005). It has also appointed Regional Coordinators in West and East Africa, established in Cameroon and Ethiopia in early April 2005. Pilot project implementation has started in Cameroon and Ethiopia.

40. The WTO Secretariat has continued promoting the concept of Poverty Alleviation through Tourism, and the ST-EP initiative through the following activities:

(a) Publication of a new book on "Tourism, microfinance and poverty alleviation: recommendations to SMEs and MFI".
(b) Participation at the Regional Microcredit Summits for Middle East and Africa (Amman, Jordan, October, 2004) and for Latin America and the Caribbean (Santiago de Chile, April 2005),
(c) Organizing Seminars on Tourism and Poverty alleviation in Pakistan (April 2005) for the South Asia Region, Ecuador (June 2005) for the Andean Community countries, Nicaragua (August 2005) for Central American countries.
(d) Presentations in the PATA Conference (Macao – April 2005) and in the WTO Commission for Africa (Botswana – April 2005)

41. In 2005, the WTO Secretariat has worked closely with the Committee on Cooperation and Development of the European Parliament on the elaboration of a Proposal for a Resolution on Tourism and Development. The Parliamentary Resolution proposes that the European Union should provide financial support to the ST-EP initiative and suggest other important measures to promote the role of tourism in alleviating poverty.

C.6 Implementation of the Global Code of Ethics

42. Since the endorsement by General Assembly in 2003 of the members of the World Committee on Tourism Ethics, the newly established Committee held two meetings in 2004 (in February and October 2004) at which it adopted its Rules of Procedure, as well as the Procedures for Consultation and Conciliation for the settlement of disputes concerning the application of the Global Code of Ethics for Tourism. A third meeting of the Committee is scheduled to take place in Tunis, Tunisia, on 16-17 May 2005.
43. The first cases for consultation have been received by the World Committee from individual stakeholders and are being processed and handled according to the procedure set out in the above mechanism approved by the Committee in October 2004.

44. The Secretariat has also launched a survey among WTO Members in May 2004 (with a reminder sent out in December 2004) in order to assess and evaluate the actual degree of implementation of the Code. The findings of this survey are currently being processed and will be examined by the World Committee and its 3rd meeting in May 2005. A report on this issue will be submitted by the Secretary-General to the United Nations General Assembly in autumn this year (as requested by UN resolution A/RES/56/212).

45. A new website “Ethics in Tourism” has been launched at the beginning of 2005 featuring all the relevant information on the Global Code of Ethics and the activities of the World Committee on Tourism Ethics.

C.6.1 International campaign against the sexual exploitation of children in tourism

46. The Task Force to Protect Children from Sexual Exploitation in Tourism held its first of the two annual meetings in March 2005 (ITB), along with the corresponding board meeting of its Executive Committee.

47. A Seminar on Sustainable Tourism and Childhood was held in the framework of the World Tourism Forum, both events being organized by the Brazilian authorities with the support of WTO, and took place parallel to the 74th Executive Council (Salvador de Bahia, December 2004). The seminar received an excellent national and international media coverage.

48. WTO has continued supporting the ECPAT Code of Conduct for Travel and Tourism on the Protection of Children against the Sexual Exploitation in Tourism. In September 2004, the project received funding from the UNICEF and will continue for another three years in the form of a UNICEF/ECPAT/WTO project.

49. Due to lack of human resources, the website “Child Prostitution in Tourism Watch” could not be updated as planned, in particular its chapters on legislation, country initiatives and best practices.

50. Technical assistance has been provided in March 2005 to Ecuador upon the request of its Tourism Minister for the preparation of a national action plan to prevent the sexual exploitation of children in tourism. The mission report will shortly be submitted to the Ecuadorian authorities.

C.7 Other activities

51. The fifth Meeting of the WTO Sustainable Development of Tourism Committee was held in Aswan, Egypt, on 30 March-1 April. 12 Member States and the representative of the Affiliate Members were represented at the meeting.

52. WTO hosted the Annual General Meeting of the Tour Operators’ Initiative (TOI) in November 2004. The main goal of this year Annual General Meeting was to
identify a programme of activities for 2005 that would further facilitate members' coordinated actions to support good governance in the visited destinations. The TOI members renewed their support to the destinations where they have already carried out joint activities.

D. QUALITY AND TRADE IN TOURISM

53. It is particularly through the Quality Support and Trade Committee (QSTC), a subsidiary body of the Executive Council, in which all the WTO Regional Commissions are represented and which in the current term of office is chaired by Portugal and Canada (Vice Chair) that Members have the possibility to be directly involved in the implementation of the work programme under Quality and Trade, engage regional priorities and provide for inter-regional balance. Within its general mission to assist all Members in determining and pursuing quality objectives and standards, ethical responsiveness, as well as economic and social accountability in tourism activities in all member States, the focus of activities in this programme is on developing countries.

54. After the seventy-fourth session of the Executive Council in December 2004, the Committee held its third meeting in Madrid on 25-26 April 2005. It is necessary to mention that while some elected Committee members have found it difficult to serve on the Committee, at the same time other Members, notably Brazil, Croatia, Spain and Turkey, have regularly attended Committee meetings in their Executive Council ex-officio capacity.

55. Under the trade chapter, the main issues at stake on the current agenda continue to be liberalization and competition and their relationship to foreign investment, especially foreign direct investment (FDI) in the tourism sector. Achieving good results in this area involves the overriding need of coordination at national level between general economic, trade and tourism specific policies, strategies and measures. It leads through considering tourism in the development strategy aimed especially at poverty alleviation. It is therefore important that both developed and developing countries foster their entrepreneurship and competitiveness in the tourism sector and that developing countries are assisted in this endeavour in their poverty alleviation strategies, including through equitable liberalization measures.

56. In this context it is worth noting that in the current multilateral trade negotiations under the Doha Development Agenda, to be concluded this year, only some twenty countries, members of both WTO-OMT and WTO-OMC, made changes and improvements in their liberalization commitments, and less than ten pledged new offers with respect to hotels, restaurants, travel agencies and tourist guides services, and while some others have set to establish national negotiation committees on tourism services liberalization, in general it is acknowledged in the Council for Trade in Services of WTO-OMC that "a high quality of offers is far from being realized".

57. While the new offers hardly come from the developing countries, nine of them, large and small, also made their liberalization claims known to the developed countries. They concern substantial facilitation of movement of natural persons supplying services and recognition of their qualifications and elimination of anti-competitive practices and unfair competition as their main demands among other requests against anti-discriminatory measures.
58. Once again, the TSA comprehensive approach to benefiting from the role of tourism demand is recommended in the development and negotiations strategy. Under the current programme, the attention of the Executive Council Members is invited to the trade part of the conference “TSA: Understanding Tourism and Designing Strategies” which is being prepared for October 2005 (see paragraphs 13 to 15 above).

59. This includes the integration of air transport policies, strategies and measures. Under this theme, in cooperation with ICAO, a study on an essential service and tourism development route scheme, including essential service tourism development routes (ESTDR), has been completed and will soon be published on internet sites of both organizations. It aims to benefit primarily developing country destinations and asks for bilateral and multilateral action including by tourism sending countries and financial institutions.

60. Members’ attention is also invited to the preparation underway in the QTT section of two instruments: “Prototype provisions for competition” and “Assessment tool on liberalization and investment”. In both projects Members will be asked to collaborate in 2005 by providing data and subsequently use the instruments in tourism policy making.

61. Under the Safety and Security chapter, Members’ attention is called to three activities: the follow-up discussion by the Quality Support and Trade Committee (November 2004) of the WTO approach to “travel advisories” (to be continued by the Executive Council in June 2005); WTO’s joining IATA, ICAO and other organizations in promoting the Simplifying Passenger Travel (SPT) initiative (facilitation by means of machine readable passports and incorporation of biometrics in border checks), and the revision of the WTO position document of 1993 “Health information and formalities in international travel (HIFIT)” which is being done through QSTC particularly in response to the current revision by WHO of the International Health Regulations (IHR) focusing on public health emergencies of international concern. Croatia, Executive Council member, took the initiative of hosting in Zagreb in April 2005 and leading a WTO expert and drafting committee with participation of WHO, in the attempt to update HIFIT in the light of IHR with a view to submitting the new text to the General Assembly for approval.

