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## Informe del Secretario General

### Parte II: Programa de trabajo

#### a) Ejecución del programa general de trabajo para 2016-2017

##### I. Introducción

1. Este informe presenta un resumen de las actividades llevadas a cabo por la Organización desde agosto de 2016 hasta febrero de 2017. Es la continuación cronológica del documento CE/104/5(a) presentado en Luxor (Egipto) en octubre de 2016.

2. Los anexos al presente documento incluyen: [Anexo I](#): Informe del Comité de Turismo y Competitividad; [Anexo II](#): Informe del Comité de Turismo y Sostenibilidad; [Anexo III](#): Informe del Comité de Estadísticas y Cuenta Satélite de Turismo; [Anexo IV](#): Actividades de la OMT en el sistema de las Naciones Unidas; [Anexo V](#): La OMT en el terreno (misiones y proyectos de cooperación técnica, actividades de la Ruta de la Seda, etc.); [Anexo VI](#): Informe sobre el proyecto de Convención de la OMT sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos; [Anexo VII](#): Informe del Grupo de Trabajo sobre la Convención de la OMT sobre Ética del Turismo; [Anexo VIII](#): Directrices para la adopción por parte de la Asamblea General de los proyectos de convenciones de la OMT; y [Anexo IX](#): Autorizaciones concedidas para utilizar el logotipo de la OMT.

##### II. Competitividad y calidad

###### A. Intercambio de conocimientos y experiencias y capacitación institucional

3. El vínculo entre el turismo enológico y la cultura, la historia y la forma de vida de un lugar, así como la contribución de este segmento al desarrollo del sector, han sido cuestiones ampliamente debatidas en la **primera Conferencia Mundial sobre Enoturismo de la OMT**, celebrada en la región de Kajetia (Georgia). El evento duró tres días (7-9 de septiembre de 2016) y contó con más de 200 participantes, entre ellos responsables públicos y expertos en turismo de casi cincuenta países. En la última década, el turismo enológico se ha convertido en un componente clave del turismo

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gastronómico, y en un pilar de las estrategias de diversificación de numerosos destinos. Más información [en línea](#), incluida la [Declaración de Georgia sobre el Turismo Enológico](#). En sintonía con este evento, la OMT está desarrollando un prototipo de turismo enológico en España. El prototipo incluye un análisis del turismo enológico, en comparación con otros segmentos turísticos, y el diseño de un modelo de desarrollo de productos innovador, centrado en la integración de las bodegas en el patrimonio cultural, económico, social y medioambiental de su zona de influencia.

4. El **Taller Regional de la OMT para África: «Claves para el éxito del desarrollo de productos de calidad en un destino turístico»**, celebrado en Addis Abeba (Etiopía) del 15 al 17 de septiembre de 2016, se centró principalmente en las formas de alcanzar el éxito en el desarrollo de productos de calidad en los destinos turísticos de África. El taller permitió examinar de manera general el posicionamiento de los destinos africanos y las nuevas dinámicas y tendencias en el mercado global y en él se trató además de llegar a una visión común y abrir un diálogo con miras a impulsar la adaptación al cambio. Se exploraron también formas de estimular la creación de nuevos productos y nichos de mercado mediante la innovación. Más información [en línea](#).

5. El turismo y el deporte son dos fenómenos sociales del siglo XXI que movilizan a millones de personas en todo el mundo. Juntos, los dos sectores representan también una de las locomotoras económicas más potentes de nuestra sociedad y tienen un enorme potencial de generar un amplio espectro de sinergias económicas. En este contexto, la OMT organizó la **Conferencia Internacional sobre Turismo y Deporte**, junto con el Ministerio de Cultura, Turismo y Deporte en Da Nang City (Viet Nam), del 23 al 25 de septiembre de 2016. Más información [en línea](#).

6. Egipto acogió en El Cairo (25-29 de septiembre de 2016) el **Taller de la OMT de Capacitación en Gestión de Situaciones de Crisis**, organizado junto con la Fundación Themis de la OMT. Los participantes, además de adquirir conocimientos y destrezas, encontraron en el taller un foro de debate y reflexión sobre diversas herramientas de gestión de crisis con el objetivo de que, al final del curso, pudieran planificar y poner en práctica planes de gestión de crisis para mitigar el impacto de las situaciones de crisis y acelerar la recuperación.

7. La Organización Mundial del Turismo (OMT) y el Banco Europeo de Reconstrucción y Desarrollo (BERD), en cooperación con el Ministerio de Turismo y Antigüedades de Jordania, organizaron una **conferencia regional bajo el lema «Inversiones en turismo para un futuro inclusivo: retos y oportunidades»**. La Conferencia tuvo lugar en la ciudad de Petra (Jordania), patrimonio de la humanidad, los días 26 y 27 de octubre. En la Conferencia se redactó la [Declaración de Petra](#) sobre inversiones en turismo para un futuro inclusivo. Más información [en línea](#).

8. Malasia acogió la **cuarta edición de la Conferencia Mundial del Turismo** en Penang (17-19 de octubre de 2016), organizada conjuntamente por la OMT y el Ministerio de Turismo y Cultura de Malasia. Con el lema de «Delicias turísticas para asombrar al visitante», la Conferencia se centró en estrategias para mejorar la experiencia de los visitantes, siguiendo el principio de que «los turistas son lo primero». En las mesas redondas sobre «El turismo: ¿un sector en expansión?» y «Experiencias turísticas: abriendo nuevos caminos» se habló de las tendencias turísticas más allá de 2030, así como de la forma de reinventar el sector y mejorar su orientación hacia el cliente. Más información [en línea](#).

9. La OMT, la Pacific Asia Travel Association (PATA) y el Gobierno Popular de Guilin (China) celebraron del 20 al 22 de octubre el **décimo Foro OMT/PATA sobre Tendencias y Perspectivas del Turismo**. El lema de esta edición especial del décimo aniversario fue «Turismo 10/10: mirar hacia atrás para mirar hacia delante». Gracias a la colaboración de la Universidad Politécnica de Hong-Kong, Miembro Afiliado de la OMT, en diez años el Foro se ha convertido en una plataforma de referencia sobre las tendencias turísticas mundiales y regionales. Más información [en línea](#).

10. La **quinta Cumbre sobre Turismo Urbano** celebrada en Luxor (Egipto) reunió a 400 expertos de 40 países para debatir acerca del tema «Ciudades: cultura local para viajeros globales». En el evento, organizado por la OMT y el Ministerio de Turismo de Egipto, coincidiendo con la **104<sup>a</sup> reunión del Consejo Ejecutivo de la OMT**, se destacó la importancia de garantizar la total coordinación de la planificación urbanística y el turismo urbano. Los factores clave para el éxito que se señalaron fueron la autenticidad, la cultura local, la participación de las comunidades locales y el uso de la tecnología. Más información [en línea](#).

11. Ministros de Turismo de casi 60 países y directivos de empresas se reunieron en la Cumbre Ministerial organizada por la OMT y el Word Travel Market (9 de noviembre de 2016). La **décima edición de la Cumbre de Ministros** se celebró bajo el lema «**Turismo y seguridad: promover viajes seguros y fluidos**». En el evento se abordaron los diversos riesgos a los que se enfrentan los viajes y el turismo: las amenazas para la salud, los desastres naturales, los cambios geopolíticos y el terrorismo. Se pidió además la plena integración del turismo en las estructuras nacionales de gestión de crisis y situaciones de emergencia. Más información [en línea](#).

12. El **curso regional de formación ejecutiva sobre comunicación de crisis en el sector turístico**, organizado por la OMT y la Fundación Themis de la OMT en Jartum (Sudán) del 15 al 17 de noviembre de 2016, reunió a casi 60 profesionales de la comunicación de once países africanos. Durante tres días, los participantes pudieron mejorar su capacidad en comunicación, preparación y gestión de crisis e intercambiar experiencias. Más información [en línea](#).

13. La OMT y la Comisión Europea de Turismo (CET) han organizado conjuntamente una sesión de trabajo con países europeos para tratar la cuestión de la **comunicación de crisis en el turismo**. El evento se celebró en la sede de la OMT en Madrid. Uno de los objetivos de la reunión era mejorar la coordinación de la comunicación de crisis y la preparación en todos los destinos. En la reunión, se habló además de distintos tipos de crisis, desde los desastres naturales hasta la inestabilidad política y las pandemias.

14. En el contexto de FITUR 2017, el **octavo Foro de Inversiones y Negocios Turísticos en África (INVESTOUR)** se celebró esta vez con un nuevo formato concebido para promover la participación en debates que generaran ideas sobre cómo incrementar el potencial del turismo africano a escala regional y mundial. Incluyó dos mesas redondas sobre los temas siguientes: «La tecnología y el diseño de nuevos productos turísticos» y «El desarrollo de capacidades para jóvenes y mujeres en el turismo». Más información [en línea](#).

15. La **quinta Mesa Redonda Ministerial sobre la situación actual y el futuro del turismo en Oriente Medio y el Norte de África**, celebrada con Casa Árabe, se celebró en el marco de FITUR el 19 de enero de 2017. El debate giró en torno a los temas de la resiliencia del sector frente a los constantes retos geopolíticos y de seguridad y las perspectivas a corto plazo y las estrategias para mejorar la resiliencia del sector turístico cuando se producen sucesos externos perturbadores.

16. Dos reuniones sucesivas del **Comité de Turismo y Competitividad de la OMT** (la quinta reunión presencial, el 20 de enero de 2017, y la quinta reunión virtual, el 2 de marzo de 2017) sirvieron para hacer un seguimiento de los progresos alcanzados por el Comité. Durante ambas reuniones, los miembros del Comité examinaron el documento de trabajo en el que se esbozaban las posibles líneas de acción en relación con el borrador de la lista de factores cuantitativos y cualitativos de la competitividad turística y discutieron la lista de definiciones de algunos tipos de turismo seleccionados. El presidente presentó también una propuesta de plan de trabajo para 2018-2019, que se centra principalmente en preparar directrices técnicas con el objetivo de ayudar a los Miembros de la OMT en sus esfuerzos por medir factores de competitividad que consideren pertinentes en función de su

situación. Cuando los miembros lleguen a un consenso, el Comité presentará las definiciones sobre los tipos de turismo priorizados a los órganos rectores de la Organización a fin de obtener su apoyo. Más información sobre el Comité en el [Anexo I](#).

17. El **Comité de Estadísticas y Cuenta Satélite de Turismo de la OMT** celebró su decimoséptima reunión en la sede de la OMT en Madrid (España) los días 24 y 25 de enero de 2017, con la participación de más de 50 representantes de 18 Estados Miembros de la OMT, además de Canadá y Suecia, varios Miembros Afiliados y otros representantes del mundo académico, del sector privado, de las administraciones regionales de turismo y de observatorios de turismo, así como de la Comisión de Estadística de las Naciones Unidas, la OIT, la OCDE y Eurostat. El principal foco de atención del debate fue el trabajo encaminado a la creación de un Marco Estadístico para la Medición del Turismo Sostenible, recibido con un apoyo entusiasta. Las conclusiones de la reunión se recogen en el [Anexo III](#).

18. El crecimiento continuo del sector turístico y las tendencias y retos actuales, como los relativos a la seguridad y a la expansión de nuevos modelos de negocio, requieren una adaptación del marco jurídico mundial. En este sentido, la Organización Mundial del Turismo (OMT) lleva desde 2011 trabajando en la elaboración de una convención internacional para proteger a los turistas y asegurar la confianza en el sector turístico, una iniciativa que se encuentra ya en su fase final. El **Grupo de Trabajo de la OMT sobre la Convención Internacional sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos** celebró su undécima reunión los días 28 y 29 de marzo de 2017. La reunión se centró en avanzar en el proyecto e incorporar los comentarios de los Estados Miembros, recibidos en el marco de la consulta pública llevada a cabo entre agosto y noviembre de 2016, así como los comentarios de los miembros del Grupo de Trabajo. Más información en el [Anexo VI](#). Con miras al posible examen, aprobación y adopción de la Convención en la vigésima segunda reunión de la Asamblea General en Chengdu (China), la Secretaría ha preparado un conjunto de directrices especiales para la adopción por parte de la Asamblea General de proyectos de convenciones de la OMT (más información en el Anexo VIII), que se presentan al Consejo Ejecutivo para su apoyo.

19. La OMT y Argelia pusieron en marcha el **Programa Regional de Capacitación en Estadísticas de Turismo** para el periodo 2017-2019, que cubre una serie de tres talleres y un seminario regional. El primer taller se celebró del 13 al 15 de febrero de 2017 en Argel. Asistieron más de 80 participantes de 15 países africanos. El taller, de tres días, se organizó de manera estructurada, con material de apoyo armonizado para ayudar a los países a entender mejor la situación actual en que se encuentran sus [sistemas de estadísticas de turismo](#) nacionales. El taller fomentó la colaboración y la cooperación entre las instituciones nacionales interesadas en las estadísticas de turismo, principalmente las administraciones nacionales de turismo (ANT), las oficinas nacionales de estadísticas, los bancos centrales y las autoridades de inmigración. Más información [online](#).

