

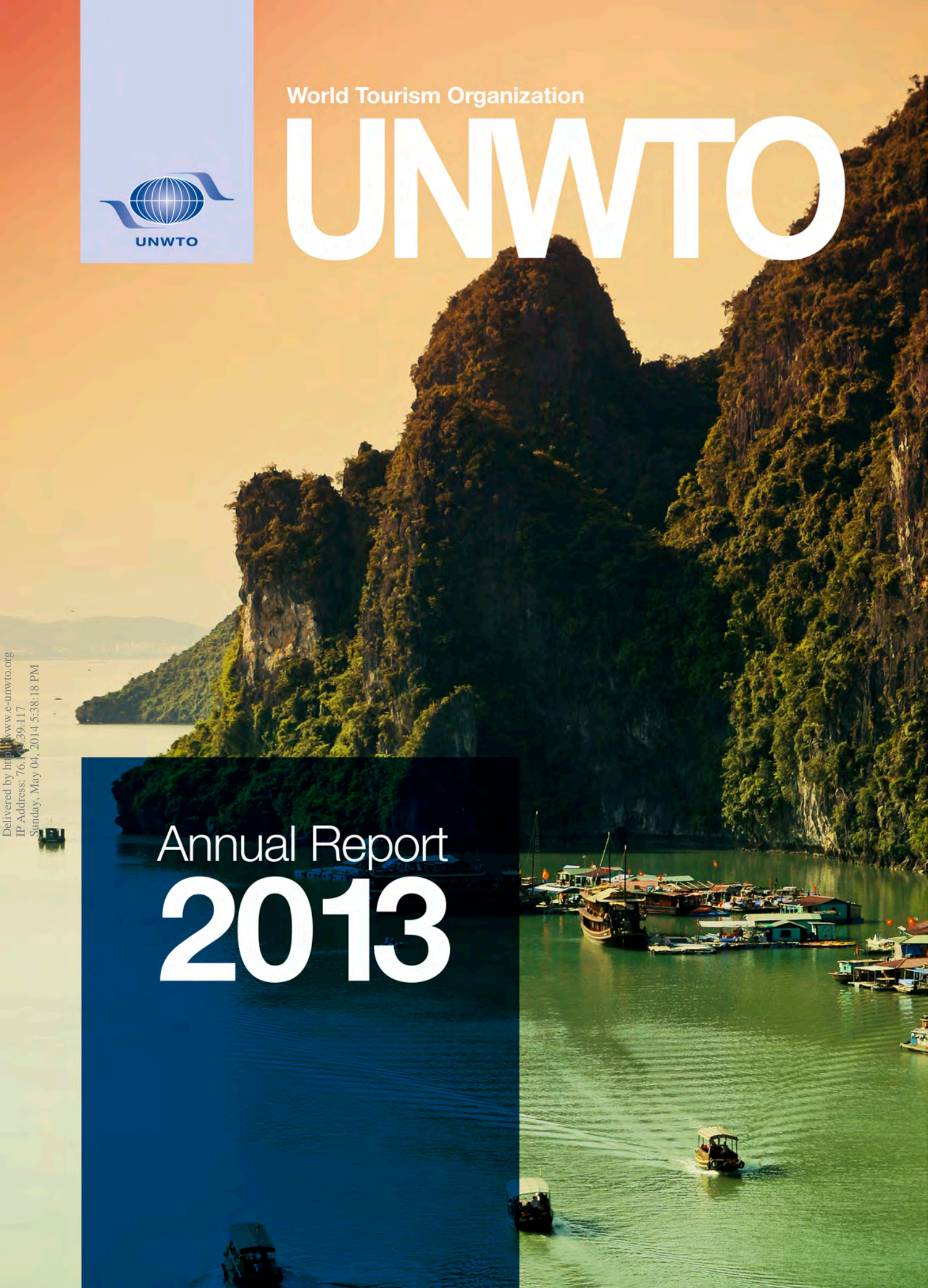
World Tourism Organization



# UNWTO

## Annual Report 2013

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# UNWTO

## Annual Report 2013

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#### Citation:

World Tourism Organization (2013), *UNWTO Annual Report 2013*, UNWTO, Madrid.

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Printed by: Impacto Creativo de Comunicación SL

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## Celebrating ten years as part of the UN family



## About UNWTO



The year 2013 marks a very special occasion for UNWTO. It was 10 years ago, in 2003, when the World Tourism Organization officially became a Specialized Agency of the United Nations, mandated with the promotion of responsible, universally accessible and sustainable tourism.

Yet UNWTO had been part of the broader UN family long before, considering that the UN values of promoting peace, social progress and the betterment of lives have been at the core of UNWTO's mandate since its inception. Our Organization is founded on the fundamental belief that sustainable tourism contributes to economic development, prosperity and international understanding all across the world.

This past decade has been an extraordinary one for us as witnesses to international tourism's remarkable growth, marked by positive milestones chronicling the sector's expansion. In spite of persisting global economic challenges and geopolitical shifts, tourism continues to grow and even exceed long-term forecasts and expectations. After reaching an historic milestone in 2012, of one billion people traveling the world annually, tourism maintained its momentum with a 5% growth in 2013. An additional 52 million international tourists

travelled the world, reaching a total of 1,087 million international tourists a year. Truly, we are living in the Age of Travel.

More importantly, tourism's continued advancement means greater opportunities to grow its contribution to eradicate extreme poverty, promote gender equality, environmental sustainability, trade and economic growth and fostering partnerships for development.

Tourism's continued growth and sheer force of one billion-strong puts forth an immense opportunity for positive transformation and development across the world today, and for many more decades to come.

United in our mandate and in our values, UNWTO is committed to advance tourism as a key driver in achieving the UN Millennium Development Goals (MDGs) and build on the future Sustainable Development Goals (SDGs) post 2015.

**Taleb Rifai**, Secretary-General

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 upholds 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 156 countries, 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 2013



## February 2013

The first European Sustainable Tourism Observatory under the auspices of UNWTO opens in Greece with the support of the Greek Ministry of Tourism.

## April 2013

UNWTO hosts the spring meeting of the UN System Chief Executives Board for Coordination (CEB) in UNWTO headquarters in Madrid, Spain, bringing together the executive heads of 29 UN System Programmes and Specialized Agencies.

## June 2013

UNWTO launches the *Sustainable Tourism for Development Guidebook* with the assistance of the European Commission Directorate-General Development and Cooperation – EuropeAid. The Guidebook seeks to reinforce the commitment to sustainable tourism among stakeholders in the field of cooperation and aid to development.

## July 2013

Tourism is identified by the World Trade Organization (WTO) and the Organization for Economic Co-operation and Development (OECD), as one of the five key sectors with great potential for high impact in Aid for Trade at the WTO Fourth Global Review of Aid for Trade.

## August 2013

The 20th Session of the UNWTO General Assembly meets in Victoria Falls (Zambia/Zimbabwe), focusing on visa facilitation, connectivity and accessibility to advance sustainable tourism.

Taleb Rifai is elected at the 20th Session of the UNWTO General Assembly as Secretary-General for the period 2014-2017.

Myanmar, Trinidad and Tobago and the United Arab Emirates are welcomed back to the Organization, bringing up the total of Member countries of UNWTO to 156.

## September 2013

World Tourism Day (WTD) 2013 is celebrated around the theme *Tourism and Water: Protecting our Common Future*. Official celebrations take place in The Maldives (27 September).

## October 2013

UNWTO marks its 10th anniversary as a Specialized UN Agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

Asia-Pacific Economic Cooperation (APEC) Leaders endorse travel facilitation in the APEC Leader's Declaration following the APEC High Level Policy Dialogue on Travel Facilitation in Bali and the UNWTO/WTTC Report on *The Impact of Visa Facilitation in the APEC Economies*.

## November 2013

The *T20 Ministers of Tourism* meeting in London agreed to continue placing visa facilitation as a priority in the aim of stimulating economic growth and generate more jobs through of tourism.

## December 2013

UNWTO gains observer status to the *Enhanced Integrated Framework (EIF)* Board, an initiative created to support trade as the engine of economic growth and socio-economic development in Least Developed Countries (LDCs).

# World Tourism Day 2013



# The 20th Session of the UNWTO General Assembly

Victoria Falls, Zambia/Zimbabwe  
(24-29 August 2013)



## Tourism and Water:

### Protecting our Common Future

Held every year on 27 September, World Tourism Day (WTD) is the most important international observance day for tourism.

WTD 2013 was celebrated around the theme *Tourism and Water: Protecting our Common Future*, underscoring tourism's responsibility and commitment in ensuring a sustainable water future.

The island nation of The Maldives played host to the official 2013 WTD celebrations. A high-level Think Tank on Tourism and Water brought together public and private sector tourism stakeholders, leading experts on water preservation and media experts to debate key issues encompassing the global water challenge and tourism's role and responsibility in addressing this pressing issue.

People around the world were encouraged to share their events online and to participate in the annual WTD Photo and Twitter competitions.

### WTD 2013 Think Tank conclusions:

- ▶ The Maldives is a paradigm of well-managed and sustainable water use in developing island States, where the availability of fresh water and the level of water consumption for tourism have become a particular concern.
- ▶ With over one billion people travelling the world every year, the tourism sector can play an educational role as a water-conscious sector.
- ▶ Though tourism only uses 1% of global water consumption, challenges remain for water use at destinations, since the sector often competes with other sectors for water.
- ▶ There is significant room for increasing efficiency and reducing cost of water consumption in hotels.
- ▶ Investing in green technology is economically beneficial, with profits from water sanitation and wastewater treatment having a return on investment (ROI) of one to three years.

Held every two years, the UNWTO General Assembly is the main statutory meeting of UNWTO and the most important gathering of senior tourism officials and high-level representatives from around the world. The Assembly is attended by delegations representing UNWTO Full and Associate Members, Affiliate Members, and representatives of other international organizations.

Visa facilitation, connectivity and accessibility to advance sustainable tourism were the overarching issues of the 20th UNWTO General Assembly.

The Assembly further highlighted tourism's increasing significance and recognition as a tool for development as Africa strengthens its position in the world tourism map.

120 delegations of UNWTO Members States, 49 full Ministers and 700 delegates participated in the event.

### Assembly highlights:

- ▶ The Member States of Myanmar, Trinidad and Tobago and the United Arab Emirates were welcomed back to the Organization, bringing up the total of member countries of the Organization to 156.
- ▶ The recommendations on *Accessible Tourism for All* (2013) were approved, outlining a form of tourism that incorporates a collaborative process among stakeholders

to enable people with access requirements to function independently through universally designed tourism products, services and environments.

- ▶ A set of recommendations on youth travel were approved, providing the framework for stimulating and advancing this growing segment.
- ▶ Countries intervening in the Assembly during the General Debate on the topic of *Tourism and Air Transport* called for closer collaboration between tourism and air transport policies and shared advances and challenges in this area.
- ▶ The Ministerial Roundtable underscored visa facilitation as a means to support tourism growth, socioeconomic development and job creation and assessed the advances and experiences regarding national and regional visa facilitation policies and measures. Key issues that continue to restrict smoothly functioning visa schemes include technology, processing capacity, limited advocacy and coordination with other ministries and agencies. Emerging countries, which are some of the world's fastest tourism source markets, continue to be restricted by complicated and costly visa procedures.
- ▶ Taleb Rifai was elected for a second term as UNWTO Secretary-General for 2014 to 2017.

## UNWTO hosts the spring meeting of the UN Chief Executives Board



© UN Photo/Rick Bajornas

Coinciding with the tenth anniversary of becoming a specialized UN agency, UNWTO hosted the 2013 spring meeting of the UN System Chief Executives Board for Coordination (CEB) chaired by Mr. Ban Ki-moon at the UNWTO headquarters in Madrid, Spain (5-6 April 2013).

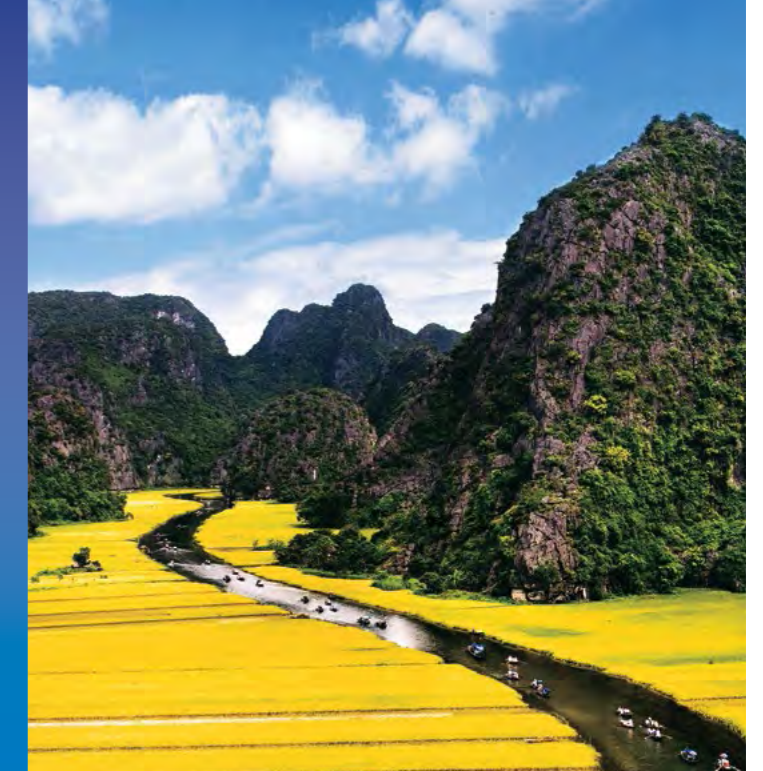
As the primary instrument for coordination of UN intergovernmental bodies on social, economic and related matters, the UN System CEB gathers the executive heads of 29 UN System Programmes and specialized agencies, including the World Bank, the World Trade Organization and the International Monetary Fund (IMF), to deliver as one at the global, regional and country levels.

The CEB supports and reinforces the coordinating role of intergovernmental bodies of the United Nations. Most importantly, the CEB facilitates the UN System's collective response to global challenges, such as climate change and sustainable development. Under the chairmanship of the United Nations Secretary-General, the executive heads meet twice a year to consider policy and management issues impacting organizations of the United Nations System.



UN Chief Executives Board Members at UNWTO headquarters in Madrid, Spain (5 April 2013), UN Photo/Rick Bajornas.

## Tourism Stories How tourism enriched my life



The first in a series of books, *Tourism Stories - How tourism enriched my life*, launched on the occasion of UNWTO 20th General Assembly, is a compilation of fourteen poignant stories painting the human side of tourism, and showcasing how tourism can truly change the lives of people and their communities for the better.

These are the people, the individuals, who bring such meaning into efforts to grow the tourism sector. These are the lives that depend on us fulfilling our promise to ensure that economic growth and development through tourism is people-centred and genuinely sustainable in the way that it impacts their daily lives.

At UNWTO, we wanted to honour these champions, and the communities from which they come by telling their stories to the world and hopefully inspire many others.

*"Before, when I did not row the boat for tourists, my income was mainly from rice paddies. This work gave my family a more prosperous life than before. I saved money to build my house."*

**Nguyen Thi Ba, rower of a tourist boat in Trang An, Red River Delta Region, Viet Nam.**



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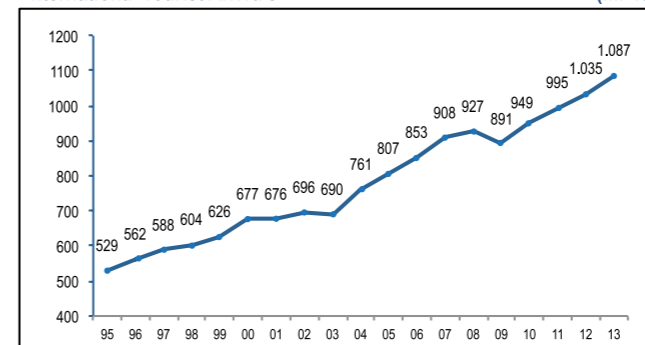
## Tourism in numbers

Tourism continued along its upward trajectory in 2013 with a 5% growth, or 52 million more tourists crossing international borders. These results surpassed expectations and early year forecasts despite the lingering global economic challenges and geopolitical shifts. By region, the strongest performers were Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). Tourism's forward momentum is projected to continue in 2014 with a 4% to 4.5% growth, again above UNWTO's long-term forecasts.

### 2013 - International tourism exceeds expectations

After achieving an historic milestone in 2012 – of one billion people traveling the world in a single year – international tourism continued its momentum with a 5% growth in 2013, or an additional 52 million international tourists, bringing up the world total to a record 1,087 million arrivals. Despite the ongoing global economic challenges and geopolitical changes, international tourism results were above expectations and long term forecasts. Regions that showed the strongest demand for international tourism in 2013 were Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%), while the leading sub-regions were Southeast Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

World: Inbound Tourism  
International Tourist Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

### Results by region

**Europe**, which remains as the most visited region in the world, led growth in absolute terms, welcoming an additional 29 million international tourist arrivals in 2013, raising its total to 563 million. Growth (+5%) exceeded the forecast for 2013 and is double the region's average for the period 2005-2012 (+2.5% a year). By sub-region, Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+6%) had the best results.

