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**REPORT ON THE IMPLEMENTATION AND EVALUATION OF THE GENERAL
PROGRAMME OF WORK 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 73rd session of the Executive Council, held at Hyderabad, India, on 8 and 9 July 2004.

The report has been submitted to the 27th meeting of the Programme Committee (Madrid, 16 and 17 November 2004). The Committee's recommendations will be reported to the Council.

Information on the activities of the Affiliate Members including those of its Business Council is reported under item 14(a) of the provisional agenda.

**REPORT ON THE IMPLEMENTATION AND EVALUATION OF THE GENERAL
PROGRAMME OF WORK 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 and more specifically the activities carried out and planned, since the 73rd session of the Executive Council held at Hyderabad, India, on 8 and 9 July 2004.

2. The information is presented according to the programme's **main fields of activity**, viz.:

- (a) Statistics and Economic Measurement of Tourism
- (b) Market Intelligence and Promotion
- (c) Sustainable Development of Tourism
- (d) Quality and Trade in Tourism
- (e) Human Resource Development in Tourism
- (f) Regional Activities, Cooperation for Development and Poverty Alleviation
- (g) Communications, Publications and Documentation

A. STATISTICS AND ECONOMIC MEASUREMENT OF TOURISM

A.1 Achievements and work plans

A.1.1 Publications

3. **New edition of the Compendium on Tourism Statistics (2005).**

The new edition of the Compendium will include 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

4. The publication "**Enzo Paci Papers on Measuring the Economic Significance of Tourism**" has been designed to provide, on an annual basis, information that includes:

- (a) Guidelines being drawn up by WTO for the development of national Systems of Tourism Statistics (STs) and of the Tourism Satellite Account (TSA);
- (b) Some especially noteworthy papers relating to those fields, for the most part published outside the mainstream of the specialist journals;

Volume 4 was released in October 2004.

A.1.2 WTO Metadata Project

5. WTO's project for documenting tourism statistics is part of the effort of the international community for developing the required documentation that should fit user's needs.

6. Because tourism statistics include a wide range of data produced by different types of institutions (both at a national and international levels), there is a need for standards for the presentation of metadata (which is the term used for the documentation of the coverage, temporal reference, distribution and a whole series of other technical characteristics of the methodology used in obtaining the data used).

7. For more information, please visit the Organization's website:
http://www.world-tourism.org/frameset/frame_statistics.html

A.1.3 Inter-agency coordination group on tourism statistics

8. 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.

9. 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.

10. **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.

A.1.4 Discussion paper: "Travel in Balance of Payments and Tourism as a traded service"

11. During the Seventeenth meeting of the Inter-Agency Task Force on Statistics of International Trade in Services (ITFSITS), held at IMF Headquarters, Washington, 3-4 November 2003, all Agencies and representatives agreed that a discussion paper should be presented in all types of committees and appropriate fora in order to launch during 2004/2005 a worldwide discussion that would contribute to fulfilling the responsibilities of International Organizations in the context of **international trade in services**.

12. The discussion paper "*Travel in Balance of Payments and Tourism as a traded service*" presented by WTO at the meeting of the Inter-Agency Task Force on Statistics of International Trade in Services (ITFSITS) held at OECD Headquarters on 13-14 September, is the result of that agreement.

A.1.5 Comparative study of international experiences in the measurement of traveller flows at national borders

13. The Secretariat is disseminating the results of the "*Comparative study of international experiences in the measurement of traveller flows at national borders*" (co-funded by the Canadian Tourism Commission, the Spanish Instituto de

Estudios Turísticos and the Swedish Tourist Authority) and started preparing the general guidelines for improving international arrivals data.

A.1.6 Technical assistance and sub-regional workshops on tourism statistics and the elaboration of a TSA

14. The following technical assistance initiatives will be held in 2004:
- (a) **Second Workshop on the TSA for Central America**, Guatemala City, Guatemala, 25-28 October.
 - (b) **Technical Assistance Mission**, Lima, Peru, 3-5 November.
 - (c) **Sub-regional Workshop on Tourism Statistics and the elaboration of a TSA**, Addis Ababa, Ethiopia, 16-18 November.
 - (d) **Technical Assistance Workshops**, Brazil, Recife (22-26 November) and Rio de Janeiro (29 November-3 December).
15. The delegates underlined that the technical contribution of the WTO and ECLAC was essential for this undertaking and requested both organizations to cooperate in the definition of the terms of reference of the Regional Project in accordance with the mentioned guidelines.

A.1.7 WTO 2005 Conference: "The Tourism Satellite Account (TSA): understanding tourism and designing strategies"

16. The development of the TSA project around the world is evident: more than 40 countries have already established a TSA or are expecting to do so by 2005. There is, however, a need to share part of these experiences not just in order to identify some basic results achieved but also to show how it contributes to understanding tourism and designing strategies.
17. The Conference will be hosted by Argentina, Brazil and Paraguay and will take place at the Iguazú Waterfalls in Autumn 2005.

B. MARKET INTELLIGENCE AND PROMOTION

B.1 Achievements and work plans

B.1.1 Market Trends

18. As part of its permanent activities, the Department continues to evaluate international tourism trends. This already traditional task of the Department takes concrete form in the publication of the six volumes of *Tourism Market Trends* (scheduled for publication in December 2004), the *WTO World Tourism Barometer* (published in January, June and October) and the *Tourism Highlights*.
19. 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;
 - Information regarding the main factors behind such results;
 - Through the WTO World Tourism Barometer, every four months they will provide:

- (a) very recent international tourism data from 130 countries
- (b) an assessment of the preceding four-month period, and
- (c) a forecast of how international tourism will perform over the following four-month period.
- (d) a forecast of international tourism performance for a 12 month period (up from the January 2005 number)

20. The data published are those provided by countries. The assessment of the preceding four-month period and the forecast for the next four months are based on the opinions expressed by a broad panel of experts from the public and private sectors all over the world. The experts also identify the variables that have influenced the results obtained and the forecasts issued.

21. Over the 2004-2005 period, the *international tourism long-term forecasts*, known as **Tourism 2020 Vision** will be updated and expanded. This will enable countries to situate themselves in the context of the regional and worldwide trends in international tourism. In collaboration with ETC, the Department is currently preparing a Handbook on Forecast Methods.

22. Through these reports, Members can acquire knowledge regarding the structural characteristics, the profile, and the developmental trends of international tourism in their own country, in other countries and in the rest of the world. This will enable them to carry out benchmarking exercises that can contribute to redefining tourism policies and action programmes based on the evolution of the market.

23. At this time, with the market showing clear signs that it is changing, knowledge of market trends acquires special importance.

24. In order to improve the quality of these reports, Members have been invited to provide the WTO Market Intelligence and Promotion Department with data and information by contributing to the different surveys carried out by the Secretariat. These surveys collect information on:

- (a) Tourism results in each country
- (b) Factors that have determined such results

B.1.2 Promotion

25. The above-mentioned manual on **Evaluating NTO Marketing Activities** is currently being implemented. Seminars on Evaluation of Marketing Activities have already been conducted in Madrid, for the WTO Commission of the Americas, in Poland and in Hungary. Full Members, with the support of this Department, can organize seminars or workshops that allow them to measure the effectiveness of NTO promotional activities such as: advertising; public relations and media relations; customer information services; festivals and hallmark events; consumer fairs and events; trade support and events; and website.

26. A study on city tourism and culture carried out jointly by WTO and ETC is currently under final presentation phase. The conceptual framework for the analysis of city tourism with a cultural motivation presented by the report *"City Tourism and Culture: The European Experience"* aims to contribute to the marketing and product development of tourism to cities by enlightening the evolution of cultural tourism in Europe from "traditional" to "innovative".

27. The Secretariat will submit to the Market Intelligence Committee a proposal for the preparation of a **report on NTO promotional budgets**. This report would provide each of the countries with information regarding the volume and structure of the promotional budgets of other national destinations.

28. Members that have experience in evaluating their promotional activities and those who are interested in hosting Seminars related to this matter have been invited to communicate such experience and/or interest to the Secretariat.

B.1.3 Direct Assistance to Tourism Administration

29. This is a new activity in the Department's programme of work, which is carried out in close coordination with the Regional Representatives and Technical Cooperation Service. It entails carrying out, for the benefit of Members, advisory and technical assistance activities that help them in developing market intelligence and improving promotional techniques and which they have identified as priorities. The Department has already provided assistance to **Slovenia, Colombia, Nicaragua, El Salvador** and will do it as well to **Iran, the Democratic People's Republic of Korea and the Sultanate of Oman**. In addition, workshops on Evaluation of Marketing Activities and on Optimization of the Participation in Tourism Fairs will be carried out in Central America.

30. Members have been invited to communicate to the Secretariat their technical assistance requirements in this area. This will allow the Secretariat to prioritise them and to undertake further necessary actions.

B.1.4 Other activities

31. The Department takes part in the production of the **WTO website**. It designed and produced the sections under its responsibility: "**Facts and Figures**" and "**Tourism Recovery Committee**", and updates them regularly.