62. Implementing these projects for the purpose of comprehensive tourism policies, measures and services will require NTAs’ involvement and active cooperation with corresponding national administrations. With respect to travel advisories, the Quality Support and Trade Committee decided at its third meeting, in agreement with the Secretary-General, that the Committee recommendations in this matter would be officially transmitted to the Council Chairman.

63. In the field of WTO’s guidance on standards as quality-related parameters, the Executive Council is invited to take note of two regional seminars on quality systems in tourism held on 13-15 December 2004 in Santiago, Chile and on 5-7 April 2005 in Cairo, Egypt and that three new regional seminars are being prepared in Cameroon, El Salvador and Zambia in 2005. These events focus on quality attributes of tourism products and destinations and attempt to define and design standards in a national and local context as a basis for differentiation and competitiveness.
64. In this context it is important to note that WTO has adopted, through its Quality Support and Trade Committee, an official position with respect to tourism standards-setting (internet), notably with the help of a new ISO Technical Committee on Tourism and Related Services (ISO TC/228) co-hosted by Spain and Tunisia and that the main technical challenge at the moment consists of delegating to said technical committee qualified experts from all regions to reflect different cultural backgrounds and sensitivities.

65. Another note should be taken of persisting diverging views with respect to the advisability of tourism standards (technical specifications, management, terminology, signs and symbols) and presently focusing primarily on hotel classification. In the latter regard WTO continues a dialogue with its Associate Member, the International Hotel and Restaurant Association, on methodological guidance to be completed this year as a joint project, which is also regarded as a introductory step before mobilizing WTO efforts towards assisting in the establishment of regional or sub-regional classification schemes.

66. Under the current programme of standards harmonization, in cooperation with Spain and its O.N.C.E. Foundation and through the Quality Support and Trade Committee, the WTO instrument adopted by the General Assembly in 1991, “Creating Tourism Opportunities for the Handicapped in the Nineties”, has been updated and is now prepared for submission to the General Assembly for approval, under a new title “Tourism Accessibility for All”.

67. The Quality Support and Trade Committee also considered proposals which at the time of the third meeting were being submitted to the programme Committee and expressed its favourable view on the main directions of the work programme proposed for Quality and Trade in Tourism for 2006 and 2007, although it also believed that the current resources of the Quality and Trade in Tourism department are insufficient to cover, in a correct manner (in order to) produce good results, the variety and complexity of the topics included in the proposals. This view was transmitted to the Programme Committee which requested to re-focus the programme heading to address competitiveness in the first place under which all the specific key result areas should be included (quality, investment, trade, health, safety and security).

E. HUMAN RESOURCE DEVELOPMENT

E.1 Developed strategic knowledge capacity and positioning for WTO Members

68. The WTO.Themis TEDQual Practicum, aimed at familiarizing officials from the National Tourism Administrations of WTO Member States with the WTO.EKM programmes and their subsequent implementation at a national level, to have taken from 15-25 May 2005 at the WTO.Themis Foundation in Andorra and at WTO Headquarters in Madrid has been rescheduled to September 2005. All officials taking part in the TEDQual Themis Practicum are expected to serve as officials WTO.EKM liaison officers upon their return to their countries, thus forming a network of officials specialized in human resource development in Tourism Administrations throughout the world.
69. The first session of the 2005 WTO Practicum took place from 17-28 April at WTO Headquarters. Officials from: Austria, Azerbaijan, Indonesia, Iran, Rep. of Korea Latvia, Lebanon, Mauritius, Puerto Rico, Romania, Spain, Sri Lanka, Syria, Tanzania, Turkey and Zambia took part. After a five-day course on Tourism Policy and Strategy, recently updated and improved, participants made a technical visit to Benidorm and the city of Valencia. During the second week meetings took place with WTO officials in charge of the programme and the regional representations. The Practicum offers these officials a unique opportunity to familiarize themselves with WTO’s programmes and officials and not only to provides capacity building to WTO Member States but also to creates a horizontal network of officials within Tourism Administrations so as to foster closer collaboration with Members.

70. The TedQual Certification of education programmes has now been granted to 79 programmes in 43 institutions, with another 16 institutions and 33 programmes soon to complete the certification process. As the TedQual Certification scheme grows it is continuously up-dated to reflect changes in the tourism industry to ensure that tourism education, training and research programmes reflect the needs of the industry and produce human resources to build the capacity of the public and private sectors of tourism.

71. An initiative launched at the WTO Tourism Policy Forum, the WTO.TedQual Volunteers is being developed and three pilot projects will take place in 2005.

72. The 9th meeting of the WTO Education Council (WTO.EdC) will be held on 31 May and 1 June 2005 at WTO Headquarters. Items to be discussed include the recently launched TedProm promotion of TedQual institutions, the database on WTO.EdC Institutions’ Capabilities to provide added value to WTO Members, membership and the WTO Education Council Conference to be held at the WTO General Assembly.

73. On 2 and 3 June a WTO Conference on Excellence in Public-Private Destination Management will be held with the collaboration of the WTO Education Council. The WTO.Ulysses Award ceremony and lecture will also take place on these dates.

E.2 Increased tourism competitiveness to WTO Members in tourism education, training and know-how

74. In addition to the WTO Practicum and the WTO.Temis TedQual Practicum mentioned above, the following activities are aimed at providing direct support to Member States.

75. Under the WTO.Scholars programme, longer format GTAT courses have been developed, which offer scholarship assistance to officials from NTAs of WTO Member States, and are held at WTO.EdC member institutions. Among these are: the GTAT.TPS Post Graduate Course, 29 September – 16 December 2004 held at the Università Commerciale Luigi Bocconi in which scholarships provided by the Government of Italy, were awarded to officials from Argentina, Azerbaijan, Cambodia, Egypt, Gambia, Kazakhstan, Kenya, Libya, Malawi, Paraguay, Rwanda, Sao Tomé e Príncipe, Sierra Leone, Syria and Zambia. The Government of Italy also offered scholarships for the Spanish version of the Managing for Quality
in Education (WTO.TedQual.MQE) course at the Università degli Studi di Perugia from 6-17 December 2004 to officials from: Argentina, Bolivia, Chile, Ecuador, El Salvador, Honduras, Mexico, Nicaragua, Peru, Uruguay and Venezuela, and the English version from 7-18 February 2005, with participants from: Egypt, Ghana, Indonesia, Kenya, Libya, Mexico, Philippines, Seychelles, Syria, Uganda and Zambia. The Government of Mexico offered full scholarships to officials from the following countries Argentina, Chile, Ecuador, El Salvador, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela for the WTO.GTAT.TPS-CPT Intensive Course on Tourism Policy and Strategy: The Creation of Tourism Products held from 11-15 October 2004 at Morelia, Mexico. An official from Tanzania was awarded a full scholarship for the Master of Business Degree specializing in Tourism, held at the University of Queensland, Australia, 1 March 2005-March 2006. The WTO-FEHR-UPV Masters in Advanced Hospitality Management at Polytechnic University of Valencia, in its third year, which also provides partial scholarships to officials from WTO member States.

76. The Sbest Certification of destination management organizations to contribute to the success of the tourism policy of Member States through action in the area of excellence in human resources and services has been initiated and standards for the audit of destination management organizations are being developed through a working group of experts. Pilot certifications will take place in the coming months.

E.3  Innovative programmes in tourism education and training for WTO Members through public-private partnerships

77. The WTO.EKM Department, the WTO Themis Foundation and the WTO Education Council are working together in the design, development and management of programmes to improve the quality and efficiency of tourism education worldwide, and specifically that offered to WTO Members by the TedQual certified institutions of the WTO Education Council. This is accomplished through partnerships with knowledge and financial partners to produce new materials, concepts and programme contents.

78. An area being developed is virtual education courses, making use of new information technology and the Internet. The ongoing Distance Course on Tourism Policy and Strategy available in Internet and CD-ROM formats and developed with the financial assistance of the Organisation Internationale de la Francophonie (with partial scholarships available) has been running for several years, while a distance course Masters in Tourism Policy and Strategy for Tourism Destinations has been developed in Spanish in partnership with the Open University of Catalonia with the collaboration of all other interested Education Council Members. This two-year online course commenced on 6 November 2004 and four half-scholarships were offered to officials from National Tourism Administrations of WTO Member States.

