

Executive Council

105th session

Madrid, Spain, 10-12 May 2017

Provisional agenda item 5(a)

CE/105/5(a)

Madrid, 11 April 2017

Original: English

Report of the Secretary-General

Part II: Programme of Work

(a) Implementation of the General Programme of Work for 2016-2017

I. Introduction

1. This report presents a summary of the activities carried out by the Organization from August 2016 to February 2017. It is the chronological continuation of document CE/104/5(a) presented at Luxor, Egypt, in October 2016.

2. Annexes hereto include: [Annex I](#): Report of the Committee on Tourism and Competitiveness; [Annex II](#): Report of the Committee on Tourism and Sustainability; [Annex III](#): Report of the Committee on Statistics and Tourism Satellite Account; [Annex IV](#): UNWTO activities in the United Nations system; [Annex V](#): UNWTO on the ground (Technical cooperation missions and projects, Silk Road activities, etc.); [Annex VI](#): Report on the draft UNWTO Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers; [Annex VII](#): Report of the Working Group on the UNWTO Convention on Tourism Ethics; [Annex VIII](#): Guidelines for the adoption of the draft UNWTO conventions by the General Assembly and [Annex IX](#): Authorizations granted for the use of the UNWTO logo.

II. Competitiveness and quality

A. Sharing knowledge and experiences and building capacity

3. The link between wine tourism and culture, history and lifestyle and the contribution of this segment to the development of the sector was widely discussed during the **1st UNWTO Global Conference on Wine Tourism** held in the Kahketi region in Georgia. During three days (7-9 September 2016) the event convened over 200 participants including policymakers and tourism experts from nearly 50 countries. In the last decade, wine tourism has become a key component of gastronomy tourism and a pillar in the strategies of diversification of many destinations. More information [online](#), including the [Georgia Declaration on Wine Tourism](#). In line with this event, UNWTO is developing a Wine Tourism Prototype in Spain. The Prototype includes an analysis of wine tourism, in comparison with other



tourism segments, and the design of an innovative product development model focused on the integration of the wineries into the cultural, economic, social and environmental heritage of their area of influence.

4. The **UNWTO Regional Workshop for Africa: “Keys to Success in Quality Product Development in Tourism Destination”** held in Addis Ababa, Ethiopia, on 15-17 September 2016 mainly focused on the ways to achieve success in quality product development in tourism destinations in Africa. The Workshop provided a global insight into the positioning of African destinations along with the new dynamics and trends in the overall marketplace and tried to set a shared vision and dialogue for adapting to change. It also explored the ways of how innovation can stimulate new products, niche markets. More information [online](#).

5. Tourism and sports are two social phenomena in the 21st century that mobilize millions of people over the world. Together, the two sectors also represent one of the most powerful economic driving forces of society today with enormous potential to generate a very wide range of economic spin-offs. In this context, UNWTO organized the **International Conference on Tourism and Sports** jointly with the Ministry of Culture, Tourism and Sports in Da Nang City, Viet Nam, from 23 to 25 September 2016. More information [online](#).

6. Egypt hosted in Cairo (25-29 September 2016) the **UNWTO Capacity Building Workshop on Crisis Management**, co-organized with the UNWTO.Themis Foundation. This provided participants with knowledge, skills and a forum for discussion and reflection on the various crisis management tools so that, by the end of the course, they will be able to plan and implement crisis management plans that mitigate the impact of crisis situations and accelerate recovery.

7. The World Tourism Organization (UNWTO) and the European Bank for Reconstruction and Development (EBRD) in cooperation with the Ministry of Tourism and Antiquities of Jordan organized a **regional conference on ‘Investing in Tourism for an Inclusive Future: Challenges and Opportunities’**. The Conference took place in the world heritage city of Petra, Jordan, on 26-27 October. The Conference drafted the [Petra Declaration](#) on Investing in Tourism for an Inclusive Future. More information [online](#).

8. Malaysia hosted the **4th edition of the World Tourism Conference (WTC)** in Penang (17-19 October 2016) jointly organized between UNWTO and the Ministry of Tourism and Culture Malaysia (MOTAC). Under the theme “Tourism Delights: Delivering the Unexpected”, the Conference focused on strategies to enhance the visitors experience under the principle of “tourists first”. The round tables on ‘Tourism a Sunrise Industry?’ and ‘Tourism Experiences: Breaking New Grounds’ debated tourism trends beyond 2030 as well as how to reinvent the sector with a customer-oriented focus. More information [online](#).

9. UNWTO, the Pacific Asia Travel Association (PATA) and the People’s Government of Guilin of China held on 20-22 October the **10th UNWTO/PATA Forum on Tourism Trends and Outlook**. The theme of this special 10th anniversary edition was “Tourism 10:10 - Looking back to look forward”. With the collaboration of the Hong Kong Polytechnic University, a UNWTO Affiliate Member, the Forum has become over the last 10 years a reference platform on global and regional tourism trends. More information [online](#).

10. The **5th UNWTO City Tourism Summit** in Luxor, Egypt, gathered around 400 experts from 40 countries to discuss the theme “Cities: Local culture for a global traveller”. The event, organized by UNWTO and the Ministry of Tourism of Egypt, back-to-back with the **104th UNWTO Executive Council**, concluded on the importance of ensuring urban planning and city tourism development are

fully coordinated. Authenticity, local culture, the engagement of local communities and the use of technology were pointed out as key success factors for city tourism. More information [online](#).

11. Ministers of Tourism from nearly 60 countries and industry leaders gathered at the Ministers' Summit organized by UNWTO and World Travel Market in London (9 November 2016). The **10th edition of the Ministers' Summit** was held under the title "**Tourism and Security: Promoting Safe and Seamless Travel**". The event discussed the various risks affecting travel and tourism - health scares, natural disasters, geopolitical changes and terrorism – and called for full integration of tourism into national crisis and emergency structures. More information [online](#).

12. The **Regional Executive Training on Crisis Communication in Tourism** organized by UNWTO and the UNWTO.Themis Foundation (Khartoum, Sudan, 15-17 November, 2016), brought together nearly 60 communications professionals from eleven African countries. During three days, participants increased their capacities on crisis communications preparedness and management and exchanged experiences in managing crises. More information [online](#).

13. UNWTO and the European Travel Commission (ETC) co-organized a working session with European countries to discuss **crisis communications in tourism**. The event was held at UNWTO headquarters in Madrid. One of the goals of the meeting was to advance crisis communications coordination and preparedness for all destinations. The meeting discussed crises of different types, ranking from natural disasters to political instability and health-related pandemics.

14. In the context of FITUR 2017, the **8th Tourism Investment and Business Forum for Africa (INVESTOUR)** was held with a new format designed to promote participation in discussions that produce ideas on how to increase the potential of African tourism at the regional and global levels. It features two round tables on the themes "Technology and the design of new tourism products" and "Skills development, youth and woman employment in tourism". More information [online](#).

15. The **Fifth Annual Ministerial Roundtable on the Current State and Future of Tourism in the Middle East and North Africa** - jointly held with the Casa Árabe – was held within the framework of FITUR (19 January 2017). The discussion revolved around the dual themes of the industry's resilience in the face of ongoing and evolving geopolitical and security challenges, as well as short-term prospects and strategies to enhance the resilience of the tourism sector to external shocks.

16. Two successive meetings of the **UNWTO Committee on Tourism and Competitiveness (CTC)** – (a) 5th Face-to-Face Meeting (20 January 2017) and (b)) 5th Virtual Meeting (2 March 2017) – provided a follow-up on the progress already achieved by the Committee. During both meetings, the CTC members reviewed the working document which outlined the potential lines of action regarding the draft list of quantitative and qualitative factors for destination competitiveness and discussed the list of definitions on some of the selected tourism types. The Chair also presented a proposal for the work plan to be put in place for the period of 2018-19 which mainly focuses on developing technical guidelines with the aim of assisting the UNWTO Members in their efforts to measure the competitiveness factors which they consider relevant to their situation. Once consensus is reached amongst its members, the CTC will submit the definitions on the prioritized tourism types to the statutory bodies of the Organization for endorsement. More information on the CTC in [Annex I](#).

17. The **UNWTO Committee on Statistics and Tourism Satellite Account (CSTSA)** held its 17th meeting (UNWTO Headquarters, Madrid, Spain, 24-25 January 2017) engaging over 50 representatives from 18 UNWTO Members States as well as Canada and Sweden, various UNWTO Affiliate Members and other representatives from academia, the private sector, regional tourism administrations and tourism observatories, in addition to the UN Statistics Division (UNSD), ILO, OECD and Eurostat. The

primary focus of the discussions was on the work towards a Statistical Framework for Measuring Sustainable Tourism which received enthusiastic support. The conclusions of the meeting are given in [Annex III](#).

18. The continuous growth of the tourism sector and its current trends and challenges, including those related to safety and security and the expansion of new businesses models, require an adaptation of the global legal framework. In this regard, the World Tourism Organization (UNWTO) has been working since 2011 on the development of an international convention to protect tourists and ensure confidence in the tourism sector, an initiative now in its final phase. The **11th meeting of the Working Group on the International Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers** took place on 28-29 March 2017. The meeting was focused on advancing the draft Convention by incorporating the comments of UNWTO Member States received in the framework of the Public Consultation made between August and November 2016 together with the comments of members of the Working Group. More information in [Annex VI](#). In view of the eventual consideration, approval and adoption of the Convention at the 22nd session of the General Assembly in Chengdu, China, the Secretariat has prepared a set of special guidelines for the adoption of draft UNWTO Conventions by the General Assembly (more information in [Annex VIII](#)) that are hereby submitted to the Executive Council for its endorsement.

19. UNWTO and Algeria launched the **Regional Capacity Building Programme on Tourism Statistics** for the period 2017-2019 covering a series of three workshops and a regional seminar. The first workshop was held on 13-15 February 2017 in Algiers. It gathered over 80 participants from 15 African countries. The three-day workshop was organized in a structured manner with harmonized support material to guide countries in better understanding the current status of their national [Systems of Tourism Statistics](#). The workshop fostered collaboration and cooperation between the countries' institutions involved with tourism statistics mainly NTAs, NSOs, central banks and immigration. More information [online](#).

20. Advancing and shaping a tourism model for the 21st century based on innovation, technology, sustainability and accessibility were the aims of the **World Conference on Smart Destinations** held in Murcia on 15-17 February, organized by UNWTO, the Ministry of Energy, Tourism and Digital Agenda of Spain, and the Region of Murcia. Topics such as smart destination systems for regular and timely measurement, intelligent promotion of tourist sites and digital accessibility formed part of the parallel presentations given over the three days. More information [online](#).

B. Data, research and guidance

21. **UNWTO World Tourism Barometer**. Three volumes were released in the period of reference: September 2016, November 2016 and January 2017 that includes preliminary full year results for international tourism in 2016 based on data for international overnight visitors, as well as an outlook for 2017 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. More information [online](#).

22. **European Union Short-Term Tourism Trends**. This release is the first one in 2017 of a regular reporting on European Union Short-Term Tourism Trends by UNWTO as part of an agreement with the European Commission. Based on preliminary data available in January 2017, this is a first assessment of the trends regarding International Tourist Arrivals (overnight visitors) in the EU in 2016. More information [online](#).

23. The **UNWTO/GTERC Asia Tourism Trends 2016 Edition**, the third annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. Tourism is a reflection of the socio-

economic conditions of the region whose GDP has been growing much faster than the world's average. More information [online](#).

24. Translation into English: ***Practical Guidelines for the Integrated Quality Management in Tourism Destinations*** is intended to offer a comprehensive and pragmatic approach to the improvement of quality of tourism destinations, and the components that go into it. The handbook is a perfect tool for tourism managers, planners, academics, professionals, entrepreneurs and decision-makers. It clarifies and reflects upon tourism concepts with the aim at actualizing knowledge, learning from practical experiences and develops basic tools for improving quality at tourism destinations. More information [online](#).

25. UNWTO manages the most comprehensive statistical database on the tourism sector. This gives rise to the ***Compendium of Tourism Statistics - 2017 Edition*** that provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. It presents data for 201 countries from 2011 to 2015, with methodological notes in English, French and Spanish. More information [online](#).

26. ***The Yearbook of Tourism Statistics - 2017 Edition*** complements the Compendium and focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. It presents data for 198 countries from 2011 to 2015, with methodological notes in English, French and Spanish. More information [online](#).

III. Sustainability and ethics

A. Sharing knowledge and experiences and building capacity

27. Leading up to World Tourism Day, the island of Aruba hosted the ***Happiness 360 Conference World Tourism Aruba***, an international symposium in partnership with the World Tourism Organization (UNWTO), on 13-14 September, highlighting industry trends and synergies between tourism, culture and happiness. More information [online](#).

28. Reaching universal accessibility in tourism is a shared responsibility of all parties involved in the tourism value chain, as well as a business opportunity for companies and destinations. About 500 delegates from 60 countries have convened in Bangkok, Thailand (27 September 2016), to take part in the Official Celebrations of the ***World Tourism Day this year dedicated to the theme 'Tourism for all: Promoting Universal Accessibility.'*** Policy frameworks, capacity building, business strategies and awareness raising have been some of the areas tackled during the week of events that commenced on the 26th September with a 'Tourism and the Media' Session. More information [online](#).

29. The ***38th Plenary Session of the UNWTO Affiliate Members*** took place in Yerevan, Armenia between 1 and 4 October 2016. The meeting discussed the latest tourism trends, public-private collaboration and promoting good practices in the sector. The event was held in parallel with the ***43rd UNWTO Affiliate Members Board meeting***, which adopted the [Affiliate Members 2017 Action Plan](#). This year's session comprised debates on the key issues shaping the 2017 Action Plan: the future of tourism, cultural tourism, city tourism and the International Year of Sustainable Tourism for Development, 2017. More information [online](#).

30. Religious heritage tourism is today an international phenomenon, involving thousands of people of different nationalities from around the world. A conference on ***Religious Heritage and Tourism:***

“How to increase religious heritage tourism in a changing society” (5-7 October, Utrecht, the Netherlands), discussed how religious heritage sites enrich the attractiveness of destinations and how they drive international tourism and economic growth. More information [online](#).

31. UNWTO, together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the **International Silk Road Conference on Nomadic Tourism and Sustainable Cities** in Ulaanbaatar, Mongolia, on 13-15 October 2016. The conference gathered Ministers and high-level officials from nine UNWTO Silk Road Member States, official representatives from Silk Road regions, the United Nations Educational, Scientific and Cultural Organization (UNESCO), and UNWTO Affiliate Members to address the potential of nomadic and sustainable city tourism. More information [online](#). All Silk Road activities are reported in [Annex V, B](#).

32. An integral component of Mediterranean trade and culture, the Phoenicians' Route, links three continents, 18 countries and more than 80 towns. With the aim of revitalizing this itinerary as a tourism route, UNWTO, the Ministry of Tourism of Lebanon and Council of Europe launched the **Phoenicians' Route Cultural Tourism Programme**, which integrates public and private sector. During an event organized in the framework of the World Travel Market (7 November 2016), participants discussed the development and marketing of three pilot cultural tourism itineraries along the Phoenicians' Route. More information [online](#).

33. Policy experts and statisticians specialized in sustainable development, environment and tourism gathered to agree on the way forward in developing a statistical framework for sustainable tourism. The meeting was held at UNWTO headquarters in Madrid last 20-21 October. The **first meeting of the Working Group of Experts on Measuring Sustainable Tourism (MST)** agreed that developing a statistical framework for sustainable tourism is a priority to support integrated policy responses at national and destination level, and urged UNWTO to lead this effort. More information [online](#).

34. The role of tourism in implementing the Paris Agreement was on the table on the occasion of the 22nd Session of the UNFCCC Conference of Parties (COP22). The **International Symposium of the Sustainable Tourism Programme of the United Nations 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)**, held during COP 22, discussed how to advance Sustainable Tourism in a Changing Climate. The Symposium aimed at increasing awareness on tourism and climate change-related issues and encouraging the sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda. More information [online](#).

35. The World Tourism Organization and the Ministry of Tourism of the Republic of Bulgaria jointly hosted the **International Congress on World Civilizations and Creative Tourism** on 29 November - 1 December 2016 in Sofia, Bulgaria. The Congress discussed how creative tourism can play a significant role in safeguarding and promoting tangible and intangible heritage as well as in generating socio-economic benefits. In 2015, almost 1.2 billion international tourists travelled the world and UNWTO forecasts continued growth in the years to come. UNWTO estimates that cultural tourism accounts for around 40% of all international tourist arrivals as per the report “Tourism and Culture Synergies”. More information [online](#).

36. UNWTO, Amadeus IT Group, and the Ministry of Tourism of Kenya signed an agreement at WTM London 2016 aimed at promoting **inclusive local economic growth through travel and tourism** by providing youth and women of underprivileged communities with access to employment and entrepreneurship opportunities. The kick-off meeting of the pilot project took place in Nairobi in December 2016 in order to start developing a training curriculum under the leadership of Utalii College.

37. Nearly 600 participants attended the **Official Launch of the International Year of Sustainable Tourism for Development 2017** (FITUR, Madrid, Spain, 18 January). More information in document CE/105/3(d) and on the website of the Year: www.tourism4development2017.org/

38. Guanajuato's State Ministry of Tourism (Mexico), Carlson Rezidor Hotel Group (Belgium), Govardhan Ecovillage (India) and Dutch Travel Trade Association (Netherlands) were the winners of the **13th Edition of the UNWTO Awards for Excellence and Innovation in Tourism**. Nearly 150 initiatives from 55 countries applied for this edition. The UNWTO Awards paid tribute to the commitment of the tourism sector towards sustainability and innovation. The winning projects were announced during the UNWTO Awards Ceremony in the International Tourism Trade Fair (FITUR) in Madrid on 18 January 2017. Tony Wheeler and Maureen Wheeler, founders of the widely-known Lonely Planet Publications have received the 13th UNWTO Lifetime Achievement Award. The prize is conferred every year to individuals with visionary leadership and significant contributions to the global tourism sector. More information [online](#).

39. The Jury of the World Committee on Tourism Ethics (WCTE) awarded Ilunion Hotels with the **UNWTO Ethics Award**, created as a new category of UNWTO Awards. Its aim is to recognize tourism companies which have signed the *Private Sector Commitment to the Global Code of Ethics in Tourism* for their achievements in implementing the principles of the Code and developing solid Corporate Social Responsibility (CSR) actions. More information [online](#).

40. The draft text of the **Framework Convention on Tourism Ethics**, which aims at converting the Global Code of Ethics for Tourism into a legally binding treaty, has been thoroughly revised by the special Working Group established for this purpose by the Secretary-General as requested by A/RES/668(XXI). The Working Group agreed not to make changes to the core principles of the Code of Ethics as these were already approved by the General Assembly in 1999 and have received wide international acceptance. The report of the Working Group together with the text of the draft Convention is available in [Annex VII](#). The Members of the Executive Council have been invited to submit their comments to the text and participate in the third meeting of the Working Group to be held on the 12 and 13 May in order to finalize a draft text that could be submitted to the General Assembly. The set of special guidelines for the adoption of draft UNWTO Conventions by the General Assembly (see [Annex VIII](#)) will also apply to the consideration, approval and adoption of this Convention if endorsed by the Executive Council and approved by the 22nd session of the General Assembly in Chengdu, China.

41. In November 2016, the International Standardization Agency (ISO) approved a proposal submitted by UNWTO and its partners, the ONCE Foundation and the Spanish Standardization Agency (UNE), to develop a comprehensive **International Standard on Accessible Tourism for All** with concrete recommendations and requirements for the whole tourism value chain. A multi-stakeholder expert Working Group, chaired by UNWTO, was established under the aegis of ISO/TC228 to develop this project in the coming two to three years. The first meeting of the Working Group took place in Madrid in February 2017.

B. Data, research and guidance

42. **The tourism sector and the SDGs. Responsible tourism, a global commitment.** UNWTO and the United Nations Global Compact Initiative Spain joined forces in a project titled "Responsible tourism, a global commitment" that engaged 13 Spanish tourism entities. The aim of the project has been for tourism companies and trade associations to promote a tangible and lasting commitment to the ethical principles of responsible and sustainable tourism through their Corporate Social Responsibility (CSR) activities. Report available [online](#) in English and Spanish.

43. ***Contribution of Islamic Culture and its Impact on the Asian Tourism Market*** highlights the influence of Islamic culture on Asian history and heritage and the potential of the emerging market for Islamic tourism. The publication outlines characteristics of the Islamic tourism market in Asia and the Pacific featuring 19 country monographs and case studies. Political, economic and socio-cultural dimensions of Islamic tourism in the region are outlined in each monograph. Report available [online](#).

44. The report of the conference ***Tourism – A Catalyst for Tourism Development, Peace and Reconciliation***, held in Passikudah, Sri Lanka, on 11–14 July 2016, summarizes the four major themes discussed during the event: the close links between tourism, peace and reconciliation; the position and contribution of local communities in the development of “peace sensitive tourism”; the potential of public-private partnerships with small and medium-sized enterprises in the development of tourism in areas recovering from conflict; and marketing and re-branding of post-conflict destinations. More information [online](#).

45. The publication ***Tourism and Culture Partnership in Peru: Models for Collaboration among Tourism, Culture and Community*** analyses the importance of collaboration among three essential elements for the sustainable development of tourism destinations: tourism, culture and the community. Starting with a general framework, this book explores the subject by studying the case of Peru, as a country that has distinguished itself in its links to cultural tourism and in the tourism management of its heritage. More information [online](#).

46. Translation into English: *Module I: Definition and Context* of the ***Manual on Accessible Tourism for All: Principles, Tools and Good Practices***, co-produced with the ONCE Foundation and the European Network for Accessible Tourism (ENAT). This publication is intended to provide stakeholders with a useful tool to understand the needs of the tourism sector in terms of accessibility, the profile of its direct and indirect beneficiaries, as well as the competitive advantages that accessibility for all entails. More information [online](#).

47. The World Committee on Tourism Ethics (WCTE), the independent and impartial body responsible for overseeing the implementation of the Global Code of Ethics for Tourism, convened for its 18th meeting in February 2017. The Ethics Committee adopted a set of ***Recommendations on the responsible use of ratings and reviews on digital platforms*** related to the tourism sector. More information [online](#).

48. ***Supporting Tourism for Development in Least Developed Countries***: Produced together with the International Trade Centre (ITC) and the Enhanced Integrated Framework (EIF) a multi-donor trust fund, which provides financial and technical support to build trade capacity in all LDCs, the publication provides: (a) a better understanding how the inclusion of tourism in trade export strategies can help leveraging technical assistance through Aid for Trade (AfT) resources; (b) a roadmap for making tourism part of an inclusive and sustainable growth strategy for LDCs. More information [online](#).

49. UNWTO continued the successful expansion of the ***UNWTO International Network of Sustainable Tourism Observatories (INSTO)***, as crucial elements to monitor tourism development and ensure the sustainability of the tourism sector. As of December 2016, INSTO comprised 16 observatories. Indonesia joined INSTO, in September 2016, with the opening of three sustainable tourism observatories, which positioned Indonesia as a sub-regional hub for sustainable tourism practices. It was followed by the Croatian Sustainable Tourism Observatory (CROSTO), which became a member in October 2016. This Observatory, hosted by the Institute for Tourism in Zagreb, is responsible for monitoring sustainable tourism in the Adriatic Croatia. The latest member, The Blue Community Observatory hosted by the USF Patel College of Global Sustainability (PCGs) of the University of South Florida, USA, joined the network in December 2016. This Observatory monitors the

impact of tourism in parts of the Pinella and Manatee Counties, two popular tourist destinations in Florida. More information on INSTO is available [online](#).

50. The first and second editions of the “**UNWTO on the ground**” are available online: [Issue 1](#) and [Issue 2](#). A brochure on “**Making tourism a tool to fight poverty: ten years of the ST-EP Initiative**” is also available [online](#). Additional information on projects and missions is reported in [Annex V](#).

IV. Actions to be taken by the Executive Council

51. The Executive Council is invited:

- (a) To take note of all the activities summarized in this report and its annexes;
- (b) To thank the members of the three technical committees for their work and the progress achieved;

With specific regard to the Report of the Committee on Statistics and Tourism Satellite Account,

- (c) To support the work carried out by the Working Group of Experts towards a Statistical Framework for Measuring Sustainable Tourism (MST) and the proposed way forward;
- (d) To request the Secretary-General to step up efforts towards the success of the MST and to submit progress reports to the General Assembly;

With specific regard to the UNWTO activities in the United Nations system,

- (e) To acknowledge and support the UNWTO’s ongoing participation in various United Nations networks and mechanisms on substantive issues, including the Chief Executives Board’s subsidiary bodies;
- (f) To also support the activities and continued efforts of the Organization in the area of advocacy of tourism as a driver of development and peace, with a strong focus on the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) and related indicators;
- (g) To further support the Secretariat in the implementation of the International Year of Sustainable Tourism for Development, 2017 as stipulated in UN GA resolution A/RES/70/193;
- (h) To encourage the Secretariat to actively contribute to the forthcoming United Nations Conference “To Support the Implementation of Sustainable Development Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development” (The Ocean Conference), to be held in New York on 5-9 June 2017.

