



Sixteenth session
Dakar, Senegal, 28 November - 2 December 2005
Provisional agenda item 11

**REPORT ON THE IMPLEMENTATION OF THE ORGANIZATION'S GENERAL
PROGRAMME OF WORK FOR THE PERIOD 2004-2005**

Note by the Secretary-General

In the following document, the Secretary-General reports to the Assembly on the activities carried out under the Organization's general programme of work for the period 2004-2005.

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

Addendum 1 gives a complete list of advisory and technical support missions and of technical cooperation projects, carried out under the development assistance programme, as well as a summary, by region and by country of the activities carried out by WTO, under the auspices of the Regional Representatives, during the period 2000-2005.

The activities of the Affiliate Members and more specifically those of its Business and Education Councils and of its Task Force on Destination Management are reported under item 8 of the provisional agenda.

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26. This new multilateral coordination mechanism is an answer to previous requests

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

B.2.3 Market knowledge

37. The Market Intelligence and Promotion Department has initiated a **study on Indian outbound tourism**. The objective of this study is to determine the volume and characteristics of Indian outbound tourism, as well as the determining factors for attracting Indian outbound tourism. This study will be published in December 2005.

B.2.4 Knowledge of market segments

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

B.2.5 Tourism Research Methodologies

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

B.2.6 Direct Assistance to Tourism Administration

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

B.2.7 Other activities

B.2.7.1 Crisis situations

41. A **report on the impact of the tsunami catastrophe** on the tourism industry of affected destinations was prepared for the WTO Emergency Task Force in January and updated in March 2005.

42. A **report on the impact of the terrorist attacks on Sharm El Sheikh (Egypt)** on the Egyptian tourism industry and that of the Middle East region, is currently being prepared by the Secretariat. The report, based on the opinions of international experts, commercial intermediaries, travel agencies, tour operators and tourist associations will provide an evaluation of the present situation, as well as short and medium-term forecasts for the affected destination, **Egypt** and the Middle East.

B.2.7.2 2005 Statistics Conference

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

B.2.7.3 Other

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

45. The **evaluation of users of the activities** carried out under this programme heading, particularly the World Tourism Barometer, Tourism Market Trends and Forecasts, evaluation of NTO marketing activities and direct technical assistance in marketing and promotion is very positive, taking into account their feedback. References to publications are made in printed or broadcasted media and publications are quoted in the different reports prepared by the National Tourism Administrations, National Tourism Offices and Research and Consultancy Firms.

C. SUSTAINABLE DEVELOPMENT OF TOURISM

C.1 Objectives

46. In the area of Sustainable Development of Tourism, the programme focuses on the following objectives:

- (a) Raise the level of awareness on sustainability issues in tourism among Member States, Affiliate Members and the tourism industry in general.
- (b) Conduct analytical and field research in order to enhance the know-how available on sustainability issues and disseminate it through different channels.
- (c) Disseminate and promote the adoption of, by Member States and the tourism industry, sustainable tourism development and management policies and specific policy instruments.

- (d) Promote and support sustainable tourism development policies, programmes and projects in Member States with a specific focus on poverty reduction through tourism. (see document A/16/17 regarding WTO's work on Tourism and Poverty Alleviation)
- (e) Coordinate with other UN agencies and NGOs joint actions in this field for the benefit of Member States and the tourism industry in general.
- (f) Assist Member States, through ad-hoc missions and training seminars upon request, in the implementation of specific policies and other actions aimed at raising the level of sustainability of their tourism sector.

C.2 Achievements

C.2.1 Policies and Tools for Sustainable Tourism

47. An ever increasing effort has been made by the Secretariat over the last two years in order to:

- (a) clarify the concept of sustainable development as it applies to tourism;
- (b) devise policy guidelines and practical implementation tools for governments and the private sector to reach higher levels of sustainability at their destinations and companies; and
- (c) disseminate all this know-how primarily among governments, but also among other tourism stakeholders.

48. In the first place, the Secretariat drafted a **new conceptual definition** of Sustainable Tourism (www.world-tourism.org/sustainable/concepts.htm), which was approved by the Sustainable Tourism Development Committee at its 4th meeting held from 1 to 3 March 2004 in Chiangmai, **Thailand**.

49. A second major effort has been to produce, in a single document, a **compendium of policies and policy tools** that, in different countries throughout the world, have effectively contributed to make tourism more sustainable. After an extensive survey and expert analysis of such experiences, WTO published in late 2005 and in collaboration with UNEP, the report "Making Tourism More Sustainable: a Guide for Policy Makers".

50. This report is meant to become a blueprint for politicians and senior policy makers, while providing practical and detailed implementation tools for middle level officials of national and municipal authorities.

51. A series of special **regional seminars** has been initiated to disseminate and adapt these policies and tools to the characteristics and development conditions of different regions. The first of these took place in Belgrade, **Serbia and Montenegro**, during June 2005, focusing on the special characteristics of the transition economies of Eastern and Central Europe.

52. Sustainability certification of tourism activities has become a major area of concern for many countries. As a continuation of its work in this field, a series of **regional conferences** was organized on **sustainability certification for tourism operations** in **Brazil**, September 2003 for the Americas, in **Malaysia**, December 2003 for the Asia-Pacific region and in the **Czech Republic**, in October 2004 for Europe.

53. The **WTO Committee on Sustainable Development of Tourism** held its annual meetings in **Thailand** in 2004 and in **Egypt** in 2005. The Committee provided input for the programme of work and adopted some key policy guidelines, such as the **WTO Recommendations for Governments on Sustainability Certification Systems**, and the **revised WTO Definition on Sustainable Tourism**.

54. WTO supported a number of other conferences and processes aiming at formulating sustainable tourism policies, such as the Second Summit of Ministers of Tourism and of the Environment, held in **Peru** in 2004, and the Tourism Sustainability Group created by the European Commission to prepare the Agenda 21 for Sustainable Tourism in Europe.

C.2.2 Indicators of sustainability in tourism

55. The new **Guidebook on Indicators of Sustainable Development for Tourism Destinations** was published in October 2004. The publication is the most comprehensive resource on this topic, the result of an extensive study on indicator initiatives worldwide, involving 62 experts from more than 20 countries. Based on the new guide, **regional programmes have been initiated to facilitate the application of sustainability indicators**. Regional workshops were held for the Caribbean region in **Trinidad and Tobago**, hosted by the Association of Caribbean States, for the Andean Region in **Bolivia**, for the tsunami-affected countries in **Thailand**, as well as in **China**. Other workshops are planned for the Middle-East region in **Saudi Arabia** and for **India**.

56. The WTO indicators methodology is incorporated in a range of other WTO projects and activities with a destination development focus (such as the ST-EP pilot projects and the Congestion Management Guidebook), and an international system is being planned to promote the use of monitoring processes through indicators at tourism destinations of Member States.

C.2.3 Sustainable development and management of tourism at specific destinations

C.2.3.1 Ecotourism

57. In the framework of the WTO Special Programme for Sub-Saharan Africa, sub-regional **seminars were held on Ecotourism in National Parks and Protected Areas** in **Rwanda**, August 2003, and in **Guinea (Conakry)** in November 2004. WTO was represented in a number of ecotourism-related events, among them the most important being the **V IUCN World Parks Congress**, Durban, **South Africa**, in September 2003.

C.2.3.2 Tourism at coastal and island destinations

58. WTO organized a **Side Event on the Sustainable Development of Tourism** during the international meeting organized by the United Nations for the Small Island Developing States, held in Port Louis, **Mauritius** in January 2005. On the opportunity of this Side Event, the World Tourism Organization launched a special report under the title "**Making Tourism work for Small Island Developing States**".

59. A project proposal on the "**Reduction of Environmental Impact from Coastal Tourism through Introduction of Policy Changes and Strengthening Public-Private Partnerships**", has been approved for funding by the Global Environment Facility. WTO is collaborating with the United Nations Industrial Development Organization (UNIDO) and UNEP in this project. WTO provides technical assistance to the UN Partners and the 8 participating African countries (**Tanzania, Kenya, Seychelles, Mozambique, Senegal, The Gambia, Nigeria and Ghana**), throughout the project preparation and execution. The full project document is expected to be approved by the end of this year and the implementation will take place during a 4-year period.

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

61. WTO continues collaborating with the Federation for Environmental Education, responsible for the **Blue Flag initiative**, especially in their efforts to expand the Blue Flag campaign to other regions outside Europe. WTO is also member of the Blue Flag International Jury.

C.2.3.3 Tourism at cultural heritage sites

62. Upon an invitation of the **Spanish** government, WTO collaborated in the organization of a **Dialogue on Tourism, Culture and Sustainable Development** in the city of **Barcelona** in July 2004, that took place during the **Universal Forum of Cultures**, a worldwide event aimed at celebrating the world's cultural diversity.

63. A guidebook was published, in collaboration with the WTO Business Council on **Tourism Congestion Management at Natural and Cultural Sites** in late 2004. This guidebook provides recommendations for upgrading the operational and physical capacities of tourism destinations and sites, in order to handle high levels of tourism activity. Congestion Management Seminars were held during FITUR in **Madrid**, and at ITB in **Berlin**, in 2005.

64. WTO organized a **Conference on Built Environments for Sustainable Tourism** in Muscat, **Sultanate of Oman**, February 2005. The main output of the Conference is the Muscat Declaration on Built Environments for Sustainable Tourism (www.world-tourism.org/sustainable/doc/DeclarationOman-e.pdf) with recommendations for the main stakeholder groups.

65. WTO, in collaboration with the **Islamic Republic of Iran** is organizing an **International Conference on Tourism and Handicrafts** that will take place from 7 - 9 November 2005 in Tehran to highlight the importance handicrafts have for tourism, especially in terms of further contributing to poverty alleviation.

66. WTO participated in a number of conferences and meetings related to cultural and urban tourism, including the **Tourism Round Table at the UN-HABITAT World Urban Forum**, held in September 2004.

C.2.4 Communications

67. The Sustainable Development of Tourism Department established some specific mechanisms in order to further improve technical exchanges with Member States, as well as with a wide range of tourism stakeholders:

68. The audience of the **WTO Sustainable Development of Tourism e-bulletin** (an electronic news letter on the Department's activities sent by every 2-3 month) has been continuously expanding. Since its launch in October 2002 many positive feedbacks have been received and more than 7,000 people have subscribed to the mailing list through the on-line form established in the Department's web site (http://www.world-tourism.org/frameset/frame_sustainable.html).

69. The Department requested Member States, as well as Affiliate Members to designate **focal points on sustainable tourism matters** in order to improve communications on technical issues. So far designations have been received from 121 Member States and Territories and 60 Affiliate Members.

