



CAP/CSA/30/5_Prog of Work_2017-2018

**UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA**
Thirtieth Joint Meeting
Nadi, Fiji
19 June 2018

Item 5 of the Provisional Agenda

**REPORT ON THE IMPLEMENTATION OF THE GENERAL
PROGRAMME OF WORK**

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions for Asia and the Pacific the document on the activities carried out in the framework of the General Programme of Work within the period under review.

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

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General Programme of Work for 2017-2018

I. INTRODUCTION

1. This report presents a summary of the activities carried out by the Organization from July 2017 to March 2018. It is the chronological continuation of document CE/106/3 presented in Chengdu, China, in September 2017.
2. It includes annex [Annex I](#): UNWTO activities in the United Nations system.

II. Competitiveness and quality

A. Sharing knowledge and experiences and building capacity

3. [The Second International Rural Tourism Conference](#) took place in Anji County in Huzhou, China, from 16 to 18 July 2017. This conference was organized and hosted by Huzhou City in China in collaboration with Pacific Asia Travel Association (PATA) and UNWTO. UNWTO presented the "[Report on International Rural Tourism Development: An Asia Pacific Perspective](#)", which includes best practices and successful strategies in rural tourism development throughout Asia and the Pacific.
4. Starting on 18 July 2017, in Andorra, UNWTO and the [UNWTO Themis Foundation](#) provided a three-day training course to 15 Member States aimed at building resilience at tourism destinations by creating capacity to develop and implement crisis communications strategies. It included a revision of the different types of crisis that may affect tourism destinations – natural disasters, financial collapses, violent incidents or pandemics, among others – and recommended communications methodologies for each phase of a crisis – before, during and after.
5. UNWTO jointly with the World Tourism Cities Federation (WTCF) conducted the [UNWTO-WTCF City Tourism Performance Research](#) with the aim of developing a platform to showcase good practices on how to improve city tourism performance. As an outcome of this joint initiative, a publication with the same topic was released in January 2018 (available [here](#)). The research has compiled showcases from 15 different urban destinations representing different regions by providing an analysis and evaluation of a set of criteria and serves as a guide for policy makers and local tourism stakeholders in their efforts to improve performance, competitiveness and sustainability. Two supporting Technical Workshops ([Tianjin, China, 2 September 2017](#) and [Buenos Aires, Argentina, 26 September 2017](#), respectively) were held to discuss the results of the study and provide recommendations to the cities on the selected key performance areas.
6. A [UNWTO.Themis Regional Workshop](#) was hosted in Ghana, from 12 to 17 October 2017, on Tourism Marketing: From Product to Experience. The objective of the capacity-building course was to equip officials and professionals of Ghana and its neighbouring countries with capacity, knowledge and skills on current trends in Tourism Marketing, and especially on Experiential Marketing. The workshop concluded with a strong focus message to the participants on the importance of using the state of the art tourism marketing tools to enhance tourism experience for African destinations.
7. [UNWTO, in collaboration with Les Roches Global Hospitality Education hospitality school, organized the 2nd UNWTO Global Conference on Talent Development in Tourism](#) from 8 to 10 October 2017 in Marbella, Spain. There, experts from public tourism administrations, private entities and world renowned academics met to explore the decisive role of talent development and education in defining the competitiveness of tourism destinations. In this framework, the UNWTO Students Idea Competition offered the unique opportunity to students from over 20 universities to showcase their ideas of projects on talent development strategies.

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8. UNWTO and the International Labour Organization (ILO) held a meeting in Madrid, Spain, on 20 October 2017 with the objective of discussing the present situation and challenges of the labour market in the tourism sector. The event, organized in the context of the International Year of Sustainable Tourism for Development 2017 (IY2017), took place at the Ministry of Energy, Tourism and the Digital Agenda of the Government of Spain (More information [online](#)). All activities in the United Nations system, including those in relation with the IY2017 are detailed in [Annex II](#).

9. The European Travel Commission (ETC) and UNWTO held an international seminar in Santiago de Compostela, Spain, on 16-18 November 2017, to exchange best practices on how to develop and effectively manage transnational tourism themes and routes. The two-day event provided insights into the development, management and promotion of transnational tourism themes and routes in Europe and worldwide, as well as practical guidance for National Tourism Organizations (NTOs), Destination Management Organizations (DMOs) and National Tourism Administrations (NTAs) on how to market and promote destinations through transnational thematic tourism experiences and products (More information [online](#)).

10. UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission (EC) - within the framework of the joint project "Enhancing the Understanding of European Tourism" - gathered national tourism policy makers and statisticians in Brussels, Belgium, to advance in the implementation of the measurement of the economic impact through Tourism Satellite Accounts, on 29-30 of November 2017. Bringing together over 100 data users and data producers from 35 EU Member States and COSME countries, the [Workshop](#) helped advance knowledge and standards on the issue amongst these key stakeholders.

11. UNWTO, in collaboration with the Ministry of Tourism and Culture of Malaysia, organized the [6th Global Summit on Urban Tourism: "Sustainable and Competitive Tourism on the New Urban Agenda"](#) on 4-6 December 2017 in Kuala Lumpur. The Summit provided a globally shared vision and a strategic approach to re-address the tools to adapt to the new paradigms in urban tourism while achieving coherence among the tourism activities, urban development policies and the economic and social benefits for the local inhabitants through integrated planning, efficient governance, knowledge management and professionalism in operations. The UNWTO Awards for Excellence and Innovation in Tourism, African and Middle East tourism development and the Chinese Market were [among UNWTO activities](#) during the 38th edition of the Madrid International Tourism Fair (FITUR), on January 17-21 2018. The [Awards Ceremony](#) recognized some of the best examples of sustainable tourism around the world. Ahead of the Ceremony, the [Awards Forum](#) presented all shortlisted projects chosen among a total of 128 initiatives from 55 countries.

12. The [9th Tourism Investment and Business Forum for Africa \(INVESTOUR\)](#), an annual event jointly organized by UNWTO, FITUR and Casa África, gathered nearly 30 ministers of tourism from the region to debate the opportunities that the sector can offer to the continent. The round-table sessions yielded interesting conclusions about the perception of Africa on the international scene and how Brand Africa could position itself to impact tourism in the region, and the importance and the role of biodiversity to enhance local communities' involvement and develop sustainable livelihoods. On the occasion of the Ministerial lunch, UNWTO presented to Member States a proposed Special Programme for Africa.

13. The potential of tourism in the MENA (Middle East and North Africa) region was addressed at a [ministerial discussion](#) jointly organized by UNWTO and Casa Árabe, which reviewed policies and strategies to consolidate recovery and to step up Tourism's contribution to an inclusive and sustainable socioeconomic development.

14. Chaired by Peru, meetings of the Committee on Tourism and Competitiveness (CTC) took place during the 22nd session of the General Assembly in Chengdu, China, 11-16 September 2017 and in the framework of FITUR. Conclusions are available in the document [CE/108/6\(a\)](#).

15. The Special Meeting the UNWTO Committee on Statistics and the TSA took place during the General Assembly in Chengdu, China on 12 September 2017. The [eighteenth meeting of the Committee on Statistics and the Tourism Satellite Account](#) took place in UNWTO Headquarters, Madrid, Spain, on 27-28 February 2018. Conclusions are available in the document [CE/108/6\(c\)](#).

16. The World Tourism Organization, its UNWTO.Themis Foundation and the Ministry of Economy of the Republic of Lithuania jointly organized the [UNWTO Capacity Building Workshop on “Current Trends of Tourism eMarketing](#) in Kėdainiai, Lithuania, on 13-14 November 2017.

17. On the occasion of FITUR, the World Tourism Organization, Affiliate Member, the Leading Brands of Spain Forum (Foro de Marcas Renombradas Españolas, FMR) and its major Spanish wineries introduced the outcomes of a year-long collaboration based on the UNWTO Wine Tourism Prototype Methodology, [The Joyful Journey](#). This is the first product resulting from the application of the UNWTO Wine Tourism Prototype to be officially commercialized. The methodology is currently being applied in the province of Mendoza, Argentina, at the request of the Ministry of Tourism of Argentina, and puts emphasis on actively advancing the SDGs in the region.

18. The [10th edition of the World Congress on Snow and Mountain Tourism](#) took place on 21-23 March 2018 in Andorra, under the title “Shaping the Future of Hospitality in Mountain Destinations”. During the Congress, topics such as the re-positioning of tourism accommodation, quality management, capacity building, the impact of new tourism services platforms, and data monitoring in mountain destinations were addressed.