32. The Secretariat 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.

33. The evaluation of users with regard to the publications prepared by the Department is very positive, taking into account their feedback. Secondly, references to our publications are made in printed or broadcasted media and finally, our 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 Achievements and work plans

C.1.1 Priority areas of activity

C.1.1.1 Indicators of sustainability in tourism

34. The new **Guidebook "Indicators of Sustainability for Tourism Destinations"** was published in October 2004. The guidebook is based on a comprehensive review of indicators initiative worldwide, with the involvement of 62 experts from over 20

countries. The publication contains a general overview of indicator applications, a procedure to identify indicators at the local destination level, and a range of issues and destination types with suggested indicators and case study examples.

35. Based on the new guide, a series of **regional workshops** has been initiated. The first workshop took place in 2004 October for the Caribbean region, in collaboration with the Association of Caribbean States. A number of Member States expressed interest in hosting regional or national workshops. The WTO indicators methodology and workshop approach will be applied also at the pilot destination projects to be developed in the framework of the GEF-founded project on coastal tourism in Africa, detailed below.

36. Members have been invited to:

- (a) Disseminate the upcoming guide among relevant public administrations and the tourism private sector at different levels.
- (b) Suggest organizational and financial mechanisms and partners for establishing indicator programmes with WTO technical support.
- (c) Indicate if they wish to host a regional or sub-regional indicators workshop.
- (d) Indicate if they wish to initiate national indicators programmes with WTO technical assistance.

C.1.1.2 Tourism and poverty alleviation

37. The **Republic of Korea** and WTO signed an agreement in September 2004 in Seoul on the establishment of the Headquarters of the **Sustainable Tourism - Eliminating Poverty (ST-EP) Foundation**. Another Memorandum of Understanding was signed with the Government of the **Netherlands** in November 2004, by which the Dutch Cooperation Agency (SNV) will support ST-EP activities in the field. A draft constitution for the Foundation is submitted to the Executive Council, and is subject to the approval of the WTO General Assembly in 2005. The Foundation is expected to be fully operational by the beginning of 2006.

38. **Exploratory missions** for identifying projects aiming at poverty reduction through tourism were carried out during 2004 in **Cameroon** and **Ethiopia**, and similar missions are being fielded to Haiti, Vietnam and Zambia shortly.

39. The series of **seminars on poverty reduction** through tourism has continued in Africa, within the Special WTO Programme for Sub-Saharan Africa, with the second seminar held in **Tanzania**, 7-9 September, for Eastern and Southern Africa.

40. A **compilation of good practices** in poverty reduction through tourism has been initiated and a specific format has been prepared and sent to Member States in August 2004, requesting case studies on this topic. So far, some 15 cases have been received.

41. **Technical papers and articles**, as well as a set of recommendations for Member States have been prepared and communicated in connection with the International Year of Microcredit, 2005, declared by the United Nations. A specific WTO webpage has been established (<http://www.world-tourism.org/sustainable/microcredit.htm>),

and information on WTO activities has been included in the official website of the Year (<http://www.yearofmicrocredit.org>).

42. The Department Head participated at the **Middle East and Africa Microcredit Summit** (Amman, **Jordan**, 10-13 October, 2004) to make the case for micro-finance for the micro and small tourism enterprises.

43. A **study** has been initiated in cooperation with PlanetFinance, a global microfinance institution, in order to analyse constraints and opportunities, and derive practical recommendations for different stakeholder groups. WTO activities in this field aim at promoting micro-credit schemes for micro, small and medium sized tourism enterprises (SMEs), as a viable tool for poverty alleviation.

44. The Department was represented at the following **meetings** related to poverty issues:

- Expert Group Meeting on Measuring and Assessing the impact of Tourism Initiatives on Poverty Alleviation, UN-ESCAP, 4-5 October, Bangkok, **Thailand**
- Rural Tourism and Poverty Alleviation International Forum, held in Guiyang City, Guizhou Province, **China**, from 15 to 16 October 2004.

45. Members have been invited to:

- (a) Disseminate the new WTO publication "Tourism and poverty alleviation – Recommendations for Action", among the relevant government departments and within the tourism private sector of their countries.
- (b) Indicate if they intend to undertake initiatives (e.g. seminars, pilot projects, country projects) aiming specifically at poverty reduction through tourism in their countries and whether they require WTO's technical support or assistance.

C.1.1.3 Empowering the Global Code of Ethics

46. The second meeting of the World Committee on Tourism Ethics was held at the Organization's Headquarters under the Chairmanship of Mr. Diego Cordoves. The Committee has moved decisively on the way to empowering the Global Code of Ethics for Tourism, by adopting procedures for consultation and conciliation for the settlement of disputes as they may arise with regard to its application or interpretation. Report of the Secretary-General on the Committee's meeting is submitted to the Executive Council under agenda item 10.

C.1.1.4 Certification of sustainability in tourism

47. The series of **regional certification conferences** has continued with the European conference in Marianske Lazne, **Czech Republic**, (17-20 October 2004). The Conference attracted over 120 participants from 23 European countries. It featured a wide variety of certification programmes through presentations and resulted in rich debates facilitating the exchange of experiences between ongoing programmes and benefiting countries that are planning to set up such systems. The final report is available at:

<http://www.world-tourism.org/sustainable/conf/cert-czech/eng.htm>

48. Members have been invited to

- (a) Indicate whether they would be interested in hosting certification conferences.
- (b) Suggest further activities that could foster the development and operation of national certification systems, networking between certification initiatives at the regional level, and achieving regionally and internationally harmonized certification standards.

C.1.1.5 Ecotourism

49. The African seminars on Ecotourism in National Parks and Protected Areas has continued, and after the first one (Rwanda, 2003), the second seminar took place in **Guinea (Conakry)**, between 1-4 November 2004.

50. Officials of the Department delivered technical presentations at the following ecotourism related events:

- International Conference on Eco- and Rural Tourism
New Delhi, **India**, 25-26 August, 2004
- II International Fair of Amazonia
15-19 September 2004, **Manaus (Brazil)**
- Ecotourism Australia, 12th National Ecotourism Conference, **Australia**, 8-12 November 2004
- International Ecotourism Conference, **Santiago, Chile**, 30 November 2004

C.1.2 Other activities

C.1.2.1 WTO Committee on Sustainable Development of Tourism

51. The Committee, at its meeting in **Chiang Mai, Thailand**, 1-3 March 2004, agreed to revise the WTO definition of sustainable tourism, published in the Agenda 21 for Travel and Tourism in 1995. The purpose of this revision is to reflect better the sustainability issues in tourism, in light of the results of the Johannesburg Summit on Sustainable Development. The Committee was consulted on a draft definition prepared by the Department, and the comments were fully integrated. The new Definition places emphasis on the balance between environmental, social and economic aspects of sustainability, the need to implement measures in all forms and sectors of tourism, and it refers to global aims such as poverty alleviation. The definition can be found at: <http://www.world-tourism.org/sustainable/concepts.htm> . The next meeting of the Committee will take place in **Aswan, Egypt**, in March 2005.

C.1.2.2 Tourism in Oceans, Coasts and Small Islands

52. WTO is continuing collaboration with the United Nations Industrial Development Organization (UNIDO) and UNEP for the Global Environment Facility funded project "Reduction of Environmental Impact from Coastal Tourism through Introduction of Policy Changes and Strengthening Public-Private Partnerships". WTO prepared guidelines for the participating 8 African countries to prepare national reports and identify local destinations for the demonstration projects. Experts have been recruited for the various posts supporting the project. The First Steering Committee meeting is expected to be held in the **Seychelles**, during the first quarter of 2005. The meeting will serve to present the national reports, agree on the project sites and coordinate for the implementation of the pilot activities.

53. WTO continues collaborating with the Federation for Environmental Education, responsible for the Blue Flag initiative, especially in their efforts to expand the Blue Flag campaign to other regions outside Europe. Thanks to these joint efforts and the support of UNEP, the Blue Flag is now operational, besides Europe, in beach destinations in **the Caribbean, South Africa, Canada, Chile and Morocco**, while new countries are showing interest in joining the campaign. WTO is also member of the Blue Flag International Jury. More information: <http://www.blueflag.org>

54. The United Nations has approved the inclusion of a special plenary session on tourism, to be organized by WTO, within the International Meeting for the 10-year Review of the Barbados Programme of Action for the Sustainable Development of Small Island Developing States (**Mauritius, 10-14 January 2005**). The Plenary session will take place on 11 January, when a special WTO report to evaluate and make recommendations on tourism issues in SIDS, currently under preparation, will be launched.

C.1.2.3 Climate Change and Tourism

55. WTO is coordinating with UNEP, as well as UNDP-GEF, for the preparation of a project proposal on climate change and tourism, to be submitted for GEF funding during 2005. The project intends to develop a comprehensive research and dissemination programme addressing both adaptation and mitigation issues in a multi-year timeframe. In its first phase the project will focus on coastal and island destinations at developing countries. GEF projects must be country and implementation driven, therefore initial communications have been sent to relevant Member States to gauge their interest. So far **Seychelles** confirmed its interest, while **Egypt and Indonesia** asked for further clarification.