79. Publications soon to be launched are: Microempresas Turísticas and Cómo Investigar y Crear Conocimiento en Turismo (Spanish language). In the English language: (i) The Role of Education in Quality Destination Management, (ii) The Practice of Tourism Research and (iii) Knowledge Management in Tourism: Concepts, Approaches and Cases and (iv) the Proceedings of the WTO Tourism Policy Forum.
80. The WTO Representational Office for Human Resources in Tourism, Andorra officially commenced its activities on 5 April 2005 by holding the first WTO Science Fellowship award ceremony presided by the Prime Minister of Andorra, H.E. Marc Forné at which the notable contributions to knowledge management in tourism of H.E. Enric Pujal, Minister of the Presidency and Tourism of Andorra, Dr. Donald Hawkins, Eisenhower Professor of Tourism Policy, The George Washington University and Brent Ritchie, Chair, World Tourism Education and Research Centre, University of Calgary were honoured. This WTO representational office, located in Andorra, is aimed at facilitating the organization of international working groups and events for the application of knowledge in tourism.

81. Within the WTO Tsunami Action Plan the Education, Training and Knowledge Management Department presented four projects: (i) WTO.EKM/ City of Madrid Joint Sbest Mentoring for Excellence in Human Resource Development and Service for public/private officials. (ii) WTO.EKM/ WTO.EdC WTO.Sbest Seminar on Positioning, Re-positioning and Image Recovery in Tourism – funding has been provided by the Government of Andorra; (iii) special financial assistance for 2 participants to enable officials from countries seriously affected by the tsunami to attend the WTO.EKM Practicum; funding provided by the Government of the Republic of Korea and (iv) special financial assistance for 2 participants to enable officials from countries seriously affected by the tsunami to attend the WTO.TedQual Practicum – funding provided by the Government of the Republic of Korea.

F. REGIONAL ACTIVITIES, COOPERATION FOR DEVELOPMENT AND POVERTY ALLEVIATION

F.1 General remarks and global data

82. Sixteen short-term advisory and technical support missions have been carried out during the period under review and thirty-six are programmed for the remaining part of the year, in the various regions, in response to the specific needs expressed by governments. A list is provided under the heading Cooperation for Development.

83. During 2004, seven development assistance projects were being implemented by WTO a figure that is likely to increase to twelve in the current year. Expenses linked to project execution amounted to US$ 1.77 million in the year 2004 and is forecast to increase to US$4.42 million in 2005.

84. As in the past, the Secretariat’s presence in the field is marked by a programme of visits to countries by the Secretary-General, the Deputy Secretary-General, the Regional Representatives and the Chief of the Technical Cooperation Service. These visits included calls on the highest authorities to raise their awareness of tourism's importance and the role it can play in their countries' economies, discuss matters relating to cooperation between WTO and the governments of the countries concerned and encourage the accession to WTO of non-member States and of most important enterprises representing the travel and tourism industry in each country.

85. It is recalled, that the programme of work provides for special research programmes on major developments and policies affecting tourism in the various regions. The aim of these research programmes is to lay the ground for the
development by the Regional Commissions of special agendas and action plans to address specific strategic issues facing the industry in different regions and subregions.

86. The Regional Representations have continued to develop their pages on the WTO website with timely information on the activities and events organized in the different regions.

F.2 Africa

F.2.1 Regional activities

87. During an official visit to Ethiopia in November, the Secretary-General was received by His Excellency Meles Zenawi, Prime Minister of Ethiopia, with whom he discussed the cooperation between WTO and Ethiopia, in particular, the ST-EP project of the WTO, from which the country will benefit.

88. The Secretary-General and His Excellency Girma Wolde Georgis, President of the Republic of Ethiopia, presided the official opening of the regional seminar on the theme: "Tourism statistics and the elaboration of a tourism satellite account" along with Mr. Yusuf Abdullahi Sukkar, Tourism Commissioner of Ethiopia. He visited the tourism site of Lalibela where the pilot programme of the ST-EP programme will be initiated. He visited His Excellency Alpha Omar Konaré, President of the Commission of the African Union, as well as Mr. Amoa Ko, Executive Secretary of the United Nations Economic Commission for Africa (ECA).

89. Last December, the Secretary-General made an official visit to Mali; during the visit he was received by His Excellency Amadou Toumani Touré, President of the Republic of Mali, and by His Excellency Ousmane Issouf Maiga, the Prime Minister. During a working meeting with His Excellency Ndiaye Bah, Minister of Handicrafts and Tourism of Mali, the Secretary-General and Mr. Bah reviewed the situation of cooperation between WTO and Mali. Mali, which is eligible for the ST-EP programme, has benefited from a WTO mission in March 2005 for the elaboration of project proposals for poverty reduction.

90. The Regional Representative participated in September 2004 in Kinshasa, in a seminar on the contribution of tourism to poverty alleviation, organized by WTO and by the Government of the Democratic Republic of Congo. In December, he took part in an international symposium on the theme: "Man, the Sahara, and Sustainable Tourism", in the context of the Saharan Tourism Festival organized by the Algerian Government in Tamanrasset.

91. The World Tourism Organization and the Netherlands' Center for the Promotion of Imports from Developing Countries (CBI), organized in the context of the last edition of ITB in Berlin on 11-15 March, a working brunch on the tourism assistance programme for five countries of West Africa: Burkina Faso, Benin, Ghana, Mali and Senegal.

92. The aim of this meeting was to help the personnel of national tourism administrations and professionals of the private sector of African countries to better prepare for their participation in the "Vakantiebeurs" tourism fair in the Netherlands and to promote the idea of a multi-destination composed of five countries in one joint booth
at the fair. The CBI decided to continue this training action in the different countries throughout 2005 by organizing technical seminars.

**F.2.2 Specific programme for sub-Saharan Africa**

93. The programme has been a veritable success, as shown by the results of the evaluation questionnaires filled out by the participants and by the feedback in the form of correspondence sent by the authorities of the Member States to the Secretariat.

94. The following activities have been organized under this programme in November 2004:

(a) Seminar on ecotourism in national parks and protected areas of Africa, Conakry, Guinea, 1-4 November 2004

(b) Workshop on tourism statistics and the elaboration of as tourism satellite account (TSA), Addis Ababa, Ethiopia, 16-18 November 2004

95. More than 300 representatives of national tourism administrations, national tourism offices, non-governmental organizations, education and training institutions, regional organizations, international organizations, have been able to benefit from the activities organized in this area.

96. The following activities are planned for 2005:

(a) Seminar on the measurement of the impact of tourism and its contribution to poverty reduction, Bamako, Mali, 11-13 May 2005

(b) Seminar-workshop on tourism quality systems, Yaoundé, Cameroon, 20-22 June 2005

(c) Seminar on the measurement of the impact of tourism on the economy and its contribution to poverty reduction, Kinshasa, Democratic Republic of Congo, 11-14 July 2005

(d) Seminar-workshop on tourism quality systems, Lusaka, Zambia, 5-7 September 2005

(e) Seminar on destination management, Addis Ababa, Ethiopia, 12-14 December 2005

**F.2.3 ST-EP Programme**

97. Since the launch of this programme, the WTO has sent missions to four African countries, with the objective of preparing proposals of pilot projects for the sustainable development of tourism with a view to poverty reduction. These projects have been drawn up for the benefit of the most disadvantaged communities of tourism destinations of the following countries: Ethiopia, Cameroon, Mali and Zambia. Other African countries will benefit from this programme.
98. Finally, the forty-second meeting of the WTO Commission for Africa and was held at Gaborone, Botswana in conjunction with a Seminar on Tourism and Air Transport, from 21 to 23 April 2005.

F.3 Americas

99. In January, the Secretary-General participated in the National Forum on Tourism and Communication in Cancun, Mexico.

100. In March, the Secretary-General together with the Regional Representative for the Americas travelled to Colombia to meet with Colombian President Álvaro Uribe and to attend the Asociación Colombiana de Agencias de Viajes y Turismo (ANATO) meeting. From Colombia, they proceeded to the Dominican Republic for an institutional visit. They then had the opportunity to visit the Joint Haitian project and to attend the “Workshop on Trade in Tourism Services”

101. During the period under review, the Regional Representative also carried out institutional visits to Argentina, Brazil, Ecuador, Paraguay and Uruguay.

102. He participated as an invited speaker at the Morumbi University in Sao Paolo, Brazil and with the Tourism Committee of the Sao Paulo Chamber of Commerce.

103. In December 2004, the Regional Representation for the Americas received at Headquarters a delegation of the Tourism Committee of the El Salvadorian Parliament.