19. [Silk Road Programme](#) activities, with specific information on major international meetings and events, specialised training workshops, and the capacity building projects connecting the Eastern and Western sections of the historic routes, are detailed in [Annex I](#).

B. Data, research and guidance

20. [UNWTO World Tourism Barometer](#), four editions were released:

(a) August 2017: International tourism in the first half of 2017 and overview of air departures and booking trends;

(b) October 2017: International tourism in the first eight months of 2017, including expenditure data for source markets around the world;

(c) December 2017: International tourism in the first ten months of 2017, as well as an analysis of cruise tourism and an update on the economic environment; and

(d) January 2018: Full year results for international tourism in 2017 and an outlook for 2018 based notably on the assessment by the UNWTO Panel of Tourism Experts.

21. As part of the joint project with the European Union (EU) “Enhancing the Understanding of European Tourism”, UNWTO launched the [European Union Short-Term Tourism Trends](#) publication aiming at monitoring the short-term evolution of tourism trends in the European Union (EU-28). In the period covered by the present report, four editions were released.

22. Developed within the same framework was the report *European Union Tourism Trends*, which places EU tourism in the context of global tourism trends: Europe continues to stand as the most-visited region, welcoming half of the world’s international tourist arrivals. The report also provides a useful and comprehensive overview of tourism in the EU and that it enhances the knowledge base of the EU Virtual Tourism Observatory, helping to shape evidence-based policies for the development of future initiatives in tourism in the EU.

23. The publication [Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions](#) gives an overview of the key features of the Chinese outbound tourism market in

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terms of policy, demographics, socio-economic evolution, catchment areas, and market trends. It includes case studies from seven destinations in Asia and Pacific and three in Europe and the Americas, which have successfully developed the Chinese tourism market. The report also has a special focus on the millennial tourists who hold a prominent position in Chinese outbound.

24. The [UNWTO/GTERC Annual Report on Asia Tourism Trends, 2017 Edition](#), the fourth annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. This growth has been influenced by technological developments and the digital revolution. Regional collaboration with its many challenges and opportunities is also highlighted as one of the factors shaping tourism development in Asia and the Pacific.

25. The ETC and UNWTO publication [Handbook on Marketing Transnational Tourism Themes and Routes](#) aims at acquiring a deeper understanding of the transnational tourism themes and routes that are already proposed to travellers. It provides practical guidance on the creation and implementation of tourism routes and on marketing thematic tourism, including its development, management and promotion.

26. The publication [Maximizing the Benefits of Mega Events for Tourism Development](#) serves tourism authorities as a reference for making the best possible use of mega events, and relatively smaller events, by providing points of view and describing actual actions taken by host destinations.

27. The [Yearbook of Tourism Statistics 2018 edition](#) and the [Compendium of Tourism Statistics 2018 edition](#) were released in March 2018.

28. The [UNWTO.QUEST – DMO Certification System](#) was presented to Destination Management Organizations (DMOs) in December 2017. UNWTO.QUEST is a Programme designed by the World Tourism Organization together with UNWTO.Themis Foundation to accompany the DMOs through a process to enhance planning, governance and performance by strengthening three areas of key performance in destination management: strategic leadership, effective execution and efficient governance. The pilot UNWO.QUEST initiative with Punta del Este, Uruguay, is in progress.

29. The UNWTO General Assembly, at its 22nd session (Chengdu, China, September 2017), requested the Secretary-General to continue with the drafting of the UNWTO Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers and encouraged the Working Group to finalize a draft text that could be submitted to all Member States, with a view to the negotiation and adoption of the text at an International Treaty Conference to be convened before the next General Assembly. In July last year, the Secretariat launched a survey among the members of the Working Group in order to seek their views as to the further drafting and improvement of the text. The response rate was very low (only ten Members of the Working Group replied, out of which only four are Member States). Consequently, the Secretary-General will further consult the Member States regarding the future of this draft Convention.

III. Sustainability and ethics

A. Sharing knowledge and experiences and building capacity

30. The fight against child exploitation in tourism is a UNWTO priority that has been led for 20 years by its World Tourism Network on Child Protection. On 17 July 2017, the meeting of experts was hosted in Madrid, Spain, at UNWTO Headquarters. The main issues discussed were: reducing sex offenders' anonymity while they are travelling and crossing international borders; sharing information between countries; and involving the help of flight attendants if they notice unusual situations involving children (US) (More information [online](#)).