D. QUALITY AND TRADE IN TOURISM

D.1 Objectives

70. The Organization's programme in this area is regularly reviewed by the **Quality Support and Trade Committee (QSTC)**, a subsidiary body of the Executive Council chaired by **Portugal**. The Committee met three times in **Madrid**: in April 2004, November 2004 and April 2005. Meetings and internet consultations are attended by both elected Committee members and dedicated Council members in their ex-officio capacity. It is through this body that Members have the possibility to be directly involved in guiding the programme implementation, contribute expertise and engage regional priorities. Within a general mission to assist all Members in determining and pursuing quality objectives and standards, ethical responsiveness, as well as economic and social accountability in tourism activities in all member States, the focus of activities has been on developing countries.

71. Notwithstanding the interconnectivity of the various programme items around these policy objectives (for example, standards are present under trade, safety and security, and service quality), the programme clearly addresses three different constituencies: those responsible for economic, trade and commercial aspects of tourism at government and private sector levels where the major intergovernmental partners are the World Trade Organization (WTO-OMC), UNCTAD, the International Trade Centre and ICAO; those intervening in safety, security and facilitation where the major partners are ICAO again, IATA, WHO, ICPO - Interpol and potentially WTO-OMC (concerning border formalities); with respect to standards-setting ISO is a leading partner in addition to all international organizations responsible for standards of interest to tourism. In all these respects, the ability of NTAs to make use of the programme and address and involve corresponding constituencies at national levels is crucial for the programme success and interface with national tourism policies, strategies and measures.

72. At the Secretariat level, the programme is close to the concerns and activities of the Affiliate Members' Business Council, Statistics and Economic Measurement of Tourism, and the Destination Task Force. It also connects with some activities of Sustainable Development of Tourism as well as Education, Training and Knowledge Management, while with respect to Market Intelligence and Promotion which deals with various market segments it has the potential to draft quality standards of interests to such segments.

D.2 Achievements

73. Under the **trade** chapter of the 2004-2005 programme, the major completed item which now requires implementation by means of publicizing findings and undertaking projects, is that of a **study of an essential service and tourism development route scheme (the essential air service and essential tourism development route concepts)**, carried out and published jointly with ICAO (internet), following WTO's proposal of this study made at the 35th Assembly of ICAO in September-October 2004.

74. A major WTO event in the area of **liberalization and trade in tourism services** was an **international symposium** held in **Madrid** in March 2004, attended by 30 international organizations and 30 countries. It was followed by a WTO-led workshop on tourism as part of the public symposium held by the World Trade Organization (WTO-OMC) in **Geneva** in May 2004 and by WTO's presentations at UNCTAD XI in Sao Paulo, **Brazil**, in June 2004. Technical papers and other presentations from these events have been published on the WTO internet site and can be considered as constituting a compendium of texts which can be used in approaching liberalization problems in tourism by NTAs, the private sector and the actual negotiators.

75. In this context it is worth noting that in the current multilateral trade negotiations under the Doha Development Agenda, to be concluded by the end of 2005, only some twenty countries and groups of countries (EU), members of both WTO and WTO-OMC, made changes and improvements in their liberalization commitments, and less than ten pledged new offers with respect to hotels, restaurants, travel agencies and tourist guides services. Some of them are very recent, for example a joint European Union consolidated schedule of specific commitments dates back to 29 June 2005. Only a few countries have set to consider establishing national negotiation committees on tourism services liberalization. It is also generally acknowledged in the Council for Trade in Services of WTO-OMC that "a high quality of offers is far from being realized".

76. While the new offers hardly come from the developing countries, nine of them, large and small, also made their liberalization claims known to the developed countries. Their main demands concern substantial facilitation of movement of natural persons supplying services and recognition of their qualifications and elimination of anti-competitive practices and unfair competition among other requests against anti-discriminatory measures. Despite the efforts of WTO urging to apply a comprehensive approach to tourism services following the TSA framework, liberalization offers and commitments continue to be made according to the fragmented classification of tourism services from the **Uruguay** Round, thus leaving many of them outside the scope of the negotiations. Before the 6th Ministerial Conference of WTO-OMT to be held in December 2005, Members will receive a status report on the Doha Development Agenda implementation.

77. In relation to the above, Members' attention is invited to the preparation, pending completion in the 2004-2005 programme, of an introductory instrument: "**Prototype provisions for competition**" on which Members are currently surveyed, and of an "**Assessment tool on liberalization and investment**" which will be presented to the WTO international conference TSA: Understanding Tourism and Designing Strategies".

78. Under the **Safety and Security** chapter also concerning facilitation and health issues, an initial WTO position paper on **travel advisories** was presented at the twelfth session of the ICAO Facilitation Division (Cairo, **Egypt**, March-April 2004) and published simultaneously on the internet sites of both organizations. A comprehensive document on the same topic reflecting the WTO's activities and position-taking was endorsed by the Quality Support and Trade Committee and submitted to the Executive Council at its December 2004 and June 2005 sessions, when it decided "to constitute a working group to deal in greater depth with the recommendations on travel advisories with a view to their submission to the WTO General Assembly at its sixteenth session".

79. WTO also joined IATA, ICAO and other organizations (some 70 in total) in promoting the **Simplifying Passenger Travel** (SPT) initiative (facilitation by means of machine readable passports and incorporation of biometrics in border checks). Following the Quality Support and Trade Committee recommendations, the Secretariat is currently surveying member States on their policies, priorities and needs in this area. The purpose is basically to involve member States and their NTAs in international cooperation and mobilize assistance to developing countries in this area.

80. With the help of **Croatia** and WHO, the Secretariat began a revision of the WTO position document of 1993 "**Health information and formalities in international travel (HIFIT)**". In addition to the need of its update to reflect the evolution in handling health issues in the tourism sector, it is also being done in response to the recent revision by the World Health Assembly in May 2005 of the International Health Regulations (IHR) focusing on communicating public health emergencies of international concern and the procedures to be employed in issuing health advice affecting international travel.

81. WTO's activities in the field of safety and security were summed up in a comprehensive paper known as **Security and Facilitation Enhancement (S.A.F.E.)**. It was submitted to the 35th session of ICAO in 2004 with a view to extending the scope of dealing with these issues to air transport interests. As part of S.A.F.E. the Organization carried out **three pilot missions** to three African States, **Nigeria, Senegal and Seychelles** in order to check on their tourist safety and security infrastructure on the basis of "objective safety and security criteria". This activity is planned to continue in the future programme to provide countries with a tool to monitor developments and progress in this area around specific safety and security programmes. Tourist safety and security, as well as hotel classification, were also part of the Organization's regional seminars on quality.

82. In the field of **standards and quality systems** the major activity has been, under the guidance aspect, the organization of **regional seminars on quality systems and management in tourism**, each responding to regional needs and specificities. They were held in November 2004 in Vilnius, **Lithuania** (the seminar gathered some 160 participants from 15 countries, basically the Baltic States and Eastern Europe); in December 2004 in Santiago, **Chile** (with 70 participants from South America); in April 2005 in Cairo, **Egypt** (170 participants from the Middle East and North Africa); and in June 2005 in Yaoundé, **Cameroon**, (250 participants from Western Africa) and in San Salvador, **El Salvador** (70 participants from Central America). The **Chilean** seminar helped the host country to draft quality standards for accommodation establishments, adventure tourism and tourist guides. These could eventually be endorsed by the Organization.

83. As a result of the **Salvador** seminar the region's Action Plan on Quality in Tourism is presently being discussed. A similar plan is planned as a result of the second African seminar to be held in 2005, namely in September in Lusaka, **Zambia**. Experts and case study presentations from these events have been published on the WTO Internet pages.

84. Also under guidance, work was completed on a hotel classification survey carried out jointly between WTO and the International Hotel and Restaurant Association (IH&RA). Its findings were published in April 2004 before the joint **World Conference on New Hotel Trends and Measures**, held in St. Petersburg, **Russian Federation**. Its proceedings were also published. Since then, following the Organization's work programme and the St. Petersburg conference conclusions, consultations have been held with IH&RA on the terms of reference of a joint methodological guide on hotel classification and a principle of understanding has been transmitted to the hotel industry that this instrument, to reflect best practices in the field and explain how to do a reliable hotel classification, or update a previous one, and indicate how to use it, does not aim to propose a uniform international hotel classification scheme, as it is sometimes interpreted. Neither it pretends to establish hotel requirements that could eventually be used to substantiate classification. On the other hand, it is badly needed as a guide to governments and industry when they consider classification necessary at national or regional levels.

85. Under harmonization, WTO continued support to drafting public information signs and graphical symbols, including water activity and beach safety symbols, through ISO technical committee TC/145. This work is planned for completion by ISO in 2006.

86. In this context it is important to note that WTO has adopted, through its Quality Support and Trade Committee, an official position (internet) with respect to tourism standards-setting, notably with the help of a new ISO Technical Committee on Tourism and Related Services (ISO TC/228) co-hosted by **Spain** and **Tunisia**, and that the main technical and political challenge at the moment consists of delegating to said technical committee qualified experts from all regions to reflect different cultural backgrounds and sensitivities. The Secretariat is presently surveying Members on their involvement in standards setting at national level and their priorities in this area.

87. Also under harmonization of quality standards, the WTO instrument adopted by the General Assembly in 1991, "Creating Tourism Opportunities for the Handicapped in the Nineties", has been updated in cooperation with **Spain** and its O.N.C.E. Foundation (Spanish blind people organization) and through the Quality Support and Trade Committee and is now prepared for submission to the Executive Council for approval, under a new title "**Tourism Accessibility for All**".

88. **Draft implementation parameters for the Global Code of Ethics for Tourism** were also prepared under the 2004-2005 programme and were initially considered by the World Committee on Tourism Ethics. This work is expected to be completed towards the end of 2005 for a final review by the Committee in the spring of 2006.

89. In the 2006-2007 programme, the tourism quality approach will be extended to **tourism destinations** with a view to drafting quality destination parameters, as requested by the Quality Support and Trade Committee and as already featuring as case studies in the regional seminars held between 2004 and 2005. This work will be coordinated with the Destination Task Force.

E. HUMAN RESOURCE DEVELOPMENT

E.1 Objectives

90. In accordance with its mission “to build the knowledge capacity of WTO Members providing leadership, initiative and coordination in quality tourism education, training and research through public-private partnerships among institutions and WTO Member States”, the WTO Education, Training and Knowledge Management (EKM) (formerly WTO Human Resource Development (HRD)), programme of work for 2004-2005 as from March 2005 has as its main objectives to provide: (i) developed strategic knowledge capacity and positioning for WTO Members; (ii) increased tourism competitiveness to WTO Members in tourism education, training and know-how and (iii) innovative programmes in tourism education and training for WTO Members through public-private partnerships.