104. A Regional Workshop / Seminar on Tourism Quality Systems was held in Chile from 13 to 15 December.

105. On the occasion of FITUR, two separate meetings were held with high-level tourism authorities for the Andean Community and Central America.

106. In April, a SBEST seminar for destination management organizations was held in Mexico, a Seminar on Sustainability indicators in Tourism for the Andean Community hosted by Bolivia and Honduras hosted the Seminar on Tourism Communications Network in Central America.

107. At the request of Paraguay and Argentina, the Chief of the Documentation Centre, visited these countries in May 2005 to provide his expertise on the creation of a Document Resources and Information Centre.

108. The Seventh Iberoamerican Encounter on the Measurement and Analysis of Tourism was held in Colombia, from 17 to 20 May and the WTO Business Council Seminar on Current Tourism Trends in the World: Information, Promotion, Technologies, Signposting and Profitability on 19 and 20 May.

109. The forty-third meeting of the Commission and the International Seminar on MICE Tourism and Business Tourism, were held on 25 and 26 May 2005 at Santiago, Chile.
110. The Organization also assisted the National Tourism Administration of Nicaragua in the organization of a Seminar on tourism management at the municipal level from 23 to 29 May 2005.

111. The Secretariat was also present for the following occasions, events, seminars and fairs:

Brazil: Abav/Feria Multiminas seminar (1-2 April 2005)
Chile: Latin America / Caribbean Regional Microcredit Summit (19-22 April 2005)
Ecuador: Estrategia de turismo rural en Ecuador para la Bolsa internacional de Turismo de Ecuador (20 –22 April 2005)

112. Lastly, the following events are scheduled in the Americas during the remaining part of 2005.

Guatemala: Quality in Tourism Seminar (June 2005)
Costa Rica: Sustainable Tourism Indicators (2nd week of July 2005)
Brazil: Gastronomy as a part of cultural heritage (September 2005)
El Salvador: Investment in tourism (September 2005)
Iguazu Argentina / Brazil / Paraguay: Conference on the Tourism Satellite Area Account (TSA): Understanding tourism and designing strategies (3-6 October 2005)
Brazil: Seminar on transport and border traffic issues (October 2005)
World Tourism Forum for Peace and Sustainable Tourism (October 2005)
Ecuador: Training course for diplomats (4th quarter of 2005)
Argentina: Seminar on promotional techniques (4th quarter of 2005)

F.4 Asia

113. In line with WTO’s general programme of work for the biennium 2004-2005, the Regional Representation for Asia and the Pacific has structured its activities to reflect the priority areas of action of the Organization, focusing on the advocacy of sustainability principles, poverty reduction through tourism activities, the presentation and promotion of tourism destinations in a more positive and proactive manner, capacity-building of NTA officials and the provision of policy advice and support to the national tourism administrations as detailed in the following paragraphs.

114. The International Conference on Sustainable Tourism – New Vision and a Moving Force for Poverty Alleviation was held in Lahore, Pakistan, last April, as a follow-up to the two regional meetings on cultural tourism’s contribution to poverty alleviation which were held in Cambodia and Vietnam in June 2004.

115. A series of workshops on the application of sustainability indicators have been planned for the Asia-Pacific region. The first workshop with a focus on the sustainable re-development of the destinations affected by the tsunami catastrophe was held in Phuket, Thailand, from 12 to 15 May. A second regional workshop is currently being planned for India in mid-October. Two workshops are also slotted for
Bangladesh in collaboration with UNESCAP and Guilin, China, under the auspices of China National Administration of Tourism (CNTA) and in collaboration with Zhongshan University. The workshops are scheduled for June and July respectively.

116. A regional conference on tourism communications for the Asia and the Pacific region is scheduled for 20-21 May 2005 in Bali, Indonesia. The conference is being organised within a period when the region is undergoing recovery from the recent natural disaster in the Indian Ocean which affected tourism destinations in 12 countries including India, Indonesia, Maldives, Sri Lanka and Thailand. Apart from issues on local and regional tourism communication, public relations, e-communications, the Conference will also address crisis communications strategies and advertising, so that industry professionals are equipped with the right tools to counteract the possible damage excessive media coverage on events and situations could have on the tourist flows of destinations. Attention will equally be given to the dissemination of honest and balanced information on events and situations during crisis situations.

117. To initiate the implementation process of the Phuket Action Plan, WTO dispatched a special mission to Indonesia, Maldives, Sri Lanka and Thailand in order to make an assessment of the magnitude of the damage the tsunami has caused tourism destinations in these two countries. WTO carried out press and tour operators’ trips to the two countries with the aim to further accelerate the recovery of their tourism destinations. A special study on how to channel funds to SMEs in tourism was also conducted for Sri Lanka. WTO has dispatched another mission to Indonesia to assist the Indonesian authorities in improving their communications by providing quick, factual, and market oriented communiqués to tourism stakeholders both in the country as well as to the international tourism community.

F.4.1 WTO’s presence in Asia and the Pacific

118. Australia has rejoined WTO. Papua New Guinea and Timor-Leste have also initiated the process of adopting the statutes of the Organization and accepting the obligations of membership, which will be ratified during the 16th session of the General Assembly in December 2005.

119. To reciprocate WTO’s presence in the region, delegates from some Member States paid official visits to Headquarters or attended meetings organised by the Secretariat in Madrid. These include Afghanistan, China, Japan, India, Indonesia, Islamic Republic of Iran, Macao (China) Nepal, Pakistan, Philippines and Thailand.

120. The Vice President of the Islamic Republic of Iran and the President of Iran Cultural and Tourism Organization, H.E. Mr. Seyyed Hossein Maraashi headed a delegation to visit Headquarters, during an official visit to Spain to promote Iran’s rich culture.

F.5 Europe

121. With the membership of Latvia effective as of 1 January 2005 the Commission for Europe is now composed of 40 members. In Belarus the Parliament has adopted the statutes of WTO and a Presidential Law is expected to be approved. A Resolution of the General Assembly authorizes the Executive Council to ratify the membership of
Belarus, when the internal procedure is finalized; Belarus membership is therefore likely to be formalized by the Executive Council meeting taking place in Bulgaria on 13-15 June. The United Kingdom has already formally announced it will join WTO before the end of the year. The Regional Representation is continuing its drive to attract new members in Europe.

122. Following their visit to Madrid and a series of meetings with the relevant departments at WTO at the end of 2004, delegations from Latvia and Armenia, signed “Plans of action” with the Regional Representative for Europe. The Plans of action define specific activities and areas of cooperation between WTO and the country concerned, in the short and mid term.

123. As regards the human resources development programme, the generous contribution of the Italian Government has allowed the continuation of WTO academic courses at Milan’s Bocconi University and at University of Perugia.

124. In the area of technical cooperation, a survey has been completed with European countries eligible to receive external funding for tourism related development. The Technical Cooperation unit in coordination with the Regional Representative for Europe will assess the requirements expressed and look for financial support toward the priority areas.

125. As regards the Silk Road Project, a “WTO-Japan Symposium on encouraging cultural tourism in Central Asia” was successfully carried out in Tashkent, on 19-20 March 2005, with over 300 participants from Japan and other countries of the region. Opening and concluding presentations were delivered by the Regional Representative from Europe, who is WTO’s Silk Road Project Coordinator. An updated version of the Silk Road Brochure, whose initial print will be covered by WTO budget, is under preparation.

126. In order to ensure the access of Russian-speaking members to WTO knowledge and information, the Regional Representation had developed a workshop in Russian on “Global tourism trends and best practices”, the only WTO training course available in Russian. Seven workshops held up to date were attended each by over a hundred tourism officials and travel trade professionals from respective countries. A new workshop on “Marketing and Promotion” for Russian speaking countries is being prepared and will be ready for delivery before the end of 2005.

127. The Regional Representation in cooperation with the Business Council, organized in Moscow, on the eve of the MITT Exhibition, on 22 March 2005, a seminar on “Public-Private partnership in tourism”. This event brought together about 150 participants from the Russian Federation and other European countries. The Regional Representative attended the opening of the MITT exhibition where WTO had a stand.