31. The 22nd session of the UNWTO General Assembly (Chengdu, China, September 2017) approved the [Chengdu Declaration on 'Tourism and the Sustainable Development Goals'](#). The document, in which the potential of the tourism sector is underlined in economic, social and political terms, includes 19 articles that, among others, recommend governments "to develop an integrated and holistic approach to tourism policy in order to leverage the sector's positive impact and multiplying effect on people, planet and prosperity".
32. On 27 September, [World Tourism Day 2017](#) addressed the power of sustainable tourism for development. This year, the official celebrations were held in Doha, Qatar. One of the goals of the World Tourism Day celebrations was to advocate the potential of sustainable tourism as a tool for development.
33. Argentina hosted the [2nd UNWTO Global Conference on Wine Tourism](#) on 29-30 September, 2017. A special focus was dedicated to strengthening the relationship between sustainability and wine tourism, highlighting the valuable role of wine tourism in the sustainable development of tourism destinations.
34. UNWTO, the Pacific Asia Travel Association (PATA) and the People's Government of Guilin of China held the [11th UNWTO/PATA Forum on Tourism Trends and Outlook](#) on 10-12 October 2017. The theme of this year's edition was "Sustainable Tourism: Beyond Being Green", aligned with the celebration of the 2017 International Year of Sustainable Tourism for Development. The Forum focused on tourism development and sustainable growth, changes in travellers' behaviour and sustainable-related practices, best-policy and industry practices in sustainable tourism, sustainable tourism in China and the role of the academia in driving sustainability.
35. UNWTO launched a [Travellers' competition](#) to promote responsible travel ahead of World Tourism Day. The initiative was part of the '[Travel.Enjoy.Respect.](#)' campaign taking place within the International Year of Sustainable Tourism for Development 2017. A one-month trip across the world visiting sustainable tourism initiatives was the prize that was awarded to the winner of the competition. 2400 submissions were received, and the winner was announced on 30 October.
36. The [UNWTO International Network of Sustainable Tourism Observatories](#) welcomed the establishment of two new observatories in Indonesia on the occasion of the International Sustainable Tourism Conference that took place in Yogyakarta, Indonesia, from 31 October to 1 November 2017. The two new observatories are hosted by the Research Centre for Culture and Tourism of the Udayana University, responsible for monitoring Sanur's sustainable tourism, and the University of Sumatera Utara, responsible for monitoring Pangururan sustainable tourism destination.
37. Over 60 ministers of tourism and private sector leaders gathered on 7 November 2017 in London, United Kingdom, for the [UNWTO / WTM Ministers' Summit on 'overtourism'](#), which highlighted that community engagement, communication, congestion management, adequate planning and product diversification are key aspects to be considered when dealing with 'overtourism'. Participants agreed on the need to build awareness among communities of the benefits of the sector, improve the use of big data to measure and manage the impact of tourists and tourist flows, and promote the development of tourism experiences that directly engage and benefit communities.
38. With the rapid growth of the tourism sector in West and Central Africa, tourism has become an important pillar for local economies in many destinations in the region. Challenges in preserving the biodiversity in an appropriate and quality environment may in the long run affect visitors' satisfaction which ultimately would result in lower income generation from tourist related activities. Consequently, UNWTO in collaboration with Chimelong, has launched a [capacity building programme in West and Central Africa](#) involving 5 countries, from which the first beneficiaries, which are Gabon, Benin and Niger, have already benefited. The [last two seminars](#) in the series took place in Dubréka, Republic of Guinea, from 14 to 16 November and in Kinshasa, Democratic Republic of Congo, from 21-23 November 2017.

