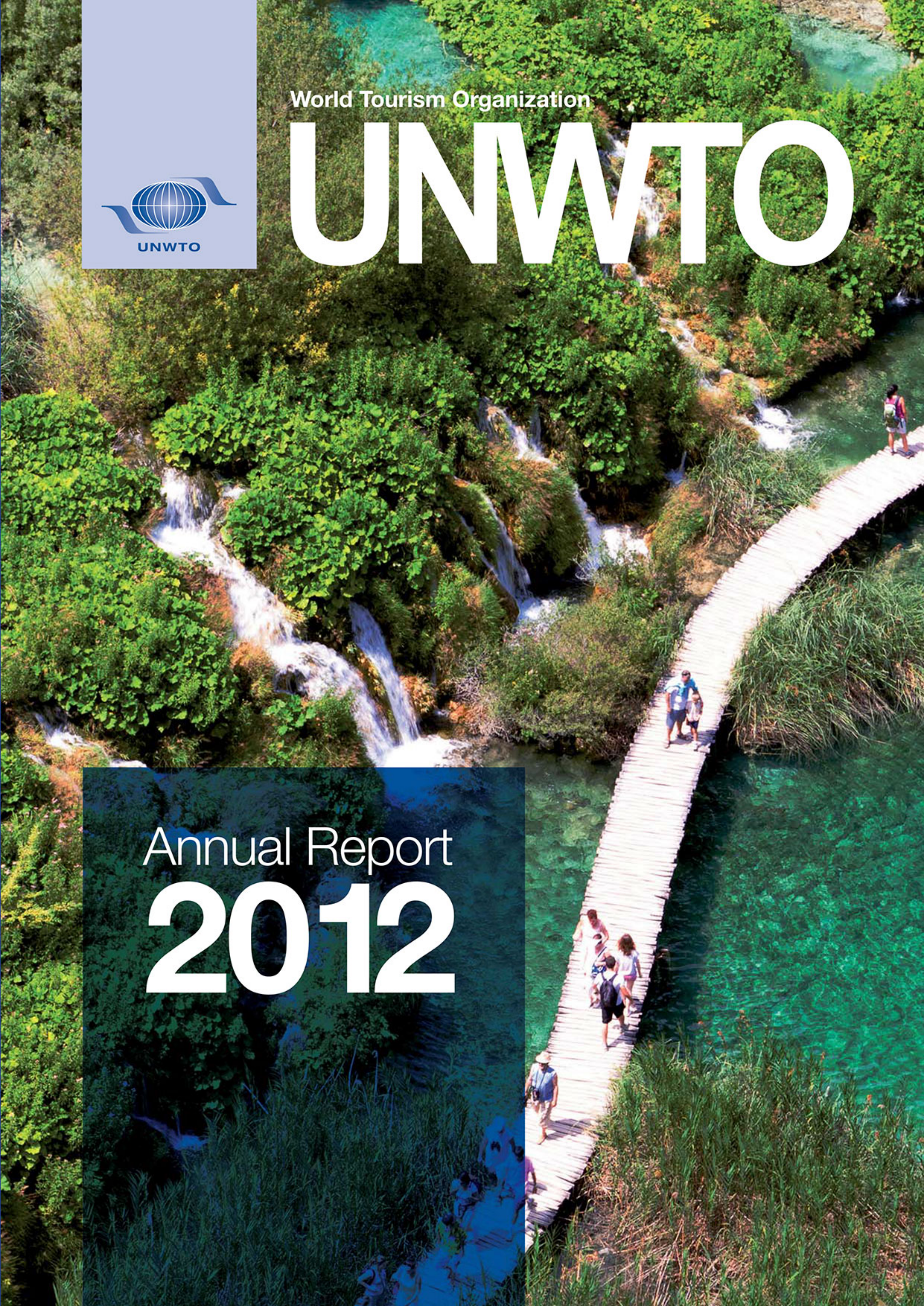


World Tourism Organization



UNWTO

Annual Report
2012



UNWTO
Annual Report 2012

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2012: International tourism hits one billion



2012 was a milestone year for tourism; over one billion tourists travelled the globe in a single year. Five to six billion more are expected to have travelled within their own countries.

These are extraordinary figures, especially when we consider that just over 60 years ago the number of international tourists worldwide stood at a mere 25 million. Never before did so many people travel to so many places as in 2012.

One billion international tourists are both a challenge and an opportunity, with implications for economic growth, development and sustainability. Throughout 2012, and as the world edged ever closer to the one billion milestone, UNWTO continued to push for greater awareness of this reality, pointing to the opportunities inherent in tourism for a fairer, more durable and more sustainable global development model.

And it seems this call was heeded. 2012 was a year in which tourism gained significant recognition at the world's decision-making tables. World leaders meeting at two major summits, the United Nations Conference on Sustainable Development (Rio+20) and the G20 Summit in Mexico, agreed that tourism can make an important contribution to many of the world's most pressing challenges, from economic growth to climate change.

The recognition of tourism as an economic powerhouse and contributor to all three pillars of sustainable development – economic, environmental and social – underlined the enduring relevance of UNWTO's mission to promote responsible, sustainable and universally accessible tourism.

Against this background, 2012 was marked by substantial advances in all fields of UNWTO activity, with major steps taken towards strengthening the Organization's contribution to both the tourism competitiveness and sustainability of its Member States.

UNWTO's work in the fields of market trends, statistics, risk and crisis management, destination management, sustainability, ethics and education were all bolstered. Thousands of local communities worldwide continued to benefit from UNWTO technical assistance projects and on-the-ground support. This Annual Report highlights our ongoing work in all of these areas and pinpoints some of our most innovative initiatives of 2012.

Yet despite these advances, much work remains to be done. As international tourism continues to grow and gains increased relevance, the sector must confront existing obstacles and tackle emerging challenges. Removing current obstacles to tourism development such as complicated visa procedures and increased taxation while ensuring the sector grows in a responsible manner remain a top priority for UNWTO.

Ground-breaking research by UNWTO and the World Travel & Tourism Council (WTTC) demonstrated that visa facilitation could create as much as 5.1 million additional jobs in the G20 economies by 2015. G20 Leaders committed to "work towards developing travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth" placing the important issue of visa facilitation clearly in the global and national agendas.

2012 was a year of many challenges, not the least those posed by a growing volatile economy. Yet, international tourism continued to grow and to support hundreds of millions worldwide who depend on the sector for their livelihoods. This has always been and will remain our goal.

A handwritten signature in black ink, which reads "Taleb Rifai".

Taleb Rifai, Secretary-General

Celebrating an historic milestone



2012 marked a new record for international tourism: **one billion tourists travelled the world in a single year.**

In observance of this important milestone, and as a reminder of the global impact of tourism, UNWTO launched a campaign to celebrate the first time in history that one billion tourists crossed international borders in one single year.

The One Billion Tourists: One Billion Opportunities campaign recalled the power that travel and tourism has, raising awareness of the potential significance of each single action repeated one billion times globally. Small changes made by tourists, such as using a towel for more than one day or using local transport, echoed one billion times provides the possibility of saving extensive energy supplies and generating revenue and support for the communities of tourism destinations.

Through traditional, online and social media, UNWTO sought to make the public consider the impact of tourism and empower them to make mindful choices along their travels.

The campaign raised awareness of a series of travel tips designed to have a beneficial impact on host nations:

- Buy local
- Respect local culture
- Protect heritage
- Save energy
- Use public transport

Buying local food and souvenirs and hiring local guides, to ensure that tourist spending translates into jobs and income for host communities, was revealed on 13 December to be the most recommended travel tip as voted by the public.

Through its first ever 'Thunderclap' on social networking site Twitter, UNWTO reached nearly 500,000 people with key messages about how tourists can create opportunities worldwide.

Tourists from across the globe were encouraged to upload photos of their travels to a Facebook album entitled Faces of the One Billion, creating a colourful collage of experiences.

UNWTO celebrated the symbolic arrival of the one-billionth tourist at an event in Madrid's Museo del Prado, jointly with the Ministry of Industry, Energy and Tourism of Spain. Across the Spanish capital, where the UNWTO headquarters is based, tourists were invited to add their photo to a giant mural to reflect the faces of tourists in 2012. Celebrations were held in other locations around the world to mark the one-billionth tourist arrival.

"Your actions count. That is our message to the one billion tourists. Through the right actions and choices, each tourist represents an opportunity for a fairer, more inclusive and more sustainable future."

UNWTO Secretary-General, Taleb Rifai



About UNWTO

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the *Global Code of Ethics for Tourism*, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and

instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 154 countries (in 2012), six territories, one Permanent Observer, one Special Observer and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

Our priorities

- Mainstreaming tourism in the global agenda
- Improving tourism competitiveness
- Promoting sustainable tourism development
- Advancing tourism's contribution to poverty reduction and development
- Fostering knowledge, education and capacity building
- Building partnerships



UNWTO Milestones in 2012

February 2012

UNWTO joins forces with the Ramsar Convention to celebrate World Wetlands Day (2 February) under the theme Wetland Tourism: A Great Experience to raise awareness of the importance of tourism for wetland conservation.

May 2012

UNWTO and the World Travel & Tourism Council (WTTC) push for visa facilitation, presenting research showing that easing visa processes in the G20 countries could boost international tourist numbers by 122 million and create over five million additional jobs by 2015.

June 2012

The world's leading economic powers meet in Mexico at the G20 Summit and – for the first time in the 13-year history of the G20 – recognize, “the role of travel and tourism as a vehicle for job creation, economic growth and development”.

On the back of UNWTO/WTTC research on visa facilitation, the G20 also commits to “work towards developing travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth”.

At Rio+20, the decadal global conference on sustainable development, world leaders agree that tourism can “make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities”.

September 2012

World Tourism Day 2012 is celebrated under the theme Tourism and Sustainable Energy: Powering Sustainable Development. Official celebrations take place in Maspalomas, Gran Canaria, Spain (27 September).

UNWTO launches the Spanish version of the Hotel Energy Solutions (HES) E-toolkit, a web-based tool to help hotels reduce their carbon footprint while increasing business profits.

October 2012

UNWTO supports the opening of two new Sustainable Tourism Observatories in China, adding to the network of tourism observatories under its auspices which gather and report data based on UNWTO sustainable tourism indicators and assist policy makers to ensure more sustainable tourism growth.

December 2012

The world celebrates the arrival of the one-billionth international tourist. UNWTO launches the One Billion Tourists: One Billion Opportunities campaign to call upon each one of the one billion travelers worldwide to make their actions count.

1

Tourism in numbers

In 2012, international tourist arrivals grew by 4% to surpass the one billion historic mark for the first time (1,035 billion). Emerging economies (+4.3%) regained the lead over advanced economies (+3.7%), with Asia and the Pacific showing the strongest results. International tourism receipts grew by 4% to US\$ 1,075 billion. This growth came despite a stalled global economic recovery, particularly in the Eurozone. Growth in international tourist arrivals is expected to continue in 2013 only slightly below the 2012 level (+3% to +4%) and in line with UNWTO long-term forecast.



2012 - International Tourism reaches the one billion mark

With an additional 39 million international tourists, up from 996 million in 2011, international tourist arrivals surpassed 1 billion (1,035 billion) for the first time in history in 2012. Demand held well throughout the year, with a stronger than expected fourth quarter.

In 2012, growth was stronger in emerging economies (+4.3%) as compared to advanced economies (+3.7%), a trend which has marked the sector for many years now. By region, Asia and the Pacific (+7%) was the best performer, while by sub-region South-East Asia and North Africa (both at +9%) topped the ranking.

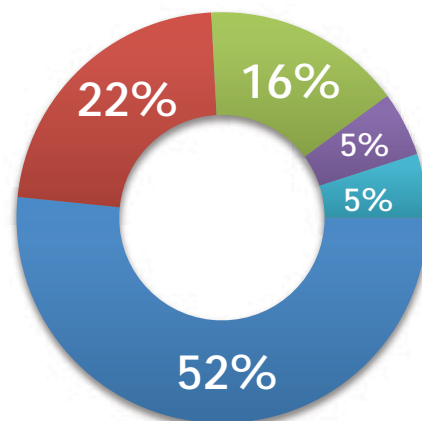
International tourist arrivals to Europe, the most visited region in the world, were up by 3%; a very positive result in view of the economic situation, and following a strong 2011 (+6%). Total arrivals reached 534 million, 17 million more than in 2011. By sub-region, Central and Eastern Europe (+7%) experienced the best results, followed by Western Europe (+3%). Destinations in Southern Mediterranean Europe (+2%) consolidated their excellent performance of 2011 and returned in 2012 to their normal growth rates.

Asia and the Pacific (+7%) was up by 16 million arrivals in 2012, reaching a total 234 million international tourists. South-East Asia (+9%) was the best performing sub-region much due to the implementation of policies that foster intraregional cooperation and coordination in tourism. Growth was also strong in North-East Asia (+6%), as Japanese inbound and outbound tourism recovered, while it was comparatively weaker in South Asia (+4%) and in Oceania (+4%).

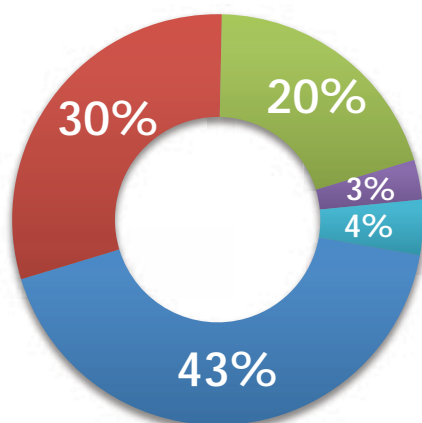
The Americas (+4%) saw an increase of 6 million arrivals, reaching 163 million in total. Leading the growth were destinations in Central America (+7%), while South America, up by 5%, showed some slowdown as compared to the double-digit growth of 2010 and 2011. The Caribbean (+4%), on the other hand, performed above the previous two years, while North America (+4%) consolidated its 2011 growth.

Africa (+6%) recovered well from the 2011 setback when arrivals declined by 1% due to the negative results of North Africa. Arrivals reached a new record (53 million) due to the rebound in North Africa (+9% as compared to a 9% decline

International Tourist Arrivals 2012



International Tourism Receipts 2012



in 2011) and to the continued growth of Sub-Saharan destinations (+5%). Results in the Middle East were still down (-5%) in spite of the clear recovery in Egypt.

2012 – Receipts grow as much as arrivals despite economic constraints

International tourism receipts hit a new record in 2012, reaching an estimated US\$ 1,075 billion (€ 837 billion) worldwide up 4% in real terms from US\$ 1,042 billion (€ 749 billion) in 2011. The 4% growth is much in line with the increase registered in the number of international tourist arrivals.

By region, the Americas (+7%) recorded, for the second consecutive year, the largest increase in receipts, followed by Asia and the Pacific (+6%), Africa (+5%) and Europe (2%). Receipts in the Middle East were still down (-2%); yet with a clear recovery compared to the 14% decline registered in 2011.

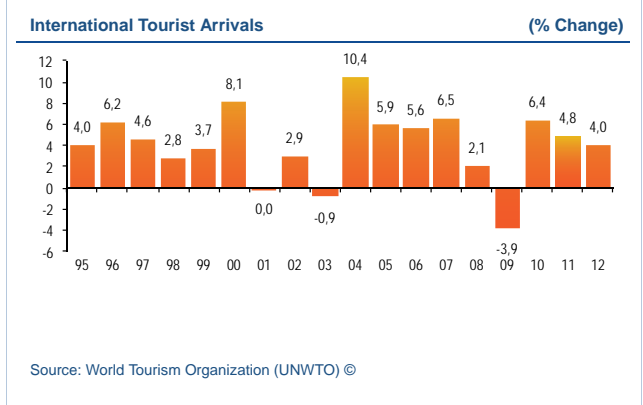
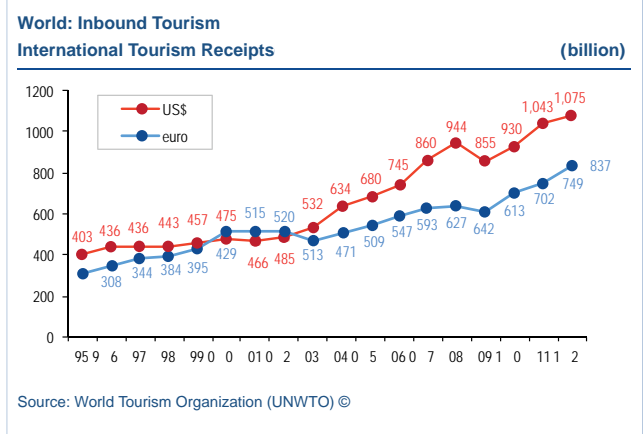
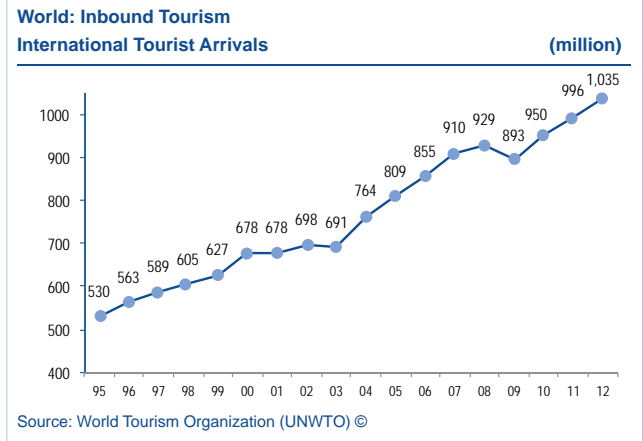
In absolute numbers, Europe (US\$ 457 billion/€ 356 bn) holds the largest share of international tourism receipts (43%), although this is slowly declining – in 2000, Europe accounted for 49% of the world's total tourism exports. Destinations in Asia and the Pacific (US\$ 323 billion/€ 251 bn) account for a 30% share of international tourism receipts and the Americas (US\$ 215 billion/€ 167 bn) for 20%. In the Middle East (4% share) total tourism receipts reached US\$ 47 billion (€ 36 bn) and in Africa (3% share) a total of US\$ 34 billion (€ 26 bn).

Tourism also generates export earnings through international passenger transport. The latter amounted to an estimated US\$ 219 billion in 2012, bringing total receipts generated by international tourism to US\$ 1.3 trillion, or 6% of the world's exports.

Tourism in 2013 – growth expected to continue

UNWTO forecasts international tourist arrivals to increase in 2013 by 3% to 4%, much in line with its long term forecast for 2030: +3.8% a year on average between 2010 and 2020.

By region, prospects for 2013 are stronger for Asia and the Pacific (+5% to +6%), followed by Africa (+4% to +6%), the Americas (+3% to +4%), Europe (+2% to +3%) and the Middle East (0% to +5%).