20. Promover y dar forma a un modelo turístico para el siglo XXI basado en la innovación, la tecnología, la sostenibilidad y la accesibilidad fueron los objetivos del **Congreso Mundial sobre Destinos Inteligentes** celebrado en Murcia del 15 al 17 de febrero, y organizado por la OMT, el Ministerio de Energía, Turismo y Agenda Digital de España y la Región de Murcia. En las presentaciones paralelas que tuvieron lugar durante esos tres días se habló de los sistemas de inteligencia turística que permiten realizar mediciones de manera regular y puntual, de la promoción inteligente de los lugares turísticos y de la accesibilidad digital. Más información [en línea](#).

## B. Datos, investigación y orientaciones

21. **Barómetro OMT del Turismo Mundial.** En el periodo de referencia se publicaron tres números,

en septiembre de 2016, noviembre de 2016 y enero de 2017, con los resultados preliminares del turismo internacional para la totalidad del año 2016, basados en datos de visitantes internacionales que pernoctan, así como una perspectiva para 2017, basada en las tendencias actuales y la evaluación del Grupo de Expertos en Turismo de la OMT. Más información [en línea](#).

22. **Tendencias turísticas a corto plazo de la Unión Europea.** Esta publicación es la primera de la OMT de una serie de informes regulares sobre las tendencias a corto plazo de la Unión Europea, dentro de un acuerdo con la Comisión Europea. Basado en los datos preliminares disponibles en enero de 2017, se trata de una primera evaluación de las tendencias relativas a llegadas de turistas internacionales (visitantes que pernoctan) a la UE en 2016. Más información en línea.

23. La **edición de 2016 del Informe OMT/GTERC sobre tendencias del turismo en Asia**, el tercer informe anual de la serie, analiza el sector turístico de Asia y el Pacífico, en rápido crecimiento. El turismo refleja las condiciones socioeconómicas de la región, cuyo PIB ha estado creciendo notablemente más deprisa que la media mundial. Más información [en línea](#).

24. Traducción al inglés del **Manual práctico de gestión integral de la calidad de los destinos turísticos**, una publicación concebida para ofrecer una aproximación completa y pragmática a la mejora de la calidad de los destinos turísticos y sus componentes. El manual es una herramienta perfecta para gestores, responsables de planificación, investigadores, profesionales, emprendedores y directivos. Clarifica algunos conceptos turísticos con el fin de representar adecuadamente la información y proporciona herramientas básicas para mejorar la calidad de los destinos. Más información [en línea](#).

25. La OMT gestiona la base estadística más completa sobre el sector turístico. Esta base de datos da lugar al **Compendio de estadísticas de turismo**, que ofrece datos estadísticos e indicadores sobre turismo receptor, emisor e interno, así como sobre el número y los tipos de industrias turísticas y sobre el número de asalariados por industria turística, además de indicadores macroeconómicos relacionados con el turismo internacional. La **edición de 2017** presenta datos para 201 países de 2011 a 2015, con notas metodológicas en español, francés e inglés. Más información [en línea](#).

26. **El Anuario de estadísticas de turismo, edición de 2017**, complementa el Compendio y se centra en datos relativos al turismo receptor (total de llegadas y pernoctaciones), desglosados por país de origen. Presenta datos para 198 países de 2011 a 2015, con notas metodológicas en español, francés e inglés. Más información [en línea](#).

### **III. Sostenibilidad y ética**

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#### **A. Intercambio de conocimientos y experiencias y capacitación institucional**

27. En preparación del Día Mundial del Turismo, la isla de Aruba acogió la **Conferencia Mundial de Turismo «Happiness 360»**, un simposio internacional celebrado en asociación con la Organización Mundial del Turismo (OMT), los días 13 y 14 de septiembre, en el que se pusieron de relieve las tendencias del sector y las sinergias entre turismo, cultura y felicidad. Más información [en línea](#).

28. La accesibilidad universal en el turismo es una responsabilidad compartida de todos los actores involucrados en la cadena de valor del turismo, y es también una oportunidad de negocio para empresas y destinos. Alrededor de 500 delegados de 60 países se reunieron en Bangkok (Tailandia) el 27 de septiembre de 2016 para participar en las celebraciones oficiales del **Día Mundial del Turismo, dedicado este año al lema de «Turismo para todos: promover la accesibilidad universal»**. Los

marcos políticos, la capacitación institucional, las estrategias de negocio y la sensibilización fueron algunos de los temas abordados durante la semana de eventos que comenzó el 26 de septiembre con la sesión dedicada al turismo y los medios de comunicación. Más información [en línea](#).

29. El **Pleno de los Miembros Afiliados de la OMT celebró su trigésima octava reunión** del 1 al 4 de octubre de 2016 en Ereván (Armenia). En la reunión se discutieron las últimas tendencias del turismo, la colaboración público-privada y la promoción de buenas prácticas en el sector. El evento se celebró en paralelo a la **cuadragésima tercera reunión de la Junta Directiva de los Miembros Afiliados de la OMT**, que adoptó el **Plan de Acción de los Miembros Afiliados para 2017**. En la reunión de este año se incluyeron debates sobre los principales temas que configuran el Plan de Acción para 2017: el futuro del turismo, el turismo cultural, el turismo urbano y el Año Internacional del Turismo Sostenible para el Desarrollo, 2017. Más información [en línea](#).

30. El turismo del patrimonio religioso es hoy un fenómeno internacional en el que participan miles de personas de diferentes nacionalidades de todo el mundo. En una conferencia sobre «**Patrimonio religioso y turismo: Cómo fomentar el turismo del patrimonio religioso en una sociedad cambiante**», del 5 al 7 de octubre en Utrecht (Países Bajos), se discutió cómo los sitios del patrimonio religioso enriquecen el atractivo de los destinos y cómo impulsan el turismo internacional y el crecimiento económico. Más información [en línea](#).

31. La OMT, junto con el Ministerio de Medio Ambiente y Turismo de Mongolia y la Alianza de Ciudades del Mundo para el Desarrollo Científico (WCSDA por sus siglas en inglés), celebraron la **Conferencia de la Ruta de la Seda sobre turismo nómada y ciudades sostenibles** en Ulaanbaatar (Mongolia) del 13 al 15 de octubre de 2016. La Conferencia reunió a ministros y altos funcionarios de nueve Estados Miembros de la Ruta de la Seda de la OMT, a representantes oficiales de las regiones de la misma y de la Organización de Naciones Unidas para la Educación, la Ciencia y la Cultura (UNESCO) y a Miembros Afiliados de la OMT para analizar las oportunidades que ofrecen el turismo nómada y el turismo urbano sostenible. Más información [en línea](#). Todas las actividades de la Ruta de la Seda se reseñan en el [Anexo V, B.](#)

32. La Ruta de los Fenicios, un componente integral del comercio y la cultura del Mediterráneo, une a tres continentes, 18 países y más de 80 ciudades. A fin de revitalizar este itinerario como ruta turística, la OMT, el Ministerio de Turismo del Líbano y el Consejo de Europa presentaron en el World Travel Market de Londres el **Programa de Turismo Cultural de la Ruta de los Fenicios**, con participación de los sectores público y privado. Durante un evento organizado en el marco del World Travel Market (7 de noviembre de 2016), los participantes abordaron el desarrollo y la comercialización de tres itinerarios piloto de turismo cultural que recorren la Ruta de los Fenicios. Más información [en línea](#).

33. Expertos en políticas y en estadísticas, especializados en desarrollo sostenible, medio ambiente y turismo, se reunieron para consensuar el camino a seguir en la elaboración de un marco estadístico de turismo sostenible. La reunión se celebró en la sede de la OMT en Madrid los días 20 y 21 de octubre. En la **primera reunión del Grupo de Trabajo de Expertos en Medición del Turismo Sostenible** hubo acuerdo en cuanto a la prioridad de la elaboración de un marco estadístico para el turismo sostenible que pueda sustentar unas respuestas políticas integradas a escala nacional y de destinos, y se instó a la OMT a que liderara ese esfuerzo. Más información [en línea](#).

34. El papel del turismo en la puesta en práctica del Acuerdo de París estuvo presente en el 22º periodo de sesiones de la Conferencia de las Partes en la Convención Marco de las Naciones Unidas sobre el Cambio Climático (COP 22). Un **Simposio Internacional del Programa de Turismo Sostenible del marco decenal de modalidades de consumo y producción sostenibles de las**

**Naciones Unidas**, celebrado durante la COP 22, sirvió para debatir sobre la forma de promover el turismo sostenible en un entorno de cambio climático. El Simposio tenía por objeto incrementar la sensibilización con respecto a aquellas cuestiones que tienen que ver con el turismo y el cambio climático, y alentar al sector a iniciar acciones que refuerzen los compromisos nacionales con el Acuerdo de París y la Agenda 2030 para el Desarrollo Sostenible. Más información [en línea](#).

35. La Organización Mundial del Turismo y el Ministerio de Turismo de la República de Bulgaria acogerán conjuntamente el **Congreso Internacional sobre Civilizaciones del Mundo y Turismo Creativo** del 29 de noviembre al 1 de diciembre en Sofía (Bulgaria). En el Congreso se debatirá el importante papel que puede desempeñar el turismo creativo en la salvaguarda y promoción del patrimonio material e inmaterial, así como su capacidad de generar beneficios socioeconómicos. En 2015, viajaron por el mundo casi 1.200 millones de turistas internacionales y la OMT prevé un crecimiento continuado en los próximos años. La OMT estima que el turismo cultural representa alrededor del 40% de todas las llegadas de turistas internacionales, según un informe sobre sinergias entre turismo y cultura. Más información [en línea](#).

36. La OMT, Amadeus IT Group y el Ministerio de Turismo de Kenya firmaron un acuerdo en el WTM de Londres 2016 para promover **el crecimiento económico local inclusivo a través de los viajes y el turismo**, brindando a los jóvenes y las mujeres de las comunidades desfavorecidas acceso al empleo y oportunidades de emprendimiento. La reunión para dar el pistoletazo de salida al proyecto tuvo lugar en Nairobi en diciembre de 2016, donde se empezó a preparar un currículo formativo bajo el liderazgo del Utalii College.

37. Casi 600 participantes asistieron a la **inauguración oficial del Año Internacional del Turismo Sostenible para el Desarrollo, 2017** durante FITUR en Madrid (España) el 18 de enero. Más información en el documento CE/105/3(d) y en la web del Año: [www.tourism4development2017.org/](http://www.tourism4development2017.org/)

38. La Secretaría de Turismo del Estado de Guanajuato (México), Carlson Rezidor Hotel Group (Bélgica), Govardhan Ecovillage (India) y la Dutch Travel Trade Association (Países Bajos) fueron los ganadores de la **decimotercera edición de los Premios de la OMT a la Excelencia y la Innovación en el Turismo**. Para esta edición, se recibieron casi 150 candidaturas de 55 países. Los Premios de la OMT rindieron tributo al compromiso del sector turístico con la sostenibilidad y la innovación. Los proyectos ganadores fueron anunciados durante la ceremonia de entrega de los Premios de la OMT en la feria internacional de turismo de Madrid, FITUR. Tony Wheeler y Maureen Wheeler, fundadores de la conocida Lonely Planet, fueron los premiados en la decimotercera edición del Premio de la OMT a la Trayectoria Profesional. El Premio se concede todos los años a personas que han aportado un liderazgo visionario y contribuciones significativas al sector turístico mundial. Más información [en línea](#).

39. El Jurado del Comité Mundial de Ética del Turismo (CMET) otorgó a Ilunion Hotels el **Premio de Ética de la OMT**, creado como nueva categoría de los Premios de la OMT. Su objetivo es reconocer los logros de las empresas que han firmado el *Compromiso del sector privado con el Código Ético Mundial para el Turismo* en la aplicación de los principios del Código y el desarrollo de iniciativas sólidas de responsabilidad social corporativa. Más información [en línea](#).

40. El proyecto de texto de la **Convención Marco sobre Ética del Turismo**, que aspira a convertir el Código Ético Mundial para el Turismo en un tratado jurídicamente vinculante, ha sido revisado a fondo por el Grupo de Trabajo creado a tal efecto por el Secretario General conforme a lo solicitado en la resolución 668(XXI) de la Asamblea General. El Grupo de Trabajo acordó no hacer cambios en los principios básicos del Código Ético, puesto que ya habían sido aprobados por la Asamblea General en 1999 y habían recibido una amplia aceptación internacional. El informe del Grupo de Trabajo, junto con el texto del proyecto de Convención, se encuentran disponibles en el [Anexo VII](#). Se ha invitado a los

Miembros del Consejo Ejecutivo a presentar sus comentarios al texto y a participar en la tercera reunión del Grupo de Trabajo, que se celebrará los días 12 y 13 de mayo para finalizar un proyecto de texto que pueda presentarse a la Asamblea General. El conjunto de directrices especiales para la adopción por parte de la Asamblea General de los proyectos de convenciones de la OMT (véase el Anexo VIII) se aplicará también al examen, aprobación y adopción de esta Convención en caso de ser refrendadas por el Consejo Ejecutivo y aprobadas en la vigésima segunda reunión de la Asamblea General en Chengdu (China).