39. On the occasion of the centenary of the apparitions of Fatima (1917-2017), the [International Congress on Religious Tourism and Pilgrimage](#) was organized with the Ministry of Economy of Portugal on 22-23 November. The Congress reflected on the potential and the role of religious tourism and sacred places as a tool for socio-economic and cultural development of destinations.
40. African tourism leaders debated the role of the tourism sector as a tool for inclusive growth and community engagement in Lusaka, Zambia on 16-18 November, 2017, on the occasion of the [UNWTO Conference on Promoting Sustainable Tourism, a Tool for Inclusive Growth and Community Engagement in Africa](#), an official event of the IY2017. The final outcome of the conference was the [Lusaka Declaration](#) on Promoting Sustainable Tourism Development, a Tool for Inclusive Growth and Community Engagement in Africa. The document, which places sustainability at the core of tourism development and on national and international development agendas, was adopted unanimously by all participants.
41. UNWTO, the Government of Jamaica, the World Bank Group and the Inter-American Development Bank organized a [Conference on Tourism, Jobs and Inclusive Growth](#), which aimed to set a new collaborative framework for tourism moving towards the 2030 Agenda for Sustainable Development. The event gathered 1,500 participants and over 150 speakers in Montego Bay, Jamaica, on 27-29 November, 2017. During two days, sessions were looking into partnership models in the areas of investment, infrastructure, international aid and development finance, human capital, social inclusiveness, climate change, resource efficiency, education and destination management. Tourism leaders present on this occasion signed the Montego Bay Declaration on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism, firmly demonstrating their determination in taking further action towards the advancement of sustainable tourism worldwide.
42. Botswana hosted the International Symposium and Annual Conference of the [10YFP Sustainable Tourism Programme \(STP\)](#) on 7-9 December, 2017. Tourism stakeholders gathered to exchange experiences and knowledge of innovative approaches to enhance tourism and conservation planning, financing and marketing. Under the theme “Empowering Tourism Destinations’ Sustainability through Innovation”, the role of the tourism sector in fighting climate change was also discussed. Nearly 30 journalists convened to debate the role of the media in advocating sustainable tourism and wildlife conservation as its major asset. The training addressed the impact of wildlife tourism in the African continent, the different journalistic angles of the topic and the relevance of story-telling to reporting. Participants had the opportunity to propose solutions and recommendations to the difficulties they normally face to cover these themes.
43. Over 800 participants from 70 countries gathered in Muscat, capital city of the Sultanate of Oman on 11-12 December 2017 for the [2nd UNWTO/UNESCO World Conference on Tourism and Culture](#). The conference brought together ministers of tourism and ministers of culture as well as private sector stakeholders and experts with the objective of building and strengthening partnerships between the tourism and culture sectors and stressed their pivotal role in the implementation of the UN 2030 Agenda for Sustainable Development.
44. The [2017 Global International Network of Sustainable Tourism Observatories \(INSTO\) Meeting](#) was held on 13-14 December at UNWTO Headquarters in Madrid. Participants shared information on different operational and technical structures of destination monitoring systems; participatory approaches and local community satisfaction; efforts and links between local monitoring efforts and global development goals.
45. Participants from around the world joined the [Official Closing Ceremony](#) of the [International Year of Sustainable Tourism for Development 2017](#) at the Palace of Nations, in Geneva, Switzerland, on 19 December, 2017. The event reviewed the Year’s main achievements and discussed the roadmap for advancing the contribution of tourism towards the 2030 Agenda for Sustainable Development.

46. Seven companies and one association formalized their commitment to the [UNWTO Global Code of Ethics for Tourism](#) during an event held in the context of FITUR, the International Tourism Fair of Madrid, Spain, on 17-21 January 2018. The Code includes principles such as respect for human rights and cultural heritage, the protection of the environment and the most vulnerable communities, as well as concepts such as inclusiveness, gender equality and accessibility. It covers the responsibilities of all stakeholders, recommending an ethical and sustainable modus operandi including the right to tourism, the freedom of movement for tourists and the rights of employees and professionals. To date, 547 companies and associations from 73 countries have committed to the Code.

47. Chaired by Colombia, the meetings of the Committee on Tourism and Sustainability took place online and in the framework of FITUR. Conclusions are available in the document [CE/108/6\(b\)](#).

48. [World Conference on Tourism and Future Energy](#) publication is the result of the World Conference on Tourism and Future Energy: Unlocking Low-carbon Growth Opportunities, held in Astana, Kazakhstan, on 26-27 June 2017, where tourism leaders and policy makers convened to discuss the contribution of the sector to the reduction of carbon emissions. It aims to stimulate discussion among entrepreneurs, financiers and policy makers, to explore new opportunities and innovative solutions for future energy in the global tourism sector and to contribute to low carbon growth.