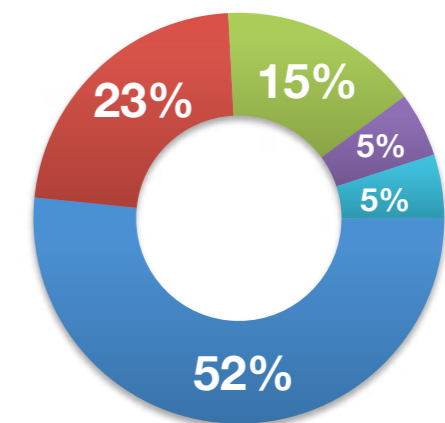
In relative terms, growth was strongest in **Asia and the Pacific** (+6%), where the number of international tourists grew by 14 million to reach 248 million. Spearheading this growth was South-East Asia (+10%), while more moderate results were seen in South Asia (+5%), Oceania and North-East Asia (+4% each).

**The Americas** (+4%) saw an increase of six million arrivals, reaching a total of 169 million. Leading this growth were destinations in North and Central America (+4% each), while South America (+2%) and the Caribbean (+1%) showed some slowdown as compared to 2012.

**Africa** (+6%) attracted three million additional arrivals, reaching a new record of 56 million, reflecting the ongoing rebound in North Africa (+6%) and the sustained growth of Sub-Saharan destinations (+5%).

Results in the **Middle East** (+0% at 52 million) were rather mixed and volatile.

### International Tourist Arrivals 2013



- Africa - 56 million
- Americas - 169 million
- Asia & the Pacific - 248 million
- Europe - 563 million
- Middle East - 52 million

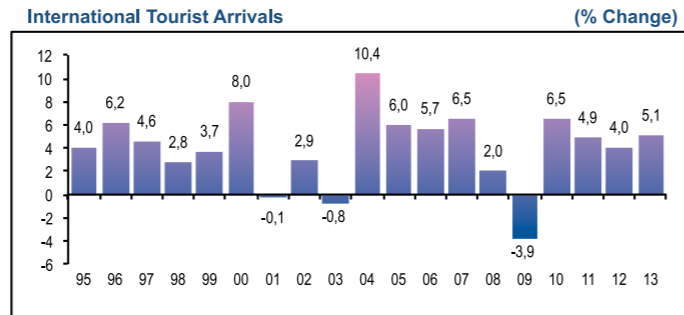
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## International tourism in 2014 – Prospects higher than in previous years

International tourist arrivals are expected to increase by 4% to 4.5% in 2014, above UNWTO's *Tourism Towards 2030* long-term forecast of +3.8% per year between 2010 and 2020.

2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%), prospects are positive yet volatile.



Source: World Tourism Organization (UNWTO) ©

## Tourism Towards 2030

International Tourist Arrivals in millions



### Did you know?

By 2030, the majority of all international tourist arrivals (57%) will be in emerging economy destinations.



### Further reading and resources

**Understanding Tourism: Basic Glossary**  
[media.unwto.org/en/content/understanding-tourism-basic-glossary](http://media.unwto.org/en/content/understanding-tourism-basic-glossary)

**UNWTO World Tourism Barometer**  
[mkt.unwto.org/en/barometer](http://mkt.unwto.org/en/barometer)

**Tourism Towards 2030**  
<http://mkt.unwto.org/publication/unwto-tourism-highlights-2013-edition>

**UNWTO Statistical Data**  
<http://statistics.unwto.org/content/data>

# 2

## Mainstreaming tourism in the global agenda

Tourism continued to gain momentum in 2013 with increased support and recognition of the sector's relevance in socioeconomic growth and development worldwide.

In promoting the travel facilitation agenda, the T.20 Tourism Ministers committed to continue placing visa facilitation as a priority to stimulate economic growth and create more jobs, while APEC leaders endorsed travel facilitation in the APEC Leaders' Declaration to promote connectivity and boost ties among APEC economies.

In 2013, 13 Heads of State and Government were presented with the UNWTO/World Travel and Tourism Council (WTTC) *Open Letter on Travel and Tourism*, an initiative set to promote the sector at the highest level.

In positioning tourism's development role, the sector gained an important recognition by the World Trade Organization (WTO) and the Organization for Economic Cooperation and Development (OECD) as one of the five key sectors with great potential for development and high impact in Aid for Trade at the WTO Fourth Global Review of Aid for Trade.



## Travel Facilitation

Recognizing that travel facilitation can reap immense economic benefits with increased tourism demand, tourist spending and job creation, UNWTO continued to advanced the travel facilitation agenda in 2013 by drawing commitment and support from the T.20 Tourism Ministers and from the Asia-Pacific Economic Cooperation (APEC) member economies.

### T.20 Ministers Meeting: Advancing visa facilitation in G20 economies

The Ministers of Tourism of the G20 economies, the T.20 Ministers, gathered in London in November 2013 to debate the progress on visa facilitation policies among the G20 economies, following the 2012 *Los Cabos Declaration* wherein G20 Leaders recognized the "role of travel and tourism as a vehicle for job creation, economic growth and development" and committed to work on "travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth".

Improvements in the area of visa facilitation among the G20 economies included:

- Externalization of the visa application process to reduce waiting times and increase capacity
- More capacity in consulates as well as the opening of new consulates, particularly in key emerging markets
- Multi-entry visas
- Exemption of visas for transit passengers

The T.20 Ministers of Tourism meeting in London agreed to continue placing visa facilitation as a priority with the aim of stimulating economic growth and generating more jobs through tourism.

### APEC Leaders: Travel facilitation to boost tourism and strengthen Asia-Pacific ties

Leaders of the Asia-Pacific Economic Cooperation (APEC) recognized travel facilitation as a means to promote people-to-people connectivity among APEC member economies, boosting tourism and strengthening ties among the Asia-Pacific community.

Following the APEC High Level Policy Dialogue on Travel Facilitation held in Bali, Indonesia, the *APEC Leaders' Declaration* endorsed travel facilitation "as a way to promote tourism and facilitate business, by making travel more accessible, convenient and more efficient while also safe and secure". Leaders called for increased partnerships to ease visa procedures and to leverage new technology as appropriate to the visa regime of each economy.

The Annex to the Declaration, titled *APEC Framework on Connectivity*, stated an agreement to undertake actions in 2014 to promote people-to-people connectivity "to expand the facilitation of movement of people, which may include tourists, business people, professionals and workers, women and youth."

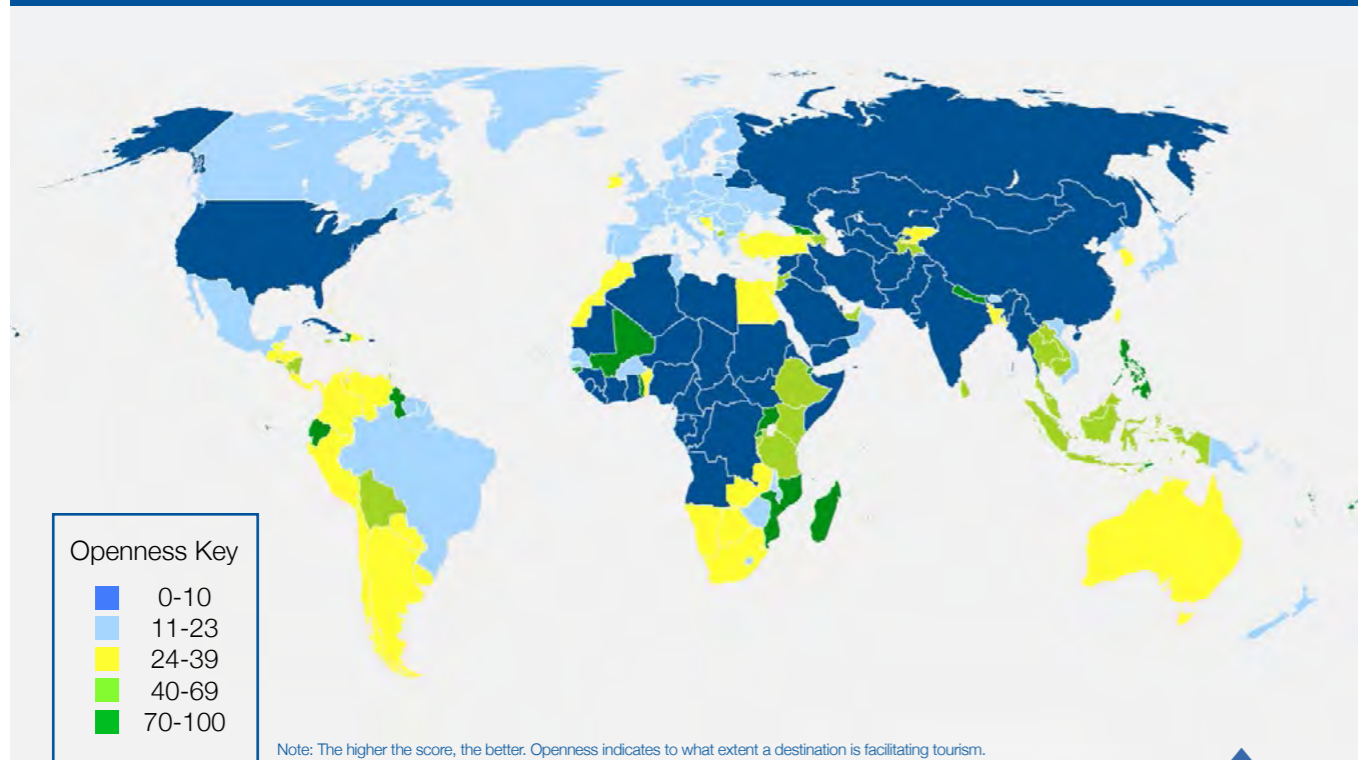
APEC leaders noted the results of the joint UNWTO/WTTC report, *The Impact of Visa Facilitation in APEC Economies*, presented on the occasion of the APEC High Level Policy Dialogue on Travel Facilitation.

### The Impact of Visa Facilitation in the APEC Economies

The UNWTO/WTTC report on *The Impact of Visa Facilitation in the APEC Economies*, presented on the occasion of the APEC High Level Policy Dialogue on Travel Facilitation, shows that in spite of the successful collaboration and advances across the APEC region to facilitate visas, including progressive approaches to implement new visa policies, 21% of expected international tourists arriving into APEC over the period 2014-2016 would still be required to obtain a traditional visa prior to travel under current visa policies.

The research concluded that APEC economies stand to gain between 38 and 57 million additional international tourist arrivals by 2016 from visa facilitation, with an additional inflow of international tourism receipts standing to reach between US\$ 62 and US\$ 89 billion. The total number of new jobs created as a result of this increase is estimated to range from 1.8 to 2.6 million.

## Tourism visa openness index by region, 2013



The 2013 UNWTO *Tourism Visa Openness Report* shows that between 2010 and 2013, the percentage of the population requiring a traditional visa to travel decreased from 77% in 2008 to 64% in 2013. South-East Asian, East African, Caribbean and Oceania destinations are among the most open while Central African, North African and North American destinations are the most restrictive regions.

## Reports on Travel Facilitation

The following reports on travel facilitation were published in 2013:

*Tourism Visa Openness Report: Visa facilitation as means to stimulate tourism growth*, UNWTO (August 2013)

*The Impact of Visa Facilitation in the APEC economies*, UNWTO/WTTC (October 2013)

*Tourism Visa Openness Report – T.20 edition*, UNWTO (November 2013)



## Improving connectivity – How to bridge air transport and tourism policies

Air transport is vital to tourism and vice-versa. Today, over half of all international tourists arrive at their destination by air. The growth of air transport is also intrinsically connected to the expansion of tourism, given that the vast majority of international air passengers travel for tourism, whether for leisure or professional purposes.

Acknowledging the fundamental interdependent relationship between air transport and tourism, UNWTO in 2013 focused on promoting heightened cooperation between the aviation and tourism sectors, including higher policy coordination so as to ensure greater contribution from both sectors to employment creation, economic growth and social development.

The issue was the topic of the General Debate at the 20th Session of the UNWTO General Assembly and other Ministerial Meetings during the year. In 2014, UNWTO will continue to place this issue as a priority in its work through several initiatives, including a Meeting of the Ministers of Tourism and Air Transport of Africa, to be held in cooperation with the International Civil Aviation Organization (ICAO).

## UNWTO and ICAO join hands in linking aviation and tourism goals

In 2013, UNWTO and ICAO signed a Joint Statement on Aviation and Tourism, strengthening the cooperation between the two UN agencies on issues of common priority.

Visa facilitation, taxation, the modernization of aviation regulations and the development of convergent rules for the traveler and enterprise protection are highlighted as key areas for improved collaboration. Additional areas outlined in the Statement include air passenger flow management at airports, air capacity for Least Developed Countries (LDCs) and the continued reduction of environmental impacts resulting from air travel and tourism.

Working together as sister UN agencies, an increased focus will be placed on the existing obstacles to aviation and tourism growth to ensure both sectors continue to contribute in a sustainable manner to global economic prosperity and development.



## UNWTO/ATM Ministerial Forum – Building a common growth agenda for tourism and aviation

The development of tourism in the Middle East is a prime example of how tourism and aviation can act together as drivers of growth. With the region as a background, more than 25 Ministers of Tourism and aviation leaders gathered in Dubai (United Arab Emirates) at the UNWTO/Arabian Travel Market (ATM) Ministerial Forum to set a common agenda for air transport and tourism to fully seize the opportunities of future tourism growth.

The UNWTO/ATM Ministerial Forum, *Tourism and Aviation: Building a Common Agenda for Growth*, held under the Patronage of H.H. Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai focused on the current obstacles to the growth of aviation and tourism, on measures to align transport and tourism policies and promote connectivity between the Middle East and other world regions. Issues debated included taxation, visa facilitation and the need to identify the links between tourism and aviation and set structures where tourism, civil aviation and airlines can work together. Participants highlighted the need to extend the principle of liberalization to more and more countries, the opportunities existing for regional cooperation and the importance of aligning tourism objectives with airline profitability.

## UNWTO/WTM Ministers' Summit addresses tourism and aviation policies

Improving air connectivity through a closer coordination of tourism and aviation policies to ensure the sustained growth of the tourism sector and of air transport was the commitment stemming from the 2013 UNWTO/World Travel Market (WTM) Ministers' Summit bringing together over 80 Ministers of Tourism.

Critical issues related to bridging air transport and tourism policies, including the regulatory framework, taxation and the way forward in facilitating travel processes were discussed.

Speakers highlighted technology, public-public partnerships across government, regional cooperation and investment in soft infrastructure – technology and human resources – as keys to bridge the gap between tourism and air transport policies and promote travel facilitation.

Taxation and a regulatory framework still limited in most cases by reciprocity in air transport agreements were pointed as two of the main barriers to the sustained growth of tourism and air transport. The impact of increasingly high taxes on air transport was identified as a particular impediment to the development of destinations with a significant tourism sector and which are highly dependent on air lift, such as the Caribbean.



Participants at the UNWTO/WTM Ministers' Summit (London, United Kingdom, 5 November 2013).

## Guidebook on Sustainable Tourism for Development

In recognition of the considerable development opportunities of sustainable tourism, the European Commission's Directorate-General for Development and Cooperation (DEVCO) – EuropeAid approached UNWTO to prepare a guidebook on sustainable tourism as an engine for development, trade in services, job creation and poverty reduction.

The *Sustainable Tourism for Development Guidebook* aims to enhance the understanding of tourism in all its dimensions and to enable EU services and other development institutions to better frame their support programmes in this field. It further helps tourism gain recognition in the Aid for Trade agenda, sensitizing donors to allocate more funds to the Official Development Assistance (ODA) for tourism and place tourism high in the implementation of RIO+20 and in the buildup to the UN Sustainable Development Goals (SDGs) post 2015.

The results of the study have been field tested in six countries during and following the preparation of the document, namely Kenya, India, Viet Nam, Senegal, Botswana and Timor-Leste.

This project was financed by the EU Aid-for-Trade funds and counted with the contribution of the UN Steering Committee on Tourism for Development (SCTD), the Enhanced Integrated Framework (EIF), the Council of Europe (COE), the Centre for the Promotion of Imports from Developing Countries of the Ministry of Foreign Affairs of The Netherlands (CBI), the State Secretariat for Economic Affairs (SECO) of Switzerland and UN Women.



## UNWTO/ WTTC Open Letter on Travel and Tourism

Since 2011, UNWTO and the World Travel and Tourism Council (WTTC) have been presenting an Open Letter to government leaders worldwide calling on them to position the sector higher in national policies and recognize tourism's role as a key driver of economic growth, development and employment.

In 2013, thirteen Heads of State and Government received the *UNWTO/WTTC Open Letter on Travel and Tourism* – Algeria, Cambodia, Cyprus, India, Laos, Lithuania, Paraguay, Rwanda, Turkey, Turkmenistan, Uganda, Ukraine and Uruguay. By the end of 2013, a total of 57 Heads of State and Government had received the UNWTO/ WTTC Open Letter on Travel and Tourism.

## Tourism communication in the new media landscape

The Third UNWTO International Conference on Tourism and the Media, held in Estoril, Portugal, explored the impact of technological innovation and evolving media channels on tourism communications. Centered on the theme, *How New Media is Shaping the News*, the Conference was part of the ongoing series of UNWTO Conferences that aims to position tourism higher in the mainstream business and news agenda.

Key issues of the Conference included tourism in today's media coverage, the new media environment, the emergence of bloggers as influential news sources, and the transversal impact of technology on all communication formats.

Organized in cooperation with Turismo de Portugal, the Conference gathered key speakers and panelists, including the Conference media partner CNN International's anchor Nina dos Santos, Portugal's public broadcaster Rádio e Televisão de Portugal (RTP) anchor João Adelino Faria, as well as representatives from Conde Nast Travel, Apple Tree Communications (Spain), German foreign broadcaster Deutsche Welle (Germany), Google and NH Hoteles (Spain), and influential social media players from Brazil, Uruguay and Kenya.