Tourism Towards 2030

In 2011, UNWTO released a major update of its long-term forecasts for international tourism, *Tourism Towards 2030*. This in-depth study explores the issues that will shape tourism's development over the next two decades and shows that:

- International tourist arrivals will reach close to 1.4 billion in 2020 and hit 1.8 billion by 2030.
- In 2030, five million people will be crossing international borders for leisure, business or other purposes every day.
- In 2015, emerging economies will, for the first time in history, receive more international tourist arrivals than advanced ones, receiving over one billion arrivals by 2030.
- Asia and the Pacific will gain most of the new arrivals and will also be the strongest growing outbound region.
- South-East Asia will be the sub-region with the fastest growth and North-East Asia the most visited sub-region in 2030.
- Arrivals for visiting friends and family, health, religion and other purposes will grow slightly faster than arrivals for leisure or business.



Further reading and resources

Understanding Tourism: Basic Glossary

– media.unwto.org/en/content/understanding-tourism-basic-glossary

UNWTO World Tourism Barometer

– mkt.unwto.org/en/barometer

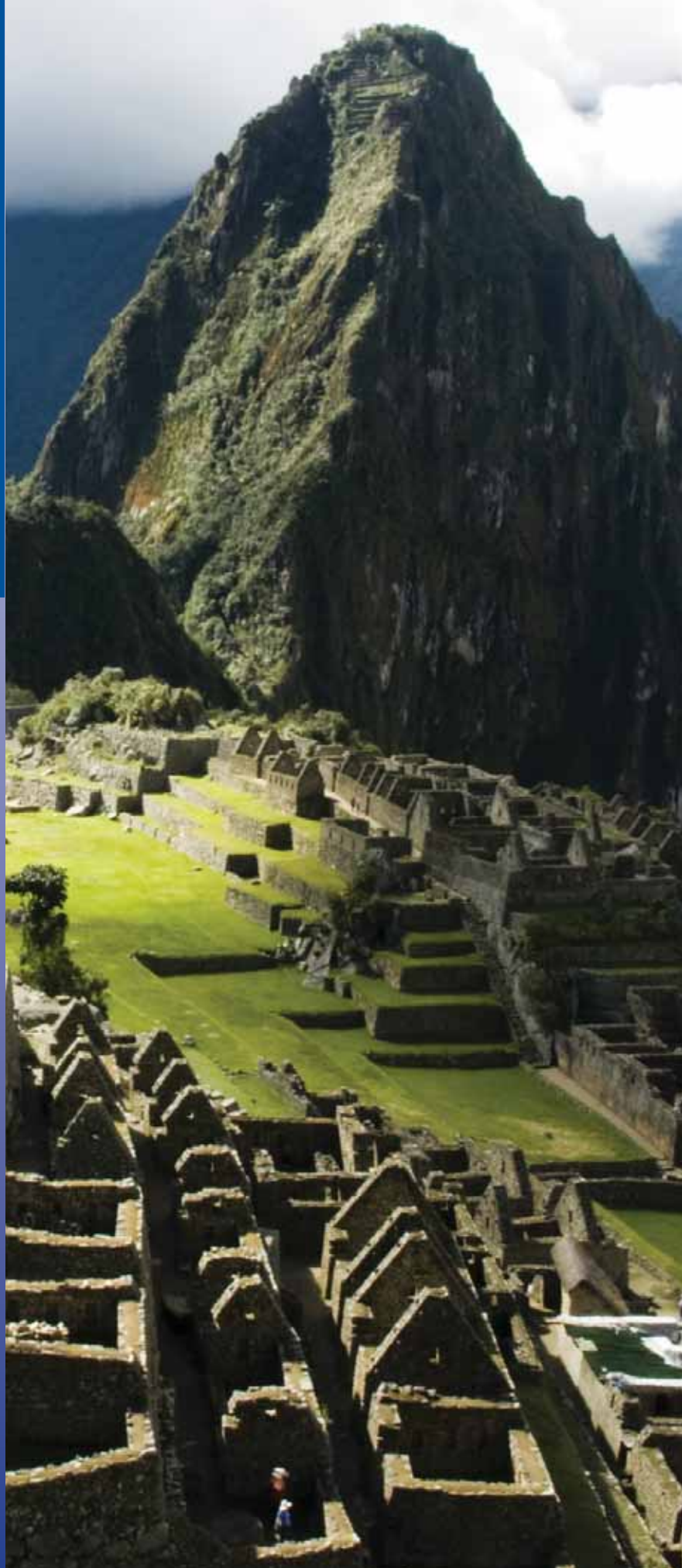
Tourism Towards 2030

– publications.unwto.org

2

Mainstreaming tourism in the global agenda

The recognition of the power of tourism as a driver of economic growth, a tool for development and a provider of employment reached important milestones in 2012. Tourism was included for the first time in the Declaration of the G20 Leaders meeting in Los Cabos in June 2012 and in the Outcome Document of the UN Conference on Sustainable Development – Rio+20. Increased recognition has also been achieved at national levels in different countries with 26 Heads of State and Government accepting the Open Letter on Travel and Tourism presented by UNWTO and WTTC to rally support for the sector at the highest level. Reaching international platforms in this way, there is increased scope for the global impact of tourism to be stronger and more widespread worldwide and for the implementation of policies that support the growth of the sector.



Rio+20: Tourism in the Sustainable Development Agenda

20 years on from the Earth Summit, from which the Rio Declaration on Environment and Development emerged, the UN Conference on Sustainable Development – known as Rio+20 – took place in 2012. Organized by the United Nations Department of Economic and Social Affairs (UN / DESA), this third international conference on sustainable development aimed at reconciling the economic and environmental goals of the global community.

Key themes at the high-level conference were jobs, energy, cities, food, water, oceans and disasters; UNWTO joined 192 UN Member States, private sector companies, NGOs and UN agencies to ensure that tourism's positive contribution to all themes was visible and acknowledged.

Tourism was included for the first time in an Outcome Document of a UN Conference on Sustainable Development in 2012, which stated that “tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities” (‘The Future We Want’).

Furthermore, tourism was featured in the Joint Statement of the UN Chief Executive's Board (CEB) to the conference.

Rio+20 Side Event: Green Innovation in Tourism

Tourism experts from international organizations, UN agencies and the tourism public and private sector outlined how green innovation in the sector can drive sustainable development by reducing costs, boosting revenue, creating jobs and improving resource efficiency, at this UNWTO/UNEP/OECD side event at Rio+20.

Challenges, such as a lack of policy integration across key sectors and business information gaps on perceived investment costs, were identified, and a more strategic approach was claimed in order to foster green innovation in tourism.

“The definition of competitiveness in tourism is closely linked with three objectives: development, inclusion and conservation. There can be no economic growth in tourism without sustainability, without conservation of natural resources and without incentives to citizenship.”

Gastão Dias Vieira, Minister of Tourism of Brazil at the Green Innovation in Tourism Side Event at Rio+20.



Opening session at the UNWTO/UNEP/OECD Rio+20 Side Event: Green Innovation in Tourism, (Rio de Janeiro, Brazil, 19 June 2012)

Rio+20 Side Event: Tourism for a Sustainable Future

Participants of this event, agreed that the sector, providing jobs and supporting the livelihoods of millions, particularly of women and young people, is central to advancing the three pillars of sustainability: economic, social and environmental. A particular focus of the event was the potential of tourism as a job creator, within and beyond the sector, to stimulate trade and to eliminate poverty.

The need for integrated and effective international cooperation was highlighted as key to accelerate progress in reducing poverty and achieving the Millennium Development Goals (MDGs), with a special focus on the role of the UN System in advancing tourism's contribution in these areas, namely through the UN Steering Committee on Tourism for Development (SCTD). (For more information on the SCTD, see page 37)



Breaking barriers to travel

World leaders recognized the patent importance of travel and tourism as a driver of jobs, growth and economic recovery at the highest level, by including a commitment to foster its potential through “developing travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth” in the G20 Leaders’ Declaration of 2012.

The reference to travel and tourism – the first time to be included in a G20 declaration - followed UNWTO/WTTC research presented to the 4th T20 Ministers Meeting finding that the G20 countries could boost international tourism numbers by an additional 122 million, generate an extra US\$ 206 billion in tourism exports and create over five million additional jobs by 2015, by improving visa processes and entry formalities.

“We recognize the role of travel and tourism as a vehicle for job creation, economic growth and development, and while recognizing the sovereign right of States to control the entry of foreign nationals, we will work towards developing travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth” **G20 Declaration**, June 2012

Travelling across borders is fundamental to the tourist experience and yet the cost, waiting time and difficulty of obtaining visas can be sufficient to deter potential tourists from travelling. Facilitating visas for these people, it was revealed, could stimulate demand, spending and create millions of new jobs in the G20 economies, during times of rampant unemployment.

Findings also showed that of the 656 million international tourists who visited G20 countries in 2011, an estimated 110 million needed a visa.

The 4th T20 Ministers’ Meeting Declaration confirms that “to ensure that tourism can play a key role in creating employment opportunities, both directly and indirectly through linkages to the local economy, raising national income, improving the balance of payments and boosting economic growth, priority should be given to facilitating travel and tourism.”

To this end, the T20 Declaration outlines recommendations including the leveraging of new technology, including electronic visa processes; the implementation of bilateral, regional and international visa facilitation programmes; and the cooperation within and beyond states and with international organizations to work to ensure fast, transparent and effective travel facilitation and visa programmes in order to increase travel and tourism.

Building on the historic progress of the G20 Declaration, and in an effort to shed light on the practical ways that countries can effectively cooperate to advance visa facilitation and promote increased connectivity, tourism ministers and industry leaders attended the UNWTO and WTM Ministers’ Summit entitled Open Borders and Open Skies - Breaking Barriers to Travel at the 2012 Edition of the World Travel Market. Issues debated at the Summit included existing obstacles to the sustained growth of travel and tourism; success stories of visa facilitation and its impact on demand and jobs. Policies and measures necessary to advance towards a better connected world

were also debated considering that more than half of global international arrivals travel by plane, and that current policies still constrain air capacity development.

The coordination between tourism and other governmental portfolios – home affairs, transport or infrastructure – was

unanimously highlighted as key to addressing current obstacles during the summit. It was agreed that facilitating visa procedures and promoting policies that improve air capacity, is only possible if there is political commitment at the highest level and cooperation across cabinet.



President of Mexico, Felipe Calderón, and the participants at the 4th T20 Ministers' Meeting (Mérida, Mexico, 15-16 May 2012)

UNWTO/WTTC Report: The Impact of Visa Facilitation on Job Creation in the G20 Economies

Visa facilitation is central to stimulating economic growth and development through tourism. In 2011, 110 million international tourists were required to obtain a paper visa in order to visit any of the G20 countries, representing 17% of all international tourist arrivals to these countries. At a time when world leaders are looking for measures to fight unemployment, policy changes in visa regulation could offer important opportunities for the much coveted 'growth with jobs' for the G20 economies.

In 2012, UNWTO and WTTC commissioned Tourism Economics to develop a model to estimate the potential gains that the G20 economies could realize through the implementation of visa facilitation policy reforms over the period 2013-2015.

Based on the benefits observed in historic policy changes in relevant case studies, the model showed that reforms in visa facilitation would result in substantial gains in tourism income and job creation in the G20.

Predicting the outcome in a high impact and a low impact scenario, the research indicated gains in tourist arrivals of 3% and 16% respectively, as well as an increase in international tourism receipts of 4% and 12% above the 2015 baseline forecast. Total job creation (including direct, indirect and induced impacts) could reach as much as 5.1 million in the high impact scenario by 2015.

UNWTO/WTTC Open Letter on Travel and Tourism

In 2012, 26 Heads of State and Government accepted the UNWTO/WTTC Open Letter on Travel and Tourism which calls upon them to support tourism's potential as a creator of jobs, a driver of economic growth and the transformation to the Green Economy, and a tool for development.

Countries receiving the Open Letter in 2012 included: Argentina, Bahrain, Brunei, El Salvador, the Gambia, Georgia, Greece, Guatemala, Haiti, Jamaica, Jordan, Republic of Moldova, Mongolia, Myanmar, Peru, the Philippines, Portugal, San Marino, Serbia, Seychelles, Tanzania, Thailand, Tunisia, Vietnam, Zambia and Zimbabwe.

"Through the creation of sustainable enterprises and decent jobs, travel and tourism provides the necessary security and stability for millions of people worldwide to build better lives. As a fast entry point into the workforce for young people and women, it provides crucial opportunities for fair income, social protection, gender equality, personal development and social inclusion." **UNWTO Secretary-General, Taleb Rifai and David Scowsill, President and CEO of WTTC, Open Letter on Travel and Tourism**



Partnering with the Media in Challenging Times

Tourism and the Media - Partnering with the Media in Challenging Times was the title of the second in UNWTO's series of conferences on the relationship between tourism and the media. Taking place in Marsa Alam, Egypt, the 2012 edition focused on the place of tourism in a news agenda dominated by economic and social upheavals.

Organized with the support of the Egyptian Tourism Authority (ETA), and with CNN International as media partner, the conference brought together tourism stakeholders and leading media representatives from outlets such as Time Magazine, The Huffington Post and Deutsche Welle TV, to explore and debate how to develop more effective relations, particularly in times

of crisis. International media representatives from all world regions attended the Conference, offering practical tools for more efficient media relations, ranging from planning the appropriate social media strategy to response protocols in times of crises.

"Tourism is undoubtedly a bright spot and a vital contributor to the process of economic development; but one of the misperceptions we have to deal with is that places, such as Palestine, are dangerous, when in fact the [tourism] numbers simply do not bear this out." **Tony Blair, Quartet Representative to the Middle East, Special message to the 2nd International Tourism and the Media Conference (Marsa Alam, Egypt, 26-27 April 2012).**



Further reading and resources

UN Steering Committee on Tourism for Development
– icr.unwto.org/en/content/un-steering-committee-tourism-development-sctd

Rio+20
– uncsd2012.org

The T20 Initiative
– t20.unwto.org

G20
– g20.org

UWTO/WTTC Open Letter on Travel and Tourism
– openletter.unwto.org

3

Improving tourism competitiveness

Tourism destinations and companies need the right tools, expertise and knowledge in order to offer a competitive range of products and to develop and adapt to the constantly evolving demands of the market. In 2012, UNWTO provided intelligence and training in areas such as market trends, statistics, risk and crisis management and destination management in order for its Members to be well equipped for the ever-changing nature of tourism.



Monitoring the market

Tourism trends and marketing strategies

UNWTO is the leading organization for collecting and disseminating the latest tourism data, short and long-term forecasts and information on specific tourism segments and source markets. This market intelligence lies at the heart of decision making in order to develop a competitive tourism sector.

The *UNWTO World Tourism Barometer* is one of the organization's key outputs, providing the tourism community with data on short-term tourism trends throughout the year. Monthly data on tourist arrivals, receipts and expenditure on overseas travel from over 150 countries is reported, alongside prospects for the following months and year, and the latest survey results of the UNWTO Panel of Tourism Experts. In 2012, for the first time, the Barometer included data from the business intelligence tool ForwardKeys on air transport bookings, showing reservations for international air travel worldwide. As air transport represents around half of all international travel, this new addition of data acts as an important tourism indicator and expands the wealth of knowledge and market monitor indicators available for UNWTO Members and the sector at large. A total of six editions of the Barometer were published in 2012, bimonthly from January.

Also in 2012, UNWTO contributed to the comprehensive document 'World Economic Situation and Prospects 2012' produced by the United Nations Department of Economic and Social Affairs (UN/DESA), the United Nations Conference on Trade and Development (UNCTAD) and the five UN regional commissions, providing in-depth commentary on the tourism rebound of 2010, rates of growth in tourism across the world and the resilience of employment in tourism during the global economic crisis. On a regional level, UNWTO worked with the Pacific Asia Travel Association (PATA) to host the 6th Forum on Tourism Trends and Outlook. In support of regional policy-makers, practitioners and research institutions, the Forum provides yearly a Pan-Asia-Pacific platform to process global and regional trends and to better understand their potential impacts on tourism.

Other important areas of research were covered by UNWTO during 2012 within the framework of promoting the competitiveness of the sector. These include topics such as the Chinese outbound market online behaviour, urban tourism development in China, the meetings industry in Asia and the Pacific, city tourism, food tourism, Lesbian Gay Bisexual and Transgender (LGBT) tourism and the link between visa facilitation and job creation in the G20 economies.



6th UNWTO/PATA Forum on Tourism Trends and Outlook (Gullin, China, 11-13 October 2012)

The Middle East Outbound Travel Market with Special Insight into the Image of Europe as a Destination

With a population expected to be over 400 million by 2050, and the highest annual growth rate of all world regions, the Middle East promises to be an attractive market for travel destinations around the world. Despite the negative impact of the socio-political unrest in the region since the beginning of 2011 on tourism flows, the medium to long term prospects for the sector remain positive. Recognizing the region as a growing outbound market where each visitor has a high average spend, UNWTO identified a need to collect comprehensive market information on the Middle East.

The joint publication by UNWTO and the European Travel Commission (ETC) refers especially to the position and image of Europe as a tourism destination. The study collates in-depth information on Middle Eastern consumers' experiences and wishes concerning travel to European countries, with the aim to support member countries in Europe to develop appropriate marketing messages and promotional strategies. Furthermore, it examines Europe's image as a holiday destination, the awareness and perceptions of individual European countries, motivations and possible barriers to travel to Europe.



Measuring tourism

Statistics and the Tourism Satellite Account (TSA)

UNWTO has long since recognized that statistical information on tourism is pivotal in advancing the knowledge of the sector, monitoring progress, promoting results-focused management and highlighting strategic issues to inform policy decisions.

Deriving from the most comprehensive statistical database available on the tourism sector, the UNWTO *Compendium of Tourism Statistics* provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees and other macroeconomic indicators related to international tourism. The 2012 edition of the *Compendium* presented data on 209 countries from 2006 to 2010.

For every country, understanding where its inbound tourism is generated is essential for analysing international tourism flows and devising marketing strategies. UNWTO's *Yearbook of Tourism Statistics* focuses on inbound tourism by country of origin and the 2012 edition presented data for 199 countries.

With the objective of contributing to the development of tourism's measurement at the national level, UNWTO continued to implement a series of training activities to help Members fully implement the 2008 United Nations Recommendations on Tourism Statistics as well as the Tourism Satellite Account (TSA), a unique statistical methodology allowing countries to effectively measure the impact of tourism on their national economies.