B. Data, research and guidance

49. [Tourism and the Sustainable Development Goals – Journey to 2030](#) and [Tourism and the Sustainable Development Goals – Journey to 2030, Highlights](#) were published by UNWTO, UNDP and other partners to build knowledge and empower and inspire tourism stakeholders to take necessary actions to accelerate the shift towards a more sustainable tourism sector by aligning policies, business operations and investments with the SDGs. The publications intend to clarify and strengthen the links between tourism and the SDGs and provide recommendations on how to steer the road towards 2030, based on an analysis of 64 countries' Voluntary National Reviews on the SDGs and Corporate Social Responsibility activities conducted by 60 global tourism companies

50. The publication on the results of the [3rd International Congress on Ethics and Tourism](#) that took place in Krakow, Poland, on 27-28 April 2017, offers testimony of successful projects around the world which illustrate how sustainable, equitable and inclusive tourism can be achieved. The [congress](#) explored the ways in which the tourism sector can harness the principles of sustainability, shared responsibility and accountability of all stakeholders in developing tourism infrastructure, products and services. This activity is one of the components of the joint project with the European Commission.

51. As the result of a partnership between UNWTO and the Organization of American States (OAS) and on the occasion of the IY2017, a first publication has been produced entitled *"Tourism and the Sustainable Development Goals: Good Practices in the Americas"*. The joint publication was presented at the XXIV Inter-American Congress of Ministers and High-Level Authorities of Tourism, held in Georgetown, Guyana, on 21-22 March 2018. The case studies compiled in this publication showcase good practices on how sustainable tourism can contribute towards the SDGs, and its importance and potential as an effective means for sustainable development and inclusive growth in the Americas.

52. The report [Tourism and Culture Synergies](#) highlights the symbiotic relationship between Tourism and Culture and the interdependency of each sector on the other. The report undertaken through a survey of experts and UNWTO Member States opinion affirms that cultural tourism, transformed by changing lifestyles, new forms of culture and creativity and evolving technologies, plays a major role in global tourism today.

53. The UNWTO General Assembly, at its 22nd session (Chengdu, China, September 2017), approved the English version of the Framework Convention on Tourism Ethics as well as its Optional Protocol and requested the Secretariat to take all necessary steps for the adoption of the Framework Convention as approved by the General Assembly in all the official languages of the Organization. Consequently, the Secretariat has translated the text and will proceed to share the Arabic, French, Russian and Spanish versions with the Member States for their comments and validation with a view to the future adoption of the Convention in all the official languages as requested by resolution 707(XXII).

Annex I: 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 overall aim is to ensure that tourism is recognized at the international level as a multidisciplinary sector, contributing to economic growth, poverty eradication, environmental and cultural preservation and peace. 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 since the 22nd session of the UNWTO General Assembly (GA22) held in Chengdu, China.

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 sessions of 72nd session of the UN General Assembly (UNGA 72), which included, in particular meetings of the Second Committee, a standing committee that addresses economic and financial issues. Through this committee, a number of UN resolutions with tourism relevance and/or mentions tourism were reviewed and recommended for adoption by the UNGA plenary, which include:

- (a) Sustainable tourism and development in Central America ([A/RES/72/214](#))
- (b) Culture and sustainable development ([A/RES/72/229](#))
- (c) Follow-up to and implementation of the SIDS Accelerated Modalities of Action (SAMOA) Pathway and the Mauritius Strategy for the Further Implementation of the Programme of Action for the Sustainable Development of Small Island States ([A/RES/72/217](#))
- (d) Follow-up to the Fourth United Nations Conference on the Least Developed Countries (LDCs) ([A/RES/72/231](#))
- (e) Follow-up to the second United Nations Conference on Landlocked Developing Countries (LLDCs) ([A/RES/72/232](#))

3. UNWTO was represented at a panel discussion and related events in the afternoon of 1 December 2017, which was organized by the UNDESA Division for Social Policy and Development in the United Nations – as part of the day-long observance of the 2017 International Day of Persons with Disabilities. On that occasion, UNWTO's short IY2017 film "Travel.Enjoy.Respect.", was screened under the overall theme of "Transformation towards sustainable and resilient society for all".

4. The High-Level Segment of ECOSOC and the second HLPF were held concurrently from 10-20 July 2017. The High-Level Segment of HLPF was held from 18-20 July 2017. The HLPF reviewed progress in the implementation of Goals, 1, 2, 3, 5, 9, 14 and 17, under the overall theme of 'Eradicating poverty and ensuring prosperity in a changing world'. The Forum attracted very high-level participation, including an intervention by UNWTO, from governments and other key stakeholders. 44 countries presented their Voluntary National Reviews (VNRs) many of which reflected sustainable tourism as a key component of their national sustainable development strategies.