91. The four priority areas for 2004-2005 under these objectives are:

- (a) WTO Network of Government Officials. Through the WTO.Practicum and the WTO.Themis TedQual Practicum officials of the NTAs of WTO Member States undergo training and familiarization with WTO and WTO.EKM products and services, with the objective of forming a horizontal network within their administrations to work closely with WTO.EKM.
- (b) WTO Network of quality knowledge, education and training centres. Active participation of recognized quality centres worldwide in WTO through the Education Council.
- (c) Direct support to Members through programmes with direct participation of WTO Members designed to upgrade their know-how in tourism and the quality and efficiency of education and training systems as well as to familiarize officials with WTO.
- (d) Knowledge, education and training programme development. Design, development and management of programmes to improve the quality and efficiency of tourism education worldwide and, specifically that offered to WTO members by the TedQual certified institutions of the WTO Education Council.

E.2 Achievements

E.2.1 Developed strategic knowledge capacity and positioning for WTO Members

92. Three sessions of the **WTO.EKM Practicum** were held at WTO Headquarters on 18-29 April 2004, 19-30 September 2004 and 17-28 April 2005, with a fourth session scheduled for 18-29 September 2005. A total of 59 officials participated during this period and approximately 20 officials will participate in the September 2005 session. The output of this activity was intensive training in the area of Tourism Policy and Strategy and Destination Management as well as familiarization with WTO activities and its officials. The outcome met with the objectives of this programme and evaluation questionnaires indicated a satisfaction of 4.8 out of 5, showing a high level of satisfaction. For the 2006-2007 programme a special effort will be made to increase participation by those Member States which have not attended the Practicum or have rarely done so. Some other areas will also be given special attention, such as Tourism as an Instrument for Development, Excellence in Destination Management Organizations and Knowledge Management applied to Tourism.

93. Two sessions of the **WTO.Themis TedQual Practicum** were held at the WTO.Themis Foundation (**Andorra**) and at WTO Headquarters in **Spain** on 21-31 March 2004, with 10 participants and 26 September – 6 October 2004, with 9 participants. An autumn 2005 session is scheduled, with 10-12 officials expected to participate. Thus approximately 110 officials will have participated in both the WTO.EKM and the WTO.Themis.TedQual Practicum during 2004-2005. The output of this activity was intensive training in the area of Knowledge Management in Tourism and the WTO.EKM and WTO.Themis Foundation products and services. The outcome met with the objectives of this programme and evaluation questionnaires indicated a satisfaction of 4.5 out of 5, showing a high level of satisfaction. Post-practicum liaison activities will be increased during the 2006-2007 period.

94. The WTO Alumni Association, with 350 members as of July 2005, was renamed the WTO Practicum Fellows programme and has provided scholarships to Practicum Fellows to attend WTO.EKM events, 4 for the WTO Education Council Conference Creating a Framework for Tourism Policy and Destination Management (**Madrid, Spain** 2-3 June 2004) – 3 for the WTO Tourism Policy Forum (**Washington, D.C.** 18-20 October 2004) and 2 for the WTO.Ulysses Conference on Excellence in Public-Private Destination Management. It is planned to continue offering this financial assistance to attend future WTO.EKM events. An informal event is also planned for those WTO Practicum fellows forming part of their countries' delegations at the 16th WTO General Assembly in November 2005. Post-Practicum courses are expected to be developed during the 2006-2007 period. A target has been set for 2010 of 510 officials for the WTO.EKM Practicum and for an official from each of the WTO Member States to have attended the WTO.Themis.TedQual Practicum by 2010.

95. The **WTO.TedQual Certification** of education, training and research programmes has been granted to a total of 76 programmes in 42 institutions with 30 programmes in 18 institutions in the process of obtaining the Certification. The number of TedQual certified institutions is steadily increasing. These TedQual certified institutions comprise the WTO Education Council which has been able to consolidate itself within the structure of the WTO Affiliate Members since the 15th General Assembly in 2003. During the 2006-2007 programme of work a goal has been set to increase the number of certified institutions, with special attention to regions which are under-represented.

96. The **WTO Education Council** held two events in 2004-2005: the 2004 WTO.Ulysses Conference on Creating a Framework for Tourism Policy and Destination Management (Madrid, **Spain** 2-3 June 2004 and the 2005 WTO.Ulysses Conference on Excellence in Public-Private Destination Management (**Madrid**, 2-3 June 2005) and will hold a Conference on Applying Tourism Knowledge for Competitive Destinations on 1 December 2005 at the 16th WTO General Assembly in **Senegal**. It also held the WTO Tourism Policy Forum on 18-20 October 2004 at The George Washington University in **Washington, D.C.** which marked the first time that donor agencies, developing countries, and the academic community met together at such a high-level international conference to look for ways to cooperate and harness the economic power of tourism for sustainable development, using knowledge-based policies. Over 400 participants took part in this event which culminated in the Washington Declaration in which it was agreed to make sustainable tourism development a top priority in their strategies to reduce poverty and meet other UN Millennium Development Goals, such as gender equality and environmental conservation.

97. Other initiatives carried out by the WTO.EdC in 2004-2005 were: the creation of a (i) **Capabilities Database**, a web-accessible, easily-searchable database which highlights the WTO.TedQual institutions' areas of research expertise; (ii) **Research Project Funding** to three promising projects that advance the WTO mission, (iii) the TedProm campaign to promote members through 100-page publication, posters, and brochures and (iv) assisting in the organization of three 2005 pilot projects of the **WTO.TedQual Volunteers programme (Panama, Mexico, Indonesia)**, in which volunteers from graduate programmes at WTO.TedQual Institutions engage in tourism development projects to benefit participating Member States

98. During the 2004-2005 period the WTO Education Council strengthened its ability to provide added value to WTO Member States through its above-mentioned initiatives.

99. The first pilot project of the **WTO.TedQual Volunteers programme** took place in **Panama** at the Soberania National Park from 13-25 June 2005 with a total of 16 volunteers from The George Washington University and 6 volunteers from Panama participating. The output of this activity was a set of recommendations to catalyze tourism as an alternative to more resource threatening activities in a national park that comprises much of the crucial Panama Canal watershed area. An evaluation of the programme indicated a high level of success (4.6 out of 5). From 30 September to 15 October a WTO.TedQual Volunteers project will take place in Tabasco, **Mexico** with the aim of developing Plan for Competitiveness with the Government of Tabasco and the Government of Mexico. This has been prepared directly by the WTO.EKM Department and counts with the collaboration of 18 volunteers from the Polytechnic University of Valencia (**Spain**), University of the Balearic Islands (Spain), University Externado of **Colombia**, Anáhuac University of Mexico and universities in Tabasco. In December 2005, the University of **Queensland** will head a WTO.TedQual Volunteers project Taban, Bali (**Indonesia**) During the 2006-2007 period, the WTO.Volunteers programme will be extended to a wider range of countries, using the expertise of WTO.TedQual institutions.

100. The 2nd **WTO.Ulysses Award**, aimed at granting recognition to benchmarking efforts in different areas of tourism activity, jointly organized with the WTO Education Council, was awarded to Dr. Brent Ritchie of the University of Calgary for his extensive work in the area of destination management on 2 June 2004 at a ceremony held at the Chamber of Commerce of **Madrid** with the support of the City of **Madrid** Government. Dr. Jafar Jafari of the University of Wisconsin at Stout and the University of the Balearic Islands received the 3rd WTO.Ulysses Award, for his contribution to knowledge management in tourism policy and his role in stimulating the work of academics and professionals worldwide, in a ceremony in which the Mayor of Madrid presented the award to Dr. Jafar Jafari. This initiative will be continued under the 2006-2007 period, with the possibility of establishing a Foundation to administer these awards.

E.2.2 Increased tourism competitiveness to WTO Members in tourism education, training and knowledge management

101. In addition to the WTO.EKM Practicum, the WTO.Themis TedQual Practicum and the WTO Practicum Fellows, the **WTO Scholars Programme** offers direct support to Member States. This programme offers scholarship assistance to officials from NTAs of WTO member States to attend WTO.GTAT courses at WTO.EdC member institutions. Among these are.

102. The **GTAT.TPS Post Graduate Course** on Tourism Policy and Strategy with scholarships provided by the Government of **Italy**. The 2-19 December 2003 version of this course focused on tourism policy and strategy applied to Destination Management Organizations and was held at the Università Commerciale Luigi Bocconi, in **Milan, Italy**, in which 13 officials from WTO Member States participated. In 2004, the WTO.GTAT.TPS also took place at the Università Commerciale Luigi Bocconi from 30 September to 16 December, with 16 officials from WTO Member States participating. The Government of **Italy** also provided scholarships for the WTO.GTAT.MQE (Managing for Quality in Tourism Education), held at the Centro Italiano di Studi Superiori sul Turismo e sulla Promozione Turistica (CST) of the Università di Perugia, in **Perugia, Italy** on 3-14 November 2003 (Spanish version), with officials from 10 WTO Member States participating, on 17-28 November 2003, (English version) with 11 officials from WTO Member States participating, on 6-17 December 2004 (Spanish version) with officials from 12 WTO Member States participating, and on 7-18 February 2005 (English version) with officials from 12 WTO Member States participating. The Government of **Italy** has generously offered further scholarships for 2005-2006 for courses which are being developed.

103. The Government of **Mexico** provided scholarships to officials from WTO Member States of the Americas region for both the **WTO.GTAT.TPS course** held in Guanajuato, Mexico in November 2003 (12 scholarships for 9 countries) and for the **WTO.GTAT.TPS-CPT Intensive Course on Tourism Policy and Strategy: The Creation of Tourism Products**, held from 11-15 October 2004, at **Morelia, Mexico** (11 scholarships for 11 countries). Fifteen further scholarships will be provided in 2005 for a **course on Destination Management** in **Monterrey** from 3-7 October 2005. The University of **Queensland, Australia**, awarded one special long-term scholarship to an official from a WTO Member State developing countries for the March 2005-March 2006 Master of Business Degree specializing in Tourism. The **Hong Kong** Polytechnic University is offering one scholarship for its Doctor of Philosophy in Hotel and Tourism Management, a 3-year programme commencing in late 2005.

104. Other scholarship opportunities were provided by the Polytechnic University of **Valencia** for its October 2004-June 2005 WTO-FEHR-UPV Masters in Advanced Hospitality Management at Polytechnic University of Valencia and for the 2005-2006 programme. In November 2004 the Open University of **Cataluña** provided 4 partial scholarships for officials from WTO Member States in its Masters in Tourism Policy and Strategy Management in Tourism Destinations (Distance course, Spanish). The Organisation Internationale de la Francophonie, **Quebec (Canada)** continued to provide partial scholarships to officials from WTO Members States for its distance internet/CD-ROM course on Tourism Policy and Strategy Further scholarship opportunities from Member States and WTO.TedQual institutions will be sought during the 2006-2007 period.