Panel debate on the link between tourism reporting and new audio-visual media platforms at the Third UNWTO International Conference on Tourism and the Media (Estoril, Portugal, 3 December 2013).



### Further reading and resources

**UNWTO Travel Facilitation Reports**  
[rcm.unwto.org/content/facilitation-tourist-travel](http://rcm.unwto.org/content/facilitation-tourist-travel)

**UNWTO Institutional Relations and Resources Mobilization Programme**  
[icr.unwto.org](http://icr.unwto.org)

**Sustainable Tourism for Development Guidebook (e-Book)**  
[www.unwto.org/ebook/sustainable-tourism-for-development](http://www.unwto.org/ebook/sustainable-tourism-for-development)

**UNWTO Communications and Publications Programme**  
[media.unwto.org](http://media.unwto.org)

# 3

## Improving tourism competitiveness

Tourism destinations and companies need to continuously evolve in order to adapt to a constantly changing global marketplace. In 2013, UNWTO continued to provide its Members and the sector at large, with key market intelligence, statistics, and tools for risk and crisis management as well as for destination management.



## Tourism Market Trends

Sound decision making to develop a competitive tourism sector relies on marketing intelligence. UNWTO is the leading organization collecting and disseminating the most up to date and comprehensive tourism data, short and long-term forecasts and knowledge on specific segments and source markets.

### The UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* is UNWTO's flagship report and one of the Organization's key outputs which monitors short-term tourism trends throughout the year. The Barometer provides monthly data on international tourist arrivals, receipts and expenditure from over 150 countries, along with prospects for the following months and year as well as the latest survey results of the UNWTO Panel of Tourism Experts. In 2013, a total of six editions were published (January, February, March, May, August and December).

### E-marketing Master Class

Jointly organized by UNWTO, the European Travel Commission (ETC) and the Government of Croatia, the UNWTO-ETC E-marketing Master Class, *Improve your skills in developing, optimizing and evaluating properly*

*integrated e-marketing strategies*, disseminated key trends, challenges and opportunities in e-marketing techniques for tourism destinations, coaching tourism professionals in optimizing the integration of e-marketing into their operations and planning in today's dynamic digital environment.

Held in Zadar, Croatia, the master class was organized to support the official launch of the new *ETC-UNWTO Handbook on E-marketing for tourism destinations*.

### New Research

- *The Chinese Outbound Travel Market*, UNWTO/ETC
- *Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe*, UNWTO/ETC
- *Understanding Brazilian Outbound Tourism – What the Brazilian blogosphere is saying about Europe*, UNWTO/ETC
- *ETC-UNWTO Handbook on E-marketing for Tourism Destinations – Fully revised and extended version 3.0*, UNWTO/ETC

## Key Outbound Markets in South-East Asia, UNWTO/Tourism Australia

Over the past decades, Asia and the Pacific has consolidated its position, not only as one of the major tourism destination regions, but also as an increasingly important outbound market. Asia accounts for 14 of the world's top 50 source markets in terms of international expenditure. *Key Outbound Tourism Markets in South-East Asia*, a joint report by UNWTO and Tourism Australia, responds to the growing need to better understand five of these dynamic source markets and the opportunity they represent to destinations around the world. It provides an up-to-date perspective on major tourism trends and developments in five key South-East Asian outbound markets: Indonesia, Malaysia, Singapore, Thailand and Viet Nam.

In 2012, these five countries accounted for US\$ 49 billion in international tourism expenditure, almost doubling up from US\$ 25 billion in 2006. The increasing size of the prospering middle class in South-East Asia is a crucial factor behind the growth in travel out of Asian markets.

UNWTO's long-term outlook *Tourism Towards 2030* shows that the number of international tourist arrivals generated by source markets in Asia and the Pacific is expected to more than double from 205 million in 2010 to 541 million in 2030.

## Tourism measurement and analysis – Statistics and Tourism Satellite Account (TSA) Issue Papers Series

The importance of statistical information in tourism measurement and analysis to foster a better understanding of the economic impact of the tourism sector is undeniable.

In 2013, UNWTO's Statistics and Tourism Satellite Account (STSA) Programme launched a new *Issue Paper Series* showcasing the relevance of measuring and analyzing tourism, disseminating the proper tools and setting a platform to encourage further development in this field.

The 2013 STSA *Issue Paper Series* comprises three titles:

- *Governance for the Tourism Sector and its Measurement* describes the concept of governance in the tourism sector and proposes a basic approach for its measurement and monitoring.
- *Regional Tourism Satellite Account* proposes an outline for the development of a Tourism Satellite Account (TSA), the main measurement of tourism's economic impact, at the regional level. Such regional TSA is put forward as the basis for a comprehensive system for measuring the economic dimension of tourism at the subnational level and allows for internationally comparable findings.
- *The Economic Impact of Tourism, Overview and Examples of Macroeconomic Analysis* discusses the advantages and disadvantages of existing macroeconomic analysis tools in understanding tourism's role in the economy beyond the Tourism Satellite Account (TSA) to include apart from direct effects, the consideration of indirect and induced effects. It further provides recommendations on when to use each tool as the optimum technique in tourism economic analysis.

## Destination Management – Advancing Europe and Asia's ski and mountain tourism

The city of Almaty played host to the First Euro-Asian Ski Resorts Conference, which aimed to advance the international ski and mountain tourism markets of Europe and Asia. The Conference was jointly organized by UNWTO and the Municipality of Almaty with the support of the Ministry of Industry and New Technologies of Kazakhstan.

Centered on the theme, *Developing New Destinations for Snow Tourism*, the Conference served as a platform to explore the rise and potential of the new ski resorts in Asia and Europe by addressing the current challenges in creating new ski markets and examining dynamic development models and successful strategies for developing new skiing areas and resorts. The choice of the appropriate Alpine ski development model, creation of new markets and the positioning of new ski resorts in the world market were analyzed from a private-public partnership perspective.



### Further reading and resources

**UNWTO Tourism Market Trends Programme**  
[mkt.unwto.org](http://mkt.unwto.org)

**UNWTO World Tourism Barometer**  
[mkt.unwto.org/en/barometer](http://mkt.unwto.org/en/barometer)

**UNWTO Statistics and Tourism Satellite Account Programme**  
[statistics.unwto.org](http://statistics.unwto.org)

**UNWTO Destination Management Programme**  
[destination.unwto.org](http://destination.unwto.org)

# 4

## Promoting sustainable tourism development

Tourism's rapid growth calls for a greater commitment to the principles of sustainability to harness tourism's benefits and mitigate its possibly negative impacts on societies and the environment. UNWTO continued to promote sustainable tourism, its core mandate, in 2013 through several initiatives calling for greater actions in preserving the natural and cultural assets of destinations across the world. Along this line, World Tourism Day (WTD) 2013 was celebrated under the theme *Tourism and Water: Protecting our Common Future*, which highlighted tourism's responsibility in ensuring a sustainable water future.

The principles of sustainability are outlined in the *Global Code of Ethics for Tourism*, UNWTO's founding document. Today, more than 200 prominent tourism stakeholders from almost 30 countries have joined the campaign of the Private Sector Commitment to the Code of Ethics, publicly committing to implement ethical and responsible business practices and policies.



## 68th UN General Assembly adopts resolution on sustainable tourism and development in Central America

The 68th session of the UN General Assembly unanimously adopted the resolution *Sustainable tourism and sustainable development in Central America*, affirming that sustainable tourism is an important ally of poverty eradication in Central America contributing to the social, economic and environmental dimensions of sustainable development. This resolution represents an important step towards mainstreaming sustainable tourism in the international development agenda and the post-2015 Sustainable Development Goals.

Emphasizing that sustainable tourism in Central America is a cross-cutting activity with close linkages to other sectors and thus generating important trade opportunities, the UN General Assembly recognizes tourism as a fundamental pillar of regional integration and an engine of social and economic development, income, investment and foreign currency in the region. The resolution further "encourages giving appropriate consideration to the issue of sustainable tourism in the elaboration of the post-2015 development agenda", which will follow the deadline of the UN Millennium Development Goals (MDGs).

The resolution reflected several recommendations made in the report prepared by UNWTO, which sought and used input from the tourism authorities of the Central American Integration System and each of its seven member countries (Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama), private sector entities and non-governmental organizations in each country.

The UN resolution, adopted by the 193-member UN General Assembly, was sponsored by 51 Member States: Argentina, Australia, Barbados, Belize, Bolivia, Canada, Cape Vert, Chile, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Dominican Republic, Ecuador, Egypt, El Salvador, Finland, Georgia, Greece, Guatemala, Guyana, Haiti, Honduras, Hungary, India, Israel, Italy, Jordan, Kazakhstan, Lithuania, Luxembourg, Maldives, Mexico, Monaco, Montenegro, Morocco, New Zealand, Nicaragua, Palau, Panama, Paraguay, Peru, Portugal, Saudi Arabia, Slovenia, Spain, Sri Lanka, United States of America, Ukraine and Uruguay.

## Sustainable development of tourism in islands

Small Island Developing States (SIDS) are especially exposed to social, economic and environmental vulnerabilities. They face extraordinary challenges and obstacles for the wellbeing of their residents and future development, ranging from limited resources, distance from key markets, limited employment opportunities and sensitive environments and biodiversity.

Tourism plays a central role in the economies of small islands, being one of the main economic activities that provides job opportunities, improves livelihoods and generates foreign exchange earnings and thus the sector has been acknowledged as one of the key sectors to help initiate and foster sustainable development in islands.

In this framework, UNWTO, in cooperation with the Government of France, held the *First Conference on the Sustainable Development of Tourism in Islands* in Reunion Island, France.

The Conference provided an opportunity to impart knowledge and lessons for tourism in SIDS and other islands with the international community at ministerial and expert levels. Critical issues concerning small island destinations were addressed, including sustainable tourism development, climate change, connectivity, branding and the role of multi-regional cooperation.

The Reunion Island Declaration will serve as guidance to National Tourism Authorities, relevant destinations, the international community, as well as a key input for the Third International Conference on SIDS in Samoa in September 2014.



## Advancing sustainability of inland water destinations

With an increasing number of tourists visiting inland water destinations every year, the challenges and opportunities of responsible tourism management in these areas have become a growing concern. This was the springboard of the seminar, *Sustainable Tourism at Inland Water Destinations*, co-organized by UNWTO and the Government of Serbia.

Held on a boat cruise along the Serbian Danube, the Seminar showcased the best practices in managing tourism of inland water destinations such as rivers, lakes, canals, estuaries, deltas and marshes. It highlighted case studies on how to attract and manage the growing number of visitors, giving prime examples on how to integrate sustainability criteria into product development. Participants from UNWTO Member States, experts and practitioners assessed how partnerships can be created to ensure sustainable development, taking into account the complex social, economic and environmental factors inherent to inland water destinations. The event built upon the Memorandum of Cooperation signed in 2010 between UNWTO and RAMSAR – the Convention on Wetlands – during the World Wetlands Week celebration in Victoria, Seychelles.



## Sustainable Tourism Observatories

The Global Observatory on Sustainable Tourism (GOST) initiative was launched by UNWTO in 2004 in response to the growing demand of tourism organizations and stakeholders for a more systematic application of monitoring, evaluating and information management techniques, such as the UNWTO Indicators of Sustainable Development for tourism destinations. These techniques are key tools for the formulation and implementation of sustainable tourism policies, strategies, plans and management processes.

In 2013, the first Sustainable Tourism Observatory in Europe under the auspices of UNWTO was inaugurated on the Aegean Islands in Greece. The Monitoring Centre for Sustainable Tourism Observatories will examine the environmental, social and economic impacts of tourism in the archipelago and serve as a model to expand the concept to a national level.

Established by the University of the Aegean in collaboration with UNWTO and with the support of the Ministry of Tourism of Greece, the Centre will monitor activities in all existing and future destinations in the North and South Aegean Regions and collect and compile good practices of sustainable tourism development based on UNWTO's methodology of sustainable tourism indicators.

The Observatory of the Aegean Islands joins the five existing Sustainable Tourism Observatories currently in operation in China, namely in Yangshuo, Huangshan, Zhangjiajie, Chengdu and Kanas, all managed by the Monitoring center based in the Sun Yat-sen University in Guangzhou.

During the year, the *First UNWTO Conference on the Global Observatory of Sustainable Tourism* and the *Second Annual Meeting of UNWTO Sustainable Tourism Observatories in China* was held at the UNWTO Headquarters in Madrid, Spain. The Conference provided a global overview on the existing observatories, showcasing the UNWTO Sustainable Tourism Observatories in China and Greece. The Conference also highlighted the many ways in which the Observatories allow destinations to better understand the impact of their visitors, evaluate the impacts of existing sustainable tourism initiatives and ensure tourism benefits both the people and the environment of the surrounding areas for years to come.

## Nearly Zero Energy Hotels (NEZEH) project

Following the 2011 launch of the Hotel Energy Solutions (HES) online toolkit that enables hotels to assess their energy consumption and move towards more sustainable energy alternatives, UNWTO joined the Nearly Zero Energy Hotels (NEZEH) project in 2013, which aims to help hotels become energy efficient by reaching almost zero energy levels.

NEZEH aims to provide technical assistance and solutions to hoteliers across Europe, with pilot projects in seven countries – Spain, Greece, Italy, Sweden, Romania, Croatia and France. NEZEH will build a methodology demonstrating profitability and feasibility through business cases that show the environmental and socio-economic benefits of becoming a Nearly Zero Energy Hotel.

NEZEH will further offer a competitive advantage to SME hotels, which represent 90% of the European hospitality sector, and to the whole hospitality industry, through:

- Energy saving measures and reduction of operation costs
- Creation of green jobs
- Positioning in a highly competitive market
- Added value for hotels' guests, and
- Meeting Corporate Social Responsibility and Sustainability standards

## Spiritual tourism for sustainable development

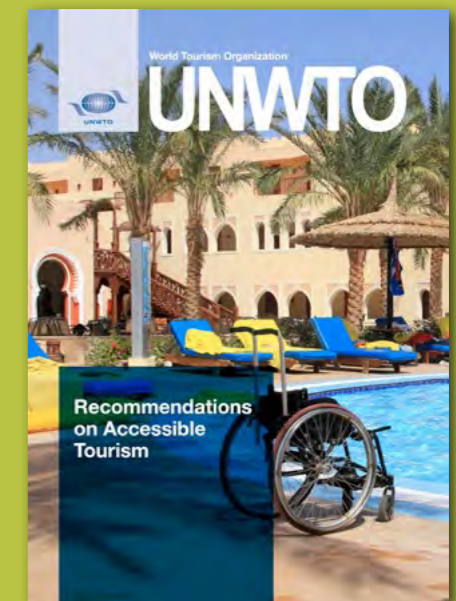
UNWTO continued to promote the incorporation of intangible cultural heritage and living culture and traditions into tourism development by organizing in 2013 the *First Conference on Spiritual Tourism for Sustainable Development*, in cooperation with the Government of Viet Nam.

During the Conference, the Ninh Binh Declaration was set as a reference document for advancing spiritual tourism worldwide through strengthening policy framework, responsible business operations and research on spiritual tourism in close cooperation with local communities. It also called for creating adequate conditions for the sustainable use of living cultural assets and cooperating at a regional level to preserve and exchange concepts of human wellbeing to ensure the survival of ancestral traditions.

## Accessible tourism for all – New UNWTO Recommendations

Based on the principles of the International Convention on the Rights of Persons with Disabilities of 2007, UNWTO works to promote *Accessible Tourism for All*, founded upon the belief that facilitating travel for people with disabilities is a basic, cross-cutting and integral element of any responsible and sustainable tourism policy.

One of the principal outputs of UNWTO's close collaboration with Disabled People's Organizations is the update of the *2005 Recommendations on Accessible Tourism for All*. The new document, which was adopted by the 20th Session of the UNWTO General Assembly in 2013, incorporates the most relevant aspects of the 2007 UN Convention and the principles of Universal Design, while indicating the measures to ensure that persons with disabilities have access to the physical environment, transportation, information and communications, and other tourism services and facilities just as any other customer.



## Private Sector Commitment to the Global Code of Ethics for Tourism

UNWTO's core policy document, the *Global Code of Ethics for Tourism*, is a fundamental guide for players in the development of sustainable tourism. It is a roadmap of how the tourism sector can tread a responsible path – mindful of the society, cultural heritage and the environment.

More than 200 prominent hotel chains, tour operators and professional travel and tourism associations have now joined the Private Sector Commitment to the *Code of Ethics*, an international campaign launched in 2011 to promote the implementation and dissemination of the Code by the private sector. Through the Commitment, signatories from more than 30 countries have publicly pledged to implement ethical and responsible business practices and policies as well as to report on their most significant actions in the field of Social and Corporate Responsibility.

Alongside the important components of environmental sustainability, this commitment places special focus on the socio-cultural and economic aspects of sustainable tourism. It draws particular attention to the themes of human rights, the safeguarding of cultural heritage, social inclusion, gender equality, universal accessibility, and the protection of vulnerable groups of population and host communities.

## UNWTO Committee on Tourism and Sustainability (CTS)

The members of the UNWTO Committee on Tourism and Sustainability, formerly known as the Sustainable Development of Tourism Committee, participated in the first meeting of the Committee in its renewed mandate during the 20th Session of the UNWTO General Assembly.