56. The Department participated at the Workshop on Climate Change, Environment and Tourism in Europe's Coastal Zones Genoa, **Italy, 11-12 November 2004**.

57. Members have been invited to send to WTO any research papers, project documents, meeting reports, website addresses, containing information related to climate change and tourism in their countries. These documents and references could be useful for the upcoming clearinghouse, the GEF project proposal and other activities in this field.

C.1.2.4 Policies and Tools for Sustainable Tourism

58. WTO is completing an international review and analysis of policies and tools for the sustainable development of tourism. The publication, in a joint effort with UNEP, will be directed to governments with concrete recommendations for policy measures and implementation mechanisms. It is expected to appear in December 2004.

59. Officials of the Department delivered presentations on sustainable tourism policies and measures at the following events:

- Summit of Ministers of Tourism and Environment, Iquitos, Rio Amazonas, **Peru, 2-3 September 2004**
- 4th Eurometing - European Regions, Tourism and Sustainable Development, Florence, **Italy, 5 November 2004**
- 5th Encounter of Europe – Latin America, 28-29 October, Biarritz, **Spain**

- Parliamentary Assembly of the Council of Europe, 18 November, Rhodes, **Greece**
- VII Spanish National Congress of Environment (CONAMA), 22-25 November, Madrid, **Spain**
Round Table: The Challenge of Sustainability in Tourism Development
24 November

60. Members have been invited to:

- (a) Inform the Secretariat, on a continuous basis, of any new policies or other instruments, initiatives and measures in their countries leading to a more sustainable tourism industry;
- (b) Indicate their interest in receiving technical support to assist municipal governments in their efforts to establish a Local Agenda 21.

C.1.2.5 Protection of children from sexual exploitation in tourism

61. The Task Force on the Protection of Children from Sexual Exploitation in Tourism held its 15th meeting in London on 8 November to review actions and measures taken by governments, the tourism industry, tourism workers unions and non-governmental organizations on this matter. It also considered the role of the travel media in this respect.

C.1.2.6 Management of congestion at heavily visited destinations

62. The WTO "Handbook on Tourism Congestion Management at Natural and Cultural Sites" has been completed, and it will be officially launched at the Congestion Management Seminar that will take place on 27 January 2005 during FITUR, in Madrid. The publication has been coordinated by the SDT Department and the WTO-BC, and it provides guidelines, practical tools and case study examples for congested sites from the demand-, destination- and site-management perspectives.

63. Transportation-related recommendations of the handbook were presented at the Workshop on Leisure Travel, Tourism Travel, and the Environment, organized by OECD between 4-5 November 2004, Berlin, **Germany**.

64. Finally, the WTO Department on Sustainable Development of Tourism has participated and delivered key-note speeches and technical presentations in various conferences organized on subjects of its competence during the last 5 months:

65. During the Barcelona 2004, Universal Forum of Cultures:

- (a) Dialogue on Tourism, Culture and Sustainable Development (14 to 16 July 2004).; and
- (b) Tourism Round Table at the UN-HABITAT World Urban Forum, (13-17 September)

66. Conference on Cultural Heritage and New Technologies in Majorca, **Spain**, (29-30 September).

67. WTO continues to support the TOI, jointly with UNEP and UNESCO. WTO hosted the last TOI General Annual meeting (15-16 November 2004.)

68. The Committee on Sustainable Development of Tourism is consulted periodically to provide feedback on activities of the Department. Questionnaires among participants of the conferences and seminars organized by the Department are regularly carried out in order to evaluate satisfaction with the events and to gain feedback on specific fields of activities. The surveys generally show a high level of satisfaction and interest in follow up activities and continued collaboration. The Department's communication efforts are well reflected by the high level of visitation to its web page and the constantly increasing number of subscribers to its electronic newsletter (currently around 7,000 persons).

D. QUALITY AND TRADE IN TOURISM

D.1 Achievements and work plans

69. In preparation for the 2nd meeting of the Quality and Trade Committee (carried forward from 30 September - 1 October 2004 to 11-12 November 2004, Madrid), each member of the Executive Council was advised in detail about the implementation status of the Quality and Trade in Tourism programme for the period 2004-2005 (trade, safety & security, standards).

70. The Council's attention is invited to a particular item of the meeting agenda, on "travel advisories", which also features separately at the present session of the Council as item 9 (document CE/74/9), and on which the Committee is expected to issue a separate recommendation.

E. HUMAN RESOURCE DEVELOPMENT IN TOURISM

E.1. Achievements and work plans

E.1.1. Developed strategic knowledge capacity and positioning for WTO Members

71. The WTO.Themis TedQual Practicum, aimed at familiarizing officials from the National Tourism Administrations of WTO Member States with the WTO.HRD programmes and their subsequent implementation at a national level, took place from 26 September to 6 October 2004 at the WTO.Themis Foundation in **Andorra** with a two-day visit to WTO Headquarters in Madrid. Officials from **The Former Yugoslav Republic of Macedonia, India, Kenya, Libya, Lesotho, Nepal, Romania, Rwanda and Zimbabwe** took part in this Practicum. All officials taking part in the TedQual Themis Practicums are expected to serve as official WTO.HRD 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.

72. The functioning of the Themis Foundation has been reinforced by the diplomatic structure that has now been established through an international agreement signed with both Co-Princes of the Principality, a copy of which is attached to this document (Annex 1)..

73. The second session of the 2004 WTO Practicum was held from 19 to 30 September at WTO Headquarters in Madrid with the participation of officials from the

Tourism Administrations of sixteen WTO Member States. Officials from **Brazil, Côte d'Ivoire, Cyprus, Indonesia, Kazakhstan, Libya, Madeira, Mali, Nepal, Nicaragua, Portugal, Romania, Serbia and Montenegro, Seychelles, Tanzania and Tunisia** participated in this session. Participants took part in a five-day course on Tourism Policy and Strategy, recently updated and improved followed by 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.

74. The TedQual Certification of education programmes has now been granted to 61 programmes in 34 institutions, with another 11 institutions and 20 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.

75. The WTO Tourism Policy Forum took place from 18-20 October at The George Washington University in Washington D.C. Governments, international aid agencies and the world's leading universities agreed to make sustainable tourism development a top priority in their strategies to reduce poverty and meet other UN Millennium Development Goals, such as gender equality and environmental conservation. The Forum culminated with the approval of The Washington Declaration on Tourism as a Sustainable Development Strategy which calls upon aid donors and recipients, to join together with government, private sector, universities and civil society stakeholders to form a global network to enhance tourism's potential to contribute positively to world development.

76. At the Tourism Policy Forum the WTO Tourism-Knowledge Volunteers initiative was presented, discussed and approved. Under this initiative WTO could participate actively in many tourism for development projects as Tourism-Knowledge volunteers. Member countries will be contacted to present projects and a few of these could be selected as pilot projects.

77. At the meeting of the WTO Education Council (WTO.EdC) Steering Committee on 21 October in Washington D.C., the potential expansion of the Education Council was noted with 11 new education institutions soon to complete the WTO.TedQual Certification. Discussion is underway with a number of WTO.EdC institutions to provide scholarship opportunities for officials from the National Tourism Administrations of WTO Member States. The Education Council is now compiling a list of capabilities from its members, which will give a clear indication of areas of expertise of each institution. The TedProm publication with a description of a number of the Education Council institutions and their programmes for the benefit of WTO Members is soon to be launched.

E.1.2 Increased tourism competitiveness to WTO Members in tourism education, training and know-how

78. In addition to the WTO Practicum and the WTO.Themis TedQual Practicum mentioned in paragraphs 71 and 73 above, the following activities are aimed at providing direct support to Member States.

79. Three members of the WTO.Practicum Alumni Association (WTO.PAA) from Jamaica, Romania and Turkey were awarded fellowships to attend the WTO Tourism Policy Forum in Washington D.C. In past meetings of the **WTO.PAA**, it was requested that regional WTO.PAA meetings be held in conjunction with regional WTO events (Commission Meetings, Seminars, etc.) and the September session of the 2004 Practicum participants launched a Web page. A WTO.PAA Web Site is soon to be launched listing all participants since the Practicum began in 1997 and providing a Forum for discussion.

80. 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**, 30 September – 16 December 2004 held at the Università Commerciale Luigi Bocconi in which scholarships provided by the Government of **Italy**, covering tuition, accommodation, etc., were awarded to officials from **Argentina, Azerbaijan, Cambodia, Egypt, Gambia, Kazakhstan, Kenya, Libya, Malawi, Paraguay, Rwanda, San Tomé and Príncipe, Sierra Leone, Syria and Zambia**, and 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. Spanish and English versions of the **Managing for Quality in Education (WTO.TedQual.MQE)** course will be held at the Università degli Studi di Perugia from 6-17 December 2004 and 7-18 February 2005 respectively. The Government of **Mexico** has offered full scholarships to officials from the following countries **Argentina, Chile, Ecuador, El Salvador, Honduras, 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**.