41. En noviembre de 2016, la Organización Internacional de Normalización (ISO) aprobó una propuesta presentada por la OMT y sus socios, la Fundación ONCE y la organización española de normalización (UNE), para formular una ***norma internacional sobre turismo accesible para todos*** exhaustiva, con recomendaciones y requisitos concretos para la totalidad de la cadena de valor del turismo. Para desarrollar este proyecto en los próximos dos o tres años se ha creado un grupo de expertos de múltiples interesados, presidido por la OMT y bajo la égida del ISO/TC228. La primera reunión del Grupo de Trabajo tuvo lugar en Madrid en febrero de 2017.

## B. Datos, investigación y orientaciones

42. ***El sector turístico y los ODS - Turismo responsable, un compromiso de todos***. La OMT y la Red Española del Pacto Mundial de las Naciones Unidas aunaron fuerzas en un proyecto titulado «Turismo responsable, un compromiso mundial», en el que participaron trece entidades turísticas españolas. El objetivo del proyecto ha sido que las empresas turísticas y las asociaciones profesionales promuevan un compromiso tangible y duradero con los principios éticos del turismo responsable y sostenible a través de sus actividades de responsabilidad social corporativa. Informe disponible [en línea](#) en español e inglés.

43. ***Contribution of Islamic Culture and its Impact on the Asian Tourism Market (La contribución de la cultura islámica y su repercusión en el mercado turístico asiático)*** pone de relieve la influencia de la cultura islámica en la historia y el patrimonio de Asia y el potencial del mercado emergente para el turismo islámico. La publicación resume las características del mercado del turismo islámico en Asia y el Pacífico, con 19 monografías de países y estudios de casos. En cada una de las monografías, se analiza la dimensión política, económica y sociocultural del turismo islámico en la región. Informe disponible [en línea](#).

44. El informe de la conferencia titulada ***El turismo, un catalizador del desarrollo, la paz y la reconciliación***, celebrada en Pasikuda (Sri Lanka), del 11 al 14 de julio de 2016, resume los cuatro temas principales debatidos en el evento: los estrechos vínculos entre el turismo, la paz y la reconciliación, la posición y la contribución de las comunidades locales al desarrollo de un «turismo sensible a la paz»; el potencial de las alianzas público-privadas con pequeñas y medianas empresas para el desarrollo del turismo en zonas que se recuperan de un conflicto; y el marketing y la reconfiguración de la marca de destinos que han sufrido conflictos. Más información [en línea](#).

45. La publicación ***Alianza entre turismo y cultura en el Perú - Modelos de colaboración entre turismo, cultura y comunidad*** analiza la importancia de la colaboración entre tres elementos esenciales del desarrollo sostenible de los destinos turísticos: el turismo, la cultura y la comunidad. A partir de un marco general, este trabajo profundiza en la cuestión mediante el estudio del caso del Perú como un país destacado por su vinculación al turismo cultural y la gestión turística del patrimonio. Más información [en línea](#).

46. Traducción al inglés: Módulo I: Definición y contexto del ***Manual sobre turismo accesible para todos: Principios, herramientas y buenas prácticas***, coproducido con la Fundación ONCE y la Red

Europea de Turismo Accesible (ENAT). Esta publicación pretende ofrecer a los agentes interesados una herramienta útil para entender las necesidades del sector turístico en términos de accesibilidad, el perfil de sus beneficiarios directos e indirectos, así como las ventajas competitivas que conlleva la accesibilidad para todos. Más información [en línea](#).

47. El Comité Mundial de Ética del Turismo (CMET), el órgano independiente e imparcial responsable de supervisar la aplicación del Código Ético Mundial para el Turismo, convocó su decimoctava reunión en febrero de 2017. El Comité de Ética adoptó un conjunto de **recomendaciones sobre el uso responsable de las clasificaciones y los comentarios en las plataformas digitales** relativas al sector turístico. Más información [en línea](#).

48. **Supporting Tourism for Development in Least Developed Countries** (Apoyar el turismo para el desarrollo en los países menos adelantados). Producido junto con el Centro de Comercio Internacional (CCI) y el Marco Integrado Mejorado (MIM), un fondo fiduciario de donantes múltiples que brinda apoyo financiero y técnico para crear capacidad comercial en todos los países menos adelantados (PMA), esta publicación ofrece: a) un mejor entendimiento de cómo la inclusión del turismo en las estrategias comerciales de exportación puede ayudar a potenciar la asistencia técnica mediante recursos de ayuda para el comercio; b) una hoja de ruta para que el turismo forme parte de una estrategia de crecimiento inclusivo y sostenible para los PMA. Más información [en línea](#).

49. La OMT continuó su exitosa expansión de su **Red Internacional de Observatorios de Turismo Sostenible (INSTO)**, como elemento crucial para hacer el seguimiento del desarrollo turístico y garantizar la sostenibilidad del sector. A diciembre de 2016, la INSTO está integrada por 16 observatorios. Indonesia se unió a la INSTO, en septiembre de 2016, con la inauguración de tres observatorios de turismo sostenible, que hicieron de Indonesia un centro neurálgico subregional para las prácticas del turismo sostenible. Más tarde se sumó el Observatorio de Turismo Sostenible de Croacia (CROSTO), que pasó a ser miembro en octubre de 2016. Este Observatorio, que se encuentra dentro del Instituto de Turismo de Zagreb, es responsable del seguimiento del turismo sostenible en la costa adriática de Croacia. El último miembro, el observatorio de Blue Community, integrado en el Patel College of Global Sustainability de la Universidad de Florida del Sur (Estados Unidos de América), se unió a la Red en diciembre de 2016. Su labor consistirá en efectuar un seguimiento de la incidencia del turismo en algunas zonas de los condados de Pinellas y Manatee, dos populares destinos turísticos de Florida. Más información sobre la INSTO [en línea](#).

50. Los dos primeros números de **UNWTO sobre el terreno** pueden consultarse aquí: [Número 1](#) y [Número 2](#). También puede encontrarse en la web un folleto sobre **cómo hacer del turismo una herramienta para combatir la pobreza (diez años de la iniciativa ST-EP)**, disponible [en línea](#). En el [Anexo V](#) se aporta información adicional sobre proyectos y misiones.

#### **IV. Actuaciones propuestas al Consejo Ejecutivo**

51. Se invita al Consejo Ejecutivo a que:

- Tome nota de todas las actividades resumidas en este informe y sus anexos;
- Agradezca a los miembros de los tres comités técnicos su trabajo y el progreso alcanzado;

Con referencia específica al informe del Comité de Estadísticas y Cuenta Satélite de Turismo;

c) Apoye la labor llevada a cabo por el Grupo de Trabajo de Expertos con miras a un marco estadístico para la medición del turismo sostenible y el camino a seguir propuesto;

d) Pida al Secretario General que redoble los esfuerzos encaminados al éxito de la medición del turismo sostenible y presente informes de coyuntura a la Asamblea General;

Con referencia específica a las actividades de la OMT en el sistema de las Naciones Unidas,

e) Reconozca y apoye la participación permanente de la OMT en las diversas redes y mecanismos de las Naciones Unidas sobre cuestiones sustantivas, incluidos los órganos subsidiarios de la Junta de los Jefes Ejecutivos;

f) Apoye también las actividades y el continuado esfuerzo de la Organización en el ámbito de la defensa del turismo como motor de desarrollo y paz, dando especial importancia a la Agenda 2030 para el Desarrollo Sostenible y a sus 17 Objetivos de Desarrollo Sostenible (ODS) y los indicadores relacionados;

g) Apoye también a la Secretaría en la observancia del Año Internacional del Turismo Sostenible para el Desarrollo, 2017, como se estipuló en la resolución 70/193 de la Asamblea General de las Naciones Unidas;

h) Aliente a la Secretaría a contribuir activamente a la próxima Conferencia de las Naciones Unidas para Apoyar la Consecución del Objetivo de Desarrollo Sostenible 14: Conservar y utilizar sosteniblemente los océanos, los mares y los recursos marinos para el desarrollo sostenible (la Conferencia de los Océanos), que se celebrará en Nueva York del 5 al 9 de junio de 2017.

Con referencia específica a la Convención sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos y a la Convención Marco sobre Ética del Turismo,

i) Tome nota del progreso alcanzado en la redacción de la Convención sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos y la Convención Marco sobre Ética del Turismo;

j) Exprese su agradecimiento a los miembros del Grupo de Trabajo que han participado en la redacción de dichos textos;

k) Haga suyas las Directrices para la adopción por parte de la Asamblea General de los proyectos de convenciones de la OMT y recomiende la aprobación de las Directrices a la Asamblea General para facilitar el debate de los textos y garantizar un procedimiento ordenado y un buen aprovechamiento del tiempo en el examen de las convenciones;

l) Haga suya además la recomendación del Grupo de Trabajo sobre la Convención Marco sobre Ética del Turismo de evitar introducir cambios en el texto del Código Ético Mundial que se incluye en los artículos 4 a 12 del proyecto de texto de la Convención y aiente al Grupo de Trabajo a continuar avanzando en todos los demás proyectos de disposiciones con el propósito de finalizar un proyecto de texto que se presente a la Asamblea General en su próxima reunión para su consideración;

m) Recomiende a la Asamblea General que considere la adopción de la Convención Marco sobre Ética del Turismo y otorgue un mandato a la Secretaría de la OMT para convocar una conferencia diplomática con miras a la negociación y aprobación de la Convención sobre la

Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos; y

n) Exprese su especial agradecimiento a los Estados Miembros y a las organizaciones internacionales que han participado en la consulta pública de la Convención sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos, por su amable participación y por el tiempo y el esfuerzo dedicados a analizar la Convención y hacer llegar sus comentarios a la Secretaría.

## Anexo I: Informe del Comité de Turismo y Competitividad

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### 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 103<sup>rd</sup> Executive Council held in Málaga, Spain, on 9-11 May 2016 (CE/DEC/7(CIII)) and will be submitted to the 22<sup>nd</sup> 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"> <li>a) Urban tourism</li> <li>b) Mountain tourism</li> <li>c) Rural tourism</li> <li>d) Cultural tourism</li> <li>e) Ecotourism</li> <li>f) Health tourism</li> <li>g) Wellness tourism</li> <li>h) Medical tourism</li> <li>i) Adventure tourism</li> <li>j) Business tourism (related to the Meetings Industry)</li> </ul>	<ul style="list-style-type: none"> <li>k) Marine / Coastal tourism</li> <li>l) Nautical tourism</li> <li>m) Cruise tourism</li> <li>n) Spiritual tourism</li> <li>o) Gastronomy tourism</li> <li>p) Mega-events tourism</li> <li>q) Sports tourism</li> <li>r) Shopping tourism</li> <li>s) Education tourism</li> </ul>
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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 22<sup>nd</sup> 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:

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

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.

## Anexo II: Informe del Comité de Turismo y Sostenibilidad

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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 region<sup>1</sup>. 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.

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<sup>1</sup> 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.

### Anexo III: Informe del Comité de Estadísticas y Cuenta Satélite de Turismo

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 rational 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.

## Anexo IV: Actividades de la OMT en el sistema de las Naciones Unidas

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### 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 71<sup>st</sup> 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 1<sup>st</sup> 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 103<sup>rd</sup> 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 127<sup>th</sup> 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.

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**Annex V: La OMT en el terreno**


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**A. Technical Cooperation Projects and missions**
***Country: Andorra***


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**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***


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**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-Based 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 Kisiiizi 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 Kisiiizi 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=PLhVZKgyRW42u7ovfltdMx0tg51-eAcD\\_U&v=GI7I-952kFk](https://www.youtube.com/watch?list=PLhVZKgyRW42u7ovfltdMx0tg51-eAcD_U&v=GI7I-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>

**Anexo VI: Informe relativo al proyecto de Convención de la OMT sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos**

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**Introducción**

1. El presente documento da continuación a los anteriores informes preparados para las reuniones 88<sup>a</sup>, 89<sup>a</sup>, 90<sup>a</sup>, 93<sup>a</sup>, 94<sup>a</sup>, 95<sup>a</sup>, 100<sup>a</sup>, 103<sup>a</sup> y 104<sup>a</sup> del Consejo Ejecutivo para las reuniones decimonovena, vigésima y vigésima primera de la Asamblea General, en las que se señalaban las insuficiencias de las normas vinculantes existentes a escala mundial en materia de derechos y obligaciones de turistas/consumidores y prestadores de servicios turísticos.
2. La Asamblea General, en su vigésima primera reunión, celebrada en Medellín (Colombia) del 12 al 17 de septiembre de 2015, decidió continuar con la elaboración del texto de la Convención, presentar el texto final de la Convención a la siguiente Asamblea General para su aprobación e informar sobre cualquier otra cuestión que pudiera surgir en relación con esta Convención y con la protección de los turistas y los prestadores de servicios turísticos.
3. El presente informe resume las actividades recientes en este ámbito desde la última reunión del Consejo Ejecutivo.