With specific regard to the Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers and the Framework Convention on Tourism Ethics,

- (i) To take note of the progress achieved in the drafting of both the Conventions on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers and the Framework Convention on Tourism Ethics;
- (j) To thank the members of the Working Groups that have participated in the drafting of such

texts;

(k) To endorse the Guidelines for the adoption of the draft UNWTO Conventions by the General Assembly and to recommend the approval of the Guidelines to the General Assembly in order to facilitate the discussion of the texts and ensure a smooth and time-efficient procedure for the consideration of the Conventions;

(l) To also endorse the recommendation of the Working Group on the Framework Convention on Tourism Ethics to avoid making any change to the text of the Global Code of Ethics which is included in Articles 4 to 12 of the draft text of the Convention and to encourage the Working Group to continue working on all the other draft provisions in order to finalize a draft text to be submitted to the next session of the General Assembly for its consideration;

(m) To recommend the General Assembly to consider the adoption of the Framework Convention on Tourism Ethics and to grant a mandate to the UNWTO Secretariat to convene a diplomatic conference for the negotiation and approval of the Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers; and

(n) To specially thank the Member States and international organizations that have participated in the Public Consultation of the Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers, for their kind participation and their time and effort made in analysing the Convention and providing their comments to the Secretariat.

Annex I: Report of the Committee on Tourism and Competitiveness (CTC)

I. Background

1. It is recalled that the **Committee on Tourism and Competitiveness (CTC)**, as a subsidiary organ of the Executive Council, was established at the 95th Session of the Executive Council (Belgrade, Serbia, 27-29 May 2013, (CE/DEC/7(XCV))).
2. Its Rules of Procedure and composition were approved by the Executive Council at its 96th Session (Victoria Falls, Zimbabwe, 25 August 2013, (CE/DEC/9(XCVI))).
3. The new Members of the CTC for the period of 2015-2019 were elected by the Executive Council at its 102nd Session (Medellín, Colombia, 17 September 2015, (CE/DEC/4(CII))). Following the appointment of the CTC Members, Peru and Italy were elected as Chair and Vice-Chair, respectively.
4. Two (recent) meetings of the **UNWTO Committee on Tourism and Competitiveness (CTC)** – i) 5th (In-person) Meeting (20 January 2017) and ii) 5th Virtual Meeting (2 March 2017) – provided a follow up on the progress already achieved by the Committee. During both meetings, the CTC Members reviewed the working document which outlined the potential lines of action regarding the draft list of quantitative and qualitative factors for destination competitiveness and discussed the list of definitions on some of the selected/prioritized tourism types. The Chair also presented a proposal for the work plan to be put in place for the period 2018-19 which mainly focuses on developing technical guidelines with the aim of assisting the UNWTO Members in their efforts to measure the competitiveness factors that they consider relevant to their situation. Once consensus is reached amongst its Members, the CTC will submit the definitions on the prioritized tourism types to the statutory bodies of the Organization for endorsement.

II. Priorities

5. The key principles related to the work priorities of the Committee are to:
 - (a) Support the Organization in fulfilling its normative role;
 - (b) Provide a dialogue mechanism between the public and private tourism stakeholders and academia within a coherent framework to give guidance in building and strengthening tourism competitiveness policies and strategies;
 - (c) Build synergies and strategic alignments in the harmonization of the related activities of the Secretariat as well as other collaborating organizations/entities in order to ensure consistency and consensus in the delivery of the outputs and reinforce the official position of the Organization; and
6. Since its establishment, the CTC has focused its work mainly on assessing the current state of knowledge on the basic concept of “**tourism destination competitiveness**” and on identifying its key factors. This process has also included identification, development and harmonization of concepts, models and operational definitions used in the **tourism value chain**. The objective is to lead to a validation process which will reinforce the normative role of the Organization while the technical outputs

and recommendations can be used by the UNWTO Members for different purposes such as measuring, labelling and/or benchmarking.

III. Definitions

7. During its previous term 2013-2015, on the basis of the input provided by the UNWTO Secretariat the **Committee on Tourism and Competitiveness (CTC)** elaborated and agreed upon the following definitions, namely: **Tourism Destination**, **Destination Management/Marketing Organization (DMO)**, **Tourism Product**, **Tourism Value Chain**, **Quality of a Tourism Destination**, **Innovation in Tourism** and **Competitiveness of a Tourism Destination**. These definitions were endorsed by the 103rd Executive Council held in Málaga, Spain, on 9-11 May 2016 (CE/DEC/7(CIII)) and will be submitted to the 22nd Session of the General Assembly (Chengdu, China) for approval:

(a) Tourism Destination:

A Tourism Destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness.

(b) Destination Management/Marketing Organization (DMO):

A Destination Management/Marketing Organization (DMO) is the leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates tourism sector partnerships towards a collective destination vision. The governance structures of DMOs vary from a single public authority to a public/private partnership model with the key role of initiating, coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.

The functions of the DMOs may vary from national to regional and local levels depending on the current and potential needs as well as on the decentralization level of public administration. Not every tourism destination has a DMO.

(c) Tourism Product:

A Tourism Product is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle.

(d) Tourism Value Chain:

Tourism Value Chain is the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain.

Support activities involve transport and infrastructure, human resource development, technology and systems development and other complementary goods and services which may not be related to core tourism businesses but have a high impact on the value of tourism.

(e) Quality of a Tourism Destination:

Quality of a Tourism Destination is the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment.

Quality, as one of the key drivers of tourism competitiveness, is also a professional tool for organizational, operational and perception purposes for tourism suppliers.

(f) Innovation in Tourism:

Innovation in Tourism is the introduction of a new or improved component which intends to bring tangible and intangible benefits to tourism stakeholders and the local community, improve the value of the tourism experience and the core competencies of the tourism sector and hence enhance tourism competitiveness and /or sustainability. Innovation in tourism may cover potential areas, such as tourism destinations, tourism products, technology, processes, organizations and business models, skills, architecture, services, tools and/or practices for management, marketing, communication, operation, quality assurance and pricing.

(g) Competitiveness of a Tourism Destination:

The Competitiveness of a Tourism Destination is the ability of the destination to use its natural, cultural, human, man-made and capital resources efficiently to develop and deliver quality, innovative, ethical and attractive tourism products and services in order to achieve a sustainable growth within its overall vision and strategic goals, increase the added value of the tourism sector, improve and diversify its market components and optimize its attractiveness and benefits both for visitors and the local community in a sustainable perspective.

8. In fulfilment of its mandate received from the 103rd Executive Council (Málaga, Spain, 9-11 May 2016), the CTC also decided to further elaborate definitions on tourism types for review and consensus. The list of tourism types includes the following:

<ul style="list-style-type: none"> a) Urban tourism b) Mountain tourism c) Rural tourism d) Cultural tourism e) Ecotourism f) Health tourism g) Wellness tourism h) Medical tourism i) Adventure tourism j) Business tourism (related to the Meetings Industry) 	<ul style="list-style-type: none"> k) Marine / Coastal tourism l) Nautical tourism m) Cruise tourism n) Spiritual tourism o) Gastronomy tourism p) Mega-events tourism q) Sports tourism r) Shopping tourism s) Education tourism
---	--

9. The above is an open list which may be enlarged upon the proposal of the CTC Members during the process.

10. During the 5th CTC Virtual Meeting held on 2 March 2017, the CTC recommended to prioritize 10 tourism types from the list above with a view to start elaborating definitions which should be finalized by June 2017. The survey conducted among the CTC Members on the 10 prioritized tourism types for further definition at this stage yielded the following results:

- 1) Cultural tourism
- 2) Ecotourism
- 3) Rural tourism
- 4) Adventure tourism
- 5) Health tourism
- 6) Business tourism (related to the Meetings Industry)
- 7) Gastronomy tourism
- 8) Marine/Coastal tourism
- 9) Urban tourism
- 10) Mountain tourism

Note: Upon the request of Gambia and Qatar, Members of the CTC, “education tourism” and “sports tourism” will also be reviewed and incorporated in the list.

11. Once consensus is reached on part or all of the definitions, the proposal on the operational definitions shall be submitted to the 106th Executive Council and approval by the 22nd Session of the General Assembly, both to be held in Chengdu, China.

IV. List of factors

12. The Secretariat drafted a provisional list of relevant quantitative and qualitative factors to inform research and policy-making decisions regarding **tourism destination competitiveness**. These factors

will be more discussed within the CTC in terms of their relevance and priority before moving towards further research.

13. The following list does not indicate any ranking in terms of the predominance of factors:

<i>Factors related to governance, management and the market dynamics</i>	<i>Factors related to destination appeal, attractors, products and supply</i>
<ul style="list-style-type: none"> i. Sustainable tourism policy and regulations, ii. Strategic planning, iii. Public Private Partnership + vertical cooperation i.e. national-regional-local levels, iv. Governance structure, v. Safety and security, vi. Hygiene and health facilities, vii. Investment and entrepreneurship policy, and the business environment, viii. Promotion strategies and tools, ix. Economic impact, x. Entry visa facilitation, xi. Labour productivity in tourism services and human resources development, xii. Budget allocated to support the tourism sector, xiii. Volume of accommodation facilities + related and supportive facilities, xiv. Demand trends and patterns (number of visitors, length of stay, tourism revenues, tourism expenditure, seasonality, etc.) xv. Use of information technologies, xvi. Knowledge management and research, xvii. Capacity for innovation in tourism, xviii. Accessibility for all xix. Political and economic stability xx. Others 	<ul style="list-style-type: none"> i. Geographical location and connectivity, ii. Natural resources, iii. Cultural resources (tangible, intangible), iv. Public and private amenities, v. Infrastructure, vi. Quality, vii. Local community awareness, hospitality, viii. Authenticity, ix. Seasonality, x. Ethical and responsible tourism products and services, xi. Destination image, xii. Destination brand, xiii. Positioning in the domestic market, xiv. Positioning in the international market, xv. Innovative products and services, xvi. Price competitiveness, xvii. Others

14. Based on the consensus reached by the CTC members with regards to the draft list of quantitative and qualitative factors for destination competitiveness listed above, the CTC agreed on several lines of action for each of the factors, categorized as follows:

- (a) Draft an operational definition, or
- (b) Draft a position paper / technical report (to be published), or
- (c) Compile the information and data from the already existing available sources.

15. The CTC will identify, if needed, and suggest other quantitative and qualitative factors for destination competitiveness to enlarge the list proposed by the Secretariat.

16. The CTC has decided to initiate drafting brief technical reports and / or position papers on the prioritized factors for competitiveness in tourism destinations.

V. Future Action

17. At its 5th (In-person) Meeting held in Madrid, Spain, on 20 January 2017, Peru (Chair) suggested that the Committee further elaborates guidelines to measure destination competitiveness for the upcoming work period (2018-2019). The guidelines will facilitate a methodology to evaluate the quantitative and qualitative factors at destination level without having the objective of making a ranking.

18. This proposal shall be subject to further discussion during the 6th (In-person) Meeting of the CTC envisaged to take place during the 22nd Session of the General Assembly (Chengdu, China) and a working document will be drafted for review and technical input.

19. The CTC also agreed to include in its work the input from other related areas in the Organization (i.e. Technical Committees, Affiliate Members Programme, etc.) as well as from other institutions and relevant tourism stakeholders to maintain consistency and legitimacy.

Annex II: Report of the Committee on Tourism and Sustainability

1. The sixth meeting of the Committee was held via teleconference on 1 March 2016 with the participation of representatives from Bhutan, China, Colombia, Lithuania and Oman, and the representative of the Affiliate Members, the International Youth and Hostel Federation. During the meeting, the Secretariat provided the members with an overview on the previous and future activities of the Committee.
2. In this regard, reference was made to the report on the *Promotion of sustainable tourism, including ecotourism for poverty eradication and environment protection*, being prepared by UNWTO in 2016, in response to the UN resolution 69/233 on the same issue, for which the CTS Members were consulted and validated the work prepared by the Secretariat. It was pointed out that the CTS Members would also be involved in the preparation of the 2017 report on the implementation of UN resolution 70/196, entitled "Sustainable tourism and sustainable development in Central America".
3. An update on the Rules for the Operation and Management of the UNWTO International Network of Sustainable Tourism Observatories (INSTO), submitted to the last session of UNWTO GA, was provided. It was mentioned that since 2004, a total of ten UNWTO Observatories had been established: eight in China, one in Greece and one in Mexico. The observatories in process of incorporation were: the Observatory of Sustainable Tourism and Climate Change, in la Ceiba, Honduras; Iguassu Tri-National Tourism Observatory and Observatories in Brazil and in the Danube region¹. Furthermore, many expressions of interests had been received (eleven), which showed the need for further guidance on monitoring and measuring different issue areas covering all pillars of sustainability.
4. Regarding the Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP STP), it was highlighted that the programme was promoting the development of two lines of projects contributing to the achievement of the overall objectives of the 10YFP STP. The intended two lines of projects were Flagship projects and Catalytic projects. The call for project proposals to the 10YFP Trust Fund was issued last year; it received over 300 proposals out of which 120 were eligible. They were being evaluated and the final result was going to be communicated in due course.
5. The Secretariat informed the CTS Members that, in the absence of an Elected Chair, the Vice-Chair would function as an Acting Chair during the mandate.
6. The seventh meeting of the CTS took place on 24 June 2016 with the participation of representatives from China, Colombia and Morocco, and the representative of the Affiliate Members, International Youth and Hostel Federation. A representative of Chile joined as Observer.
7. At the meeting, the Secretariat reported on the INSTO Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development, which took place on 7-8 June 2016 and informed the Members on the issues discussed and experiences presented. It was said that UNWTO welcomed more than 70 experts at its Headquarters in Madrid, to discuss and share experiences related to the measurement and monitoring of the impact that tourism has on destinations. Special focus was put on the relevance and the opportunities available from non-traditional data sources, including social media analysis, geospatial data mapping, big and live data collection and usage, as well as the analysis of credit card spending patterns and the flow of visitors based on mobile device information.

¹ To date, there are sixteen observatories under operation: eight in China, one in Greece, one in Mexico, one in Brazil, three in Indonesia, one in Croatia and one in South Florida.

8. It was highlighted that the consultation took place in the context of recent achievements that underline and strengthen the role and responsibilities of sustainable tourism as a positive instrument for development such as the recently adopted Sustainable Development Goals (SDGs) as well as the upcoming International Year of Sustainable Tourism for Development, 2017. The two day meeting included presentations and discussions covering, among others, the processes of measuring sustainable tourism at the local level, common challenges and needs and the chances deriving from different data sources.

9. It was mentioned that, due to the fact that many of the CTS Members participate in major tourism international fairs, the Secretariat was proposing to organize the next CTS meeting in-person and in conjunction with one international event.

10. The Committee members, being informed of Chile's wish to participate in the technical committee as observer, welcomed the representative of Chile.

11. The Public Meeting of the CTS on the Occasion of the Official Opening of the International Year of Sustainable Tourism for Development took place in Madrid on 18 January 2017 in the framework of FITUR. It counted with the participation of representatives from China, Colombia (the Acting Chair, represented by the Vice Minister of Tourism, Ministry of Commerce, Industry and Tourism of Colombia), Lithuania, Morocco (the Secretary General of the Ministry of Tourism) and the representative of the Affiliate Members, International Youth and Hostel Federation as well as with distinguished invited experts, which included the Vice Minister of Tourism, Ministry of Foreign Trade and Tourism of Peru; the Undersecretary for Policy and Tourism Planning of the Mexico's Federal Secretariat of Tourism (SECTUR) and representatives from Sun Yat-sen University in China and the State Company for Tourism Technology and Innovation Management (SEGITTUR) of Spain.

12. The role of the CTS as a consultation mechanism of UNWTO was recalled, underlining the special format of its eighth meeting which had been extended to the public on the occasion of the official opening of the International Year of Sustainable Tourism for Development.

13. At the meeting it was stressed that sustainability is a process of continuous improvement which is vital to our sector long-term success and for fulfilling its role as an agent of change.

14. Participants learnt about the important work of the INSTO observatories and how they are positioning themselves as boosters of sustainability at destinations and as a functioning model for ensuring that tourism meet its full potential as a contributor to sustainable development.

15. The meeting stressed the vital importance of regular and timely measurement of tourism performance and of data monitoring and analysis as the foundation for policy development and implementation as well as the development of a holistic approach tackling the three dimensions of sustainability, particularly the socio-cultural dimension.

16. An update on the ongoing research on the inclusion of sustainable consumption and production patterns (SCP) into national tourism planning was presented. It was also highlighted the importance of data collection and of working closely with key stakeholders to help solve the local and global sustainability challenges relevant to the tourism sector.

Annex III: Report of the Committee on Statistics and Tourism Satellite Account

Seventeenth meeting
UNWTO Headquarters, Madrid, Spain, 24-25 January 2017

The [17th meeting of the Committee on Statistics and Tourism Satellite Account](#) gathered over fifty participants from 18 UNWTO Members States as well as Canada and Sweden, various UNWTO Affiliate Members and other representatives from academia, the private sector, regional tourism administrations and tourism observatories, in addition to the UN Statistics Division (UNSD), International Labour Organization (ILO), Organisation for Economic Cooperation and Development (OECD) and Eurostat.

Overview of the Committee on Statistics and Tourism Satellite Account

The Committee is a subsidiary advisory body of the Executive Council. As such, it contributes to the fulfilment of the [Agreement](#) signed with the United Nations whereby UNWTO became a UN specialized agency (Art. 13):

The World Tourism Organization recognizes that the United Nations is the central agency for the collection, analysis, publication, standardization and improvement of tourism statistics serving the general purposes of international organizations.

The United Nations recognizes UNWTO as the appropriate organization to collect, to analyze, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system.

Consequently, the Executive Council requires the collaboration of the Committee in:

- initiatives related to the design and implementation of international tourism statistics recommendations;
- promoting international comparability of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data;
- supporting efforts to integrate such data into the frameworks of the system of national tourism statistics and the Tourism Satellite Account (TSA);
- helping member countries in their initiatives to improve their respective national systems of tourism statistics and in the development of the TSA;
- liaising with other international bodies with delegated responsibilities for leadership and coordination of related international statistics and their standards within the sphere of the UN system.

The Committee on Tourism Statistics and TSA has existed since the early 1990s and has a strong track record of professionalism, worldwide consensus building and pioneering developments, such as:

- The International Recommendations for Tourism Statistics 2008
- The Tourism Satellite Account: Recommended Methodological Framework 2008
- The ongoing work towards a statistical framework for measuring sustainable tourism.

The Committee reports to the UN Statistical Commission, the highest decision making body in statistics. The Committee meets physically once a year, traditionally at UNWTO Headquarters, and works with its Secretariat, UNWTO's Statistics and Tourism Satellite Account Programme, throughout the year.

The Committee, held in January 2017, considered the following items **for discussion**:

1. The Statistical Framework for Measuring Sustainable Tourism (MST) under development
2. Measuring tourism at subnational levels
3. Sustainable Development Goals indicators
4. UNWTO's Programme of Work, including the official report to the UN Statistical Commission and the planned development of a TSA Compilation Guide

1. Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

The Committee was informed of the progress on MST, including:

1. annotated outline of the Statistical Framework for Measuring Sustainable Tourism (SF-MST),
2. annotated outline and tables for the technical note on System of Environmental-Economic Accounting (SEEA) and TSA,
3. the discussion paper "Allocation of environmental flows to tourism",
4. proposed MST research programme, and
5. progress on pilot studies and countries' progress (Canada, Italy and The Netherlands were presented and the work of Fiji, Mexico and Wales/UK was referred to)

The Committee was informed about the Working Group of Experts (WGE) on Measuring Sustainable Tourism whose formation was welcomed by the Committee in its 16th meeting (26-27 January 2016) and subsequently set up by UNWTO with the support of UNSD. The Committee endorsed the conclusions of the 1st meeting of the WGE, emphasizing that:

- developing a Statistical Framework for Measuring Sustainable Tourism (SF-MST) is a priority;
- the core rationale for developing a statistical framework is to support the measurement of sustainable tourism in its various dimensions (economic, environmental and social) and at the relevant spatial levels (global, national, sub-national) by providing a common language for integration and an organizing structure;
- integrated data is needed to support integrated policy responses at national and subnational level;
- the statistical framework should make use of the richness of data already available;
- SF-MST is the natural evolution of and complement to the existing statistical standards on tourism statistics (TSA and IRTS);
- the starting foundation of MST is the bridging of economic and environmental dimensions through the linking of the TSA and the System of Environmental Economic Accounting (SEEA);
- the work will form a solid foundation for integrating in time the social and cultural dimensions (like the ongoing work on Cultural Satellite Accounting), notwithstanding, social and cultural data can already be considered in the framework acknowledging that these will for the moment not be sourced from an integrated framework;
- a standards-based statistical framework will support the credibility, comparability and outreach of data and of various measurement and monitoring programmes pertaining to

sustainable tourism, including the Sustainable Development Goals (SDGs) indicators.

The Committee approved the Research Agenda, noting the need to develop a realistic work plan for the coming 1-2 years that reflects UNWTO's limited resources and welcoming suggestions from the group to set priorities.

The Committee warmly welcomed the pilot study work, highlighting that continued testing in countries of the relevance and feasibility of the framework under development is fundamental.

Overall, the Committee enthusiastically supported the work of the Working Group of Experts towards a Statistical Framework for Measuring Sustainable Tourism.

The Committee requested the progress to be taken to the next UNWTO Executive Council with the recommendation for the Council to support the conclusion by the Working Group of Experts on Measuring Sustainable Tourism and the UNWTO Committee on Statistics and TSA that developing a Statistical Framework for Measuring Sustainable Tourism is a priority, and to request the Secretary General and the General Assembly for support in its further development.

2. Measuring tourism at subnational levels

The Committee was informed of initiatives towards the measurement of tourism at subnational levels, notably the work of INRouTe entitled "Tourism, territory and sustainability: a statistical insight at subnational levels".

The Chair of the Committee transmitted a note with his recommendations to the Committee on this item. Following the discussion, the Committee acknowledged that subnational measurement is key and commended INRouTe for the document which is an impressive collection of thoughts, ideas, recommendations, references and research that very well substantiates the importance of measuring tourism at subnational levels and venues for doing so. The Committee noted that the INRouTe document be considered draft and recommended further work to be done, agreeing that (further) developments of some key elements of subnational measurement be integrated in the forthcoming statistical framework for Measuring Sustainable Tourism (following a systems approach) and a future TSA Compilation Guide.

The Committee encouraged all to provide comments to the INRouTe document as part of the global discussion process open until 28 February 2017.

3. Sustainable Development Goals (SDG) indicators

During the meeting, the Committee was informed of the status of development of SDG indicators by the Inter-Agency and Expert Group on Sustainable Development Goal Indicators (IAEG-SDGs). Concern was expressed on the recent modification made to indicator 8.9.2, which is now "Proportion of jobs in sustainable industries out of total tourism jobs", and concerns were reiterated on indicator 12.b ("Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools"). The Committee discussed the note prepared and agreed that it would serve as a statement by the UNWTO Committee to be shared by Chair with the IAEG-SDG and the UN Statistical Commission.

While the Committee generally supports the indicator framework proposed for Resolution, it feels there is a need to raise awareness about the issues confronting indicators 8.9.2 and 12.b. The Committee also hopes for closer collaboration with the IAEG-SDG on indicators related to sustainable tourism, and

so as to link to the ongoing work towards a Statistical Framework for Measuring Sustainable Tourism. In this sense, there is the possibility of contributing to the process of the „annual minor refinements“ to indicators specified in para. 21 (c) of the UNSC Report of the IAEG-SDG (<https://unstats.un.org/unsd/statcom/48th-session/documents/2017-2-IAEG-SDGs-E.pdf>), or to the more „comprehensive review“ that will be submitted to the UNSC in 2020 according to para. 22 of the Report.

During the meeting, the Committee also stressed the importance that each member of the Committee informs the Chief Statistician of his/her country on the issue so that Chief Statisticians can voice these matters in the relevant platforms, notably the upcoming UN Statistical Commission in March 2017.

4. UNWTO's Programme of Work, including the official report to the UN Statistical Commission and the planned development of a TSA Compilation Guide

The Committee was informed on the report of UNWTO on tourism statistics that will be circulated for discussion and decision at the UN Statistical Commission in March 2017. The report describes the planned development of the SF-MST to support more integrated measurement and policy in the context of the SDGs and also proposes the development of a compilation guide for TSA, and a technical note on linking the System of Environmental Economic Accounting (SEEA) and the TSA.

The Committee welcomed the UNSD and UNWTO initiative to work on a Compilation Guide for TSA, underlining that many countries would benefit from this. The outline for the guide has been circulated among the Committee Members, and it should be based on and build on existing relevant work.

The Committee was also informed of the Lunchtime Seminar "[Accounting and statistics for sustainable tourism](#)" that will be held during the Commission meeting and in the framework of the 2017 International Year of Sustainable Tourism for Development.