Ensuring sound and comprehensive statistics at sub-national levels, especially regions and municipalities, is crucial for better understanding and managing tourism, particularly domestic tourism, because the territories within a State, and the movements across it, largely condition tourism trips. Therefore, as an extension of the activities carried out by UNWTO on the national level, work has been implemented to provide countries with guidance on adequately measuring and analysing tourism at these levels. UNWTO worked with the International Network on Regional Economics, Mobility and Tourism (INRouTe) to organize a seminar to advance the framework on tourism statistics towards a sub-national measurement and analysis, in Venice, Italy. UNWTO additionally published an overview document on this work – *A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines*.

Training on tourism statistics

In 2012, UNWTO delivered further Regional Statistics Capacity Building workshops, namely in Bangkok, Thailand for Asia and the Pacific and in Baku, Azerbaijan for Europe. The programmes are designed to strengthen the capacity of national tourism experts to develop their System of Tourism Statistics (STs) for a better measurement, analysis, understanding and management of the sector. Each programme, consisting of 3-4 workshops plus a final regional seminar, brought together UNWTO member countries in each of the regions. Through interactive sessions and supporting materials, senior statisticians from national statistics institutes were trained and presented progress and experiences at each workshop. The regional seminars were open to tourism stakeholders and users of statistics from all countries in the region.

UNWTO also sought to improve technical expertise on the measurement and analysis of tourism in the Danube Region. The workshop, organized within the framework of the EU Strategy for the Danube Region (EUSDR), provided an opportunity to gain insight into available statistical information on tourism in the region which will inform further work to improve the treatment of statistics in the region. Countries involved in the initiative were Austria, Bulgaria, Croatia, Hungary, Republic of Moldova, Serbia and Slovenia.

Becoming crisis prepared

Risk and crisis management

The impact of negative events - whether natural or man-made - on tourism demand is widely known and has been witnessed by many in the sector in recent years. In 2012, UNWTO met with members of the Tourism Emergency Response Network (TERN) to share and discuss information needs in times of crises. The meeting focused on the importance of effective communication across the sector in order to minimize negative perceptions by tourists while at the same time ensuring safety and allowing for a full recovery for the destination.

UNWTO recognizes that a collaborative, cross-sector approach to emergency management is key in order to minimize risk and strengthen the resilience of tourism. The 2012 International Forum on the Integration of Tourism and Emergency Management, jointly organized with the Australian Emergency Management Institute and the University of Technology, Sydney, built on the concept of developing a cooperative policy and practice between public and private sector key players from both the tourism sector and emergency management agencies.



Participants at the UNWTO Statistics Capacity Building Workshop (Baku, Azerbaijan, 7-9 November 2012)

Advancing an international convention for the protection of tourists and tourism service providers

If a tour operator goes bankrupt, what type of information should be provided to tourists? How and where can tourists get information on their reimbursement and repatriation? If a tourist loses their property in a hotel, is that hotel liable? In case of emergencies or *force majeure* situations how can tourists get effective assistance? What kind of information should tourists receive from tourism service providers before concluding a contract?

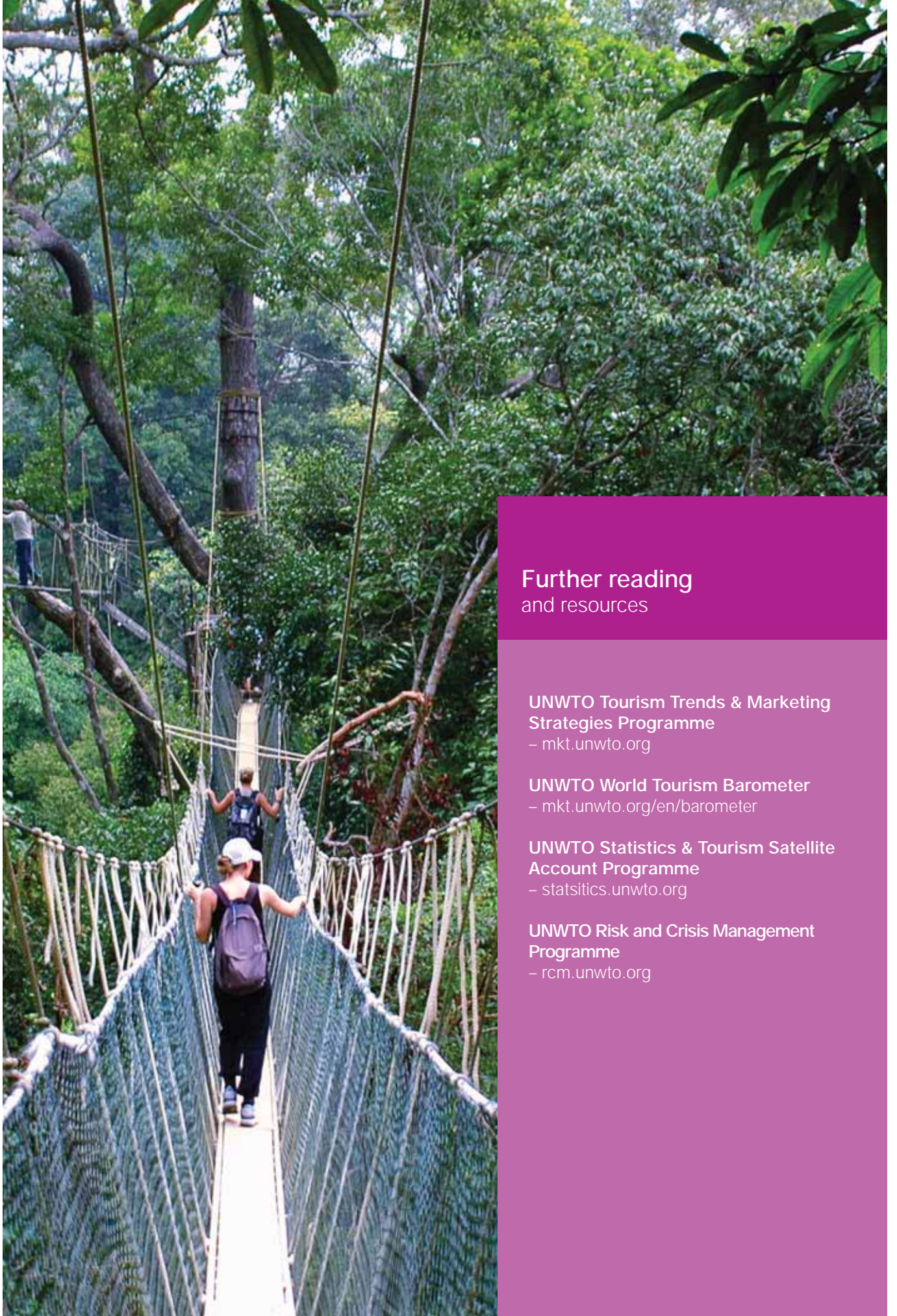
These are just some of the many unanswered questions facing tourists and businesses in the absence of international regulations governing their rights and responsibilities. In response, and mandated by its 19th General Assembly, UNWTO set up a working group in 2011 to draft an international convention for the protection of both parties.

In 2012, the UNWTO working group on the protection of tourists/consumers and travel organizations convened three meetings and based on the guidelines of the

Executive Council further debated the first draft text of the UNWTO convention on the protection of tourists and tourism service providers. The draft convention will determine the assistance obligations of States Parties in *force majeure* situations indicating a clear distinction from the private sector's obligations. It will deal with package travel issues in detail including *force majeure* situations, minimum liability rules for non-performance, as well as indicating the minimum information which should be provided to the tourists before the conclusion of the package travel contract and the minimum content elements of such contracts. Finally, in case of insolvency of the service providers, minimum rules are established for the protection of tourists (financial security). With the consent of the related stakeholders' organizations, accommodation-related provisions will focus mainly on information obligations in accordance with the existing regional and global regulatory frameworks.

By internationalizing some of these standards, UNWTO's pursuit is to contribute to better protect both tourists and tourism service providers worldwide.





Further reading and resources

**UNWTO Tourism Trends & Marketing
Strategies Programme**
– mkt.unwto.org

UNWTO World Tourism Barometer
– mkt.unwto.org/en/barometer

**UNWTO Statistics & Tourism Satellite
Account Programme**
– statistics.unwto.org

**UNWTO Risk and Crisis Management
Programme**
– rcm.unwto.org

4

Promoting sustainable tourism development

Heads of State and Government and high level representatives at The United Nations Conference on Sustainable Development (Rio+20) recognized "the need to support sustainable tourism activities and relevant capacity building" while encouraging "the promotion of investment in sustainable tourism, including eco-tourism and cultural tourism". The promotion of sustainable and ethical practices in areas such as biodiversity, intangible and tangible cultural heritage and accessibility was core to UNWTO activities in 2012. World Tourism Day 2012, under the theme Tourism and Sustainable Energy: Powering Sustainable Development, shone a global spotlight on the role of tourism in advancing the sustainable energy agenda.



Promoting ecotourism for poverty eradication and environment protection

In a significant acknowledgement of tourism as a tool for promoting sustainable development, in 2012, the UN General Assembly unanimously adopted a resolution stressing ecotourism's role in the fight against poverty and the protection of the environment.

The milestone resolution recognizing ecotourism as a key instrument in various areas of global development is sponsored by a record 150 delegations and draws on a series of recommendations made by UNWTO, including the need for national tourism plans to account for market demand and local competitive advantages. The resolution also calls on governments to promote investment in ecotourism, for example, by way of microcredit initiatives for the poor, a recommendation which featured prominently in the Outcome Document of Rio+20.

Tourism and biodiversity

The protection of biodiversity and natural resources is a core element of sustainable tourism. Biodiversity is under pressure worldwide and has suffered threats and losses as more land is converted for human use. Having long since recognized biodiversity as a crucial issue for tourism, UNWTO continues to promote the importance of protecting ecosystems and biodiversity as valuable assets that contribute to the sustainability of the sector.

UNWTO has an ongoing collaboration with the Secretariat of the Convention on Biological Diversity (CBD) and in 2012 participated in the Eleventh Meeting of the Conference of the Parties to the CBD, COP11. A joint CBD and UNWTO event provided a platform to look into the key inter-linkages between biodiversity and tourism, with participants sharing experiences of implementing sustainable tourism practices linked with biodiversity conservation. Findings on the application of the *CBD Guidelines on Biodiversity and Tourism Development* were also discussed.

As a result of the dialogue at the meeting, and in cooperation with the CBD, UNWTO succeeded in getting tourism into the CBD agenda for 2014 and will actively work to identify critical tourism and conservation hot spots to support the integration of biodiversity aspects in sustainable tourism development.

Sustainable tourism in wetlands

UNWTO and the Ramsar Convention collaborate to explore common issues and concerns in advancing sustainable tourism development. In recognition of wetlands as home to some of the richest biodiversity on the planet, UNWTO and the Ramsar Convention, published a guidance on managing wetland tourism in *Destination Wetlands: Supporting Sustainable Tourism*. This overview of existing guidelines and resources on sustainable tourism management, is particularly targeted at wetland site managers, tourism and wetland policy makers and planners and the private sector. Through 14 case studies, the report reveals various challenges and solutions in this type of tourism and demonstrates how sustainable tourism practices in and around wetlands can contribute to conservation, economic growth, poverty reduction and local community support.

In 2012, World Wetlands Day (2 February) was celebrated under the theme of tourism for the first time. A series of communication materials around '*Wetlands and Tourism: A Great Experience*' were produced and disseminated by the Ramsar Convention and by UNWTO in an effort to promote well-managed tourism practices in and around wetlands and to educate tourists on their value for communities, wildlife, the economy and biodiversity.



Training on tourism and biodiversity

The coordination of the first training course on tourism and biodiversity was a key activity of the UNWTO Consulting Unit on Tourism and Biodiversity, based in Bonn, Germany, in 2012.

The course, supported by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, took place over 12 days in the UNESCO Rhoen Biosphere Reserve. Participants from over 18 countries benefited from the opportunity to learn more about the practical features and characteristics of the Reserve as local managers provided information on current trends and issues related to the management of the protected area.

A range of other lecturers, from the private and scientific sector, non-governmental organizations, UNESCO and UNWTO imparted knowledge related to developing the potential of biodiversity-related tourism, in particular the development of methodologies and destination marketing concepts.

Interactive group work allowed for the exchange of ideas, opinions and experience between participants and a public participant blog, www.tourism-biodiversity.com, was established to ensure ongoing dialogue after the course's completion.

UNWTO committed to provide further capacity-building sessions on biodiversity in order to fulfil its mission on education and training and to equip stakeholders with the policies, plans and tools to fully enhance their competitiveness in tourism.



Participants at the first UNWTO Training Course on Tourism and Biodiversity (Bavarian part of the UNESCO Rhoen Biosphere Reserve, Germany, 21 October - 2 November 2012)

Tourism in the Green Economy

The UNWTO/UNEP report *Tourism in the Green Economy*, published in 2012, demonstrates how increased investment in sustainable tourism has the potential to boost the sector's contribution to economic growth, development and job creation, while simultaneously addressing the major environmental challenges of the times.

The report also highlights that, while tourism is one of the most promising drivers of growth for the world economy, its development is accompanied by sustainability-related challenges. It recommends an increased investment of global GDP per year from 2012 to 2050 in order to allow the tourism sector to continue to grow steadily and ensure significant environmental benefits, such as reductions in water consumption, energy use and CO2 emissions. Findings call for better access to tools and financing for SMEs, in particular from governments and international organizations through public-private partnerships and also for public policies and support to encourage private investment in green tourism.

The report is an extension of the Tourism Chapter of the Green Economy Report, which makes the case for investments in greener and sustainable tourism as a means to create jobs and reduce poverty while improving environmental outcomes.



Tourism and climate change

In 2012, UNWTO continued to promote tourism as a sector committed to tackling the climate change challenge by reducing emissions and operating responsibly. It brought together experts from United Nations agencies and Oxford University at UN climate change talks at the Conference of the Parties to the UN Framework Convention on Climate Change (COP18) in Qatar, to present the latest strategies which are aiding the reduction of tourism's contribution to global warming.

Organizations and institutions, such as the International Civil Aviation Organization (ICAO), the International Maritime Organization (IMO), the Oxford University Centre for the Environment and the UN Educational, Scientific and Cultural Organization (UNESCO), presented a series of innovative examples of best practices from across the sector. The state-of-the-art measures adopted within the transport and accommodation industries include alternative aircraft fuels, emissions trading schemes for aviation, water recycling systems on cruise liners and improvements in hotel insulation.

World heritage and sustainable tourism

Managed effectively, tourism can help protect a nation's natural and cultural resources and has added benefits for residents and visitors. With this notion, UNWTO has actively participated in the formulation of a new and inclusive Programme on World Heritage and Sustainable Tourism, developed by the UNESCO World Heritage Centre.

UNWTO engaged tourism authorities and stakeholders in the preparation of the programme, which is the result of a consultation process led by a Steering Group of States Parties representing the UNESCO regional groups, UNWTO, the International Council on Monuments and Sites (ICOMOS), the International Union for Conservation and Nature (IUCN), the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and the UNESCO World Heritage Centre.

The programme aims to integrate sustainable tourism and heritage management in tourism destinations. It was adopted by the World Heritage Committee and was launched at the World Heritage Convention in 2012.



World Tourism Day 2012

Tourism and Sustainable Energy: Powering Sustainable Development

World Tourism Day (WTD), held every year on 27 September, was celebrated in 2012 under the theme Tourism and Sustainable Energy: Powering Sustainable Development, highlighting the need to bring the tourism sector and energy stakeholders closer together to spur tourism's contribution to sustainability.

Sustainable energy initiatives in tourism, from providing efficient upgrades for aircraft to shifting to renewable fuel for aviation and cruise liners, are placing tourism at the forefront of a global clean energy transformation. Innovative energy schemes in the sector are creating economic opportunities and jobs for millions.

WTD 2012 was celebrated against the backdrop of the United Nations' International Year of Sustainable Energy for All, which addressed 'energy poverty' and aimed to ensure universal energy access, significantly improve rates of energy efficiency and double the share of renewable energy by 2030.

Celebrations around the world included the annual WTD Photo and Twitter Competitions, running throughout the year. Official celebrations, opened by their Royal Highnesses, the Prince and Princess of Asturias, were held in Maspalomas, Gran Canaria, Spain, and included a High-Level Think Tank where public and private tourism stakeholders joined leaders from the energy sector.

On the occasion of WTD, UN Secretary-General, Ban Ki-moon, commended the tourism community for its growing commitment to sustainable development and called for all those who work in and enjoy the benefits of tourism to come together in building a more sustainable future.

"One of the world's largest economic sectors, tourism is especially well-placed to promote environmental sustainability, green growth and our struggle against climate change through its relationship with energy." **Ban Ki-moon**, UN Secretary-General, on World Tourism Day 2012.



"This theme [Tourism & Sustainable Energy] brings to the table one of the most pressing challenges facing the world today. We cannot guarantee the future of important sectors such as tourism if we don't protect the environment in which they take place." **H.R.H Prince Felipe of Asturias**, opening the official celebrations of World Tourism Day in Maspalomas, Gran Canaria, Spain, 27 September 2012

Hotel Energy Solutions – UNWTO launches Spanish edition of online toolkit to help hotels go green

Since its launch in 2011, the Hotel Energy Solutions (HES) online tool, developed to allow hotels to assess their energy consumption and opt for more sustainable energy options, has been accessed by thousands of hoteliers. While 2012 World Tourism Day celebrations took place in the Spanish destination of Maspalomas under the theme Tourism and Sustainable Energy: Powering Sustainable Development, the free E-toolkit was launched in Spanish in order to extend its reach to thousands more hotel owners and managers.

The HES project was initiated by UNWTO, co-funded by the European Agency for Competitiveness and Innovation (EACI), and implemented in partnership with UNEP, the International Hotel & Restaurant Association (IH&RA), the European Renewable Energy Council (EREC) and the French Environment and Energy Management Agency (ADEME). Currently the largest hotel energy initiative in Europe, the HES aims to increase energy efficiency in the region's hotels by 20% and their use of renewable energy by 10%.

Ensuring ethically and socially responsible tourism practices

UNWTO's commitment to promoting responsible and sustainable tourism is consistently guided by the *UNWTO Global Code of Ethics for Tourism*, a comprehensive set of principles developed by UNWTO founded upon international human rights standards. It aims to guide key players in tourism development to maximize the social benefits of tourism while minimizing potentially negative impacts of the sector on the human and natural environment. Through a series of initiatives and events in 2012, UNWTO continued to promote awareness and implementation of the Code and found the topic of responsible tourism to be welcomed and discussed, as well as used as a cause worthy of decisive action.

Launched in 2011, the UNWTO campaign to boost the implementation of the Code among tourism companies and associations, by the end of 2012, totalled 46 private enterprises from various world regions who had signed

the *Private Sector Commitment to the Global Code of Ethics for Tourism*, pledging to uphold and implement the Code's values.