**I. Actividades encaminadas a la adopción de una convención internacional sobre la protección de los turistas y de los prestadores de servicios turísticos**

4. La Secretaría abrió una consulta pública en agosto de 2016 para dar la oportunidad a todos los Estados Miembros de la OMT de participar en el proceso de debate del proyecto de Convención. Con este propósito, la Secretaría envió la última versión del proyecto de Convención a todos los Estados Miembros de la OMT, invitándoles a enviar sus comentarios y sus propuestas para mejorar el contenido de la Convención. En el marco de esta consulta pública, abierta durante 5 meses (desde agosto hasta diciembre de 2016), la Secretaría ha recibido respuestas de más de 35 Estados Miembros y organizaciones internacionales interesadas como la Comisión Europea, la OACI y la IATA.
5. Posteriormente, el grupo de trabajo se reunió varias veces para continuar las discusiones sobre el contenido de la Convención, teniendo en cuenta los comentarios recibidos en la consulta pública. Varias de esas reuniones se celebraron por teleconferencia los días 26 y 27 de enero (novena reunión del grupo de trabajo), el 28 de febrero, el 1 y el 14 de marzo (décima reunión del grupo de trabajo), con una última reunión presencial en las oficinas de la OMT los días 28 y 29 de marzo de 2017 (undécima reunión del grupo de trabajo).
6. Entretanto, la Comisión Europea, que es un miembro muy importante del grupo de trabajo, pidió al Consejo de la Unión Europea que otorgara un mandato oficial para iniciar las negociaciones sobre la Convención con la Secretaría de la OMT. Dicho manato fue finalmente aprobado a finales de marzo de 2017 para la negociación del Anexo II (viajes combinados) y del Anexo III (alojamiento), dándose a los Estados Miembros europeos la libertad de negociar por sí mismos el Anexo I.
7. Con el fin de garantizar la coherencia interna, la Secretaría de la OMT ha armonizado el proyecto de Convención Marco sobre Ética del Turismo y el proyecto de Convención sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos, en particular en lo que se refiere a las secciones sobre la Conferencia de los Estados Partes y las disposiciones finales.

## II. Próximas actividades

8. El grupo de trabajo continuará con sus debates sobre el contenido de la Convención y la presentación de propuestas a la Secretaría.

9. La Secretaría organizará reuniones bilaterales y multilaterales (principalmente por videoconferencia) para lograr el máximo nivel de consenso respecto a cuestiones clave de la Convención que están aún debatiéndose.

10. Por último, la Asamblea General estudiará la posibilidad de otorgar un mandato a la Secretaría de la OMT para organizar una conferencia diplomática antes de la siguiente Asamblea General en 2019 para la negociación y adopción de la Convención.

## **DRAFT<sup>2</sup>**

### **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)),

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<sup>2</sup> *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 70<sup>th</sup> 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 70<sup>th</sup> 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.

**Anexo VII: Informe del Grupo de Trabajo sobre la Convención de la OMT sobre Ética del Turismo****A. Introducción**

1. La OMT es el único organismo especializado de las Naciones Unidas que no ha adoptado tratados que regulen los asuntos relacionados con su mandato.
2. El presente documento da continuación al anterior informe presentado al Consejo Ejecutivo en su 103<sup>a</sup> reunión y relativo a la constitución del Grupo de Trabajo sobre la Convención de la OMT sobre Ética del Turismo.
3. De conformidad con la resolución 668(XXI) de la Asamblea General, el Secretario General estableció un Grupo de Trabajo especial para examinar la transformación del Código Ético Mundial para el Turismo, el principal documento de política de la OMT, en una convención internacional, con miras a reforzar su efectividad.
4. La composición del Grupo de Trabajo se basaba en las respuestas favorables recibidas de los Miembros Efectivos y Asociados de la OMT a la invitación del Secretario General en diciembre de 2015.
5. El Grupo de Trabajo, integrado por representantes de 36 Estados, ha celebrado dos reuniones desde su creación a comienzos de 2016. Durante estas reuniones, el proyecto de texto, ahora titulado Convención Marco sobre Ética del Turismo, ha sido revisado a fondo.

**B. Contenido de la Convención Marco sobre Ética del Turismo**

6. La Convención Marco sobre Ética del Turismo se ha construido en torno a nueve principios básicos del Código Ético Mundial para el Turismo. Con el fin de enmarcar estos principios en la estructura clásica de un tratado internacional, se han adaptado varias disposiciones.
7. El Preámbulo del texto está inspirado en el del Código Ético Mundial para el Turismo, aunque se ha actualizado teniendo en cuenta el actual contexto internacional y el propósito de la Convención propuesta.
8. La primera parte de la Convención consiste en las disposiciones generales que contextualizan el texto, con la terminología clave, el propósito y el alcance de las disposiciones de la Convención, así como los medios de aplicación.
9. La segunda parte está dedicada a los principios éticos del turismo: la parte esencial de la Convención.
10. La tercera parte, sobre el Comité Mundial de Ética del Turismo, se refiere al mandato, la composición y el funcionamiento de este órgano subsidiario de la Asamblea General de la OMT en el contexto de la Convención.
11. Las dos últimas secciones de la Convención contienen disposiciones estandarizadas de los tratados internacionales: en concreto, la cuarta parte se refiere a la Conferencia de los Estados Partes y la quinta a las disposiciones finales que regulan los procedimientos de la firma, ratificación, aceptación, aprobación y adhesión.

12. El Protocolo Facultativo anexo a la Convención es un instrumento separado que los Estados Partes en la Convención pueden decidir ratificar o no. Consiste en un mecanismo de conciliación voluntario relativo a la interpretación o aplicación del Código.

#### C. Resultados de las reuniones del Grupo de Trabajo

13. Se recuerda que el proyecto de texto inicial de la Convención propuesta se presentó a la vigésima primera Asamblea General de la OMT celebrada en Medellín (Colombia) del 12 al 17 de septiembre de 2015 y, como tal, fue el texto que sirvió de base para los debates del Grupo de Trabajo.

14. El principal cambio con respecto al proyecto de Convención sobre Ética del Turismo, denominado más tarde Convención Marco sobre Ética del Turismo, afecta, en primer lugar, a la estructura general de la Convención, tal como se explica en el anterior apartado B, habiéndose configurado en un preámbulo, cinco partes y el Protocolo Facultativo.

15. Con respecto al Preámbulo del texto, se ha actualizado para hacer referencia a la Agenda 2030 para el Desarrollo Sostenible y dar el reconocimiento debido al Código Ético Mundial para el Turismo.

16. Por motivos de claridad, se han incluido en el texto unas definiciones basadas en las Recomendaciones internacionales para estadísticas de turismo (Naciones Unidas, 2008). Las obligaciones de los Estados Miembros también se han estipulado claramente en el artículo 3 del texto.

17. Los miembros del Grupo de Trabajo acordaron no hacer cambios en los principios básicos del Código Ético (salvo algunas actualizaciones menores de terminología técnica), puesto que estos ya fueron aprobados por la Asamblea General [A/RES/406(XIII)] en 1999 y gozan de amplia aceptación entre la comunidad turística internacional.

18. Con respecto al papel del Comité Mundial de Ética del Turismo, un órgano subsidiario de la Asamblea General de la OMT, el Grupo de Trabajo decidió que el Comité será responsable del seguimiento de la aplicación de las disposiciones del Código Ético Mundial para el Turismo existente y de la Convención sobre Ética del Turismo, cuando esta última entre en vigor. Ello evitaría una duplicación innecesaria de las estructuras y las funciones.

19. Como con cualquier otro tratado internacional, cuando la Asamblea General de la OMT adopte la Convención, solo surtirá efecto para los Estados que ratifiquen el instrumento. Por la misma razón, el Protocolo Facultativo de la Convención, que se ha simplificado con respecto a la versión original, prevé un mecanismo de conciliación voluntario abierto a la ratificación adicional de los Estados Partes en la Convención.

20. Con el fin de garantizar la coherencia interna, la Secretaría de la OMT ha armonizado el proyecto de Convención Marco sobre Ética del Turismo y el proyecto de Convención sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos, en particular en lo que se refiere a las secciones sobre la Conferencia de los Estados Partes y las disposiciones finales.

#### D. Próximos pasos

21. Con el fin de reforzar el trabajo preparatorio para la vigésima segunda Asamblea General, que tendrá lugar en Chengdu (China) del 4 al 9 de septiembre de 2017, habrá una tercera reunión del Grupo de Trabajo sobre el proyecto de Convención Marco sobre Ética del Turismo los días 12 y 13 de mayo en la sede de la OMT en Madrid (España), inmediatamente después de la 105<sup>a</sup> reunión del Consejo

Ejecutivo. Los Miembros Efectivos y Asociados que asistan a la reunión del Consejo Ejecutivo están invitados a participar en esta reunión.

22. Poco después de la tercera reunión del Grupo de Trabajo, se presentará el proyecto revisado del texto de la Convención a todos los Estados Miembros de la OMT.

## Convención Marco sobre Ética del Turismo

LAS ALTAS PARTES CONTRATANTES,

Deseando desarrollar el turismo con vistas a contribuir al desarrollo económico, el entendimiento internacional, la paz, la prosperidad y el respeto universal, y la observancia, de los derechos humanos y las libertades, sin distinción alguna por motivos de raza, color, sexo, idioma, religión, opinión política o de otra índole, origen nacional o social, posición económica, nacimiento o cualquier otra condición,

Considerando que el turismo tiene la capacidad de contribuir directa o indirectamente a los Objetivos de Desarrollo Sostenible de la Agenda 2030 para el Desarrollo Sostenible, en particular en los aspectos relativos al crecimiento económico inclusivo y sostenible, la producción y el consumo sostenibles y el uso sostenible de los océanos y los recursos marinos,

Profundamente convencidas de que, gracias al contacto directo, espontáneo e inmediato que permite entre hombres y mujeres de culturas y formas de vida distintas, el turismo es una fuerza viva al servicio de la paz y un factor de amistad y comprensión entre los pueblos,

Ateniéndose a los principios encaminados a conciliar sosteniblemente la protección del medio ambiente, el desarrollo económico y la lucha contra la pobreza, que formularon las Naciones Unidas en la «Cumbre sobre la Tierra» de Río de Janeiro en 1992, que se expresaron en el Programa 21 adoptado en esa ocasión, y que se reiteraron en la Cumbre de la Tierra de Johannesburgo en 2002 y en la de Río en 2012 (Río + 20),

Teniendo presente el rápido y continuo crecimiento, tanto pasado como previsible, de la actividad turística, ya sea por motivos de ocio, negocio, cultura, religión o salud, y de otros productos y segmentos turísticos de intereses especiales, y sus poderosos efectos positivos y negativos en el medio ambiente, en la economía y en la sociedad de los países emisores y receptores, en las comunidades locales y en los pueblos indígenas, así como en las relaciones y en los intercambios internacionales,

Movidas por la voluntad de fomentar un turismo responsable y sostenible, al que todos tengan acceso en ejercicio del derecho que corresponde a todas las personas de emplear su tiempo libre para fines de ocio y viajes, y con el debido respeto a las opciones de sociedad de todos los pueblos,

Íntimamente convencidas de que, siempre que se respeten determinados principios y se observen ciertas normas, el turismo responsable y sostenible no es en modo alguno incompatible con una mayor liberalización de las condiciones por las que se rige el suministro de bienes y servicios y bajo cuya tutela operan las empresas del sector, y que cabe conciliar, en este contexto, el medio ambiente y el desarrollo económico, la apertura al comercio internacional y la protección de las identidades sociales y culturales,

Considerando que en ese proceso todos los agentes del desarrollo turístico (administraciones nacionales, regionales y locales, empresas, asociaciones profesionales, trabajadores del sector, organizaciones no gubernamentales y organismos de todo tipo relacionados con el sector turístico, así como las comunidades receptoras, los órganos de la prensa y los propios turistas, incluidos los excursionistas) ejercen responsabilidades diferenciadas pero interdependientes en la valorización

*individual y social del turismo, y que la definición de los derechos y deberes de cada uno contribuirá a lograr ese objetivo,*

Recordando la resolución A/RES/406(XIII) de 1999, adoptada por la Asamblea General de la Organización Mundial del Turismo (en adelante, «la OMT»), en la que se adoptaba solemnemente el Código Ético Mundial para el Turismo,

Recordando la resolución A/RES/668(XXI) de 2015 en la que la Asamblea General de la OMT expresó su deseo de convertir el Código Ético Mundial para el Turismo en un tratado jurídicamente vinculante con el fin de reforzar su efectividad a escala nacional e internacional,

Considerando que el Comité Mundial de Ética del Turismo (en adelante, «el Comité») constituido en 2001, en virtud de la resolución A/RES/438(XIV), es un órgano subsidiario de la Asamblea General de la OMT,

Convencidas de que la presente Convención Marco (en adelante, «la Convención») impulsará el avance de un turismo más ético y sostenible, conforme a lo estipulado en el Código Ético Mundial para el Turismo,

Inspirándose en las resoluciones y decisiones relativas a la aplicación del Código Ético Mundial para el Turismo, adoptadas por la Asamblea General y el Consejo Ejecutivo de la OMT,

Reafirmando que, como organismo especializado de las Naciones Unidas, la OMT, al igual que sus Estados Miembros, se guía en sus actividades por la Carta de las Naciones Unidas, las resoluciones de las Naciones Unidas pertinentes y las normas y principios del derecho internacional generalmente aceptados.