The Committee welcomed all **items for information**:

1. 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, Manila, the Philippines, 21-24 June 2017

The Philippines informed the Committee about the Sixth UNWTO International Conference on Tourism Statistics. Its theme and importance warranted its designation as official event of the International Year of Sustainable Tourism for Development, 2017. A first preliminary programme has been shared with the Committee but further work is needed. The Philippines and UNWTO have committed themselves to having the first draft of the SF-MST be presented at the Conference, in addition to the first draft of the technical note on TSA and SEEA and other central papers.

2. Opportunities and challenges from big data

Eurostat presented the lessons learnt from the ongoing work of the international Task Force on Big Data. It was recognized that Big Data offers many opportunities, and more specifically tourism statistics is an area that is at the frontline of developments on big data, but there are also risks associated (continuity, ownership, quality controls, managing high volumes of data, etc.).

3. Roundtable discussion on the so-called "sharing economy"

UNWTO's Tourism Trends and Marketing Programme presented its work and provisional findings on private tourism services through digital platform. The City of Vienna presented their innovative approach to the policy challenge of newly emerging booking platforms and the implications it had for accommodation statistics.

4. Various (country) presentations

Presentations were given of the excellent work being carried out by Canada, Italy, Mexico, Peru and The Netherlands as well NECSTouR, Sun Yat-Sen University, and University of the Aegean which all contribute to promote the use and further development of tourism statistics worldwide.

Annex IV: UNWTO activities in the United Nations system

Introduction

1. The World Tourism Organization (UNWTO) has continued forging strong links with the United Nations (UN) and its relevant entities and institutions, including but not limited to the UN General Assembly (UNGA) and its subsidiary bodies, the Economic and Social Council (ECOSOC) as well as various inter-agency mechanisms and networks. The present report provides a summary of the main activities, including those of UNWTO's New York and Geneva Liaison offices, with regard to the UN system.

A. Participating in UN system substantive issues and activities

2. UNWTO has continued to actively participate in relevant intergovernmental and inter-agency meetings and events held at UN Headquarters in New York, including the ongoing sessions of 71st session of the UN General Assembly (UNGA 71), which included, among others, meetings of the six UNGA Committees and UNGA Fifth Review of the UN Global Counter-Terrorism Strategy. UNWTO was also present at the 2016 High-Level Segment of ECOSOC; preparatory meetings of major international conferences, including among others, HABITAT III, held in Quito, Ecuador in October 2016; the Global Conference on Sustainable Transport held in Ashgabat, Turkmenistan, on 26-27 November 2016 and the forthcoming Oceans Conference for the Implementation of SDG 14, to be held in New York in June 2017.

3. Among the numerous resolutions adopted during UNGA 71, three resolutions had direct relevance to tourism, namely: "Promotion of Sustainable Tourism, including ecotourism, for poverty eradication and environment protection" (A/RES/71/240), "New Urban Agenda" (A/RES/71/256) and "Sustainable Mountain Development" (A/RES/71/234).

4. In the margins of the Third UN Conference on Human Settlement (HABITAT III) held in Quito, Ecuador, UNWTO organized together with Ministry of Tourism of Ecuador de Turismo and CELTH Centre for Expertise – Leisure, Tourism & Hospitality a joint side event entitled *Sustainable Tourism on the New Urban Agenda*. The event was aimed at public authorities, urban planners, and interested stakeholders on the important role of placing sustainable tourism in the new urban agenda which ensures that cities, local citizens and stakeholders are prepared to adopt to the fast paradigm of change.

5. UNWTO continues being the coordinating body of the UN System in Spain. The Spanish Ministry of Foreign Affairs and Cooperation (MEAC) has officially appointed the UNWTO Secretary-General as Dean of International Organizations in Spain. Following the decision, a meeting with all International Organizations was held in at UNWTO Headquarters on 10 October 2016. In addition, UNWTO and the 13 members of the UN offices represented in Spain came together in January 2017 to organize a seminar to review the outcomes of HABITAT III and assess the opportunities and potential implications on Spanish national and local stakeholders.

6. UNWTO participated in the International Symposium and Annual Conference of the 10YFP Sustainable Tourism Programme (STP) from 10-12 November 2016 that was hosted by the Ministry of Tourism of Morocco as a side-event of the twenty-second session of the Conferences of Parties (COP22) of the **UN Framework Convention on Climate Change (UNFCCC) and organized by the 10YFP STP**. The event aimed at increasing awareness on tourism and climate change-related issues and encourages the sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda.

7. From 3-6 December 2016, UNWTO participated in the UN Biodiversity Conference COP13 in Cancun Mexico, which resulted in the Cancun Declaration on “Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-being”.

8. At the International Travel Forum (ITF) annual consultation meeting of OECD held from, 14-15 December 2016, UNWTO was present with other international organizations to discuss the shaping of the 2017 annual summits themes of the ITF, which included Decarbonizing Transport, Governance of Transport and Transport Safety and Security.

B. Participating in UN meetings

9. UNWTO hosted the 1st Meeting of the UNSD-UNWTO Working Group on Measuring Sustainable Tourism at its Headquarters in Madrid, from 20-21 October 2016. As part of UNWTO's initiative Towards a Statistical Framework for Measuring Sustainable Tourism (MST), which is being developed since 2015, there is support of the UN Statistical Division and the engagement of Austria, Fiji, Italy, Mexico, The Netherlands and Cardiff University (Wales).

10. UNWTO participated in the Inter-Agency Support Group (IASG) meeting on disability, held on 2 November 2016. The meeting was informed that preparations were underway for the Conference of State Parties, in New York, from 13-15 June 2017. Following the meeting, the “Manual on Accessible Tourism for All: Principles, Tools and Good Practices”, prepared by UNWTO, was circulated among IASG members.

11. On 5 December 2016, UNWTO participated in the High Level Panel Discussions on “Targeting Heritage: in search of new paradigms – save heritage through dialogue” within the framework of the “Unite4Heritage” campaign of the United Nations Educational, Scientific and Cultural Organization (UNESCO). A presentation was made by UNWTO on its position about the promotion and protection of heritage through dialogue and tourism as well as about joint effort for resilience in cultural tourism in affected countries.

12. UNWTO was present in the “One-Belt-One-Road inclusive and sustainable city exhibition and dialogue” hosted by the United Nations Industrial Development Organization (UNIDO) and co-organized by the Finance Centre for South-South Cooperation, Hong Kong, China from 17 - 21 October 2016 in Vienna.

13. In July 2016, UNWTO took part in a meeting of the Committee on Trade and Development (CTD) of the World Trade Organization (WTO) in a session on the Small Economies Work Programme with a focus on tourism. Discussions touched on tourism's value chains and recognized tourism as an important services export, which can support small economies with their economic development strategies.

14. At the World Export Development Forum, a flagship event of the International Trade Centre (ITC) held in Colombo, Sri Lanka on 13 October 2016, UNWTO was represented at the plenary session on Authenticity: The New Tourism Destination. The joint work between UNWTO and ITC on building tourism export strategies across the full value chain was presented, underlining how authenticity provides an opportunity for a more inclusive growth, allows the country to reposition itself and create new demand stimulating links to new segments of customers.

15. UNWTO took part in the WTO workshop “Promoting Connectivity – Exploring the Services Dimension” on 17 October 2016. The workshop discussed the need to address both restrictive policies and poor regulatory environments, which hinder the development of competitive services sectors. ICT

and digital technology, such as electronic visas, also offered opportunities to resolve travel facilitation bottlenecks.

16. In October 2016, UNWTO was present at the First Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy organized and led by UNCTAD. Attention to tourism was given in the round table “Engaging stakeholders for the achievement of the Sustainable Development Goals – leaving no consumer behind”. On the first gathering of the IGE, an advance version of the Manual on Consumer Protection was launched. Tourism has a dedicated paragraph under Chapter 8, where several international cooperation practices are addressed.

17. In December 2016, UNWTO participated in a full day focus group meeting on the Global Initiative on Decent Jobs for Youth. The Global Initiative is the first-ever, comprehensive United Nations system-wide effort for the promotion of youth employment worldwide. It brings together the vast global resources and convening power of the UN and other global key partners to maximize the effectiveness of youth employment investments and assist Member States in delivering on the 2030 Agenda for Sustainable Development.

C. CEB and its subsidiary structure working groups

18. The regular sessions of the CEB (Chief Executive Board), HLCP (High-level Committee on Programmes) and HLCM (High-level Committee on Management) sessions included the participation of UNWTO, while the work UN Development Group (UNDG) was followed remotely.

19. UNWTO chaired a session in November 2016 of the UNDSS Security Management Team Meeting for Spain in its headquarters, dealing with implementation of UN policies and relations and support on security by the Spanish authorities. UNWTO also attended as Designated Official for Spain the IASMN Steering Group held in Valencia (9-10 November) on the review of the Framework of Accountability for the United Nations Security Management System (UNSMS).

20. UNWTO attended the CEB/HLCM/FBN/Task Force on Accounting Standards on 14 October 2016 in Montreal, Canada dealing in particular with Revenue and Non-exchange Expenses projects, IPSAS-compliant treatment of Control, Joint control or Influence Arrangements in the UN System, ASHI accounting and valuation methodologies, and Co-ordination of Accounting Diversity.

21. UNWTO also participated at the CEB/HLCM/FB Finance and Budget Network through a video Conference meeting on 21 November 2016, dealing with Management and funding of the ASHI liability, quantifying the cost of oversight and accountability mechanisms in the UN system, and jointly financed security costs for the UN system. Other contributions in the finance area includes the review of outputs produced by the UN working group on Treasury, the provision of budgetary and financial statistics to the UN “Annual CEB Statistical Reporting”, and the reply to UN surveys on budget and finance and administration issues.

22. UNWTO implemented the changes in the UN compensation package approved by the 103rd Executive Council, which were presented to UNWTO staff with details and explanations in September 2016. The CEO of UNJSPF (United Nations Joint Staff Pension Fund) and the Pension Board were contacted to accelerate payments and improved service/provision of information following change of IT system at the UN pension fund, which resulted in abnormally high delays in pension payments. Furthermore a MOU was signed between UNDP and UNWTO for receiving Junior Professional Officers (JPO) from various Member States with no costs to UNWTO.

23. The UN Women Global Meeting took place in Vienna, Austria on 11 – 13 October 2016 with the attendance of UNWTO. The aim of the meeting was to discuss and understand new indicators, as well as to exchange best practices in order to reach better gender mainstreaming in UN Organizations.

24. The UNWTO also conducted the salary survey in Spain for assisting ICSC in the determination of salaries of P-level staff. This survey was conducted under close guidance by ICSC. Furthermore, the Clinics on Best Practices in HR in International Organizations at the XIII Career Development Roundtable 2016 took place in Helsinki, Finland with UNWTO's active participation. The main purpose was to gain insights on the best practices of other UN agencies by attending clinics focusing on recruitment process, performance management, staff well-being and conflict management.

25. UNWTO attended the 127th Meeting of the CEB ICT Network in Geneva, Switzerland on 17-18 October 2016 being its objective the review and discussion of the UN ICT System Digital Agenda, mainly State of ICT Report/ICT Dashboard and Integration of Technology into UN-wide development frameworks.

26. Finally, the UNWTO withdrew from the UN procurement network in 2016, as costs to being part of such network was not seen justified for the time being.

Annex V: UNWTO on the ground

A. Technical Cooperation Projects and missions

Country: Andorra

Project Title: Development of a Hotel Classification System

Duration: July 2016 – February 2017

Objectives: As a follow up to its new Law on Tourism Accommodation, the Government of Andorra intends to review and update its classification criteria for a variety of tourism accommodation establishments including hotels, apartment-hotels, homestays, etc. UNWTO undertook a detailed review of the criteria and updated them according to international best practices, with particular emphasis on the EU practices. As an innovative practice, and to ensure ongoing competitiveness and commitment to quality services, make proposals on how to include online reviews as part of the evaluation and scoring for hotel classification.

Results achieved:

- First draft of the revised criteria submitted to the Government for their review and approval.
- Series of Focus Groups established per type of accommodation category to review and approve revised criteria.
- Revise criteria based on comments received by Government and private sector represented in the Focus Groups.
- Submit to Government, for their review and approval, a proposal for the inclusion of online reviews in the scoring and evaluation of hotel classification.

Country: Aruba

Project Title: Development of a System of Tourism Statistics and Tourism Satellite Account

Duration: December 2014 – December 2016

Objectives: With the support of the Foundation Fondo Desaroyo Aruba, UNWTO is providing its technical assistance to the Central Bureau of Statistics (CBS) of the Ministry of Economic Affairs, Communication, Energy and Environment for the development of a System of Tourism Statistics (STS) with a view to establish a Tourism Satellite Account (TSA). Tourism is one of the major economic activities in Aruba. In 2012, a UNWTO needs assessment mission determined that while there was a great level of consistency of information in terms of tourism statistics, technical assistance was needed to further strengthen the existing national statistical system to obtain all the data for establishing a TSA. In particular, the project will focus on:

1. The strengthening of the System of Tourism Statistics (STS) with a view to enhancing the range of available statistical information for the period 2006-2013.
2. The delivery of training and capacity building for CBS statisticians and other specialists as well as for the institution as a whole in each of the technical issues that are required for the development of a TSA.

3. The implementation of activities to improve the capacity of the STS in order to prepare new statistical compilations with particular emphasis on updating National Accounts with more demand and supply side data.

Results achieved:

- The project has been completed in terms of strengthening the STS and capacity building of CBS statisticians and other specialists in TSA development and compilation.
- However, due to a delay in production of national accounts, it was not possible to calculate the TSA for the reference year in question.
- As a result, it has been decided to extend the project to 2017 to include two additional missions which will calculate the TSA and organize a national seminar to officially present the TSA.

Country: Bahamas

Mission Title: Review of the Bahamas Building Code

Duration: December 2016

Objectives: To enhance the Bahamas Building Code in the following areas: energy Efficiency (how buildings are designed); sustainability (including long term lifecycle of buildings); renewable Energy (solar, hydro, wind, etc.); and climate change (design for flooding from sea level rise; stronger and more frequent hurricanes; address the increased costs of construction that may result from mitigating the effects of greater storm surges).

Results achieved:

- Research: reviewed initiatives that make reference to the Bahamas Building Code, as well as reports on sustainability and energy efficiency for The Bahamas
- Consultation: interviews and meetings conducted with key stakeholders to ascertain ideas about code amendment possibilities and to learn about cultural, architectural and environmental particularities of The Bahamas.
- Feedback: reviewed preliminary findings with stakeholders for further input and process refining
- Recommendation: identified which of the two options (complete code overhaul or addendum to the code) would be the best solution for the Bahamian built environment and drafted Final Report with final recommendations for the Bahamas Building Code.

Country: Bhutan

Mission Title: Rapid Carrying Capacity Assessment

Duration: November 2016

Objectives: To carry out a rapid carrying capacity assessment for one specific tourist site and one larger tourist destination in Bhutan, and to develop a concept proposal for a long term project on undertaking carrying capacity studies in the country and preparing site management plans for key tourist attractions.

Results achieved:

A rapid assessment of the carrying capacity for Taktsang Monastery and Paro Valley was carried out, based on which recommendations were made for improved site and destination management. The final

report was presented to the Tourism Council of Bhutan and included concept proposals for in-depth carrying capacity studies and site management projects.

Country: Bosnia and Herzegovina

Project Title: Adventure Park of Children in Nature

Duration: May – November 2016

Objectives: To create preconditions for further tourism development in Jahorina, expanding the tourist season to all-year round, strengthening of local communities through tourism and increase economic opportunities and income.

Currently, the Olympic Centre of Jahorina is primarily concentrated on the winter season, with more than 4500 beds available in hotels and private accommodation units, 20 km of constructed slopes, ski lift capacities exceeding 10.000 skiers per hour. Consequently, Jahorina suffers from the seasonality effect, with the level of occupancy in non-winter periods on the negligible level. Development of tourist infrastructure for non-winter periods is identified as one of the strategic directions in the near future, with special tourism forms in main focus. Adventure park facilities, which are the subject of this project, will increase attractiveness of Jahorina in non-winter periods, for specific target group of visitors such as families travelling children.

Results achieved:

- Mapping of potential areas and surfaces for setting up of the Adventure park in Jahorina
- Creation of the construction plan with specification of works for Adventure park in Jahorina
- Preparatory activities related to the process of public procurement by the Law of Bosnia and Herzegovina for construction works service and equipment for adventure children park
- Company for the construction of the Adventure Park selected through a bidding process
- Installation of tubing track, conveyor belt (30m), and entrance ramp
- Test run of the tubing facility was conducted at the end of November 2016 in conjunction with the final Project Steering Committee meeting which UNWTO participated in to evaluate the progress of project activities.
- The grand opening of the Adventure Park was held mid-December in time for the start of ski season in Jahorina, and thus all project activities were successfully completed.

Country: Botswana

Project Title: Development of Tourism Clusters

Duration: July – September 2016

Objectives: Through funding from the Ministry of Environment, Wildlife and Tourism, UNWTO provided technical assistance for the development of tourism clusters in the country. In its endeavor to market Botswana as a tourist destination of choice, the Government of Botswana, has embarked upon initiatives to stimulate tourism product development and diversification with a view to spreading the socio-economic impacts and opportunities of the tourism sector to all parts of the country. With a view

to extending visitor stay and, thereby, visitor expenditure, while, at the same time, spreading tourism development to all regions of the country. In order to achieve this, it is important that Botswana's tourism attractions and services are packaged into regional tourism clusters to enhance the overall visitor experience and broaden the traditional product mix. However, there is a need to build institutional capacity in the regions to ensure that the various tourism activities and initiatives are coordinated for greater effectiveness. This requires collaboration between the public and private tourism sectors and the development of mutually beneficial cooperative alliances.

Results achieved:

- Provide capacity building to the Botswana Tourism Organization (BTO) to develop, mentor and manage the tourism cluster development process.
- Situation analysis of the need for tourism cluster development in three regions of Botswana: Kasane/Kazungula (Chobe District), North West Ngamiland (Ngamiland District) and Maun (Ngamiland District) – this included an analysis of the local economies and the current situation of tourism development in each region including identification of potential and constraints.
- Identification of potential leadership teams for each cluster.
- Guidelines for supporting the development of a specific cluster vision for each region.
- A report submitted to the Ministry and BTO for the continued technical support and mentoring of cluster development.

Country: Cameroon

Project title: Ecotourism Development at Kribi

Duration: October 2012 – December 2016

Objectives: To enhance quality and local benefits from tourism activities in Kribi through capacity building, sustainable planning and reinforced environmental management of coastal tourist sites, and promotion of SME development in the tourism supply chains.

Results achieved: A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operate tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized.

Based on the Value Chain Analysis carried out, the project identified the following three eco-tourism sites for development:

- The Lobe Falls Cultural Landscape;
- The Grand Batanga, the historic site of the former capital of the Batanga people; with attractive beaches; and
- The fishermen village of Londji.

The project formulated sustainable management plans for the ecotourism sites, with active consultation of communities, private sector, and local stakeholders. These plans gave good guidelines to develop

ecotourism products and take measures to protect the sites beyond 2016, and formed the basis to develop small tourism facilities at the sites where local entrepreneurs can sell food, beverages and handicrafts.

The project also built the capacity of local Pygmy groups to develop tourism circuits and organize excursions in their area. Further, trainings were organized on agro-tourism, on-line marketing and environmental sustainability for hotels, and brochures were developed to promote the different tourism activities in Kribi. All activities of the project were successfully completed in December 2016.

Country: China

Mission Title: Development of an International Tourism Marketing Strategy for the Province of Yunnan

Duration: December 2016

Objectives: To formulate a project document for the formulation of an International Tourism Marketing Strategy, including a destination brand approach, for the Yunnan Province for the period 2017 – 2022, as well as a 3-year detailed action plan and a specific destination market strategy for a selected source market.

Results achieved:

The detailed project document was submitted to the Yunnan Provincial Government for review and funding.

Country: China

Project title: Shandong Province Tourism Development Master Plan 2016-2025

Duration: March – May 2017

Objectives: To formulate a strategic tourism development plan for Shandong Province for the period 2016-2025 as well as a 3-year detailed action plan and regional marketing strategies for Europe, Japan and South Korea.

Results achieved:

- Inception report within two weeks of the start of the project
- Mid-term review presentation after six weeks of the start of the project
- Validation workshop after three months of the start of the project
- Review of all documents and studies on tourism in Shandong
- Statistical analysis and in-country research
- Field trips around the Province. The inventory and evaluation of existing and potential tourism resources and attractions.
- Consultations with key public sector and private sector stakeholders
- Formulation of a vision, goals, principles and strategic guidelines for developing and promoting tourism in the short-, medium- and long-term with specific objectives and strategies for tourism development at the provincial and local level
- Formulation of a target market strategy that identifies a realistic range of segments as a departure point for an integrated development programme.
- Formulation of the Tourism development strategy

- Recommendation on improvement of collection and compilation of tourism statistics
- Economic forecasts
- Workshop to present the strategic ideas and adjust recommendations
- Demonstration projects for each strategic area
- A two-day workshop with staff of administrative organisations of Shandong Province delivered by the project team
- Market research carried out to prepare regional marketing strategies for Europe, Japan and South Korea
- In April 2017, a training seminar on the master plan and tourism planning and development will be organized for the Vice Mayors of all cities in Shandong Province and selected other senior government officials.

Country: Ethiopia

Project Title: Implementation of Hotel Classification Scheme

Duration: December 2014 – December 2016

Objectives: Through funding from the World Bank, the Ministry of Culture and Tourism of Ethiopia, through the Ethiopia Sustainable Tourism Development Project developed a new Classification and Grading system for the accommodation sector and has requested UNWTO's technical assistance to implement this scheme and thereby launch Ethiopia's first comprehensive hotel classification programme. The overall purpose of the Ethiopia Classification and Grading Star Grading programme is to improve the quality of hotels and accommodations in Ethiopia. The implementation of this programme will a) provide guidance to new accommodation developments in order to develop physical as well as managerial systems which are up to international standards and criteria; b) aim at creating a healthy business competition among the accommodation establishments motivating them to develop higher levels of service quality and facility standards; and, c) provide assurance to the international tourism community on the quality of Ethiopia's accommodation sector thereby making Ethiopia a more competitive destination.

Project activities have continued in 2016 to provide additional training to the Ministry of Culture and Tourism in the implementation of hotel classification schemes.

Results achieved:

- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Organization of two capacity building programmes aimed at the hotel sector on i) maintenance planning, and, b) sustainability planning.

Country: Fiji

Mission Title: Development of a Sustainable Tourism Policy

Duration: December 2016

Objectives: To determine through field research in which and to what extent the current policy and strategy framework in Fiji facilitates the long-term sustainability of the tourism sector, including

identification of gaps, needs and options for sustainable tourism governance and management, and to prepare a project document for the development of a new sustainable tourism policy.

Results achieved:

The assessment report on sustainable tourism governance in Fiji and the project document for the formulation of a sustainable tourism policy were submitted to the Ministry of Public Enterprises and Tourism for review and funding.

Country: Ghana

Project title: Improving Visitor Facilities and Interpretation of Nzulezu Village on Stilts

Duration: April– December 2016

Objectives: To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

Nzulezu is a village on stilts in the Jomoro District of the Western Region. The Ministry of Tourism, Culture and Arts wants to improve visitor facilities and services as its policy objective of redeveloping and conserving natural and cultural heritage to attract more visitations, whilst creating job and income opportunities for the people. Visitor facilities at Nzulezu Water on Stilts Village require improvement to enable tourists stay longer and spend money in the community, whilst social amenities need to be provided for the local people.

Results achieved:

The project built 10 toilets stalls with flush-system for use by visitors and locals alike, and implemented a training programme on cultural dance performance for 36 youth of the village. The village walkway and performance stage was also upgraded and about 20 litter bins have been installed in the village to discourage waste disposal into the water. Awareness-raising activities on sanitation and waste management were carried out, and other income generating opportunities discussed with the community, such as the sales of handicrafts and the traditional meals by women's group. In addition, the project mounted bill boards at two major road junctions en route to Nzulezu.

A project inception meeting and Project Steering Committee meeting took place in early and late April. UNWTO carried out a project review mission from 26-30 April 2016 and concluded that the project was on the right track for timely completion. All project activities were completed successfully and a closing ceremony conducted in December 2016 with the presence of the former Minister of Tourism, Culture and Arts of Ghana.

Country: Guinea-Bissau

Mission Title: Review of the Tourism Sector

Duration: October 2016

Objectives: UNWTO conducted a mission to Guinea-Bissau to review the current situation of the tourism sector. Based on discussions held with the Ministry of Tourism and other partner agencies such as UNDP and the World Bank, it was decided that tourism could play a key role in diversifying the

country's economy as well as provide a means of sustainable livelihoods, particularly for the large youth population.

Results achieved:

Project proposals on preparation of a Tourism Development Policy, Strategy and Master Plan; Tourism Law, Strengthening of National Tourism Statistical System; Hotel Classification; and, Development of a Hotel and Tourism Training Institute have been submitted to the Ministry and donors for their review and approval.