The German Travel Association (DRV) and thirteen of its members signing the *Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism* (Budva, Montenegro, 17 November 2012).

In 2012, Conscious Tourism, an innovative approach to fostering the values of peace, friendship and respect as the essence of the practice of tourism developed by Ecuador, and other key issues related to responsible tourism, were debated at the 2nd International Congress on Ethics and Tourism, held in Quito, Ecuador. Furthermore, safe coastal tourism was identified as a priority by the World Committee on Tourism Ethics, the body responsible for monitoring the implementation of the *UNWTO Global Code of Ethics for Tourism*.

UNWTO also continued activities in the areas of accessible tourism for all and of tourism's capacity to foster gender equality and women's economic empowerment.

Tourism and intangible culture

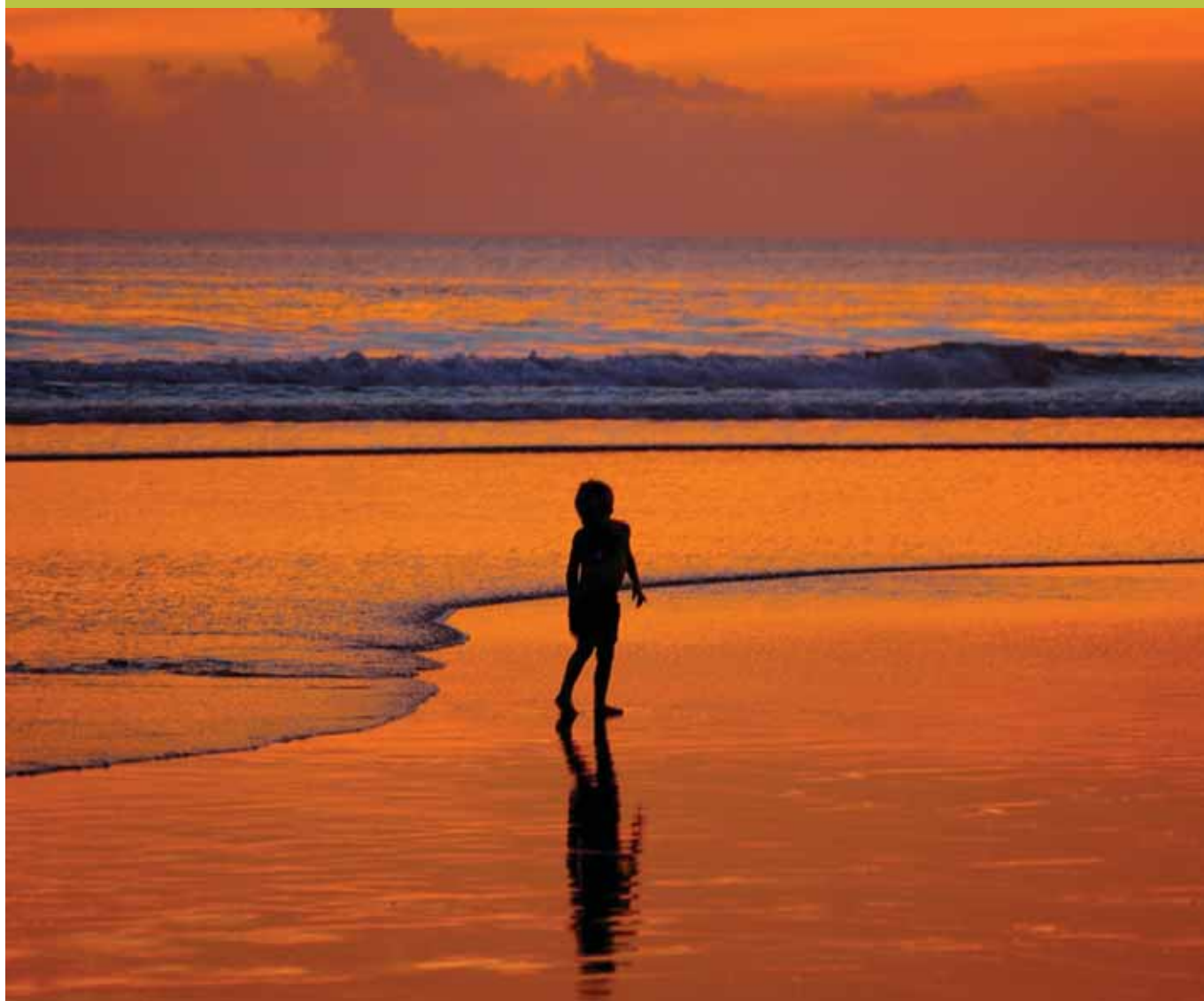
In view of the increased interest of tourists to engage with the people, practices, skills and cultural spaces they visit, UNWTO published *Study on Tourism and Intangible Cultural Heritage (ICH)*, examining opportunities and challenges for tourism development and providing practical recommendations for the development and marketing of ICH-based tourism products. Through a compendium of case studies and examples of good practice drawn from across all world regions, the publication demonstrates how fostering the responsible use of ICH for tourism purposes can generate employment, alleviate poverty, help to curb rural flight migration and nurture a sense of pride among communities and destinations.

Taking a stand against human trafficking and child exploitation

Consistent with the *UNWTO Global Code of Ethics for Tourism* which, under Article 2, states that “the exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism”, UNWTO has continued its efforts to help curb trafficking in the context of tourism. It joined the UN Commission on Crime Prevention and Criminal Justice to call for enhanced collaboration between key players to eradicate human trafficking. In further collaborative work with the wider UN System, UNWTO jointly organised the 27th gathering of the World Tourism Network on Child Protection

(formerly the Task Force for the Protection of Children in Tourism) during ITB Berlin alongside the International Labour Organization (ILO) and its International Programme on the Elimination of Child Labour. The session facilitated dialogue among key tourism players on the risks and opportunities faced by young workers.

In a broader context, in a commitment against human trafficking, wildlife trafficking and trafficking of cultural artefacts, UNWTO signed a cooperation agreement with the UN Office on Drugs and Crime (UNODC).





Further reading and resources

UNWTO Sustainable Development of Tourism Programme

– sdt.unwto.org

Tourism and Wetlands

– sdt.unwto.org/es/node/28505

UNWTO Consulting Unit on Tourism and Biodiversity

– biodiv.unwto.org

Tourism in the Green Economy

– publications.unwto.org

Tourism and Climate Change

– sdt.unwto.org/en/content/climate-change-tourism

World Tourism Day 2012

– wtd.unwto.org

Global Code of Ethics for Tourism

– ethics.unwto.org/en/content/global-code-ethics-tourism

UNWTO Ethics & Social Dimensions of Tourism Programme

– ethics.unwto.org

5

Advancing tourism's contribution to poverty reduction and development

Poverty alleviation is one of the greatest global challenges. Tourism, as one of the strongest drivers of world trade and prosperity, is among the most viable and sustainable economic development options and the main source of foreign exchange earnings in many developing and least developed countries. Focusing the wealth-creating power of tourism on people most in need is one of UNWTO's main areas of concern, ranging from high-level discussions to a series of grassroots projects across the globe.



UNWTO Technical Cooperation

For more than three decades, UNWTO has been building tourism development grassroots projects across the world.

UNWTO's expertise in tourism policy, strategy and planning, marketing and promotion, product development, statistics, legislation and regulation, human resources and institutional strengthening allow the Organization to provide technical assistance to Member States in developing their tourism sector.

The Technical Cooperation arm of UNWTO includes technical assistance as well as the Sustainable Tourism - Eliminating Poverty (ST-EP) initiative, which focuses efforts specifically on reducing poverty on a community level through tourism development. UNWTO also works in collaboration with other UN agencies and programmes to deliver Millennium Development Goals Achievement Fund (MDG-F) projects, facilitating the achievement of the eight goals through enhancing tourism opportunities.



Access to water for Brigambou camp site and village provided by a UNWTO project in Brigambou, Niger

Updating the Tourism Master Plan in Ghana

Following the Government's call for Ghana's tourism potential to be fully capitalized, UNWTO began work to update the National Tourism Plan (2013-2027), in collaboration with UNDP and UNECA and through a team of international and Ghanaian experts.

The previous National Tourism Development Plan for Ghana (1996-2010), successfully provided foundations for developing tourism in the country. Using the plan as a base, Ghana, like many countries, developed its leisure tourism offer around its major and best-known attractions. Tour operators subsequently created circuits linking these together to create packages for their clients. The new plan builds on this, identifying barriers that were still impeding growth of certain markets and recommending solutions, particularly through proposed phased spatial development. It presents a strategy that will strengthen and expand the range of products throughout the country, proposing three key benefits: spreading economic gains, extending the length of stay of visitors, and contributing to poverty alleviation. The work is also supported by a human resource strategy, a marketing and brand development strategy and a series of recommendations on improving the institutional and policy framework for tourism, developing an accurate and effective statistical system, improving the economic performance of the sector and encouraging investment.

Promoting integrated urban development through a participatory project in Romania

UNWTO experts have been working with UNDP counterparts to produce integrated urban development plans for three cities of Romania, following a request of the national government. Since the drastic decline of the economic activity in Băile Herculane, Borsec and Sulina, unemployment was on the rise and many facilities were falling into disuse. In order to revamp the economies of each city through tourism, the joint programme delivered plans which identified local issues and outlined specific actions, roles and responsibilities for central, regional and local bodies as well as non-public entities.

The project team consisted of national and international specialists in tourism development, physical planning, infrastructure, built heritage, environment, community mobilization, legal affairs and economics, each bringing their own set of knowledge and skills to the wide-ranging plans. The project was also overseen by the National Project Board which had representatives of UNWTO, UNDP, government ministries, city mayors and administrators.

An in-depth consultative process ensured that the plan addressed all relevant issues and identified all aspects of potential tourism development. The experts visited the cities in order to complete site inspections and carry out consultations with local civil, industry and community leaders. Feedback and findings from this process not only informed the development of the urban development plans but also exposed the central, regional and city participants to a better understanding and knowledge of tourism and strengthened partnership working.

The plan, presented to all interested parties and the National Project Board in 2012, includes proposals for buildings and infrastructure regeneration and development, management, community and social structures to provide for tourism development and tourism product diversification with benefits for the wider population.



Collaboratively strengthening national tourism statistics in The Gambia

Tourism and statistics officials from a range of government departments and industry organizations in The Gambia developed their knowledge and proficiency in tourism statistics in 2012 through a capacity building initiative delivered by UNWTO.

In addition to a technical review and consultations in the country, in response to a request from the country's Ministry of Culture and Tourism and its national Tourism Board, UNWTO carried out a 5-day intensive training workshop. Participants included representatives from the Central Bank, the National Bureau of Statistics, the Civil Aviation Authority, the Immigration Department and Gambia International Airlines, each of which presented their respective activities in terms of collecting, examining and disseminating tourism-related statistics.

Attendees then received an overview of international frameworks, methodologies and recommendations for the System of Tourism Statistics (STS) and Tourism Satellite Account (TSA) and information on the current state of the STS, including supply and demand statistics.

Through the interactive workshop, a consensus was reached on the need to reintroduce a visitor survey and work was put into prioritizing the data requirements for the sector. Crucially, the sessions also served as a means of addressing how to strengthen cooperation between public and private sector stakeholders for data collection, particularly for supplying statistics and identifying capacity requirements.



Participants at the UNWTO training workshop for tourism and statistics officials in the Gambia

Sustainable rehabilitation of Old Jakarta

Jakarta is the capital of Indonesia and the country's key business and tourism arrival hub. Unknown to most business tourists or those stopping over before heading to other destinations, are the outstanding heritage buildings in the city's Kota Tua area, also known as Old Jakarta. Unfortunately, many of these unique buildings are at a stage where conservation and reuse will be very costly.

In 2012, at the request of the Ministry of Tourism and Creative Economy of Indonesia, UNWTO prepared the terms of reference for a sustainable rehabilitation of Kota Tua and adjacent urban areas to be revitalized as an exciting, living heritage and tourism precinct. A workshop was held in July 2012 with all stakeholders to reach a consensus on the issues to be addressed. It was agreed that the focus should be on identification and implementation of a number of conservation and tourism infrastructure interventions. These projects will, when completed, act as "how-to-do" examples and will set an appropriate standard for others to follow. Particular emphasis would be placed on creating mechanisms to enable local community participation in the tourism sector, and the setting up of an autonomous umbrella organization to manage and support the rehabilitation.

Millennium Development Goals Achievement Fund (MDG-F)

The MDG-F is committed to eradicating poverty and inequality and changing people's lives around the world, by implementing programmes that help advance the Millennium Development Goals. Set up in 2007 with a contribution from the Government of Spain and the UN system, the fund supports joint programmes which bring together UN agencies in a collective effort.

UNWTO is committed to fostering the tourism sector's contribution to the MDGs by promoting the development of responsible, sustainable and universally accessible tourism. In 2012, UNWTO was involved in 11 MDG-F tourism development projects in nine countries: Ecuador, Egypt, Honduras, Nicaragua, Panama, Peru, Senegal, Serbia and Turkey.



Farmer inspecting his crops in Dahshour, Egypt

A new tourism destination in Egypt: Dahshour World Heritage Site

Dahshour, an agricultural community to the South of Cairo, Egypt, is a seasonal wetland and home to the Black, Bent and Red Pyramids. The unique mix of natural and cultural resources provides great potential for Dahshour to become a self-contained, high quality tourism destination and if developed effectively, tourism could play a fundamental role in creating sustainable livelihoods for the local communities.

In its final year of implementation, the MDG-F project '*Mobilization of the Dahshour World Heritage Site for Community Development*' had two key objectives: to foster the development of sustainable rural tourism activities through capacity building initiatives that promote the establishment of tourism SMEs, and to enhance national institutional capacities to better protect and manage Dahshour's archaeological and natural resources.

UNWTO was tasked with providing the framework for management plans for the natural and cultural resources and traditional lifestyles in the area. The recommendations of the resulting Spatial Plan for Tourism Development, developed and endorsed by the Ministry of Tourism, led to a commitment of 50 million Egyptian Pounds towards infrastructure developments and improvements in the Dahshour area from the Tourism Development Authority.

The project has also seen a series of capacity building activities. Training programmes on subjects such as tourism awareness, basic English language, waste management, and initial Micro Small Media Enterprises (MSME) management have been delivered to over 3,000 Dahshourians by more than 80 local trainers, initially taught through a train-the-trainer programme.

More recently, UNWTO is concentrating efforts on readying touristic assets for the domestic and international marketplace through marketing and promotional support, among others.

The Sustainable Tourism - Eliminating Poverty (ST-EP) Initiative

UNWTO responded to the global challenge of eradicating extreme poverty, as set out in the MDGs, by launching the ST-EP Initiative in 2002. Ten years on from the initial launch, the initiative has delivered more than 100 projects in over 34 countries, all of which are Official Development Assistance (ODA) recipients and half of which are least developed countries (LDCs).

Although the key focus of ST-EP projects is enhancing the economic benefits of tourism for poorer groups of society, the activities implemented by the Initiative also address cross-cutting aspects, such as gender equality, social empowerment, the protection of biodiversity and conservation of heritage.

UNWTO would like to express its sincere appreciation to the many ST-EP partners which, through their continuing and generous support, helped UNWTO further its mission of poverty reduction through tourism in 2012: Banesto Foundation, Europamundo Foundation, The Flemish Government, The Government of Macao S.A.R. (China), Netherlands Committee of the International Union for the Conservation of Nature (IUCN-NL), Italian Development Cooperation, Netherlands Development Organization (SNV), Spanish Agency for International Development Cooperation (AECID), The Ramsar Swiss Fund for Africa, Travel Foundation UK, Tsingtao Brewery Co. Ltd., and the UNWTO ST-EP Foundation.



Mysteries of Titicaca

In 2012, UNWTO and the Europamundo Foundation signed an agreement to support the implementation of the second phase of the project Mysteries of Titicaca. The project sees UNWTO collaborate with the Destination Management Organization La Paz-Beni to further strengthen and promote the cultural tourism products in the Titicaca area in Bolivia.

The second phase builds on the results achieved during the first phase of the project, which was executed between 2008 and 2010 with financial and technical support from the Netherlands Development Organisation (SNV), the ST-EP Foundation and UNWTO. The project helped to develop and promote a tourism circuit, involving five Aymara communities on the shores of the Lago Pequeño de Titicaca. Activities included capacity building and infrastructure support to a community hostel, a local museum and a handicraft workshop, enabling the local population to receive tourists and produce, display and sell their unique traditional textiles.

The second phase of the project started in May 2012 and aims to strengthen the services offered by the local community-based tourism enterprises through further capacity building, in particular for the management of tourism enterprises, and selected investments in infrastructure improvements. In addition, it supports the communities to better market their tourism products, for example, through organizing familiarization tours for journalists and tour operators with a view to establishing business relations with national and international operators.



Unlocking tourism potential in Nepal's most remote areas

The development of the Great Himalaya Trail (GHT) in Nepal, or GHT, is the outcome of a three-year ST-EP project that started in 2009 with funding from the tripartite alliance between SNV Nepal, the ST-EP Foundation and UNWTO.

The main objective of the GHT was to create a trekking route connecting well-known areas with lesser-known sites with enormous tourism potential, thus using tourism to turn remote and rugged landscapes into economic assets for the people living in some of Nepal's poorest areas.

Participating sites include Humla - the gateway to Mount Kailash - referred to as the sacred mountain of Buddhism and Hinduism, and Dolpa, to which the National Park Shey Phoksundo belongs. In both

regions, limited demand from international tourists and tour operators and lack of products and services offered locally had left tourism underdeveloped. The GHT project addressed both issues by creating a detailed market strategy, promoting the Trail at various international tourism and travel events as well as organizing familiarization trips to Dhopla and Humla for tour operators and media. At the local level, market-based capacity building in trekking and adventure tourism were offered to the population living in the surrounding rural communities. In addition, training workshops were organized for the District Development Committees in both regions to build their capacity to implement the tourism action plans developed for the project and to create an enabling environment for sustainable tourism development.



Local participation and identification of resources along the Great Himalayan Trail in Nepal

United Nations Steering Committee on Tourism for Development (SCTD)

This UNWTO-led initiative brings together nine UN agencies and programmes, which have been working since 2010 to strengthen the development impact of international tourism, with a particular focus on developing countries.

In 2012, the Committee brought together representatives from the Ministries of Tourism whose countries are at varying stages of tourism development under the theme Towards Inclusive and Sustainable Growth and Development to discuss potential contributions of the tourism sector.

The event, held along the sidelines of the UN Conference on Trade and Development (UNCTAD) in Doha, Qatar, encouraged senior officials to deliberate on the critical role that tourism can play in national development strategies and to present policies and measures within the framework of the promotion of service exports. There was a consensus on the need for tourism strategies to take full account of the current and future economic, social and environmental impacts of tourism activities, addressing the needs of visitors, the private sector, the environment and host communities.