The CTS aims to advance the sustainable development and management of tourism and focus on the generation of social, economic and cultural benefits at tourism destinations, while minimizing the negative impacts upon natural or socio-cultural environments. As a body with an advisory and consultative role, the Committee is meant to be the first step of a validation process that channels technical outputs on principles, policies, practices and processes for adoption by the UNWTO Executive Council. It also serves as a consultation mechanism to examine proposals for the development of policies on tourism and sustainability at the international level.

The Bahamas and Israel serve as the Chair and Vice-Chair of the CTS, respectively, for the period 2011-2015.

## Tourism and biodiversity

Biodiversity is one of tourism's greatest assets and fundamental to its long-term growth – every tourism destination relies on natural resources and their related ecosystem services. Developed and managed in a sustainable way, tourism can be instrumental in safeguarding biodiversity, by providing green employment for local populations, channeling revenue back into conservation and function as a vehicle for promoting awareness of environmental preservation.

In 2013, UNWTO continued to promote the importance of protecting ecosystems and biodiversity through tourism and provide support on the subject through its Consulting Unit on Tourism and Biodiversity, based in Bonn, Germany, supporting the work of UNWTO's Sustainable Development of Tourism Programme and operating in close cooperation with fellow UN agencies and other actors in the field of sustainability.

### Sustainable tourism development in Georgia

The continued implementation of the project *Support for Georgia in the Field of Protected Area Development* was one of the Consulting Unit's main activities during 2013. The aim of the project is to support Georgian authorities in implementing strategies and regulations for sustainable tourism development in several protected mountain and freshwater areas.

One of the main project objectives is the establishment of a network of biodiversity-based tourism products across five Georgian national parks. With the help of local partners, a majority of the planned tourism products were put in place in 2013, among them a mountain biking trail in the Tbilisi National Park and the construction of a zip line park and a canyoning path in the Mtirala National Park. Other 2013 activities included stakeholder workshops on development of tourism products and standards in tourism operations, and the development of marketing strategies for each project area.

The project is carried out with the financial support of the Federal German Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) and is expected to be finalized in April 2014.

## UNWTO Training on Tourism and Biodiversity

UNWTO's training courses on tourism and biodiversity aim at building the capacity of tourism stakeholders on the subject of biodiversity, fostering institutional management approaches which combine the responsible use of ecosystems with adequate protection and provide a unique platform for knowledge exchange among tourism and biodiversity professionals.

*Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing* was the theme of the third *Training on Tourism and Biodiversity* (14-26 April 2013, Wadden Sea Biosphere Reserve in Schleswig-Holstein, Germany). Organized by the Consulting Unit and supported by BMUB, the course focused on coastal tourism and was conducted with 31 participants from 26 countries from Africa, the Americas, Middle East, Asia and Europe.

The 12-day training combined theory with practical elements, and included interactive presentations from leading international experts, as well as field excursions to different sites around the Biosphere Reserve, where the participants could witness practical approaches on how tourism and biodiversity protection can benefit from each other.

In order to share the information and results of the UNWTO training courses with a broader audience, the development of an e-learning platform on tourism and biodiversity began in 2013, and is expected to be available during the course of 2014.



During the 1st Summit of Presidents of Travel Agencies Associations that took place on 7 November 2013 in Cordoba, Spain, 12 companies and associations from Australia, Canada, Cyprus, Greece, Latvia, New Zealand, Norway, South Africa and Spain signed the Private Sector Commitment to the Global Code of Ethics for Tourism.

## STREAM – Restoring nature's own climate change fighter

*STREAM* ('Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures') is a joint collaboration of UNWTO and the Indonesian Ministry of Tourism and Creative Economy and serves as a practical example of how the tourism sector can engage local communities to be part of a continuous, sustainable solution when facing challenges of climate change. Funded by BMUB, the goal is for *STREAM* to function as a lighthouse example on climate change mitigation measures to be replicated in other destinations. As part of the project, UNWTO is working with local partners to restore and conserve Pangandaran's mangroves. Healthy mangroves are an important ally in the fight against climate change, since they naturally capture and store carbon emissions, protect the coastline from erosion and provide income for the local population. In addition to the ecosystem services they provide, they also function as a tourist attraction in themselves.

So far, almost 2000 people from various local organizations and community groups have participated in the *STREAM*'s mangrove conservation programme, planting more than 35,000 mangroves with a survival rate of nearly 90% (as of March 2013). *STREAM* is also actively involving local school children in environmental education, planting, and monitoring of mangroves through its Mangrove Ambassadors Programme – currently including 18 schools and 400 proud ambassadors.

To further strengthen the link between tourism and climate change action, a Mangrove Adoption Tour was developed during 2013. Tourists visiting Pangandaran now have the opportunity to not only enjoy planting and adopting their own mangrove, but to also understand how their actions help benefit the local environment and communities. The aim is to spread awareness about climate change impacts and solutions beyond Pangandaran, and channel tourism revenues into continued conservation of these precious but sensitive areas.



Tourists learning about the environmental benefits of healthy mangrove forests during a visit to the STREAM mangrove nursery in Pangandaran, Indonesia.

## Destination Flyways – Advancing conservation through tourism

The seasonal movements of the world's migratory birds attract millions of international tourists each year, hoping to witness one of the most spectacular shows on earth. The new UNWTO led project *Destination Flyways* channels this interest into a force for biodiversity conservation and employment opportunities for local communities in key destinations along the world's great migratory bird flyways.

By developing a framework for sustainable tourism around vital migratory bird sites and habitats, *Destination Flyways* aims to generate revenue for conservation of the sites' unique biodiversity, while establishing tourism as a viable and attractive source of income, thus spreading its benefits to the local population.

As of 2013, eight sites in China, Egypt, Germany, India, Kazakhstan, The Republic of Korea, Senegal and Tanzania have been selected to showcase the project, and assessments for each site are currently underway to identify key activities to be implemented during a potential main phase.

*Destination Flyways* is carried out by the UNWTO Consulting Unit on Tourism and Biodiversity in close collaboration with partners with sound experience in conservation and tourism. The ongoing preliminary phase is funded by the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of Germany.



### Further reading and resources

#### UNWTO Sustainable Development of Tourism Programme

[sdt.unwto.org](http://sdt.unwto.org)

#### UN Conference on Small Developing Islands States

[sids2014.org](http://sids2014.org)

#### UNWTO Ethics and Social Responsibility Programme

[ethics.unwto.org](http://ethics.unwto.org)

#### Global Code of Ethics for Tourism

[unwto.org/ethics/index.php](http://unwto.org/ethics/index.php)

#### UNWTO Institutional Relations and Resources Mobilization Programme

[icr.unwto.org](http://icr.unwto.org)

#### Hotel Energy Solutions

[hotelenergysolutions.net](http://hotelenergysolutions.net)

#### UNWTO Consulting Unit on Tourism and Biodiversity

[biodiv.unwto.org](http://biodiv.unwto.org)

# 5

## Advancing tourism's contribution to poverty reduction and development

Poverty is one of the greatest challenges the world faces. Tourism provides one of the most effective tools in alleviating poverty as a viable and sustainable economic option and a main source of foreign revenue and employment in many of the developing and least developed countries.

UNWTO works to harness tourism's immense contribution to development for the most vulnerable members of society. In 2013, several projects were developed in the framework of the UNWTO Sustainable Tourism – Eliminating Poverty Initiative, as well as through UNWTO's Technical Cooperation Programme.



### UNWTO Technical Cooperation

For over three decades, UNWTO has been supporting the sustainable and competitive development of tourism among its Member States through on-the-ground technical assistance in the fields of tourism policy, strategy and planning, marketing and promotion, product development, statistics, legislation and regulation, human resources and institutional strengthening.

Under Technical Cooperation, UNWTO's work also encompasses the ST-EP Initiative, tourism development projects aimed specifically at poverty alleviation at community level, as well as the Millennium Development Goals Achievement Fund (MDG-F) tourism projects in collaboration with other UN agencies and Programmes.



### Advisory assistance on tourism statistics to South Asian countries

In 2013, UNWTO supported the development of tourism statistics in Bangladesh, Bhutan and Sri Lanka. These missions aimed to undertake detailed assessments of the capacities of the existing systems, review institutional arrangements in place for the management of the statistics system and develop recommendations for their further strengthening. The assessments identified the key data gaps for each system and constraints in existing data collection tools and methodologies, including inbound visitor surveys, tourism expenditure data and supply side data.

The missions enabled initial recommendations to address underlying issues in order to enhance tourism data collection of important indicators including expenditure, arrivals, labour, and accommodation supply, which are increasingly necessary for national authorities to better monitor trends in the sector and undertake strategic planning and implementation of tourism policy.

The capacity requirements for each country were identified, as well as areas that need further training in international concepts and methodologies for tourism statistics. Following the completion of the field missions, UNWTO submitted the final reports to each country detailing the main findings together with project proposals outlining the extension of technical assistance in the priority areas identified for the mission.

### UNWTO and RETOSA Joint National Statistics Capacity Building Programme (NSCBP)

The fourth workshop of the UNWTO/the Regional Tourism Organisation of Southern Africa (RETOSA) Programme was held in Dar es Salaam, Tanzania. This was designed to focus on two principal themes relating to the Tourism Satellite Account (TSA) – reconciling tourism demand and supply and estimating the Tourism Direct Gross Value Added. Both areas are crucial for tourism administrations and governments to be able to review the performance of the tourism sector and accurately measure its contribution to the national economy. The workshop highlighted the statistical requirements and methodologies required by country teams for these areas and the challenges faced by administrations in implementation.

The country presentations highlighted the significant progress made by many countries, current approaches and measures adopted to strengthen data collection in national systems, including developing and applying new sample surveys in key areas of inbound/domestic tourism consumption. The plenary discussions during the workshop focused on the financing of TSA initiatives at the country level and coordinating responsibilities for tourism statistics development among the wide range of stakeholders engaged in the tourism sector.

A fifth workshop was held in Swakopmund, Namibia at the invitation of the Government of Namibia. The Workshop focused on delivering training in developing an experimental TSA, consolidating the knowledge of country teams from previous workshops on core components of required TSA data and methodologies.

The participating countries of the programme are Angola, Botswana, DR Congo, Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

### DR Congo – Capacity building workshops on tourism development

In collaboration with the Regional Tourism Organisation of Southern Africa (RETOSA), UNWTO delivered a capacity building programme in Kinshasa, the Democratic Republic of Congo (DRC), upon the invitation of the National Tourism Administration of the Government of the DRC.

The programme consisted of a three day workshop on tourism statistics, followed by workshops on product development and tourism strategy. Each workshop was designed to give participants a practical understanding of the key concepts relating to these key themes, with particular reference to the context of the tourism sector in the DRC and the challenges faced by authorities and enterprises. The main themes of the workshop included how public and private institutions can collaborate more effectively in expanding data collection and improving data quality through the use of international standards to monitor tourism flows, source markets, labour, supply and expenditure.



### Morocco – Implementation of a new classification system for tourism accommodation

UNWTO is providing technical assistance to the Ministry of Tourism of Morocco in revising the existing hotel classification criteria and bring it up to par with international best practices, market requirements and new developments in the Moroccan tourism sector in line with Morocco's tourism strategy, *Vision 2020*.

Undertaken in collaboration with the United Nations Development Programme (UNDP), the project consists of reviewing and revising the existing hotel classification criteria to include different types of new models of accommodation being offered in Morocco. Based on the revised criteria, intensive training sessions for the Ministry of Tourism Inspectors will ensue to familiarize them with the modifications and introduce new methodologies and techniques in the inspection process.

In line with the project, the seminar, *Challenges and Solutions for Improving Tourism Accommodation in Morocco*, was held in Casablanca in 2013, organized jointly by the Ministry of Tourism, UNWTO and the National Federation of the Hotel Industry (FNIH).

### Nepal – Developing a national tourism strategy plan

Seeking to build a strong strategy to guide Nepal's tourism development, the Ministry of Culture, Tourism and Civil Aviation (MoCTCA), with the support of SNV/Nepal commissioned UNWTO to prepare a 10-year National Tourism Strategy Plan and a 5-year Action Plan.

The overall goal of the National Tourism Strategy Plan is to provide government and stakeholders with a guiding framework that supports the economic development of Nepal through the tourism sector as a key catalyst for economic growth and job creation.

Strategies are presented for each relevant area including tourism policy, strategy and regulatory framework, the economic impact of tourism, business and investment environment, tourism infrastructure and utilities, quality in tourism, marketing and branding, human resource development, community participation in the tourism sector, cultural heritage, and the natural environment.

### Uganda – Development of inclusive tourism markets

Together with UNDP, UNWTO is supporting the Government of Uganda through a project on the development of inclusive markets in tourism, focusing on the participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. The project aims to empower the poor to increase benefits from the tourism sector and improve their livelihoods by providing access to labor and markets and increased opportunities for decent work and income. Through a series of activities, the project targets the establishment and operation of 30 new market linkages, six innovative pro-poor tourism products and services, and the buildup of capacities of businesses and tourism support institutions.

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

Recognizing the close link between tourism, local economic development and poverty reduction, UNWTO launched the ST-EP Initiative in 2002 at the World Summit for Sustainable Development in Johannesburg. The Initiative undertakes activities that specifically alleviate poverty, promote development and create jobs for people living on less than a dollar a day. It has been strongly supported by several countries, in particular the Republic of Korea, host to the ST-EP Foundation.

The ST-EP Initiative work has been made possible through generous contributions from a wide variety of donors from the public and private sector, including the UNWTO ST-EP Foundation, the Banesto Foundation, the Europamundo Foundation, the Government of Flanders, the Government of Macao S.A.R. (China), the Government of Thailand, the Italian Development Cooperation, the Korea International Cooperation Agency (KOICA), the Netherlands Committee of the International Union for the Conservation of Nature (IUCN – NL), the Netherlands Development Organisation (SNV), the Spanish Agency for International Development Cooperation (AECID), the Ramsar Swiss Fund for Africa, the Travel Foundation UK, and the Tsingtao Brewery Co. Ltd.

By 2013, ST-EP had built up a portfolio of 107 projects, benefitting 40 countries in Africa, Asia, the Americas, Europe, and the Middle East, as well as three regions through regional projects in Southern Africa, West Africa, and Central America.

## The transformation of the ST-EP Foundation into an International Organization

The 20th Session of the UNWTO General Assembly approved the proposal by which the ST-EP Foundation would become an international organization and encouraged UNWTO Members to join the new ST-EP Organization, while requesting the Secretary-General to ensure that UNWTO would act in close cooperation with the future organization.

The future international organization was presented to countries expressing interest as founding members at the World Travel Market in London. Headquartered in Seoul, Republic of Korea, the ST-EP International Organization will allow for expanded actions for the implementation of sustainable tourism development projects geared towards eliminating poverty.

## Mozambique – Human resources and SME development for the tourism sector in the Inhambane Province

The current ST-EP project in Inhambane, Mozambique, builds on the results of the previous project on vocational training that was successfully completed in April 2011. The new project aims to enhance the local economic impact of tourism in the province through human resource development and SME development in the tourism sector by providing business advice and small matching grants to develop and expand small enterprises that are giving goods and services to tourists and tourism enterprises, such as the supply of eggs and vegetables, handicrafts, sailing excursions and small restaurants. A market space was created for a group of 20 handicraft producers to sell their souvenirs directly to tourists. The project has been very active in providing vocational training for tourism employees. Short-term tourism training courses have been organized on subjects such as cooking, housekeeping, tour guiding, and business management.

The first phase of the project was funded through contributions from the Netherlands Development Organisation (SNV) and the UNWTO ST-EP Foundation, while the current project is being executed with contributions from the government of Flanders.

## Jordan – Youth Career Initiative

In collaboration with the Jordan River Foundation, UNWTO is working to implement the Youth Career Initiative in Jordan, aiming to reduce unemployment among underprivileged youth while encouraging their participation in the tourism sector. The project was executed with a contribution from the UNWTO ST-EP Foundation.

The Youth Career Initiative organized a six-month training session in collaboration with leading hotels in Amman and Aqaba. The training includes both classroom learning in the areas of hospitality, English language and computer skills, as well as practical training in the participating hotels to gain experience of day-to-day operations in the hospitality industry. In 2013, thirty two participants of the training programmes in Amman and Aqaba had graduated, half of which had thereafter successfully found employment.



Participants in the ST-EP project in Inhambane, Mozambique.

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## Coastal Tourism Project (COAST)

UNWTO is collaborating with the United Nations Industrial Development Organization (UNIDO) and the United Nations Environment Programme (UNEP) in the implementation of the Coastal Tourism (COAST) Project in Africa, funded by the Global Environment Facility (GEF).

The beneficiary countries of the project are Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, and Tanzania.

UNWTO's area of action is focused on Sustainable Tourism Governance and Ecotourism and Alternative Livelihoods, which includes the implementation of small scale eco-tourism projects in Cameroon, The Gambia, Ghana, Kenya, Nigeria and Tanzania, based on the experiences gained in the ST-EP Initiative. As a main project outcome, UNWTO published the report, *Sustainable Tourism Governance in Coastal Areas in Africa*, and organized three regional seminars on this topic in Ghana, Kenya and Senegal in 2013, as well as a specific seminar in The Gambia on *Turning Tourism Employees into Champions for Biodiversity Conservation and Environmental Protection*.

## Central America – Market access in rural tourism

In 2013, the Programme on SMEs' Market Access in Rural Tourism in Central America, conducted within the ST-EP Initiative framework, was finalized.

This first phase of the project consisted of a regional seminar on e-commerce, organized by the Central American Integration System (SICA) in El Salvador with the participation of rural establishment owners and managers in Central America, as well as members of the Federation of Tourism Chambers of Central America (FEDECATUR).