Country: Haiti

Project title: Enhancing local economic impact from tourism development in Jacmel

Duration: August 2014 – December 2017

Objectives: To enhance the economic participation of the local population into the tourism value chain by creating new long term job positions while ameliorating and diversifying the offer of existing tourism products as well as creating new sustainable ones.

Results achieved:

1) Capacity building covering several topics such as storytelling, sustainable product development, introduction to SME development including web page and marketing knowledge, waste management, food safety, lifeguard training, first aid, client service, basic restaurant service, personal development and handicraft product development. The total number of beneficiaries of these capacity building activities is 149.

2) Based on the skills obtained in the capacity building seminars, the project supports local people to develop and operate tourism businesses and excursions, e.g. through the provision of market intelligence, product presentations to potential travel agents, preparation of promotional materials and the creation of a network of tourism enterprises in the destination.

3) Improvement of the most visited tourism sites (three beaches and site of natural pools) by creating local site management organizations aiming to achieve a more transparent, professional, secure and sustainable management, and to achieve a self-sustained economic status. A Pilot Committee for Tourism in the South-East Department has been established in order to monitor and support the progress of the local site organizations. This committee is formed by representatives of several ministries, local authorities, private sector and local population, and supports the creation of standards and certificates for the management of beaches and protected areas.

4) Creation and improvement of new and existing excursions to help communities increase their income, fund reforestation for the area and add value to local products like sugar cane and coffee.

5) Development of 3-5 city circuits and activities that provide visitors with an opportunity to experience the culture, music, dance, arts and crafts, history, food, and people of Jacmel.

As the project area was severely hit by hurricane Matthew, the Government has recently focused on recovery efforts and expects to continue project activities in 2017.

Country: Haiti

Project title: Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

Duration: May – August 2016

Objectives: Under the framework of the project of the Inter-American Development Bank (IADB) to develop sustainable coastal tourism in the country, the Ministry of Tourism and Creative Industries requested UNWTO's technical assistance to undertake a detailed evaluation of the current tourism statistics system in the country and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

Results achieved:

- Needs assessment mission completed.
- Project document for a three-year project to improve and strengthen the national tourism statistical system and develop an experimental TSA submitted to the Government and the IADB for approval and funding.

Country: Honduras

Project Title: Review of Methodologies Used in the Compilation of Basic Tourism Statistics

Duration: November - December 2016

Objectives: Through funding from the Instituto Hondureño de Turismo (IHT), UNWTO provided technical assistance for the review of currently survey methodologies developed and implemented by the IHT for calculating tourism expenditure (inbound and outbound) as well as determining market profiles.

Results achieved:

- Conduct a detailed evaluation of the current methodologies used by the IHT in conducting surveys to determine market profiles and visitor spend (both inbound and outbound).
- Provide capacity building to technical level offices on how to improve the methodologies to expand the range of data obtained.
- Propose a series of models to be used by the IHT to forecast tourism trends in the country.
- Propose recommendations to the IHT on the development of quality indicators.

Country: Kenya

Mission Title: Seminar on Community-based Tourism in Kenya

Duration: February 2017

Objectives: To help facilitate a workshop on community-based tourism in Kenya, within the framework of an EU funded project, titled Enhancing Sustainable Tourism Innovation for Community Empowerment in Kenya, in which UNWTO participates as Associate Agency.

Results achieved:

- Opening and closing remarks were delivered at the workshop, a presentation was made on marketing of community-based tourism, and working sessions were facilitated on product development and improvement, promotional activities, and identification of support needs for community-based tourism in Kenya. The workshop was well attended by 45 participants who are actively involved in community-based tourism development in Kenya, and provided a good

opportunity to share experiences and lessons learned, and to provide feedback and guidance to community-based tourism initiatives in Kenya.

- Feedback was provided on the marketing activities and materials of various county governments in Kenya.

Country: Lesotho

Project title: Kome Rural Homestays

Duration: October 2012 – June 2017

Objectives: To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.

Results achieved: Training seminars were organized for excursion providers, tour guides, rural homestay providers, and crafters, and a tourist map was developed with hiking, biking, and pony trekking routes, linking the three project areas. The seminar for excursion providers was attended by 11 small entrepreneurs. The seminar aimed to support the participants to start and/or grow an excursion enterprise, by building their capacity to develop excursions and to get access to tourism markets. The seminar provided the participants with valuable insights on how to develop new excursions or improve existing ones, making optimal use of the attractive natural and cultural heritage of the destination. It also gave detailed guidance to the excursion providers on marketing their products to individual tourists and establishing business linkages with foreign tour operators.

Likewise, the seminars for tour guides, rural home stay providers and crafters focused on building the capacities to improve the products and services offered to tourists, and to strengthen their marketing skills. The seminars were attended by 16, 34 and 24 local participants, respectively. Following the training seminars, several participants directly started to put the lessons learned into practice by making improvements in the products and services offered to tourists and by establishing contacts with potential clients.

During 2017, the following additional activities will be carried out:

1. Guides training, especially at Malimong, and Thaba-Bosiu;
2. Familiarization tour for Tour Operators from Lesotho and Clarence in South Africa;
3. Roadshows to promote the tour route in Maseru city as well as to post adverts on television screens at Maseru Mall and Pionner Mall; and
4. Registration of the enterprise groups at Thaba-Bosiu, and Ha Baroana.

Country: Mauritania

Project Title: Formulation of a National Tourism Strategy

Duration: November 2016 – March 2017

Objectives: The United Nations Development Programme (UNDP) is currently providing assistance to the Ministry of Trade, Industry and Tourism in the formulation of a National Tourism Strategy. As a partner organization, UNWTO was invited to provide its technical assistance in the process by reviewing the draft deliverables of the project and provide inputs and best practices.

Results achieved:

- Review the draft Situation Analysis and draft National Tourism Strategy and provide inputs on improvements to be made.
- Participate in the Steering Committee Meeting to validate the final Tourism Strategy.

Country: Mongolia

Mission Title: Formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea

Duration: December 2016

Objectives: To prepare a project document for the formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea.

Results achieved:

The project document was submitted to the Ministry of Environment and Tourism for review and shared with donors for possible funding.

Country: Mongolia

Project title: Capacity Building for Tourism Employees

Duration: March 2015 – June 2017

Objectives: to build capacities among tourism employees and unemployed young people to make a career in the tourism sector

Results achieved: The project conducted a rapid assessment on curriculum development based on the needs of the private sector and developed two training modules on service and hospitality areas and tourism management.

The following training have been or are currently being implemented by the project:

- Train-the trainers training (30 trainers trained)
- Housekeeping, front office, and office management training
- Hospitality and tourism management training
- Advanced hotel operations training
- Tour guiding training
- Advanced tourism management training

So far, a total of 350 participants have joined the various training programmes, and constant contact is being made with the participants on their progress. Already 70 per cent of participants have gained employment in the tourism sector during the period of project implementation.

Country: Morocco

Project title: Establishment of a New System of Tourism Hotel Classification

Duration: June 2013 – December 2018

Objectives: In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The

project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- Improve the quality of tourist accommodation establishments.
- Facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development.
- Adapt the classification system to the evolution and diversification of the tourist demand.
- Develop a Guarantee involving regulatory standards and quality frameworks.
- Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

Results achieved:

- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.
- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is scheduled to be completed in August 2014. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.
- National Seminar on Hotel Classification in Morocco
- Pilot testing of 450 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.

Country: Mozambique

Project title: Human resource and SME development for the tourism sector in Inhambane province

Duration: May 2011 (Phase I) – December 2017 (Phase II)

Objectives: To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

Results achieved: The project builds on the experience of the previous project in the region. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 600 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole. For SME development, training on business management has been provided to 21 owners/managers of small tourism enterprises. Further, the project has provided micro finance to 9 small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours and

preparation of local meals. Successes have especially been booked with establishing business linkages for the local supply of agricultural products to hotels and restaurants, and with assisting handicraft producers to get better access to the tourism market. A group of 20 handicraft producers has been supported by providing a space where they can sell their souvenirs to tourists.

Country: Mozambique

Project title: Vocational Training and SME Development for the Tourism Sector in Maputo

Duration: November 2011 (Phase I) – December 2017 (Phase II)

Objectives: To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector

Results achieved: The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms:

1. Employment in tourism enterprises
2. Supply of goods and services to tourism enterprises
3. Direct sales of goods and services to visitors
4. Establishment and running of tourism enterprises

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016 with 7 participants, which formed the basis to deliver vocational training seminars in the first semester of 2016 to 40 local people to assist them to obtain employment in the tourism sector. In the second semester of 2016, additional activities will be planned and implemented to support tourism SMEs to generate enhanced income from the sale of goods and services to tourists and larger tourism enterprises. Within the framework of the project, support has also been provided to preparing the new Strategic Plan for the Development of Tourism in Mozambique; especially to ensure that sustainability aspects are well covered in the plan.

Country: Myanmar

Project title: Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

Duration: August - October 2016

Objectives: In collaboration with the International Trade Center (ITC) and under the framework of its project in Myanmar to develop inclusive tourism in the State of Kayah, UNWTO will provide its technical assistance by undertaking a detailed evaluation of the current tourism statistics system in the country and in the State of Kayah and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

Results achieved:

- Detailed assessment of current national tourism statistical system undertaken including identification of data gaps, current level of institutional coordination and partnership, and, areas for further capacity building amongst Government institutions for data collection and analysis.
- Organization of a 2-day national seminar on UNWTO statistical methodologies.
- Preparation of a report for further technical assistance in strengthening national tourism statistics. This proposal has been approved by the ITC and project activities will commence in August 2017.

Country: Namibia**Mission Title:** Review of the Tourism Policy**Duration:** December 2016**Objectives:** At the request of the Ministry of Environment and Tourism, UNWTO provided technical assistance for the review of the Tourism Policy and the development of a Tourism Bill for Namibia.**Results achieved:**

A report which recommended the preparation of a new Tourism Bill 2017 for Namibia which includes the proposal for the establishment of the Namibia Tourism Authority; proposal on the organizational structure of the NTA including roles and responsibilities – by streamlining those of the Ministry and Board, and, preparation of a series of Direction Statements which extract the implementable actions and activities from the existing Policy and two Strategies to provide guidance and clarity to each entity as to their specific roles and responsibilities.

Country: Nigeria**Mission Title:** Review and Updating of the Tourism Development Master Plan**Duration:** December**Objectives:** At the request of the Ministry of Information of Nigeria, UNWTO provided technical assistance to review the status of implementation of the Tourism Development Master Plan which had been prepared by UNWTO in 2006. Based on the review, UNWTO was requested to prepare a proposal for further technical assistance in the preparation of a new and updated Tourism Development Master Plan.**Results achieved:**

- Conduct a detailed analysis of the level of implementation of the current Tourism Development Master Plan.
- Review the current tourism scenario – products, services, and source markets, and in relation to projected future growth, determine which elements of the Master Plan are outdated and need to be revised.
- Prepare a detailed project proposal for the Ministry of Information for the review and updating of the Master Plan including technical assistance for the implementation of key priority actions.

Country: Oman**Project Title:** Development of Tourism Statistics**Duration:** April 2015 – December 2017**Objectives:** The Omani government is keen to promote the tourism sector as part of its diversification strategy. Currently, tourism plays a key role in the economy and has the potential for further development. Therefore, having reliable, sufficient and adequate statistics are essential for policymakers to make effective decisions and to monitor the tourism strategy performance. Hence, in collaboration with the Ministry of Tourism, UNWTO is providing its technical assistance to conduct a comprehensive assessment of tourism statistics in Oman; prepare and implement an action plan for development of tourism statistics; and, develop a Tourism Satellite Account for the country.

Results achieved:

- To date, UNWTO has undertaken four missions to Oman to review data collection processes, design new processes and provide capacity building to the Ministry and other national partners in the design and implementation of statistical collection procedures, and, analysis and evaluation of results obtained.
- A fifth mission is scheduled for April 2017 which will focus on data collection regarding employment in tourism and investment in tourism. Attention will also be paid to further improvements to the tourism database system.

Country: Paraguay

Mission Title: Update of the Sustainable Tourism Development Plan

Duration: November 2016

Objectives: To formulate a project document and a corresponding Work Plan for the update of the Sustainable Tourism Development Plan for Paraguay.

Results achieved:

Detailed assessment made on the current status of tourism in Paraguay and on the needs to update the Tourism Development Plan. A proposal for the updating of the Tourism Development Plan was prepared and shared with the Government for review and funding.

Country: Paraguay

Project Title: Strengthening of Tourism Statistics

Duration: November 2016

Objectives: At the request of the Secretaría Nacional de Turismo de Paraguay (SENAUR) and, in association with the Asunción Convention and Visitors Bureau, UNWTO provided technical assistance to review and evaluate the current national system of tourism statistics with particular emphasis on supply-side data.

Results achieved:

- A detailed review of the current national system of tourism statistics with particular emphasis on supply-side data.
- Identification of key data gaps and recommendations on processes to be developed for data collection and analysis.
- Review of current level of institutional partnership in the tourism statistical process.
- Preparation of a proposal for further technical assistance in strengthening the national tourism statistical system.

Country: Philippines

Mission Title: Review of the Draft National Tourism Development Plan (2016-2022)

Duration: August 2016

Objectives: To assess the formulation of the Draft National Tourism Development Plan (2016-2022) and the final draft, and provide further inputs on the recommended strategic directions and action programmes to attain the vision and targets outlined therein.

Results achieved:

- Based on in-depth stakeholder consultations and a field visit to Bohol, an assessment report of the formulation of the National Tourism Development Plan 2016-2022 was presented to Ministry, including recommendations on some strategic directions and programmes which could strengthen or supplement the Tourism Development Plan.
- Detailed guidance was provided on how to attain the full benefits of the Tourism Development Plan, including recommendations for thematic areas on which UNWTO could provide further technical assistance to help successfully implement the Plan.

Country: Republic of Congo

Project Title: Sustainable Tourism Development Plan

Duration: December 2014 – June 2016

Objectives: In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo for the formulation of a Sustainable Tourism Development Plan for the country. In its 2012 Strategy for Growth, Employment and Poverty Reduction, the Government of the Republic of Congo identified tourism as a priority industry to stimulate economic growth while providing means for the creation of sustainable livelihoods. The objective of the project is to undertake an exhaustive analysis of the country's tourism sector (resources, infrastructure, institutions, human resources, source markets and tourism services) and formulate a Tourism Development Policy, Strategy and Master Plan which will stimulate the competitive yet sustainable growth of the tourism sector as a motor for stimulating economic growth in the country. In particular, the Master Plan will provide a detailed framework for the systematic planning of the tourism sector, distribution and prioritisation of tourism resources, and better coordination amongst the various stakeholders in the management of the sector.

Under the framework of this project, the Government of the Republic of Congo requested UNWTO's technical assistance to train middle to senior representatives of the Ministry of Tourism on the Sustainable Tourism Development Plan and elaborate a work plan for the implementation of the National Tourism Forum (*assises nationales du tourisme*) tentatively scheduled for May/June.

Results achieved:

- Detailed situation analysis of the current opportunities and challenges facing sustainable tourism development in the Republic of Congo.
- Formulation of a Tourism Policy which was approved by the Government and UNDP.
- Formulation of a sustainable Tourism Development Strategy and Master Plan which was approved by the Government and UNDP.
- Preparation of a separate Executive Summary of the Strategy to be circulated to donors and stakeholders.

Country: Republic of Congo

Project Title: Development of a Hotel Classification System

Duration: July 2016 – June 2018

Objectives: In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo to conduct an in-depth analysis for the design and implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

Results achieved:

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.
- Review of the existing hotel classification system and first draft of revised criteria prepared.

Country: Republic of Congo

Project Title: Needs Assessment for the Training of Staff in Hotels in Brazzaville

Duration: July – September 2016

Objectives: Under the framework of the Project for the Support of Economic Diversification of the World Bank (PADE), UNWTO will conduct a needs assessment for training of staff employed in larger, more renowned hotels in Brazzaville with a view to improving the quality of services offered in the hotels while, at the same time, creating a framework for continuous skills development, thereby facilitating the access of local communities, especially women and youth. This project is a direct result of the awareness raised amongst the donor community to align their programmes with tourism in light of the formulation of the Tourism Development Strategy and Master Plan.

Results achieved:

Project document for a two-year project for training of Staff in hotels in Brazzaville has been submitted to the donor for approval and funding.

Country: Romania

Project Title: Development of Destination Management Organizations (DMOs)

Duration: January – April 2017

Objectives: As part of its continuous efforts to further develop and strengthen the Romanian tourism sector as a competitive destination, the Government of Romania requested UNWTO's technical assistance to recommend various options for the development of Destination Management Organizations (DMOs) in the country.

Results achieved:

- Analysis of the current situation of tourism organization and institutional structures available in Romania to coordinate tourism development, management and promotion;
- Presentation of various models of DMO development which could be adopted by Romania (especially at central/local level);

- Best practices for the organization of DMOs with particular emphasis at the central/local level; and
- A final report with proposals for DMO development in Romania.

Country: Saudi Arabia

Mission Title: Economic Impact of Cultural Heritage Tourism

Duration: December 2016

Objectives: As part of its Vision 2030 and National Transformation Plan, the Kingdom of Saudi Arabia (KSA) is actively pursuing economic diversification to grow and develop the country beyond its longtime dependence on petroleum. Tourism, especially cultural tourism, has been identified as a principal means of achieving this. However, among the hundreds, if not thousands, of historical and cultural heritage sites, further investment and development are needed for these sites to attract visitors. The KSA commissioned a report to propose methodologies on how to measure and optimize the benefits of heritage in the country with a view to ranking and prioritizing the country's vast cultural assets for attracting investment for the development and management of these sites/attractions. The KSA requested UNWTO to undertake a detailed evaluation of the report.

Results achieved:

Undertake a detailed evaluation of the report with a view to methodology used; analysis of the results; identification of gaps; identification of areas in the report which could be strengthened; and, recommendations to enhance the report.

Country: Seychelles

Project title: Establishment of a New System of Tourism Hotel Classification

Duration: May 2016 – June 2017

Objectives: The tourism sector in the Seychelles offers a wide range of accommodation for tourists and requires standardization to preserve the trademark of the Seychelles as a tourism destination, to attract emerging markets and increase the presence of international operators while, at the same time, maintaining the competitiveness of the Seychelles tourism sector. During the project, UNWTO would review the draft criteria prepared by the Ministry of Tourism and Culture and review and refine according to international best practice. In addition, working sessions will be held with the trade to raise awareness on the new criteria and their interpretation. Finally, training will be provided to the Ministry assessors on the new criteria.

Results achieved:

- Review of the existing hotel classification system and final draft of revised criteria prepared.
- Training for Ministry assessors on the proposed revisions to the criteria and the impact that these will have on the inspection process.
- Five working sessions with the trade to inform on new hotel classification criteria.
- Preparation of an Assessors' Manual to provide guidance to Ministry assessors in interpreting criteria.

Country: Timor-Leste**Mission Title:** Review of the Tourism Policy**Duration:** October 2016**Objectives:** To review the draft Tourism Policy and provide feedback at a meeting with the Minister of Tourism of Timor-Leste, a subsequently multi-stake holders review meeting, and carry out a second review of the final draft tourism policy.**Country: Timor-Leste****Project title:** Capacity Building for Tourism Employees in Dili**Duration:** September 2012 – December 2017**Objectives:** to enhance local employment in the tourism sector in Dili through curriculum development and training of local people**Results achieved:**

Two training institutes in the country have been identified to deliver training for tourism employees. The project has assisted the two selected institutes to develop and carry out a train-the-trainers programme, and to prepare training curricula and has supplied the institutes with suitable training materials. The training institutes have delivered courses for employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector. Two local training institutes have been selected to deliver the training and, arrangements have been made with the Ministry and the national tourism business association regarding their coordinating role. Capacity building activities were initiated in the first semester of 2015. As the training is implemented by local training institutes, good opportunities exist that these institutes will be able to integrate the tourism components in their standard training curriculum.

Training participants were selected in close collaboration with the private sector to enhance the opportunities that a large percentage of the trainees can use the acquired skills to make a career in the tourism sector, as well as to grow into more senior positions in the tourism sector. It is expected that at least 100 of the total 180 beneficiaries will increase their average income with a minimum of US\$ 1000 per year.

During phase one of the project, which was completed mid- 2016, Youth Vision Training Centre (YVTC) and East Timor Development Agency (ETDA) were the main training programme providers. Training programme on management was provided by ETDA and hospitality training programme was provided by YVTC. A total number of 85 participants attended the management and hospitality courses, out of which 60 participants (19 males and 41 females) attended the hospitality training, and the 25 participants attended the training on management. The participants were from 13 municipalities in Timor-Leste.

Country: Timor-Leste**Project title:** Marketing of Community-based Ecotourism Project

Duration: January – July 2017

Objectives: To strengthen the marketing of Community-based Ecotourism (CBET) initiatives in Timor-Leste and to develop a comprehensive community-based ecotourism marketing strategy for Timor-Leste

Results achieved: The project worked closely with the local stakeholders to build their capacity to market the Community-based Ecotourism offer of the country, and delivered a 28-days training seminar on marketing of Community-Base Tourism to Ministry Officials and other key stakeholders dealing with Community-Based Tourism Development. The project also formulated a marketing strategy for CBET and a brochure on CBET in Timor-Leste, and collaborated with a web designer from the Ministry to develop a tourism website on CBET in English for the Ministry of Tourism, Arts and Culture.

The Ministry of Tourism has identified a list of Community-Based Tourism projects in Timor-Leste (that may benefit from the outcomes of the project. This exercise provided the project with comprehensive background information to:

- advise the existing Community-Based Tourism projects on product improvement and diversification;
- define the marketing activities;
- based on the assessment, develop a full-fledged community-based ecotourism marketing strategy focusing, inter alia, on the promotion of small- and medium- size ecotourism enterprises with a clear focus on the local communities; and
- provide capacity building support for the implementation of the strategy and guidance on the development of marketing materials and activities.

Country: United Arab Emirates

Project Title: Assessment of Tourism Statistics for the Compilation of a Tourism Satellite Account

Duration: December 2016 – April 2017

Objectives: The Government of the United Arab Emirates (UAE) has made efforts to development a Tourism Satellite Account (TSA) for the country. However, this exercise has initially been based on simulation models. Taking into account the challenges facing the compilation of a TSA in a country comprising seven Emirates, the Government requested UNWTO to provide its technical assistance to undertake a detailed evaluation of the entire tourism statistical system in the UAE with a view to developing a TSA for the country.

Results achieved:

- In-depth evaluation of the entire tourism statistical system in the UAE including qualitative and quantitative evaluation of the human and financial capacities, hardware and software.
- Project proposal for overcoming data gaps and constraints, strengthening the Inter-Institutional Platform partnerships, and, above all, strengthening of capacities within the UAE Government agencies, in particular, the tourism authorities and the statistical authorities in order to reach the compilation of a Tourism Satellite Account.

Country: Uganda

Project title: Kisiizi Water Falls Tourism Development Plan

Duration: January – June 2017

Objectives:

- To enhance the attraction of the tourist area and develop facilities that support tourist activities.
- To enhance the visibility of the tourist area in terms of promotion and information availability.
- To develop the capacity of the site management to provide tourist services like guiding, food and accommodation services.
- To preserve the Natural Beauty of the Kisiizi Water Falls and surrounding environment through tourism and to facilitate the tourist visitation and utility of the Falls and its environment.
- To generate incomes to support the community, especially through the Good Samaritan Fund.

Results achieved:

- Design and approval of the project logo;
- Consultations with two groups of engineers regarding the construction of the bridge and monument were held; and building of the access paths to ascend the hill and go down into the gorge for the bridge which will be constructed by the project;
- Advice on the development of the zip wire system was sought from a group of field specialist
- Construction of the the Kisiizi Falls Visitor Centre and the monument is near completion

Country: Zambia

Project title: Development of Cultural Centres for Promotion of Community-based Tourism

Duration: 2008 – December 2017

Objectives: To provide local communities with a structured framework to participate in the tourism industry, thereby providing them with an opportunity to directly benefit from tourism through the creation of sustainable livelihoods.

Results achieved: Cultural Centres in Mafungautsi and Mwandi villages have been built and capacity building activities carried out linking the following areas: tourism hospitality and service; handicraft design and manufacturing; tour guiding, presentation of local dances and music shows; book keeping and business management. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the active promotion of the centre in Mwandi, which is located near Livingstone.

Based on this new work plan, a new cooperation agreement was drafted and is soon to be signed and remaining project activities to be implemented.

Country: Zambia

Project title: Livingstone Community Sustainable Tourism Resource Centre

Duration: January – June 2017

Objectives: To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

Results achieved: The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure.

Discussion were held with Ministry Officials to find synergies between this project and the Cultural Centres project to be implemented in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism.

Country: Zimbabwe

Project title: Enhancing Participation of Youth and Women in Tourism

Duration: December 2016 – June 2017

Objectives: To build the capacities of women and young people to make a career in tourism enterprises at the Victoria Falls and to strengthen the capacity of tourism SMEs in the area.