81. The **Sbest Initiative**, a framework for a range of WTO programmes with the common goal of contributing to tourism destination competitiveness and success through excellence in service, has been signed in two destinations, Galapagos and Cuzco-Machu Picchu, and is under discussion in several other destinations. Special focus is being placed on the training for tourism promotion offices at destinations, with a programme to train quality auditors for these offices currently being developed. WTO undertakes to promote all successful experiences achieved within this initiative. Under the Sbest Initiative, the Tourism Labour Market Observatory (TLMO) is now developed and ready to be launched in 2005. The TLMO is aimed at exploring and analysing the tourism labour market's present and future needs.

E.1.3 Innovative programmes in tourism education and training for WTO Members through public-private partnerships

82. The WTO.HRD 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.

83. An area that is being developed are 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 on-line course will commence on 6 November 2004 and four half-scholarships have been offered to officials from National Tourism Administrations of WTO Member States. The Director General of the WTO.Themis Foundation made a presentation of this new course in **Argentina, Chile and Peru** in September. It is intended to develop a similar course in English with an appropriate partner. English distance courses were offered in the past with Purdue University in the USA.

84. The WTO Human Resource Development Department (WTO.HRD) was invited to participate in **The Ibero-American Ministers Conference** held on 11 and 12 October 2004 in **Costa Rica** within the framework of the XIV Ibero-American Summit of Chiefs of State and Government. A WTO.HRD presentation was given which raised issues for consideration by the Ministers. The Ministers produced a Declaration and an **action plan** which stressed the key role of tourism education and training as an instrument for access to labour markets and promoting social equality.

85. From 16-20 November a TedQual Seminar on Human Resources: A Key Competitive Factor for Tourism Enterprises and Organizations will be held in **Costa Rica** by the WTO.Themis Foundation.

86. 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*. Publications produced during the 2002-2003 programme of work were: *Quantitative and Qualitative Methods of Research in Tourism*; *Basic Training for Quality in Tourism* (Spanish); *Fundamental Procedures for Customer Service in Hospitality and Tourism* (Spanish); *How to Produce Knowledge in Tourism* (Spanish); *Human Resources in Tourism: Towards a New Paradigm* (English-Spanish). Other publications in the planning stage are: *Small and medium-sized enterprises in tourism* (Spanish), the proceedings of the WTO Conference on *The Role of Education in Quality Destination Management* (English-French-Spanish).

87. During the Tourism Policy Forum WTO and The George Washington University signed a Memorandum of Understanding to launch a new internet project, DANTEI, (Development Assistance Network for Tourism Economic Initiatives), which is a website designed to increase communication and the exchange of information about sustainable tourism projects.

E.2 Quality Report

88. In the area of the WTO Network of Government Officials (WTO Practicum and WTO,Themis TedQual Practicum), surveys of total quality (TQ) have been conducted in which participants were asked about issues such as satisfaction with information provided, administrative procedures, the content of the GTAT.TPS courses, the destination management practicum, etc. The average satisfaction rating (TQ) was 90-95/100.

89. In the area of the WTO Network of Quality Knowledge, Education, and Training Centres, periodic consultations have been conducted with members of the WTO

Education Council. Also, a survey measuring satisfaction and suggested improvements with the TedQual certification system was conducted. The satisfaction ratings were ca 85-90/100.

90. In the area of programme development and direct support to Members through TedQual and GTAT programmes, whether in Member Countries or in the WTO. Scholars programme, overall satisfaction ratings were 90/100, with ratings of 95/100 for GTAT programmes and 85-90/100 for WTO Scholars programmes.

F. REGIONAL ACTIVITIES, COOPERATION FOR DEVELOPMENT AND POVERTY ALLEVIATION

F.1 Achievements and work plans

F.1.1 Africa

F.1.1.1 Advisory and Technical Support Missions

91. The following missions were carried out in the region in 2004:

Ethiopia:	Sustainable Tourism Development and Poverty Alleviation (ST-EP Mission)
Cameroon:	Sustainable Tourism Development and Poverty Alleviation (ST-EP Mission)
Sudan:	Tourism Development Master Plan
Zambia:	Community Based Tourism and Poverty Alleviation
Lesotho:	Updating the Tourism Development Master Plan
Rwanda:	Tourism Statistics and Training

92. The following missions are planned in 2005:

Kenya:	Sustainable Tourism Development and Poverty Alleviation (ST-EP Mission)
Madagascar:	Tourism Statistics and Elaboration of a Tourism Satellite Account (TSA)
Gabon:	Development of Ecotourism and Training
South Africa:	Tourism Development Plan
Burundi:	Sustainable Tourism Development and Poverty Alleviation
Mali:	Sustainable Tourism Development and Poverty Alleviation

F.1.1.2 Regional Activities

93. The Secretary-General, the Deputy Secretary-General and the Regional Representative for Africa and other Secretariat officials have made working visits to African countries in 2004.

94. In November 2004, the Secretary-General will officially open the "Sub-regional Workshop on Tourism Statistics and the Elaboration of a Tourism Satellite Account" in Ethiopia in the framework of the WTO Special Programme for Sub-Saharan Africa; will make an official visit to Mali at the invitation of the Government, in order to meet the national authorities to discuss issues related to the cooperation between WTO and Mali.

He will attend the Fourth Islamic Conference of Tourism Ministers hosted by the **Republic of Senegal** in December.

95. The Deputy Secretary-General, accompanied by the Regional Representative, inaugurated the following events in the region in the framework of the WTO Special Programme for Sub-Saharan Africa: Seminar on Sustainable Tourism and Poverty Alleviation, 7-9 September 2004, Arusha, **Tanzania**; Seminar on Ecotourism in National Parks and Protected Areas, 1-4 November 2004, Conakry, **Guinea**.

96. The Regional Representative participated in the African Union Summit, held from 28 June to 9 July 2004, in Addis-Ababa, **Ethiopia**; made an official visit to **Lesotho** in the month of July, and visited the **Gambia** in August. At the invitation of the **Democratic Republic of Congo** authorities, he participated in a conference on "Tourism and Poverty Alleviation" held in Kinshasa, in October.

F.1.1.3 Special Programme for Sub-Saharan Africa

97. The first phase of the Special Programme for Sub-Saharan Africa was successfully implemented in from January to December 2003. During this period seven seminars with the participation of 550 delegates from 36 African countries, have been organized in conjunction with the Member States. The second phase of the programme (January – December 2004) is in implementation phase. Two seminars on Sustainable Tourism Development and Poverty Alleviation were organized in **Benin** and **Tanzania** with the participation of 150 delegates from 17 Countries, and 160 delegates from 11 countries, respectively. Another two events are scheduled for **Guinea** (Ecotourism) and **Ethiopia** (Tourism Satellite Account), in which more than 450 delegates from 40 countries are expected to attend.

F.1.1.4 NEPAD Tourism Action Plan

98. WTO participated actively in the elaboration of the NEPAD Tourism Action Plan, whose main mission is "to optimize the role of tourism as an engine and a catalyst for economic development and growth in Africa through the establishment of a conducive environment, regional cooperation, advocacy and stakeholder participation". The plan was discussed and approved in the 41st Meeting of the WTO Regional Commission for Africa, held from 9 to 13 May 2004, in Mahe, **Seychelles**; and submitted to the Third Ordinary Session of the Assembly of the African Union, held from 6 to 8 July 2004, in Addis-Ababa, **Ethiopia**.

F.1.2 Americas

F.1.2.1 Advisory and Technical Support Missions

99. The following missions have been carried out during the period under review:

Argentina	Integral diagnosis of a model for National Parks Administration (August 2004) Tourism Fair participation (August 2004)
El Salvador	Establishment of a strategy for the Implementation and Promotion of the Coffee Route (June 2004 – present) Review of Tourism Law

Central America	Tourism Safety in Central America programme for the Secretariat of Central American Integration (SICA) and the Central American Tourism Council (CCT)
Peru	Tourism Satellite Account

100. The following missions are planned for 2005:

Argentina	Full assessment of the model of the National Parks Administration
Argentina	Capacity building and resource development at Esteros del Iberá, Misiones Jesuíticas (Posadas) and Cataratas del Iguazú (Puerto Iguazú)
Haiti	Cross-Border Tourism Development between Haiti and Dominican Republic Project
Dominican Republic	Cross-Border Tourism Development between Haiti and Dominican Republic Project
Ecuador	National Programme for the Protection of Children against Sexual Exploitation in Tourism
Central America	Tourism Fair Participation Tourism Quality System for Central América
Central America	Air Transport Policy and Tourism

F.1.2.2 Regional activities

101. Since the **forty-second meeting of the Commission and the International Seminar on the Evaluation of promotional campaigns**, held at the WTO Secretariat in Madrid, **Spain**, in June 2004, and the second part, held in **Costa Rica** in October 2004, the Secretary-General, the Deputy Secretary-General, the Regional Representative for the Americas, as well as other officials and consultants have travelled to the region for different reasons.