105. The **WTO.Sbest Certification** of destination management organizations, to contribute to the success of the tourism policy of WTO Member States through action in the area of excellence in human resources and services, was initiated in early 2005. Standards for the audit of destination management organizations have been developed and pilot certifications will take place in the latter part of 2005 and early 2006. It is intended during the 2006-2007 period to increase the number of certified DMOs with due regional representation.

106. The WTO Education, Training and Knowledge Management Department took part in the Federal Tourism Congress in **Cordoba, Argentina** from 23-26 June 2005 which launched a new tourism policy plan for Argentina. Some 1000 participants attended this event which was presided over by the Secretary of Tourism, Mr. Enrique Meyer. The WTO representative made the closing presentation on Knowledge Management in Tourism: the Role of WTO and had the opportunity to meet with participants, with tourism destinations in Argentina to discuss the WTO Sbest Certification for destination management organizations and with universities to discuss the WTO.TedQual Certification.

E.2.3 Innovative programmes in tourism education and training for WTO Members through public-private partnerships

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

108. **Publications** soon to be launched are: Microempresas Turísticas and Cómo Investigar y Crear Conocimiento en Turismo (Spanish language). In the English language: (i) The Role of Education in Quality Destination Management, (ii) The Practice of Tourism Research and (iii) Knowledge Management in Tourism: Concepts, Approaches and Cases and (iv) the Proceedings of the WTO Tourism Policy Forum.

109. The **WTO Representational Office for Human Resources in Tourism, Andorra** officially commenced its activities on 5 April 2005 by holding the **first WTO Science Fellowship award ceremony** presided over by the Prime Minister of Andorra, H.E. Marc Forné at which the notable contributions to knowledge management in tourism of H.E. Enric Pujal, Minister of the Presidency and Tourism of Andorra, Dr. Donald Hawkins, Eisenhower Professor of Tourism Policy, The George Washington University and Dr. Brent Ritchie, Chair, World Tourism Education and Research Centre, University of Calgary were honoured. This WTO representational office, located in Andorra, is aimed at facilitating the organization of international working groups and events for the application of knowledge in tourism. During the 2006-2007 period its activities will be increased and will be focused on activities for public officials of WTO Member States and on Development through Tourism (DTT).

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

F. REGIONAL ACTIVITIES, COOPERATION FOR DEVELOPMENT AND POVERTY ALLEVIATION

F.1 Objectives

111. Consistent with its policy since its inception and in accordance with its Statutes, the Organization continues to pay particular attention to the problems of countries wishing to promote tourism as a strategic development priority. Under the **development assistance** programme that it carries out, the Organization strives to ensure that its Members fully benefit from the **transfer of technology** generated by those activities.

112. To achieve this aim, the programme seeks to enhance the quality and efficiency of WTO's technical cooperation activities by (a) building national capacities for project management, (b) improving programming and coordination of these activities with those carried out by other agencies under bilateral and multilateral programmes of assistance, (c) developing stronger alliances with international and regional organizations, (d) networking with the travel and tourism private sector and financial institutions and (e) developing and expanding fund-raising and investment promotion activities.

113. It is recalled that the programme links **development assistance**, carried out mainly with UNDP resources, to **operational activities** carried out in the various regions with the aim of facilitating the exchange of knowledge and practical experiences and promoting cooperation at the regional level.

114. A greater emphasis is placed on **furthering the programme's implementation at the regional, national and local levels** and Regional Commissions are called upon by the General Assembly to play a more proactive role in developing coherent sets of programmes that address the specific requirements of Governments, tourist destinations and the industry, within the different regional groupings.

115. The programme includes a new heading on **poverty alleviation**, with the aim of maximizing the contribution of sustainable tourism development programmes and projects by applying the knowledge accumulated by WTO, through research programmes, to specific regional, national and local contexts, by means of relevant advisory missions and technical assistance activities.

116. Additionally, the programme seeks to promote **partnerships in tourism development** through the provision of information and guidelines on trends in the **decentralization of responsibilities** for tourism, strengthening the **role of parliaments** in shaping tourism policies through awareness-heightening activities and benchmarking on **successful forms of public-private sector partnership** in a variety of areas, such as product development and destination management, health safety and security, marketing, information technology, environmental conservation, and education and training.

F.2 Achievements

F.2.1 Regional activities

117. The Organization endeavours to ensure close and continuous coordination between the activities of the programme of work and their satisfactory implementation for the benefit of all its Members. One of the cornerstones of success is the satisfactory matching of the activities effectively carried out by WTO on behalf of the States to the real needs they express. Since their introduction in 1991, the Regional Representatives have played an important role in maintaining that balance. They provide an interface between the Secretariat and the Members, ensure the geographical coherence of activities, maintain close relations with the other international organizations active in the field of tourism, regional and subregional ones in particular, and establish the necessary contacts with non-member countries and private sector enterprises that may be interested in joining WTO.

118. A breakdown by region of the Organization's activities provides a clearer insight into and more precise information on its operations. Addendum 1 to this document gives a summary, by region and by country, of the activities carried out by WTO under the auspices of the Regional Representatives (seminars and technical meetings) during the period 2000-2004 and of the activities carried out or planned for 2005.

119. The six **Regional Commissions** of WTO all met twice during the period under review. In accordance with the established practice since 1991, their meetings were either preceded or followed by conferences and seminars on technical topics of common interest. The calendar of Regional Commission meetings and associated conferences and seminars in 2004-2005, was the following:

| REGION | COUNTRY AND PLACE | CONFERENCE/ SEMINAR TOPIC | DATES |
|--------|---------------------|--|---------------|
| Africa | Mahe (Seychelles) | Seminar on: What strategy should the WTO adopt for the Millennium Development Goals? | 12 May 2004 |
| | Gaborone (Botswana) | Seminar on Tourism and Air Transport | 22 April 2005 |

| | | | |
|---|---------------------------------|---|-----------------------------|
| Americas | Madrid (Spain) | International Seminar on the Evaluation of Promotional Campaigns | 24-25 June 2004 |
| | Santiago (Chile) | Seminar on MICE Tourism and Business Tourism | 25-26 May 2005 |
| East Asia and the Pacific - South Asia | Siem Reap (Cambodia) | Seminar on Cultural Tourism and Poverty Alleviation | 8 June 2004 |
| | Shiga (Japan) | Seminar on Sustainable management of the landscape and environment for tourism | 7-8 June 2005 |
| | Lahore (Pakistan) | International Conference on Sustainable Tourism – New vision and the moving force for poverty alleviation | 12-13 April 2005 |
| Europe | Rimini (Italy) | Seminar on the future of traditional destinations: Is there experience relevant to the emerging countries in Europe? | 20-21 May 2004 |
| | Coimbra (Portugal) | Seminar on the future of city tourism in Europe | 19-20 May 2005 |
| Middle East | Damascus (Syria) | Seminar on e- tourism: the route to competitive success | 27 – 28 April 2004 |
| | Amman (Jordan) | Regional Conference on Tourism Communications (TOURCOM) | 20-21 September 2005 |

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

121. As part of the new role assigned to them by the General Assembly (resolution 427(XIV)), Regional Commissions have also been called upon to bring a substantive contribution to the Organization's current programming cycle, during their meetings in 2002 and 2003.

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

123. As a further indication of WTO's presence, the Secretariat participated in the main **international conferences and technical meetings** held in the various regions. The list is provided in Addendum 1.

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

F.2.1.1 Africa

125. The first phase of the **special programme for sub-Saharan Africa** was successfully carried out with the collaboration of the governments of the countries of the region. This programme, which is structured around three objectives, is aimed at helping the African countries in the definition of their tourism policy and strategy in order to ensure the sustainable development of this sector. It also enables countries to develop know-how in the design, implementation and management of tourism development programmes, and in particular, the management of community-based tourism projects in favour of the most impoverished populations.

126. Since this programme was launched in 2003, thirteen activities, including workshops, seminars and training courses, have been held to date in partnership with the countries of the region. More than 1500 participants consisting of NTA officials, private-sector personnel and staff members of international and regional organizations, have benefited from these activities, which are oriented mainly toward reinforcing their capacity for management and sustainable tourism development.

127. These meetings dealt with diverse subjects such as: ecotourism, tourism's contribution to poverty alleviation, the measurement of tourism's impact on the economy, the relationship between tourism and air transport, sustainable tourism development, new information and communication technologies, public-private partnership, and quality in tourism.

128. The interest of the beneficiaries of these programme activities has been clearly manifested by the evaluation questionnaires distributed at the events. The specific nature of this programme, in the sense that it was conceived taking into account the needs of the countries of the region, has been hailed.

129. Two large **conferences** were held on 11-13 May 2004 in **Victoria (Mahé), Seychelles**, and on 22-23 April 2005 in **Gaborone, Botswana**.

130. The conference held in Victoria dealt with the theme "What strategy should the WTO adopt in order to contribute to the achievement of the **Millennium Development Goals**?". This made it possible to better clarify the criteria recommended by the WTO to the Member States in the design of policies to be followed for the **sustainable development** of the tourism sector, as well as the strategy to implement in order to optimize the contribution of the tourism sector in the fight against **poverty** thanks to the ST-EP programme and through community-based tourism in areas where poverty is rife.

131. Pending the legal constitution of the ST-EP Foundation, the Secretariat has initiated concrete operations in the field. It has proceeded with the sending of missions for the preparation of proposals of community-based tourism projects aimed at poverty reduction. The first countries to benefit from these **missions** in Africa have been: **Ethiopia, Cameroon, Zambia, Mali, and Tanzania**. The first two **pilot projects** have been launched in **Ethiopia and Cameroon**.

132. The conference held in **Botswana**, above all constituted a forum of exchange among ministers in charge of tourism, those responsible for air transport, airlines, regional economic communities, and private-sector professionals representing hotels, travel agencies, wholesalers, etc.

133. The three main subjects discussed in depth were:

- (a) The strategy for the **liberalization of air transport** to and from Africa and between African countries (notably, with regard to "open sky" arrangements and alliances among air transport operators)
- (b) The reasons behind the **high cost of travel** to African destinations and how to remedy this situation
- (c) **Safety and security** of air transport and tourism in Africa

134. The **Botswana** conference recommended concrete measures whose application by the Member States could reinforce the synergy and the relationship between tourism and air transport, and maximize economic and social benefits in both sectors.

F.2.1.2 Americas

135. Since the beginning of 2004, one country of the Americas region, the **Bahamas**, has joined the WTO, bringing the region's total to 23 member countries.