128. As regards other tourism fairs, the Secretary-General made opening remarks at the Holiday World, Central European Tourism Trade Fair, Prague, Czech Republic (February 2005). The Regional Representative opened and attended the Lisbon Travel Fair 2005 (Lisbon, Portugal, January 2005), BIT 2005 (Milan, Italy, February 2005), and Vivattur (Vilnius, Lithuania, March 2005).
129. The Regional Representative also attended the following events delivering speeches or presentations:

- **Conference on “Perspectives of the tourism market in an enlarged European Union”, Sopot, Poland** (17-19 November 2004)
- **Preparatory Meeting for WTO Commission for Europe, Coimbra, Portugal** (25-26 November 2004)
- **Meeting of the Ministers of Tourism of the Black Sea Economic Cooperation, Rhodes, Greece** (29-31 March 2005)
- **Parliamentary meeting, Minsk, Belarus** (7 April 05)
- **Forum of Social Tourism (BITES), Budapest, Hungary** (8 April 2005)
- **National Tourism Conference, Prague, Czech Republic** (18-19 April 2005)
- **9th Government Round Table, Athens, Greece** (18-20 April 2005)

130. As regards forthcoming events:

(a) The second international conference on *Industrial heritage for Tourism and Leisure* organized by the Polish authorities with the support of WTO will be held in Zabrze, Poland on 12-13 May 2005. The first conference held in September 2004 adopted a resolution recommending the consistent use of tourism activities for saving and preserving industrial monuments for present and future generations. (Full text of the resolution can be found in WTO’s website).

(b) A European meeting is planned on 20-21 June in Belgrade, Serbia and Montenegro on the topic of *Tourism: a tool for sustainable development in transitional economies*.

(c) A seminar on *Cooperation in tourism* is also planned to be held in Minsk, Belarus at the beginning of June and one event on the contribution to tourism of the countries that joined The European Union in 2004 is planned to be held in Lithuania in October 2005.

F.6 **Middle East**

131. During the period under review, the activities of the Regional Representation have continued to 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.

132. The following technical meetings were held in the region since the last Council session:

(a) **The International Conference on built environments for sustainable tourism (Muscat, Oman, 5-8 February 2005)**, organized jointly with the Sustainable Development of Tourism Section.
Regional seminar and workshop on quality management in tourism (Cairo, Egypt, 5-6 April 2005), organized jointly with the Quality and Trade in Tourism Section.

The outcome of these two meetings was highly valued by participants, who provided useful feedback and insightful comments including recommendations on issues deserving further consideration and on the assistance required from the Organization.

WTO also took part in the following conferences:

(a) Arab Tourism Conference on Human resource development for tourism, (Lattakia, Syria, 1-3 February 2005)
(b) First tourism investment forum, (Damascus, Syria, 23-25 April 2005)
(c) Arab Ministerial Council of the League of Arab States (Cairo, Egypt, 25 and 26 May 2005)
(d) International Conference on Legal and Security Aspects of Tourism (Dubai, United Arab Emirates, 29 to 31 May 2005)

The following WTO meetings are scheduled during 2005:

(a) Regional Conference on Tourism Communications (TOURCOM) (Amman, Jordan, 20 and 21 September 2005), in conjunction with the 27th meeting of the WTO Commission for the Middle East (22 September 2005)
(b) Seminar on regional planning for sustainable development – local agenda 21 and Workshop on the application of sustainability indicators (Riyadh, Saudi Arabia, November 2005)

Field visits carried out by the Regional Representative since the last Council session to discuss bilateral cooperation projects covered, Egypt, Jordan, Kuwait, Lebanon, Libya, Oman and the United Arab Emirates.

Finally, nine advisory and technical assistance missions were fielded in the region during the period under review jointly with the Technical Cooperation Service and seven additional missions are scheduled during the remaining part of the year. Details concerning these missions are provided under section F.7 Technical Cooperation.

Feedback received so far on the outcomes of these missions reveals that Members are satisfied with the fulfilment of the terms of reference and with the applicability of the recommendations contained in the missions’ reports. As a result of these missions, the following technical assistance project proposals are currently under consideration:

(a) Libya: Tourism development strategy and action programme
(b) Palestinian territories: Tourism development strategy
(c) Yemen: Tourism development strategy
(d) Yemen: Area development plan for the Socotra island.

As regards technical cooperation projects in the region, the preparation of a National Tourism Master Plan for Kuwait is now in its final stage, an extension of the tourism development programme in the areas of marketing and human resource
development is currently under consideration. Additional information on this project is also provided under section F.7 Technical Cooperation.

F.7 Technical Cooperation

140. Since the last Executive Council session, the following technical cooperation activities were carried out or are in progress:

F.7.1 Projects

F.7.1.1 Projects completed

Asia

<table>
<thead>
<tr>
<th>CHINA</th>
<th>VC/SHAN/CPR/04</th>
<th>Coastal Tourism Development Master Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OUTPUTS</td>
<td>OUTCOMES</td>
</tr>
<tr>
<td></td>
<td>Coastal Structure Plan for the entire coastline: Coastal development plans for the primary coastal tourism zone; three priority conceptual tourism developed area plans and a priority demonstration project. Sustainable development is at the core of the project.</td>
<td>Strategies, policies and measures for the sustainable development of tourism in the coastal areas of Shandong Province.</td>
</tr>
<tr>
<td></td>
<td>Duration: August 2004 – March 2005</td>
<td>Raise the overall contribution of coastal tourism to the development of Shandong Province.</td>
</tr>
</tbody>
</table>

F.7.1.2 Projects under way

Africa

<table>
<thead>
<tr>
<th>BOTSWANA</th>
<th>Strengthening Tourism Statistics in Botswana: Completing and Implementing a Tourism Satellite Account for Botswana</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTPUTS</td>
<td>OUTCOMES</td>
</tr>
<tr>
<td>Consolidation of a statistical database and development of a Tourism Satellite Account (TSA) for Botswana.</td>
<td>National Capacity to manage an up-to-date web-based socio-economic database and, to measure and monitor human development built.</td>
</tr>
</tbody>
</table>

### NIGERIA

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of a Tourism Master Plan promoting sustainable development through capacity building both at federal level (human resource development, research development, and better sectoral planning and governance), and at a more local state or zonal level (promoting community development).</td>
<td>- Additional assistance in poverty reduction, particularly in provincial centres.</td>
</tr>
<tr>
<td></td>
<td>- New development opportunities for women and young people.</td>
</tr>
<tr>
<td></td>
<td>- Strengthened national capacity for policy and programme implementation.</td>
</tr>
<tr>
<td></td>
<td>- Better management of national resources.</td>
</tr>
<tr>
<td></td>
<td>- Improved sector governance.</td>
</tr>
<tr>
<td></td>
<td>- The results will enhance economic benefits through improved tourism management and contribute to poverty eradication through people oriented tourism and economic policies.</td>
</tr>
</tbody>
</table>

**Duration:** 7 February 2005 – 6 January 2006

### Asia

#### BHUTAN

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Tourism Legislation within the framework of the Sustainable Development Agreements</td>
<td>A streamlined legislatory and regulatory framework which will assist in the regulation of all the segments of the industry according to internationally-acceptable norms.</td>
</tr>
<tr>
<td>- Four review studies (SDA countries: Bhutan, Benin, Costa Rica and the Netherlands) on existing sustainable tourism policies and legislation.</td>
<td></td>
</tr>
<tr>
<td>- Sharing of review studies and best practices, including recommendations for improved sustainable tourism policies and legislation in a SDA countries conference.</td>
<td></td>
</tr>
<tr>
<td>- Joint publications on Sustainable Tourism Legislation in Bhutan, Benin, Costa Rica and the Netherlands for a wider audience, via the ST-EP programme, the Pro-Poor Tourism Partnership initiative and scientific journals.</td>
<td></td>
</tr>
</tbody>
</table>

**Duration:** 12 April 2005 – 31 May 2006
Middle East

<table>
<thead>
<tr>
<th>KUWAIT</th>
<th>KUW/02/010</th>
<th>Kuwait National Tourism Master Plan: Phase II</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>OUTPUTS</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Identification of potential tourism development areas and planning selected projects.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Developing appropriate marketing and promotional strategies for the sector.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Determining the needs of both public and private sector training and their provision.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Establishing a coherent framework for the long-term development of the sector.</td>
</tr>
</tbody>
</table>