Within the setting of Rio+20 and while sustainable development was at the forefront of discussions and decision-making, UNWTO, the SCTD and the Ministry of Tourism of Brazil hosted an event on Tourism for a Sustainable Future. Participants, including high-level guests from Ecuador, Madagascar and the United Arab Emirates, representatives of the UN MDG Advocacy Group and the ST-EP Foundation, noted the important role of tourism in creating decent jobs, stimulating trade and linkages and reducing poverty. The role of the UN system to respond and advance tourism's contribution to development was also debated, concluding with a call for the right policies, adequate investment and proper business practices which will advance a fairer, more people-centred, inclusive growth.

Members of the SCTD: International Labour Organization (ILO), International Trade Centre (ITC), UN Conference on Trade and Development (UNCTAD), UN Development Programme (UNDP), UN Environment Programme (UNEP), UN Educational, Scientific and Cultural Organization (UNESCO), UN Industrial Development Organization (UNIDO), World Tourism Organization (UNWTO), World Trade Organization (WTO).

Further reading and resources

UNWTO Technical Cooperation and Services

– cooperation.unwto.org

MDG Fund

– mdgfund.com

Sustainable Tourism – Eliminating Poverty Initiative (ST-EP)

– step.unwto.org

UN Steering Committee on Tourism for Development

– icr.unwto.org/en/content/un-steering-committee-tourism-development-sctd

6

Fostering knowledge, education and capacity-building

With one in every 11 jobs across the globe generated directly or indirectly by tourism, the sector remains one of the world's largest employers. State-of-the-art education and training is crucial for tourism professionals working at all levels to provide high quality services. In 2012, UNWTO worked to advance the quality of tourism education with a wide network of universities while delivering on the ground capacity building programmes for the sector.



The UNWTO.Themis Foundation

As the executive body of UNWTO for education, the UNWTO.Themis Foundation supports Member States in devising and implementing education and training policies, plans and tools. Based in Andorra and governed by a Board of Trustees made up of UNWTO and Government of Andorra representatives, the Foundation assists Member States in fully harnessing their employment potential in the tourism sector, and by doing so, increasing the country's competitiveness and welfare.

UNWTO.Capacity

The UNWTO.Capacity programme provides interactive education, training and capacity building initiatives in order to strengthen and develop the competencies of tourism experts. Courses are delivered either on-site, online or through a combination of both and are tailor-made to the needs of the target audience. In 2012, courses, seminars and workshops were provided in Andorra, Argentina, Chile, Lithuania, Mexico, Qatar, Saudi Arabia and Spain to over 300 participants from around the globe.

The sessions were facilitated by UNWTO international experts from partner organizations and education institutions which offer UNWTO.TedQual certified programmes. During 2012, UNWTO.Themis counted on the collaboration of a number of partners, including the Global Sustainable Tourism Council (GSTC), the International Union for Conservation of Nature (IUCN), the Adventure Travel Trade Association (ATTA) and the Euro-Arab Institute for Education and Training Foundation (INSTEAF).

UNWTO.TedQual

The UNWTO.TedQual programme provides certification for tourism educational programmes across the world in order to encourage the highest standards.

In 2012, UNWTO.TedQual Network focused its work on supporting the implementation of the *UNWTO Global Code of Ethics for Tourism* in tourism education, on improving the internationalization of students, and on promoting a better interaction and collaboration between UNWTO.TedQual Institutions and UNWTO Member States.

The Network obtained a position of Permanent Member in the World Committee on Tourism Ethics and started work in this domain by developing a plan for giving education and training support to human resources in destinations that host a UNESCO Site.

Throughout the year, the UNWTO.TedQual programme awarded scholarships to professionals from the National Tourism Administrations of Algeria and Mozambique to study a post-graduate tourism programme; provided internship opportunities to two students from Mexico and China at the UNWTO.Themis Foundation; and awarded three scholarships for the UNWTO University Course: Tourism and International Cooperation for Development.

Additionally, work began with the National Tourism Administration of Chile to create a Human Capital Table for the tourism sector, using the UNWTO.TedQual methodology as a reference. UNWTO.TedQual Institutions shared experiences of their National Tourism Education Systems with the National Tourism Administration and Higher Tourism Educational Institutions of Chile.



Participants at the UNWTO.Themis Regional Capacity Building Workshop on Tourism Policy and Strategy (Doha, Qatar, 18-22 March 2012)



UNWTO Practicum: From tourism communications to poverty alleviation

The UNWTO.Themis Foundation delivers an annual Practicum Workshop to increase knowledge and understanding on specific areas of tourism to National Tourism Administration officials.

In 2012, there were two editions of the UNWTO Practicum. The first session, held in English, was dedicated to Tourism Communications and Social Media. Considering that 40% of international travellers travel with a smartphone with an internet connection, the topic was chosen to ensure tourism officials are aware of the most updated communication tools and equipped to develop an effective social media strategy. The session, delivered to participants from 18 countries, comprised presentations, debates, group work and practical activities.

The second edition of the Practicum was targeted at Arabic-speaking countries and covered the topic of Sustainable Tourism and Poverty Alleviation. 15 participants from 10 countries developed their knowledge of the Sustainable Tourism-Eliminating Poverty (ST-EP) initiative on offer from UNWTO and were provided with the necessary tools on how to apply for a project and successfully manage it in order to reduce poverty through tourism. The interactive capacity-building seminar was organized in collaboration with INSTEA and ST-EP.

Participants at UNWTO.Themis Practicum Seminar on Tourism Communications & Social Media (Madrid, Spain and Andorra la Vella, Andorra, 16-23 September 2012)

From theory to practice: Volunteering in Bhutan

"My main task has been to strengthen the positioning and visibility of Bhutan in Europe and Latin America through different marketing tools. My tasks have involved inviting journalists to press trips, meeting local and international tour operators, arranging familiarization trips for international agents, and coordinating and organizing Bhutan's participation in travel fairs across Europe and Latin America.

Participating in the project in Bhutan has turned out to be one of the richest experiences I have ever had. The tourism policy of the country, focused on the quality of the experience and not on the volume of visitors, is unique in the world. This has made Bhutan an even more fascinating place for the volunteering experience, as the day to day activities have always been framed by a challenging but stimulating context.

The volunteer may bring new ways of looking at problems and opportunities and specific expertise, but it is in the synergies created by the common work and knowledge exchange between the volunteer and the receiving agency where the learning experience for both parties really takes place. My time in Bhutan has reaffirmed my admiration for this country and my passion for the tourism sector."

Álvaro Moreno volunteered in 2012 within the Marketing and Promotion Division of the Tourism Council of Bhutan. He holds a Master degree in Environmental Sciences, completed a post-graduate course on Tourism Marketing and has a PhD in Tourism and Climate Change.

Further reading and resources

UNWTO.Themis Foundation
– themis.unwto.org



UNWTO Volunteer Álvaro Moreno in Bhutan

7

Partnerships for tourism

In order to best promote competitive and sustainable tourism development, UNWTO collaborates with organizations across and beyond the tourism sector. In 2012, UNWTO acted as a core facilitator for its over 400 Affiliate Members, worked to promote a prosperous future of tourism know-how through its Knowledge Network, considered innovative ways to develop the Silk Road tourism route, supported the Tour Operators Initiative (TOI) in promoting sustainable tourism and contributed to developing the first recognized standards of the Global Sustainable Tourism Council. UNWTO also continued to work closely with its UN sister agencies and programmes to ensure tourism's contribution in achieving the goals of the UN System.



UNWTO Affiliate Members: Engaging destinations, academia and the private sector

In addition to Member States, more than 400 organizations and enterprises were part of UNWTO as Affiliate Members in 2012. Through the UNWTO membership, these bodies benefit from various networking opportunities and platforms in which tourism knowledge and expertise can be exchanged. One of these, the UNWTO online network for Affiliate Members platform, was utilized extensively in 2012 following its launch the previous year.

In 2012, Istanbul hosted the General Conference of the Affiliate Members, the first networking and showcasing event of its kind to offer UNWTO Affiliate Members and relevant stakeholders of the tourism sector an opportunity to present their activities and discuss perspectives on a wide range of subjects. City tourism was the theme of the event, which kick-started a series of UNWTO International Conferences on City Tourism. On the occasion, UNWTO presented the *Global Report on City Tourism*. The publication draws on extensive feedback from various cities and explores relevant issues including governance and planning; promotion and marketing; product; economic impact; visitors' experience; responsible urban tourism; human resources; and innovation.

Cooperating with Affiliate Member UBM Aviation (OAG), and alongside other Affiliate Members and selected organizations, UNWTO produced the *Global Report on Aviation*, focused on responding to the needs of new tourism markets and destinations. The report investigates how the world's major airlines are responding to the global growth in tourism and how destinations can work effectively with airlines and airport authorities to promote their destinations and improve visitor experiences, outlining the case for public and private partnership in air service development.

In addition, other research projects were carried out collaboratively by the Affiliate Members and launched in 2012. Firstly, the *Global Report on LGBT Tourism* highlights the economic and social importance of Lesbian, Gay, Bisexual and Transgender (LGBT) tourism to government and business leaders worldwide. It evaluates areas of potential growth in the market and includes case studies and commentary from Affiliate Members and other selected partners. Secondly, the *Global Report on Food Tourism* provides insight into gastronomy's importance in the development of tourism destinations across the globe.

Looking to future developments in tourism, UNWTO held an international seminar on Innovation, Technology and Tourism to increase understanding of new services and devices and develop policy recommendations for new business opportunities in the area of technology. The seminar focused on the entrepreneurs, technical personnel, suppliers and professionals in ICTs and tourism.



Participants at the *Global Summit on City Tourism: Catalysing Economic Development and Social Progress* (Istanbul, Turkey, 14-16 November 2012)

Sharing research and resources through the UNWTO Knowledge Network

Launched in 2011, the UNWTO Knowledge Network provides knowledge generators, policy makers and practitioners with a platform to share relevant tourism research and bridge the gap between tourism theory and tourism practice.

As a growing community of knowledge, the network welcomed eight new members in 2012, bringing the final list of members to 130 institutions and organizations from 48 different countries.

Throughout the year, UNWTO worked to create linkages between knowledge-related activities of its Member States, Affiliate Members and the UNWTO.Themis Foundation, in order to strengthen its capacity at the forefront of tourism know-how. In collaboration with its members and partners, the network committed to leading a series of joint research and training activities, a research exchange programme, a publication series and research working papers.

In 2012, the first UNWTO Knowledge Network Session and Symposium were held to determine the strategic directions of the network and to define its programme of

work for 2012-2014. Best practices were showcased and a high-level panel discussion took place on knowledge management in tourism.

New guidelines for the development of the network were also presented at the first meeting of the Knowledge Network in the Americas, where the integration of the Mexico Chapter was also introduced.

Forging stronger ties with UN sister agencies and programmes

UNWTO continues to actively work in close collaboration with other UN agencies. One example is through its lead role in the Steering Committee on Tourism for Development (SCTD), where it works in part to strengthen the development impact of international tourism. (See page 37)

In 2012, UNWTO contributed significantly towards the outcome of the third United Nations Conference on Sustainable Development, Rio+20, with tourism being highlighted for the first time in the Outcome Document of a UN Sustainable Tourism Conference.

At the grassroots level, UNWTO was involved in the implementation of 11 MDG-F projects in Africa, Europe, the Americas and the Middle East (see chapter 5).



Panelists at the UNWTO Knowledge Network Symposium (Istanbul, Turkey, 16 November 2012)

Making strides along the Silk Road

UNWTO worked with stakeholders to enhance tourism along the historic Silk Road route by offering support and guidance in the areas of marketing and promotion, destination management and travel facilitation.

In the setting of ITB 2012, Ministers of the Silk Road met to discuss developing the route, strengthening the product offer and attracting investment in order to maximize the potential impact of the route as a destination. Tour operators convened as well to explore the challenges and opportunities on a practical level for doing business on the Silk Road.

With a focus on innovation, UNWTO teamed up with the Ecole Hôtelière de Lausanne (EHL) to collate a Silk Road Tourism Strategy Report, consisting of pioneering strategies for how ten UNWTO Member States can maximize their positioning as Silk Road destinations.

170 future hospitality leaders presented strategies at a joint think tank where they were judged by a panel of EHL management, UNWTO officials and Member States representatives. The final reports prepared by the students cover topics from social media and mobile technologies to the restoration of cultural sites. The full report *Maximising the Potential of the Silk Road: A Strategic Approach to Tourism in 10 Destinations* and all of the individual country reports are available online at <http://silkroad.unwto.org/en/project/ehlunwto-silk-road-strategy-challenge-2012>.

With an aim to highlight the huge potential of the Silk Road region for food and intangible culture tourism, representatives from tourism ministries, national tourism offices, tourism officials, experts and grassroots practitioners from across the region met for a conference on the Flavours of the Silk Road. Experts presented the latest findings and trends related to culinary tourism and shared examples of best practices internationally. The conference also provided an opportunity to discuss recommendations on fostering sustainable tourism and facilitating movement over international borders along the route.



The winning team of EHL students who devised a comprehensive plan for Azerbaijan, together with UNWTO staff (Lausanne, Switzerland, 4 June 2012)

Teaming up with tour operators to promote sustainable tourism

Alongside UNEP and UNESCO, UNWTO supports the Tour Operators' Initiative for Sustainable Tourism Development (TOI) and also hosts its Secretariat. The global initiative recognizes the capacity and potential influence of tour operators on the level and type of tourism development carried out around the world, through their designing of holiday packages and their direct involvement in the tourism supply chain. This global association of tour operators works to harness this power in a manner which ensures and promotes sustainable tourism.

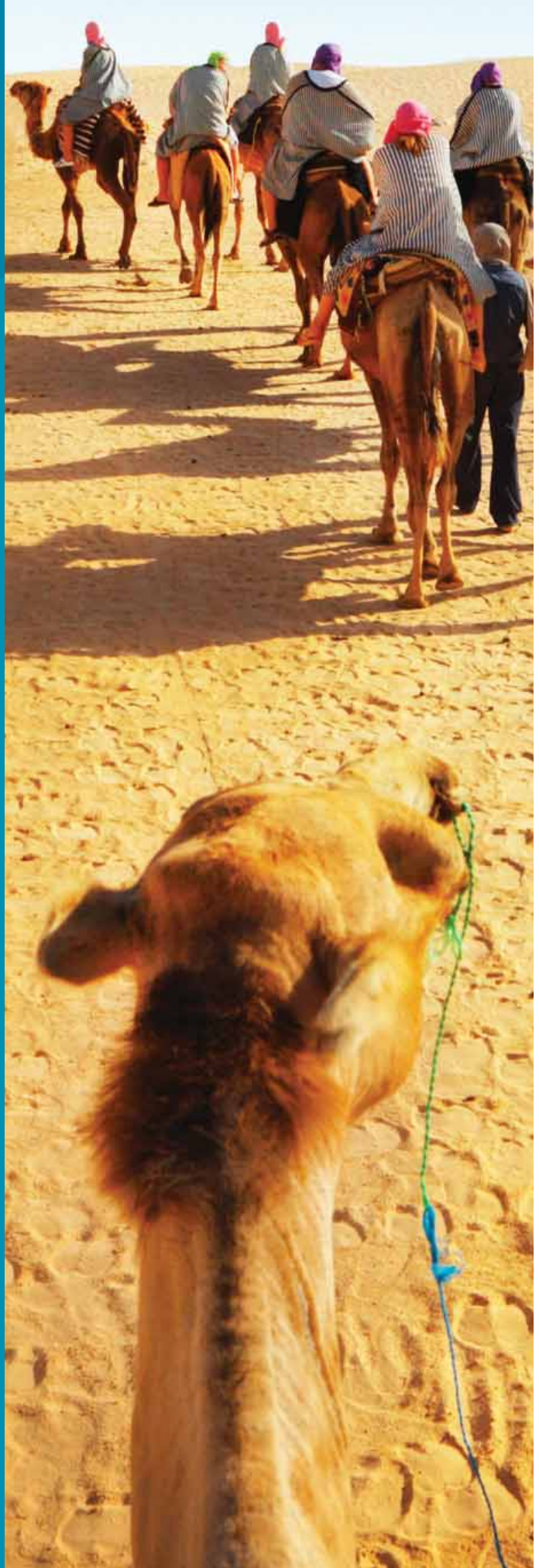
In recognition of its efforts in promoting sustainable tourism development among key players in the sector, the TOI was awarded the Italian Responsible Travel Award 2012, in partnership with the World Tourism Expo for UNESCO Sites and Cities.

Activities carried out by the TOI in 2012 included its contribution of practical recommendations and recognition of the need for a multi-sectoral approach to UNWTO-led discussions about the development of the Silk Road route.

In celebration of World Tourism Day 2012, members of the Initiative joined the topical Think Tank debate on Tourism and Sustainable Energy. Analysis was provided on the contribution that aviation, hotels, tour operators and destinations make to global emissions. Suggestions on reduction strategies were made in order to increase energy efficiency.

Furthermore, the TOI assisted in the revision of the Eco-Management and Audit Scheme (EMAS) Reference Document on the Best Environmental Management Practice for the Tourism Sector in 2012.

UNWTO continues to back the TOI in the capacity building and technical support it provides to member and other tour operators.





Setting Standards through the Global Sustainable Tourism Council

As a permanent member and a founding partner of the Global Sustainable Tourism Council (GSTC), UNWTO works in partnership with UNEP, the UN Foundation, leading travel companies, hotels, country tourism boards and tour operators to promote sustainable tourism practices across the world. 2012 saw the Council announce the first GSTC-recognized standards which had passed a review and authorization process designed to ensure that they show evidence of principles for sustainable tourism, as set out in the Global Sustainable Tourism Criteria. The standards include the Costa Rica Tourist Board's Certification for Sustainable Tourism, the Japan Ecologue Association's Environmentally Sustainable Accommodations Standard and the Rainforest Alliance's Standard for Tourism Operations. UNWTO will continue to support the GSTC in recognizing tourism businesses' commitment to sustainable procedures and from January 2013 will host the Secretariat of the GSTC in Madrid, Spain.



The UNWTO Ulysses Awards

Rewarding innovation in tourism

Since 2003, the UNWTO Ulysses Awards for Excellence and Innovation in Tourism have honored tourism initiatives that have contributed to the advancement of tourism through knowledge creation and innovation, in line with the UNWTO Global Code of Ethics for Tourism and the United Nations Millennium Development Goals (MDGs).

In 2012, two new categories were announced. The UNWTO Award for Lifetime Achievement recognizes individuals with visionary leadership and significant contribution throughout the nominee's career. As for the UNWTO Ulysses Award for Innovation in Research and Technology, it is granted to a highly inspirational research project or technological innovation which can demonstrate its effectiveness with practical applications. The 2012 edition of UNWTO Awards Ceremony took place within the framework of the Global Summit on City Tourism, the UNWTO Knowledge Network Session and Symposium in Istanbul, Turkey, in November 2012.