*Convienen en lo siguiente:*

## **DISPOSICIONES GENERALES**

### **Artículo 1**

#### **Definiciones<sup>3</sup>**

A efectos de esta Convención y, salvo que se estipule de otro modo en disposiciones particulares, se aplicarán las definiciones siguientes:

- a) Los *principios éticos del turismo* son los principios estipulados en la presente Convención, concretamente en los artículos 4 a 12.
- b) Por *turismo* se entiende la actividad de los visitantes, ya sean turistas o excursionistas.
- c) Un *turista* es una persona que realiza un viaje, que incluye una pernoctación, a un destino principal distinto al de su entorno habitual, por una duración inferior a un año, con cualquier finalidad principal (negocios, ocio u otro motivo personal) que no sea la de ser empleado por una entidad residente en el país o lugar visitados.
- d) Un *excursionista* es una persona que realiza un viaje, que no incluye una pernoctación, a un destino principal distinto al de su entorno habitual. A efectos de la presente Convención, toda referencia a los turistas constituye a la vez una referencia a los excursionistas.
- e) entre los *agentes del desarrollo turístico* se incluyen<sup>4</sup>:
  - i) los gobiernos nacionales;
  - ii) los gobiernos locales con competencias específicas de turismo;
  - iii) los establecimientos y las empresas de turismo, así como sus asociaciones;
  - iv) las entidades que financian proyectos turísticos;
  - v) los empleados y profesionales del turismo;
  - vi) los sindicatos de empleados del turismo;
  - vii) los turistas y excursionistas;
  - viii) la población local y las comunidades receptoras de los destinos turísticos por mediación de sus representantes; y
  - ix) otras personas físicas y jurídicas con intereses en el desarrollo turístico, entre ellas las organizaciones no gubernamentales especializadas en turismo y las directamente relacionadas con proyectos turísticos y con la prestación de servicios turísticos.
- f) *Recursos turísticos* son los recursos naturales y culturales, tanto materiales como inmateriales, que tienen el potencial de atraer a los turistas.

### **Artículo 2**

#### **Propósito y alcance**

- 1) La presente Convención tiene el propósito de promover un turismo responsable, sostenible y de acceso universal a través de la aplicación de los principios éticos del turismo.
- 2) La presente Convención se refiere a todos los agentes del desarrollo turístico, en el sentido atribuido en el artículo 1 e), a efectos de observancia de los principios éticos del turismo.

<sup>3</sup> Definiciones de las *Recomendaciones internacionales para estadísticas de turismo*, Naciones Unidas, 2008.

<sup>4</sup> A partir de la resolución A/RES/469(XV) de Beijing (China), 2003, en virtud de la cual la Asamblea General de la OMT adopta el suplemento del proyecto de Protocolo de Aplicación relativo a la aplicación e interpretación del Código Ético Mundial para el Turismo.

## Artículo 3

### ***Medios de aplicación***

1) Los Estados Partes impulsarán el turismo responsable y sostenible mediante la formulación de políticas y la adopción de leyes y normativas coherentes con los principios éticos del turismo estipulados en la Convención.

2) Los Estados Partes respetarán y promoverán los principios éticos del turismo, especialmente alentando a las empresas y entidades turísticas a reflejar esos principios en sus instrumentos contractuales y a hacer referencia específica a los mismos en sus códigos de conducta o reglamentos profesionales.

3) Los Estados Partes presentarán periódicamente un informe al Comité Mundial de Ética del Turismo sobre la adopción y aplicación efectiva de políticas, leyes nacionales y normativas coherentes con los principios éticos del turismo.

4) Los Estados Partes, que son parte a su vez en el Protocolo Facultativo de la Convención Marco sobre Ética del Turismo, impulsarán entre las empresas y entidades turísticas el mecanismo de conciliación estipulado en el Protocolo Facultativo.

## **PRINCIPIOS ÉTICOS DEL TURISMO**

### Artículo 4

#### ***Contribución del turismo al entendimiento y el respeto mutuos entre los pueblos y las sociedades***

1) La comprensión y la promoción de los valores éticos comunes de la humanidad, en un espíritu de tolerancia y respeto de la diversidad de las creencias religiosas, filosóficas y morales son, a la vez, fundamento y consecuencia de un turismo responsable. Los agentes del desarrollo turístico y los propios turistas deberían prestar atención a las tradiciones y prácticas sociales y culturales de todos los pueblos, incluidas las de las minorías nacionales y de los pueblos indígenas, y reconocer su valor.

2) Las actividades turísticas deberían organizarse en armonía con las peculiaridades y tradiciones de las regiones y países receptores, y con respeto a sus leyes y costumbres.

3) Tanto las comunidades receptoras como los agentes profesionales locales deberían aprender a conocer y a respetar a los turistas que los visitan, y a informarse sobre su forma de vida, sus gustos y sus expectativas. La educación y la formación que se imparten a los profesionales contribuirán a un recibimiento hospitalario de los turistas.

4) Las autoridades públicas tienen la misión de asegurar la protección de los turistas y de sus bienes. En ese cometido, deben prestar especial atención a la seguridad de los turistas extranjeros, por su particular vulnerabilidad. Con ese fin, deberían facilitar el establecimiento de medios de información, prevención, protección, seguro y asistencia específicos que correspondan a sus necesidades. Los atentados, agresiones, secuestros o amenazas dirigidos contra turistas o trabajadores de las industrias turísticas, así como la destrucción intencionada de instalaciones

turísticas o de elementos del patrimonio cultural o natural deberían condenarse y reprimirse con severidad, de conformidad con la legislación nacional respectiva.

5) En sus desplazamientos, los turistas deberían evitar todo acto criminal o considerado delictivo por las leyes del país que visiten, y cualquier comportamiento que pueda resultar ofensivo o hiriente para la población local, o dañar el entorno del lugar. Deberían abstenerse de cualquier tipo de tráfico de drogas, armas, antigüedades, especies protegidas, y productos y sustancias peligrosos o prohibidos por las reglamentaciones nacionales.

6) Los turistas tienen la responsabilidad de recabar información, desde antes de su salida, sobre las características del país que se dispongan a visitar. Asimismo, deben ser conscientes de los riesgos de salud y seguridad inherentes a todo desplazamiento fuera de su entorno habitual, y comportarse de modo que minimicen esos riesgos.

## **Artículo 5**

### ***El turismo, instrumento de desarrollo personal y colectivo***

1) El turismo, que es una actividad generalmente asociada al descanso, a la diversión, al deporte y al acceso a la cultura y a la naturaleza, debería concebirse y practicarse como un medio privilegiado de desarrollo individual y colectivo. Si se lleva a cabo con la apertura de espíritu necesaria, es un factor insustituible de autoeducación, tolerancia mutua y aprendizaje de las legítimas diferencias entre pueblos y culturas y de su diversidad.

2) Las actividades turísticas deberían respetar la igualdad de hombres y mujeres. Asimismo, deberían promover los derechos humanos y, en particular, los derechos específicos de los grupos de población más vulnerables, especialmente los niños, las personas mayores y las personas con discapacidad, las minorías étnicas y los pueblos indígenas.

3) La explotación de seres humanos, en cualquiera de sus formas, especialmente la sexual, y en particular cuando afecta a los niños, vulnera los objetivos fundamentales del turismo y constituye una negación de su esencia. Por lo tanto, conforme al derecho internacional, debería combatirse activamente con la cooperación de todos los Estados interesados, y sancionarse con rigor en las legislaciones nacionales de los países visitados y de los países de los autores de esos actos, incluso cuando se hayan cometido en el extranjero.

4) Los desplazamientos por motivos de religión, salud, educación e intercambio cultural o lingüístico son particularmente interesantes, y merecen fomentarse.

5) Debería favorecerse la introducción en los programas de estudios de la enseñanza del valor de los intercambios turísticos, de sus beneficios económicos, sociales y culturales, y también de sus riesgos.

## **Artículo 6**

### ***El turismo, factor de desarrollo sostenible***

1) Todos los agentes del desarrollo turístico deberían salvaguardar el entorno natural, en la

perspectiva de un crecimiento económico sólido, constante y sostenible, que sea capaz de satisfacer equitativamente las necesidades y aspiraciones de las generaciones presentes y futuras.

2) Las autoridades públicas nacionales, regionales y locales deberían favorecer e incentivar todas las modalidades de desarrollo turístico que permitan ahorrar recursos naturales escasos y valiosos, en particular el agua y la energía, y evitar en lo posible la producción de desechos.

3) Debería procurarse escalonar en el tiempo y en el espacio los movimientos de turistas, en particular los que se producen en relación con las vacaciones pagadas y las vacaciones escolares, y distribuir de manera más equilibrada las vacaciones, con el fin de reducir la presión que ejerce la actividad turística en el medio ambiente y de aumentar sus efectos beneficiosos en las industrias turísticas y en la economía local.

4) La concepción de la infraestructura turística y la programación de las actividades turísticas deberían hacerse de forma que se proteja el patrimonio natural que constituyen los ecosistemas y la diversidad biológica, y que se preserven las especies en peligro de la fauna y de la flora silvestre. Los agentes del desarrollo turístico, y en particular los profesionales del sector, deberían admitir que se impongan limitaciones o restricciones a sus actividades cuando éstas se ejerzan en espacios particularmente vulnerables: regiones desérticas, polares o de alta montaña, litorales, selvas tropicales o zonas húmedas, que sean idóneos para la creación de parques naturales o reservas protegidas.

5) El turismo de naturaleza y el ecoturismo se reconocen como formas de turismo particularmente enriquecedoras y valorizadoras, siempre que respeten el patrimonio natural y la población local y se ajusten a la capacidad de ocupación de los lugares turísticos.

## Artículo 7

### *El turismo, factor de aprovechamiento y enriquecimiento del patrimonio cultural de la humanidad*

1) Los recursos turísticos pertenecen al patrimonio común de la humanidad. Las comunidades en cuyo territorio se encuentran tienen con respecto a ellos derechos y obligaciones particulares.

2) Las políticas y actividades turísticas deberían llevarse a cabo con respeto al patrimonio artístico, arqueológico y cultural, que deberían proteger y transmitir a las generaciones futuras. Se debería conceder particular atención a la protección y a la rehabilitación de los monumentos, santuarios y museos, así como de los lugares de interés histórico o arqueológico, que deben estar ampliamente abiertos a la frequentación turística. Se debería fomentar el acceso del público a los bienes y monumentos culturales de propiedad privada con todo respeto a los derechos de sus propietarios, así como a los edificios religiosos sin perjuicio de las necesidades del culto.

3) Los recursos financieros procedentes de la frequentación de los sitios y monumentos de interés cultural deberían asignarse, al menos en parte, al mantenimiento, a la protección, a la mejora y al enriquecimiento de ese patrimonio.

4) La actividad turística debería organizarse de modo que permita la supervivencia y el florecimiento de la producción cultural y artesanal tradicional, así como del folclore, y que no conduzca a su estandarización y empobrecimiento.

## Artículo 8

### ***El turismo, actividad beneficiosa para las comunidades y los países receptores***

1) Las poblaciones locales deberían asociarse a las actividades turísticas y tendrán una participación equitativa en los beneficios económicos, sociales y culturales que reporten, especialmente en la creación directa e indirecta de empleo a que den lugar.

2) Las políticas turísticas deberían aplicarse de modo que contribuyan a mejorar el nivel de vida de la población de las regiones visitadas y respondan a sus necesidades. La concepción urbanística y arquitectónica y el modo de explotación de los complejos y alojamientos turísticos deberían tender a su óptima integración en el tejido económico y social local. En igualdad de competencia, debería darse prioridad a la contratación de personal local.