102. In September 2004, the Secretary-General, The Regional Representative for the Americas and the Chief of Sustainable Development of Tourism, travelled to Iquitos, **Peru** for the **Second Summit for Tourism and Environment Ministers**.

103. The Secretary-General joined by the Regional Representative and the Chief of Human Resource Development travelled to **Costa Rica** in October 2004 for the **IV Summit of Iberoamérica Tourism Ministers**. It was also during this trip that the **Special Session of the Commission Meeting for the Americas** was held.

104. The Secretary-General then proceeded to **Chile** for the Third Meeting for Tourism Ministers of APEC (Asia-Pacific Economic Cooperation Forum) Countries held in Argentina.

105. The Secretary-General also visited the **United States of America** for the Tourism Policy Forum in Washington.

106. The Regional Representative for the Americas attended the following Regional meetings in **Brazil**, Mercosur Tourism (September 2004); and in **Guatemala** for the Central American Travel Market (October 2004).

107. The Secretariat was also present at the following events, seminars and fairs:

- Guatemala:** Seminar on Tourism Communications organized by INGUAT (July 2004)
- Argentina:** World Library and Information Congress (August 2004)
- Colombia:** 50th Anniversary of COTELCO (August 2004)
- Honduras:** Seminar on the Protection of Children against Sexual Exploitation in Tourism (August 2004)
- Brazil:** 2nd International Amazon Fair (September 2004)
- Canada:** ICAO General Assembly 2004 (September/October 2004)
- El Salvador:** 1st National Symposium on tourism Development (September 2004)
- Mexico:** VI National Congress on Tourism Research (September 2004)
- Nicaragua:** World Tourism Day (September 2004)
- Trinidad:** Caribbean Regional Conference on Sustainable Tourism Indicators (October 2004)
- Mexico:** Tourism Policy and Strategy (October 2004)
- USA:** Tourism Policy Forum (October 2004)
- Ecuador:** XVII Imbabura National Tourism Convention
- Guatemala:** 2nd Central American Workshop on the Tourism Satellite Account (October 2004)
- Bolivia:** International Press Conference (October 2004)
- El Salvador:** 1st Central American Meeting on the Protection of Children Against Sexual Exploitation in Tourism (October 2004)
- USA:** Travel Industry Association of America (TIA): TIA marketing Outlook Forum

108. Besides all the above-mentioned events and activities, the Secretariat has the following events in the Americas region pending for the duration of 2004.

- Costa Rica:** Tedqual Seminal on Human Resources (November 2004)
- Paraguay:** 1st Tourism Fair of Paraguay FITPAR (November 2004)
- Mexico:** Seminar on Sustainable Tourism Development for Local Authorities
- Chile:** Seminar on Tourism Quality (December 2004)

109. The Regional Representation has actively continued to develop its web-page on the WTO website: <http://www.world-tourism.org/regional/americas> available in English and Spanish. This page includes information on the activities and events organized by the Regional Representation for the Americas, as well as speeches and presentations delivered at CAM seminars and other events. Tourism officials and professionals in the Americas countries are encouraged provide us with scheduled events to be included in the site and to visit the web-page to get useful information.

F.1.3 Asia and the Pacific

110. In conformity with WTO's mission to support and assist Member States in their efforts to develop and promote their tourism industry and within the framework of its general programme of work for the biennium 2004-2005, the Regional Representation for Asia and the Pacific has tailored its activities to reflect the priority areas of action of the Organization. The focus of its activities since the 73rd Session of the Executive Council has been the following:

111. The subject of **poverty alleviation** through tourism has been one of the target areas of the Regional Representative for Asia and the Pacific. **Cambodia and Vietnam** have hosted two meetings on cultural tourism's contribution to poverty alleviation. The Ministerial Conference in Hue, Vietnam, culminated in the Hue Declaration on Cultural Tourism and Poverty Alleviation. The WTO has signed an MOU with the **Republic of Korea** concerning the establishment of the ST-EP Foundation in Seoul. That was followed by an agreement between the two entities through which the Korean Government pledged to support the newly established Foundation with a seed money of 5 million US dollars. Also, plans are underway to organise a seminar on tourism development and poverty alleviation in **Hue, Vietnam**, with the collaboration of the State of Hawaii early next year.

112. **Advisory and technical support missions** that have been undertaken within the period under review include the Formulation of a Project for Tourism Development and Promotion along the Heritage Necklace (**Cambodia, Lao PDR, Myanmar, Thailand and Vietnam**); Needs Assessment Mission for the Review of **Bhutan's** Tourism Sector; the Sixth Phase of Project Formulation Mission on Tourism Law in **Vietnam**; Project Formulation Mission for a Human Resource Development Plan for Mt. Chilbo (**DPR Korea**); Assistance to the Institute for Tourism Studies in Conducting Summer Programme for 2004 on "Sport Event Tourism" (**Macao, China**); Project Formulation Mission for the Preparation of a 5-year National Tourism Development Master Plan (**Thailand**); and a Project Formulation Mission (**Fiji**) for the Preparation of a 10-year Tourism Development Master Plan.

113. **Tourism Development Projects** that have been carried out or are in progress include the Coastal Tourism Development Master Plan for **Shandong, China** and Tourism Plan for the Wujin Taihu Bay Holiday Resort, **Changzhou, China**.

114. In order to initiate, supervise, follow-up and evaluate the projects and missions in the region, the **Regional Representative for Asia and the Pacific** and the **Chief of Technical Cooperation** made a number of visits to the countries where these activities were being undertaken. The Regional Representative for Asia and the Pacific also attended the **45th Meeting of the WTO Commission for South Asia (Colombo, Sri Lanka)**, undertook a needs assessment visit to **DPR Korea** and attended the **International Tourism Forum in Sichuan, China**. He also accompanied the **Secretary-General to Malaysia** for the **International Conference on Tourism and Sports**, which was held within the framework of their 2004 **World Tourism Day** celebrations and also to the **Islamic Republic of Iran** on an official visit. In addition to that, the Regional Representative for Asia and the Pacific made various calls on the Spanish tourism authorities, both public and private, as well as Asian Embassies based in Madrid for familiarisation purposes.

115. To reciprocate WTO's presence in the region, delegates from some Member States paid official visits to the Secretariat or attended meetings organised by WTO at the Secretariat or in Madrid. These include **Afghanistan, China, Macao, India, Indonesia, Nepal and Thailand**.

F.1.4 Europe

116. The Regional Representation for Europe focuses its activity on providing services to CEU members, both as regards their common interests and their specific needs, given the large number and heterogeneous nature of the CEU membership. Now that **Latvia's** membership will commence on the 1st January 2005, the CEU will number 40 Members.

Belarus is finalizing its internal procedures in order to formally join the Organization and the Regional Representation is continuing its drive to attract new members in Europe.

117. In bilateral relations with European Member States, the Regional Representation has started the practice of signing joint plans of action, the first one, with Lithuania, being successfully implemented. Similar collaboration plans will probably be signed with **Latvia** and **Armenia**, when the delegations of these countries visit the WTO Headquarters in mid-November.

118. Special attention was paid to the implications of the **European Union enlargement** for intra-European tourism. In this regard, the Secretary-General presented WTO views on this subject at the European Tourism Forum 2004, convened by the European Union in Budapest, **Hungary**, in mid-October. He also proposed areas of cooperation between WTO and the European Commission.

119. The Regional Representation further developed its programme of seminars on **rural tourism**, by holding a well-attended seminar on the subject in Brasov-Moeciu, **Romania** in October 2004. This is the fourth event held in Europe on this subject since June 2002.

120. The 7th workshop in Russian on "*Global tourism trends and best practices*", was delivered in Tashkent, **Uzbekistan** in October 2004 by the Deputy Regional Representative. Now that the two-year cycle of these workshops is nearing completion, the Regional Representation will conceive another training course for Russian-speaking Members.

121. Other seminars were organized jointly with other Secretariat sections:

- Conference on "*The Treasures of Industrial Heritage for Tourism and Leisure*" held in Zabze, **Poland**, September 2004
- Regional Conference for Europe: "*Public-Private Partnerships for Sustainability Certification of Tourism Activities*" held in Marianske Lazne, the **Czech Republic** in mid-October 2004
- WTO-ETC Joint Seminar on "*Marketing Evaluation Methodologies*" held in Budapest, **Hungary** in September 2004
- Seminar on "*Quality Systems for European countries*", held in early November 2004 in Vilnius, **Lithuania**.

122. WTO also was represented by the Secretary-General and other WTO staff at several events relating to tourism at the Cultural Forum in Barcelona, **Spain**, throughout the summer of 2004.

123. As regards the **human resources development programme**, the **Italian** Government has made a generous contribution of 500,000 euros to fund two WTO training programmes, at Milan's Bocconi University and at the University of Perugia.