136. Within the framework of Technical Assistance and technical cooperation in the region, **8 missions** have been carried out in 13 countries of the region.

137. Moreover, in collaboration with the programme areas, a significant number of **seminars** have been carried out.

138. Participation in **conferences, seminars and workshops** organized, co-organized or supported by the WTO in the Americas, in the form of PowerPoint presentations, lectures, and others (see Addendum 1 to this document), demonstrates active participation by the Organization, which has striven to respond to the varied and heterogeneous needs expressed by the countries.

139. The meetings of the Regional Commission in 2004 and 2005, and the **seminars** carried out on those occasions on **promotional campaigns and on MICE tourism and business tourism**, attracted strong interest and attendance on the part of the different participants, as did the initiatives at the regional level adopted by the Commission at its meeting of June 2004.

140. The **World Tourism Forum for Peace and Sustainable Development**, at its meeting in **Salvador de Bahia**, enjoyed the full support of the WTO, which contributed decisively to the success of the Forum through the 74th meeting of its Executive Council and the participation of WTO officials and high-ranking authorities of the member countries in the seminar.

F.2.1.3 Asia

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

142. Using tourism as a powerful tool to improve the livelihood of people, **three major regional conferences** on this subject have been organised within the period under review. In June 2004, **Cambodia and Vietnam** hosted two meetings on **cultural tourism's contribution to poverty alleviation**. The Ministerial Conference in Hue, **Vietnam**, culminated in the Hue Declaration on Cultural Tourism and Poverty Alleviation. As a follow-up to these two meetings, another International Conference on Sustainable Tourism – New Vision and a Moving Force for Poverty Alleviation was held in **Lahore** in April 2005. Plans are also underway to organise a seminar on tourism development and poverty alleviation in **Vietnam**, with the collaboration of the State of Hawaii this year. The signing of an agreement between WTO and the Government of the **Republic of Korea** in the establishment of the **ST-EP Foundation** was a further step in working towards the achievement of the UN Millennium Development Goals.

143. Another focus of the Organization's work in Asia was the **advocacy of sustainability principles** and integrated planning in tourism. A series of **workshops on sustainability indicators** have been organized in **Bangladesh, China and Thailand**. Technical presentations on the subject were made by WTO in various regional fora such as the 1st International Sichuan Conference on Tourism Development. In the same vein, WTO organised the **Mayors' Forum of Tourist Cities** aimed at integrating tourism into the overall city development planning. In addition, two high-level technical seminars were successfully organised in **Japan** to address the issue of management of resources and landscapes. The Tri Hita Karana Tourism Award in **Indonesia**, supported by WTO is another example of promoting good practices in destination management.

144. Priority was given to presenting Asian less known destinations in a more positive and proactive manner. A case in point was the successful completion of the **press trip to DPR Korea** for general awareness raising and image building. Plans are underway to send travel writers to the **Islamic Republic of Iran** for the same purpose. The organisation of a regional **conference on tourism communications** in May 2005 in **Bali, Indonesia**, was not only aimed at expediting tourism recovery from the **tsunami disaster**, but also intensifying positive dialogues between tourism stakeholders in Asia and the media.

145. The Secretariat continued its work in **capacity building of NTA** officials through programmes such as the WTO Practicum, marketing workshops in **DPR Korea, I.R. of Iran, and the Philippines**, as well as internship initiatives at the WTO Headquarters. Plans are underway to strengthen member to member collaboration through WTO such as the **Macao – Timor Leste** programme.

146. A variety of **technical cooperation missions and projects** were implemented in Asia and the Pacific on a wide-range of tourism subjects.

147. The Asia representation, entrusted by the **WTO tsunami emergency task force**, spent a good part of 2005, in vigorously implementing the **Phuket Action Plan**. To bring back tourists to the tsunami affected regions as early as possible, major efforts have been made in the areas of communications and marketing, and community relief with particular reference to SMEs in the tourism sector. Activities in this regard included press and tour operator FAM trips, updating live information on WTO website and facilitating access of funds to the less privileged tourism businesses. The Secretariat also carried out activities of longer term nature relating to crisis management and early warning systems as well as green belt re-development along coastal areas.

F.2.1.4 Europe

148. Since the beginning of 2004 three European countries joined WTO, namely **Lithuania, Latvia and Belarus**, thus bringing to 41 the number of full members in this region. "Plans of action" defining specific areas of cooperation were agreed upon between WTO and two of the new members and several planned activities have been already implemented.

149. Another important development in the region has been the **enlargement of the European Union**, effective on 1 May 2004. Nine out of the ten countries that joined the EU are members of WTO, and special attention was paid to the impact of this major event on European tourism and on the countries concerned. Another event on this topic is planned in early 2005 in **Lithuania**.

150. In 2004 the Regional Representation for Europe organized a series of four **seminars on rural tourism** which were held in **Serbia and Montenegro, Poland, Ukraine and Romania**, in response to a clear demand from several European countries to support this tourism segment and to facilitate an exchange of know how between countries with longer experience and those which are at an early stage of its development.

151. The **Silk Road project**, which involves a large number of European countries, made some remarkable progress with the opening of a Silk Road office in Samarqand, **Uzbekistan**, in October 2004, the holding of a Symposium on cultural tourism in Central Asia in March 2005, and the final steps for the publication of a brochure displaying the main attractions of the Silk Road countries.

152. In order to ensure the access of Russian-speaking member countries to WTO knowledge and information the Regional Representation has developed a **workshop in Russian on "Global tourism trends and best practices"**. Seven workshops have been held to date, three of which in 2004-2005, attended each by over a hundred tourism officials and travel trade professionals. A new workshop on "Marketing and Promotion" for Russian speaking countries will be ready for delivery before the end of 2005.

153. The conferences, seminars and workshops organized by WTO in Europe, as well as the active participation of WTO in a several tourism events with presentations, speeches and other input (the list is contained in Addendum 1 to this document), reflects the variety of topics relevant to the region as well as the heterogeneity of needs and interests from member countries. City tourism and cultural tourism have however constituted a main area of work for WTO in Europe.

154. It is also worth to mention the **European meeting on "Tourism as a tool for sustainable development in transitional economies"**, held in June 2005 in **Belgrade**, an important event for the region considering that the majority of European WTO members are indeed in different stages of economic transition, with tourism playing an important role.

F.2.1.5 Middle East

155. During the period under review, WTO's regional activities in the Middle East have continued to focus on guiding and supporting the **sustainable development** of tourism in the region, improving and diversifying product offerings, enhancing the quality of services, providing credible statistical indicators to promote investment and assisting national tourism administrations in enhancing the image of destinations and in carrying out well-conceived and targeted promotional campaigns.

156. Particular attention was paid to enhancing NTAs **crisis management and communication** capabilities and facilitating concerted efforts leading to revision/removal of **travel advisories**, endorsing increased levels of **marketing** and promotional investment and promoting increased **partnerships** between countries and operators.

157. A **collaborative tourism marketing and communications action plan for Arab countries**, with the twin aim of strengthening market confidence in the Middle East and of building the region's image as a safe, welcoming and attractive tourist destination was prepared by the Secretariat and presented to the Commission as part of an ongoing **regional technical support programme**.

158. A workshop on measures to strengthen **market confidence** in tourism destinations in the region was organized in conjunction with the 26th meeting of the Commission, as a first step in facilitating the implementation of the above-mentioned action plan. The debate addressed the important issue of **travel advisories** from the different perspectives of generating country governments and tourism operators and destination countries' tourism sectors. As a result of this workshop, the Commission requested the preparation by WTO of a set of Guidelines and recommended practices that would constitute a **Code of Conduct on travel advisories**, addressing legitimate concerns expressed by Members on this important issue.

159. As indicated in Addendum 1 to this report, three major **regional conferences** were organized on **e-tourism development** in **Damascus** in April 2004, on **built environment and sustainable tourism** in Muscat, **Sultanate of Oman**, in February 2005, upon the accession of this new Member to the Organization and on **tourism communications**, in Amman, **Jordan**, in September 2005, in conjunction with the 27th meeting of WTO Commission for the Middle East. A regional seminar on **quality management** was held in **Cairo** in April 2005, a seminar on **regional planning for sustainable development** and a **workshop on the application of sustainability indicators** are planned in **Saudi Arabia** in November and December 2005, respectively. Two capacity building educational courses on strategic planning were organized. The first on **statistics and the development of Tourism Satellite Accounts**, in **Beirut** in March 2004 and the second on **strategic planning**, (for the Gulf sub-region) in **Kuwait** in June 2004. Another course on **tourism policy and strategy** (for the Levant and north Africa sub-regions) is planned for December 2005 in Tripoli, **Libya**.

160. The outcome of the technical meetings organized by WTO in the region during the period under review was highly valued by participants, who provided useful feedback and insightful comments including recommendations on issues deserving further consideration and on the assistance required from the Organization.

161. Finally, under the programme's heading technical support and assistance, thirteen short-term **advisory and technical support missions** have been carried out during the period under review and nine others are scheduled for the remaining part of the year on a broad range of areas including statistics and measurement of the economic impact of tourism, awareness raising, safety and security, crisis management, marketing, website development and information resource management, hotel classification, licensing of travel agents and operators, strategic planning, area development, congestion management and human resource development.

162. Feedback received so far on the outcomes of these missions reveals that Members are satisfied with the fulfilment of the terms of reference and with the applicability of the recommendations contained in the missions' reports.

F.2.1.6 Technical Cooperation

163. Fifty-six short-term **advisory and technical support missions** have been carried out during the period under review and thirteen are programmed for the remaining part of the year, in the various regions, in response to the specific needs expressed by governments. A list is provided in Addendum 1 to this report.

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

165. Information on projects completed, currently being implemented and in the pipeline is provided in the following paragraphs.