5. The Food and Agriculture Organization (FAO) welcomed UNWTO as a member of the Mountain Partnership (MP), an international initiative which focusses on sustainable mountain development. UNWTO adds the tourism perspective to the working plan of the MP and will certainly foster the common goal to improve quality of life and sustain healthy environments in the

world's mountain regions by exchanging knowledge, expertise and resources in the field of tourism with the members of the MP.

6. During its 6th Global Summit on Urban Tourism, held in Kuala Lumpur, Malaysia 4-6 December 2016, UNWTO has highlighted the benefiting role tourism can play in sustainable development of urban agglomerations under the topic of "Sustainable and Competitive Tourism on the New Urban Agenda".

7. UNWTO and the International Labour Organization (ILO) held a joint international conference in Madrid with the objective of opening the debate on the labour market in the tourism sector. The event, framed by the IY2017, took place at the Ministry of Energy, Tourism and the Digital Agenda of the Government of Spain. The main issues discussed, among others, were on how to advance the decent work agenda in the tourism sector; promotion of decent work through the improvement of working conditions, quality of service and customer satisfaction to ensure socially responsible tourism.

8. The celebration of UN day (2017) in Spain gathered some 200 attendees from UN agencies and diplomatic delegations in the Parque del Retiro in Madrid and was co-organized in cooperation with the Ministry of Foreign Affairs, Cooperation of the Government of Spain and the Madrid City Council.

Participating in UN meetings

9. UNWTO participated as a speaker in Session 5: Climate Adaptation and Resilience during the Seminar on Green Airports, organized by ICAO at their Headquarters in Montreal, Canada. During this session, UNWTO shared the importance of climate adaptation and resilience in the tourism sector.

10. The Coordination Desk of 10YFP STP promoted a series of five webinars organized by UN Environment with support from France, covering topics related to planning and management, sustainable value chains, financial tools and sustainable food management, and to which participated over 400 participants and subsequent dissemination via YouTube. Technical support was also provided for organizing the seminar on Sustainable and Responsible Tourism by the local government of French Polynesia in Papeete. It was the second seminar of the three-part series held under the framework of the "Sustainable Development and Circular Economy" project led by the Pacific Economic Cooperation Council.

11. The International Symposium and Annual Conference (7-9 December 2017) of the 10YFP STP was hosted by Botswana Tourism Organization and co-organized by UNWTO and the governments of France, Morocco and the Republic of Korea, with support from the 10YFP Secretariat and UN Environment Programme. It provided a collaborative platform to bring together existing initiatives and partnerships and facilitated new activities to accelerate the shift to SCP in tourism.

12. An Executive Briefing held at UN Office at Geneva (UNOG) with Mr Miroslav Lajčák, President of the General Assembly was attended by UNWTO in October 2017. The President of the GA gave an overview of his priorities, which are aimed at advancing the global understanding of the critical role of multilateralism in our modern world and in serving the needs of all people as well as contributing to the current major work stream of the United Nations, while also outlining the priorities of his mandate and his focus on peace, migration, sustainable planet, human dignity and a modern UN.

13. UNWTO was present at relevant meetings that addressed the Zero Draft of the Global Compact for Safe, Orderly and Regular Migration that represents a consolidation of information and views that have been received by the co-facilitators (Switzerland and Mexico) of the launch of the process since the New York Declaration for Refugees and Migrants in September 2016 and will form the basis of negotiations leading up to the adoption of the final Global Compact in December 2018.

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CEB and its subsidiary structure working groups

14. 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.

15. Supported by its three pillars, HLCP, HLCM and UNDG, the CEB entrusted each pillar the task to produce one set of principles, across policy, operational and administrative aspects of the UN system's work, to guide the system's support to the implementation of the 2030 Agenda and its 17 SDGs in an integrated way. The respective sessions included agenda points, where the UN Secretary-General's vision and focus on "frontier issues", such as technology, food security and peace, as well as UN reforms are discussed.