124. Referring to the **Silk Road Project**, which covers several CEU members, mainly from the CIS, but also other countries like **Greece, Israel, Italy and Turkey**, on 22nd October the WTO Deputy Secretary-General opened, in virtue of an agreement with the Government of **Uzbekistan**, the **Silk Road Tourism Office** in **Samarkand**, which will provide technical support for the WTO Silk Road Project and operate for the benefit of all Silk Road countries. On that occasion, the Deputy Secretary-General and Deputy

Regional Representative opened and attended the **Tashkent International Tourism Fair, TITF (Uzbekistan, October 2004)**.

125. The Regional Representative or his Deputy also attended and delivered presentations at the following events since July 2004:

- (a) The Belukha Ecotourism Festival, **Kazakhstan**, August 2004
- (b) Italian Tourism Conference, Genoa, **Italy**, September 2004
- (c) CEI Workshop "*Product Development in Rural Tourism with Focus on Farm Holidays*", Ottenstein, **Austria**, September 2004
- (d) The "*World Youth and Student Travel Conference*", Madrid, **Spain**, September 2004
- (e) 9th International Conference on Tourism "*Tourism in the Process of the European Integration and Globalization*", Bratislava, **Slovakia**, October 2004
- (f) "*Croatia within the World Tourism Environment*", Cavtat, **Croatia**, October 2004

126. As regards forthcoming events, it is reminded that **Ukraine** will host the **5th WTO Forum for parliamentarians and local elected authorities** in Kyiv and all CEU members are invited to encourage their members of parliament and other elected officials interested in tourism, to attend that important event.

127. The Regional Representation has continued upgrading its web page on the WTO website: www.world-tourism.org/regional/europe, available in English, French, and to a limited extent in Russian. This page includes information on the activities and events organized by the Regional Representation for Europe, as well as speeches and presentations delivered at CEU seminars and other events. Tourism officials and professionals in European countries are encouraged to visit the web page to get useful information about WTO activities in Europe.

F.1.5 Middle East

128. Under the programme's heading technical support and assistance, eight **advisory and technical support missions** have been carried out in the region. To **Egypt**, to provide policy advice on crisis management and marketing to **Jordan**, to update and develop its hotel classification system, to **Kuwait**, to review the implementation of the Tourism Development Master Plan project to **Lebanon**, to review and assess the national statistical system and propose a capacity building programme in this area and to prepare a feasibility study for the development of an experimental TSA for Lebanon, to **Syria**, to update and develop its hotel classification system. Furthermore, the Secretariat assisted the Supreme Commission for Tourism of **Saudi Arabia** in the evaluation of a study on e-tourism application in Arab countries and in the preparation of the terms of reference for a national tourism safety and security system and plan. A ninth mission is planned to **Saudi Arabia** during the first half of December 2004 to assist the Supreme Commission for Tourism in the preparation of a comprehensive beach resort development plan.

129. 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 mission's report.

130. Twelve additional missions have been programmed for 2005, viz. to **Bahrain**, to review and update the national tourism strategy, to **Egypt, Jordan Oman and Syria** to develop and standardize their hotel classification system, to the **Libyan Arab**

Jamahiriya, to support implementation of the priority strategic initiatives recommended within the country's tourism development master plan, particularly in the areas of product development, investment promotion and marketing, to **Oman** to review and assess progress made in the implementation of the action plan for the development of a tourism satellite account and to evaluate marketing activities, to **Saudi Arabia** to prepare the terms of reference for a comprehensive train the trainers programme and to review and assess the national system of tourist statistics and draw up an implementation plan for the development of a tourism satellite account and to **Syria** to draw up the terms of reference for the preparation of development and management plans for major tourism sites and for the preparation of a communication campaign to enhance the image of tourism destinations in the country.

131. As regards **technical cooperation projects in the region**, WTO continues to assist the Tourism Affairs Sector of the State of **Kuwait** in the preparation of a National Tourism Master Plan. Additional information on this project is provided under Section F.1.6 Technical Cooperation.

132. The **capacity building programme in statistics and the development of satellite accounts** included, in addition to the technical assistance missions mentioned in paragraphs 128 and 130 above, the holding of two training workshops. The first, which was held in Beirut **Lebanon** in March 2004, was positively valued by the sixty participants in its proceedings. A second sub-regional workshop for Gulf States is tentatively scheduled for the second quarter of 2005. Following this workshop, the Secretariat will submit to the WTO Commission for the Middle East a proposal for a comprehensive capacity building programme to follow up on the outcome of these workshops, in the light of the feedback received from participants.

133. A training course on tourism policy and strategy (GTAT-TPS), for Gulf States was held in **Kuwait** from 28 June to 11 July 2004. Some twenty NTA staff members from **Kuwait, Oman and Saudi Arabia** attended the course, which lasted around 45 hours over ten days. The course was rated by participants as very useful and appropriate. All participants agreed that they needed additional specialists courses in areas such as planning and development, marketing, strategic position and communication, destination management and customer service. A second GTAT-TPS course for the Levant sub-region, is scheduled in Beirut, **Lebanon** during the second quarter of 2005.

134. In addition to the **seminar on e-tourism**, held in conjunction with the 26th meeting of the WTO Commission for the Middle East, the proceedings of which were rated by participants between excellent and very good, the following meetings are scheduled during the first half of 2005:

- (a) an international conference on **Built environments for sustainable tourism**, scheduled from 5 to 8 February 2005, in **Oman**;
- (b) a regional conference on **Tourism communications**, tentatively scheduled in March 2005 in **Jordan**.
- (c) a seminar on **Regional planning for sustainable development**, tentatively scheduled in April 2005, in **Saudi Arabia**;
- (d) a workshop on **Sustainability indicators**, tentatively scheduled in June 2005, in **Saudi Arabia**;
- (e) a regional seminar on **Quality management systems** for the tourism industry, tentatively scheduled in July 2005, in **Egypt**.

135. It is recalled that, under the heading, **special agenda and action plan**, the WTO Commission of the Middle East held a technical debate on measures to strengthen **market confidence** in tourism destinations in the region. The debate addressed the issue of **travel advisories** from the different perspectives of generating country governments and tourism operators and destination countries' tourism sectors. As a result of this debate, the Commission requested the preparation by WTO of "a set of Guidelines and recommended practices that would constitute a **Code of Conduct on travel advisories**, addressing legitimate concerns expressed by Members on this important issue" and proposed the formation of a "**reference committee** to consider possible disputes arising from non-compliance of the above-mentioned Code of Conduct". The recommendations submitted to the Council under agenda item 9 are a first step in this direction.

136. It is also recalled that the Commission's special support programme included the following outputs:

- (a) An ongoing research programme on short and mid-term market prospects and rebuilding strategies including a study on outbound tourism from Saudi Arabia as a contribution to the promotion of intra-regional tourism in the region;
- (b) The provision of specialised advice on crisis management, media relations and image building;
- (c) A collaborative tourism marketing and communications action plan for Arab countries, with the twin aim of strengthening market confidence in the Middle East and of building the region's image as a safe, welcoming and attractive tourist destination.
- (d) Recommendations on ways and means of promoting increased partnerships between countries and operators in the region.

137. Surveys recently carried out by the Secretariat indicate that the special support programme is highly valued by Members as is WTO's advice and guidance and that a closer and more sustained technical assistance is required from the Organization in furthering the outcomes of this special support programme.

138. Field visits carried out by the Regional Representative since the last Council session covered **Egypt**, to participate in the Mediterranean Travel Fair held in Cairo in September 2004, **Lebanon**, to participate in the annual conference of the Arab World Travel and Tourism Exchange, held in Beirut in October 2004 and to **Kuwait, Libya and Saudi Arabia**, to discuss technical cooperation needs and projects.

F.1.6 Technical Cooperation

139. The following technical cooperation projects have been completed during the period under review or are under way.

Africa

KENYA	KEN/03/010	Tourism Satellite Account Viability and Feasibility Expenditures Surveys
OUTPUTS		OUTCOMES
Application of tourism expenditure surveys to improve statistical system of tourism in Kenya. Information on inbound and outbound tourism expenditures, destinations and use of tourism products including protected areas. This information will be used for better planning and management of the sector.		New indicators on inbound and outbound tourism expenditure will be determined. Status and main characteristics of international visitors, general information about tourists and national citizens travelling abroad, education level of tourists, nationality, occupation, main reasons of visits and other information related to tourist behaviour.
Duration: August 2003 – July 2004		
BOTSWANA	BOT/98/004	Strengthening Tourism Statistics in Botswana: Completing and Implementing a Tourism Satellite Account for Botswana
OUTPUTS		OUTCOMES
Consolidation of a statistical database and development of a Tourism Satellite Account (TSA) for Botswana.		National Capacity to manage an up-to-date web-based socio-economic database and to measure and monitor human development built.
Duration: Two years ; Project activities commenced in October 2004.		