F.2.1.6.1 Projects completed in 2004

AFRICA

| KENYA | KEN/03/010 | Tourism Satellite Account Viability and Feasibility Expenditures Surveys |
|---|-------------------|--|
| OUTPUTS | | OUTCOMES |
| Application of tourism expenditure surveys to improve statistical system of tourism in Kenya. Information on inbound and outbound tourism expenditures, destinations and use of tourism products including protected areas. This information will be used for better planning and management of the sector. | | New indicators on inbound and outbound tourism expenditure will be determined. Status and main characteristics of international visitors, general information about tourists and national citizens travelling abroad, education level of tourists, nationality, occupation, main reasons of visits and other information related to tourist behaviour. |
| Duration: August 2003 – July 2004 | | |

ASIA

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

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

| | | |
|---|-------------------|--|
| INDIA | IND/02/003 | Sustainable Tourism Development Plan for Nagaland |
| OUTPUTS | | OUTCOMES |
| Preparation of a long-term Sustainable Tourism Development Plan with emphasis on sustainable livelihoods. | | Distribution of the economic benefits of tourism to local residents as well as creating entrepreneurial community-based tourism projects further expanding benefits to the local people. |
| Duration: 8 March – 7 September 2004 | | |

| | | |
|--|-------------------|---|
| PHILIPPINES | PHI/02/020 | Institutional Strengthening Support to the Tourism Sector |
| OUTPUTS | | OUTCOMES |
| To support the development and effective implementation of the Tourism Master Plan and related National Ecotourism Strategy. | | Assessment of the short and longer-term development policies and needs. |
| Duration: January 2003 – January 2004 | | |

| | | |
|--|-------------------|--|
| VIETNAM | VIE/02/017 | Sustainable Tourism Development Plan for Phu Quoc |
| OUTPUTS | | OUTCOMES |
| Preparation of a Long-term Tourism Development Master Plan for Sustainable Tourism Development on Phu Quoc Island. | | Formulation of an overall policy framework for the sustainable development and management of the island's natural and cultural resources in the form of a long-term Master Plan covering the period 2004-2020. |
| Duration: 11 October to 20 December 2003 | | |

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| VIETNAM | | Formulation of a Vietnam's Law on Tourism |
| OUTPUTS | | OUTCOMES |
| Enforcement and Inspection based on international expertise and two-day internal workshop on issues to be stated in the Tourism Law. | | Preparation of the corresponding reports after the workshop. |
| Duration: 21 October to 26 November 2004 | | |

F.2.1.6.2 On-going projects in 2005

AFRICA

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|--|---------------------|--|
| BOTSWANA | BWA 00035346 | Strengthening Tourism Statistics in Botswana: Completing and Implementing a Tourism Satellite Account |
| OUTPUTS | | OUTCOMES |
| Consolidation of a statistical database and development of a Tourism Satellite Account (TSA) for Botswana. | | National Capacity to manage an up-to-date web-based socio-economic database and, to measure and monitor human development built. |
| Duration: 17 October 2004 – 17 September 2006 | | |

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|---|--|---|
| NIGERIA | NGA 00038931 / 00038988 | Institutional and Capacity Strengthening Support to the Tourism Sector of Nigeria |
| OUTPUTS | | OUTCOMES |
| Development of a Tourism Master Plan promoting sustainable development through capacity building both at federal level (human resource development, research development, and better sectoral planning and governance), and at a more local state or zonal level (promoting community development). | | <ul style="list-style-type: none"> - Additional assistance in poverty reduction, particularly in provincial centres. - New development opportunities for women and young people. - Strengthened national capacity for policy and programme implementation. - Better management of national resources. - Improved sector governance. - The results will enhance economic benefits through improved tourism management and contribute to poverty eradication through people oriented tourism and economic policies. |
| Duration: 7 February 2005 – 6 January 2006 | | |

ASIA

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|--|--|---|
| BHUTAN | | Sustainable Tourism Legislation within the framework of the Sustainable Development Agreements |
| OUTPUTS | | OUTCOMES |
| <ul style="list-style-type: none"> - Four review studies (SDA countries: Bhutan, Benin, Costa Rica and the Netherlands) on existing sustainable tourism policies and legislation. - Sharing of review studies and best practices, including recommendations for improved sustainable tourism policies and legislation in a SDA countries conference. - Joint publications on Sustainable Tourism Legislation in Bhutan, Benin, Costa Rica and the Netherlands for a wider audience, via the ST-EP programme, the Pro-Poor Tourism Partnership initiative and scientific journals. | | A streamlined legislative and regulatory framework which will assist in the regulation of all the segments of the industry according to internationally-acceptable norms. |
| Duration: 12 April 2005 – 31 May 2006 | | |

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|---|---------------------|---|
| DPR KOREA | PRK/00044026 | Capacity Building for Human Resources Development in Mount Chilbo |
| OUTPUTS | | OUTCOMES |
| <ul style="list-style-type: none"> - A detailed assessment of the managerial, technical, supervisory and skills capacity training needs among the primary stakeholder groups. - The designing, organisation and implementation of fellowship training programmes for middle managers, supervisors and technical staff from tourism education institutions within DPR Korea. - The designing, organisation and implementation of an in-country training programme for professional and technical staff for local personnel. - Formulation of a medium to long-term tourism human resources development strategy. | | Enhanced capacity of local personnel to manage tourism on a day-to-day basis. |
| Duration: June 2005 – June 2006 | | |

MIDDLE EAST

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|---|-------------------|---|
| KUWAIT | KUW/02/010 | Kuwait National Tourism Master Plan : Phase II |
| OUTPUTS | | OUTCOMES |
| <ul style="list-style-type: none"> - Identification of potential tourism development areas and planning selected projects. - Developing appropriate marketing and promotional strategies for the sector. - Determining the needs of both public and private sector training and their provision. - Establishing a coherent framework for the long-term development of the sector. | | A clear national tourism policy stating the overall objectives and strategies for the sustainable development of the sector, including a time-bound action plan for their implementation. |
| Duration: 10 September 2004 – 21 May 2005 (to be extended to produce additional outputs) | | |

F.2.1.6.3 Projects in the pipeline for 2005

AFRICA

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| MALI | National Tourism Master Plan |
| OUTPUTS | OUTCOMES |
| The project consists in providing the Government of Mali with a strategy for the development of the tourism sector in the short, medium and long term in order to enable it to enter the world market. | <ul style="list-style-type: none"> - Exhaustive evaluation of the tourism satellite account. - Definition of a development policy with a 10-year horizon. - Definition of the role of the State and restructuring of the tourism administration. - Strengthened participation of the private sector. |
| Duration: 8 months | |

AMERICAS

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|--|-------------------|---|
| HAITI | HAI/03/008 | Updating of the Tourism Master Plan 1996 : Phase II |
| OUTPUTS | | OUTCOMES |
| Definition of the Haitian tourism product. Classification of the priority tourism zones. Adoption of development strategies at medium and long terms. - Implementation of the selected tourism zones' development. - Definition of marketing orientations. | | An updated Tourism Master Plan with strategic tourism policies. |
| Duration: Phase II to be concluded with a second follow-up mission. | | |

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| REGIONAL PROJECT: DOMINICAN REPUBLIC / HAITI | | Tourism Master Plan for the South-West Region of the Dominican Republic and the South-East Region of Haiti |
| OUTPUTS | | OUTCOMES |
| Tourism development is seen as one of the real possibilities for the elimination of poverty in south-east Haiti and in the south-west of the Dominican Republic. It is advisable to define and promote products that bring together the two countries while favouring exchanges and links that are clearly profitable, at the economic and social levels. | | Identification of resources and the assessment of their potential for each tourism product and activity, taking into account their attractiveness, accessibility and carrying capacity. |
| Duration: 9 months | | |

ASIA

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|--|--|---|
| CHINA | | Upgrading of the Guilin Institute of Tourism into a Tourism College |
| OUTPUTS | | OUTCOMES |
| To review and analyse the Guilin Institute of Tourism's current education and training programme including diversity and quality of subjects, and syllabi. | | - To design, diversification and development of curricula, syllabi and programmes. - To establish criteria for numbers, qualifications and specialization areas of faculty. - To formulate Technical specifications for the design of new, or upgrading of existing, training facilities including specification of equipment and technical layout. - To provide guidelines for the design, layout and landscaping of the campus; and - To execute a series of train-the-trainer programmes to familiarise them with the latest developments in tourism education and training. |
| Duration: September 2005 – August 2008 | | |

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| MONGOLIA | | Technical Assistance in Tourism Development Planning and Implementation in Mongolia |
| OUTPUTS | | OUTCOMES |
| <ul style="list-style-type: none"> - To formulate a stakeholder based comprehensive and integrated policy framework for sustainable tourism development in the country. - To prepare and improve the participation of local communities in sustainable tourism development. - To improve distribution of tourism benefits throughout the country; and - To build and develop the capacity of human resources at all levels. | | <ul style="list-style-type: none"> - Policy framework for sustainable tourism development. - Five pilots based on the "One Village One Product" concept, which will illustrate how sustainable tourism development could be used as a tool for poverty elimination. - Short-term capacity development programme for public and private sector as well as the five soums selected as pilots. |
| Duration: 6 months | | |

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|---|--|---|
| SILK ROAD REGIONAL PROGRAMME | | Silk Road Area Development Programme for regional cooperation between the Central Asian countries of Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and China. |
| OUTPUTS | | OUTCOMES |
| <ul style="list-style-type: none"> - The project will work towards increased levels of trade and transit in the region. - It will facilitate the establishment of mechanism for facilitating investment in the Silk Road area through the establishment of a Silk Road Investment Forum. - It will assist countries in developing a regional plan for the sustainable development of tourism including the promotion of Silk Road arts and crafts, and commitments to sustainable levels of tourism development through the establishment of an award for "UN Silk Road" City. | | The project will seek to achieve political commitments to realistic targets for sustainable tourism development in the Silk Road area as well as national/local strategies to achieve these. Different approaches will be adopted to meet the different challenges faced by SRRP member countries, taking into account the unique character of the natural environment and culture of each. |
| Duration: 1 st January 2005 – 31 st December 2006 | | |

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|---|--|--|
| SRI LANKA | | Green Belt Redevelopment of Tourism Infrastructure along the Sri Lankan Coastline |
| OUTPUTS | | OUTCOMES |
| <ul style="list-style-type: none"> - Comprehensive general and area specific development guidelines for the coastal tourism zones among others with both practical and realistic set back requirements. - Measures for environmental improvement and management. - Scenario for increased government and private sector cooperation. - Increase in local community participation and better livelihood opportunities, and - Practical and efficient institutional set up for tourism infrastructure development. | | To secure the sustainable development of tourism infrastructure and facilities of high quality in the 21 designated coastal tourism zones under the Tourism Board. |
| Duration: 6,5 months | | |

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|--|--|--|
| TIMOR LESTE | | Sustainable Tourism Sector Development and Institutional Strengthening |
| OUTPUTS | | OUTCOMES |
| <ul style="list-style-type: none"> - Comprehensive situation analysis of the tourism sector including SWOT. - A long-term national tourism policy reflecting the priorities of the Government. - A detailed marketing plan and a promotion programme. - A community tourism development programme. | | To facilitate the government's twin goals of reducing poverty through tourism and, promoting social and economic growth that is equitable and sustainable. |
| Duration: Re-scheduled to commence in the second half of 2005 ; Project document awaiting final approval. | | |