3) Debería prestarse particular atención a los problemas específicos de las zonas litorales y de los territorios insulares, así como de las frágiles zonas rurales y de montaña, donde el turismo representa con frecuencia una de las escasas oportunidades de desarrollo frente al declive de las actividades económicas tradicionales.

4) De conformidad con la normativa establecida por las autoridades públicas, los profesionales del turismo, y en particular los inversores, deberían llevar a cabo estudios de impacto de sus proyectos de desarrollo en el entorno y en los medios naturales. Asimismo, deberían facilitar con la máxima transparencia y la objetividad pertinente toda la información relativa a sus programas futuros y a sus consecuencias previsibles, y favorecer el diálogo sobre su contenido con las poblaciones interesadas.

## Artículo 9

### ***Obligaciones de los agentes del desarrollo turístico***

1) Los profesionales del turismo tienen obligación de facilitar a los turistas una información objetiva y veraz sobre los lugares de destino y sobre las condiciones de viaje, recepción y estancia. Además, deberían asegurar la absoluta transparencia de las cláusulas de los contratos que propongan a sus clientes, tanto en lo relativo a la naturaleza, al precio y a la calidad de las prestaciones que se comprometen a facilitar como a las compensaciones financieras que les incumban en caso de ruptura unilateral de dichos contratos por su parte.

2) En lo que de ellos dependa, y en cooperación con las autoridades públicas, los profesionales del turismo deberían velar por la seguridad, la prevención de accidentes, la protección de la salud y la inocuidad de los alimentos de quienes recurran a sus servicios. Deberían preocuparse por la existencia de sistemas de seguros y de asistencia adecuados. Asimismo, deberían asumir la obligación de rendir cuentas, conforme a las modalidades que dispongan las reglamentaciones nacionales, y la de abonar una indemnización justa en caso de incumplimiento de sus obligaciones contractuales.

3) En cuanto de ellos dependa, los profesionales del turismo deberían contribuir al pleno desarrollo cultural y espiritual de los turistas y permitir el ejercicio de sus prácticas religiosas durante sus viajes turísticos.

4) En cooperación con los profesionales interesados y sus asociaciones, las autoridades públicas de los Estados emisores y de los países receptores deberían velar por el establecimiento de los mecanismos necesarios para la repatriación de los turistas en caso de incumplimiento de las empresas organizadoras de sus viajes turísticos.

5) Los Gobiernos tienen el derecho –y el deber–, especialmente en casos de crisis, de informar a sus ciudadanos de las condiciones difíciles, o incluso de los peligros con los que puedan encontrarse con ocasión de sus desplazamientos al extranjero. Sin embargo, les incumbe facilitar esas indicaciones sin perjudicar de forma injustificada ni exagerada al sector turístico de los países receptores y los intereses de sus propios operadores. El contenido de las recomendaciones a los viajeros debería, por tanto, discutirse previamente con las autoridades de los países receptores y con los profesionales interesados. Las recomendaciones que se formulen deberían guardar estricta proporción con la gravedad de las situaciones reales y limitarse a las zonas geográficas donde se haya comprobado la situación de inseguridad. Esas recomendaciones deberían matizarse o anularse en cuanto lo permita la vuelta a la normalidad.

6) La prensa, y en particular la prensa especializada en turismo, y los demás medios de comunicación, incluidos los modernos medios de comunicación electrónica, deberían difundir una información veraz y equilibrada sobre los acontecimientos y las situaciones que puedan influir en la frecuentación turística. Asimismo, deberían tener el cometido de facilitar indicaciones precisas y fiables a los consumidores de servicios turísticos. Para ese fin, deberían desarrollarse y emplearse las nuevas tecnologías de comunicación y comercio electrónico que, al igual que los medios de comunicación, no deberían promover en modo alguno el turismo sexual.

## **Artículo 10** **Derecho al turismo**

1) La posibilidad de acceso directo y personal al descubrimiento y el disfrute de las riquezas de nuestro mundo constituirá un derecho abierto por igual a todos los habitantes de nuestro planeta. La participación cada vez más difundida en el turismo interno e internacional debería entenderse como una de las mejores expresiones posibles del continuo crecimiento del tiempo libre, y no se le debería oponer obstáculo ninguno.

2) El derecho al turismo para todos debe entenderse como consecuencia del derecho al descanso y al ocio, y en particular a la limitación razonable de la duración del trabajo y a las vacaciones pagadas periódicas, que se garantiza en el artículo 24 de la Declaración Universal de los Derechos Humanos y en el artículo 7.d del Pacto Internacional de Derechos Económicos, Sociales y Culturales.

3) Con el apoyo de las autoridades públicas, debería desarrollarse el turismo social, en particular el turismo asociativo, que permite el acceso de la mayoría de los ciudadanos al ocio, a los viajes y a las vacaciones.

4) Se debería fomentar y facilitar el turismo de las familias, de los jóvenes, de los estudiantes, de las personas mayores, así como el turismo para las personas con discapacidad.

## Artículo 11

### *Libertad de desplazamiento turístico*

1) Con arreglo al derecho internacional y a las leyes nacionales, los turistas deberían beneficiarse de la libertad de circular por el interior de sus países y de un Estado a otro, de conformidad con el artículo 13 de la Declaración Universal de los Derechos Humanos, y deberían poder acceder a las zonas de tránsito y estancia, así como a los sitios turísticos y culturales sin formalidades exageradas ni discriminaciones.

2) Los turistas deberían tener la facultad de utilizar todos los medios de comunicación disponibles, interiores y exteriores. Deberían beneficiarse de un acceso rápido y fácil a los servicios administrativos, judiciales y sanitarios locales. Deberían poder ponerse libremente en contacto con las autoridades consulares del país del que sean ciudadanos conforme a los convenios diplomáticos vigentes.

3) Los turistas deberían gozar de los mismos derechos que los ciudadanos del país que visiten en cuanto a la confidencialidad de los datos y la información sobre su persona, en particular cuando se almacenen en soporte electrónico.

4) Los procedimientos administrativos de paso de las fronteras establecidos por los Estados o por acuerdos internacionales, como los visados, y las formalidades sanitarias y aduaneras se deberían adaptar para facilitar al máximo la libertad de los viajes y el acceso de la mayoría de las personas al turismo internacional. Se deberían fomentar los acuerdos entre grupos de países para armonizar y simplificar esos procedimientos. Los impuestos y gravámenes específicos que penalicen al sector turístico y mermen su competitividad deberían eliminarse o corregirse progresivamente.

5) Siempre que lo permita la situación económica de los países de los que procedan, los turistas deberían poder disponer de las asignaciones de divisas convertibles que necesiten para sus desplazamientos.

## Artículo 12

### *Derechos de los trabajadores y de los empresarios de las industrias turísticas*

1) Bajo la supervisión de las administraciones nacionales y locales de sus Estados de origen y de los países receptores, deberían garantizarse los derechos fundamentales de los trabajadores y emprendedores de las industrias turísticas y de las actividades conexas con especial cuidado, habida cuenta de las limitaciones específicas vinculadas a la estacionalidad de su actividad, a la dimensión global de sus industrias y a la flexibilidad que suele imponer la naturaleza de su trabajo.

2) Los trabajadores asalariados y autónomos de las industrias turísticas y de las actividades conexas tienen el derecho y el deber de adquirir una formación inicial y continua adecuada. Se les debería asegurar una protección social suficiente y se debería limitar en todo lo posible la precariedad de su empleo. Se debería proponer un estatuto particular a los trabajadores estacionales del sector, especialmente en lo que respecta a su protección social.

3) Siempre que demuestre poseer las disposiciones y calificaciones necesarias, se debería reconocer a toda persona física o jurídica el derecho a desarrollar una actividad profesional en el

ámbito del turismo, de conformidad con la legislación nacional vigente. Se debería reconocer a los empresarios y a los inversores –especialmente en el ámbito de la pequeña y mediana empresa– el libre acceso al sector turístico con el mínimo de restricciones legales o administrativas.

4) Los intercambios de experiencia que se ofrezcan a los directivos y otros trabajadores de distintos países contribuyen a la expansión del sector turístico mundial. Por ese motivo, se deberían facilitar en todo lo posible, de conformidad con las legislaciones nacionales y las convenciones internacionales aplicables.

5) Las empresas multinacionales de las industrias turísticas, factor insustituible de solidaridad en el desarrollo y el crecimiento dinámico en los intercambios internacionales, no deberían abusar de la posición dominante que puedan ocupar. Deberían evitar convertirse en transmisoras de modelos culturales y sociales que se impongan artificialmente a las comunidades receptoras. A cambio de la libertad de inversión y operación comercial que se les debería reconocer plenamente, habrían de comprometerse con el desarrollo local, evitando que una repatriación excesiva de sus beneficios o la inducción de importaciones puedan reducir la contribución que aporten a las economías en las que estén implantadas.

6) La colaboración y el establecimiento de relaciones equilibradas entre empresas de los países emisores y receptores contribuyen al desarrollo sostenible del turismo y a una repartición equitativa de los beneficios de su crecimiento.

## **COMITÉ MUNDIAL DE ÉTICA DEL TURISMO**

### **Artículo 13**

#### ***Mandato***

1) El Comité Mundial de Ética del Turismo es un órgano subsidiario de la Asamblea General de la OMT y, sin perjuicio de las funciones que ejerce en relación con el Código Ético Mundial para el Turismo, será responsable del seguimiento de la aplicación de las disposiciones de la presente Convención y de la ejecución de cualquier otra tarea encomendada por la Conferencia de los Estados Partes.

2) El Comité establecerá las modalidades de la presentación y el examen de los informes de los Estados Partes.

3) El Comité adoptará un informe bienal que el Secretario General de la OMT transmitirá a la Asamblea General de la OMT y a los Estados Partes en la presente Convención.

4) El Comité puede actuar asimismo, si procede, como mecanismo de conciliación de los Estados Partes y otros agentes del desarrollo turístico, con arreglo al Protocolo Facultativo anexo a la Convención Marco sobre Ética del Turismo.

## Artículo 14

### *Composición*

1) La Asamblea General de la OMT determinará la composición del Comité, así como las modalidades de presentación de candidaturas y nombramiento de sus Miembros con miras a conseguir su independencia e imparcialidad.

2) La Asamblea General de la OMT, en consulta con la Conferencia de los Estados Partes, al elegir a los miembros del Comité, prestará la debida atención al equilibrio de género y la representación regional y sectorial equitativa.

## Artículo 15

### *Funcionamiento*

1) El Secretario General de la OMT pondrá a disposición del Comité el personal y los recursos financieros necesarios para el desempeño de sus funciones.

2) El Comité adoptará su propio reglamento. El texto del reglamento se transmitirá a la Conferencia de los Estados Partes y a la Asamblea General de la Organización para su información.

## **CONFERENCIA DE LOS ESTADOS PARTES**

## Artículo 16

### *Composición y responsabilidades*

1) La Conferencia de los Estados Partes será el órgano plenario de la presente Convención y estará compuesta por representantes de todos los Estados Partes.

2) La Conferencia de los Estados Partes celebrará una reunión ordinaria cada dos años coincidiendo con la Asamblea General de la OMT. Podrá reunirse con carácter extraordinario cuando así lo decida, o cuando el Secretario General de la OMT reciba una petición en tal sentido de al menos un tercio de los Estados Partes.

3) La asistencia a una reunión de la Conferencia de las Partes de delegados que representen a la mayoría de los Estados Partes constituirá quórum.

4) La Conferencia de los Estados Partes adoptará su propio reglamento y las modificaciones del mismo.

5) La Conferencia de los Estados Partes llevará a cabo, entre otras, las siguientes funciones:

- a) examinar y adoptar, cuando proceda, enmiendas a la presente Convención y al Protocolo Facultativo de la Convención Marco sobre Ética del Turismo;
- b) adoptar planes y programas para la aplicación de la presente Convención; y
- c) tomar cualquier otra medida que estime necesaria para seguir avanzando con respecto a los objetivos de la presente Convención.

6) La Conferencia de los Estados Partes podrá invitar a observadores a sus reuniones. La admisión y participación de observadores estará sujeta al reglamento de la Conferencia de los Estados Partes.

## **Artículo 17**

### ***Secretaría***

La Secretaría de la OMT prestará apoyo administrativo a la Conferencia de los Estados Partes, cuando sea necesario.

## **DISPOSICIONES FINALES**

## **Artículo 18**

### ***Firma***

1) La presente Convención estará abierta a la firma de todos los Estados Miembros de la OMT y de todos los Estados Miembros de las Naciones Unidas en la vigésima segunda reunión de la Asamblea General de la OMT, y ulteriormente en la sede de la OMT en Madrid hasta [fecha].