Asia

CHINA	VC/SHAN/CPR/04	Coastal Tourism Development Master Plan
OUTPUTS		OUTCOMES
Coastal Structure Plan for the entire coastline: Coastal development plans for 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.		Strategies, policies and measures for the sustainable development of tourism in the coastal areas of Shandong Province. Raise the overall contribution of coastal tourism to the development of Shandong Province.
Duration: August 2004 – February 2005 ; Activities in progress.		

CHINA	VC/CHA/CPR/03	Tourism Plan for the Wujin-Taihu Bay Holiday Resort
OUTPUTS		OUTCOMES
Tourism is at a starting point in the Wujin Taihu Bay Area. The Wujin District Government of Changzhou Municipality needs to take stock of the future, and expand its thinking in terms of how to capture this growing tourism market by creating some new products and tourist attractions and upgrading and re-developing others.		The development of the Wujin Taihu Bay Area will contribute to raising income levels and increasing employment opportunities in the area thereby assisting in poverty alleviation, especially in the rural areas and will position tourism as a major economic activity in the area contributing to improved quality of life of the people.
Duration: March – September 2004 ; Project Activities completed.		

Middle East

KUWAIT	KUW/02/010	Kuwait National Tourism Master Plan : Phase II
OUTPUTS		OUTCOMES
The Government has identified the tourism sector as being an opportunity to attract investment from the private sector and to create employment opportunities for Kuwait nationals. At the current time, the tourism sector in Kuwait is relatively undeveloped.		Tourism in Kuwait, as an agent of national socio-economic development and environmental improvement.
Duration: September 2004 – May 2005 ; Activities commenced in September 2004.		

140. The following projects are scheduled for 2005

Africa

NIGERIA	NIR/03/002	Institutional and Capacity Strengthening Support to the Tourism Sector of Nigeria
OUTPUTS		OUTCOMES
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). The results will enhance economic benefits through improved tourism management and contribute to poverty eradication through people oriented tourism and economic policies.		<ul style="list-style-type: none"> - Additional assistance in poverty reduction, particularly in provincial centres. - New development opportunities for women and young people. - Strengthened national capacity for policy and programme implementation. - Better management of national resources. - Improved sector governance.
Duration: January 2005 (10 months) ; Project formalities being completed.		

Asia

TIMOR LESTE		Sustainable Tourism Sector Development and Institutional Strengthening
OUTPUTS		OUTCOMES
Contribution to poverty reduction, community development, governance and capacity development, and sustainable use of natural resources Facilitation of an economic growth through building tourism management capacities at the national and district level, developing strong community participation in tourism, and formulating an integrated long-term tourism policy.		Contribution to the government's twin goals of reducing poverty in all sectors and regions of the nation; and promoting economic growth that is equitable and sustainable, and improving the health, education and well being of everyone.
Duration: Scheduled beginning 2005 ; Project document awaiting final approval.		

G.2 ACTIVITIES FOR DESTINATIONS

G.2.1 New models for destination management and marketing structures

141. An international conference on ***“New Models for Destination Management and Marketing Structures*** was held in Larnaka, Cyprus, on 21.22 October 2004.

142. **Output:** The conference highlighted the key changes affecting tourism destinations (changes in the marketplace as well as in the wider environment) and identified the challenges faced by the Destination Management Organizations at national, regional and local level in the process of building new structures and advocating new practices for a more competitive destination. The presentations and the ensuing debates reviewed many key principles for successful destination management and marketing and explored the new direction of DMOs by analysing their mission statement in the changing environment of tourism.

G.2.2 Strategic tools for destination marketing

143. A round table on **“Strategic Tools for Destination Marketing”** was held during the 73rd Session of the Executive Council which took place in Hyderabad on 10 July 2004.

144. The round table focused on the strategic goals and marketing plans of various destinations in order to highlight the importance of image management, branding, positioning and creating a vision for the destination. The meeting also analysed the process of research and market intelligence being one of the key principles for destination performance.

G.2.3 Urban (city) tourism

145. A worldwide “Urban Tourism Conference” will be organized in 2005. The Conference has a threefold aim, viz:

- (a) to provide an international forum for the discussion of the role of city tourism for the local and global economies
- (b) to identify the needs and challenges of city tourism policy and management together with management structures, and
- (c) to understand the mega-trends in city tourism demand.

G.2.4 Monitoring consumer behaviour and tourist satisfaction in destinations

146. In order to monitor consumer behaviour and tourist satisfaction which are one of the key indicators of a destination’s competitive advantage, guidelines will be developed for a harmonized data pool for guest surveys which should provide consistent and comparable analysis to the destination managers.

H. COMMUNICATIONS, PUBLICATIONS AND DOCUMENTATION

H.1.1 Regular Activities

147. The following regular activities were carried out during the period under review:

- (a) **News releases:** 24 news releases were issued since July 2004 in English, Spanish, French. Certain releases were also issued in Russian and Arabic;
- (b) **WTO Members' Update** (electronic bulletin): eight editions of the Members' Update were released since July 2004;
- (c) **WTO News:** as planned, one edition was published since July 2004 – upon the request of several readers, with new graphic design and improved editorial policy;
- (d) **Meetings with international media associations:** regular cooperation was established with The World (and Arab, respectively) Federation of Tourism Journalists and Writers Associations (FIJET and AIJET), Pacific-Asia Tourism Writers' Association (PATWA) and European Travel Press (ETP), other cooperation: European Union, European Service Network, PATA, TIA and others;
- (e) **Media relations, interviews with WTO officials and acting as spokesperson:** some 200 international tourism and economic media were assisted with information and interviews upon their request, reaction time was limited to one day for single questions, or one week for interviews,
- (f) Maintenance and editing of the **homepage and the Newsroom on the WTO website** as a reference to the Members and the rest of the tourism sector including "World Calendar of Tourism Events", seminars and conferences, published quarterly and disseminated with the WTO News;
- (g) **News clippings.**

H.1.2 Ongoing projects

148. The following projects are currently being implemented:

- (a) On-going public information and media support for the ST-EP initiative, United Nations Millennium Development Goals (MDG) and Liberalization with a Human Face.
- (b) The First World Conference on Tourism Communications (TOURCOM), A 300+ page compilation of conference speeches and TOURCOM background information was published and the production of a 4-minute TOURCOM video has been finalized.
- (c) Tourism Enriches campaign: Series of five communication tools were produced: slogan with tag-line, logo, poster, flyer and the 30-seconds video spot, ready to be launched at WTM 2004. Information and guidelines for the campaign were disseminated worldwide and WTO Members invited to take part. The Department has received concrete applications on local environments, the first one from **Malta**.
- (d) Contact was established with the United Nations NewsMarket (www.thenewsmarket.com/unitednations), a web-based video news archive and distribution channel, to deliver broadcast standard video and other PR materials

to newsrooms worldwide. Along with the video, The NewsMarket also started to distribute stills, audio files and press releases.

- (e) Representation of WTO at international tourism conferences, with speeches delivered on general tourism topic, market intelligence, communications, sports and tourism etc. at the United Nations Communications Group (UNCG) in Nairobi, Kenya, other conferences in Athens and Guatemala.
- (f) World Tourism Day: WTD 2004 was celebrated worldwide with great success. Compilation of reports and messages is in the final stage and the special edition of the WTO News will be published by the end of November.
- (g) Press trips, organized by WTO in conjunction with NTA or NTO of a host country, were successfully organized with Lithuania and – first ever – joint press trip to the Democratic Republic of Korea and the Republic of Korea.
- (h) Travel fairs: preparations for World Travel Market 2004 are underway.

H.1.3 First results and key work streams in relation to the impact evaluation seminars

- The TOURCOM Network of Communications Experts was fully established in August 2004, with some 200 members from 80 countries, including some private sector and media representatives. So far, four editions of TOURCOM Network Bulletin were disseminated. Network is still in process.
- WTO Press and Communications Department launched a new initiative, namely research and development of international tourism communications best practices, to serve as a support to TOURCOM Network.

149. To evaluate recipients' opinions, the Secretariat plans to issue a questionnaire on WTO communications activities (once a year, starting end of 2004).

H.1.4 Future projects

- (a) Closer liaison with the United Nations Communications Group and Strategic Communications Division of the United Nations Department of Public Information. Department was assigned to cooperate with UNESCO with the Expo 2005 Aichi, Japan, project.
- (b) Communications campaign for the General Assembly 2005 in Dakar, Senegal (to begin in spring 2005, promotion among Member States and preparations for the General Assembly Daily);
- (c) Communications campaign for World Tourism Day 2005 under the theme: "From Jules Verne's transport to tomorrow's transport"; highlighting the importance of air transport for tourism in the lesser developed world;
- (d) Close cooperation with the Statistics Department in promoting the 2005 world conference on Tourism Satellite Account and positive impacts of tourism development through research and TSA;
- (e) Regional TOURCOM conferences and local workshops: As it is a custom to hold seminars usually after the Regional Commission meetings, the Press and Communications Department suggests that the Regional Commission meetings in 2005 feature a one- or two-day seminar/conference on tourism communications, under TOURCOM brand. Additional activities, like press trips

etc. could be added to this conference and sponsorship (for the international press) requested from major airlines. These regional conference will serve as prep-meetings for the Second World Conference on Tourism Communications in 2006. The Secretariat suggests such regional conferences for Africa, the Middle East, South Asia, East Asia and Pacific (or jointly) and Americas (Latin America), while **Nigeria** wishes to host an independent international tourism communications conference in 2005 under auspices of WTO.