Results achieved: It is expected that the vocational training for existing and new tourism employees will enable participants to get increased income because of better positions they could obtain after the training, or to assist unemployed young people to obtain new or vacant positions in the tourism sector.

The project also hopes to provide business and financial services to tourism SME's resulting in improved performance of the SMEs and increased earnings for the SME employees.

The TOR for a UNWTO Themis Volunteer to support the project has been prepared early on in consultation with the Ministry. The project Agreement was signed in October 2016 and the UNWTO Themis Volunteer recruited and deployed to Victoria Falls in November 2016. Project activities were launched in December 2016.

A total number of 438 unemployed youth and women applied for the training programmes to be carried out by the project and the first and second screening of candidates are currently being carried out. The University of Harare and the School of Hospitality of Bulawayo are supporting the project in facilitating training to the final selected training candidates in tour guiding, house-keeping, Food&Beverage, and cooking, which are scheduled to start at the end of January 2017 over the course of 4-6 weeks period.

Country: Zimbabwe

Project title: Victoria Falls Community Swimming Pool Refurbishment

Duration: April – June 2017

Objectives: To provide a self-sustaining facility that will improve the livelihood of the local community both in terms of recreation and income generation; and to provide children in the township with a recreational, sports and training facility easily accessible to their communities.

Results achieved:

The Ministry is working with a local Trust (VFLPB), who has officially been established in June 2016 and is the lead in the project implementation at the local level

A UNWTO project review mission to Victoria Falls took place early June 2016, which was very helpful to encourage stakeholders to make rapid progress, to clarify some issues related to the agreement and the project implementation arrangements, including the need for VFLPB to be officially registered, which was done within one week after the mission.

The project refurbished male and female changing rooms, showers and toilet blocks; supply and installation of geysers and replacement of galvanized pipes; refurbished pool shell and surrounds; refurbished payment office

The renovation works are expected to be completed by June 2017.

B. Silk Road Activities

New Tourism Initiative: Get Involved!

The Western Silk Road Tourism Development Initiative is a joint UNWTO and EU tourism project focused on the development and diversification of the Western link of the Silk Road. The project aims to strengthen and diversify the tourism offer of the countries located along the Western link of the Silk Road through an innovative and transnational tourism strategy. Based on interlinking steps – a brand research and handbook, and two capacity building workshops out of which a collaborative platform is planned to evolve – the initiative will provide participating stakeholders with effective and competitive tools and resources to promote their destination. In April and June 2017, the two capacity building workshops will be taking place.

Events and Meetings:

#SilkRoadNOW: Sharing the Experience! Seminar at the World Travel Market in London 2016 (8 November 2016; London, United Kingdom)

In today's interconnected world, no marketing campaign can do without social media. Organized under the title “#SilkRoadNOW: Sharing the Experience”, the Silk Road Seminar brought together National Tourism Organizations and social media marketing experts to discuss benefits, challenges, and best-practice examples of social media campaigning. UNWTO would like to thank WTM London and Travel Perspective for their support.

If you were not able to attend the seminar, watch the full session on YouTube: https://www.youtube.com/watch?list=PLhVZKgyRW42u7ovfIdMx0tg51-eAcD_U&v=GI7l-952kFk

Additional information, including the presentations, are available here: <http://silkroad.unwto.org/event/silkroadnow-sharing-experience-seminar-world-travel-market>

“One-Belt-One-Road inclusive and sustainable city exhibition and dialogue” (Vienna, Austria; 17-21 October 2016)

The UNWTO Silk Road Programme participated in the “One-Belt-One-Road inclusive and sustainable city exhibition and dialogue”, a meeting organized by the United Nations Industrial Development Organization (UNIDO), the Finance Centre for South-South Cooperation, Hong Kong, China, and the Austrian Economic Chambers, Vienna.

The Silk Road Programme participated in a thematic workshop focused on sustainable development and the potential of business partnerships along the Silk Road. As relevant outcome, both UNIDO and UNWTO agreed on the importance and potential of the International Year of Sustainable Tourism for Development 2017. Also, both organizations agreed that sustainability is key to the Silk Road region, especially due to the natural and cultural heritage that transcends individual countries. Thus, the importance of transnational cooperation was underlined.

International Silk Road Conference on Nomadic Tourism and Sustainable Cities (Ulaanbaatar, Mongolia; 13-15 October 2016)

The World Tourism Organization (UNWTO), together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the International Silk Road Conference on Nomadic Tourism and Sustainable Cities in Ulaanbaatar, Mongolia. The conference gathered over 350 participants from over 20 Silk Road countries, including Ministers, Vice-

Ministers and high-level officials from Silk Road Member States, official representatives from Silk Road regions, the sister UN Agency the United Nations Educational, Scientific and Cultural Organization (UNESCO) and UNWTO Affiliate Members, to address the potential of tourism initiatives focused on nomadic tourism and sustainable city tourism. UNWTO would like to thank the co-organizers and all attending delegates for their great input and support during the event.

All meeting information, including the official press release and the presentations held during the conference, are freely available on the event webpage: <http://silkroad.unwto.org/event/international-silk-road-conference-nomadic-tourism-and-sustainable-cities>

UNWTO Workshop for Inbound Tour Operators (Almaty, Kazakhstan; 1 October 2016)

Organized as part of the international conference “1000 years of Almaty on Silk Road: prospects for tourism”, UNWTO, together with the Great Southern Touring Route of Australia and Chinese Friendly International, organized a training workshop for inbound tour operators. The workshop consisted of two sessions: Mr. Roger Grant, Director of the Great Southern Touring Route, hosted the first workshop focused on product development for tour operators active along Almaty-Bishkek-Kashgar corridor, while the second session was conducted by Dr. Kurt Grötsch, CEO of Chinese Friendly International, who shared his insights on how to engage and successfully attract the Chinese tourism market.

Additional information on the workshop is available here: <http://silkroad.unwto.org/project/unwto-workshop-inbound-tour-operators>

Enhancing Silk Road Interpretation and Quality Guides Training (Almaty, Kazakhstan; 27 September-10 October 2016)

As part of the *Enhancing Silk Road Interpretation and Quality Guides Training Initiative* focused on improving heritage interpretation and guiding skills along the Silk Road, the UNWTO Silk Road Programme, together with the Tourism and Foreign Affairs department of the city of Almaty and the World Federation of Tourist Guides Association (WFTGA), organized a two-week training course attended by local participants from the public and private tourism sector.

Additional information on the Almaty training can be accessed here: <http://silkroad.unwto.org/project/enhancing-silk-road-interpretation-and-quality-guide-training>

Additional information on the Enhancing Silk Road Interpretation and Quality Guides Training Initiative, and the first training held in Khiva (Uzbekistan) can be accessed here: <http://silkroad.unwto.org/news/2015-09-02/first-ever-silk-road-training-course-heritage-guides-taking-place-khiva-uzbekistan>

Effective destination management maximizes tourism value and strengthens the national brand identity. By applying effective management strategies, destinations can foster economic growth, safeguard local arts and culture, diversify business and reduce visitor seasonality. Specialized Silk Road trainings and workshops can play an important role in supporting members to enhance the visitor experience.

Partners in the area of training include UNESCO, the World Federation of Tourist Guides Association (WFTGA) and the Spanish Institute for Quality Tourism. Upon interest, the Silk Road

Collaborative projects to raise the profile of the Silk Road Tourism Globally

Two important travel documentaries on the Silk Road continued to air to a global audience, thus raising awareness of the Silk Road as a transnational tourism route. With a reach of 2.8 billion global subscribers in more than 220 countries and territories, Discovery Channel released the four part series 'David Baddiel on the Silk Road'. UNWTO Silk Road Programme was pleased to collaborate with Pioneer Productions and Discovery Networks International on the production of this series focused on the cultural and historical significance of the Silk Road. The series features stunning landscapes and historical landmarks of China, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey.

Also, UNWTO was pleased to support BBC 4 in the elaboration of a two-episode documentary on the Silk Road hosted by renowned historian, Dr. Sam Willis. Focused on the arts, heritage and culture of the Silk Road, the series features the Silk Road countries of Tajikistan, Uzbekistan, Iran, Turkey, Italy and China. With broadcasting started in May 2016, the programme will be seen both in the UK and by the 152 million subscribers in 120 territories on BBC World

Follow us and contribute input to our Silk Road Programme social media sites!

In an effort to bring together the international travel trade with an interest in the Silk Road, the UNWTO Silk Road Programme has created Silk Road profiles on the main social media sites:

- Silk Road Programme on Facebook: <https://www.facebook.com/VisitSilkRoad/>
- Silk Road Programme on Vimeo: <https://vimeo.com/unwtosilkroad>
- Silk Road Programme on Flickr: <https://www.flickr.com/photos/unwto-silkroad>
- Silk Road Programme Tourism Network on LinkedIn:
<https://www.linkedin.com/groups/3827715/profile>
- Silk Road Programme on YouTube:
<https://www.youtube.com/channel/UCIVOWkGqzUk2tbj4ViBI2wA>

Annex VI: Report on the draft UNWTO Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers

Introduction

1. This document follows the previous reports made to the 88th, 89th, 90th, 93rd, 94th, 95th, 100th, 103th, and 104th sessions of the Executive Council and to the 19th, 20th and 21st sessions of the General Assembly recalling the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and tourism service providers.
2. The General Assembly during its 21th session (Medellin, Colombia 12-17 September 2015) decided to continue with the elaboration of the text of the Convention, to present the final text of the Convention to the next General Assembly for its approval and to inform about any other related matters that may arise in relation to this Convention and/or the protection of tourists and tourism service providers.
3. The present report summarizes the recent activities in this field since the last session of the Executive Council.

I. Activities towards the adoption of an international convention on the protection of tourists and tourism service providers

4. The Secretariat launched a Public Consultation in August 2016 in order to give the opportunity to all UNWTO Member States to participate in the process of discussion of the draft Convention. For this purpose, the Secretariat sent the last version of the draft Convention to all UNWTO Member States inviting them to send their comments and proposals to improve the content of the Convention. In the framework of this Public Consultation opened during 5 months (from August to December 2016), the Secretariat has received the replies of more than 35 Member States and relevant International Organizations such as the European Commission, ICAO and IATA.
5. Subsequently, the working group met several times to continue with the discussions on the content of the Convention taking into account the comments received within the Public Consultation. In this regard, the meeting took place through several teleconference meetings on 26 and 27 January (9th working group meeting), on 28 February, 1 and 14 March (10th working group meeting), and a final face-to-face meeting in UNWTO premises on 28 and 29 March 2017 (11th working group meeting).
6. In the meantime, the European Commission, which is a very important member of the working group, requested the Council of the European Union to provide an official mandate to start the negotiations on the Convention with the UNWTO Secretariat. This mandate was finally approved at the end of March 2017 for the negotiation of Annex II (Packages) and Annex III (Accommodation), allowing European Member States the freedom to negotiate by themselves Annex I.
7. In order to ensure internal coherence, the UNWTO Secretariat has harmonized the draft Framework Convention on Tourism Ethics and the draft Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers in particular as regards to the sections on the Conference of States Parties and Final Provisions.

II. Upcoming activities

8. The working group will continue with the discussions on the content of the Convention and the

submission of proposals to the Secretariat.

9. The Secretariat will organize bilateral and multilateral meetings (mainly through videoconference) in order to achieve a maximum level of consensus regarding key issues of the Convention which are still being debated.

10. Finally, the General Assembly will consider the possibility of granting a mandate to the UNWTO Secretariat to organize a Diplomatic Conference before the next General Assembly in 2019 for the negotiation and adoption of the Convention.

DRAFT²**UNWTO CONVENTION****On the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers****Preamble**

The States Parties to this Convention,

Noting the development of tourism and its economic, social, cultural and sustainability role,

Having assessed the insufficiency and lack of consistency of existing rules at the global level governing the rights and obligations of tourists and of tourism service providers, particularly in a context of increasing diversification of destinations and generating countries,

Recognizing the need to establish uniform provisions relating to the protection of tourists and on the rights and obligations of tourism service providers in order to enhance transparency and increase legal certainty for tourists and tourism service providers,

Desiring the achievement of an appropriate level of protection of tourists, the clarification of the rights and obligations of tourism service providers and the increase of the confidence of tourists, as consumers, in tourism service providers,

Aiming to achieve a fair balance between the interests of tourists and tourism service providers

Mindful of the importance of the assistance and protection of tourists provided by States in emergency situations,

Considering the UN General Assembly resolution A/RES/69/283 of 3 June 2015 endorsing the Sendai Declaration and the Sendai Framework for Disaster Risk Reduction 2015-2030 adopted by the Third United Nations World Conference on Disaster Risk Reduction,

Reaffirming the “Recommendations on the Use of Georeferences, Date and Time in Travel Advice and Event Information” adopted by the General Assembly of the UNWTO (A/RES/593(XIX)),

² *Important note: This is a draft text (working document) for further comments and consideration by the UNWTO Working Group on the protection of tourists/consumers and travel organizers. It should not be considered as an official UNWTO proposal or document.*

Having examined existing tourist protection measures and practices of the Member States of the World Tourism Organization (hereinafter referred to as “UNWTO”), and other relevant international bodies,

Reasserting the aims set out in Article 3 of the Statutes of the UNWTO and aware of the “*decisive and central*” role of this Organization, as recognized by the General Assembly of the United Nations, in promoting and developing tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction of any kind such as race, colour, gender, language, religion, political or other opinion, national or social origin, property, birth or other status,

Acknowledging the UNWTO’s competence as stated in Article 12 of its Statutes, regarding the preparation and recommendation of international agreements on any question that falls within the competence of the Organization,

Bearing in mind the Global Code of Ethics for Tourism adopted by the UNWTO General Assembly resolution A/RES/406 (XIII) of 1 October 1999 and endorsed by the UN General Assembly resolution A/RES/56/212 of 21 December 2001,

Recalling the Guidelines for Consumer Protection approved by the 70th United Nations General Assembly resolution A/RES/70/186 of 4 February 2016 and particularly its paragraph 78 on Tourism under section K “Measures relating to specific areas”

In furthering the objectives of the 2030 Agenda for Sustainable Development approved by the 70th United Nations General Assembly resolution A/RES/70/1 of 21 October 2015,

Recalling also resolutions adopted by the General Assembly of the UNWTO concerning the preparation of an international convention on tourist protection and its scope,

Have agreed as follows:

General Provisions

Article 1

Purpose and scope

1. The purpose of this Convention is to set out the policies and measures of States Parties to ensure and promote an appropriate degree of protection of tourists and to clarify the rights and obligations of tourism service providers.
2. This Convention applies to States Parties, tourists, tourism service providers and tourism services.

Article 2

General principles

1. States Parties shall take measures to protect the interests of tourists and to ensure that tourism service providers respect the rights of tourists as set out in this Convention.
2. States Parties shall cooperate with each other in the formulation and application of necessary measures for the effective implementation of the Convention.
3. The provisions of this Convention shall not prejudice the tourists' and the tourism service providers' rights and actions against third parties.
4. States Parties may grant a higher level of protection to tourists than that set out in this Convention

Article 3

Definitions

Unless otherwise indicated in the Annexes, for the purposes of this Convention the following definitions shall apply:

(a) **“Tourist”** means a person taking a trip which includes an overnight stay to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

(b) **“Tourism service”** means the provision of any of the following services provided for tourists, in a separate or combined manner, such as:

- (i) Accommodation services;
- (ii) Food and beverage services;
- (iii) Railway, road, water or air passenger transport services;
- (iv) Transport rental services;
- (v) Travel agencies and other reservation services;

- (vi) Cultural, religious or sports events;
- (vii) Other leisure services provided to tourists.

(c) "**Tourism service provider**" means any natural person or any legal person (irrespective of whether privately or publicly owned) who sells, offers to sell, supplies or undertakes to supply a tourism service to the tourist;

(d) "**Standards**" means mandatory minimum requirements for States Parties;

(e) "**Recommended practices**" mean non-mandatory measures the application of which, by States Parties, is desirable;

(f) "**Host country**" means the State Party on the territory of which an unavoidable and extraordinary circumstance or an emergency situation has occurred or has its consequences;

(g) "**Country of origin**" means the State Party of which the tourist has nationality or where at the time of the unavoidable and extraordinary circumstance or the emergency situation the tourist has his or her principal and permanent residence;

Article 4

Acceptance of requirements of the Convention

1. When ratifying, accepting, approving or acceding to this Convention, a State Party shall accept at the minimum one Annex to this Convention to be indicated in the instrument of ratification or in a declaration appended in that instrument. The Secretary-General of the UNWTO shall maintain a register of this information and shall make it available to all interested parties.

2. A State Party may at any time extend its acceptance to one or several other Annexes to the Convention by written notification to the depositary. Such action shall become effective immediately upon receipt of the notification to the depositary.

3. A State Party may at any time withdraw its acceptance of one or several Annexes to the Convention by written notification to the depositary provided it continues to accept at least one Annex. Such withdrawal shall become effective six months after its notification to the depositary.

Article 5

Annexes

The Annexes to this Convention including standards and recommended practices shall form an integral part of this Convention, and, unless expressly stated otherwise, a reference to this Convention constitutes at the same time a reference to any Annexes thereto.

Article 6

Standards

States Parties shall take all necessary measures, in accordance with their national laws and practices, in order to implement the requirements in the standards of this Convention.

Article 7

Recommended practices

1. States Parties shall give due consideration to implementing the recommended practices of this Convention.
2. The Conference of States Parties may amend the recommended practices in this Convention or adopt additional ones by following the procedure established under Article 16 of this Convention.
3. The amendment of recommended practices or the adoption of additional ones are not subject to ratification, acceptance, approval or accession.
4. The recommended practices shall be notified by the Secretary-General of the UNWTO to all States Parties not later than thirty days after their adoption or amendment.

Article 8

Conference of States Parties

1. The Conference of States Parties shall be the plenary and supreme body of this Convention composed of representatives of all States Parties.
2. The Conference of State Parties shall meet in ordinary sessions every two years in conjunction with the General Assembly of the UNWTO. It may meet in extraordinary session if it so decides or if the Secretary-General of the UNWTO receives a request to that effect from at least one-third of the States Parties.
3. The presence of a majority of States Parties shall be necessary to constitute quorum at meetings of the Conference of States Parties.
4. The Conference of States Parties shall adopt its own Rules of Procedure.
5. The functions of the Conference of States Parties shall include, *inter alia*:
 - (a) Receiving and examining reports of the States Parties to this Convention transmitted by the Secretary-General of the UNWTO;
 - (b) Considering and adopting amendments to this Convention;
 - (c) Considering issues arising from the interpretation of this Convention;
 - (d) Adopting plans and programmes for the implementation of this Convention; and

- (e) Taking any measures it may consider necessary to further the objectives of this Convention.

6. The Conference of States Parties can invite observers to its meetings. The admission and participation of observers shall be subject to the Rules of Procedure adopted by the Conference of States Parties.

Article 9

UNWTO Secretariat

1. The Conference of States Parties shall be assisted by the Secretariat of the UNWTO.
2. The Secretariat shall prepare the documentation of the Conference of States Parties as well as the agenda of its meetings and shall assist in and report on the implementation of its decisions.

Article 10

Relationship with other international agreements

1. No provision in this Convention shall be construed as preventing the States Parties from engaging in mutual cooperation within the framework of other existing or future international, bilateral, or multilateral agreements, or of any other applicable arrangements or practices.
2. The provisions of the present Convention shall not affect and shall not be interpreted or applied inconsistently with conventions or other international agreements already in force between the States Parties.

Article 11

Reporting

1. States Parties shall submit every two years a comprehensive report to the Secretary-General of the UNWTO about the implementation of the standards and recommended practices in accordance with their national laws and practices and any other measure implemented by them directly or indirectly related to the purpose of this Convention.
2. The Secretary-General of the UNWTO shall report to each session of the General Assembly of the UNWTO on the operation, implementation or modification of this Convention. A copy of this report shall be communicated to the Conference of the States Parties

Final Provisions

Article 12

Signature

1. This Convention shall be open for signature by all Member States of the UNWTO and all Member States of the United Nations at the twenty-second session of the General Assembly of the UNWTO which adopted this Convention in VENUE, on DATE, and thereafter at the Headquarters of the UNWTO in Madrid until DATE.

2. The present Convention shall similarly be open for signature by regional economic integration organizations.

Article 13

Ratification, acceptance, approval or accession

This Convention is subject to ratification, acceptance, approval or accession by States and by regional economic integration organizations.

Article 14

Participation by regional economic integration organizations

1. Regional economic integration organizations that are constituted by sovereign States and have competences over certain matters governed by this Convention may similarly sign, ratify, accept, approve or accede to this Convention. Regional economic integration organizations shall in that case have the rights and obligations of State Parties, to the extent that those organizations have competences over matters governed by this Convention. In such cases, the organization and the Member States shall not be entitled to exercise rights under this Convention concurrently.

2. Regional economic integration organizations, shall, at the time of signature, ratification, acceptance, approval or accession, make a declaration to the depositary specifying the matters governed by this Convention in respect of which competence has been transferred to those organizations by its Member States. Regional economic integration organizations shall promptly notify the depositary of any changes to the distribution of competence, including new transfers of competence, specified in the declaration under this paragraph.

3. Regional economic integration organizations, in matters within their competence, shall exercise their right to vote in the Conference of States Parties, with a number of votes equal to the number of their Member States that are Parties to the present Convention. Such an organization shall not exercise its right to vote if any of its Member States exercises its right, and vice versa.

4. Any reference to a “State Party” or “States Parties” in this Convention applies equally to a regional economic integration organization where the context so requires.

Article 15

Entry into force

1. This Convention shall enter into force on the thirtieth day following the date of deposit of the tenth instrument of ratification, acceptance, approval or accession.
2. For each State Party ratifying, accepting, approving or accessing to the Convention after the deposit of the tenth instrument of ratification acceptance, approval or accession, the Convention shall enter into force on the thirtieth day following deposit by such State Party of its instrument of ratification, acceptance, approval or accession.
3. For the purpose of this article and Article 16, any instrument deposited by a regional economic integration organization shall not be counted as additional to those deposited by Member States of that Organization.

Article 16

Amendment of the Convention

1. At any time after the entry into force of this Convention any State Party may propose amendments to this Convention and submit them to the Secretary-General of the UNWTO.
2. The text of any proposed amendment shall be communicated by the Secretary-General of the UNWTO to all States Parties at least ninety days before the opening of the session of the Conference of States Parties.
3. Amendments shall be adopted by a two-thirds majority vote of the States Parties present and voting in the Conference of States Parties and shall be transmitted by the Secretary-General of the UNWTO to the States Parties for ratification, acceptance, approval or accession.
4. Instruments of ratification, acceptance, approval or accession to the amendments shall be deposited with the Secretary-General of the UNWTO.
5. Amendments adopted in accordance with paragraph 3 shall enter into force six months after the date of their adoption for any State that has ratified this Convention, unless such State has given written notice to the Secretary-General of the UNWTO that it shall not enter into force for that State, or shall only enter into force at a later date upon subsequent written notification.
6. After entry into force of an amendment to this Convention, the Convention may only be ratified in its amended form.

Article 17

Denunciation

1. This Convention shall remain in force indefinitely, but any State Party may denounce it at any time by written notification. The instrument of denunciation shall be deposited with the Secretary-General of the UNWTO.
2. Denunciation of the Convention shall involve the immediate denunciation of its Annexes. The denunciation shall take effect one year after the receipt of the instrument of denunciation by the Depositary or at a later date specified in the notification of the denunciation.
3. The denunciation shall not affect any requests for information or assistance made, or procedure for the peaceful settlement of disputes commenced during the time the Convention is in force for the denouncing State Party.

Article 18

Dispute settlement

Any dispute that may arise between States Parties as to the application or interpretation of this Convention shall be resolved through diplomatic channels or, failing which, by any other means of peaceful settlement decided upon by the States Parties involved.

Article 19

Authentic texts

The Arabic, Chinese, English, French, Russian and Spanish texts of this Convention shall be regarded as equally authentic.

Article 20

Depositary

1. The Secretary-General of the UNWTO shall be the depositary of this Convention.
2. The Secretary-General of the UNWTO shall transmit certified copies to each of the signatory States Parties.
3. The Secretary-General of the UNWTO shall notify the States Parties of the signatures, of the deposits of instruments of ratification, acceptance, approval and accession, amendments and denunciation.

Article 21

Registration

In conformity with Article 102 of the Charter of the United Nations, this Convention shall be registered with the Secretary-General of the United Nations by the request of the Secretary-General of the UNWTO.

IN WITNESS WHEREOF the undersigned, being duly authorized to that effect, have signed this Convention.