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|---|--|---|
| THAILAND | | Regional Tourism Development Master Plan for Yala, Pattani and Narthiawat Provinces |
| OUTPUTS | | OUTCOMES |
| To integrate national strategies with the tourism strategies chiefs governors in the three southernmost provinces of Thailand in the priority tourism cluster bordering Malaysia. | | <ul style="list-style-type: none"> - To enhance the socio-economic conditions of the local population through their contribution to the tourism industry. - To elevate the status of women in Thai society, through their greater involvement in tourism. |
| Duration: 5 months | | |

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|---|--|---|
| REGIONAL PROJECT: CAMBODIA, LAO PDR, MYANMAR, THAILAND and VIETNAM | | Sustainable Tourism Development and Marketing of the Heritage Necklace Circuit |
| OUTPUTS | | OUTCOMES |
| - An overall agreed long-term policy. - An agreed strategy to 2015 that focuses upon the critical issues that needs to be addressed in order to effectively develop the Heritage Necklace Circuit destination, and - A five-year action plan for the implementation, monitoring and adjustment of the long-term strategies and where necessary the guiding policies.. | | To contribute to poverty reduction, community development, governance and capacity development, and sustainable use of cultural and natural tourism resources in the Heritage Necklace Circuit. |
| Duration: 12 months | | |

H. COMMUNICATIONS, PUBLICATIONS AND DOCUMENTATION

H.1 PRESS AND COMMUNICATIONS

H.1.1 Objectives

166. This programme section is structured around three objectives:

- (a) Reinforcement of WTO's role as the leading organization in the field of tourism and as a focal point for tourism information among Members, the rest of the tourism sector, the general public and the United Nations system, through professional, regular and focused communication.
- (b) Improved capacity in the areas of tourism communications and crisis management among WTO Members, through the TOURCOM Programme on capacity sharing in international tourism communications, through conferences, seminars, the network of communication experts and publications.
- (c) Increased awareness of the positive economic, social, cultural and environmental impacts of tourism through the "Tourism Enriches" campaign and through active cooperation with the UN Millennium Development Goals campaign.

H.1.2 Achievements

H.1.2.1 Reinforcement of WTO's role as the leading organization in the field of tourism and as a focal point for tourism-related information

167. All **public relation tools**, i. e. press releases, news conferences, media interviews, one-to-one communications with the media representatives, were significantly developed and improved. Editorial improvements were also made in the quarterly corporate publication WTO News.

168. Particular attention was given to the process of the transformation of WTO into a specialized agency of the United Nations and consequently the reaffirmation of the role of tourism in the world. The number of press releases was increased to 60 per year and consequently media reports.

169. During the period under review, a significant number of **interviews** were arranged with WTO officials, especially with the Secretary-General, the Deputy Secretary-General and chiefs of programme departments. This led to an increased interest in the WTO in global media such as CNN, BBC World, Agence France Presse, Le Monde, The Financial Times, Wall Street Journal, International Herald Tribune and many more from the developing world, while agreements on cooperation were signed with CNN, BBC World, CNN Traveller and eTurbonews.

170. The number of **media requests** and questions regarding the economic importance of tourism increased considerably by late 2004 and during the first months of 2005. Response time for these requests has been shortened to one day, maximum two, and a week for longer interviews.

171. Notable improvements were made on other communications tools in the Department such as the WTO website (www.world-tourism.org) and the **WTO Calendar of International Tourism Events**.

172. According to data from June 2005, the official WTO website is visited by some 140.000 people daily, which makes it the most powerful communications tool for WTO activities. The WTO Calendar of International Tourism Events is very popular among recipients as the focal point of reference for tourism events. It is published with each edition of the WTO News and continuously updated on the WTO website. The Department has also improved the format of the e-newsletter to the Members (WTO Members' Update), issued every fortnight and increased its readership.

173. Almost all of the Department's output, such as the WTO Members' Update, press releases and other corporate materials, are disseminated in English, French and Spanish. In addition, the Department plans to communicate as much as possible in Russian, while the preparations for disseminating information and two editions of the WTO News in Arabic are in course.

174. **WTO stands** were successfully ran at FITUR **Madrid**, WTM **London**, MITT **Moscow** and ITB **Berlin** tourism exhibitions, while communication support was offered to other programme activities during these events.

175. WTO has developed **links of cooperation** with the Travel Industries Association of America's (TIA) Communications and Awareness Committee, the United Nations Communications Group (UNCG) and the United Nations Editors group (UNE).

176. In the field of **contact management**, the Press and Communications Department has substantially enlarged the media database with members of FIJET (World Federation of Travel Journalists and Writers) and with other international media associations, like PATWA (Pacific Area Travel Writers Association), Arabian and American societies of travel writers.

177. **Communication support** was provided to all WTO-related events, conferences and visits. Special attention was paid to the Tourism Satellite Account Conference at **Iguazu** (October 2005) and the 16th session of the General Assembly.

178. Furthermore, the Department represented WTO in the **coordination process** for the United Nations Pavilion at World Expo 2005 in Aichi, **Japan**.

179. A representative from the Press and Communications Department, inaugurated the **Kazakhstan International Tourism and Travel Exhibition (KITF 2005)** on behalf of WTO and took part in the press conference and held various meetings with high-ranking officials

180. **Crisis communications:** immediately after the devastating tsunami in December 2004, the Department got heavily involved in crisis management in **Indonesia, Thailand, Sri Lanka and Maldives**. In February 2005 it held two press trips to **Maldives and Sri Lanka, and to Indonesia and Thailand**. An awareness campaign was prepared under title "Tsunami – Tourism helps recovery" Material for this campaign (20.000 stickers, 5000 posters) were distributed at ITB **Berlin 2005** and a series of articles published in the WTO News etc. Two communication consultants were sent on month-long missions to **Indonesia, Sri Lanka and Maldives**. A press centre was established at the Emergency Session of the Executive Council in Phuket, **Thailand** and a very well-attended press conference took place in Bangkok a day later, where the preliminary statistics for 2004 were launched, for the first time, at a venue other than **Madrid**. A special publication on post-tsunami crisis communications is now in the pipeline.

H.1.2.2 TOURCOM Programme on capacity sharing in international tourism communications

181. This programme started with the successful implementation of the **First World Conference on Tourism Communications** on 28-30 January 2004 in Madrid, **Spain**. More than 830 delegates from 126 countries attended the event, which was a turning point for international tourism communications.

182. The Conference launched the **TOURCOM Network of Communication Experts**, an advisory group to the WTO Communications Department in the field of media relations, corporate communications, advertising and crisis communications.

183. An ambitious programme of **regional conferences** on tourism communications began in the spring of 2005, with the first Regional TOURCOM Conference in **Bali, Indonesia** (29-30 May), focusing on crisis communications after the tsunami and resulted in better cooperation between the public sector and the media in the region. Two more regional conferences will be organized in 2005, namely in **Amman, Jordan** for the Middle East and North Africa and in **Latvia**, for Europe.

184. A TOURCOM **national seminar for Guatemala** was organized in July 2004 which led to a meeting of tourism communicators from the public sector of all **Central American states** and journalists in May 2005 in **Tegucigalpa, Honduras**. The first regional TOURCOM **Network for Central America** was established, with clear aims and objectives and an ambitious plan. Its first publication on best practices is planned to be presented at FITUR 2006 in **Madrid**.

185. **Press trips** were organized in 2004 to the **Republic of Korea** and the Kumgang area in **DPR Korea** and to **Lithuania**. Other trips are planned for 2005 to **Jordan, Lebanon and Iran**.

H.1.2.3 Increased awareness of the positive economic, social, cultural and environmental impacts of tourism through the “Tourism Enriches” campaign

186. The **Tourism Enriches** campaign was launched at the First World Conference on Tourism Communications, capitalising on the new status of WTO as specialised agency of the United Nations and emphasising the importance of tourism as a powerful instrument for the alleviation of poverty, environmental protection and cultural and social concern. A series of materials was prepared and disseminated with the message “Tourism enriches, individuals, families, communities and all the world”.

187. The campaign was adopted by several regions and local communities worldwide, schools and private enterprises. It was implemented in a limited manner in some countries. The **Sultanate of Oman** was the first country to have implemented it at the national level.

188. According to the decision of the WTO Executive council, taken at its seventy-fifth session in **Nessebar, Bulgaria**, World Tourism Day 2006 will be dedicated to “Tourism Enriches” and will thus represent the culmination and end of this campaign, which substantially raised awareness of tourism, especially in the developing world.

189. New promotional materials are being developed for the Campaign, including video spot (already made), new posters and brochures. A special programme on sponsorship activities is being preparations.

190. **World Tourism Day** was successfully organized in 2004, on the theme Sport and tourism: two living forces for mutual understanding, culture and the development of society. Preparations for WTD 2005 - Travel and transport: From the imaginary of Jules Verne to 21st century reality, are in progress.

H.1.3 Programme evaluation

191. The process for the evaluation of key result areas began in May 2005 and is ongoing. The process was planned for the beginning of the year but had to be postponed due to the tsunami crisis communications.

192. The evaluation questionnaire was distributed in May and responses are arriving practically on a daily basis. Due to the first results, the Members acknowledge constant improvements of WTO Communications and are eager to cooperate.

H.2 PUBLICATIONS

193. In 2004 the **WTOelibrary**, WTO's extranet, became fully functional. In June 2005 more than 50% of the entitled WTO Member States are using already this service. As each Member State is permitted up to 20 network accesses as part of the service to the Member States, this ensures a wide and up-to-date dissemination of the information produced and gathered by the Organization. The WTOelibrary includes already more than 550 publications, research reports, and 5,000 official documents, in their respective languages (English, Spanish, French, Russian or Arabic).

194. Presented for the first time to the Programme Committee during its meeting in April 2005, the WTOelibrary enables now WTO to monitor and report efficiently on the demand and usage of WTO research. As this information is not influenced by price, as it would be the case for the sales of publications, a reliable indicator is now available on the usage of the Organizations' research.

195. In an ongoing effort, all WTO publications and official documents since 1975 are added to the WTOelibrary in order to allow an easy access to the enormous knowledge built by the Organization over the last decades.

196. The commercial interface of the WTOelibrary is now in wide use among academic institutions. The feedback is very positive and confirms the approach of providing a modern tool for the tourism education. Academic institutions are now enabled to reduce costs and enhancing the availability of information as well as providing courses of long-distance learning.

197. A new pricing model for the access to the WTOelibrary was introduced taking into account the differing purchase power parity in countries. This step was well received by academic institutions in eligible countries.

198. The **Depository Library Programme** is developing extremely well. Since reporting last to the General Assembly 40 new academic libraries have been accepted. Thus, a total of 55 academic libraries are now collecting worldwide all new publications in at least one official language and guarantee free, immediate and local access to our publications.

199. To enable a better production and a coherent appearance of the information produced and disseminated by WTO, comprehensive and user-friendly publishing guidelines have been developed. In an ongoing process, these guidelines are detailed and modified for the different languages.