**Duration:** 10 September 2004 – 21 May 2005 (to be extended to produce additional outputs)

F.7.1.3 Projects scheduled for 2005

Americas

<table>
<thead>
<tr>
<th>HAITI</th>
<th>HAI/03/008</th>
<th>Updating of the Tourism Master Plan 1996: Phase II</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>OUTPUTS</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Definition of the Haitian tourism product.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Classification of the priority tourism zones.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adoption of development strategies at medium and long terms.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Implementation of the selected tourism zones' development.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Definition of marketing orientations.</td>
</tr>
</tbody>
</table>

**Duration:** Phase II to be concluded with a second follow-up mission.
### Asia

**DPR KOREA**

**Capacity Building for Human Resources Development in Mount Chilbo**

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>- A detailed assessment of the managerial, technical, supervisory and</td>
<td>Enhanced capacity of local personnel to manage tourism on a day-to-day basis.</td>
</tr>
<tr>
<td>skills capacity training needs among the primary stakeholder groups.</td>
<td></td>
</tr>
<tr>
<td>- The designing, organisation and implementation of fellowship training</td>
<td></td>
</tr>
<tr>
<td>programmes for middle managers, supervisors and technical staff from</td>
<td></td>
</tr>
<tr>
<td>tourism education institutions within DPR Korea.</td>
<td></td>
</tr>
<tr>
<td>- The designing, organisation and implementation of an in-country</td>
<td></td>
</tr>
<tr>
<td>training programme for professional and technical staff for local</td>
<td></td>
</tr>
<tr>
<td>personnel.</td>
<td></td>
</tr>
<tr>
<td>- Formulation of a medium to long-term tourism human resources</td>
<td></td>
</tr>
<tr>
<td>development strategy.</td>
<td></td>
</tr>
</tbody>
</table>

**Duration:** Tentatively scheduled to start end-April 2005 and likely to be completed by April 2006

### TIMOR LESTE

**Sustainable Tourism Sector Development and Institutional Strengthening**

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Comprehensive situation analysis of the tourism sector including</td>
<td>To facilitate the government's twin goals of reducing poverty through</td>
</tr>
<tr>
<td>SWOT.</td>
<td>tourism and, promoting social and economic growth that is equitable</td>
</tr>
<tr>
<td>2) A long-term national tourism policy reflecting the priorities of</td>
<td>and sustainable.</td>
</tr>
<tr>
<td>the Government.</td>
<td></td>
</tr>
<tr>
<td>3) A detailed marketing plan and a promotion programme.</td>
<td></td>
</tr>
<tr>
<td>4) A community tourism development programme.</td>
<td></td>
</tr>
</tbody>
</table>

**Duration:** Re-scheduled to commence in the second half of 2005; Project document awaiting final approval.

### Americas

**DOMINICAN REPUBLIC / HAITI (Regional Mission)**

**Formulation of a Trans-border Tourism Master Plan for the South-West Region of the Dominican Republic and the South-East Region of Haiti.**

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review of the current tourism situation in the two regions concerned:</td>
<td>A full-scale project proposal for external funding.</td>
</tr>
<tr>
<td>- Assessment of the existing tourism possibilities.</td>
<td></td>
</tr>
<tr>
<td>- Identification of needs.</td>
<td></td>
</tr>
</tbody>
</table>

**Duration:** 16 – 26 January 2005
Africa

<table>
<thead>
<tr>
<th>MALI</th>
<th>Formulation of a Tourism Master Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>OUTCOMES</strong></td>
</tr>
<tr>
<td>Review of the current tourism situation:</td>
<td>A full-scale project proposal for external funding.</td>
</tr>
<tr>
<td>- Assessment of the existing tourism possibilities.</td>
<td></td>
</tr>
<tr>
<td>- Identification of needs.</td>
<td></td>
</tr>
<tr>
<td><strong>Duration:</strong> To be re-scheduled</td>
<td></td>
</tr>
</tbody>
</table>

Asia

Two similar missions to:

<table>
<thead>
<tr>
<th>SRI LANKA, and THAILAND</th>
<th>Proposal for the Channelling of Funds for the Economic and Operational Recovery of Small and Medium-size Tourism Enterprises affected by the Tsunami</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>OUTCOMES</strong></td>
</tr>
<tr>
<td>Review and analyse the impact of the Tsunami on Tourism SMEs.</td>
<td>Based on practical recommendations and guidelines, speedy recovery of tourism SMEs in the aftermath of the Tsunami</td>
</tr>
</tbody>
</table>
| **Duration:** Sri Lanka >> 21 – 28 February 2005  
Thailand >> 14 – 31 March 2005 |

<table>
<thead>
<tr>
<th>MALDIVES</th>
<th>Assessment of the Economic Impact of the Tsunami on the Tourism Industry of the Maldives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>OUTCOMES</strong></td>
</tr>
<tr>
<td>A broad assessment of the direct damage caused to the tourism infrastructure and superstructure and related businesses.</td>
<td>Early financial recovery for the affected resorts.</td>
</tr>
<tr>
<td>Indirect impact from the loss of revenue, both to the Government and the private sector due to low tourist arrivals</td>
<td></td>
</tr>
<tr>
<td><strong>Duration:</strong> 13 – 23 March 2005</td>
<td></td>
</tr>
</tbody>
</table>
### CHINA

#### Upgrading of the Guilin Institute of Tourism into a Tourism University

**Outputs:**
- Review and analyse the Guilin Institute of Tourism’s current education and training programme including diversity and quality of subjects.

**Outputs:**
- An upgraded tourism institution with courses and programs in accordance with international standards.

**Duration:** 5 – 18 March 2005

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#### Preparation of a Sustainable Tourism Development Plan for Hunan and Yunnan Provinces

**Outputs:**
- Determine the objectives, policies and strategies.
- General assessment of the current tourism situation and identification of needs.

**Outcomes:**
- Promotion of sustainable tourism development practices, particularly for fragile ecosystems and unique cultural communities.

**Duration:** 15 March – 4 April 2005

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#### MONGOLIA

#### Institutional Strengthening Support to the Tourism Sector

**Outputs:**
- Recommendations on:
  - A policy framework for tourism
  - A strategy for sustainable development
  - A framework for the promotion of one village one product programme

**Outcomes:**
- A full-scale project proposal for external funding.

**Duration:** 28 March – 16 April 2005

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### Middle East

#### EGYPT

**Outputs:**
- Crisis management and marketing plans

**Outcomes:**
- Recommendations concerning crisis situation management, including assistance for tourists, communication strategy and recovery plans
- Recommendations on the design and implementation of a tourism marketing plan

**Duration:** 30 Nov. – 3 Dec. 2004
<table>
<thead>
<tr>
<th><strong>EGYPT</strong></th>
<th><strong>Congestion management</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>OUTCOMES</strong></td>
</tr>
<tr>
<td>Congestion management plans for main heritage sites</td>
<td>Coherent plan of action including recommendations on maximum numbers of visitors allowed, information, ticketing and pricing, entry-exit and visitor viewing management, coordination viewing structure, physical changes and IT development</td>
</tr>
</tbody>
</table>

**Duration:** 17-20 April 2005; 8-12 May 2005

<table>
<thead>
<tr>
<th><strong>LIBYA</strong></th>
<th><strong>Tourism development programme</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>OUTCOMES</strong></td>
</tr>
<tr>
<td>Project proposal for a five-year Tourism Development programme</td>
<td>Comprehensive review and assessment of tourism product, future development opportunities, institutional structure, private sector role, human resource development needs. Guidelines for an integrated short-term action programme for sustainable development of the sector. Identification of technical assistance needs underlying development proposals</td>
</tr>
</tbody>
</table>

**Duration:** 8-14 April 2005; 4-17 April 2005

<table>
<thead>
<tr>
<th><strong>OMAN</strong></th>
<th><strong>Awareness raising</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>OUTCOMES</strong></td>
</tr>
<tr>
<td>Launching of <em>Tourism Enriches</em> awareness raising campaign</td>
<td>Lectures, meetings, shows and advertising of the campaign’s messages</td>
</tr>
</tbody>
</table>

**Duration:** 2 to 5 April 2005

<table>
<thead>
<tr>
<th><strong>PALESTINE</strong></th>
<th><strong>Tourism development strategy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OUTPUTS</strong></td>
<td><strong>OUTCOMES</strong></td>
</tr>
<tr>
<td>Review and updating of tourism development strategy</td>
<td>Comprehensive review and assessment of product, development opportunities, institutional structure, private sector’s role and human resource development needs. Guidelines for an integrated short-term programme for sustainable tourism development. Identification of technical assistance needs underlying development proposals</td>
</tr>
</tbody>
</table>

**Duration:** 24 April – 7 May 2005
### SAUDI ARABIA

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>Licensing system</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review of a discussion paper prepared by the Supreme Commission of Tourism of Saudi Arabia on Licensing of travel agents and tour operators</td>
<td>Modify the said discussion paper accordingly to bring it up to international norms, and include relevant best practices and case studies into the paper.</td>
</tr>
</tbody>
</table>

**Duration:** 14 – 21 January 2005

### YEMEN

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>Tourism development strategy</th>
</tr>
</thead>
</table>

**Duration:** 24 April to 18 May 2005

### F.7.3 Missions scheduled for 2005

141. A list of advisory and technical support missions planned during 2005, in the various regions at the request of Members, is enclosed (Annex 2).