The 2012 UNWTO Ulysses Awards winners were:

UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge

– **Dr. Erik Cohen**, George S.Wise Professor Emeritus of Sociology, The Hebrew University of Jerusalem

UNWTO Award for Lifetime Achievement

Public Sector:

– **Mr. Shao Qiwei**, Chairman, China National Tourism Administration

Private Sector:

– **Mr. Gabriel Escarrer Julià**, Chairman and Founder, Melià Hotels International

UNWTO Ulysses Award for Innovation in Public Policy and Governance

– Malaysia Homestay Experience Program, Ministry of Tourism Malaysia

UNWTO Ulysses Award for Innovation in Enterprises

– Conservation of the natural and cultural heritage of Quintana Roo, Experiencias Xcaret, Mexico

UNWTO Ulysses Award for Innovation in Non-Governmental Organizations

– Landscape of the Year, Nature Friends International, Austria

– Experience Tour Project, Instituto Marca Brasil, Brazil

UNWTO Ulysses Award for Innovation in Research and Technology

– TurAcces/IBV, Instituto de Biomecánica de Valencia, Spain

Further reading and resources

Platma

– platma.org

Knowledge Network

– know.unwto.org

UN Steering Committee on Tourism for Development

– icr.unwto.org/en/content/un-steering-committee-tourism-development-sctd

UNWTO Silk Road

– silkroad.unwto.org

Tour Operators' Initiative for Sustainable Tourism Development (TOI)

– sdt.unwto.org/en/content/tour-operators-initiative-sustainable-tourism-development-toi

Global Sustainable Tourism Council (GSTC)

– sdt.unwto.org/en/content/global-sustainable-tourism-criteria-and-council-gstc

Ulysses Prize and Awards

– know.unwto.org/en/content/unwto-awards-excellence-and-innovation-tourism



8

Regional programmes: Supporting Member States

The UNWTO Regional Programmes for Africa, Asia and the Pacific, Europe and the Middle East directly assist UNWTO Members in their efforts to develop their tourism sectors. Support is provided to Member States, Affiliate Members and stakeholders in each region through capacity-building programmes, assistance in areas such as strategic planning, marketing, research or sustainable development as well as through technical grassroots-level projects.

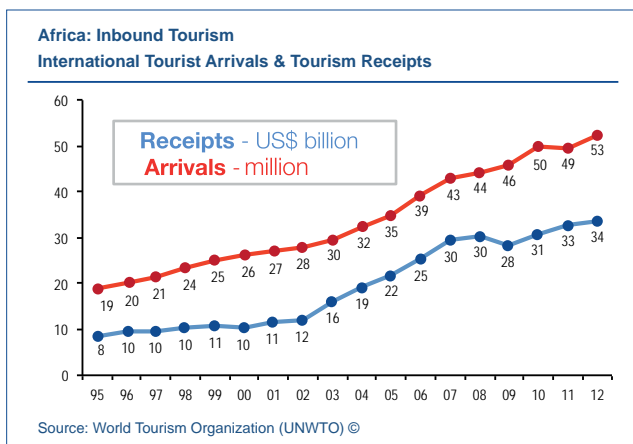


Regional Programme for Africa

International tourism

In 2012, Africa recovered well from its setback of the previous years when arrivals declined by 1% due largely to the negative results of North Africa. Arrivals reached a new record (+6%; 53 million) due to the rebound in North Africa (+9% as compared to a 9% decline in 2011) and to the continued growth of Sub-Saharan destinations (+5%).

Along the same line, international tourism receipts grew by 5% to reach over US\$ 34 billion. More importantly, receipts grew by 2% in North Africa following the decline in 2011 upon the impact of the Arab Spring in tourism to Tunisia, which saw clear signs of recovery already in 2012.



Regional activities

UNWTO focused on several issues affecting tourism in the African region throughout 2012, covering various topics such as investment or the integration of women in tourism and sustainable management of destinations and national parks.

For the third consecutive year, UNWTO held the Investment Forum for Africa (INVESTOUR) at the International Tourism Trade Fair, FITUR (Madrid, Spain). Over 200 participants attended the event, which has consolidated over the years as a key platform to showcase African tourism in Spain and create business linkages.

A regional seminar on Responsible Tourism: Opportunities for Women and Youth was held in which participants from across Africa discussed various issues around the UNWTO/UN Women *Global Report on Women in Tourism*. Participants considered the advantages of having more robust data on women and youth in the tourism sector in order to report future developments in this area.

The first Pan-African Conference on Sustainable Tourism Management in African National Parks was a unique opportunity for stakeholders in various African countries to share the challenges and successes of managing conservation destinations. It allowed less experienced states to learn from examples of best practice and provided insight into the tools needed to maximize the economic and social benefits to local communities.

In 2012, UNWTO carried out 20 ST-EP projects, one MDG-F project and four technical cooperation projects in Africa. (See Annex 4)



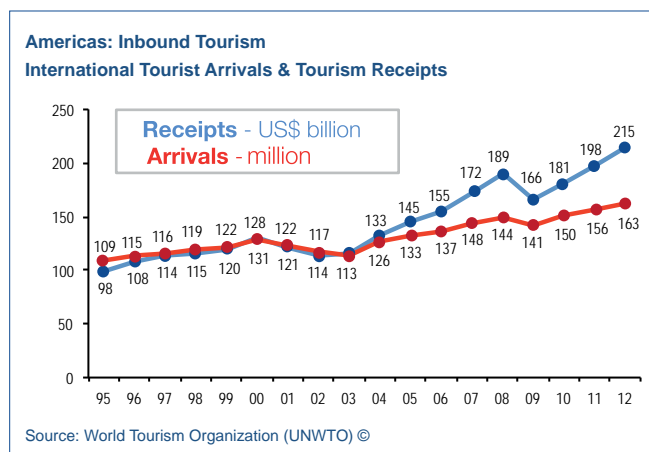
Participants at the Investment Forum for Africa (INVESTOUR) at the International Tourism Trade Fair, FITUR (Madrid, Spain, 19 January 2012)

Regional Programme for the Americas

International tourism

In 2012, the Americas saw an increase of 6 million arrivals (+4%), reaching 163 million in total. Leading the growth were destinations in Central America (+8%), while South America (+5%) showed some slowdown as compared to its double-digit growth of 2010 and 2011. The Caribbean (+4%), on the other hand, is performing above the previous two years, while North America (+4%) consolidated its 2011 growth.

International tourism receipts in the Americas increased even more than arrivals (+7%) to reach US\$ 215 billion. Growth was particularly strong in Central America (+9%) and in the destinations of North America (+8%).



Regional activities

UNWTO continued to deliver support to Haiti, two years after the devastating earthquake of 2010, and negotiated a full agenda of activities to highlight the potential impact of tourism development in the country. In addition to awareness-raising among the local population of the potential benefits of tourism, UNWTO committed to implementing capacity building programmes and a new tourism legislation plan focusing on investment.

Tourism security was a topical theme for a UNWTO-supported conference in Peru, where both real and perceived security challenges were discussed in depth.

Cooperation between UNWTO and the Inter-American Development Bank (IDB) continued during the year with the Statistics Harmonization Project for Southern Cone and Chile.

Throughout 2012, two ST-EP projects and seven MDG-F projects have been underway in the region. By the end of the year, three of these had been completed successfully in Ecuador, Honduras and Nicaragua. (See Annex 4)



Regional Programme for Asia and the Pacific

International tourism

International tourist arrivals to Asia and the Pacific were up by 15 million arrivals in 2012 (+7%), reaching a 234 million. South-East Asia (+9%) was the best performing sub-region mostly due to the implementation of policies that foster intraregional cooperation and coordination in tourism. Growth was also strong in North-East Asia (+6%), as Japanese inbound and outbound tourism recovered, while it was comparatively weaker in South Asia (+4%) and in Oceania (+4%).

International tourism receipts grew by 6% in the region to reach US\$ 323 billion, or 30% of the overall tourism receipts generated worldwide. Growth was stronger in North-East and South-East Asia.



Regional activities

Capacity-building and technical assistance stood at the heart of UNWTO activities in Asia and the Pacific in 2012 where various programmes were delivered to equip participating states with the knowledge and tools to reap the benefits of tourism.

Myanmar, the region's newest Member State, was the setting for a Field Mission and Workshop to share knowledge on assessing the country's tourism resources. Discussions focused on developing a strategic plan to ensure that tourism in Myanmar is developed in a responsible and sustainable manner.

A new tourism strategy was also developed in Bhutan, where the focus lay on diversifying and developing new products, broadening the tourism demand base, increasing community participation and improving the regional spread of related benefits.

UNWTO honoured its continued commitment to improving sustainability in the region by supporting the opening of two new sustainable tourism observatories under its auspices in 2012. Designed to monitor the environmental, social and economic impacts of tourism, the observatories in the Kanas Lake Nature Reserve in the extreme north-west of China, and in Chengdu, one of the China's most populous cities, will inform decision makers, encouraging more responsible tourism decisions.

Throughout 2012, four ST-EP projects and one technical cooperation project were carried out by UNWTO in Asia and the Pacific. (See Annex 4)



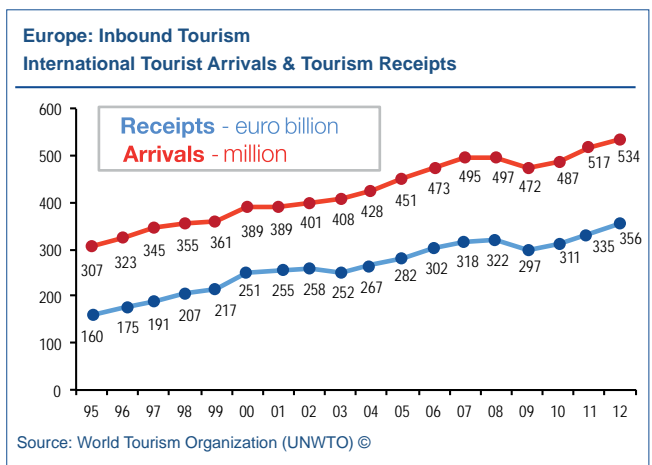
The opening ceremony of the UNWTO Sustainable Tourism Observatory in Chengdu, China (17 October 2012)

Regional Programme for Europe

International tourism

International tourist arrivals to Europe, the most visited region in the world, were up by 3% in 2012, a very positive result in view of the economic situation, and following a strong 2011 (+6%). Total arrivals reached 535 million, 17 million more than in 2011. By sub-region, Central and Eastern Europe destinations (+7%) experienced the best results, followed by Western Europe (+3%). Destinations in Southern Mediterranean Europe (+2%) consolidated their significant performance of 2011 and returned in 2012 to their normal growth rates.

Europe's international tourism receipts increased in 2012 by 2% to reach US\$ 457 billion (euro 356 billion), with particularly strong growth in North and Central-Eastern Europe.



Regional activities

With a view to facilitate the sharing of knowledge, UNWTO organized a series of networking opportunities across Europe in 2012. Conferences were held on topics ranging from the potential for developing tourism measurement at a sub-national level, to tourism's role in universal values and cultural diversity.

The role of amber in Europe's past and present was discussed at an international conference in Lithuania. Participants also looked to the future of potential opportunities related to amber and concluded with the Declaration of the European Amber Road Initiative. The initiative involved the close collaboration of UNWTO with Member States and other strategic partners.

The vital role played by the private sector in enhancing the competitiveness of the European tourism sector was the theme of an ongoing report, and featured as a point of discussion at the high-level conference in 2012 in Moscow, Russia, on private-public cooperation in tourism development.

Capacity-building programmes for high-level officials and technicians ran throughout the year in Europe, including a Statistics Capacity Building Course for CIS countries and Georgia and a bespoke course on Tourism Destination: Policy and Management in Lithuania.

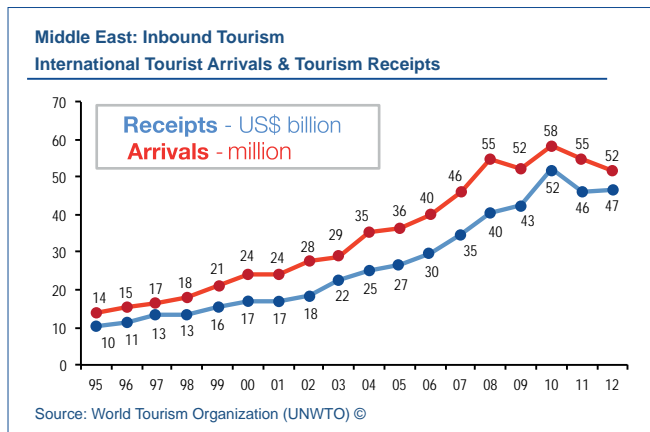
During 2012, two Technical Cooperation projects (in Romania and Crimea (Ukraine)), two MDG-F projects (in Turkey and Serbia), and one ST-EP project (in Albania) were underway in Europe. (See Annex 4)



Regional Programme for the Middle East

International tourism

International tourist arrivals in the Middle East were down 5% in spite of the recovery in Egypt. Receipts registered a better performance with a 2% decline as compared to minus 5% in arrivals.



Regional activities

In 2012, UNWTO continued to provide leadership, advice and support to Member States in the Middle East, following the severe disruption of tourism flows the previous year.

In an effort to support recovery and a return to growth, UNWTO monitored rapidly changing market conditions and provided real time information and analysis.

With the intention of facilitating the sharing of best practices, UNWTO held a series of discussions on The Future of Tourism in the Region, where participants shared information and experience of stimulating demand, travel facilitation and marketing.

Through capacity-building workshops and the International Conference on Partnering with the Media in Challenging Times, held in Egypt, UNWTO worked to strengthen crisis management and communication capabilities of National Tourism Administrations across the region.

Advisory missions to various countries, an international conference on Seizing Tourism Market Opportunities in Times of Rapid Change, held in Jordan, and a regional capacity-building course on Tourism Policy and Strategy in Qatar provided platforms for UNWTO to propose strategic guidelines on competitiveness and marketing communications.

Ongoing research studies ensured that the role of sustainability in tourism development remained a priority and a workshop on Sustainable Tourism and Poverty Alleviation demonstrated the potential of sustainability as a tool for the fair distribution of wealth.

Responsible and sustainable tourism development policies and practices were further promoted through a Technical Cooperation project, the MDG-F project and the two ST-EP projects being carried out in 2012. (See Annex 4)

Further reading and resources

Regional Programme for Africa

– africa.unwto.org

Regional Programme for the Americas

– americas.unwto.org

Regional Programme for Asia and the Pacific

– asiapacific.unwto.org

Regional Programme for Europe

– europe.unwto.org

Regional Programme for the Middle East

– middle-east.unwto.org

Annexes

Annex 1

UNWTO Member States

Annex 2

UNWTO - A short history

Annex 3

UNWTO Programmes

Annex 4

Technical Cooperation projects

Annex 5

UNWTO main events

Annex 6

UNWTO publications

Annex 7

Organizational structure and finance

Annex 8

Abbreviations



Annex 1 / UNWTO Member States

Africa

Algeria (1976)	Gabon (1975)	Nigeria (1975)
Angola (1989)	Gambia (1975)	Rwanda (1975)
Benin (1975)	Ghana (1975)	Sao Tome and Principe (1985)
Botswana (1995)	Guinea (1985)	Senegal (1975)
Burkina Faso (1975)	Guinea-Bissau (1991)	Seychelles (1991)
Burundi (1975)	Kenya (1975)	Sierra Leone (1975)
Cameroon (1975)	Lesotho (1981)	South Africa (1994)
Cape Verde (2001)	Liberia (2011)	Sudan (1975)
Central African Republic (1995)	Madagascar (1975)	Swaziland (1999)
Chad (1985)	Malawi (1975)	Togo (1975)
Congo (1979)	Mali (1975)	Tunisia (1975)
Côte d'Ivoire (1975)	Mauritania (1976)	Uganda (1975)
Democratic Republic of the Congo (1979)	Mauritius (1975)	United Republic of Tanzania (1975)
Djibouti (1997)	Morocco (1975)	Zambia (1975)
Equatorial Guinea (1995)	Mozambique (1995)	Zimbabwe (1981)
Eritrea (1995)	Namibia (1997)	
Ethiopia (1975)	Niger (1979)	

Americas

Argentina (1975)	Dominican Republic (1975)	Panama (1996)
Bahamas (2005)	Ecuador (1975)	Paraguay (1992)
Bolivia (1975)	El Salvador (1993)	Peru (1975)
Brazil (1975)	Guatemala (1993)	Uruguay (1977)
Canada (until May 2012)	Haiti (1975)	Venezuela (1975)
Chile (1975)	Honduras (2001)	
Colombia (1975)	Jamaica (1975)	Associate Members
Costa Rica (1995)	Mexico (1975)	Aruba (1987)
Cuba (1975)	Nicaragua (1991)	Puerto Rico (2002)

Asia and the Pacific

Afghanistan (1975)	Indonesia (1975)	Philippines (1991)
Australia (2004)	Iran, Islamic Republic of (1975)	Republic of Korea (1975)
Bangladesh (1975)	Japan (1978)	Sri Lanka (1975)
Bhutan (2003)	Lao People's Democratic Republic (1975)	Thailand (1996)
Brunei Darussalam (2007)	Malaysia (1991)	Timor-Leste (2005)
Cambodia (1975)	Maldives (1981)	Vanuatu (2009)
China (1983)	Mongolia (1990)	Viet Nam (1981)
Democratic People's Republic of Korea (1987)	Myanmar (2012)	
Fiji (1997)	Nepal (1975)	Associate Members
India (1975)	Pakistan (1975)	Hong Kong, China (1999)
	Papua New Guinea (2005)	Macao, China (1981)

Annex 1 / UNWTO Member States

Europe

Albania (1993)
Andorra (1995)
Armenia (1997)
Austria (1975)
Azerbaijan (2001)
Belarus (2005)
Bosnia and Herzegovina (1993)
Bulgaria (1976)
Croatia (1993)
Cyprus (1975)
Czech Republic (1993)
France (1975)
Georgia (1993)
Germany (1976)
Greece (1975)
Hungary (1975)
Israel (1975)
Italy (1978)

Kazakhstan (1993)
Kyrgyzstan (1993)
Latvia (2005)
Lithuania (2003)
Malta (1978)
Monaco (2001)
Montenegro (2007)
Netherlands (1976)
Norway (2008)
Poland (1976)
Portugal (1976)
Republic of Moldova (2002)
Romania (1975)
Russian Federation (1975)
San Marino (1975)
Serbia (2001)
Slovakia (1993)
Slovenia (1993)