DONE at VENUE, on DATE

Annexes to the UNWTO Convention

Annex I - Assistance in emergency situations

Article 1. Definition

Article 2. Obligation of assistance cooperation and information in emergency situations

Annex II - Package travel

Article 1. Definitions

Article 2. Pre-contractual information obligations

Article 3. Binding character of pre-contractual information and conclusion of the package travel contract

Article 4. Contractual information obligations

Article 5. Transfer of the package travel contract to another tourist

Article 6. Alteration of the price

Article 7. Alteration of other package travel contract terms

Article 8. Termination of the package travel contract before the start of the package

Article 9. Failure of performance or improper performance

Article 10. Obligation to provide assistance

Article 11. Protection in the event of the insolvency of the organiser

Article 12. Insolvency protection and information requirements for linked travel arrangements

Annex III - Accommodation

Article 1. Definitions

Article 2. Pre-contractual information obligations

Article 3. Contractual information obligations

Article 4. Failure of performance or improper performance

Article 5. Assistance obligation in case of unavoidable and extraordinary circumstances or emergency situations

Annex I

Assistance in emergency situations

Article 1

Definition

Standard 1. For the purposes of this Annex, the following definitions shall apply:

- (a) ***“Emergency situations”*** means unusual, extraordinary or unforeseeable circumstances, whether natural or man-made, beyond the control of the host country, that have resulted in the need for assistance on a large scale;
- (b) ***“Repatriation”*** means the tourist’s return to the place of departure or, where appropriate and feasible, to another place the States in consultation with the tourist agree upon;
- (c) ***“Excursionist”*** means a person taking a trip which does not include an overnight stay to a main destination outside his/her usual environment. For the purpose of this Annex any reference to tourists constitutes at the same time a reference to excursionists.

Article 2

Obligation of assistance, cooperation and information in emergency situations

Standard 2.1 In emergency situations, the host country shall make its best efforts to ensure that primary, basic and related needs of tourists are met. These efforts shall include – if materially and technically possible – the provision or facilitation of the following:

- (a) Communication services;
- (b) Temporary shelters for accommodation;
- (c) Necessary food and beverage services;
- (d) Visa requirements, and cross-border procedures;
- (e) Transportation; and
- (f) Basic medicines and emergency health care on a temporary basis.

Standard 2.2 In emergency situations, the tourist’s country of origin shall cooperate with the host country especially in facilitating necessary operational measures including repatriation of the tourist.

Standard 2.3 In emergency situations, both the host country and the country of origin shall transmit, as soon as practicable and feasible, to the corresponding diplomatic and consular authorities the following information, if available:

- (a) General circumstances of the emergency situation;
- (b) Affected geographical areas;

- (c) Number and nationalities of tourists in the affected area;
- (d) Personal data of the tourist required for assistance purposes;
- (e) Location of the tourist;
- (f) Data of casualties;
- (g) Operational measures taken; and
- (h) Other related data.

Standard 2.4 In emergency situations, the host country shall make its best efforts to operationally assist and facilitate the entry, stay and freedom of movement in its territory of any official, medical and technical staff and their equipment sent by the tourist's country of origin, by issuing, as rapidly as possible, any prior authorization (including the granting of temporary visas and/or work permits and the facilitation of entry requirements) that may be required in order to provide the necessary assistance to the tourists.

The incoming official, medical and technical staff shall respect the national laws and practices of the host country.

Standard 2.5 In emergency situations, the host country and country of origin shall transmit, subject to applicable laws on personal data protection, to the UNWTO all available information as detailed in Standard 2.3 .

Standard 2.6 Upon the ratification, acceptance, approval or accession to the Convention, States Parties shall communicate to the Secretariat of the UNWTO the contact details of the related authorities, bodies or organizations at the national level which are responsible and designated for emergency situations. States Parties shall update the contact details annually and inform the Secretariat of the UNWTO about any modification intervening in the meantime.

Standard 2.7 In emergency situations, when the life, health or the personal integrity of the tourists is exposed to direct danger, the host country shall carry out additional necessary operational measures in addition to the measures indicated in Standards 2.1 to 2.6. The operational measures shall include – if materially and technically possible:

- (a) Coordination of evacuation;
- (b) Emergency staff;
- (c) Health and medical services; and
- (d) Security staff.

Standard 2.8 This Convention shall not prejudice the application of general consular laws and practices by the States Parties.

Recommended Practice 2.1 The “*Recommendations on the Use of Georeferences, Date and Time in Travel Advice and Event Information*” adopted by the UNWTO General Assembly should be taken into consideration in the dissemination of the information indicated in Standard 2.3.

Recommended Practice 2.2 States Parties should set up permanent, professional crisis management services in order to facilitate operational measures in emergency situations.

Recommended Practice 2.3 States Parties should carry out local contingency planning that includes sufficient provision for tourists to ensure comprehensive preparedness for emergency situations.

Recommended Practice 2.4 States Parties should take necessary measures to ensure that services are set up in all means of transport terminals capable of assisting tourists in emergency situations. The before mentioned services should be adapted to the size of the transport terminals.

Recommended Practice 2.5 The host country should make immediate contact with the local representative or local agency of tourism service providers, as necessary, in order to assist the tourists. Where such local representatives do not exist, contacts should be made directly with the tourism service providers.

Recommended Practice 2.6 States Parties should consider extending the facilities provided for in Standard 2.4 to the personnel and equipment sent by third states or organizations that offer their assistance in the emergency situation.

Annex II

Package travel

Article 1

Definitions

Standard 1.1 For the purposes of this Annex, the following definitions shall apply:

(a) **“Trader”** means any natural person or any legal person (irrespective of whether privately or publicly owned) who is acting, including through any other person acting in his name or on his behalf, for purposes relating to his trade, business, craft or profession in relation to contracts covered by this Annex, whether acting in the capacity of organiser, retailer, trader facilitating a linked travel arrangement or as a tourism service provider;

(b) **“Organiser”** means a trader who organizes packages and sells or offers them for sale, whether directly or through another trader or with another trader.

(c) **“Retailer”** means a trader other than the organiser who sells or offers for sale packages combined by an organiser;

(d) **“Package”** means a combination of not fewer than two different types of tourism services for the purpose of the same trip or holiday, when the package covers a period of more than twenty-four hours or includes overnight accommodation provided that:

- (i) Those tourism services are combined by one trader, including at the request of or in accordance with the selection of the tourist, before a single contract on all services is concluded; or
- (ii) Irrespective of whether separate contracts are concluded with individual tourism service providers, those services are:
 - a. Purchased from a single point of sale and those services have been selected before the tourist agrees to pay,
 - b. Offered, sold or charged at an inclusive or total price,
 - c. Advertised or sold under the term 'package' or under a similar term,
 - d. Combined after the conclusion of a contract by which a trader entitles the tourist to choose among a selection of different types of tourism services; or

A combination of tourism services where not more than one type of tourism service as referred to in point (i), (ii) or (iii) of the definition of tourism service is combined with one or more travel services as referred to in point (iv) of that definition is not a package if the latter services:

- (i) do not account for a significant proportion of the value of the combination and are not advertised as and do not otherwise represent an essential feature of the combination; or

- (ii) are selected and purchased only after the performance of a tourism service as referred to in point (i), (ii) or (iii) of the definition of tourism service has started.

(e) **“Tourism service”** means:

- (i) Passenger transport;
- (ii) Accommodation which is not intrinsically part of the passenger transport and is not for residential purposes;
- (iii) Rental of cars or other motor vehicles; and
- (iv) Other tourism services that are not intrinsically part of the tourism service with the meaning of points (i), (ii) or (iii) of this definition.

(f) **“Package travel contract”** means the contract on the package as a whole or, if the package is provided under separate contracts, all contracts covering tourism services included in the package;

(g) **“Unavoidable and extraordinary circumstances”** means a situation beyond the control of the party who invokes such a situation and the consequences of which could not have been avoided even if all reasonable measures had been taken.

(h) **“Repatriation”** means the tourist's return to the place of departure or to another place the contracting parties agree upon;

(i) **“Lack of conformity”** means a failure to perform or improper performance of the tourism services included in a package;

(j) **“Durable medium”** means any instrument which enables the tourist or the trader to store information addressed personally to him in a way accessible for future reference for a period of time adequate for the purposes of the information and which allows the unchanged reproduction of the information stored;

(k) **“Point of sale”** means any retail premises, whether movable or immovable, or a retail website or similar online sales facility, including where retail websites or online sales facilities are presented to tourists as a single facility, including a telephone service;

Standard 1.2 A person travelling for purposes related to his/her trade, craft, business or profession (business traveller) is considered as a tourist, unless the package is purchased on the basis of a general agreement for the arrangement of business travel between a trader and another natural or legal person who is acting for purposes relating to his trade, business, craft or profession.

Standard 1.3 This Annex does not apply to standalone transport services such as air, rail, road, maritime and inland waterway services nor to packages offered and linked travel arrangements facilitated occasionally and on a not-for-profit basis and only to a limited group of tourists.

Recommended Practice 1.1 States Parties should consider included in the definition of a “Package” in Standard 1.1 (d) ii) the services purchased from separate traders through linked online booking processes where the tourist's name, payment details and e-mail address are transmitted from the trader with whom the first contract is concluded to another trader or

traders and a contract with the latter trader or traders is concluded at the latest 24 hours after the confirmation of the booking of the first tourism service. For this purpose, the trader who transmits the tourist's data to another trader will be considered as an organizer.

Recommended Practice 1.2 States Parties should consider as “Linked travel arrangement” at least two different types of tourism services, which cover a period of more than twenty-four hours or include overnight accommodation, purchased for the purpose of the same trip or holiday, not constituting a package, resulting in the conclusion of separate contracts with the individual tourism service providers, if a trader facilitates:

- (a) On the occasion of a single visit or contact with his point of sale, the separate selection and separate payment of each tourism service by tourists; or
- (b) In a targeted manner, the procurement of at least one additional tourism service from another trader where a contract with such other trader is concluded at the latest 24 hours after the confirmation of the booking of the first tourism service.

Where not more than one type of tourism service as referred to in point (i), (ii) or (iii) of the definition of tourism service and one or more tourism services as referred to in point (iv) of the same definition are purchased, they do not constitute a linked travel arrangement if the latter services do not account for a significant proportion of the combined value of the services and are not advertised as, and do not otherwise represent, an essential feature of the trip or holiday;

Article 2

Pre-contractual information obligations

Standard 2.1 States Parties shall take the necessary measures to ensure that, before the conclusion of the package travel contract, the organiser and, where the package is sold through a retailer, also the retailer provides the tourist, where applicable to the package, with adequate information on:

- (a) Travel destination(s), itinerary and periods of stay, with dates and, where accommodation is included, the number of nights included;
- (b) The location, main features and, where applicable, tourist category of the accommodation under the rules of the country of destination;;
- (c) The means, characteristics and categories of passenger transport, the points, dates and time of departure and return, the duration and places of intermediate stops and transport connections. Where the exact time is not yet determined, the organiser and, where applicable, the retailer, shall inform the tourist of the approximate time of departure and return;
- (d) The trading name and geographical address of the organiser and, where applicable, of the retailer, as well as their telephone number and, where applicable, e-mail address;
- (e) Meal plan;
- (f) General information on passport and visa requirements and health formalities required;
- (g) Visits, excursion(s) or other services included in the package;
- (h) Total price of the package inclusive of taxes and where applicable all additional fees, charges and other costs or, where those costs cannot reasonably be calculated in

advance of the conclusion of the contract, an indication of the type of additional costs which the tourist may still have to bear;

- (i) The arrangements for payment, including the advance payment to be made at the time of booking and the schedule for paying the balance or financial guarantees to be paid or provided by the tourist;
- (j) Information that the tourist may terminate the contract at any time before the start of the package in return for payment of an appropriate termination fee, or, where applicable, the standardized termination fees requested by the organiser; and
- (k) Where it is not apparent from the context, whether any of the tourism services will be provided to the tourist as part of a group and, if so, where possible, the approximate size of the group.

Standard 2.2 The information referred to in Standard 2.1 shall be provided in a clear, comprehensible and prominent manner. Where such information is provided in writing, it shall be legible.

Recommended Practice 2.1 States Parties should take the necessary measures to ensure that, before the conclusion of the package travel contract, the organiser and, where the package is sold through a retailer, also the retailer provides the tourist in any appropriate form with additional information on:

- (a) The optional or compulsory conclusion of an insurance policy to cover the cost of cancellation by the tourist or the cost of assistance, including repatriation, in the event of accident or illness;
- (b) Information on the tourist's right to transfer the contract to another tourist and conditions for transferring the package travel contract;
- (c) Whether the trip or holiday is generally suitable for persons with reduced mobility;
- (d) Whether a minimum number of tourists are required for package to take place and the time-limit before the start of the package for the possible termination of the contract if such number is not reached;
- (e) Other general terms and conditions applying to the package travel contract; and
- (f) Where the tourist's benefit from other tourism services depends in effective oral communication, the language in which those tourism services will be carried out.

Article 3

Binding character of pre-contractual information and conclusion of the package travel contract

Recommended Practice 3.1 States Parties should ensure that the information provided to the tourist shall form an integral part of the package travel contract and shall not be altered unless the contracting parties expressly agree otherwise. The organiser and, where applicable, the retailer shall communicate all changes to the pre-contractual information to the tourist in a clear, comprehensible and prominent manner before the conclusion of the package travel contract.

Recommended Practice 3.2 States Parties should ensure that if the organiser and, where applicable, the retailer has not complied with the information requirements on additional fees,

charges or other costs before the conclusion of the package travel contract, the tourist shall not bear those fees, charges or other costs.

Article 4

Contractual information obligations

Standard 4.1 States Parties shall take the necessary measures to ensure that the package travel contracts are in plain and intelligible language and, insofar as they are in writing, legible. At the conclusion of the package travel contract or without undue delay thereafter, the organiser or retailer shall provide the tourist with a copy or confirmation of the contract on a durable medium. The tourist shall be entitled to request a paper copy if the package travel contract has been concluded in the simultaneous physical presence of the parties.

Standard 4.2 States Parties shall take the necessary measures to ensure that the package travel contract includes all the information referred in Standard 2.1 of Article 2 regarding the standard pre-contractual information and the following elements if relevant and applicable to the particular package:

- (a) The name of the entity in charge of the insolvency protection and its contact details, including its geographical address and, where applicable, the name of the competent authority designated by the States Parties concerned for that purpose and its contact details;
- (b) Information that the organiser is responsible for the proper performance of all tourism services included in the contract and obliged to provide assistance if the tourist is in difficulty;
- (c) Information that the tourist is required to communicate any lack of conformity which he perceives during the performance of the package; and
- (d) Special requirements which the tourist has communicated to the trader when making the booking and which both contracting parties have accepted.

Standard 4.3 States Parties shall take the necessary measures to ensure that the burden of proof regarding compliance with the information requirements laid down in this Annex shall be on the trader.

Recommended Practice 4.1 The package travel contract should include the following additional elements:

- (a) Identification of the tourist (name, address, telephone number and, where applicable, e-mail address);
- (b) Information on the operating permit for the organiser and where applicable the retailer, if relevant;
- (c) General terms and conditions applying to the package travel contract such as conditions for modifying the package travel contract, information on cancellation policy indicating deadlines;
- (d) Information on available complaint procedures and on alternative dispute resolution mechanisms;

- (e) Contact details of the organiser's local representative or local agencies, and where such local representatives do not exist, other facilities available to contact the organiser;
- (f) Where minors, unaccompanied by a parent or another authorized person, travel on the basis of a package travel contract which includes accommodation, information enabling direct contact with the minor or the person responsible for the minor at the minor's place of stay; and
- (g) Other provisions provided for under mutual agreement.

Article 5

Transfer of the package travel contract to another tourist

Recommended Practice 5.1 States Parties should take the necessary measures to ensure that a tourist may, in accordance with the applicable law on the transmission of advance passenger information and after giving the organiser reasonable notice on a durable medium before the start of the package, transfer the package travel contract to a person who satisfies all the conditions applicable to that contract. States Parties shall decide on the tourist's deadline for giving a reasonable notice.

The transferor of the package travel contract and the transferee shall be jointly and severally liable for the payment of the balance due and for any additional fees, charges or other costs arising from the transfer. Those costs shall not be unreasonable and shall not exceed the actual cost incurred by the organiser due to the transfer of the package travel contract.

Recommended Practice 5.2 States Parties should take the necessary measures to ensure that the organiser shall provide the transferor with proof of the additional fees, charges or other costs arising from the transfer of the package travel contract.

Article 6

Alteration of the price

Standard 6.1 States Parties shall ensure that after the conclusion of the package travel contract, prices may be increased only if the contract expressly reserves that possibility and states that the tourist is entitled to a price reduction under Standard 6.4. Price increases shall be possible exclusively as a direct consequence of changes in:

- (a) The cost of fuel or other power sources;
- (b) The level of taxes or fees on the tourism services included in the contract imposed by third parties not directly involved in the performance of the package; or
- (c) The exchange rates relevant to the package.

Standard 6.2 States Parties shall take the necessary measures to ensure that after the conclusion of the package travel contract price increases do not exceed a maximum percentage of the total price of the package. This percentage shall be established by each State Party.

Standard 6.3 Irrespective of its extent, a price increase shall be possible only if the organiser notifies the tourist clearly and comprehensibly of it with a justification for that increase and a calculation, on a durable medium at the latest 20 days before the start of the package.

Standard 6.4 If the package travel contract stipulates the possibility of price increases, the tourist shall have the right to a price reduction corresponding to any decrease in the costs referred to in points (a), (b) or (c) of Standard 6.1 that occurs after the conclusion of the contract before the start of the package. In the event of a price decrease, the organiser shall have the right to deduct actual administrative expenses from the refund owed to the tourist. At the tourist's request, the organiser shall provide proof of those administrative expenses.

Article 7

Alteration of other package travel contract terms

Standard 7.1 States Parties shall ensure that, before the start of the package, the organiser may not unilaterally change package travel contract terms other than the price, unless:

- (a) The organiser has reserved that right in the contract;
- (b) The change is insignificant; and
- (c) The organiser informs the tourist of the change in a clear, comprehensible and prominent manner on a durable medium.

Standard 7.2 States Parties shall ensure that, if before the start of the package, the organiser is constrained to alter significantly any of the main characteristics of the tourism service as referred to in Standard 2.1 points (a), (b), (c), (e), (g) and (k) of Article 2, or cannot fulfil the special requirements agreed on in the contract as referred to in Standard 4.2 point (d) of Article 4, or propose to increase the price of the package by more than a maximum percentage of the package's price established by each State Party in accordance with Article 6, the tourist may within a reasonable period specified by the organiser:

- (a) Accept the proposed change; or
- (b) Terminate the contract without paying a termination fee.

If the tourist terminates the package travel contract, the tourist may accept a substitute package where this is offered by the organiser, if possible of an equivalent or a higher quality.

Standard 7.3 The organiser shall without undue delay inform the tourist in a clear, comprehensible and prominent manner on a durable medium of:

- (a) The proposed changes referred to in Standard 7.2 and, where appropriate in accordance with Standard 7.4 mentioned below, their impact on the price of the package;
- (b) A reasonable period within which the tourist has to inform the organiser of his decision pursuant to Standard 7.2;
- (c) The consequences of the tourist's failure to respond within the period referred to point (b), in accordance with applicable national law; and
- (d) Where applicable, the offered substitute package and its price.

Standard 7.4 Where the changes to the package travel contract result in a package of lower quality or cost, the tourist shall be entitled to an appropriate price reduction.

Standard 7.5 If the package travel contract is terminated pursuant to point (b) of Standard 7.2, and the tourist does not accept a substitute package, the organiser shall refund all payments made by or on behalf of the tourist without undue delay.

Article 8

Termination of the package travel contract before the start of the package

Recommended Practice 8.1 States Parties should ensure that the tourist may terminate the package travel contract at any time before the start of the package. The tourist may be required to pay an appropriate and justifiable termination fee to the organiser. The package travel contract may specify reasonable standardised termination fees based on the time of the termination of the contract before the start of the package.

Recommended Practice 8.2 Notwithstanding Recommended Practice 8.1 States Parties should ensure that the tourist may have the right to terminate the package travel contract and receive a full refund of any payments made before the start of the package without paying any termination fee in the event of unavoidable and extraordinary circumstances occurring at the place of destination or its immediate vicinity and significantly affecting the performance of the package, or which significantly affect the passenger transport to the destination. In the event of termination of the package travel contract the tourist should be entitled to a full refund of any payments made for the package but should not be entitled to additional compensation.

Recommended Practice 8.3 The organiser may terminate the package travel contract and provide the tourist with a full refund of any payments made for the package, but shall not be liable for additional compensation, if:

- (a) The number of persons enrolled for the package is smaller than the minimum number stated in the contract and the organiser notifies the tourist of the termination of the contract within the period fixed in the contract or within periods laid down by law; or
- (b) The organiser is prevented from performing the contract because of unavoidable and extraordinary circumstances and notifies the tourist of the termination of the contract without undue delay before the start of the package.

Article 9

Failure of performance or improper performance

Standard 9.1 States Parties shall take the necessary measures to ensure that the organiser is liable to the tourist for the performance of the obligations under the package travel contract irrespective of whether such obligations are to be performed by the organiser or by other tourism service providers. The organiser's liability should be without prejudice to the right to seek redress from third parties, including service providers. States Parties may maintain or

introduce in their national law provisions under which the retailer is also responsible for the performance of the package.

Standard 9.2 States Parties shall take the necessary measures to ensure that the tourist informs the organiser without undue delay, taking into account the circumstances of the case, of any lack of conformity which he becomes aware of during the performance of a tourism service included in the package travel contract.

Standard 9.3 If any of the tourism services are not performed in accordance with the package travel contract, the organiser shall remedy the lack of conformity, unless that:

- (a) Is impossible; or
- (b) Entails disproportionate costs, taking into account the extent of the lack of conformity and the value of the tourism services affected.

If the organiser does not remedy the lack of conformity Standards 9.7 and 9.8 mentioned below shall apply.

Standard 9.4 Without prejudice to the exceptions laid down in Standard 9.3, If the organiser does not remedy the lack of conformity within a reasonable period set by the tourist, the tourist may do so himself and request reimbursement of the necessary expenses.

Standard 9.5 Where a significant proportion of the services contracted are not provided as agreed, States Parties shall take the necessary measures to ensure that the organiser offers, at no extra cost to the tourist, suitable alternative arrangements for the continuation of the package, where possible, at an equivalent or higher quality than those specified in the contract, including where the tourists' return to the place of departure is not provided as agreed. Where the proposed alternative arrangements result in a package of lower quality than that specified in the package travel contract, the organiser shall grant the tourist an appropriate price reduction.

The tourist may reject the proposed alternative arrangements only if they are not comparable to what was agreed in the package travel contract or the price reduction granted is inadequate.

Standard 9.6 Where a lack of conformity substantially affects the performance of the package and the organiser has failed to remedy it within a reasonable period set by the tourist, the tourist may terminate the package travel contract without paying a termination fee and, where appropriate, request price reduction and/or compensation for damages.

If it is impossible to make alternative arrangements or the tourist rejects the proposed alternative arrangements, in accordance with the second paragraph of Standard 9.5, the tourist is, where appropriate, entitled to price reduction and/or compensation for damages without terminating the package travel contract.

If the package includes passenger transport, the organiser shall also provide repatriation of the tourist with equivalent passenger transport without undue delay and at no extra cost to the tourist.

Standard 9.7 States Parties shall take the necessary measures to ensure that the tourist is entitled to an appropriate price reduction for any period during which there was lack of conformity unless the organiser proves that the lack of conformity is attributable to the tourist.

Standard 9.8 States Parties shall take the necessary measures to ensure that the tourist is entitled to receive appropriate compensation from the organiser for any damage which the tourist sustains as a result of any lack of conformity, unless the lack of conformity is:

- (a) Attributable to the tourist;
- (b) Attributable to a third party unconnected with the services contracted, and is unforeseeable or unavoidable; or
- (c) Due to unavoidable and extraordinary circumstances;

Standard 9.9 In case of damages other than personal injury or damage caused intentionally or with negligence arising from the non-performance or improper performance of the services included in the package, States Parties may allow compensation to be limited in accordance with the international conventions governing such services or the package travel contract. The latter limitation should not be unreasonable.

Recommended Practice 9.1 Without prejudice to Standard 9.1 States Parties should ensure that the tourist may address messages, requests or complaints in relation to the performance of the package directly to the retailer through which it was purchased. The retailer should forward those messages, requests or complaints to the organiser without undue delay.

For the purpose of compliance with time-limits or limitation periods, receipt of the messages, requests or complaints by the retailer shall be considered as receipt by the organiser.

Article 10

Obligation to provide assistance

Standard 10.1 States Parties shall take the necessary measures to ensure that the organiser gives appropriate assistance without undue delay to the tourist in difficulty, including in unavoidable and extraordinary circumstances, in particular by:

- (a) Providing appropriate information on health services, local authorities and consular assistance; and
- (b) Assisting the tourist to make distance communications and helping the tourist to find alternative travel arrangements.

The organizer shall be able to charge a reasonable fee for such assistance if the difficulty is caused intentionally by the tourist or through the tourist's negligence. The fee shall not in any event exceed the actual costs incurred by the organiser.

Recommended Practice 10.1 States Parties should promote insurance schemes and guarantee systems which aim to cover the extra costs resulting from the unavoidable and extraordinary circumstances.