For the second phase of the project, technical guidance was provided to the SMEs aiming at improving their e-commerce and optimizing existing tools to support the promotion of the rural tourism in Central America.

In addition, an application for Android, BlackBerry and iPhone platforms was developed, containing tourist information delivered by Central American SMEs, and thus facilitating greater access and promotion of the regional tourism offer.

## United Nations Steering Committee on Tourism for Development (SCTD)

Under the United Nation's commitment to 'Delivering as One' for a more cohesive approach to tourism development at the international level, UNWTO launched in 2010 the Steering Committee on Tourism for Development (SCTD). With UNWTO as lead, the Committee is composed of 10 UN agencies and Programmes – the International Labour Organization (ILO), the International Trade Center (ITC), the United Nations Conference on Trade and Development (UNCTAD), the United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Industrial Development Organization (UNIDO), the World Trade Organization (WTO) and UNWOMEN.

At the Fourth Global Review of Aid for Trade (AFT) on *Connecting to value chains*, held in Geneva in July 2013, a special event on tourism was organized by WTO. UNWTO and several members of the SCTD took part in a discussion panel on *Tourism Value Chains*, which focused on the development impact of the tourism sector and actions that developing countries, their development partners and tourism operators can take to maximize backward linkages into their economies to meet job creation and sustainable development objectives. The Conference highlighted tourism as one of five key sectors that could contribute significantly to the AFT agenda, and included the launch of a joint WTO/OECD/UNWTO study on *Aid for Trade and Value Chains in Tourism*.

### Further reading and resources

#### UNWTO Technical Cooperation and Services

[cooperation.unwto.org](http://cooperation.unwto.org)

#### Sustainable Tourism – Eliminating Poverty (ST-EP)

[unwtostep.org](http://unwtostep.org)

#### UN Steering Committee on Tourism for Development

[icr.unwto.org/en/content/un-steeringcommittee-tourism-development-sctd](http://icr.unwto.org/en/content/un-steeringcommittee-tourism-development-sctd)



# 6

## Fostering knowledge, education and capacity-building

Tourism is one of the world's top employment creators, accounting for one in eleven jobs across the globe. UNWTO works closely with its Member States in dispensing premium quality education and training among tourism professionals. In 2013, UNWTO provided capacity courses and scholarships to participants working at all levels to increase competitiveness and employment potential in the tourism sector.

### The UNWTO.Themis Foundation

Based in Andorra, the UNWTO.Themis Foundation is the executive arm of the World Tourism Organization in the area of Education and Training.

Administered by a Board of Trustees from UNWTO and the Government of Andorra, the Foundation assists Member States in improving education and harnessing their employment potential in the tourism sector, paving the way for increased competitiveness and prosperity.

During 2013, the UNWTO.Themis Foundation organized courses in collaboration with the UNWTO Regional programmes for Africa, Middle East and the Americas, as well as the Basque Culinary Center (BCC), SEGITTUR, and Casa Árabe in Cordoba, Spain.

### UNWTO.Capacity

Through education, training and capacity building initiatives, the UNWTO.Capacity Programme seeks to strengthen and develop the capacities and competencies of tourism experts in their key action areas, as well as to share knowledge and tools with a practical and interactive approach. The Programme offers on-site, online and mixed courses, tailor-made according to the needs of the different target audiences.

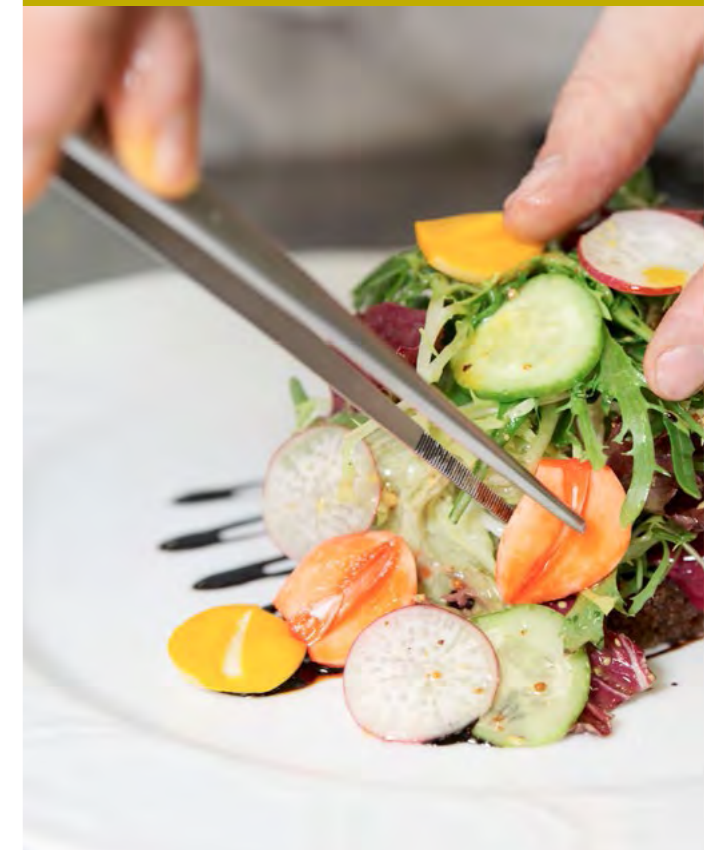
In 2013, a total of seven UNWTO.Capacity courses, seminars and workshops were delivered, with content developed and updated for courses on tourism for diplomats, tourism destination management, tourism policy and strategy and training facilitators, following the UNWTO capacity building approach, guidelines and standards.

One of them was the course *"Excelencia en marketing turístico: Los medios sociales en el destino turístico"* (Excellence in tourism marketing: social media in tourism destinations). Held in Bariloche, Argentina, the course discussed the existing diverse communication strategies and had participants design, plan and manage global strategies for a tourism destination through the use of social media. The Ministry of Tourism of Argentina gave 45 scholarships to 25 national participants and 20 international participants, while UNWTO and UNWTO.Themis gave tuition fees scholarships to all the participants.

### UNWTO Regional Course – Gastronomy as a tool for tourism competitiveness

The course focused on the role and significant opportunities offered by gastronomy in tourism, given the considerable growth of culinary tourism as a dynamic and creative segment.

UNWTO and UNWTO.Themis offered full tuition fees for the course while the Mexican Government gave 15 scholarships to regional participants for the capacity course, *"La Gastronomía como herramienta de competitividad turística"* (Gastronomy as a tool for tourism competitiveness), held in Playas de Rosarito, Baja California, Mexico. The local government enlisted a local culinary school in designing a field trip and technical visits to Tecate, Tijuana, Valle de Guadalupe, Playas de Rosarito and Ensenade, sharing know-how to participants from Mexico, Guatemala, Costa Rica and Argentina.





## The UNWTO Practicum

The UNWTO Practicum programme has the threefold objective of building capacity of officials from the National Tourism Administrations of UNWTO Member States in their core areas of responsibility, familiarizing them with the UNWTO and the UNWTO Themis programmes of work and the activities and services provided therein and creating the opportunity for networking between the participants and UNWTO officials.

A workshop on *Social Media in Tourism Destinations – towards Smart Destinations*, was included in the English, Spanish and French editions of the 2013 UNWTO Practicum Seminar Programme held at the UNWTO Headquarters in Madrid and at the UNWTO Themis Foundation offices in the Principality of Andorra. A total of 17 participants from Burkina

Faso, Iraq, Mali, Mauritania, DR Congo, Romania, Chad, Tunisia, Egypt, Turkey, Costa Rica, Venezuela, Cape Vert and Andorra attended the Spanish and French editions.

The English workshop attracted 19 participants from Andorra, Azerbaijan, Croatia, Egypt, Georgia, Ghana, India, Malaysia, Maldives, Morocco, Philippines, Sao Tome and Principe, Tanzania, Turkey, Zambia and Zimbabwe.

In collaboration with Casa Árabe, a Practicum Seminar on *Promoting Tourism Investments* was dispensed in Arabic, drawing participants from Egypt, Jordan, Lybia, Oman, Qatar, Saudi Arabia, Sudan and Tunisia.



UNWTO Secretary-General, Taleb Rifai, and other UNWTO officials with the participants of the UNWTO Practicum Seminar held at UNWTO headquarters on 11 November 2013.

## University Course – Tourism and international cooperation for development

The UNWTO Themis Foundation and the George Washington University organized an intensive course to train university graduates and professionals in subject areas related to international cooperation and development through tourism. Comprised of an online and on-site component, the course gave participants an opportunity to achieve specialization in the area of tourism and to become affiliated with the UNWTO Volunteer Corps which supports UNWTO international projects and those of other agencies of the UN System.

Modules of the online course included: sustainable tourism in the international development assistance

and cooperation environment, project development cycle, sustainable tourism enterprise development, sustainable tourism investment and finance, tourism workforce development and tourism clusters and destination management.

The on-site component of the course incorporated 100 hours of instruction and field studies following a practical methodology based on specific knowledge on issues relevant to tourism and international cooperation for development, giving the participant hands-on tools used in the UNWTO Volunteer programme.



UNWTO Themis Volunteer in Niger.

## Human Capital Table for the Tourism Sector in the Americas

The UNWTO.Themis Foundation and the UNWTO Regional Programme for the Americas organized the first *Human Capital & Tourism Table* for the Americas Region in Santiago de Chile. Participants from Argentina, Chile, Colombia, Costa Rica, Mexico, Nicaragua, Peru and Uruguay shared their experiences, barriers to human resource development in tourism and identified possible actions to be implemented in the region with the support of UNWTO.

This activity discussed the organization of an electronic deposit to include country's public policy documents, new projects and good practices; the creation of a database on job classifications in tourism leading to the identification of necessary skills, profiles and average wages per country; the development of 'train the trainers' initiatives focused on upgrading the abilities of teachers in the region; and an inventory of the education and training supply in the region. All this information will contribute to the creation of a future Tourism Labour Observatory focused on the generation of knowledge and the monitoring of the employability of tourism professionals.



Further reading  
and resources

UNWTO.Themis Foundation  
[themis.unwto.org](http://themis.unwto.org)

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# 7

## Partnerships for tourism

UNWTO collaborates with organizations across and beyond the tourism sector in order to best promote competitive and sustainable tourism development. In 2013, strategic alliances were formed with sister UN agencies, including ICAO, UNESCO and UNODC in addressing issues of common priority to ensure tourism's optimum contribution to the goals of the United Nations.

During the year, UNWTO's Affiliate Members Programme successfully carried out significant research projects and participated in key conferences in partnership with the Affiliate Members.

### UNWTO Affiliate Members – Greater synergy for tourism

Over 400 organizations and enterprises from 81 countries were part of the UNWTO Affiliate Members, with membership growing steadily through the incorporation of 53 new organizations representing 22 different countries in 2013. These Members benefit from having exclusive access to institutional and professional networks, market intelligence and know-how, and by interacting with leading sector stakeholders while contributing their knowledge and expertise to UNWTO. Capacity had grown significantly this year with over 65 members collaborating directly in a variety of projects and events.

#### Research and reports

Extensive research projects were carried out in collaboration with Affiliate Members and launched with contributions from over 23 Affiliate Members in 2013. Among these, the *Meetings Industry Report* which provides a technical and pragmatic approach to the Meetings Industry by focusing on case studies offering best practice examples. The *Shopping Tourism Report* identifies the trends and motivations that drive shopping tourism as a visitor attraction. A *Regional Report on*

*Europe* describing the current situation for tourism in UNWTO's European Member States was published in collaboration with UNWTO's Regional Programme for Europe and eight Affiliate Members.

Following the 2012 *Global Report on Food Tourism*, culinary tourism was spotlighted in 2013 at the international seminar, *Culinary Tourism: A promising new direction in world tourism*, held in Uzbekistan.

The publication of the *Global Report on City Tourism*, which provides insight from 21 cities on urban tourism strategies, coincided with the *Second UNWTO Global Summit on City Tourism* in Moscow, Russia. As an outcome, a new area of work was developed focusing on prototypes as a way to implement innovative strategies to provide cities with new and more specialized products with high added value, addressing niche markets and upgrading the quality of visitor experiences. A highlight of this project is the UNWTO prototype, *Madrid Precious Time*, in collaboration with 20 Affiliate Members from different fields in Madrid, working in synergy with public institutions for the effective application of the 'premium' concept in the city of Madrid.

Further developments are underway with a prototype on seasonality in Punta del Este, Uruguay.



## Events – Exploring new tourism segments

The Affiliate Members Programme participated in a variety of activities partnering with Members to address key issues. The future trends of tourism in the Asia-Pacific region were discussed at the *First Affiliate Members Regional Conference in Asia and the Pacific*. The various sessions focused on technology and responsible tourism.

*The First International Seminar on Border Tourism* in Foz do Iguacu, Brazil, presented updated information on the tourism sector, trends and long-term perspectives and a global synopsis of border tourism. In Colombia, a Conference was held focusing on Lesbian, Gay, Bisexual and Transgender (LGBT) tourism, accessible tourism, the promotion of new digital channels and the backpacker segment. Venezuela was host to the *Green Hotels Congress*, in which speakers in the field of hospitality showcased successful experiences in sustainable tourism.

## UNWTO and UNESCO join hands in promoting sustainable tourism

UNWTO and the United Nations Educational, Scientific and Cultural Organization (UNESCO) forged a new cooperation agreement consolidating efforts on sustainable tourism and the protection of natural and cultural heritage.

Under the agreement, UNWTO and UNESCO will work together on national, regional and global initiatives in the areas of sustainable tourism and the safeguarding of natural and cultural heritage through, among others, the implementation of the UNESCO World Heritage and Sustainable Tourism Programme, the development of transnational tourism initiatives to promote and protect the shared heritage of the Silk Roads Heritage Corridors and to continue collaboration within the Steering Committee on Tourism for Development (SCTD) and the Global Partnership for Sustainable Tourism (GPST).

## UNWTO Silk Road Programme

2013 was a very busy year for the UNWTO Silk Road Programme. As a collaborative platform for 31 Member States from Europe, the Middle East and Asia and the Pacific, UNWTO made strides in its three key areas of work within this programme: marketing and promotion, capacity building and destination management and travel facilitation.

The Silk Road Task Force continued to play a decisive role in the strategic development and implementation of the Programme in 2013. The Third Meeting of the UNWTO Silk Road Task Force, held in Baku in April, was hosted by the Ministry of Culture and Tourism of the Republic of Azerbaijan, and set forward various proposals for the next Silk Road Action Plan 2014/2015.

Continuing to expand its Silk Road network of public and private sector players each year, UNWTO was very pleased to welcome two new Member States to the Silk Road Programme in 2013 – the Republic of San Marino and the Republic of Indonesia.

### Raising the profile of Silk Road Tourism

UNWTO continued to promote the Silk Road at key international fairs. At ITB Berlin, the 3rd UNWTO Silk Road Ministers' Meeting brought together Ministers and Vice Ministers from over 20 countries to explore how Silk Road destinations can benefit from taking a collaborative approach to heritage management. Also at ITB, the 2nd Silk Road Tour Operators' Forum provided the private sector with the opportunity to share expertise and best practices on market intelligence, product development and cooperative marketing.

As a follow up to the UNWTO/WTM Silk Road Bloggers Challenge 2012, social media experts debated how social media can drive tourism development at the UNWTO Social Silk Road at the World Travel Market (WTM) 2013. The programme included a special presentation by one of the 2012 Silk Road Bloggers Challenge competition

winners, who was invited to blog his way around Armenia by the National Competitiveness Foundation of Armenia. The blogger shared his recommendations on how Silk Road destinations can organize effective and innovative bloggers' trips, based on the Armenian experience.

### Building capacity

The Sixth UNWTO International Meeting on Silk Road Tourism, organized jointly by UNWTO, the China National Tourism Administration (CNTA) and the Gansu Provincial People's Government took place in the city of Dunhuang, Province of Gansu. The meeting covered a wide variety of topics, ranging from global trends impacting the Silk Road, to city tourism, fundraising and investment, travel facilitation and product development. Held in conjunction with the 3rd Dunhuang Silk Road International Tourism Festival, the meeting attracted participation from an extensive range of international institutions including UNESCO, the World Bank, the United Nations Conference on Trade and Development (UNCTAD), the Association of Southeast Asian Nations (ASEAN), the International Council on Monuments and Sites (ICOMOS), the Pacific Asia Travel Association (PATA) and the Council of Europe.

In 2013, UNWTO also established a new partnership with the Council of Europe Venice Office and the Veneto Region in Italy to develop a pilot maritime tourism initiative along the Venetian routes of the Silk Road. The project, to be implemented over the course of 2014, aims to progress transnational thematic tourism products and enhance competitiveness and sustainability along the western link of the Silk Road.

### Strengthening cooperation for sustainable growth

UNWTO convened the UNESCO/UNWTO Silk Road Heritage Corridors Workshop in Almaty in October, with the support of the Republic of Kazakhstan and the UNESCO Netherlands Funds-in-Trust. The workshop established priorities for the Roadmap for Development, a UNESCO/UNWTO strategy for visitor management, site presentation and promotion along two Silk Road Heritage Corridors crossing China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. In anticipation of a possible nomination as a World Heritage Site in 2014, this project aims to maximize tourism development for the heritage corridors while safeguarding the regions' unique natural and cultural resources.



UNWTO Secretary-General Taleb Rifai with the conference delegates during a technical tour of the Yadan National Geological Park (Sixth UNWTO International Meeting on Silk Road Tourism, Dunhuang, China, 1-3 August 2013).