Spain (1975)
Switzerland (1976)
Tajikistan (2007)
The former Yugoslav
Republic of Macedonia (1995)
Turkey (1975)
Turkmenistan (1993)
Ukraine (1997)
Uzbekistan (1993)

Associate Members

Flemish Community of Belgium (1997)
Madeira (1995)

Permanent Observer

Holy See (1979)

Middle East

Bahrain (2001)
Egypt (1975)
Iraq (1975)
Jordan (1975)
Kuwait (2003)
Lebanon (1975)
Libyan Arab Jamahiriya (1977)

Oman (2004)
Qatar (2002)
Saudi Arabia (2002)
Syrian Arab Republic (1975)
Yemen (1977)

Special Observer

Palestine (1999)

Annex 2 / UNWTO – A short history

- 1970 On 27 September, the International Union of Official Travel Organizations (IUOTO) Special General Assembly adopts the Statutes of the World Tourism Organization (WTO). From 1980 onwards, this day will be celebrated as World Tourism Day.
- 1975 The first WTO Secretary-General is appointed and the General Assembly establishes WTO Headquarters in Madrid (Spain).
- 1976 An agreement is signed for WTO to become an executing agency of UNDP.
- 1998 The WTO.THEMIS Foundation is created in Andorra, to promote quality and efficiency in tourism education and training.
- 1999 The World Conference on the Measurement of the Economic Impact of Tourism, held in Nice (France), approves the Tourism Satellite Account (TSA).
The 13th WTO General Assembly in Santiago (Chile) adopts the *Global Code of Ethics for Tourism*.
- 2000 World Leaders meet at UN Headquarters to adopt the United Nations Millennium Declaration, committing their nations to the MDGs with a deadline of 2015.
The UN Statistics Commission approves the international standards included in the TSA.
- 2001 The UN General Assembly officially recognizes the *Global Code of Ethics for Tourism*.
- 2002 WTO takes part in the World Summit on Sustainable Development in Johannesburg (South Africa), during which the initiative Sustainable Tourism – Eliminating Poverty (ST-EP) is presented.
- 2003 UNWTO joins the UN system, becoming the UN Specialized Agency for Tourism.
The 1st International Conference on Climate Change and Tourism is held in Djerba (Tunisia).
- 2005 The office of UNWTO's ST-EP Foundation is opened in Seoul (Republic of Korea).
- 2007 The 2nd International Conference on Climate Change and Tourism, Davos (Switzerland), adopts the Davos Declaration, the tourism sector's response to the challenge of climate change.
- 2008 UNWTO launches the awareness campaign Protect Children from Exploitation in Travel and Tourism.
The Permanent Secretariat of the World Committee on Tourism Ethics is inaugurated in Rome (Italy).
- 2009 The 18th UNWTO General Assembly approves the *Roadmap for Recovery*, to see the tourism sector through the 2008-2009 global economic crisis.
- 2010 UNWTO works to mainstream tourism in the global agenda as part of the solution to the ongoing global economic crisis.
- 2011 *The White Paper, A Reform Process for a More Relevant UNWTO*, is unanimously adopted by the 19th UNWTO General Assembly.
- 2012 UNWTO invites the world to celebrate the arrival of the world's one-billionth tourist, launching the global campaign One Billion Tourists: One Billion Opportunities.
G20 Leaders include tourism in their Declaration for the first time.
Tourism is for the first time part of an Outcome Document of a UN Sustainable Development Conference.

Annex 3 / UNWTO Programmes

Regional Programmes

Regional Programme for Africa	http://africa.unwto.org/	caf@unwto.org
Regional Programme for the Americas	http://americas.unwto.org/	cam@unwto.org
Regional Programme for Asia and the Pacific	http://asiapacific.unwto.org/	csa-cap@unwto.org
Regional Programme for Europe	http://europe.unwto.org/	europa@unwto.org
Regional Programme for the Middle East	http://middle-east.unwto.org/	cme@unwto.org

Operational Programmes

Sustainable Development of Tourism	http://sdt.unwto.org/	sdt@unwto.org
Technical Cooperation and Services	http://techcoop.unwto.org/	dev-assistance@unwto.org
Affiliate Members	http://www.platma.org/	platma@unwto.org
Statistics and Tourism Satellite Account	http://statistics.unwto.org/	stat@unwto.org
Tourism Trends and Marketing Strategies	http://mkt.unwto.org/	marketing@unwto.org
Communications	http://media.unwto.org/	comm@unwto.org
Risk and Crisis Management	http://rcm.unwto.org/	rcm@unwto.org
Institutional and Corporate Relations	http://relations.unwto.org/	icr@unwto.org
Destination Management	http://destination.unwto.org/	destination@unwto.org
Ethics and Social Dimension of Tourism	http://ethics.unwto.org/	ethics@unwto.org
Special Field Programme (Silk Road) and Fairs	http://silkroad.unwto.org/	silkroad@unwto.org
Knowledge Network	http://know.unwto.org/	innova@unwto.org

Direct Support Programmes

Programme and Coordination	-	-
Languages, Meetings and Documents	http://lmd.unwto.org/	conf@unwto.org
Publications and e-Library	http://publications.unwto.org/	pub@unwto.org

Indirect Support Programmes

Human Resources	-	-
Budget and Finance	-	-
Information and Communication Technologies	-	-
Travel	-	-
Legal and Procurement	-	-

Annex 4 / Technical Cooperation projects

Technical Cooperation projects	
Africa	Project title
Burundi	National Strategy for the Sustainable Development of Tourism (2010-2011) Formation of an Action Plan for NSSDT (2012)
Ghana	Tourism Master Plan
RETOSA Member States (Angola, Botswana, DR Congo, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe)	Project on National Statistical Capacity-Building Programme (2010 – 2012). In 2012: Regional Workshops on Statistics and Tourism Satellite Account
Uganda	Improving Policies and Regulations to support Development of Markets in Tourism
Asia and the Pacific	
India	Tourism Development Master Plan for Punjab (Phase II) (2011 – 2012)
Europe	
Romania	Integrated Urban Development for the Rehabilitation and Modernization of Borsec, Baile Herculane and Sulina (2011 – 2012) In 2012 : Analysis of the Existing Government Policies Relating to the Implementation of the Tourism Sector
Crimea (Ukraine)	Implementation of the Support for the Regional Development Agency of the Autonomous Republic of Crimea
Middle East	
Egypt	Review and Implementation of the New Hotel Classification System – Phase I and Phase II, between 2008 and 2012
Technical missions	
Africa	Project title
Ethiopia	Review and Development of the Hotel Classification System
Gambia	National Statistics Capacity Building Programme
Tanzania	Formulation of a Project for Tourism Development

Annex 4 / Technical Cooperation projects

Asia and the Pacific		Project title
Indonesia		Formulation of a Project on the Rehabilitation of Old Jakarta Town
Maldives		Tourism Marketing
Europe		
Azerbaijan		Revision of the Draft Tourism Law
Middle East		
Qatar		Assessment of Business Opportunities in the Tourism Value of Qatar
MDG-F Projects		
Africa	Project title	Lead agency and other participating UN agencies
Senegal	Promoting Initiatives and Cultural Industries in Senegal	UNESCO, UNDP, UNFPA, UNIDO, UNWTO
Americas		
Ecuador	Conservation and Sustainable Management of Natural and Cultural Heritage of the Yasuni Biosphere Reserve	UNDP UNESCO, FAO, UN HABITAT, UNIFEM, UNWTO
	Development and Cultural Diversity to Reduce Poverty and Promote Social Inclusion	UNFPA, UNDP, UNICEF, UNIFEM, WHO, FAO, UNESCO, UNH, CHR, UNWTO
Honduras	Creativity and Cultural Identity for Local Development	UNDP, ILO UNICEF, UNESCO, FAO, UNV, UNWTO
Nicaragua	Cultural Recovery and Creative Productive Development on the Caribbean Coast	UNWTO UNDP, UNICEF, UNESCO, ILO, UNIDO
	National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People	ILO, UNDP UNFPA, FAO, UNIDO, UNWTO
Panama	Entrepreneurial Opportunities Network for Poor Families	UNDP UNIDO, FAO, UNCTAD, UNWTO
Peru	Inclusive Creative Industries: an Innovative Tool for Alleviating Poverty	FAO UNDP, UNIDO, ILO, UNESCO, UNWTO

Annex 4 / Technical Cooperation projects

Europe	Project title	Lead agency and other participating UN agencies
Turkey	Alliances for Cultural Tourism (ACT) in Eastern Anatolia	UNDP UNICEF, UNESCO, UNWTO
Serbia	Sustainable Tourism for Rural Development	UNDP FAO, UNEP, UNICEF, UNWTO
Middle East		
Egypt	The Dahshur World Heritage Site Mobilization for Cultural Heritage for Community Development	UNDP UNESCO, ILO, UNIDO, UNWTO
ST-EP Projects portfolio		
Africa	Project title	Main sources of funding
Burkina Faso	Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W)	Italian Cooperation
Burundi	Enhancing Participation of Youth and Women in the Tourism Sector (in pipeline)	ST-EP Foundation
Benin Burkina Faso Niger	Development of Birdwatching Tourism at Regional Park W	RAMSAR Swiss Fund for Africa
Cameroon	Ecotourism Development at Kribi	ST-EP Foundation
Ethiopia	Chencha-Dorze Tourism and Handicrafts Development	SNV (Netherlands Development Organisation) ST-EP Foundation
Ghana	Savannaland Destination Tourism Programme	SNV ST-EP Foundation
Kenya	Enhanced Market Access for Community-based Tourism Products	SNV ST-EP Foundation
	Enhancement of Local Employment in Amboseli through Vocational Tourism Training	IUCN-NL (Netherlands Committee of the International Union for the Conservation of Nature) ST-EP Foundation
	Kenya Coast Beach Management and Local Livelihoods	Travel Foundation ST-EP Foundation
Lesotho	Rural Home Stays Development	ST-EP Foundation
Mali	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	AECID (Spanish Cooperation Agency)

Annex 4 / Technical Cooperation projects

ST-EP Projects portfolio		
Africa	Project title	Main sources of funding
Mozambique	Community-based Lodges Training Programme Human Resources and SME	ST-EP Foundation Flemish Government
	Development for the Tourism Sector in Inhambane Province Institutional Strengthening of the Municipality of Maputo and Initiatives Fund for Women Entrepreneurs of Mafalala	Flemish Government Macao S.A.R. (China) Government
		Banesto Foundation
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses, especially for rural women	AECID
	Initiatives Fund for Rural Women Entrepreneurs	Banesto Foundation
Rwanda	Congo-Nile Trail: Bringing tourism to one of Africa's poorest and most beautiful regions	SNV ST-EP Foundation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	SNV ST-EP Foundation
	Initiatives Fund for Women Entrepreneurs of Pangani	Banesto Foundation
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	ST-EP Foundation
America	Project title	Main sources of funding
Bolivia	Misterios del Titikaka	Europamundo Foundation
Central America	Market Access for Rural Tourism SMEs / Phase I, and Phase II	ST-EP Foundation
Asia	Project title	Main sources of funding
Cambodia	Enhancing the Mekong Discovery Trail	AECID
China	Tourism and Handicraft Production in Guizhou Province	Tsingtao Brewery. Co. Ltd
Nepal	Great Himalaya Trail Development in West Nepal: Linking enterprises to tourism markets	SNV ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	Macao S.A.R. (China) Government ST-EP Foundation

Annex 4 / Technical Cooperation projects

ST-EP Projects portfolio		
Europe	Project title	Main sources of funding
Albania	Korca Region Tourism Destination Development and Management Programme	SNV ST-EP Foundation
M. East	Project title	Main sources of funding
Yemen	Handicrafts, Heritage and Employment in the Highlands of Al-Mahweet	ST-EP Foundation
Jordan	Youth Career Initiative Project	ST-EP Foundation

Annex 5 / UNWTO main events

Global events		
Date	Place	Title
January	Madrid, Spain	Sixth Tourism Leadership Forum of EXCELTUR: Tourism Driving Growth and Employment: Policies to Stimulate Competitiveness in collaboration with UNWTO
	FITUR, Madrid, Spain	UNWTO/FITUR Silk Road Gymkhana: Silk Road Tourism Promotional Event for Consumers
	FITUR, Madrid, Spain	Panel Discussion on Women's Empowerment in the Tourism Sector - an Engine for Development
	FITUR, Madrid, Spain	ST-EP Board Meeting
	FITUR, Madrid, Spain	ITH Sustainable Tourism Forum Presentation on Hotel Energy Solutions
February	BIT, Milan, Italy	Third Meeting of the Working group on Protection of Tourists/ Consumers and Travel Organizers
March	ITB Berlin, Germany	First Meeting of the Global NTO Think Tank – Creating Value through Collaboration
	ITB Berlin, Germany	High Level Debate on Tourism Trends and Outlook in the Mediterranean (in cooperation with ITB Convention Programme)
	ITB Berlin, Germany	Silk Road Ministers' Meeting
	ITB Berlin, Germany	UNWTO/ITB VIP Walk: Flavours of the Silk Road
	ITB Berlin, Germany	Tour Operators' Forum on the Silk Road - Creating a Stronger Business Environment for Growth
	ITB Berlin, Germany	Affiliate Members Extraordinary Plenary Session
	ITB Berlin, Germany	Meeting on Crisis Management - TERN: Information Needs in Times of Crises for the Travel and Tourism Sector
	ITB Berlin, Germany	Meeting of the ExCom of the World Tourism Network on Child Protection
	ITB Berlin, Germany	Twenty-seventh Meeting of the World Tourism Network on Child Protection
	UNWTO Headquarters, Madrid, Spain	Thirtieth Affiliate Members Board Meeting
	Moscow, Russian Federation	Seminar on Partnership of Governmental and Non-governmental Organizations (Associations) in the Sphere of Tourism: Russian and Foreign Experience
April	La Massana, Andorra	Conference on Snow and Mountain Tourism (in collaboration with the Principality of Andorra)
	Djerba, Tunisia	Sixth International Conference on Destination Management: The Future of Mediterranean Tourism
	Djerba, Tunisia	National Workshop on the Re-launching of the Djerba Destination
	Marsa Alam, Egypt	Second International Conference on Tourism and the Media: Partnering with the Media in Challenging Times
	Palanga, Lithuania	Course on Tourism Policy and Strategy and Destination management

Annex 5 / UNWTO main events

Global events		
Date	Place	Title
April	13th session of the United Nations Conference on Trade and Development (UNCTAD XIII), Doha, Qatar	Joint Tourism Pre-event with the Steering Committee on Tourism for Development (SCTD): Towards inclusive and sustainable growth and development: What can the tourism sector contribute?
	21st Session of the Commission on Crime Prevention and Criminal Justice, Vienna, Austria	UNWTO/UNODC side event: Building Better Responses: Human Trafficking in the Context of Tourism
May	Merida, Mexico	Fourth T20 Ministers' Meeting
June	Lausanne, Switzerland	Silk Road Think Tank
	Dead Sea, Jordan	International Conference: Seizing Tourism Market Opportunities in Times of Rapid Change (in collaboration with WTTC)
	Bonn, Germany	International Media Workshop, Global Media Forum 2012, Deutsche Welle
	UNWTO Headquarters, Madrid, Spain	Fourth Meeting of the Working Group on Protection of Tourists/ Consumers and Travel Organizers
	Madrid, Spain	Ninety-third Session of the Executive Council
	Rio+20, Rio de Janeiro, Brazil	Side Event: Green Innovation in Tourism (with the Organization for Economic Co-operation and Development (OECD) and the United Nations Environment Programme (UNEP))
	Rio+20, Rio de Janeiro, Brazil	Side Event: Tourism for a Sustainable Future
July	Zurich, Switzerland	Board Members Meeting of the Tour Operators' Initiative (TOI) for sustainable tourism development
	Venice, Italy	First INRouTe Seminar on Regional Tourism, in cooperation with Ciset / Università Ca' Foscari, CICtourGUNE (Cooperative Research Centre in Tourism) and the Veneto Region Government
August	Rome, Italy	Eleventh Meeting of the World Committee on Tourism Ethics
August	Davos, Switzerland	Fourth International Disaster and Risk Conference IDRC
August October	Washington, USA	UNWTO.Themis Foundation University Course Tourism and International Cooperation for Development, with The George Washington University
September	Baku, Azerbaijan	Flavours of the Silk Road: International Conference on Food, Culture and Tourism
	Bournemouth, UK	Second International Tourism Conference on Climate Change and Sustainability, with Bournemouth University
	Shanghai, China	Symposium on Tourism & Mega-events
	Andorra and Spain	UNWTO.Practicum 2012 - English Edition: Tourism Communications and Social Media

Annex 5 / UNWTO main events

Global events		
Date	Place	Title
September	Madrid and Granada, Spain	UNWTO.Practicum 2012 - Special Edition for Arab-Speaking Countries: Sustainable Tourism and Poverty Alleviation
	Sydney, Australia	Second International Forum on the Integration of Tourism and Emergency Management
	Quito, Ecuador	Second International Congress on Ethics and Tourism
27	Gran Canaria, Spain	World Tourism Day: Tourism and Sustainable Energy-Powering Sustainable Development
October	UNWTO Headquarters, Madrid, Spain	First meeting of the Programme and Budget Committee
	Campeche, Mexico	Ninety-fourth Session of the Executive Council
	Madrid, Spain	First meeting of the Global Partnership for the Hotel Industry
	Hyderabad, India	Tourism Side Events at the occasion of the Eleventh Conference of the Parties to the Convention on Biological Diversity
	Yerevan, Armenia	International Conference: Universal Values and Cultural Diversity in the 21st Century: How can tourism make a difference?
	Goa, India	Seminar on Responsible Tourism
	UNESCO Rhoen Biosphere Reserve, Germany	Training on Tourism and Biodiversity: Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing
24	Valencia, Spain	Photo Exhibition on the occasion of UN Day
November	WTM, London, UK	Fifth meeting of the Working group on Protection of Tourists/ Consumers and Travel Organizers
	WTM, London, UK	Blogging the Silk Road in Forty Minutes: Interactive Workshop
	WTM, London, UK	Second Silk Road Task Force Meeting
	WTM, London, UK	Silk Road at WTM Speed Networking Event
	WTM, London, UK	Green Innovation in Tourism: Enhancing Competitiveness & Reducing Costs (Hotel Energy Solutions)
	WTM, London, UK	UNWTO&WTM Ministers' Summit: Open Borders and Open Skies: Breaking Barriers to Travel
	UN Climate Change Conference - COP18, Doha, Qatar	Side Event: Tourism and Climate Change
	Istanbul, Turkey	Knowledge Network Session & Knowledge Network Symposium
	Istanbul, Turkey	Global Summit on City Tourism: Catalysing Economic Development and Social Progress
December	Madrid, Spain	One Billion Tourists Celebration