2) La presente Convención estará igualmente abierta a la firma de las organizaciones regionales de integración económica.

## **Artículo 19**

### ***Ratificación, aceptación, aprobación o adhesión***

1) La presente Convención está sujeta a ratificación, aceptación, aprobación o adhesión de los Estados y de las organizaciones regionales de integración económica. Los instrumentos de ratificación, aceptación, aprobación y adhesión se depositarán en poder del Secretario General de la OMT.

2) No podrán formularse reservas con respecto a ninguna de las disposiciones de esta Convención.

## **Artículo 20**

### ***Participación de las organizaciones regionales de integración económica***

1) Toda organización regional de integración económica que esté constituida por Estados soberanos y que ejerza competencia sobre ciertos asuntos que se ríjan por la presente Convención podrá igualmente firmar, ratificar, aceptar o aprobar la presente Convención o adherirse a esta. La organización regional de integración económica tendrá, en ese caso, los derechos y obligaciones de un Estado Parte en la medida en que ejerza competencia sobre asuntos que se ríjan por la presente Convención.

2) Las organizaciones regionales de integración económica deberán hacer, en el momento de la firma, ratificación, aceptación, aprobación o adhesión, una declaración ante el depositario en la que se hagan constar los asuntos que se rijan por la presente Convención respecto de los cuales sus Estados miembros hayan transferido su competencia a la organización. La organización regional de integración económica notificará con prontitud al depositario todo cambio en la distribución de las competencias indicada en dicha declaración, mencionando asimismo toda nueva competencia que le haya sido transferida.

3) Una organización regional de integración económica, en asuntos de su competencia, puede ejercer su derecho de voto en la Conferencia de los Estados Partes, con un número de votos igual al número de sus Estados Miembros que sean Partes en la presente Convención. Dichas organizaciones no ejercerán su derecho de voto si alguno de sus Estados Miembros ejerce el suyo, y viceversa.

4) Toda referencia que se haga en la presente Convención a «Estado Parte» o «Estados Partes» será igualmente aplicable a una organización regional de integración económica, siempre que el contexto así lo requiera.

## **Artículo 21**

### ***Entrada en vigor***

1) La presente Convención entrará en vigor treinta días después de la fecha de depósito del décimo instrumento de ratificación, aceptación, aprobación o adhesión.

2) Para cada Estado Parte que ratifique, acepte o apruebe la Convención, o se adhiera a la misma, después del depósito del décimo instrumento de ratificación, aceptación, aprobación o adhesión, la Convención entrará en vigor treinta días después de que ese Estado Parte deposite su instrumento de ratificación, aceptación, aprobación o adhesión.

3) A efectos del presente artículo y del artículo 22, los instrumentos depositados por una organización regional de integración económica no se considerarán adicionales a los depositados por los Estados miembros de tal organización.

## **Artículo 22**

### ***Enmiendas a la Convención***

1) Cualquier Estado Parte puede proponer enmiendas a la presente Convención.

2) El Secretario General de la OMT comunicará el texto de cualquier enmienda propuesta a todos los Estados Partes, por lo menos noventa días antes de la apertura de la reunión de la Conferencia de los Estados Partes.

3) Las enmiendas deberán ser adoptadas por el voto de una mayoría de dos tercios de los Estados Partes presentes y votantes y transmitidas por el Secretario General de la OMT a los Estados Partes para su ratificación, aceptación o aprobación, o para la adhesión a las mismas.

4) Los instrumentos de ratificación, aceptación o aprobación de las enmiendas, o de adhesión a las mismas, se depositarán en poder del Secretario General de la OMT.

5) Las enmiendas adoptadas de conformidad con el párrafo 3 entrarán en vigor para aquellos Estados Partes que hayan ratificado, aceptado o aprobado las enmiendas, o que se hayan adherido a las mismas, treinta días después de la fecha de recepción por parte del Secretario General de la OMT de los instrumentos de ratificación, aceptación, aprobación o adhesión de al menos cinco de los Estados Partes en la presente Convención. Ulteriormente, las enmiendas entrarán en vigor para cualquier otro Estado Parte treinta días después de la fecha en que ese Estado Parte deposite su instrumento.

6) Despues de la entrada en vigor de una enmienda a la presente Convención, cualquier nuevo Estado Parte en la misma será un Estado Parte en la Convención en su forma enmendada.

## **Artículo 23**

### ***Denuncias***

1) La presente Convención permanecerá en vigor indefinidamente, pero cualquier Estado Parte podrá denunciarla en cualquier momento mediante notificación escrita. El instrumento de denuncia será depositado en poder del Secretario General de la OMT. Un año después de la fecha de depósito del instrumento de denuncia, la Convención cesará en sus efectos para el Estado Parte denunciante, pero se mantendrá en vigor para los demás Estados Partes.

2) La denuncia no afectará a la posible obligación financiera pendiente del Estado Parte denunciante, a las solicitudes de información o de asistencia presentadas, ni a los procedimientos de solución pacífica de controversias iniciados mientras la Convención estuviera en vigor para el Estado Parte denunciante.

## **Artículo 24**

### ***Solución de controversias***

Las controversias que puedan plantearse entre Estados Partes con respecto a la aplicación o interpretación de la presente Convención serán resueltas por vía diplomática o, en su defecto, por cualquier otro medio de solución pacífica que acuerden los Estados Partes implicados, entre ellos, si procede, el mecanismo de conciliación previsto en el Protocolo Facultativo.

## **Artículo 25**

### ***Textos auténticos***

1) Los textos en árabe, español, francés, inglés y ruso de la presente Convención se considerarán igualmente auténticos.

**Artículo 26*****Depositario***

- 1) El Secretario General de la OMT será el depositario de la presente Convención.
- 2) El Secretario General de la OMT remitirá copias certificadas a cada uno de los Estados Partes signatarios.
- 3) El Secretario General de la OMT notificará a los Estados Partes las firmas, los depósitos de instrumentos de ratificación, aceptación, aprobación y adhesión, las enmiendas y las denuncias.

**Artículo 27*****Registro***

De conformidad con el Artículo 102 de la Carta de las Naciones Unidas, la presente Convención será registrada por el Secretario General de la OMT en la Secretaría de las Naciones Unidas.

EN FE DE LO CUAL, los abajo firmantes, debidamente autorizados al efecto, firman la presente Convención.

HECHO en LUGAR, el FECHA

**Protocolo Facultativo a la Convención Marco sobre Ética del Turismo****relativo al mecanismo de conciliación**

LAS ALTAS PARTES CONTRATANTES,

Habiendo concluido la Convención Marco sobre Ética del Turismo (en adelante, «la Convención») como marco de referencia fundamental para el desarrollo de un turismo responsable, sostenible y accesible para todos,

Reconociendo que las controversias en el sector turístico pueden afectar a veces gravemente al impacto positivo del sector en un desarrollo sociocultural y económico armonioso y en el avance de la paz y la prosperidad,

Aspirando a complementar la Convención con un procedimiento para la solución de controversias que pueda guiar y fortalecer la observancia de los principios éticos por parte de todos los agentes participantes,

Alentando a las partes a que intenten resolver todas las controversias de manera pacífica antes de recurrir a un litigio,

Convienen en lo siguiente:

1. El Comité Mundial del Turismo Sostenible (en adelante, «el Comité») actuará como mecanismo de conciliación independiente y voluntario para cualquier controversia que pueda surgir entre los Estados Partes en el presente Protocolo, o agentes del desarrollo turístico enmarcados en los límites estipulados en el párrafo 2 *infra*, respecto a la interpretación o aplicación de la Convención.
2. Toda controversia entre dos o más Estados Partes en el presente Protocolo, o un Estado Parte y uno o más agentes que tengan la nacionalidad de un Estado Parte, puede ser remitida al Comité.
3. En la medida en que las Partes convengan en presentar la controversia al Comité, presentarán declaraciones escritas, acompañadas de todos los documentos y otras pruebas que estimen necesarias al presidente del Comité, quien nombrará a un subcomité de tres miembros responsables de examinar la controversia y formular recomendaciones que puedan servir de base para una solución.
4. Con el fin de formular recomendaciones pertinentes, el subcomité podrá pedir a las Partes información suplementaria y, si lo considera de utilidad, escucharlas a petición suya; los gastos necesarios ocasionados por ese procedimiento de conciliación correrán a cargo de las Partes en disputa. Siempre que se le haya otorgado la facultad de participar en condiciones razonables, la incomparecencia de una de las Partes en la controversia no será impedimento para que el subcomité formule sus recomendaciones.
5. Salvo acuerdo en contrario de las Partes en disputa, el Comité anunciará las recomendaciones del subcomité en un plazo de tres meses desde la fecha en la que se le haya remitido la controversia. Las Partes en disputa informarán al presidente de Comité de toda solución alcanzada a partir de las recomendaciones y de toda acción emprendida para aplicar dicha solución.
6. Si en los dos meses siguientes a la notificación de las recomendaciones las Partes en disputa no

llegaran a un acuerdo sobre los términos de una solución definitiva, las Partes pueden separada o conjuntamente remitir la controversia a la sesión plenaria del Comité.

7. La sesión plenaria del Comité adoptará una decisión que se notificará a las Partes en disputa y, si las Partes así lo convienen, se hará pública. Si las Partes en disputa están de acuerdo con la decisión, se les pedirá que la apliquen lo antes posible y habrán de enviar información a su debido tiempo al presidente del Comité sobre las acciones emprendidas para aplicar la mencionada decisión.

8. Un Estado Parte puede, en el momento de la ratificación, aceptación, aprobación o adhesión, o en cualquier fecha posterior, declarar que está de acuerdo con respecto a cualquier otro Estado Parte que asuma la misma obligación, en considerar vinculante la decisión del Comité en cualquier controversia amparada por el presente Protocolo sobre la que no se haya alcanzado una solución con arreglo al párrafo 4.

9. Los establecimientos turísticos y las empresas turísticas, así como sus asociaciones, podrán incluir en sus documentos contractuales una disposición por la que se hagan vinculantes las decisiones del Comité en sus relaciones con sus cocontratantes.

10. A excepción de los casos en los que se le hayan presentado elementos nuevos, el Comité no considerará asuntos que ya haya tratado (*ne bis in idem*) e informará a las Partes en disputa al respecto.

11. El presente Protocolo está abierto a la ratificación, aceptación, aprobación o adhesión por parte de los Estados Partes en la Convención. Las normas relativas a la enmienda y la denuncia de la Convención se aplicarán mutatis mutandis al Protocolo. Las disposiciones incluidas en el artículo 19.2 de la Convención no se aplicarán al presente Protocolo. El Protocolo constituirá un Anexo de la Convención para los Estados que lo hayan ratificado, aceptado o aprobado, o que se hayan adherido al mismo.

12. La denuncia de la Convención implicará la denuncia inmediata del presente Protocolo. La denuncia tendrá efecto un año después de la recepción del instrumento de denuncia. Sin embargo, los Estados Partes que denuncien el Protocolo seguirán obligados por sus disposiciones con respecto a cualquier controversia que pueda haberse remitido al Comité antes de la finalización del periodo de un año estipulado supra.

13. El Protocolo entrará en vigor treinta días después de la fecha de depósito del segundo instrumento de ratificación, aceptación, aprobación o adhesión.

14. Para cada Estado Parte que ratifique, acepte o apruebe el presente Protocolo, o se adhiera al mismo, después del depósito del segundo instrumento de ratificación, aceptación, aprobación o adhesión, el presente Protocolo entrará en vigor treinta días después de que ese Estado Parte deposite su instrumento de ratificación, aceptación, aprobación o adhesión. A efectos del presente párrafo, los instrumentos depositados por una organización regional de integración económica no se considerarán adicionales a los depositados por los Estados miembros de tal organización.

EN FE DE LO CUAL, los abajo firmantes, debidamente autorizados al efecto, firman el presente Protocolo.