## UNWTO and PATA – Advancing tourism for economic growth and development in Asia

A strategic partnership was formed between UNWTO and the Pacific Asia Travel Association (PATA) to advance economic diversification and cultural and environmental preservation in the Asia Pacific region through tourism. The alliance was formalized on the occasion of the PATA Annual Summit held in Bangkok, Thailand.

The partnership will support the continued growth and socio-economic benefits of tourism in Asia by sharing market intelligence, setting global standards and uniting advocacies for maximizing tourism's value. It comprises a series of projects, such as the PATA/UNWTO *Forum on Marketing Outlook* and joint research addressing the impacts of air connectivity, visa facilitation, taxation and consumer and enterprise protection in the region.

The UNWTO/PATA partnership builds on a track record of successful joint activities, such as the annual UNWTO/PATA *Forum on Tourism Trends and Outlook* in collaboration with the Hong Kong Polytechnic University and the Municipal Government of Guilin in China launched in 2007.

## Tour Operators' Initiative for Sustainable Tourism Development (TOI)

Along with UNESCO and UNEP, UNWTO supports the Tour Operators' Initiative for Sustainable Tourism Development (TOI) and hosts its Secretariat. This global initiative recognizes the capacity and influence of tour operators on tourism development worldwide through their designing of holiday packages and direct involvement in the tourism supply chain. TOI works to channel this immense potential into sustainable tourism initiatives and products.

### TOI Activities in 2013

TOI has been actively involved with UNWTO's Silk Road Programme to bring international tour operators' perspective and practical suggestions on how to improve tourism across and along the Silk Road destinations while enhancing their attractiveness and competitiveness. DER Touristik represented TOI and moderated the general discussion at the the Tour Operators' Forum on the Silk Road, held during ITB Berlin 2013. The Forum brought together tour operators and tourism stakeholders to discuss how they can best cooperate in raising the profile of the Silk Road in the international market.

TUI Travel Accommodation & Destinations represented TOI at the *Roundtable on Sustainable Tourism in the XXI Century*, during FITUR Green 2013. Presented at the Roundtable was the outcome of a survey conducted with TOI's companies on the demand of sustainable tourism products. The main conclusions showed that sustainable tourism products are progressively seen as a powerful differentiation strategy.

TOI was also represented at the event organized by the UN Global Compact Spanish Network dedicated to the entrepreneurial benefits of sustainability, including case studies in tourism and hospitality. The event, held at UNWTO Headquarters in Madrid, was the first event of the Global Compact Spanish Network on tourism business and Corporate Social Responsibility (CSR).

## Knowledge Network - A platform to link tourism theory to practice

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

Over 60% of the Knowledge Network participants are educational institutions with demonstrated research competency. To make the most of their capacity and address the priority knowledge needs of Member States and practitioners, the Knowledge Network has

set the bases for producing advanced research material and has opened a call for a series of joint research papers, the KN Issue Paper Series in the following fields – tourism competitiveness, consumer satisfaction and tourism policy and governance. These research initiatives will be further developed throughout 2014, placing knowledge creation and dissemination at the core of the network activities.

## A growing community for knowledge creation, dissemination and further application

The High Level Leaders' Meeting, hosted by the Korea Tourism Organization, a UNWTO Affiliate Member within the framework of the First UNWTO Regional Conference on Tourism Partnerships consolidated links with leaders from the public and private sectors.

The UNWTO Knowledge Network Symposium, organized in collaboration with the School of Hotel and Tourism Management of Hong Kong Polytechnic University, enabled the sharing of best practices in innovative tourism research, education and training to enhance good practices in both the public and private sectors, in order to reinforce the knowledge of future leaders in tourism. The Symposium was held back to back with the UNWTO. TedQual Seminar for the first time to advance a common agenda of supporting innovative research and education for the sustainable development of tourism.



UNWTO Secretary-General Taleb Rifai and PATA CEO, Martin Craigs, signing the Strategic Partnership between the two Organizations during the PATA Annual Summit (Bangkok, Thailand, 26 April 2013).



Participants at the UNWTO Knowledge Network Symposium held at Hong Kong Polytechnic University (China, 16-18 November 2013).

## The UNWTO Awards for Excellence in Innovation and Tourism

The UNWTO Awards for Excellence and Innovation in Tourism are the flagship awards for the global tourism sector. Launched in 2003, the Awards have honored tourism initiatives that have contributed significantly to the advancement of tourism through creation and innovation, in line with the UNWTO Global Code of Ethics for Tourism and the United Nations Millennium Development Goals (MDGs).

The 2013 UNWTO Awards Ceremony took place at the International Tourism Trade Fair (FITUR) in Madrid, Spain in January 2014.

### The 2013 UNWTO Awards Winners were:

#### UNWTO Ulysses Prize for Creation and Dissemination of Knowledge

- Professor Tej Vir Singh, Founding Director of the Centre for Tourism Research & Development (CTRD) and Founding Editor of Tourism Recreation Research journal in India

#### UNWTO Award for Lifetime Achievement

- Richard Quest, host of CNN's Quest Means Business and CNN Business Traveller

#### UNWTO Ulysses Award for Innovation in Public Policy and Governance

Winner: Responsible Tourism Project at Kumarakom, Department of Tourism, Government of Kerala, India  
First Runner-up: Interactive System of Tourists Information, Office of the Marshal of the Pomorskie Voivodeship, Poland  
Second Runner-up: Kwita Izina, Rwanda Development Board, Rwanda

#### UNWTO Ulysses Award for Innovation in Enterprises

Winner: Arromanches 1944, Biplan, France  
First Runner-up: International Quality Brand for Hospitality for All, Village for All SRL, Italy  
Second Runner-ups: Icon Hotel Limited, ICON Hotel; China & Talasoplaya Spa Project; Aqua Maris Foundation, Spain.

#### UNWTO Ulysses Award for Innovation in Non-Governmental Organizations

Winner: From Charity to Social Entrepreneurship, Borneo Ecotourism Solutions and Technologies (BEST) Society, Malaysia  
First Runner-up: Alqueva Dark Sky Programme, Genuineland, Portugal  
Second Runner-up: Big Blog Exchange, Hostelling International, UK

#### UNWTO Ulysses Award for Innovation in Research and Technology

Winner: 3D AR Visual Portal, DSP Studio & Momentum Studio, Croatia  
First Runner-up: Smart Tour Guide, Korea Tourism Organization, Republic of Korea  
Second Runner-up: V4A Inside, Village for All SRL, Italy

### Further reading and resources

#### UNWTO Affiliate Members

[platma.org](http://platma.org)

#### UNWTO Silk Road Programme

[silkroad.unwto.org](http://silkroad.unwto.org)

#### Tour Operators' Initiative for Sustainable Tourism Development (TOI)

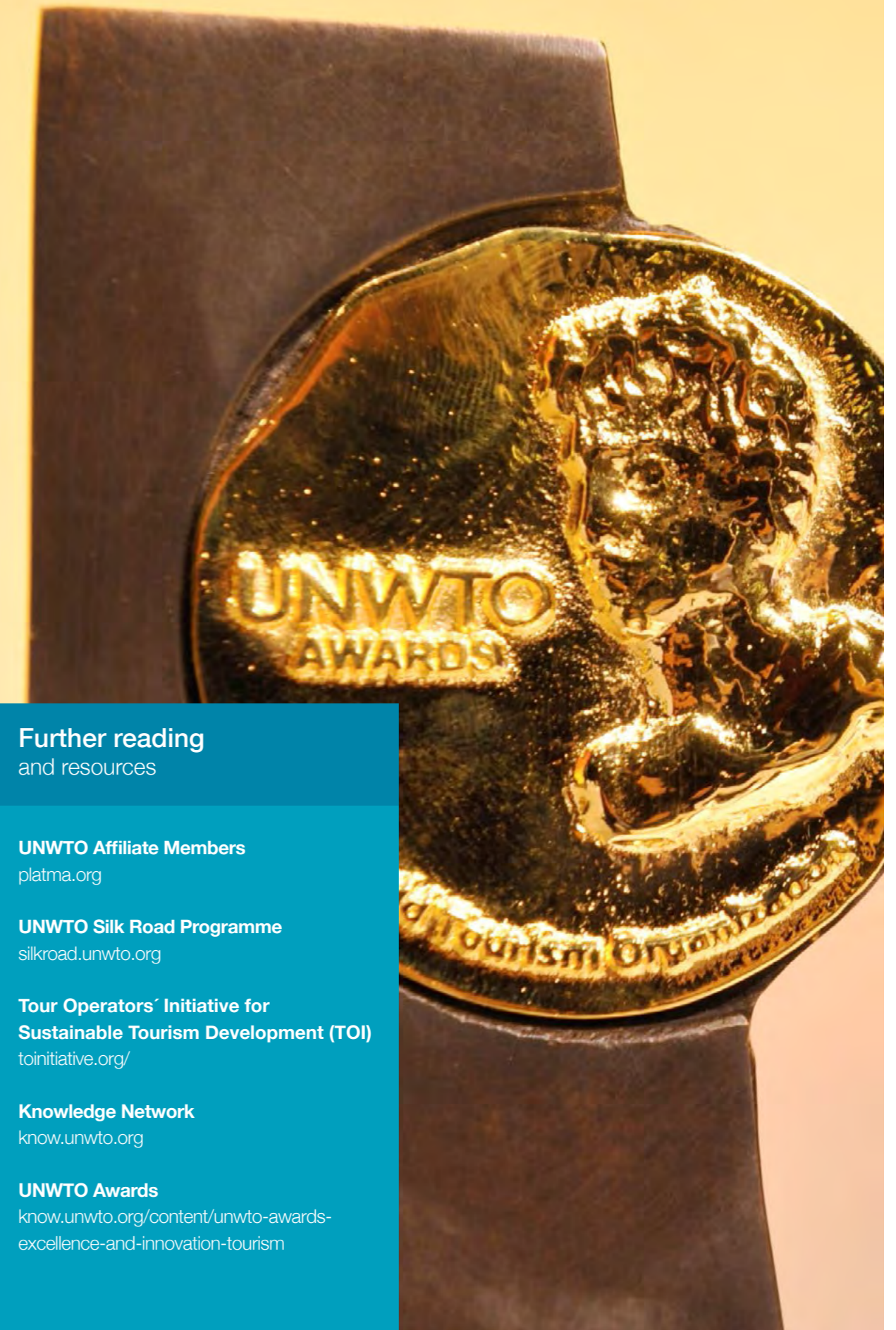
[toinitiative.org/](http://toinitiative.org/)

#### Knowledge Network

[know.unwto.org](http://know.unwto.org)

#### UNWTO Awards

[know.unwto.org/content/unwto-awards-excellence-and-innovation-tourism](http://know.unwto.org/content/unwto-awards-excellence-and-innovation-tourism)



# 8

## Regional programmes - A direct support to the Member States

The UNWTO Regional Programmes for Africa, the Americas, Asia and the Pacific, Europe and the Middle East provide direct assistance to UNWTO Member States, Affiliate Members and stakeholders in the corresponding regions in their efforts to develop their tourism sectors through capacity-building programmes, strategic planning, marketing and research as well as grassroots-level projects.



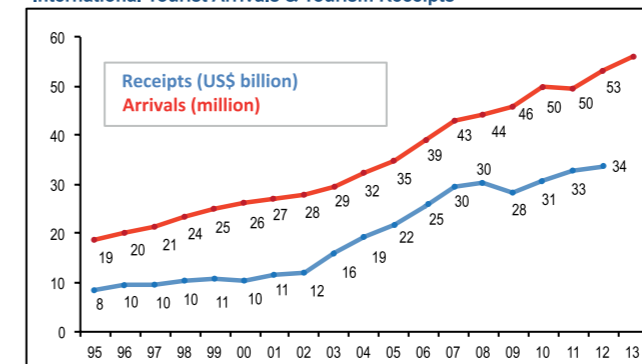
## Regional Programme for Africa

### International tourism

Africa has been one of the fastest-growing tourism regions of the last decade. The region continued to enjoy sustained growth, attracting 6% more international tourist arrivals in 2013, corresponding to an increase of three million tourists, hitting a new record of 56 million, or 5% of the world's share. Among the sub-regions, North Africa continued to rebound (+6%) despite setbacks in recent years, alongside the sustained growth of the Sub-Saharan destinations (+5%).

A 4% to 6% growth in international tourist arrivals for Africa is expected in 2014, in line with recent tourism trends in the region and outlook by experts.

Africa: Inbound Tourism  
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

### Regional activities

UNWTO focused its efforts throughout the region with capacity building workshops and conferences covering various topics including enhancing competitiveness in Africa, tourism communications and building tourism strategy.

The UNWTO International Conference, *The Current Challenges and Issues for African Tourism: What Solutions Can be Adopted to Ensure its Competitiveness?* was held alongside the 54th meeting of the UNWTO Commission for Africa, in Tunis, Tunisia.

Participants of the 25 African countries present discussed visa facilitation, air transportation and accessibility, which have been recognized as key issues by UNWTO. Other subjects debated included investment and tourism development, technology and social media, as well as the importance of collaboration between neighbouring countries to facilitate tourism access to destinations in terms of visa policy and transportation solutions. The participants urged UNWTO to continue its efforts towards bringing innovative approaches and solutions to help African destinations improve their competitiveness in the global tourism marketplace, with special emphasis on travel facilitation and connectivity.

Tourism's increasingly important role as a contributor to the global economy is still a relatively new topic for mainstream media to explore. The UNWTO Regional Workshop: *Tourism and the Media*, held in Lusaka, Zambia, was designed for the Africa region in a way that allowed for exchange with journalists and National Tourism Administration Communication Officers on the various tools and methodologies for a better coverage of tourism activity within destinations, aiming to give the media greater awareness of the tourism sector's socio-economic aspects. The workshop received a high level of 100 participants from ten African countries.

Further to the *Regional Seminar for East African countries on Tourism Policy and Strategy*. Held in Tanzania in 2011, UNWTO, the UNWTO Themis Foundation and the Government of the Ivory Coast joined forces to organize the *Regional Capacity Building Workshop on Policy and Tourism Strategy*, addressed to the French speaking African Member States. The workshop provided National Tourism Administration Officers with knowledge, skills, tools and a forum for discussion and reflection on policy and tourism strategy, with courses divided into theoretical and practical exercises reinforced by the knowledge gained on the field during a technical visit.

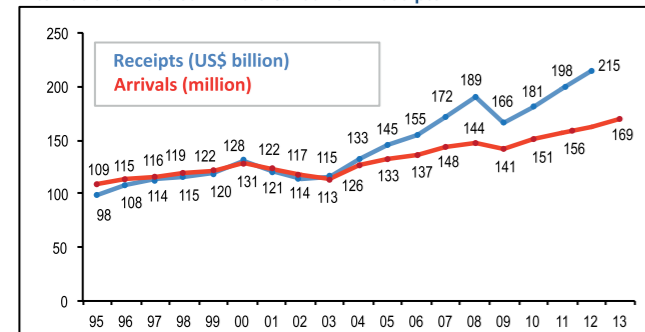
## Regional Programme for the Americas

### International tourism

The Americas (+4%) saw an increase of six million arrivals in 2013, reaching a total of 169 million, or a 16% share in the world. The region had a slow start at the beginning of the year, but picked up throughout the second half. Leading this growth were destinations in North and Central America (+4% each), while South America (+2%) and the Caribbean (+1%) showed some slowdown as compared to 2012.

UNWTO forecasts 3% to 4% growth in international tourist arrivals for the Americas in 2014.

Americas: Inbound Tourism  
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©



### Regional activities

Trinidad and Tobago re-joined the Organization after many years, a welcome result of a long recruitment strategy to attract more Member States from the English speaking countries in the Caribbean region.

The ethical and social dimensions of tourism were presented during a *Seminar on Accessibility in Tourism*, where Uruguay presented the *Report on Accessible Tourism*, prepared by the ONCE Foundation in World Heritage Site Colonia del Sacramento.

Two Member countries have already taken the lead in human capital themes: Chile and Peru organized two meetings where the academy and the business sector joined together to find better ways to align human resources with the tourism sector needs. These initiatives are expected to be replicated in other countries in the region as it is one of the pending matters in Latin American tourism, to narrow the gap between tourism education and training and the employment opportunities.

A course on *Excellence in Tourism Marketing: Social media in tourism destinations* was held in the city of San Carlos de Bariloche, Argentina and another course on *Gastronomy as a Tool for Tourism Competitiveness* in Playas del Rosarito, Baja California in Mexico. These regular courses in Mexico and Argentina have been held now in coordination with the Themis Foundation for more than ten years.

An international seminar, *Tourism and New Technologies* was held during the 2013 UNWTO Commission Meeting for the Americas in San José, Costa Rica, where international and regional panelists discussed several issues such as social media, marketing applied to tourism or new technologies applied to travel facilitation.

During the year, two Conference reports were published: *Tourism as an inducer of development, social inclusion and regional integration* and the *2nd UNWTO International Congress on Ethics and Tourism* (Quito, Ecuador).

The publication, *Tourism in the Americas*, was launched in 2013 to present the main results of tourism activity and analyze visa facilitation in the region.