Annex 5 / UNWTO main events

Regional events Africa

Date	Place	Title
January	FITUR, Madrid, Spain	Tourism Investment Forum for Africa - INVESTOUR
June	Calabar, Nigeria	Regional Seminar on Responsible Tourism: Opportunities for Women and Youth
	Calabar, Nigeria	Fifty-third Meeting of the Commission for Africa
October	Arusha, Tanzania	First Pan-African Conference on Sustainable Tourism in African National Parks

Regional events Americas

January	FITUR, Madrid, Spain	Tourism Investment Forum - INVESTOUR for the Americas
June	Montego Bay, Jamaica	Caribbean Tourism Summit & Outlook Seminar 2012, with the Caribbean Hotel and Tourism Association (CHTA), the World Travel and Tourism Council (WTTC) and the Caribbean Tourism Organization (CTO)
	Puerto Madryn, Argentina	UNWTO.Themis Course on Excellence in Tourism Management: Public Use Management in Protected Areas
	Lima, Peru	International Conference on the role of Municipalities in Tourism Development and Security in the Americas
September	Caracas and Porlamar, Venezuela	Seminar on Media and Tourism
October	Oaxaca, Mexico	Regional Course on Tourism Competitiveness in Mexico: Tourism Planning and Management
November	Campeche, Mexico	First Meeting of the Knowledge Network in the Americas Region

Regional events Middle East

March	Doha, Qatar	UNWTO.Themis Regional Capacity-Building Workshop: Tourism Policy and Strategy
April	Dubai, United Arab Emirates	UNWTO/ATM Forum: Tourism in the Middle East Growing in Challenging Times
May	Abha, Saudi Arabia	UNWTO.Themis Regional Capacity-Building Workshop on Adventure Tourism
September	Granada, Spain	UNWTO.Themis Workshop on Sustainable Tourism and Poverty Alleviation (in conjunction with the special Practicum Session for Arab countries)
November	UNWTO Headquarters, Madrid, Spain	Thirty-sixth meeting of the UNWTO Commission for the Middle East

Annex 5 / UNWTO main events

Regional events Europe

Date	Place	Title
February	Belgrade, Sremski Karlovici, Serbia	Regional Conference on Sustainability of Rural Tourism: Defining Success of Tomorrow
May	Batumi, Georgia	Seminar on Destination Branding: Building New Opportunities in a Connected World
	Batumi, Georgia	Fifty-fourth Meeting of the Commission for Europe
June	Vilnius, Lithuania	Amber Route Conference
September	Vienna, Austria	ETC-UNWTO Workshop & International Seminar: Key Performance Indicators for Destination Marketing
November	Tashkent, Uzbekistan	International Tourism Forum: Regional tourism: modern state, problems and perspectives
	Baku, Azerbaijan	Second Workshop - SCBP, for the CIS countries and Georgia
	Andorra la Vella, Andorra	Hotel Energy Solutions Training Course in the framework of the Third Sustainable Pyrenees Conference
December	Coimbra, Portugal	UNWTO.TedQual Regional Event - Europe 2012

Regional events Asia & the Pacific

March	Bangkok, Thailand	Third Capacity-Building Workshop, Capacity-Building Programme on Tourism Statistics
	Bangkok, Thailand	Regional Seminar, Capacity-Building Programme on Tourism Statistics
	Colombo, Sri Lanka	Workshop on Source Market
	UNWTO HQ, Madrid	Annual Ambassador's Lunch for Asia and the Pacific
May	Chiang Mai, Thailand	High-level Regional Conference on Green Tourism
	Chiang Mai, Thailand	Twenty-fourth Joint Commission Meeting for East Asia and the Pacific and South Asia
June	Paro, Bhutan	Sixth Asia/Pacific Executive Training Programme on Tourism Policy and Strategy
July	Kuala Lumpur, Malaysia	Workshop on Evaluation of Tourism Promotion Effectiveness
	Ulaanbaatar, Mongolia	Workshop on Marketing
September	Kanas, China	First Annual UNWTO Tourism Observatories Meeting
October	Pyongyang, DPR of Korea	Technical Workshop on Tourism Marketing
	Guilin, China	UNWTO-PATA Tourism Trends and Outlook Forum
	Teheran, Iran	Workshop on Human Resources Capacity Building for both Public and Private Sector
November	Pangandaran, Indonesia	Energy and Climate Management System Training for Hotels in Pangandaran
	Pangandaran, Indonesia	Inauguration for STREAM Climate Change Adaptation Pilot Project of 25,000 Mangrove Plants
December	Hangzhou, China	High Level Asia-Pacific Symposium on MICE Tourism
	Bandung, Indonesia	UNWTO.TedQual Regional Event Asia & The Pacific

Annex 6 / UNWTO publications

Full list of UNWTO publications in 2012

1. **Tourism and Intangible Cultural Heritage** (English)
2. **Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific** (English)
3. **Tourism Success Stories and Rising Stars –**
World Tourism Conference Proceedings, Kota Kinabalu, Sabah, Malaysia, 4-6 October 2010 (English)
4. **The Middle East Outbound Travel Market with Special Insight into the Image of Europe as a Destination** (English)
5. **Report on Urban Tourism Development in China** (English)
6. **Sustainable Development of Tourism in Desert Areas – Guidelines for Decision Makers** (Arabic)
7. **Practical Guide for Developing Biodiversity-based Tourism Products** (French)
8. **Toolbox for Crisis Communications in Tourism – Checklist and Best Practices** (Arabic, Spanish and Russian)
9. **Tourism and Biodiversity – Achieving Common Goals Towards Sustainability** (French)
10. **Yearbook of Tourism Statistics, Data 2006 – 2010, 2012 Edition** (English, French and Spanish)
11. **Compendium of Tourism Statistics, Data 2006 – 2010, 2012 Edition** (English, French and Spanish)
12. **Tourism in the Green Economy – Background Report** (English)
13. **Challenges and Opportunities for Tourism Development in Small Island Developing States** (English)
14. **UNWTO Tourism Highlights, 2012 Edition** (English, French and Spanish)
15. **Global Report on Women in Tourism 2010** (Spanish)
16. **MICE Industry – An Asian Perspective** (English)
17. **Destination Wetlands: Supporting Sustainable Tourism** (UNWTO/Ramsar: English, French and Spanish)
18. **Barometer, Volume 10:** One advance release in January and five full releases, March, May, July, September and November (report in English + statistical annex in English, French, Russian and Spanish)
19. **Affiliate Members Global Reports:**
 - **Vol. 3: LGBT Tourism**
 - **Vol. 4: Food Tourism**
 - **Vol. 5: Aviation**
 - **Vol. 6: City Tourism**
20. **Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe** (English)
21. **Tourism in the Region of Asia and the Pacific: Current Situation and Perspectives** (English)
22. **The Impact of Visa Facilitation on Job Creation in the G20 Economies** (English)
23. **Policy and Practice for Global Tourism** (Spanish)

Annex 6 / UNWTO publications

Selected publications



Tourism and Intangible Cultural Heritage

The first UNWTO Study on Tourism and Intangible Cultural Heritage provides comprehensive baseline research on the links between tourism and intangible cultural heritage (ICH). The publication explores major challenges, risks and opportunities for tourism development related to ICH, while suggesting practical steps for the elaboration, management and marketing of ICH-based tourism products.

Through an extensive compendium of case studies and good practices drawn from across five continents, the report offers information on, and analysis of, government-led actions, public-private partnerships and community initiatives. It further offers recommendations on fostering responsible and sustainable tourism development through the safeguarding of intangible cultural assets.



Yearbook of Tourism Statistics, Data 2006 – 2010, 2012 Edition (English, French and Spanish)

For each country, understanding where its inbound tourism is generated is essential for analyzing international tourism flows and devising marketing strategies, such as those related to the positioning of national markets abroad. Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2012 Edition presents data for 199 countries from 2006 to 2010, with methodological notes in English, French and Spanish.



Compendium of Tourism Statistics, Data 2006 – 2010, 2012 Edition (English, French and Spanish)

Statistical information on tourism's multiple facets is pivotal in advancing knowledge of the sector, monitoring progress, promoting results-focused management, and highlighting strategic issues for policy decisions. The Compendium of Tourism Statistics provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2012 edition presents data for 209 countries from 2006 to 2010, with methodological notes in English, French and Spanish.

Annex 6 / UNWTO publications



Tourism in the Green Economy – Background Report

The Tourism Background Report is an extended version of the Tourism Chapter of the Green Economy Report (GER), which makes the case for investments in greener and sustainable tourism as a means to create jobs and reduce poverty while also improving environmental outcomes. The Report analyzes the main variables that influence tourism development and aims to demonstrate that concerted “greener” policies can steer the growth of the sector toward a more sustainable path. Compared with a “business-as-usual” scenario, it shows how a green investment scenario would allow the sector to continue to expand steadily over the coming decades while ensuring significant environmental benefits such as reductions in water consumption, energy use and CO2 emissions. The Report aims to encourage policy makers to support increased investment in greening the tourism sector.

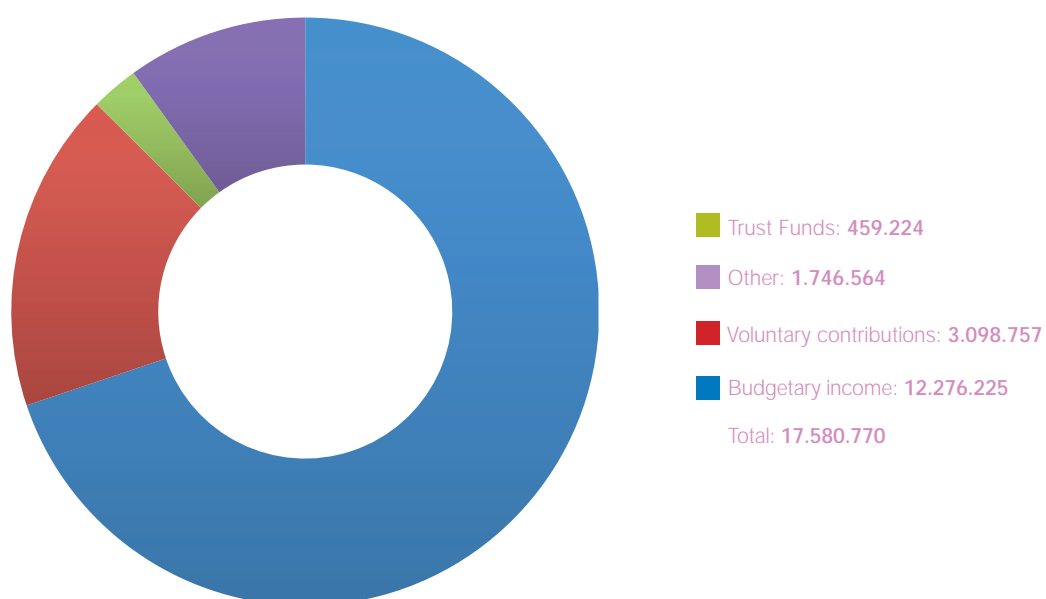


Challenges and Opportunities for Tourism Development in Small Island Developing States

This publication presents an overview of the status of tourism in Small Island Developing States (SIDS), while providing evidence of the key importance it has for the sustainable development of many islands and for the achievement of the MDGs. It draws together and updates a wide range of evidence on tourism performance and impacts as well as the factors affecting the future development of the sector in SIDS. It provides policy orientations, guidelines and other tools to the various tourism stakeholders in SIDS on how to address these challenges and develop and manage tourism in a sustainable manner for the benefit of their population.

Annex 7 / Organizational structure and finance

2012 UNWTO income (€)

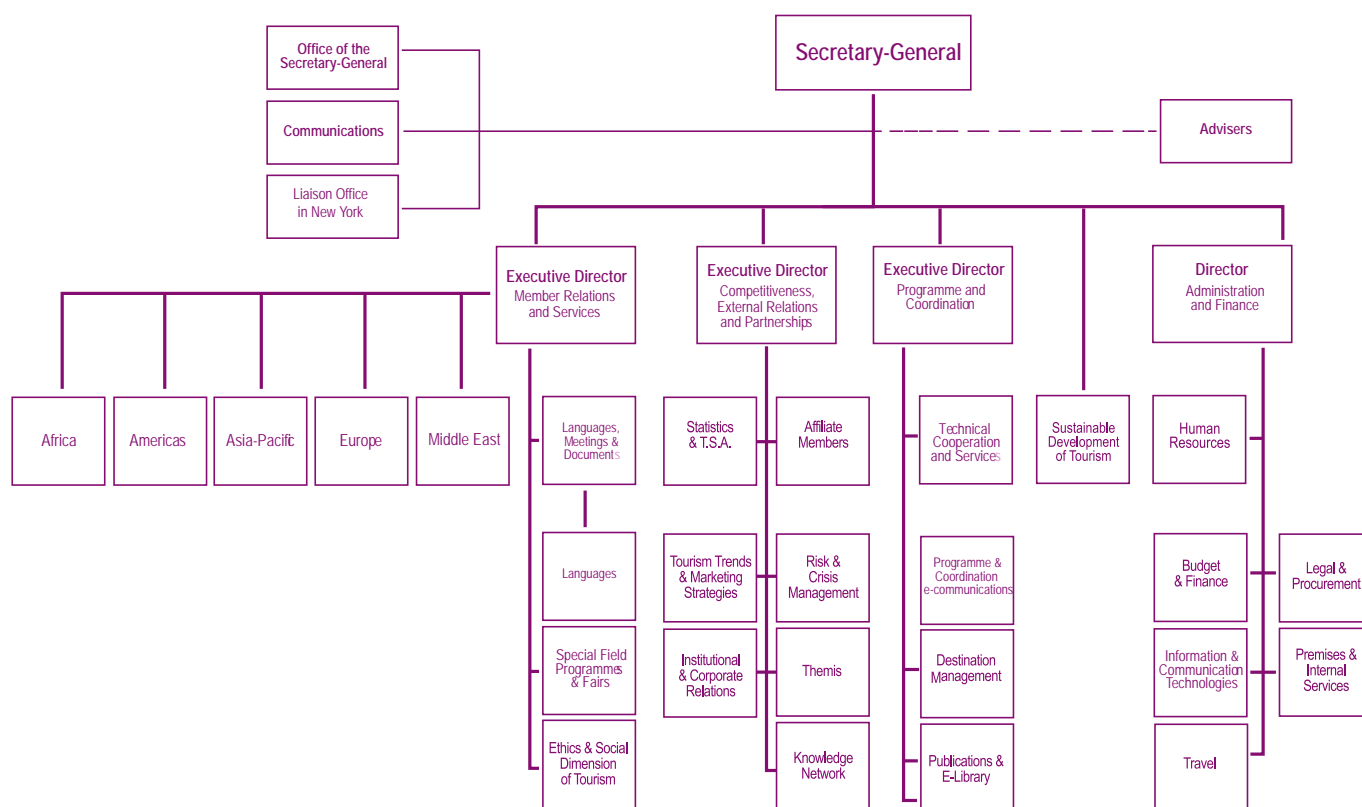


2012 UNWTO expenditure by segments (€)

Budgeted expenditures	12.276.225
Voluntary contributions	3.098.757
Trust Funds	459.224
Other	1.746.564
Total	17.580.770

Annex 7 / Organizational structure and finance

UNWTO organigram



Annex 8 / Abbreviations

- ADEME:** French Environment and Energy Management Agency
AECID: Spanish Agency for International Development Cooperation
ATTA: Adventure Travel Trade Association
CBD: Convention on Biological Diversity
CEB: Chief Executive's Board
CEO: Chief Executive Officer
CIS: Commonwealth of Independent States
CNN: Cable News Network
COP: Conference of the Parties
CTO: Caribbean Tourism Organization
DRV: German Travel Association
EACI: European Agency for Competitiveness and Innovation
EMAS: Eco-Management and Audit Scheme
EREC: European Renewable Energy Council
ETA: Egyptian Tourism Authority
ETC: European Travel Commission
EUSDR: EU Strategy for the Danube Region
FAO: Food and Agriculture Organization of the UN
GDP: Gross Domestic Product
GER: Green Economy Report
GHT: Great Himalaya Trail
GSTC: Global Sustainable Tourism Council
HES: Hotel Energy Solutions
ICAO: International Civil Aviation Organization
ICCROM: International Center for the Study of Preservation and Restoration of Cultural Property
ICH: Intangible Cultural Heritage
ICOMOS: International Council on Monuments and Sites
ICTs: Information and Communication Technologies
IDB: Inter-American Development Bank
IDRC: International Development Research Centre
IH&RA: International Hotel & Restaurant Association
ILO: International Labour Organization
IMO: International Maritime Organization
INSTEA: Euro-Arab Institute Foundation for Education and Training
INVESTOUR: Investment Forum for Africa
ITC: International Trade Centre
IUCN: International Union for Conservation and Nature
IUCN-NL: Netherlands Committee on the International Union for Conservation and Nature
IUOTO: International Union of Official Travel Organizations
LDCs: Least Developed Countries
LGBT: Lesbian Gay Bisexual and Transgender

Annex 8 / Abbreviations

- MDGs:** Millennium Development Goals
MDG-F: Millennium Development Goals Achievement Fund
MICE: Meetings Incentives Conferencing and Exhibitions
MSME: Micro Small and Medium Sizes Enterprises
NGOs: Non-Governmental Organizations
ODA: Official Development Assistance
OECD: Organization for Economic Co-operation and Development
PATA: Pacific Asia Travel Association
RETOSA: Regional Tourism Organisation for Southern Africa
SCBP: Statistical Capacity-Building Programme
SCTD: UN Steering Committee on Tourism for Development
SIDS: Small Island Developing States
SMEs: Small and Medium Sized Enterprises
ST-EP: Sustainable Tourism – Eliminating Poverty
STREAM: Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran
STS: System of Tourism Statistics
TedQual: Quality Assurance for Tourism Education, Training and Research Programmes
TERN: Tourism Emergency Response Network
TOI: Tour Operators Initiative
TSA: Tourism Satellite Account
UN: United Nations
UNCTAD: UN Conference on Trade and Development
UN DESA: UN Department of Economic and Social Affairs
UNDP: UN Development Programme
UNECA: UN Economic Commission for Africa
UNEP: UN Environment Programme
UNESCO: UN Educational, Scientific and Cultural Organization
UNFPA: UN Population Fund
UNICEF: UN Children's Fund
UNIDO: UN Industrial Development Organization
UNODC: UN Office on Drugs and Crime
UNV: UN Volunteers
UNWTO: World Tourism Organization
WTD: World Tourism Day
WTM: World Travel Market
WTO: World Trade Organization
WTTC: World Travel & Tourism Council

The World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members.



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