HECHO en LUGAR, el FECHA

**Anexo VIII: Directrices para la adopción por parte de la Asamblea General de los proyectos de convenciones de la OMT****I. Antecedentes y propósito de las Directrices Especiales**

1. Con arreglo a las resoluciones 654(XXI) y 668(XXI) de la Asamblea General relativas, respectivamente, al proyecto de Convención sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos y al proyecto de Convención Marco sobre Ética del Turismo, dos grupos de trabajo especiales, integrados por todos los Estados Miembros interesados, con la asistencia de la Secretaría, han preparado los textos de los proyectos de dos convenciones internacionales. Tal como pidió la Asamblea General en las resoluciones mencionadas, los textos de las convenciones han de presentarse en la vigésima segunda reunión para su debate, examen y posible aprobación o adopción.
2. Es la primera vez que la Organización Mundial del Turismo tiene la intención de adoptar una convención internacional en el marco de su Asamblea General, lo cual será un hito en la historia de la Organización, ya que la OMT sigue siendo el único organismo especializado de las Naciones Unidas que no ha elaborado una convención para regular los asuntos de su incumbencia.
3. Para llevar a buen puerto el esfuerzo, y siguiendo la práctica de otras organizaciones de las Naciones Unidas con mayor tradición y experiencia en la elaboración de tratados, resulta esencial estructurar el debate sobre los textos de los proyectos de convención durante la próxima reunión de la Asamblea General y, a tal efecto, establecer principios y normas específicos para aplicar en el proceso de examen, enmienda, aprobación y adopción de los textos pertinentes. Tal como está redactado hoy, el Reglamento de la Asamblea General no es del todo adecuado para este propósito, puesto que no incluye disposiciones específicas que puedan aplicarse a este tipo de debate.
4. Además, el limitado tiempo disponible durante la Asamblea General y la corta duración de la propia Asamblea –si se compara con el caso de órganos legislativos de otras organizaciones de las Naciones Unidas que suelen reunirse durante dos semanas– plantean retos importantes y exigen que los Estados Miembros puedan estudiar el texto y toda enmienda propuesta de la manera más efectiva y evitando, en lo posible, toda demora innecesaria en la discusión de cuestiones de procedimiento.
5. A la luz de lo antedicho, y partiendo de la práctica de otras organizaciones de las Naciones Unidas, la Secretaría ha preparado las Directrices Especiales que figuran a continuación y que se someten a la consideración del Consejo Ejecutivo. Si el Consejo las refrenda, la Secretaría seguirá las Directrices Especiales hasta la apertura de la vigésima segunda reunión de la Asamblea General y estas se presentarán en la primera sesión plenaria para su aprobación.
6. El propósito de las Directrices Especiales es doble: en primer lugar, ofrecer seguridad jurídica en cuanto al calendario y el proceso de finalización y posible adopción de los textos de las convenciones internacionales y, en segundo lugar, proponer un marco, que sea viable y permita hacer un uso eficiente del tiempo, para el examen por parte de la Asamblea General de todo comentario y propuesta de modificación que formulen los Estados Miembros en relación con los textos de los proyectos de convención internacional.

**II. Alcance de las Directrices**

1. Las Directrices Especiales propuestas se refieren únicamente al proceso de debate de los textos

de los proyectos de convenciones y a su posible adopción por parte de la Asamblea General y no al proceso mediante el cual los Estados Miembros pueden quedar jurídicamente vinculados por una convención. La adopción de un texto en la vigésima segunda reunión de la Asamblea General no implicará en modo alguno una obligación inmediata para los Estados Miembros de cumplir las disposiciones de la correspondiente Convención. Por lo tanto, si la Asamblea General adopta un texto definitivo, estará abierto para que cada Estado Miembro, si así lo desea y con arreglo a su práctica y sus procedimientos constitucionales, exprese su consentimiento en obligarse por una convención mediante el depósito de un instrumento de ratificación, aprobación, aceptación o adhesión en poder del Secretario General de la OMT.

2. Las Directrices Especiales aspiran también a proporcionar la flexibilidad necesaria con respecto a los resultados de los debates que se celebrarán en la próxima reunión de la Asamblea General. En particular, y aunque el objetivo último es adoptar el texto de cada convención en las cinco lenguas originales, tal como se dispone en las mismas, las Directrices establecen también la posibilidad de presentar solo la versión inglesa para aprobación de la Asamblea General y adoptar los textos de las convenciones en todas las lenguas originales durante una conferencia de plenipotenciarios que convocará la Asamblea General en una fase posterior si resultara imposible la preparación del texto en los cinco idiomas por limitaciones de tiempo.

3. Es importante señalar que las Directrices Especiales no están concebidas para desviarse del Reglamento de la Asamblea General, ni para reemplazarlo ni modificarlo de otro modo de manera definitiva, sino únicamente para proporcionar algunas disposiciones excepcionales, limitadas en alcance y de aplicación temporal, a efectos de las necesidades específicas de la vigésima segunda reunión de la Asamblea General, con miras a facilitar el examen y la posible adopción de los textos de las convenciones preparados por los grupos de trabajo, con sujeción al apoyo explícito del Consejo Ejecutivo y la aprobación de la Asamblea General.

4. A partir de la experiencia y los resultados obtenidos en la vigésima segunda reunión de la Asamblea General, el Consejo Ejecutivo podría considerar la posibilidad de incluir las Directrices Especiales como Anexo al Reglamento de la Asamblea General para que puedan utilizarse en el futuro en ejercicios legislativos similares que pudieran llevarse a cabo en el marco de la OMT. En caso de que el Consejo Ejecutivo estuviera de acuerdo con ello, las Directrices Especiales podrían presentarse a la vigésima tercera reunión de la Asamblea General para su aprobación, con cualquier ajuste que se estimara necesario a raíz de las lecciones extraídas en la próxima reunión de la Asamblea General.

### **III. Directrices Especiales para el examen y la posible adopción por parte de la vigésima segunda reunión de la Asamblea General de convenciones internacionales**

#### **1. Alcance y objetivo**

- a) Las presentes Directrices se refieren solo a la consideración, aprobación y posible adopción de los proyectos de convenciones internacionales (o de uno de ellos), preparados de conformidad con las resoluciones 654(XXI) y 668(XXI).
- b) Las normas y procedimientos establecidos en las presentes Directrices están sujetos a los Estatutos de la Organización y se aplicarán excepcionalmente durante la vigésima segunda reunión de la Asamblea General.

**2. Distribución de propuestas y presentación de enmiendas a los proyectos de textos de convenciones internacionales para su examen en la vigésima segunda reunión de la Asamblea General**

- a) Por recomendación del Consejo Ejecutivo, el Secretario General hará llegar a los Miembros de la Organización el texto propuesto de la convención internacional en las cinco lenguas oficiales al menos noventa días antes de la apertura de la vigésima segunda reunión de la Asamblea General.
- b) Los Estados Miembros pueden presentar al Secretario General, por escrito, en una de las lenguas oficiales de la Organización, enmiendas al texto de un proyecto de convención que se haya distribuido de conformidad con el anterior párrafo a), a más tardar treinta días antes de la apertura de la reunión. Toda propuesta presentada después de este plazo no será tenida en cuenta por la Asamblea General. A efectos de las presentes Directrices, una enmienda es una propuesta de cambio, que puede consistir en una propuesta de eliminar, añadir, desplazar o reemplazar cualquiera de las disposiciones del proyecto de convención.
- c) Para que se sometan a examen, las enmiendas especificarán claramente el artículo y el párrafo a los que se refieren, así como en qué consiste la propuesta, incluyendo un texto alternativo.
- d) Salvo que la enmienda se explique por sí misma, esta puede ir acompañada de una nota explicativa de no más de 50 palabras que ayude a entender o a aclarar el alcance de la enmienda.
- e) El Secretario General transmitirá toda propuesta de enmienda recibida conforme a los anteriores párrafos b) y c) a todos los Miembros en todas lenguas oficiales, a más tardar diez días antes de la apertura de la reunión.
- f) El Grupo de Trabajo encargado de la preparación del texto del proyecto de convención, e integrado por todos los Estados Miembros interesados, llevará a cabo todo el trabajo preparatorio necesario hasta la sesión de apertura de la vigésima segunda Asamblea General para facilitar el debate del texto durante la Asamblea y, en particular, puede adoptar informes y someter recomendaciones sobre el texto y cualquier enmienda propuesta al mismo, se es necesario, a la consideración de la Asamblea.

**3. Comité especial para la preparación de los textos de las convenciones internacionales que se presentarán a la Asamblea General en su vigésima segunda reunión para su adopción**

- a) Con la aprobación de las Directrices Especiales al inicio de la reunión, la Asamblea General puede establecer, de conformidad con el artículo 12 j) de los Estatutos, un comité especial integrado por Estados Miembros para revisar y preparar los textos definitivos de las convenciones. Todos los Estados Miembros pueden participar en el comité. Todas las organizaciones internacionales que asistan a la Asamblea General pueden participar en el comité como observadores, conforme al artículo 9.2 del Reglamento de la Asamblea General.
- b) El comité elegirá a su presidente entre sus miembros.
- c) El comité examinará y revisará, si es necesario, el texto del proyecto de convención,

habida cuenta de toda enmienda recibida de conformidad con los anteriores párrafos 2 b) y 2 c). Al final de su trabajo, el comité presentará el texto de la Convención en las cinco lenguas a la sesión plenaria de la Asamblea General para su adopción final.

d) En caso de que el texto que se haya de presentar a la sesión plenaria de la Asamblea General para su adopción final no esté disponible más que en su versión inglesa, se presentará únicamente esta versión a la Asamblea General para su aprobación.

e) El comité tomará decisiones por consenso, a menos que uno de sus miembros pida una votación, en cuyo caso, la decisión se adoptará por mayoría simple de los miembros del comité presentes y votantes en votación ordinaria.

f) Los miembros a los que se apliquen las disposiciones del artículo 34 de los Estatutos o del párrafo 13 de las Reglas de Financiación no tendrán derecho a presentar enmiendas ni a votar.

**4. Examen en el comité del texto de un proyecto de convención y elaboración del texto definitivo que se presentará a la Asamblea General para su adopción**

a) El comité solo examinará las enmiendas presentadas en forma debida conforme a los anteriores párrafos 2 b) y 2 c) si están secundadas por un miembro del comité.

b) A efectos de las presentes Directrices, una subenmienda es un cambio propuesto a una enmienda que tan solo añade, elimina o revisa una parte de la enmienda.

c) El presidente del comité dirigirá el debate sobre el texto del proyecto de convención, artículo por artículo, en la versión inglesa.

d) En el caso de artículos para los que se haya recibido una propuesta de enmienda, un representante del Estado Miembro que haya presentado la enmienda puede preparar un breve enunciado que explique dicha enmienda. El presidente puede limitar el tiempo permitido para esas explicaciones. El comité tomará una decisión sobre la enmienda presentada. Si se adopta la enmienda, la disposición sujeta a examen se considerará adoptada por el comité en su forma enmendada. En caso de rechazarse la enmienda, el proyecto original del texto se considerará adoptado sin cambios.

e) Las enmiendas y subenmiendas tendrán prioridad con respecto a los textos a los que se refieren y se examinarán antes que el propio texto.

f) Toda enmienda o subenmienda puede ser retirada en cualquier momento por el Estado Miembro que la haya presentado, a través de su representante, salvo que hubiera sido adoptada.

g) Cuando se presenten dos o más enmiendas sobre las mismas disposiciones o parte de una disposición, el comité examinará primero la enmienda que más se aleje del contenido de la propuesta original. Si se adoptan una o más enmiendas, se incorporarán al texto original y posteriormente se someterá a examen el texto revisado. La misma norma se aplicará a las subenmiendas cuando estén relacionadas con la misma enmienda.

h) El presidente del comité, con la asistencia de la Secretaría, establecerá el orden en que el comité habrá de examinar las enmiendas y subenmiendas, teniendo debidamente en cuenta la necesidad de conducir las deliberaciones con arreglo al tiempo previsto.

i) Cuando el texto de un proyecto de convención haya sido examinado en su totalidad de conformidad con estas Directrices, el comité presentará el texto en inglés a la Asamblea General para su adopción definitiva.

**5. Examen y adopción por parte de la Asamblea General del texto de las convenciones internacionales**

a) La Asamblea General, en su sesión plenaria, examinará el texto presentado por el comité para su adopción en su conjunto, en las cinco lenguas oficiales de la Organización, por consenso o por una mayoría de dos tercios en votación nominal, si así lo requiere un Miembro Efectivo.

b) Si un proyecto de convención no se adopta por consenso, o no obtiene la mayoría de dos tercios requerida conforme al anterior párrafo a), la Asamblea puede decidir crear un comité integrado por Estados Miembros para finalizar un texto que pueda ser adoptado en una reunión posterior de la Asamblea o en una conferencia internacional de plenipotenciarios convocada específicamente con ese fin.

c) Si, una vez el comité haya examinado el texto, solo se presenta a la sesión plenaria la versión inglesa, la Asamblea examinará este texto para su aprobación. En el caso de ser aprobado, la Asamblea convocará, en una fecha posterior que habrá de decidir, una conferencia internacional de plenipotenciarios para la adopción del texto en las cinco lenguas oficiales.

d) La Asamblea General deberá autenticar dos copias de la Convención en las cinco lenguas oficiales de la Organización con las firmas del Presidente de la Asamblea General y del Secretario General de la OMT.

e) El Secretario General de la OMT transmitirá, lo antes posible, a los Estados Miembros una copia certificada de toda convención adoptada por la Asamblea General.

## Anexo IX: Autorizaciones concedidas para utilizar el logotipo de la OMT

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
<b>August 2016 – February 2017</b>			
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 Canaria	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 (JTTA)	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
<b>August 2016 – February 2017</b>			
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
Universidade 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