- (f) Thorough research on activities of international media, travel trade media and professional communicators in the public sector. These findings will be used as direct link to the activities of the TOURCOM Network, and as a source of a content of TOURCOM news bulletin and "Best Communications Practices" publications (see below).
- (g) Series of "Best Communications Practices" publications:
- best practices – world (selected communication activities and campaigns of NTAs, destinations, travel branch, hospitality industry, natural parks);
 - best practices – public sector;
 - best practices – private sector (in cooperation with the WTO Business Council); and
 - best practices – tourist boards (in cooperation with Task force for destinations).
 - regional TOURCOM conferences proceedings.
- (h) Other publications:
- Fourth edition of *Shining in the Media Spotlight* – a communications manual for tourism professionals, with updated records of the most influential media from twenty main source markets;
 - "Travel and Tourism Fairs - Guidelines for Exhibitors", in cooperation with the European Tourism Trade Fairs Association (ETTFA) – to be published prior to WTM 2004.

H.2 PUBLICATIONS

150. The Member's information system, **the WTOelibrary**, is now widely used among 50% of the entitled States. Some additional 25% of the member States started the process to activate their accesses. With more than 2000 official WTO documents and 400 publications, the system became the most complete information source on tourism.

151. The commercial interface of the WTOelibrary for academic institutions, which allows to build virtual libraries and granting access to an unlimited number of enlisted students of the client, is well demanded. It especially enabled us to strengthen the information dissemination and to provide an up-to-date service.

152. The number of **Depository Libraries** also increased and reached a total of 45 institutions.

153. Since last reporting to the EC, the following reports have been published:

- Yearbook of Tourism Statistics Ed. 2004
- Compendium of Tourism Statistics Ed. 2004
- International Tourism: The Great Turning Point Vol. III (English, French)
- Rural Tourism in Europe: Experiences, Development and Perspectives
- Information and Documentation Resource Centres for Tourism (English, French, Spanish)

- Observations on International Tourism Communications
- Enzo Paci Papers on Measuring the Economic Significance of Tourism Vol. IV
- Indicators of Sustainable Development for Tourism Destinations Sustainable Tourism Resource Management
- Tourism and Poverty Alleviation - Recommendations for Action (French, Spanish)
- Co-operation and Partnership in Tourism: A Global Perspective (Spanish)
- Evaluating NTO Marketing Activities (French, Spanish)
- WTO World Tourism Barometer Nr. 1, 2, 3 (English, Spanish, French)

H.3 DOCUMENTATION

H.3.1 Achievements and Work Plans

154. The above-mentioned mission is carried out by the Documentation Department through its Centre, in three **priority areas**.

H.3.1.1 **Provision of Information Support Services**

155. In this **first priority area**, the objective is to provide permanent information services on legislative, administrative and policy measures regarding the tourism sector.

156. The Department launched mid-November 2003 the **Tourism Legislation Database – LEXTOUR**. This database currently facilitates direct access through links to approximately 300 external websites, databases and information servers on tourism legislative data produced and distributed by authoritative sources, such as national parliaments, central government bodies (including tourism administrations), professional associations, universities in some 130 countries.

157. As part of the necessary process of keeping this online database up to date, a survey was conducted in July among the NTAs. This survey also aimed at identifying - in each tourism administration, - an official contact person to whom the Documentation Department could refer all LEXTOUR-related matters.

158. This Department has been coordinating since last November with the Technical Cooperation Service and together with the National Tourism Administration of **Vietnam** (VNAT) and the Office in Vietnam of the **Netherlands** Development Organisation (SNV-Vietnam), a project to assist the Vietnamese Government in drafting the **First Tourism Law**. This project, planned in eight phases, will be finalized end December this year.

159. The other activities included under the same priority area, i.e. tourism taxation; government bodies and management in tourism; facilitation safety and security measures applied to frontier formalities, will be initiated as from the first half of 2005, depending on the human resources available.

160. However, due to the increasing number of information requests received at the Secretariat on **taxes-related to tourists**, the Department will carry out this autumn a preliminary survey among National Tourism Administrations on this issue.

H.3.1.2 Provision of Linkage Networking between the WTO Documentation Department and its Partners

161. This **second area** concerns the provision of a permanent tourism information referral service and a standardized tool to facilitate tourism information process and exchange.

162. Regarding the first aspect, it should be recalled that, simultaneously with LEXTOUR, the Documentation Department also launched the **Tourism Information and Documentation Resource Centres Database – INFODOCTOUR**. This second Database has been conceived to act as an online world directory of products and services available from libraries, documentation centres, producers and distributors of databases directly or indirectly related to the tourism activity.

163. Similar to LEXTOUR Database, a survey will be conducted before the end of this year so as to update this online information system.

164. With respect to the second aspect, the development of a standardized instrument for tourism information process and exchange, it should be pointed out that, since the first edition in 2001 of the multilingual version (French/English/Spanish) of the **Thesaurus on Tourism and Leisure Activities**, the Italian version was published in 2003. The Croatian and Portuguese versions of the Thesaurus should become, in principle, available next year.

165. The objective set up for this linguistic tool during this biennial period is to provide updated online editions and also expand it to other languages.

166. In this context, it appears that there is an increasing interest to use the WTO Thesaurus, particularly in a number of important European projects which aim at creating online multilingual information systems on tourism destinations, products and services.

167. In this respect, mention should be made to the **Three-Year (2002-2005) Multilingual and Multimedia Information System for the Euro-Mediterranean Cultural Heritage and Tourism – STRABON Programme** (www.strabon.org) concerning twelve Mediterranean countries, which is funded by the MEDA Programme of the European Union and coordinated by the French authorities.

168. In order to explore the possibility of involving the Organization in this important programme (including the preparation of the **Arabic version** of the Thesaurus), a **first tripartite meeting** (the Maison des Sciences de l'Homme – Paris, the French Ministry of Tourism and WTO) was held in Madrid this July. As a next step, a second meeting was organized in Paris, in October, with a view to draft a trilateral cooperation agreement in this respect, as well as on future projects developed by WTO on cultural tourism.

169. In the same spirit, the WTO Secretariat is planning to conclude an agreement with the University of Innsbruck, **Austria** which expressed its interest to develop -within the setting up of an electronic tourism portal-, the **German version** of the Thesaurus.

H.3.1.3 Promotion of Tourism Information Networking

170. The **third priority** area concerns the direct support to WTO Members, especially to tourism administrations, in order to permit them to fully participate in the tourism information networking development.

171. As a **first step**, the Secretariat published in June the English and French versions of the **Handbook on Setting Up and Running an Information and Documentation Resource Centre (IDRC) for the Tourism Sector**, designed to assist Member States in developing documentation and information resource centres for tourism. The Spanish version of this manual will be made available end of the year.

172. The **second step** will consist in the creation of an advisory group of experts in tourism information management and networking, which should be established next year.

173. In the meantime and as a result of WTO's transformation into a specialized agency, the Chief of the Documentation Department was invited to participate in the **Annual Inter-Agency Meeting on Knowledge Sharing and Information Management (KSIM)** which took place at the United Nations Dag Hammarskjöld Library in New York, from 20 to 22 September 2004. **At the invitation of the Secretary-General, WTO will host the KSIM Group in 2006.**



ANNEX



Joan Enric Vives Sicília

Jacques Chirac

Coprínceps d'Andorra

ATÈS que el Govern del Principat d'Andorra ha vist i examinat l'Acord entre el Principat d'Andorra i l'Organització Mundial del Turisme relatiu a l'estatut jurídic de l'Oficina de l'Organització Mundial del Turisme especialitzada en el desenvolupament de recursos humans;

ATÈS que, d'acord amb el que disposa l'article 64.1 de la Constitució del Principat d'Andorra, el Consell General, en la sessió del 14 d'abril del 2004, va aprovar la ratificació de l'Acord entre el Principat d'Andorra i l'Organització Mundial del Turisme relatiu a l'estatut jurídic de l'Oficina de l'Organització Mundial del Turisme especialitzada en el desenvolupament de recursos humans;

Nosaltres, els coprínceps, després d'haver vist i examinat el Conveni esmentat, manifestem el consentiment de l'Estat per obligar-se d'acord amb el que s'hi disposa i, amb aquest fi, manem expedir aquest instrument de ratificació, signat per nosaltres i contrasignat pel cap de Govern.

Andorra la Vella, 13 de maig del 2004

El cap de Govern