Recommended Practice 10.2 As long as it is impossible to ensure the tourist's return as agreed in the package travel contract because of unavoidable and extraordinary circumstances, the organiser should bear the cost of necessary accommodation, if possible of equivalent category. Each State Party should establish the maximum number of nights of accommodation which shall be borne by the organiser.

Article 11

Protection in the event of the insolvency of the organiser

Recommended Practice 11.1 States Parties should take the necessary measures to ensure that the organiser established in their territory provides sufficient evidence of financial security for the refund of all payments made by or on behalf of tourists insofar as the relevant services are not performed as a consequence of the organiser's insolvency.

Recommended Practice 11.2 States Parties should take the necessary measures to ensure that organisers not established in a State Party which sell or offer for sale packages in a State Party, or which by any means direct such activities to a State Party, should be obliged to provide the financial security in accordance with the law of that State Party.

Recommended Practice 11.3 States Parties should take the necessary measures to ensure that when the performance of the package is affected by the organiser's insolvency and passenger transport is part of the package travel contract, the financial security should be available free of charge to ensure repatriations and, if necessary, the financing of accommodation prior to the repatriation.

Recommended Practice 11.4 An organiser's insolvency protection should benefit tourists regardless of their place of residence, the place of departure or where the package is sold and irrespective of the State Party where the entity in charge of the insolvency protection is located.

Recommended Practice 11.5 For tourism services that have not been performed, refunds should be provided without undue delay after the tourist's request.

Recommended Practice 11.6 States Parties should designate central contact points to facilitate the administrative cooperation and supervision of organisers operating in different State Parties and should grant access to any available inventory list of organisers which are in compliance with their insolvency protection obligations and to all necessary information on their national insolvency protection requirements, which should be publicly accessible, including online, to other States Parties and to the UNWTO.

Article 12

Insolvency protection and information requirements for linked travel arrangements

Recommended Practice 12.1 States Parties should ensure that traders facilitating linked travel arrangements should provide security for the refund of all payments they receive from tourists insofar as a tourism service which is part of a linked travel arrangement is not performed as a

consequence of their insolvency. If such traders are the party responsible for the passenger transport, the security shall also cover the tourist's repatriation.

Recommended Practice 12.2 Before the tourist is bound by any contract leading to the creation of a linked travel arrangement or any corresponding offer, the trader facilitating linked travel arrangements, including where the trader is not established in a State Party but, by any means, directs such activities to a State Party, should state in a clear, comprehensible and prominent manner that the tourist:

- (a) Will not benefit from any of the rights applying exclusively to packages under this Convention or under the relevant rules of a State Party and that each service provider will be solely responsible for the proper contractual performance of his service; and
- (b) Will benefit from insolvency protection in accordance with Recommended Practice 12.1.

Recommended Practice 12.3 Where a linked travel arrangement is the result of the conclusion of a contract between a tourist and a trader who does not facilitate the linked travel arrangement, that trader should inform the trader facilitating the linked travel arrangement of the conclusion of the relevant contract.

Annex III

Accommodation

Article 1

Definitions

Standard 1.1 For the purposes of this Annex, the following definitions shall apply:

(a) “**Accommodation service**” means the provision of accommodation to the tourist who does not take up long term residence, against remuneration or in a contractual framework.

(b) “**Accommodation service provider**” means the tourism service provider who, directly or through an intermediary, sells offers to sell, supplies or undertakes to supply standalone accommodation services. For the purpose of Articles 2, 3 and 5 of this Annex, intermediaries facilitating the provision of standalone accommodation services are considered accommodation services providers.

(c) “**Contract**” means the agreement linking the tourist to the accommodation service provider for the provision of a standalone accommodation service;

(d) “**Unavoidable and extraordinary circumstances**” means a situation beyond the control of the party who invokes such a situation and the consequences of which could not have been avoided even if all reasonable measures had been taken;

(e) “**Emergency situations**” means unusual, extraordinary or unforeseeable circumstances, whether natural or man-made, beyond the control of the host country, that have resulted in the need of assistance on a large scale;

Standard 1.2 A person travelling for purposes related to his/her trade, craft, business or profession (business traveller) is considered as a tourist, unless the accommodation service is purchased on the basis of a general agreement for the arrangement of business travel between a accommodation service provider and another natural or legal person who is acting for purposes relating to his trade, business, craft or profession. Notwithstanding the foregoing, States Parties are entitled to adopt restrictive provisions for excluding business travelers from the scope of this Annex.

Standard 1.3 This Annex exclusively applies to standalone accommodation services.

Article 2

Pre-contractual information obligations

Standard 2.1 States Parties shall take the necessary measures to ensure that, before the conclusion of the contract, the accommodation service provider provides the tourist in a clear and comprehensible manner with adequate information on:

- (a) The identity of the accommodation service provider, such as his trading name;
- (b) The geographical address at which it is established and its telephone number, and in the case of distance contracts, the fax number and the e-mail address, where available, to enable the tourists to contact the accommodation service provider quickly and efficiently and, where applicable, the geographical address and the identity of the accommodation service provider on whose behalf it is acting;
- (c) In the case of distance contracts, if different from the address provided in accordance with point (b) of this paragraph, the geographical address of the place of business of the accommodation service provider, and, where applicable, that of the accommodation service provider on whose behalf it is acting, where the tourist can address any complaints;
- (d) The main characteristics of the accommodation services to the extent appropriate to the medium;
- (e) Total price of the accommodation service inclusive of taxes, or when such taxes/charges cannot reasonably be calculated in advance, the fact that such taxes/charges may be payable;
- (f) The arrangements for payment, performance and the period during which the accommodation service provider undertakes to perform the service,
- (g) The complaint handling policy; and

Recommended Practice 2.1 States Parties should take the necessary measures to ensure that, before the conclusion of contract, the accommodation service provider provides the tourist in any appropriate form with the following additional information:

- (a) The policy for the cancellation of the booking
- (b) In the case of distance contracts, where applicable, the existence and the conditions of deposits or other financial guarantees to be paid or provided by the tourist at the request of the accommodation service provider;
- (c) In the case of distance contracts, where applicable, the possibility of having recourse to an out-of-court complaint and redress mechanism, to which the accommodation service provider is subject, and the methods for having access to it;
- (d) Where applicable, the official classification of the accommodation where the accommodation services are going to be provided;
- (e) Information on any renovation, building work or unavailable facilities which will substantially affect the performance of the service; and
- (f) If applicable, information on accessibility for people with reduced mobility.

Article 3

Contractual information obligations

Standard 3.1 States Parties shall take the necessary measures to ensure that the information referred to in Standard 2.1 of Article 2 shall form an integral part of the contract and shall not be altered unless the contracting parties expressly agree otherwise.

Recommended Practice 3.1 The contract should include, in addition to elements referred to in Standard 3.1, the following additional elements:

- (a) The identity of the accommodation service provider and the tourist;
- (b) Times for the check-in and check-out;
- (c) General terms and conditions;
- (d) Upon request, ancillary services; and
- (e) Other provisions provided for under mutual agreement.

Article 4

Failure of performance or improper performance

Standard 4.1 States Parties shall take the necessary measures to ensure that the accommodation service provider is liable to the tourist in accordance with national laws for the proper performance of the obligations under the contract.

Standard 4.2 Where prior to the arrival of the tourist the accommodation service provider is aware that it will be unable to fulfil its obligations under the contract, the tourist shall be informed of this situation without delay and of his/her right to cancellation without penalty. The financial consequences of such failure on the contract with the tourist, in particular on possible compensations, shall be determined by the national contract law of the State Parties applicable in each case.

Recommended Practice 4.1 Where at the arrival of the tourist the accommodation service provider is not able to provide the services contracted, States Parties should take the necessary measures to ensure that the accommodation service provider provides the tourist, at no extra cost, with at least equivalent level of accommodation together with the means of transport to the new accommodation, unless the failure results from emergency situations. The financial consequences of such failure on the contract with the tourist, in particular on possible compensations, should be determined by the national contract law applicable in each case.

Recommended Practice 4.2 States Parties should take the necessary measures to ensure that a commercial practice shall be regarded as misleading, and therefore prohibited if it contains false information and is therefore untruthful or in any way, including overall presentation, deceives or is likely to deceive the average tourist and causes or is likely to cause him to take a transactional decision that he would not have taken otherwise.

Article 5

Assistance obligation in case of unavoidable and extraordinary circumstances or emergency situations

Recommended Practice 5.1 States Parties should take the necessary measures to ensure that in case of unavoidable and extraordinary circumstances or emergency situations the accommodation service provider cooperates with the relevant authorities of the host country, providing whenever possible:

- (a) Information concerning the tourist's identity and location;
- (b) The consequences of the unavoidable and extraordinary circumstances or the emergency situation on the provision of accommodation service by the provider;
- (c) Information of how aid might be offered;

- (d) Information on state of health and well-being of the tourists; and
- (e) Information on how tourists might be contacted and removed from danger and repatriated.

Recommended Practice 5.2 States Parties should take the necessary measures to ensure that in case of unavoidable and extraordinary circumstances or emergency situations, the accommodation service provider displays fair and ethical behaviour and should not increase the room rates for the sole reason of the unavoidable and extraordinary circumstances or the emergency situation for the extra nights spent by the tourists.

Recommended Practice 5.3 States Parties should take the necessary measures to ensure that in case of unavoidable and extraordinary circumstances or emergency situations jeopardising the performance of the contract, either by preventing the tourist from physically reaching the place where the accommodation service is to be provided, or by preventing the accommodation service provider from fulfilling its contractual obligations, the accommodation service provider does not request cancellation fees.

Annex VII: Report of the Working Group on the UNWTO Convention on Tourism Ethics

A. Introduction

1. UNWTO is the only UN specialized agency that has not adopted treaties regulating matters related to its mandate.
2. This present document follows the previous report made to the 103th session of the Executive Council on the establishment of the Working Group on the UNWTO Convention on Tourism Ethics.
3. In conformity with the General Assembly Resolution 668(XXI), the Secretary-General established a special Working Group to examine the conversion of the Global Code of Ethics for Tourism, UNWTO's main policy document, into an international convention in order to reinforce its effectiveness.
4. The composition of the Working Group was based on the favorable responses received from UNWTO Full and Associate Members to the invitation of the Secretary-General of December 2015.
5. The Working Group, composed by representatives of 36 States, has held two meetings since it was created at the beginning of 2016. During these meetings, the draft text, now entitled **Framework Convention on Tourism Ethics**, has been thoroughly revised.

B. Content of the Framework Convention on Tourism Ethics

6. The Framework Convention on Tourism Ethics has been built around the nine core principles of the Global Code of Ethics for Tourism. In order to frame these principles in the classical structure of an international treaty, several provisions have been adapted.
7. The Preamble of the text is inspired by that of the Global Code of Ethics for Tourism, although updated to the current international context and purpose of the proposed Convention.
8. Part I of the Convention includes the General Provisions which contextualise the text by outlining the key terminology, the aim and scope of the provisions of the Convention as well as the means of implementation.
9. Part II is dedicated to the Ethical Principles in Tourism which constitute the backbone of the Convention.
10. Part III on the World Committee on Tourism Ethics refers to the mandate, composition and functioning of this subsidiary organ of the UNWTO General Assembly in the context of the Convention.
11. The two final sections of the Convention contain standard provisions of international treaties, namely Part IV addresses the Conference of States Parties and Part V features the Final Provisions regulating procedures for signature, ratification, acceptance, approval and accession.
12. The Optional Protocol annexed to the Convention is a separate instrument that States Parties to the Convention can decide to ratify or not; it consists of a voluntary conciliation mechanism concerning the interpretation or application of the Convention.

C. Outcomes of the meetings of the Working Group

13. It is recalled that the initial draft text of the proposed Convention was presented to the XXI General Assembly (Medellin, Colombia, 12-17 September 2015) and, as such, this text was used as the

basis for the discussions of the Working Group.

14. The main change to the draft Convention on Tourism Ethics, later renamed Framework Convention on Tourism Ethics, refers firstly to the overall structure of the Convention, as detailed under point B above, featuring Preamble, Parts I to V and the Optional Protocol.

15. With regard to the Preamble of the text, it has been updated to make reference to the 2030 Agenda for Sustainable Development and to give due recognition to the Global Code of Ethics for Tourism.

16. For the sake of clarity, a set of definitions has been included in the text, based on the International Recommendations for Tourism Statistics (UN 2008). The obligations for Member States have also been clearly outlined in Article 3 of the text.

17. The members of the Working Group agreed not to make changes to the core principles of the Code of Ethics (except for minor updating of technical terminology) as these were already approved by the General Assembly A/RES/406(XIII) in 1999 and are widely accepted by the international tourism community.

18. Concerning the role of the World Committee on Tourism Ethics - a subsidiary organ of the UNWTO General Assembly - the Working Group decided that the Committee will be responsible for monitoring the implementation of the provisions of both the existing Global Code of Ethics for Tourism and of the Convention on Tourism Ethics, when the latter comes into force. This would avoid unnecessary duplication of structures and functions.

19. As for any international treaty, after the Convention is adopted by the UNWTO General Assembly, it will only have effect for those States that ratify the instrument. By the same token, the Optional Protocol of the Convention, which has been simplified from its original version, provides a voluntary conciliation mechanism open to additional ratification by States Parties to the Convention.

20. In order to ensure internal coherence, the UNWTO Secretariat has harmonized the draft Framework Convention on Tourism Ethics and the draft Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers in particular as regards to the sections on the Conference of States Parties and Final Provisions.

D. Next steps

21. To reinforce the preparatory work in view of the forthcoming XXII General Assembly (Chengdu, China), a 3rd meeting of the Working Group on the draft Framework Convention on Tourism Ethics will be held on 12-13 May at UNWTO Headquarters in Madrid, Spain, back-to-back with the 105th session of the Executive Council. Full and Associate Members attending the Executive Council session are invited to take part in this meeting.

22. Shortly after the 3rd meeting of the Working Group, the revised draft text of the Convention will be presented to all UNWTO Member States.

Framework Convention on Tourism Ethics

THE HIGH CONTRACTING PARTIES,

Desiring to develop tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and freedoms for all without distinction of any kind such as race, colour, gender, language, religion, political or other opinion, national or social origin, property, birth or other status,

Considering that tourism has the potential to contribute directly or indirectly to the Sustainable Development Goals of the 2030 Agenda for Sustainable Development, and in particular with regard to inclusive and sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources,

Firmly believing that, through the direct, spontaneous and non-mediatized contacts it engenders between men and women of different cultures and lifestyles, tourism represents a vital force for peace and a factor of friendship and understanding among the peoples of the world,

In keeping with the rationale of reconciling environmental protection, economic development and the fight against poverty in a sustainable manner, as formulated by the United Nations in 1992 at the “Earth Summit” of Rio de Janeiro, expressed in Agenda 21, adopted on that occasion, and reiterated by the “Earth Summits” of Johannesburg in 2002 and Rio in 2012 (Rio + 20),

Taking into account the swift and continued growth, both past and foreseeable, of the tourism activity, whether for leisure, business, culture, religious or health purposes and other special interest tourism products and segments, and its powerful effects, both positive and negative, on the environment, the economy and the society of both generating and receiving countries, on local communities and indigenous peoples, as well as on international relations and exchanges,

Aiming to promote responsible, sustainable and universally accessible tourism in the framework of the right of all persons to use their free time for leisure pursuits or travel with respect for the choices of society of all peoples,

Firmly convinced that, provided a number of principles and a certain number of rules are observed, responsible and sustainable tourism is by no means incompatible with the growing liberalization of the conditions governing the provision of goods and services and under whose aegis the enterprises of this sector operate and that it is possible to reconcile, in this context environment and economic development, openness to international trade and protection of social and cultural identities,

Considering that, with such an approach, all the stakeholders in tourism development – national, regional and local administrations, enterprises, business associations, workers in the sector, non-governmental organizations and bodies of all kinds related to the tourism sector, as well as host communities, the media and the tourists themselves, including excursionists – have different albeit interdependent responsibilities in the individual and societal development of tourism and that the formulation of their individual rights and duties will contribute to meeting this aim,

Recalling resolution A/RES/406(XIII) of 1999 adopted by the General Assembly of the World Tourism Organization (hereinafter referred to as “UNWTO”) in which it solemnly adopted the Global Code of Ethics for Tourism,

Recalling resolution A/RES/668(XI) of 2015 whereby the General Assembly of the UNWTO expressed its wish to convert the Global Code of Ethics for Tourism into a legally binding treaty in order to reinforce its effectiveness at the international and national level,

Considering that the World Committee on Tourism Ethics (hereinafter referred to as “the Committee”) established in 2001 under resolution A/RES/438(XIV) is a subsidiary organ of the UNWTO General Assembly,

Convinced that this Framework Convention (hereinafter referred to as “the Convention”) will enhance the advancement of a more sustainable and ethical tourism as stated in the Global Code of Ethics for Tourism,

Inspired by the resolutions and decisions related to the implementation of the Global Code of Ethics for Tourism, adopted by the UNWTO General Assembly and the Executive Council,

Reaffirming that, as a specialized agency of the United Nations, UNWTO, as well as its Member States, is guided in its activities by the Charter of the United Nations, relevant United Nations resolutions and the generally accepted norms and principles of international law,

Have agreed as follows:

GENERAL PROVISIONS

Article 1

Definitions⁴

For the purposes of this Convention and unless otherwise provided in particular provisions, the following definitions shall apply:

- (a) *ethical principles in tourism* means the Principles set out in this Convention in Articles 4 to 12 below.
- (b) *tourism* refers to the activities of visitors, whether tourists or excursionists.
- (c) *tourist* means a person taking a trip which includes an overnight stay to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.
- (d) *excursionist* means a person taking a trip which does not include an overnight stay to a main destination outside of his/her usual environment. For the purpose of this Convention any reference to tourists constitutes at the same time a reference to excursionists.
- (e) *stakeholders in tourism development* includes:⁵
 - (i) national governments;
 - (ii) local governments with specific competence in tourism matters;
 - (iii) tourism establishments and tourism enterprises, including their associations;
 - (iv) institutions engaged in financing tourism projects;
 - (v) tourism employees and professionals;
 - (vi) trade unions of tourism employees;
 - (vii) tourists and excursionists;
 - (viii) local populations and host communities at tourism destinations through their representatives; and
 - (ix) other juridical and natural persons having stakes in tourism development including non-governmental organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services.
- (f) *tourism resources* means natural and cultural resources, both tangible and intangible, that have the potential to attract tourists.

Article 2

Aim and scope

(1) The present Convention aims to promote responsible, sustainable and universally accessible tourism through the implementation of the ethical principles in tourism.

⁴ Definitions from the International Recommendations for Tourism Statistics. United Nations, 2008.

⁵ Based on resolution A/RES/469(XV), Beijing, China, 2003, by which the UNWTO General Assembly adopts the Supplement to the draft Protocol of Implementation relative to the application and interpretation of the Global Code of Ethics for Tourism

(2) The present Convention refers to all stakeholders in tourism development within the meaning of Article 1(e) in the observance of the ethical principles in tourism.

Article 3

Means of implementation

(1) States Parties shall promote responsible and sustainable tourism by formulating policies and adopting laws and regulations that are consistent with the ethical principles in tourism set out in the Convention.

(2) States Parties shall respect and promote the ethical principles in tourism, especially through encouraging tourism enterprises and bodies to reflect these principles in their contractual instruments and make specific reference to them in their codes of conduct or professional rules.

(3) States Parties shall periodically submit a report to the World Committee on Tourism Ethics concerning the adoption and effective implementation of policies, national laws and regulations that are consistent with the ethical principles in tourism.

(4) States Parties, which are also parties to the Optional Protocol to the Framework Convention on Tourism Ethics, shall promote among tourism enterprises and bodies the conciliation mechanism provided for in the Optional Protocol.

ETHICAL PRINCIPLES IN TOURISM

Article 4

Tourism's contribution to mutual understanding and respect between peoples and societies

(1) The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and recognize their worth.

(2) Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs.

(3) The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome.

(4) It is the task of the public authorities to provide protection for tourists and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults,

kidnappings or threats against tourists or workers in the tourism industries, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws.

(5) When travelling, tourists should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations.

(6) Tourists have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks.

Article 5

Tourism as a vehicle for individual and collective fulfilment

(1) Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practised as a privileged means of individual and collective fulfilment; when practised with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity.

(2) Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, persons with disabilities, ethnic minorities and indigenous peoples.

(3) The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad.

(4) Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial and deserve encouragement.

(5) The introduction into curricula of education about the value of tourism exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged.

Article 6

Tourism, a factor of sustainable development

(1) All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations.

(2) All forms of tourism development that are conducive to saving rare and precious natural resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities.

(3) The staggering in time and space of tourist flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industries and the local economy.

(4) Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas.

(5) Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites.

Article 7

Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement

(1) Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them.

(2) Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourism visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship.

(3) Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage.

(4) Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized.

Article 8

Tourism, a beneficial activity for host countries and communities

(1) Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the direct and indirect creation of jobs resulting from them.

(2) Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower.

(3) Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities.

(4) Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned.

Article 9

Obligations of stakeholders in tourism development

(1) Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part.

(2) Tourism professionals, insofar as it depends on them, should show concern, in cooperation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services; likewise, they should ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations.

(3) Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfilment of tourists and allow them, during their trip, to practise their religions.

(4) The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their trip.

(5) Governments have the right – and the duty – especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism sector of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits.

(6) The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism.

Article 10

Right to tourism

(1) The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants; the increasingly extensive participation in domestic and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way.

(2) The universal right to tourism must be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights.

(3) Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities.

(4) Family, youth, student and senior tourism and tourism for persons with disabilities, should be encouraged and facilitated.

Article 11

Liberty of tourist movements

(1) Tourists should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination.

(2) Tourists should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force.

(3) Tourists should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically.

(4) Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism sector and undermining its competitiveness should be gradually phased out or corrected.

(5) So far as the economic situation of the countries from which they come permits, tourists should have access to allowances of convertible currencies needed for their travels.

Article 12

Rights of the workers and entrepreneurs in the tourism industries

(1) The fundamental rights of workers and entrepreneurs in the tourism industries and related activities should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints linked in particular to the seasonality of their activity, the global dimension of their industries and the flexibility often required of them by the nature of their work.

(2) Employees and self-employed workers in the tourism industries and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector.

(3) Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors - especially in the area of small and medium-sized enterprises - should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions.

(4) Exchanges of experience offered to executives and workers, from different countries, contribute to fostering the development of the world tourism sector; these movements should be facilitated so far as possible in compliance with the applicable national laws and international conventions.

(5) As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industries should not exploit the dominant positions they sometimes occupy; they should avoid becoming the vehicles of cultural and social models artificially imposed on the host communities; in exchange for their freedom to invest and trade which should be fully recognized, they should involve themselves in local development, avoiding,

by the excessive repatriation of their profits or their induced imports, a reduction of their contribution to the economies in which they are established.

(6) Partnership and the establishment of balanced relations between enterprises of generating and receiving countries contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth.

WORLD COMMITTEE ON TOURISM ETHICS

Article 13

Mandate

(1) The World Committee on Tourism Ethics is a subsidiary organ of the UNWTO General Assembly, and notwithstanding the functions performed in relation to the Global Code of Ethics for Tourism, it shall be responsible for monitoring the implementation of the provisions of this Convention and carrying out any other tasks entrusted to it by the Conference of States Parties.

(2) The Committee shall fix the modalities for the submission and examination of the reports of the States Parties.

(3) The Committee shall adopt a biennial report that will be transmitted by the Secretary-General of the UNWTO to the General Assembly of the UNWTO and the States Parties to the present Convention.

(4) The Committee may also act, where applicable, as a conciliation mechanism to the States Parties and other stakeholders in tourism development in accordance with the Optional Protocol annexed to the Framework Convention on Tourism Ethics.

Article 14

Composition

(1) The General Assembly of the UNWTO shall determine the composition of the Committee as well as the modalities for the nomination and appointment of its Members with a view to achieving their independence and impartiality.

(2) The General Assembly of the UNWTO, in consultation with the Conference of States Parties, shall elect the members of the Committee with due regard being paid to gender balance and equitable regional and sectorial representation.

Article 15

Functioning

(1) The Secretary-General of the UNWTO shall place at the Committee's disposal the

personnel and financial resources necessary for the performance of its functions.

(2) The Committee shall adopt its own rules of procedure. The text of the rules of procedure shall be transmitted to the Conference of States Parties and to the General Assembly of the UNWTO for their information.

CONFERENCE OF STATES PARTIES

Article 16

Composition and responsibilities

(1) The Conference of States Parties shall be the plenary body of this Convention composed of representatives of all States Parties.

(2) The Conference of State Parties shall meet in ordinary sessions every two years in conjunction with the General Assembly of the UNWTO. It may meet in extraordinary session if it so decides or if the Secretary-General of the UNWTO receives a request to that effect from at least one-third of the States Parties.

(3) Attendance of any session of the Conference of States Parties by delegates representing the majority of the States Parties shall constitute a quorum.