### G. DESTINATION MANAGEMENT

#### G.1 Task Force for Destination Management

142. The Task Force, reflecting WTO’s intergovernmental character as well as considering the need for public-private cooperation/partnership, acts as an informal, advisory and operational body of the Organization and is given the mission of identifying the needs and addressing the challenges of individual tourism destinations and hence contributing to the global strategy of WTO concerning “destination management”. It is also a platform for exchange of experience and good practices.

143. The 4th Meeting of the Task Force, chaired by the former Minister of Tourism of Malta, Dr. Michael Refalo, took place in Berlin, on 12 March 2005 with the participation of representatives from each category of membership and geographic region, i.e. Member States, Associate and Affiliate members.

144. The participants took note on the achievements of the specific programme for destinations as well as the activities to be carried out during 2006-2007. Having considered the effects of Tsunami in some tourism destinations in Asia, the
discussions focused on the strategic approach for restructuring tourism after natural disasters. The role of the regional organizations (PATA and CTO) as well as the proactive support of tour operators in the process of crisis management and recovery were discussed in detail.

G.2 WTO Forum on: New Paradigms for City Tourism Management

145. The Forum, which will be held at Istanbul, Turkey, from 1 to 3 June, aims at:

(a) providing an international forum for the discussion of the role of city tourism for the local and global economies;
(b) identifying the opportunities, needs and challenges of city tourism policy and management together with management structures, and
(c) understanding the mega-trends in city tourism demand.

H. COMMUNICATIONS, PUBLICATIONS AND DOCUMENTATION

H.1 PRESS AND COMMUNICATIONS

H.1.1 Media relations

(a) News releases: 24 news releases were issued since December 2004 in English, Spanish, French. Some releases were also issued in Russian and Arabic;

(b) Members’ Update (electronic bulletin): eight editions of the Members’ Update were issued since December 2004;

(c) TOURCOM Network bulletin: four editions were issued since the 74th session of the Executive Council;

(d) WTO News: two quarterly editions were published since December 2004 with a new layout;

(e) Meetings with international media associations: regular cooperation was established with World Federation of Tourism Journalists and Travel Writers and Arab Federation of Tourism Journalists and Travel Writers (FIJET and AIJET), Pacific-Asia Travel Writers Association (PATWA) and European Travel Press (ETP), other cooperation: European Union, European Service Network, PATA, TIA and others;

(f) Media relations, interviews with WTO officials and acting as spokesperson: some 250 international tourism and economic media were assisted with information and interviews on request;

(g) Maintenance and editing of the homepage and the Newsroom on WTO’s website as a reference to the Members and the rest of the tourism sector including “World Calendar of International Tourism Events”, seminars and conferences, published quarterly and disseminated with WTO News;
(h) **WTO presentation at travel fairs:** FITUR Madrid, ITB Berlin and MITT Moscow.

(i) **News clippings:** regular compilation of WTO-related articles and articles on tourism communications and awareness campaigns (TOURCOM research and development initiative).

**H.1.2 Rapid tsunami-recovery response**

146. The Press and Communications Department was actively engaged in the post-tsunami recovery, especially the *Phuket Action Plan* and *Holiday with your heart* awareness campaign. The Department’s activities included:

- Communications support (press centre and media relations) for the First Emergency session of the Executive Council meeting in Phuket, Thailand;

- Press conference in Bangkok, Thailand, 2 February 2004

- Two high-level press trips to Sri Lanka and Maldives, and to Thailand and Indonesia, respectively;

- Design and implementation of the *Holiday with your heart* awareness campaign in March and April (posters, stickers, series of press releases and promotional articles for Sri Lanka, Maldives, Indonesia and Thailand);

**H.1.3 Meetings, projects and exhibitions (travel shows)**

- Since December 2004, officials of the Department actively participated at the following events:

- Preparatory meeting for the International Conference on Tourism Communications for Africa (TOURCOM), Abuja, Nigeria, 15-16 December 2004;


- BALTTUR travel fair and prep-meeting for the Regional Conference on Tourism Communications for Europe (TOURCOM), Riga, Latvia, 10 – 13 February 2004;

- MITT – Moscow International Travel Exhibition and WTO Business Council Seminar, Moscow, Russian Federation, 21 – 26 March 2004;

- Launching of the *Tourism Enriches* campaign for the Sultanate of Oman, Muscat, Oman, 1 – 5 April 2004;

**H.1.4 Projects under way**

- Preparation of four regional conferences on tourism communications (TOURCOM): for Asia and the Pacific, Bali, Indonesia; 20 – 21 May, for Africa, Abuja, Nigeria, 28-29 July; for Europe, Riga, Latvia, 15-16 September; Amman, Jordan, for the Middle East and North Africa, in September 2005. Conference proceedings will be published shortly after the conferences.
• Series of Tourism Enriches advertisements: for Africa (Jewels of Africa), Middle East, Latin America, Europe and Asia;
• Reproduction of the Tourism Enriches video on DVD, with accompanying explanations and archives that will enable reproduction of the campaign's communication tools in the member States;
• Representation of WTO at international tourism conferences, with presentations delivered on tourism in general, market intelligence, communications, sports and tourism etc. at the United Nations Communications Group (UNCG), United Nations Editors Annual Conference, communications conference in Honduras (creation of Central American network of tourism communicators), TIA Communication and Awareness Committee, etc.
• On-going public information and media support for the ST-EP initiative, United Nations Millennium Development Goals (MDG) and Liberalization with a Human Face.
• World Tourism Day: WTD 2005 is currently in the preparation phase under the theme Travel and Transport: From the imagination of Jules Verne to 21st century reality. Members were invited to suggest themes for 2006 and 2007.
• Press trips, will be organized by WTO to Georgia and Iran;
• Communications support will be provided for the World Conference on Tourism Satellite Account: Understanding Tourism and Designing Strategies (3-6 October, Iguazu – Argentina, Brazil and Paraguay);
• Copywriting and editing of the new Silk Road brochure

H.2 PUBLICATIONS

147. The WTOelibrary is now in use in more than 50% of the entitled WTO Member States. As each Member State is permitted up to 20 network accesses as part of the service to the Member States, this ensures a wide and up-to-date dissemination of the information produced and gathered by the Organization. WTOelibrary includes already more than 450 publications, research reports, and 5,000 official documents, in their respective languages (English, Spanish, French, Russian or Arabic). In an ongoing effort, all WTO publications and official documents since 1975 are added to the WTOelibrary in order to allow an easy access to the enormous knowledge build by the Organization over the last decades.

148. 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 the 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.

149. A new price model for the access to the WTOelibrary taking into account the differing purchase power parity was introduced to improve the accessibility but maintaining the principle of self-financing (and granting 20 complementary accesses to the governmental institutions of Member States).

150. The Depository Library Programme is developing extremely well. So far some 50 academic libraries are collecting worldwide all new publications in at least one official language and guarantee free, immediate and local access to our publications.
151. **Ten new publications** have been released since the 74th session of the Council. The list is attached as Annex 3.

### H.3 DOCUMENTATION

#### H.3.1 Provision of information and documentation support services

152. One of the priority work streams in the abovementioned area is to develop an **integrated record-keeping system for WTO archives**. Presently, the Organization's archives cover nearly eighty years of international tourism, i.e. WTO and its preceding organizations. The volume of documents and records currently take up some 700 meters of shelf space within the headquarters building.

153. With a view to set up this system which should make available, both internally and externally and under specific conditions and rules, WTO historical documents and records, a **comprehensive evaluation of the archives** was performed in December 2004 with the assistance of an outside expert recommended by the UNESCO Archives Department. The report on this evaluation includes recommendations for the setting up of a fully operational management system to preserve and administrate WTO's institutional memory.