200. Among the many promotional activities, the **catalogue of publications** and electronic products for the year 2005 was completed featuring on 112 pages some 270 publications.

201. Since reporting last to the General Assembly, the following **publication titles** have been released by external publishing houses in non-official languages. As the publisher has to pay a royalty to WTO for these translation rights, these projects are not only making the information available in more languages but also bring additional income to WTO.

- Sustainable Tourism in Protected Areas (Chinese translation right)
- Sustainable Tourism in Protected Areas (Japanese translation right)
- Yearbook of Tourism Statistics; 2004 Edition (Chinese translation right)
- Indicators of Sustainable Development for Tourism Destinations (Portuguese translation right)
- Apuntes de Metodología de la Investigación en Turismo (Portuguese translation right)
- Changes in Leisure Time (Turkish translation right)
- National and Regional Tourism Planning (Chinese translation right)

202. Ninety-three **new publication titles** have been released during the period under review. The list is attached as Annex 2.

H.3 DOCUMENTATION

H.3.1 Objectives

203. The Documentation Department aims at promoting and facilitating access to tourism information for both the Secretariat, WTO Members and other institutional partners through effective information support services and appropriate mechanisms.

204. To fulfil the above-mentioned mission WTO's activities in the field of documentation focus on three main objectives.

- (a) Provision of information and documentation support services
- (b) Provision of linkage networking between the WTO Documentation Resources Department and its partners
- (c) Promotion of tourism information networking

H.3.2 Achievements

H.3.2.1 Provision of information and documentation support services

205. As a permanent activity, the Department provides on a theme –oriented basis, up-to-date information not only available in its own permanent collections of monographs, periodicals and other relevant documents, but also through authoritative external sources of information.

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

207. With a view to set up this system which should make available, both internally and externally and under specific conditions and rules, WTO historical documents and records, a comprehensive evaluation of the archives was performed in December 2004 with the assistance of an outside expert recommended by the UNESCO Archives Department. The report on this evaluation includes recommendations for the setting of a fully operational management system to preserve and administrate WTO's international memory. The implementation of the proposed management system for the WTO Archives should be initiated early in 2006.

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

209. In the same context, the Department plans to create during the second half of this year a **LEXTOUR Web Forum**, in order to encourage, in an interactive manner, exchange of ideas and debates between National Tourism Administrations (NTAs) on topical issues related to tourism legislation. Information on similar experiences already operational at national and international levels is currently gathered.

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

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

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

213. The second survey by questionnaire will be carried out this summer among NTAs. This survey will also aim at determining whether a portion of the different taxes levied, is earmarked in favour of the development and promotion of tourism at the local, regional or national levels. The proposed database should become operational in principle by the end of 2005.

H.3.2.2 Provision of linkage networking between the WTO Documentation Resources Department and its partners

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

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

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

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

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

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

220. Regarding the linguistic expansion of the TTLA, one project is under consideration.

221. It refers to the preparation of the Arabic version of the TTLA under the umbrella of the STRABON Programme (www.strabon.org). This multilingual multimedia information system for the Euro-Mediterranean cultural heritage and tourism is funded by the MEDA Programme of the European Union and coordinated by the French authorities. In this context, a memorandum of understanding between WTO and the French Ministry of Tourism will be signed this autumn. The proposed cooperation instrument will not only include the preparation of the TTLA Arabic version, but also the possibility to use the STRABON concept as a model of information system to promote cultural and tourism resources in other regions of the world.

H.3.2.3 Promotion of tourism information networking

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

223. Based on the **Handbook on setting up and running an information and documentation resource centre (IDRC)** for the tourism sector which was published in 2004, two sectoral support **missions** were organized in May 2005, at the request of the national tourism administrations of **Argentina** and **Paraguay** respectively, in order to provide them with guidelines for the development and management of an IDRC. A similar mission will be conducted in **Jordan** at the request of the Ministry of Tourism and Antiquities.

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

225. At the invitation of the Secretary-General, WTO will host the **KSIM Group Meeting** in the autumn of 2006. The preparation of the **Madrid** session will be discussed during the KSIM annual meeting which will take place in **Geneva**, at the offices of UN, from 17 to 19 October 2005.

ANNEX 1

**DECISIONS TAKEN BY THE EXECUTIVE COUNCIL AT ITS 73rd, 74th and 75th
SESSIONS REGARDING THE IMPLEMENTATION OF THE ORGANIZATION'S
GENERAL PROGRAMME OF WORK FOR THE PERIOD 2004-2005**

CE/DEC/16(LXXIII)

General programme of work

**(a) Report on the implementation and on the evaluation of the general
programme of work for the period 2004-2005**

Agenda item 7(a)
(document CE/73/7(a))

The Executive Council,

Having considered the report on the implementation of the Organization's general programme of work for the period 2004-2005, as submitted to the Programme Committee at its twenty-sixth meeting in May 2004 and updated by the Secretariat to reflect the activities carried out since the said meeting,

Expresses its appreciation of the broad range of activities carried out by the Secretariat and thanks the Secretary-General and the WTO staff for the large volume of work completed.

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CE/DEC/11(LXXIV)

General Programme of Work

**(a) Report on the Implementation and on the evaluation of the
general programme of work for the period 2004-2005**

Agenda item 8(a)
(documents CE/74/8(a) and CE/74/8(a) Add.1)

The Executive Council,

Having considered the progress report submitted by the Secretary-General on the implementation of the Organization's general programme of work for the period 2004-2005, since its seventy-third session, as approved by the Programme Committee, at its twenty-seventh meeting held on 16 and 17 November 2004,

1. Notes with satisfaction the considerable progress made in implementing the programme during the past five months and the positive results achieved to this end;

2. Expresses its appreciation to the Secretariat on these achievements; and
 3. Notes with regret that the Organization found itself in a situation in which it was not possible to hold the Forum for Parliamentarians and Local Authorities, which had been scheduled for Kyiv in November, and expressing its desire that a calming of the situation in Ukraine will make it possible to do so, entrusts the Secretary-General with setting, in agreement with the Ukrainian authorities, new dates for this important encounter.
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CE/DEC/4(LXXV)

**Implementation of the general programme of work of the Organization
for the period 2004-2005**

Agenda item 4
(document CE/75/4)

The Executive Council,

Having considered the progress report submitted by the Secretary-General on the implementation of the Organization's general programme of work for the period 2004-2005, since its seventy-fourth session, as approved by the Programme Committee, at its twenty-eighth meeting held on 27 and 28 April 2005,

1. Notes with satisfaction the considerable progress made in executing the programme during the past six months and the positive results achieved to this end;
 2. Expresses its appreciation to the Secretariat on these achievements;
 3. Requests the Secretary-General to ensure that future reports on the implementation of the programme are dispatched to Members sufficiently in advance of the Council's session;
 4. Expresses its conviction that knowledge management activities included in the programme should be increasingly translated into direct assistance to Members through the development of public-private sector partnership and requests the Secretary-General to ensure that, in the future, the reports on the implementation of the programme include additional decision-making elements based on the outcome of the ongoing evaluation of the various projects implemented; and
 5. Emphasizes the desirability of seeking to increase the level of voluntary contributions to the Organization's budget and notes with satisfaction the Secretary-General's proposal to consolidate the share of these contributions at one third of WTO's resources by the year 2009.
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ANNEX 2

LIST OF PUBLICATIONS PUBLISHED SINCE THE LAST GENERAL ASSEMBLY

- 2002: Climbing Toward Recovery? (French, Spanish)
- City Tourism and Culture (English)
- Climate Change and Tourism (English, French)
- Compendium of Tourism Statistics Ed. 2004
- Compendium of Tourism Statistics Ed. 2005
- Co-operation and Partnerships in Tourism: A Global Perspective (English, French, Spanish)
- Cultural Tourism and Poverty Alleviation – The Asia-Pacific Perspective
- Enzo Paci papers on Measuring the Economic Significance of Tourism Vol. III
- Enzo Paci Papers on Measuring the Economic Significance of Tourism Vol. IV
- European Integration in the Era of the European Union's Enlargement and the Development of Tourism (English, French)
- Evaluating NTO Marketing Activities (English, French, Spanish)
- Guide for Local Authorities on Developing Sustainable Tourism (Arabic)
- Indicators of Sustainable Development for Tourism Destinations (English, Spanish)
- Information and Documentation Resource Centres for Tourism (English, French, Spanish)
- International Tourism: The Great Turning Point Vol. III (English, French)
- Making Tourism World for Small Island Developing States (English)
- Observations on International Tourism Communications
- Rural Tourism in Europe: Experiences, Development and Perspectives
- Rural Tourism in the Americas and its Contribution to Job Creation and Heritage Conservation (English, Spanish)
- Sustainable Development of Ecotourism – A Compilation of Good Practices in SMEs (English, French, Spanish)
- Sustainable Tourism in Protected Areas – Guidelines for Planning and Management (Spanish)
- The Future of Traditional Destinations (English)
- Tourism and Poverty Alleviation – Recommendations for Action (English, French, Spanish)
- Tourism and Sport: Destination Latin America (English, Spanish)
- Tourism at World Heritage Cultural Sites (Arabic)
- Tourism Congestion Management at Natural and Cultural Sites (English, French, Spanish)
- Tourism Market Trends – World Overview & Tourism Topics 2003 Edition (English, French, Spanish)
- Tourism Market Trends 2003 Edition – Africa (English, French)
- Tourism Market Trends 2003 Edition – Americas (English, Spanish)
- Tourism Market Trends 2003 Edition – Asia (English)
- Tourism Market Trends 2003 Edition – Europe (English, French)
- Tourism Market Trends 2003 Edition – Middle East (Arabic, English)

- Tourism Market Trends 2004 Edition – Africa (English, French)
- Tourism Market Trends 2004 Edition – Americas (English, Spanish)
- Tourism Market Trends 2004 Edition – Asia (English)
- Tourism Market Trends 2004 Edition – Europe (English, French)
- Tourism Market Trends 2004 Edition – Middle East (English)
- Tourism Recovery Committee – Beijing
- Tourism Recovery Committee – Berlin 2003 (French, Spanish)
- Tourism, Microfinance and Poverty Alleviation (English, French, Spanish)
- Tourism, Peace and Sustainable Development for Africa
- What Tourism Managers Need to Know (Arabic)
- WTO World Tourism Barometer 2004 Edition Nr. 1, 2, 3 (English, Spanish, French)
- WTO World Tourism Barometer 2005 Edition Nr. 1, 2 (English, Spanish, French)
- Yearbook of Tourism Statistics Ed. 2004
- Yearbook of Tourism Statistics Ed. 2005