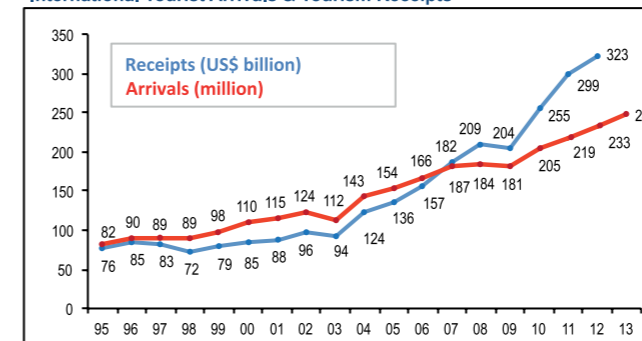
## Regional Programme for Asia and the Pacific

### International tourism

Asia and the Pacific welcomed 248 million international tourists in 2013, close to a quarter of the world's total and 14 million more than in 2012. This reflected an increase of 6%, making it the fastest growing region in 2013 in relative terms. South-East Asia was once again the fastest growing sub-region, both in the region and in the world, with an increase of 10% in international tourist arrivals buoyed by intraregional demand. Also showing strong growth were South Asia (+5%), North-East Asia and Oceania (+4%).

UNWTO projects growth in international arrivals to Asia and the Pacific to continue at a pace of 5% to 6% in 2014 based on recent trends and tourism expert feedback.

Asia and the Pacific: Inbound Tourism  
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

### Regional activities

Technical assistance and capacity-building programmes formed the crux of UNWTO's support to its Member States in Asia and the Pacific.

The Seventh UNWTO Asia-Pacific Executive Training Programme on *National Branding and Communications* was held in Busan, Republic of Korea, which focused on equipping NTAs with the latest marketing tools and techniques in tourism branding and communications through both conventional media and new channels such as social media.

In The Maldives, UNWTO provided assistance in establishing a Tourism Satellite Account (TSA) to replace their current system for measuring tourism statistics. Research into The Maldives' current tourism statistics system and extensive communications was rounded off by an end-year mission to enable expert consultants to identify the process needed for setting up TSA as well as to educate the relevant officials and sector representatives on TSA.

Myanmar and Mongolia both received UNWTO's assistance in assessing their current tourism laws in order to gain a clearer perspective of the direction of their tourism sectors for drafting updated versions.

Sustainability was the focus of key conferences this year, including the *Second Annual Meeting of UNWTO Observatories* at UNWTO Headquarters, Madrid, in which reports were presented by the Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO) and the Chinese regions of Guilin, Huangshan, Zhangjiajie, Kanas and Chengdu. Discussions regarding the future of existing observatories included a road map plan and the development of a Global Observatory for Sustainable Tourism (GOST) website.

The *UNWTO Conference on Sustainable Tourism Development* was held in Hyderabad, India, which examined the environmental, socio-cultural and economic longevity of the travel and tourism sector in light of its rapid international and domestic growth.

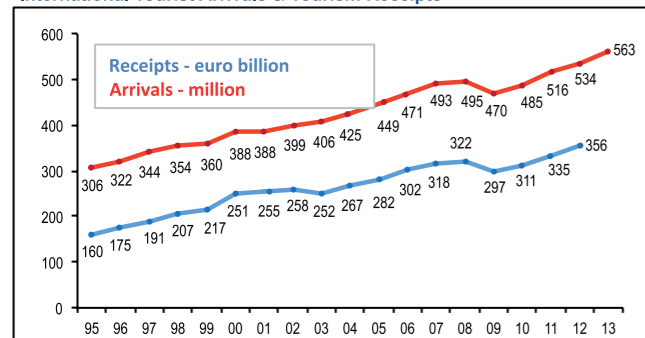


## Regional Programme for Europe

### International tourism

International tourist arrivals in Europe were up by a solid 5% in 2013, an increase of 29 million tourist arrivals, bringing up its total visitors to 563 million. As the most visited region in the world with 52% of all international arrivals and comprising many mature destinations, a growth rate of 5% is considerably a high result. This growth exceeded early year forecasts and doubled the region's average over the period 2005-2012 (2.5% a year), a remarkable result in view of the regional economic situation. The sub-regions likewise reflected positive results, including Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+6%).

Europe: Inbound Tourism  
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©



### Regional activities

UNWTO worked closely with its European Member States to address political and technical priorities through a combination of initiatives aimed at mainstreaming tourism in the political agenda, and joint events and capacity-building programmes, sharing of best practices and knowledge adhering to the key pillars of competitiveness and sustainability.

The sustainable management of natural and cultural heritage and development of cultural tourism products was explored at key conferences during the year, including *Tourism at World Heritage Sites – Challenges and Opportunities* in Izmir, Turkey, and *World Amber Road* in Vilnius, Lithuania.

The measurement of tourism and employment was on the programme in the third and final workshop of the Capacity Building Programme on Statistics for the Commonwealth of Independent States (CIS) countries in Baku, Azerbaijan and in the technical seminar on *Employment in Tourism – Realizing its Full Potential* in Malaga, Spain.

National Tourism Administrations (NTAs) and National Tourism Organizations (NTOs) from across Europe gathered to learn about the latest innovations in marketing at the *e-marketing Master Class* in Zadar, Croatia, and the issue of quality management was addressed at the *Seminar on Hospitality and Quality of Services in Tourism Industry: Russian and International Experience* in Moscow, Russia.

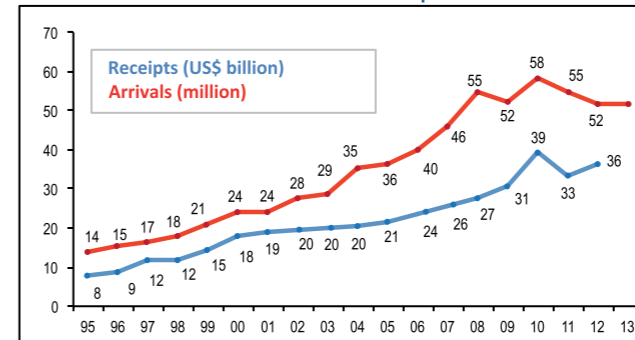
With a view to enhancing impact, UNWTO's activities in Europe had an increasingly regional focus in 2013. Cooperation was strengthened with regional platforms such as the Black Sea Economic Cooperation (BSEC) and the EU macro-regional strategies for the Danube Region (EUSDR) and the Baltic Sea Region (EUSBSR). Through this collaboration, UNWTO engaged in a number of issues, including travel facilitation, connectivity, energy efficiency, branding, statistics, and product development, particularly relating to cultural routes. UNWTO embarked on a joint initiative with the Council of Europe's (COE) European Institute for Cultural Routes (EICR) to deliver a training programme for Cultural Route Managers on sustainable tourism management, set to commence in 2014.

## Regional Programme for the Middle East

### International tourism

The Middle East (0%) continued to show mixed results. International tourist arrivals remained at 52 million, corresponding to a share of 5% of the world total. 2014 is projected to have better results, with a projection of 0% to 5% growth.

Middle East: Inbound Tourism  
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

### Regional activities

UNWTO forged several strategic alliances in 2013 with the objective of promoting sustainable tourism development in the Middle East region.

A cooperation agreement was signed between UNWTO and the Ministry of Libya for the development and phased implementation of a tourism strategy and action plan as part of Libya's nationwide rebuilding efforts. Under the agreement, UNWTO will provide support to Libya's Ministry of Tourism in its strategic tourism development through institutional building and governance, sustainable development, marketing and human resource development.

A cooperation agreement was signed between UNWTO and the Qatar Tourism Authority (QTA) to implement a new Tourism Strategy and Action Plan in Qatar. Priority has been given, within the first implementation phase of the project, to the area of Legislation, Regulations and Institution Building.

UNWTO and Casa Árabe signed a Memorandum of Understanding to enhance closer links in common interest areas, including the promotion of sustainable tourism development in Arab countries, strengthening the institutional capacity of Arab countries in tourism policy and management, and Spanish-Arab cooperation in tourism's promotion and development. Upon forging the agreement, both Organizations jointly organized several activities throughout the year, including the *High level discussion forum on tourism in the MENA region* within the framework of FITUR 2013, the Arabic edition of the Practicum Seminar on *Promoting Tourism Investment* held in Madrid and Cordoba.

Coinciding with the celebrations of Manama, Capital of Arab Culture, UNWTO and the Ministry of Culture of Bahrain jointly organized an international conference on *Exploring New Cultural Horizons for Tourism* in Manama, Bahrain. The Conference aimed to bring together public and private sector leaders from the worlds of culture and tourism to debate innovative means to widen communities' involvement in the sustainable development, responsible management and promotion of tourism products that are based on cultural heritage assets, both tangible and intangible.

After 26 years, the United Arab Emirates (UAE) rejoined UNWTO, setting off work on several initiatives including the measurement of the economic impact of tourism, statistics and human resources development. Following consultations between UNWTO and the Government of the UAE, it was decided that UNWTO would provide its technical assistance to UAE through the formulation of a long-term Tourism Development Strategy for the country. UNWTO is also assisting the UAE in implementing a National System of Tourism Statistics and development of a Tourism Satellite Account.

# 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

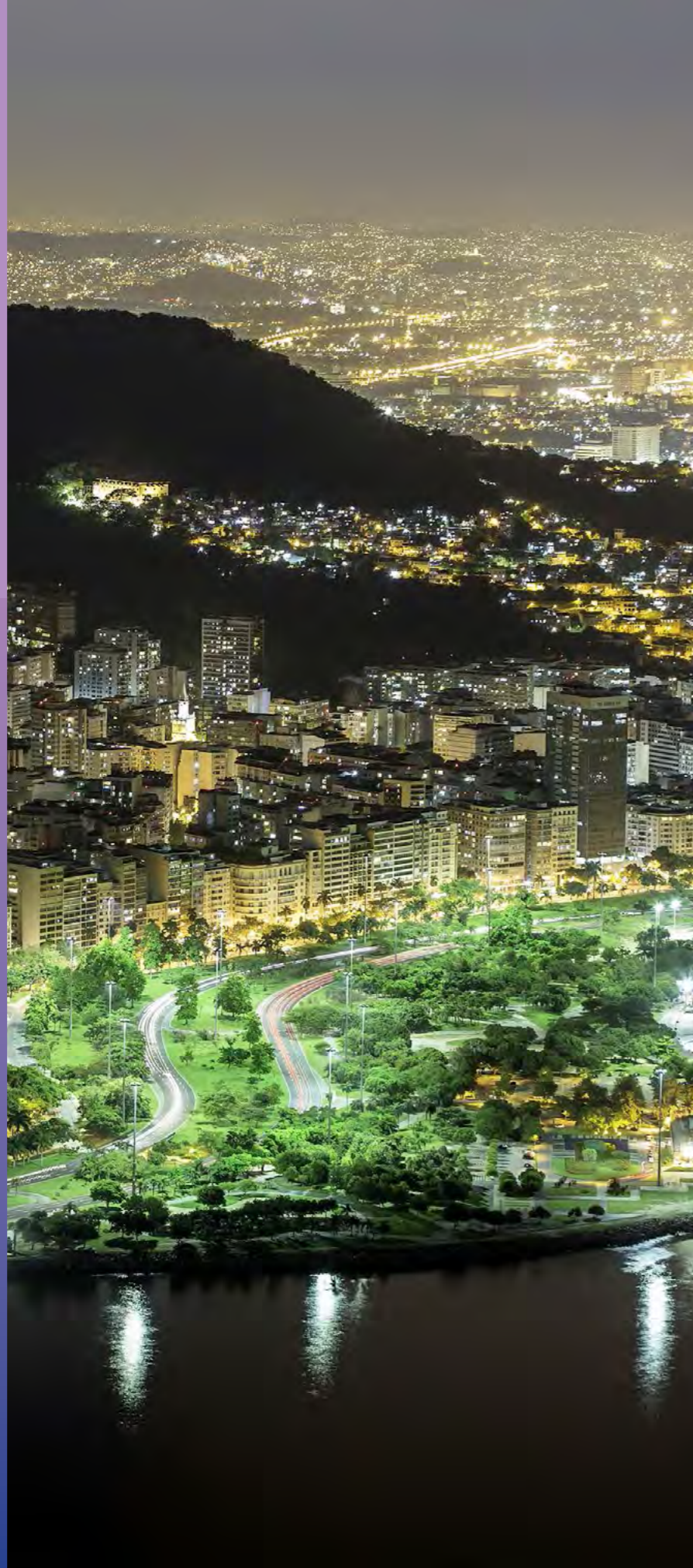
UNWTO Publications

## Annex 7

Organizational structure and finance

## Annex 8

Abbreviations



## Annex 1 / UNWTO Member States

### Africa

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

### Americas

Argentina (1975)	Ecuador (1975)	Paraguay (1992)
Bahamas (2005)	El Salvador (1993)	Peru (1975)
Bolivia (1975)	Guatemala (1993)	Trinidad and Tobago (2013)
Brazil (1975)	Haiti (1975)	Uruguay (1977)
Chile (1975)	Honduras (2001)	Venezuela (1975)
Colombia (1975)	Jamaica (1975)	
Costa Rica (1995)	Mexico (1975)	<b>Associate Members</b>
Cuba (1975)	Nicaragua (1991)	Aruba (1987)
Dominican Republic (1975)	Panama (1996)	Puerto Rico (2002)

### Asia and the Pacific

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

## Europe

Albania (1993)	Kazakhstan (1993)	Switzerland (1976)
Andorra (1995)	Kyrgyzstan (1993)	Tajikistan (2007)
Armenia (1997)	Lithuania (2003)	The Former Yugoslav Republic of Macedonia (1995)
Austria (1975)	Malta (1978)	Turkey (1975)
Azerbaijan (2001)	Monaco (2001)	Turkmenistan (1993)
Belarus (2005)	Montenegro (2007)	Ukraine (1997)
Bosnia and Herzegovina (1993)	Netherlands (1976)	Uzbekistan (1993)
Bulgaria (1976)	Norway (2008)	
Croatia (1993)	Poland (1976)	<b>Associate Members</b>
Cyprus (1975)	Portugal (1976)	Flemish Community of Belgium (1997)
Czech Republic (1993)	Republic of Moldova (2002)	Madeira (1995)
France (1975)	Romania (1975)	
Georgia (1993)	Russian Federation (1975)	<b>Permanent Observer</b>
Germany (1976)	San Marino (1975)	Holy See (1979)
Greece (1975)	Serbia (2001)	
Hungary (1975)	Slovakia (1993)	
Israel (1975)	Slovenia (1993)	
Italy (1978)	Spain (1975)	

## Middle East

Bahrain (2001)	Oman (2004)	<b>Special Observer</b>
Egypt (1975)	Qatar (2002)	Palestine (1999)
Iraq (1975)	Saudi Arabia (2002)	
Jordan (1975)	Syrian Arab Republic (1975)	
Kuwait (2003)	United Arab Emirates (2013)	
Lebanon (1975)	Yemen (1977)	
Libyan Arab Jamahiriya (1977)		

1970	On 27 September, the 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 Tourism Satellite Account (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 <i>Roadmap for Recovery</i> , 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	<p>The <i>White Paper, A Reform Process for a More Relevant UNWTO</i>, is unanimously adopted by the 19th UNWTO General Assembly.</p> <p>UNWTO launches the Private Sector Commitment to the Global Code of Ethics Campaign to engage companies in the implementation and promotion of the Code.</p> <p>UNWTO launches the <i>Open Letter on Travel and Tourism</i> initiative together with the World Travel and Tourism Council (WTTC) to promote tourism at the highest level.</p>
2012	<p>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.</p> <p>Tourism is 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.</p>
2013	<p>UNWTO celebrates its 10th Anniversary as a UN Specialized Agency.</p> <p>The 20th UNWTO General Assembly approves the Recommendations on Accessible Tourism.</p> <p>Tourism is identified by the World Trade Organization (WTO) and the Organization for Economic Cooperation and Development (OECD) as one of the five key sectors with great potential for development and high impact in Aid for Trade at the WTO Fourth Global Review of Aid for Trade.</p>

## Regional Programmes

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

## Operational Programmes

Affiliate Members	<a href="http://www.platma.org/">http://www.platma.org/</a>	platma@unwto.org
Destination Management	<a href="http://destination.unwto.org/">http://destination.unwto.org/</a>	destination@unwto.org
Ethics and Tourism	<a href="http://ethics.unwto.org/">http://ethics.unwto.org/</a>	ethics@unwto.org
Institutional Relations and Resource Mobilization	<a href="http://relations.unwto.org/">http://relations.unwto.org/</a>	icr@unwto.org
Knowledge Network	<a href="http://know.unwto.org/">http://know.unwto.org/</a>	innova@unwto.org
Fairs and Special Projects	<a href="http://silkroad.unwto.org/">http://silkroad.unwto.org/</a>	silkroad@unwto.org
Statistics and Tourism Satellite Account	<a href="http://statistics.unwto.org/">http://statistics.unwto.org/</a>	stat@unwto.org
Sustainable Development of Tourism	<a href="http://sdt.unwto.org/">http://sdt.unwto.org/</a>	sdt@unwto.org
Technical Cooperation	<a href="http://techcoop.unwto.org/">http://techcoop.unwto.org/</a>	dev-assistance@unwto.org
Tourism Market Trends	<a href="http://mkt.unwto.org/">http://mkt.unwto.org/</a>	marketing@unwto.org

## Direct Support Programmes

Conference Services	<a href="http://imd.unwto.org/">http://imd.unwto.org/</a>	conf@unwto.org
Communications & Publications	<a href="http://media.unwto.org">http://media.unwto.org</a>	comm@unwto.org pub@unwto.org elibrary@unwto.org

Programme and Coordination

## Indirect Support Programmes

Budget and Finance	-	-
General Services	-	-
Human Resources	-	-
Information and Communication Technologies	-	-
Legal and Contracts	-	-
Travel	-	-