154. The **Tourism Legislation Database** – LEXTOUR which was established in November 2003, is regularly updated so as to ensure that this database remains a reliable source of information.

155. In the same context, the Department plans to create during the second half of this year a **LEXTOUR Web Forum**, in order to encourage, in an interactive manner, exchange of ideas and debates between National Tourism Administrations (NTAs) on topical issues related to tourism legislation.

156. Two other activities also included under the same area, viz the government bodies and management in tourism and facilitation, safety and security measures applied to frontier formalities, will be conducted, if feasible this year, depending on the human resources available.

157. A third activity concerns the building up of a referral service (through links to external websites, databases and information services) which should facilitate access to information on taxes, fees, duties and other fiscal measures affecting the tourism sector and, in particular, tourists.

158. As an initial step for the creation of **TOURTAX Database**, two surveys are conducted in order to evaluate the availability of data and their conditions of access. The first one was initiated in February 2005 among international institutions which should normally collect and process this type of information according to their respective sphere of competence. Some of them have already reacted positively. These are respectively, AIT/FIA, IATA, IH&RA and IRU. The OECD Secretariat has also been contacted, due to the important expertise of this organization on taxation issues.

159. The second survey by questionnaire will be carried out among NTAs in June 2005. This survey aims to evaluate data available on taxation from tourism administrations and to determine whether a portion of the different taxes levied, is
earmarked in favour of the development and promotion of tourism at the local, regional or national levels. The proposed database should become operational by the end of 2005.

**H.3.2 Provision of linkage networking between WTO Documentation Resources Department and its partners**

160. The second priority area involves the provision of a permanent tourism information referral service as well as the development of a standardized instrument to facilitate information process and exchange in tourism.

161. The first aspect concerns the *Tourism Information and Documentation Resources Centres Database (INFODOCTYPEOUR)* launched in November 2003, which is conceived as an online directory of products and services provided by libraries, documentation services and information brokers involved in the tourism activity nationally and internationally. The forthcoming update of this information system should normally be made during the second quarter of 2005.

162. Respecting the second aspect, namely the *Thesaurus on Tourism and Leisure Activities (TTLA)*, this instrument has been published so far in four languages, i.e. English, French, Spanish and Italian. As a next step, the Croatian version of TTLA should be available this year, meanwhile the Portuguese one would be finalized in 2006.

163. The main objective set up for the TTLA during the current biennium is to provide an updated edition and also expand it to other languages.

164. With this objective in mind, WTO Secretariat has concluded in February 2005 an agreement with Mondeca, a software publisher dedicated to semantics, business subjects, metadata and their organization.

165. In accordance with this agreement, the Secretariat will use *Mondeca’s Intelligence Topic Manager (ITP) software*, a tool especially designed for content management systems and automatic maintenance of multilingual technical terminology. The ITP software will also allow WTO to produce and distribute revised and updated editions of TTLA on web access and/or on CD-Rom.

166. As previously reported, two projects regarding the linguistic expansion of TTLA are under consideration.

167. The first one refers to the preparation of the *Arabic version of the TTLA* under the umbrella of the *STRABON Programme* (www.strabon.org). This multilingual multimedia information system for the Euro-Mediterranean cultural heritage and tourism is funded by the MEDA Programme of the European Union and coordinated by the French authorities. In this context, a draft cooperation agreement between WTO and the French Ministry of Tourism will be signed this spring. The proposed cooperation instrument will not only include the preparation of the TTLA Arabic version, but also the possibility to use the STRABON concept as a model of information system to promote cultural and tourism resources in other regions of the world.
168. The second project will permit the production of the German version of the Thesaurus by the University of Innsbruck, Austria. A draft cooperation agreement between WTO Secretariat and this prestigious university to prepare this linguistic version is under review.

H.3.3 Promotion of tourism information networking

169. The third main area focuses on the direct support to WTO Members, particularly NTAs, with a view to promote their full participation in the tourism information networking process.

170. Based on the Handbook on setting up and running an information and documentation resource centre (IDRC) for the tourism sector published in 2004, two missions will be organized in May, at the request of the national tourism administrations of Argentina and Paraguay.

171. As a result of the Chief of the Documentation Resources Department's participation in the UN Inter-Agency Meeting on Knowledge Sharing and Information Management (KSIM), New York, September 2004, the WTO Secretariat and the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) plan to organize a joint regional seminar on information and management in tourism, at the UNESCAP Headquarters, in Bangkok, during the first half of 2006.
ANNEX 1

TECHNICAL ASSISTANCE MISSIONS PLANNED
FOR AFRICA
IN 2005

Algeria

Tourism Satellite Account - Technical support for the definition and implementation of a working methodology

Training in tourism and hotel management – Support for the definition and implementation of a training plan in tourism and hotel professions

Angola

Elaboration of the National Tourism Development Master Plan

Eritrea

Development of human resources for tourism

ST-EP - Reducing poverty through sustainable tourism

Ghana

ST-EP - Reducing poverty through sustainable tourism

Guinea


Mauritius

Elaboration of a Tourism Satellite Account (TSA)

Morocco

Human resources development for the tourism sector

Namibia

Preparation of the national and regional Tourism Development Master Plan
TECHNICAL ASSISTANCE MISSIONS PLANNED
FOR THE AMERICAS
IN 2005

Bolivia
Identification of mechanisms for community and local participation in the tourism system

Colombia
Environmental study of the tourist beaches of Santa Marta and strategies for improving quality and positioning as a tourist destination

Ecuador
Strategic plan in the area of rural tourism (pilot country for the development of rural tourism trial projects)

El Salvador
Guidelines for the preparation of a Tourism Development Master Plan at the national and regional levels

Panama
Guidelines for the reformulation of the Tourism Development Master Plan

Paraguay
Reinforcement and updating of the design and implementation of new competitive tourism products, with the aim of entering new regional and long-haul markets

Peru
Planning for the development of rural tourism and ecotourism
TECHNICAL ASSISTANCE MISSIONS PLANNED
FOR ASIA AND THE PACIFIC
IN 2005

China, Macau SAR

Assistance to the Institute of Tourism Studies (IFT) in the Summer Exchange Programme on the Conference Industry

India

Formulation of a Tourism Development Master Plan for State of Madhya Pradesh

I.R. of Iran

Development of a National Tourism Quality Certification System

Thailand

Safety Standards and Rescue Operations for River Rafting

Revision of the project document for Tourism Development along the Heritage Necklace Circuit

Vietnam

Strengthening capacity, training and tourism human resources development
Albania
Development of Rural Tourism and Ecotourism

Azerbaijan
Preparation of a National and Regional Tourism Development Master Plan with focus on Community-based Tourism, Rural Tourism and Ecotourism

Georgia
Development of Mountain Tourism (Winter Sports)

Moldova
Development of Rural Tourism and Ecotourism

Serbia and Montenegro
Development of Community-based Tourism in Economically Depressed Areas

Regional mission (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan)
Capacity Building for Regional Cooperation and Development along the Silk Road
TECHNICAL ASSISTANCE MISSIONS PLANNED FOR THE MIDDLE EAST IN 2005

Lebanon

Preparation of the terms of reference of an image building campaign and crisis management plan

Oman

Preparation of the terms of reference of a development and management plan for the Huta Cave

Syria

Preparation of a project document for a capacity building programme in the field of promotion, marketing and communication

Saudi Arabia

Preparation of the terms of reference for a front liners train the trainers programme

Oman

Review and assessment of the national system of tourism statistics and preparation of an action plan for its development

Libya

Development of national statistical system

Development of the official website of the General People's Committee for Tourism
ANNEX 2

List of Publications published since reporting last to the Executive Council

(as of April 2005)

- City Tourism and Culture (English)
- Compendium of Tourism Statistics Ed. 2005
- Guide for Local Authorities on Developing Sustainable Tourism (Arabic)
- Making Tourism World for Small Island Developing States (English)
- Tourism at World Heritage Cultural Sites (Arabic)
- Tourism Congestion Management at Natural and Cultural Sites (English, French, Spanish)
- What Tourism Managers Need to Know (Arabic)
- WTO World Tourism Barometer Nr. 1, 2, 3 (English, Spanish, French)
- Yearbook of Tourism Statistics Ed. 2005
- The Future of Traditional Destinations (English)