16. In relation to HLCM meetings and sub-networks, UNWTO follows the debates on the way new technologies may render obsolete the current paradigm of Government versus other actors on international matters, the implementation of the revised compensation package for staff, the handling of After Service Health Insurance (ASHI), the growing UN concerns on the duty of care of its staff and the delivering-as-one approach by the UN system, among other topics.

17. Representation also included UNWTO at the HLCP 34th session in September 2017, which addressed emerging challenges emanating from rapidly developing "frontier" technologies, such as artificial intelligence, cyberspace, biotechnology and new weaponry. The increasing importance of new technological advancements to the achievement of the 2030 Agenda for Sustainable Development and the attainment of the SDGs was also well recognized.

Activities conducted in relation to the International Year of Sustainable Tourism for Development (IY2017)

During the reporting period, the following main activities have been carried out:

18. Two meetings of the Steering Committee, chaired by Samoa and consisting of 14 governments, 13 private sector stakeholders, NGOs and academic entities were held. The meetings aimed to maintain regular contact with the Secretariat in order to guide and advise on activities related to the International Year of Sustainable Tourism for Development, 2017 (IY2017).

19. Continuous promotion and dissemination of the Roadmap outlining five key areas in which tourism contributes to development, namely (i) sustainable economic growth, (ii) social inclusiveness, employment and poverty reduction, (iii) resource efficiency, environmental protection and climate change, (iv) cultural values, diversity and heritage and (v) mutual understanding, peace and security. The Roadmap also included the objectives, lines of action and suggested activities for all stakeholders, as well as sponsorship and partnership opportunities in five languages.

20. Global implementation of the IY2017 communication plan aimed at increasing awareness, promote the engagement of all stakeholders and communicate the five pillars of the IY2017 through: (i) media relations through opinion articles and interviews published in printed and online media; and (ii) online communication including a dedicated website available in three languages with a map of celebrations as well as co-creation spaces to share solutions, stories and knowledge on sustainable tourism (www.tourism4development2017.org), a set of resources including social media materials as well as other audiovisual resources including the official IY2017 logo selected through a worldwide competition.

21. Dissemination of the consumer campaign 'Travel.Enjoy.Respect.' aimed at raising awareness among travellers of their ability to promote positive change. The campaign included a video, a set of tips for responsible traveller elaborated by the World Committee on Tourism Ethics in all official languages and a consumer facing microsite. The campaign included three main actions: (i) awareness raising/advertising through partnerships; (ii) a travellers' competition that

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attracted a total of 2,400 submissions. The winner of the competition travelled different world regions promoting sustainable travel; and (iii) an Instagram competition that culminated at the World Tourism Day on the 27 September 2017. The “Travel.Enjoy.Respect.” campaign will continue during 2018.

22. Production of the flagship publication “Tourism for Development” which included a first phase of global consultations and collection of case studies. The flagship report will be published in the second quarter of 2018.

23. Publication of the “Tourism and the Sustainable Development Goals: Journey to 2030” report, which addresses the links between tourism and the SDGs and setting an agenda for the sector towards 2030. In addition to the publication, an interactive platform that gathers together all tourism stakeholders was launched in December 2017. This platform will become fully operative by second semester 2018.

24. Celebration of fourteen IY2017 Official Events addressing the different pillars of the IY2017 with more than 4,500 participants attending those.

25. The Special Ambassadors Programme that supported UNWTO’s advocacy efforts in establishing tourism as a tool for development and achieving the 2030 Agenda comprised 12 Special Ambassadors

H.E. Mr. Juan Manuel Santos, President of Colombia

H.E. Mr. Luis Guillermo Solís, President of Costa Rica

H.E. Mrs. Ellen Johnson Sirleaf, President of Liberia

H.E. Marie-Louise Coleiro Preca, President of Malta

H.E. Mr. Tuilaepa Sailele Malielegaoi, Prime Minister of Samoa

H.M. King Simeon II of the Bulgarians

H.E. Shaikha Mai bint Mohammed Al Khalifa, President of Bahrain Authority for Culture and Antiquities

Mr. Huayong Ge, Chairman, China UnionPay

Dr. Michael Frenzel, President, Federal Association of the German Tourism Industry

H.E. Dr. Talal Abu-Ghazaleh, Chairman, Talal Abu-Ghazaleh Organization

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26. Agreements with 64 Official Sponsors, Partners and Friends of the IY2017 that helped to implement the IY2017, as stipulated in the UNGA Resolution on the IY2017.