(4) The Conference of States Parties shall adopt its own rules of procedure and amendments thereto.

(5) The Conference of States Parties shall perform, *inter alia*, the following functions:

- (a) *considering and adopting amendments to this Convention and to the Optional Protocol to the Framework Convention on Tourism Ethics where applicable;*
- (b) *adopting plans and programmes for the implementation of this Convention; and*
- (c) *taking any other measures it may consider necessary to further the objectives of this Convention.*

(6) The Conference of the States Parties may invite observers to its meetings. The admission and participation of observers shall be subject to the rules of procedure of the Conference of States Parties.

Article 17

Secretariat

The Secretariat of the UNWTO shall provide administrative support to the Conference of States Parties, as necessary.

FINAL PROVISIONS

Article 18

Signature

(1) The present Convention shall be open for signature by all Member States of the UNWTO and all Member States of the United Nations at the twenty-second session of the General Assembly of the UNWTO, and thereafter at the Headquarters of the UNWTO in Madrid until [date].

(2) The present Convention shall similarly be open for signature by regional economic integration organizations.

Article 19

Ratification, acceptance, approval or accession

(1) The present Convention is subject to ratification, acceptance, approval or accession by States and by regional economic integration organizations. Instruments of ratification, acceptance, approval and accession shall be deposited with the Secretary-General of the UNWTO.

(2) No reservations may be made with respect to any of the provisions of this Convention.

Article 20

Participation by regional economic integration organizations

(1) A regional economic integration organization that is constituted by sovereign States and has competence over certain matters governed by this Convention may similarly sign, ratify, accept, approve or accede to this Convention. The regional economic integration organization shall in that case have the rights and obligations of a State Party, to the extent that such an organization has competence over matters governed by this Convention.

(2) The regional economic integration organizations, shall, at the time of signature, ratification, acceptance, approval or accession, make a declaration to the depositary specifying the matters governed by this Convention in respect of which competence has been transferred to that organization by its Member States. The regional economic integration organization shall promptly notify the depositary of any changes to the distribution of competence, including new transfers of competence, specified in the declaration under this paragraph.

(4) A regional economic integration organization, in matters within its competence, may exercise their right to vote in the Conference of States Parties, with a number of votes equal to the number of its Member States that are Parties to the present Convention. Such an Organization shall not exercise its right to vote if any of its Member States exercises its right, and vice versa.

(5) Any reference to a "State Party" or "States Parties" in this Convention applies equally to a regional economic integration organization where the context so requires.

Article 21

Entry into force

(1) The present Convention shall enter into force on the thirtieth day following the date of deposit of the tenth instrument of ratification, acceptance, approval or accession.

(2) For each State Party ratifying, accepting, approving or acceding to the Convention after the deposit of the tenth instrument of ratification acceptance, approval or accession, the Convention shall enter into force on the thirtieth day following deposit by such State Party of its instrument of ratification, acceptance, approval or accession.

(3) For the purpose of this article and of Article 22, any instrument deposited by a regional economic integration organization shall not be counted as additional to those deposited by Member States of that organization.

Article 22

Amendment of the Convention

(1) Any State Party may propose amendments to the present Convention.

(2) The text of any proposed amendment shall be communicated by the Secretary-General of the UNWTO to all States Parties at least ninety days before the opening of the session of the Conference of States Parties.

(3) Amendments shall be adopted by a two-thirds majority vote of States Parties present and voting and shall be transmitted by the Secretary-General of the UNWTO to the States Parties for ratification, acceptance, approval or accession.

(4) Instruments of ratification, acceptance, approval or accession to the amendments shall be deposited with the Secretary-General of the UNWTO.

(5) Amendments adopted in accordance with paragraph 3 shall enter into force for those States Parties having ratified, accepted, approved or acceded to such amendments on the thirtieth day following the date of receipt by the Secretary-General of the UNWTO of the instruments of ratification, acceptance, approval or accession of at least five of the States Parties to this Convention. Thereafter the amendments shall enter into force for any other State Party on the thirtieth day after the date on which that State Party deposits its instrument.

(6) After entry into force of an amendment to this Convention, any new State Party to the Convention shall become a State Party to the Convention as amended.

Article 23

Denunciation

(1) The present Convention shall remain in force indefinitely, but any State Party may

denounce it at any time by written notification. The instrument of denunciation shall be deposited with the Secretary-General of the UNWTO. After one year from the date of deposit of the instrument of denunciation, the Convention shall no longer be in force for the denouncing State Party, but shall remain in force for the other States Parties.

(2) The denunciation shall not affect the possible remaining financial obligation of the denouncing State Party, any requests for information or assistance made, or procedure for the peaceful settlement of disputes commenced during the time the Convention is in force for the denouncing State Party.

Article 24

Dispute settlement

Any dispute that may arise between States Parties as to the application or interpretation of this Convention shall be resolved through diplomatic channels or, failing which, by any other means of peaceful settlement decided upon by the States Parties involved, including, where applicable, the conciliation mechanism provided for in the Optional Protocol.

Article 25

Authentic texts

The Arabic, English, French, Russian and Spanish texts of this Convention shall be regarded as equally authentic.

Article 26

Depositary

- (1) The Secretary-General of the UNWTO shall be the depositary of this Convention.
- (2) The Secretary-General of the UNWTO shall transmit certified copies to each of the signatory States Parties.
- (3) The Secretary-General of the UNWTO shall notify the States Parties of the signatures, of the deposits of instruments of ratification, acceptance, approval and accession, amendments and denunciation.

Article 27

Registration

In conformity with Article 102 of the Charter of the United Nations, this Convention shall be registered with the Secretary-General of the United Nations by the Secretary-General of the UNWTO.

IN WITNESS WHEREOF the undersigned, being duly authorized to that effect, have signed this Convention.

DONE at VENUE, on DATE

Optional Protocol to the Framework Convention on Tourism Ethics
regarding a conciliation mechanism

THE HIGH CONTRACTING PARTIES,

Having concluded the Framework Convention on Tourism Ethics (hereinafter referred to as “the Convention”) as a fundamental frame of reference for the development of responsible, sustainable and universally accessible tourism,

Recognizing that disputes in the tourism sector may sometimes seriously disrupt the positive impacts of the sector towards a harmonious socio-cultural and economic development and the advancement of peace and prosperity,

Aiming to supplement the Convention with a process for the settlement of disputes that can guide and strengthen the implementation of the ethical principles by all stakeholders concerned,

Encouraging all parties to try to resolve all disputes in a peaceful manner before resorting to litigation,

Have agreed as follows:

1. The World Committee on Tourism Ethics (hereinafter referred to as “the Committee”) shall act as an independent and voluntary conciliation mechanism for any dispute that may arise among States Parties to the present Protocol, or stakeholders in tourism development within the limits set out in paragraph 2 below, concerning the interpretation or application of the Convention.
2. Any dispute between two or several States Parties to the present Protocol, or a State Party and one or more stakeholders bearing the nationality of a State Party may be referred to the Committee.
3. In so far as the Parties agree to submit the dispute to the Committee, they shall present written statements, accompanied by all documents and other evidence as deemed necessary to the Chairperson of the Committee who shall appoint a sub-committee of three members responsible for examining the dispute and for formulating recommendations suitable to form the basis of a settlement.
4. In order to adopt relevant recommendations, the sub-committee may ask the Parties for additional information and, if deemed useful, may hear them at their request; the necessary expenses incurred by the conciliation procedure shall be borne by the Parties in dispute. The failure of one of the Parties to appear even though it has been given a reasonable opportunity to participate shall not prevent the sub-committee from adopting its recommendations.
5. Unless otherwise agreed by the Parties in dispute, the Committee shall announce recommendations of the sub-committee within three months from the date on which the dispute was referred to it. The Parties in dispute shall inform the Chairperson of the Committee of any settlement reached on the basis of the recommendations and of any action taken to implement such settlement.
6. If within a period of two months after notification of the recommendations the Parties in dispute have failed to agree on the terms of a final settlement, the Parties may separately or jointly refer the dispute to a plenary session of the Committee.

7. The plenary session of the Committee shall adopt a decision that shall be notified to the Parties in dispute and, if the Parties in dispute agree so, made public. If the Parties in dispute agree with the decision, they will be requested to apply it at the earliest possible opportunity and they shall provide information in due course to the Chairperson of the Committee on the actions they have taken to implement the abovementioned decision.

8. A State Party may, at the time of ratification, acceptance, approval or accession, or any subsequent date, declare that it agrees with respect to any other State Party assuming the same obligation, to consider binding the decision of the Committee in any dispute covered by this Protocol on which no settlement has been reached in accordance with paragraph 4.

9. Tourism establishments and tourism enterprises, as well as their associations, may include in their contractual documents a provision making the decisions of the Committee binding in their relations with their contracting parties.

10. Except in cases where new elements have been submitted to it, the Committee shall not consider matters it has already dealt with (*ne bis in idem*) and will inform the Parties in dispute accordingly.

11. The present Protocol is open to the ratification, acceptance, approval or accession to the States Parties to the Convention. The rules concerning the amendment and denunciation of the Convention shall apply mutatis mutandis to the Protocol. The provisions included in Article 19(2) of the Convention shall not apply to this Protocol. The Protocol shall form an Annex to the Convention for the States having ratified, accepted, approved or acceded to it.

12. Denunciation of the Convention shall involve the immediate denunciation of this Protocol. The denunciation shall take effect one year after the receipt of the instrument of denunciation. However, States Parties denouncing the Protocol shall remain bound by its provisions in respect of any dispute which may have been referred to the Committee before the end of the one-year period provided for above.

13. The Protocol shall enter into force on the thirtieth day following the date of deposit of the second instrument of ratification, acceptance, approval or accession.

14. For each State Party ratifying, accepting, approving or acceding to the Protocol after the deposit of the second instrument of ratification, acceptance, approval or accession, the Protocol shall enter into force on the thirtieth day following the deposit by such State Party of its instrument of ratification, acceptance, approval or accession. For the purpose of this paragraph, any instrument deposited by a regional economic integration organization shall not be counted as additional to those deposited by Member States of that organization.

IN WITNESS WHEREOF the undersigned, being duly authorized to that effect, have signed the present Protocol.

DONE at VENUE, on DATE

Annex VIII: Guidelines for the adoption of the draft UNWTO conventions by the General Assembly

I. Background and purpose of the Special Guidelines

1. In accordance with resolutions 654(XXI) and 668(XXI) of the General Assembly concerning the draft Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers and the draft Framework Convention on Tourism Ethics respectively, the texts of the two draft international conventions have been prepared by two ad hoc working groups composed of all interested member States with the assistance of the Secretariat. As requested by the General Assembly in the above-mentioned resolutions, the texts of the Conventions are to be submitted to its 22nd session for discussion, consideration and possible approval or adoption.
2. This is the first time that the UN World Tourism Organization intends to adopt an international convention in the framework of its General Assembly, which will be a landmark in the Organization's history as the UNWTO remains the only UN specialized agency that has not developed a convention regulating matters within its field of expertise.
3. In order to successfully complete this effort and following the practice of other UN organizations with a wider treaty-making tradition and experience, it is essential to structure the debate on the draft texts of the Conventions during the forthcoming session of the General Assembly, and to this effect, establish ad hoc principles and rules to be applied in the process of examination, amendment, approval and adoption of the relevant texts. As they currently read, the Rules of Procedure of the General Assembly are not fully suitable for this purpose as they do not include specific rules that could be applied to this type of debate.
4. Further, the limited time available until the General Assembly and also the short duration of the General Assembly itself—as compared to legislative bodies of other UN organizations that usually meet for two weeks—represent considerable challenges and require that member States be able to consider the text and any amendments proposed in the most effective manner, avoiding as much as possible any unnecessary delay in the discussion of procedural matters.
5. In light of the above considerations and taking as a basis the practice of other UN organizations, the Secretariat has prepared the Special Guidelines below for the consideration of the Executive Council. If endorsed by the Council, the Special Guidelines will be followed by the Secretariat until the opening of the 22nd session of the General Assembly and will be submitted to its first plenary sitting for approval.
6. The purpose of the Special Guidelines is twofold: firstly, to provide legal certainty as regards the time schedule and process for the finalization and possible adoption of the texts of international conventions, and secondly, to propose a practicable and time-efficient framework for the consideration by the General Assembly of any comments and proposals for modifications made by member States to the texts of draft international conventions.

II. Scope of the Guidelines

1. The proposed Special Guidelines only refer to the process of discussion of the texts of draft Conventions and their possible adoption by the General Assembly and not to the process by which the member States may become legally bound by the Convention. The adoption of a text by the 22nd session of the General Assembly will not imply in any way an immediate obligation for member States to

comply with the provisions of the corresponding Convention. Accordingly, if a final text is adopted by the General Assembly, it will be up for any member State, if it so wishes and in accordance with its constitutional procedures and practice, to express its consent to be bound by a Convention through the deposit of an instrument of ratification, approval, acceptance or accession to the Secretary-General of the UNWTO.

2. The proposed Special Guidelines also aim to provide the necessary flexibility with regard to the outcome of the discussions which will be held at the forthcoming session of the General Assembly. In particular, and although the ultimate goal is to adopt the text of each Convention in the five authentic languages as provided for therein, the Guidelines also provide for the possibility to submit only the English version for approval by the General Assembly and to adopt the texts of the Conventions in all the authentic languages during a plenipotentiary conference to be convened by the General Assembly at a later stage if the timely preparation of the text in all five languages were to prove impossible due to time constraints.

3. It is important to note that the Special Guidelines are not intended to deviate from, replace or otherwise amend the Rules of Procedure of the General Assembly in any definite manner but only to propose some exceptional arrangements limited in scope and of temporary application for the specific needs of the 22nd session of the General Assembly in order to facilitate the consideration and possible adoption of the texts of the Conventions prepared by the Working Groups, subject to the explicit endorsement of the Executive Council and the approval of the General Assembly.

4. Based on the experience and the results obtained at the 22nd session of the General Assembly, the Executive Council may wish to consider the possibility to include the Special Guidelines as an Annex to the Rules of Procedure of the General Assembly for future use in similar legislative exercises that may be conducted within the framework of the UNWTO. Should this be agreeable to the Executive Council, the Special Guidelines could be submitted to the 23rd session of the General Assembly for approval, with any necessary adjustment based on the lessons learned at the forthcoming session of the General Assembly.

III. Special Guidelines for the consideration and possible adoption of international conventions by the 22nd session of the General Assembly

1. Scope and aim

(a) These Guidelines relate only to the consideration, approval and possible adoption of either or both draft international conventions prepared in conformity with resolutions 654(XXI) and 668(XXI).

(b) The rules and procedures set out in these Guidelines are subject to the Statutes of the Organization and shall exceptionally apply during the 22nd session of the General Assembly.

2. Circulation of proposals and submission of amendments to draft texts of international conventions for consideration at the 22nd session of the General Assembly

(a) Upon recommendation of the Executive Council, the Secretary-General shall circulate the proposed text of an international convention in the five official languages to the Members of the Organization at least ninety days before the opening of the 22nd session of the General Assembly.

(b) Amendments to the text of a draft convention which has been circulated in accordance with paragraph (a) above may be submitted by member States to the Secretary-General in writing, in one of the official languages of the Organization, not later than thirty days before the opening of the session. Any proposals submitted after this deadline shall not be considered by the General Assembly. For the purpose of these Guidelines, amendments are proposals for changes, including proposals for deleting, adding, moving or replacing any of the provisions of a draft convention.

(c) In order to be considered, amendments shall clearly specify the article and paragraph they refer to as well as the proposed action, including any alternative text.

(d) Except when an amendment is self-explanatory, it may be accompanied by an explanatory note of not more than 50 words to facilitate better understanding or clarify the scope of the amendment.

(e) The Secretary-General shall transmit any proposed amendments received in accordance with paragraphs (b) and (c) above to all Members in all the official languages not later than ten days before the opening of the session.

(f) The Working Group tasked with the preparation of the text of a draft Convention and composed of all interested member States will conduct all preparatory work as necessary until the opening session of the 22nd General Assembly for the facilitation of the discussion of the text during the Assembly and, in particular, it may adopt reports and submit recommendations on the text and any amendments proposed thereto, as deemed necessary for consideration by the Assembly.

3. Ad hoc Committee for the preparation of the texts of international conventions to be submitted to the 22nd General Assembly for adoption

(a) Upon approval of the Special Guidelines at the beginning of the session, the General Assembly may establish, in accordance with Article 12(j) of the Statutes, an ad hoc Committee composed of member States to revise and prepare the final texts of Conventions. All member States may participate in the Committee. All international organizations attending the General Assembly may participate in the Committee as observers, in accordance with Rule 9(2) of the Rules of Procedure of the General Assembly.

(b) The Committee shall elect its Chair from among its members.

(c) The Committee shall examine and revise, if needed, the text of a draft Convention, based on any amendments received in accordance with paragraphs 2(b) and 2(c) above. At the end of its work, the Committee shall submit the text of the Convention in the five languages to the plenary session of the General Assembly for final adoption.

(d) In case the text to be submitted to the plenary session of the General Assembly for final adoption is not available in any linguistic version other than English, only the English version shall be submitted to the General Assembly for approval.

(e) The Committee shall take decisions by consensus, unless a vote is required by one of its members, in which case, decision will be adopted by a simple majority of the members of the Committee present and voting by show of hands.

(f) Members under Article 34 of the Statutes or paragraph 13 of the Financing Rules shall not be entitled to submit amendments or to vote.

4. Consideration of the text of a draft Convention in the Committee and elaboration of the final text to be submitted to the General Assembly for adoption

(a) Amendments duly submitted in accordance with paragraphs 2(b) and 2(c) above shall be considered by the Committee only if they are seconded by a member of the Committee.

(b) For the purposes of these Guidelines, a sub-amendment is a proposed change to an amendment that merely adds to, deletes from or revises part of that amendment.

(c) The Chair of the Committee shall direct the debate on the text of a draft Convention article by article in the English version.

(d) In the case of articles having received a proposal for amendment, a representative of the member State that submitted the amendment may make a brief statement explaining the amendment. The Chair may limit the time to be allowed for such explanations. The Committee shall take a decision on the amendment presented. If the amendment is adopted, the provision under consideration will be considered adopted by the Committee, as amended. If the amendment is rejected, the original draft text will be deemed to have been adopted unchanged.

(e) Amendments and sub-amendments shall have priority over the texts to which they refer and shall be considered before the text itself.

(f) Any amendment or sub-amendment may be withdrawn at any time by the Member State that submitted it, through its representative, unless it has been adopted.

(g) When two or more amendments are submitted on the same provisions or part of provision, the Committee shall consider first the amendment furthest removed in substance from the original proposal. If one or more amendments are adopted, it or they will be embodied in the original text and the revised text shall then be considered. The same rule will apply to sub-amendments when they relate to the same amendment.

(h) The Chair of the Committee, with the assistance of the Secretariat, shall establish the order in which amendments and sub-amendments shall be considered by the Committee, due regard being had to the need to conduct the debate in a timely fashion.

(i) When the text of a draft Convention has been considered in its entirety in accordance with these Guidelines, the Committee will forward the text in English to the General Assembly for final adoption.

5. Consideration and adoption of the text of international conventions by the General Assembly

(a) The General Assembly, at its plenary session, shall consider the text submitted by the Committee for adoption as a whole in the five official languages of the Organization by consensus, or by a two-thirds majority roll call vote, if a Full Member so requires.

- (b) If a draft Convention is not adopted by consensus, or does not obtain the two-thirds majority required under paragraph (a) above, the Assembly may decide to create a Committee composed of Member States to finalize a text that could be adopted either at a subsequent session of the Assembly or at an international plenipotentiary conference convened specifically for this purpose.
- (c) If, after consideration of the text by the Committee, only the English version is submitted to the plenary, the text will be considered for approval by the Assembly. If approved, the Assembly shall convene, at a later date to be decided, an international plenipotentiary conference for the adoption of the text in the five official languages.
- (d) Two copies of a Convention adopted by the General Assembly shall be authenticated in the five official languages of the Organization by the signature of the President of the General Assembly and the Secretary-General of UNWTO.
- (e) A certified copy of any Convention adopted by the General Assembly shall be transmitted by the Secretary-General of UNWTO, as soon as possible, to the member States.

Annex IX: Authorizations granted for the use of the UNWTO logo

1. In accordance with the 89th Council decision (CE/DEC/8(LXXXIX)) and the 19th General Assembly resolution A/RES/601(XIX), the Secretariat hereby reports to the Executive Council the authorizations granted for the use of the UNWTO signs between.

2. In the period under review, the Secretariat has granted permission for the use of the UNWTO signs to the entities listed below.

Organization	Country	Use	Full/ Associate/ Affiliate Member
August 2016 – February 2017			
Gansu Tourism Administration (Dunhuang Silk Road Tourism Festival)	China	Event / flag	Non Member
Jamaica Tourist Board	Jamaica	Event	Full Member
Shuter and Shooter	South Africa	Publication (Study Guide)	Non Member
National Council for Tourism and Antiquities / UAE	United Arab Emirates	Event / Promotional material	Full Member
Fundación EOI	Spain	Publication	Non Member
Tourism Cares	USA	Event / Publication / Web	Affiliate Member
Seoul Tourism Organization	Republic of Korea	Event	Affiliate Member
ATES	France	Event / Publication	Non Member
Turismo Maspalomas Costa Canaria	Costa Canária	Event	Affiliate Member
Japan Tourism Agency	Japan	Publication	Full Member
Department of Tourism of Almaty	Kazajistán	Event	Affiliate Member
Segittur	Spain	Joint Event	Affiliate Member
JSF Travel & Tourism School	Spain	Web / Promotional materials	Affiliate Member
GSTC Global Sustainable Tourism Conference	Republic of Korea	Event / Promotional material	Affiliate Member
WTM	UK	Event	
Smart Tourism Conference HKPU (Zhejiang Provincial Tourism Administration)	China	Event	Affiliate Member
Ministério de Economia, Fomento e Turismo Seminário el turismo en cifras	Chile	Event	Full Member
Student Marketing Ltd	Austria	Event / Publication / Promotional material	Affiliate Member
Ministry of Economics, Construction and Tourism	Germany	Event	Non Member
Japan Travel and Tourism Association (JTJA)	Japan	Business Card	Affiliate Member
Universidad Tecnológica Equinoccial (UTE)	Ecuador	Event / Promotional material	Non Member
Ministry of Tourism	Morocco	Event	Full Member
Ministry of Tourism	Bulgaria	Event	Non Member
WTM London	UK	Event	Affiliate Member
Braztoa	Brazil	Event	Affiliate Member
Modul University DMCC	Dubai	Publication / Web / Promotional material	Affiliate Member
International institute for peace through tourism	India	Event	Non Member
GTTP	USA	Competition	Affiliate Member
Committee for tourism development Saint Petersburg	Russia	Car Publicity	Non Member
ICHTTO	Iran	Event	Full Member
Ministry of Tourism Jamaica	Jamaica	Event	Full Member

Organization	Country	Use	Full/ Associate/ Affiliate Member
August 2016 – February 2017			
Mediterranean Exchange of Archaeological Tourism	Italy	Event / Publication	Non Member
Agència Valenciana del Turisme	Spain	Event / Publication	Affiliate Member
IIPT	USA	Event	Non Member
Mazurkas Congress & Conference Management	Poland	Event / Web	Non Member
Paris Inn Group	France	Event / Web / Email signature	Affiliate Member
Anahuac University	Mexico	Event	Non Member
Europamundo	Spain	Event	Affiliate Member
WTCF Asia	Malaysia	Event	Non Member
JTB	Japan	Publication	Affiliate Member
UNFCCC Secretariat	UN	Event / Publication / Promotional material	Non Member
Seoul Tourism Organization	Japan	Publication	Affiliate Member
Les Roches International School of Hotel Management	Switzerland	Publication / Web	Affiliate Member
MMGY Global	UK	Event	Non Member
Agència Valenciana del Turisme	Spain	Event	Affiliate Member
TTC	UK	Publication / Web	Affiliate Member
Universidad Tecnológica de Chile IUACAP	Chile	Publication	Affiliate Member
Ernst Klette Spracher	Germany	Publication	Non Member
Universitat d'Andorra	Spain	Web / Promotional material	Non Member
The Federal State-Funded Institution of Higher Education "Financial University under the Government of the Russian Federation"	Russia	Event / Publication	Affiliate Member
Ministère de l'Aménagement du Territoire, du Tourisme et de l'Artisanat de la République Algérienne Démocratique et Populaire	Algerie	Event	Full Member
Goldcar	Spain	Publication	Affiliate Member
IMEX	UK	Event	Affiliate Member
Department of Applied Mathematics and Physics Graduate School of Informatics, Kyoto University Research Fellow Canon Institute for Global Studies PRESTO	Japan	Event	Affiliate Member
Ministère du Tourisme Royaume du Maroc	Morocco	Event	Full Member
Association of Caribbean States (ACS)	Republic of Trinidad and Tobago	Event	Non Member
Horwath HTL	Germany	Publication	Affiliate Member