## Annex 4 / Technical Cooperation projects

Technical Cooperation projects	
Africa	Project title
Morocco	Implementation of a New Classification System for Tourism Accommodation
<b>RETOSA</b> Member States (Angola, Botswana, DR Congo, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe)	National Statistical Capacity-Building Programme
Uganda	Improving Policies and Regulations to Support Development of Markets in Tourism Support for Development of Inclusive Markets in Tourism
Asia and the Pacific	
India	Tourism Development Master Plan for Punjab (Phase II)
Nepal	Development of the National Tourism Strategy Plan
Europe	
Azerbaijan	Formulation of a New Tourism Law
Middle East	
Qatar	First Implementation of a New Tourism Strategy and Action Plan
Saudi Arabia	Study on the Role of Tourism in Economic Development of Local Communities
Technical missions	
Africa	Project title
Democratic Republic of Congo- RETOSA	Workshops on Tourism Statistics, Tourism Strategy and Product Development
Morocco	Preparatory mission for the Formulation of a detailed Work Plan, for the Implementation of a New Classification System for Hotel Accommodation
Mozambique	Formulation of a Project Document for a Tourism Master Plan
Sierra Leone	Situation Analysis of the Tourism Sector and Institutional Restructuring

## Annex 4 / Technical Cooperation projects

Americas	Project title	
Aruba	Technical Assistance Mission to Develop Tourism Statistics and TSA	
Haiti	Senior Advisor to the Minister of Tourism	
Asia and the Pacific		
Project title		
Bangladesh, Bhutan, Sri Lanka	Technical Assistance Mission to South Asian Countries on Tourism Statistics	
India	Formulation of a Project Document for a Tourism Master Plan of the City of New Delhi	
Indonesia	Formulation of a Project on the Rehabilitation of Old Jakarta Town	
Myanmar	Revision of the Tourism Law	
Nepal	Project Formulation Mission for a National Tourism Strategy	
Middle East		
Bahrain	Formulation of a National Tourism Development Strategy	
Libya	Assessment of Tourism Marketing and Preparation for an Action Plan	
Qatar	Assessment of Business Opportunities in the Tourism Value of Qatar	
MDG-F Projects		
Americas	Project title	Lead agency and other participating UN agencies
Nicaragua	Cultural Recovery and Creative Productive Development on the Caribbean Coast of Nicaragua	<b>UNWTO</b> UNDP, UNICEF, UNESCO, ILO, UNIDO
	National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People	<b>ILO, UNDP</b> UNFPA, FAO, UNIDO, UNWTO
Panama	Entrepreneurial Opportunities Network for Poor Families	<b>UNDP,</b> UNIDO, FAO, UNCTAD, UNWTO
Peru	Inclusive Creative Industries: An Innovative Tool for Alleviating Poverty in Peru	<b>FAO</b> UNDP, UNIDO, ILO, UNESCO, UNWTO

## Annex 4 / Technical Cooperation projects

MDG-F Projects		
Europe	Project title	Lead agency and other participating UN agencies
Serbia	Sustainable Tourism for Rural Development	<b>UNDP</b> FAO, UNEP, UNICEF, UNWTO
Middle East		
Egypt	The Dahshour World Heritage Site Mobilization for Cultural Heritage for Community Development	<b>UNDP</b> UNESCO, ILO, UNIDO, UNWTO
ST-EP Projects portfolio 2013		
Africa	Project title	Main sources of funding
Burundi	Enhancing Participation of Youth and Women in the Tourism Sector (in the pipeline)	ST-EP Foundation
Benin, Burkina Faso, Niger	Development of Bird Watching 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
	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 Agro business in the Region of Mopti	AECID (Spanish Cooperation Agency)
Mozambique	Human Resources and SME Development for the Tourism Sector in Inhambane Province	Government of Flandres Government of Macao (China)
	Institutional Strengthening of the Municipality of Maputo and Initiatives Fund for Women Entrepreneurs of Mafalala	Banesto Foundation

## Annex 4 / Technical Cooperation projects

ST-EP Projects portfolio 2013		
Africa	Project title	Main sources of funding
Mozambique	Vocational Training and SME Development for the Tourism Sector in Maputo	Government of Flandres
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
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
Zimbabwe	Enhancing Participation of Youth and Women in the Tourism Sector at the Victoria Falls	ST-EP Foundation
Americas	Project title	Main sources of funding
Bolivia	Mysteries of Titikaka	EUROPAMUNDO Foundation
Costa Rica	Market Access and New Technologies for Community-based Tourism	EUROPAMUNDO Foundation
Haiti	Enhancing Local Economic Impact from Tourism Development in Jacmel	ST-EP Foundation
Central America	Market Access for Rural Tourism SMEs (Phase I and II)	ST-EP Foundation

## Annex 4 / Technical Cooperation projects

ST-EP Projects portfolio 2013		
Asia	Project title	Main sources of funding
China	Tourism and Handicraft Production in the Guizhou Province	Tsingtao Brewery.Co.Ltd
Mongolia	Capacity Building for Tourism Employees	ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	Government of Macao (China) ST-EP Foundation
Middle East		
Jordan	Youth Career Initiative Project	ST-EP Foundation

## Annex 5 / UNWTO Main events

Global events		
Date	Place	Title
<b>January</b>	Madrid, Spain	Training the trainers on Tourism Statistics and TSA: Technical Fundamentals and Practical Implementation
	FITUR, Madrid, Spain FITUR, Madrid, Spain	FITUR GREEN 2013 on Tourism Energy
<b>February</b>	BIT Milano, Italy	Seminar on Accessibility: A Competitive Advantage for Tourism Destinations
	Madrid, Spain	International Conference on Accessibility in Tourism: An Ethical Value, a Business Opportunity
<b>March</b>	ITB, Berlin, Germany	12th Meeting of the World Committee on Tourism Ethics
	ITB, Berlin, Germany	10th Meeting of the Board of Directors of the UNWTO ST-EP Foundation
	ITB, Berlin, Germany	Seminar on Tourism and Intangible Cultural Heritage: A Winning Partnership
	ITB, Berlin, Germany	Meeting of the Executive Committee of the World Tourism Network on Child Protection
	ITB Berlin, Germany	28th Meeting of the World Tourism Network on Child Protection
	ITB, Berlin, Germany	3rd UNWTO Silk Road Ministers' Meeting
	Baku, Azerbaijan	2nd Tour Operators' Forum on the Silk Road
<b>April</b>	Madrid, Spain	3rd Meeting of the UNWTO Silk Road Task Force
<b>May</b>	Belgrade, Serbia	2nd Meeting of the UNWTO Programme and Budget Committee
	Belgrade, Serbia	95th Session of the UNWTO Executive Council
	Baku, Azerbaijan	Conference on Sustainable Tourism at Inland Water Destinations
<b>June</b>	Andorra la Vella, Andorra	UNWTO Session on Tourism as a Key Driver of Mutual Understanding and Tolerance among People and Cultures, in the framework of the 2nd World Forum on Intercultural Dialogue
	UNWTO Headquarters	UNWTO.Practicum 2013 and Workshop on Social Media in Tourism Destinations: Towards Smart Destinations
<b>July</b>	Madrid, Spain	13th Meeting of the UNWTO Committee on Statistics and the Tourism Satellite Account
	Dunhuang, Gansu, China	
<b>August</b>	Victoria Falls, Zambia/Zimbabwe	6th UNWTO International Meeting on Silk Road Tourism
	Victoria Falls, Zambia/Zimbabwe	3rd Meeting of the UNWTO Programme and Budget Committee
	Victoria Falls, Zambia/Zimbabwe	1st Meeting of the UNWTO Tourism and Sustainability Committee
	Victoria Falls, Zambia/Zimbabwe	1st Meeting of the UNWTO Tourism and Competitiveness Committee
	Victoria Falls, Zambia/Zimbabwe	96th Session of the UNWTO Executive Council
	Victoria Falls, Zambia/Zimbabwe	11th Meeting of the Board of Directors of the UNWTO ST-EP Foundation
	Victoria Falls,	

Global events		
Date	Place	Title
<b>August</b>	Zambia/Zimbabwe Victoria Falls,	ST-EP Forum: 10 Years of ST-EP Initiative: Turning Tourism into an Engine for Socio-economic Growth
	Zambia/Zimbabwe Victoria Falls,	20th Session of the UNWTO General Assembly
	Zambia/Zimbabwe Madrid, Spain	97th Session of the UNWTO Executive Council
<b>September</b>	Réunion Island, France	UNWTO.TedQual Worldwide Event 2013
	Moscow, Russian Federation	Conference on Sustainable Development of Tourism in Islands
<b>27 September</b>	The Maldives	2nd UNWTO Global Summit on City Tourism: Innovative Strategies for Improving Competitiveness and the Development of New Business Models
	Almaty, Kazakhstan	World Tourism Day 2013: Tourism and Water: Protecting our Common Future
<b>October</b>	Melaka, Malaysia	1st Euro-Asian Ski Resorts Conference: Developing New Destinations for Snow Tourism
	Medellin, Colombia	World Tourism Conference 2013: Global Tourism: Game Changers and Pace Setters
<b>November</b>	London, United Kingdom	3rd International Conference on the Measurement and Economic Analysis of Regional Tourism - MOVE 2013
	London, United Kingdom	UNWTO&WTM Ministers' Summit on How to Bridge the Gap between Tourism and Aviation Policies
	Malaga, Spain	Founding Members Meeting of the future International ST-EP Organization
	Ninh Binh City, Viet Nam	Joint UNWTO/EOI Seminar on Employment in Tourism-Realizing its Full Potential
	Estoril, Portugal	International Conference on Spiritual Tourism for Sustainable Development
<b>December</b>		3rd UNWTO International Conference on Tourism and the Media: How New Media is Shaping the News

Regional events Africa		
Date	Place	Title
<b>January</b>	FITUR, Madrid, Spain	INVESTOUR 2013: Tourism Investment and Business Forum for Africa
<b>March</b>	Lusaka, Zambia	UNWTO Workshop on Tourism and the Media
<b>April</b>	Tunis, Tunisia	54th Meeting of the UNWTO Regional Commission for Africa
	Tunis, Tunisia	International Conference on Current Challenges and Issues of African Tourism: What Solutions can be Adopted to Ensure its Competitiveness?
<b>August</b>	Victoria Falls, Zambia/Zimbabwe	55th Meeting of the UNWTO Regional Commission for Africa
<b>December</b>	Abidjan, Côte d'Ivoire	UNWTO.Themis Course on Tourism Policy and Strategy

Regional events Americas		
Date	Place	Title
<b>April</b>	Sao Paulo, Brazil	UNWTO/WTM Latin America Round Table
	La Ceiba, Honduras	Central America Conference on Tourism, Sustainability and Climate Change
<b>May</b>	San José, Costa Rica	55th Meeting of the UNWTO Regional Commission for the Americas
	San José, Costa Rica Bariloche, Argentina	Technical Seminar on Tourism and New Technologies UNWTO.THEMIS International Course: Excellence in Tourism Marketing: Social Media in Tourism Destinations
<b>August</b>	Victoria Falls, Zambia/Zimbabwe	56th Meeting of the UNWTO Regional Commission for the Americas
<b>October</b>	Playas de Rosarito, Baja California, Mexico	UNWTO Regional Course on Gastronomy as a Tool for Tourism Competitiveness

Regional events Asia-Pacific		
Date	Place	Title
<b>April</b>	Hyderabad, India	25th Joint Meeting of the UNWTO Regional Commissions for Asia and the Pacific/South Asia
	Hyderabad, India	Conference on Sustainable Tourism Development
<b>June</b>	Seoul, Republic of Korea	1st UNWTO Regional Conference on Tourism Partnerships: Future Tourism for Asia and the Pacific
	Busan, Republic of Korea	7th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy



### Regional events **Asia-Pacific**

<b>August</b>	Victoria Falls, Zambia/Zimbabwe	54th Meeting of the UNWTO Regional Commission for South Asia
	Victoria Falls, Zambia/Zimbabwe	50th Meeting of the UNWTO Regional Commission for East Asia and the Pacific
<b>October</b>	Guilin, China	The 7th UNWTO/PATA Forum on Tourism Trends and Outlook
<b>November</b>	Siem Reap, Cambodia	UNWTO Regional Conference on Tourism Development in Cultural and Natural Heritage Sites

### Regional events **Europe**

<b>March</b>	Moscow, Russian Federation	Seminar on Hospitality and Quality of Services in the Tourism Industry: Russian and International Experiences
	Izmir, Turkey	55th Meeting of the UNWTO Commission for Europe
	Izmir, Turkey	Seminar on Tourism on World Heritage Sites: Challenges and Opportunities
<b>June</b>	Baku, Azerbaijan	3rd Workshop of the Statistical Capacity Building Programme for the CIS countries and Georgia
<b>August</b>	Livingstone, Zambia/Zimbabwe	56th Meeting of the UNWTO Commission for Europe
<b>October</b>	Zadar, Croatia	UNWTO-ETC E-marketing Master Class: Improve your Skills in Developing, Optimising and Evaluating properly Integrated E-marketing Strategies

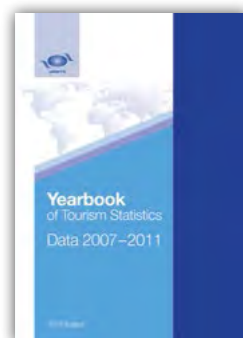
### Regional events **Middle East**

<b>January</b>	FITUR, Madrid, Spain	High Level Discussion Forum on Strategies to Recover and Boost Tourism in the MENA Region
<b>April</b>	Manama, Bahrain	37th Meeting of the UNWTO Regional Commission for the Middle East
	Manama, Bahrain	International Conference on Exploring New Cultural Horizons for Tourism
<b>May</b>	Dubai, UAE	UNWTO & Arabian Travel Market Ministerial Forum: Tourism and Aviation: Building a Common Agenda for Growth
<b>August</b>	Victoria Falls, Zambia/Zimbabwe	38th Meeting of the UNWTO Regional Commission for the Middle East
<b>November</b>	Cordoba, Spain	Special Practicum Session for Arab-speaking Countries and Workshop on Promotion Tourism Investment

### Full list of UNWTO publications 2013

- Sustainable Tourism Governance and Management in Coastal Areas of Africa** (English and French)
- Domestic Tourism in Asia and the Pacific** (English)
- Basic Documents, Volume I – Statutes, Rules of Procedure, Agreements, Fourth Edition** (English, French, Spanish and Russian)
- UNWTO Basic Documents, Volume II – Staff Regulations and Rules** (English)
- Yearbook of Tourism Statistics, Data 2007 – 2011, 2013 Edition** (English, French and Spanish)
- Compendium of Tourism Statistics, Data 2007 – 2011, 2013 Edition** (English, French and Spanish)
- A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines** (English)
- Key Outbound Tourism Markets in South-East Asia: Indonesia, Malaysia, Singapore, Thailand and Viet Nam** (English)
- Development, social inclusion and regional integration in the Americas** (Fortaleza, Brazil, 28- 29 November 2011) (English, Spanish and Portuguese)
- Understanding Brazilian Outbound Travel – What the Brazilian Blogosphere is Saying about Europe** (English)
- Tourism and Intangible Cultural Heritage** (Spanish)
- Challenges and Opportunities for Tourism Development in Small Island Developing States** (French)
- UNWTO Tourism Highlights, 2013 Edition** (English, French and Spanish)
- UNWTO High-level Regional Conference on Green Tourism Chiang Mai, Thailand, 3-5 May 2012** (English)
- Managing and Promoting Tourism in the Americas** (Spanish)
- Tourism and New Technologies – Technical Seminar San José (Costa Rica), 14-15 May 2013** (Spanish)
- Tourism Stories – How tourism enriched my life** (English)
- Chinese Outbound Travel to the Middle East and North Africa** (English)
- Tourism in the Americas – 2013 Edition** (English, Spanish)
- Tourism Legislation in the Americas** (Spanish)
- Manual Development of tourism products** (Spanish)
- Demographic Changes and Tourism** (Spanish)
- Economic Crisis, International Tourism Decline and its Impact on the Poor** (English)
- The Chinese Outbound Travel Market – 2012 Update** (English)
- Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe** (English)

## Selected publications



### Yearbook of Tourism Statistics

Data 2007 – 2011, 2013 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 2013 Edition presents data for 199 countries from 2007 to 2011, with methodological notes in English, French and Spanish.



### Compendium of Tourism Statistics

Data 2007 – 2011, 2013 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. Deriving from the most comprehensive statistical database available on the tourism sector, 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 2013 edition presents data for 205 countries from 2007 to 2011, with methodological notes in English, French and Spanish.



### Key Outbound Tourism Markets in South-East Asia:

Indonesia, Malaysia, Singapore, Thailand and Viet Nam (English)

Asia and the Pacific is not only a major tourism destination region but also an increasingly important tourism outbound market. This study, a collaborative project between Tourism Australia (TA) and UNWTO, aims to provide an up-to-date perspective of the major tourism trends in five key South-East Asian outbound markets: Indonesia, Malaysia, Singapore, Thailand and Viet Nam. The report includes a regional overview in terms of tourism and travel patterns, a detailed, country-specific analysis and a comparative evaluation of current and future potential tourism generating countries.



### Understanding Brazilian Outbound Travel – What the Brazilian Blogosphere is Saying about Europe (English)

With over 70 million internet users in 2012, Brazil has Latin America's biggest population of social media users, the fifth largest in the world. An increasing number of National Tourist Organizations are interested in targeting this important market through websites, blogs and other social media. A joint research project by the European Travel Commission and UNWTO, Understanding Brazilian Outbound Tourism – What the Brazilian Blogosphere is Saying about Europe analyzes the trends, themes and behavior of Brazilian tourists in Europe based on internet searches and social media activity.



### Tourism Legislation in the Americas (Spanish)

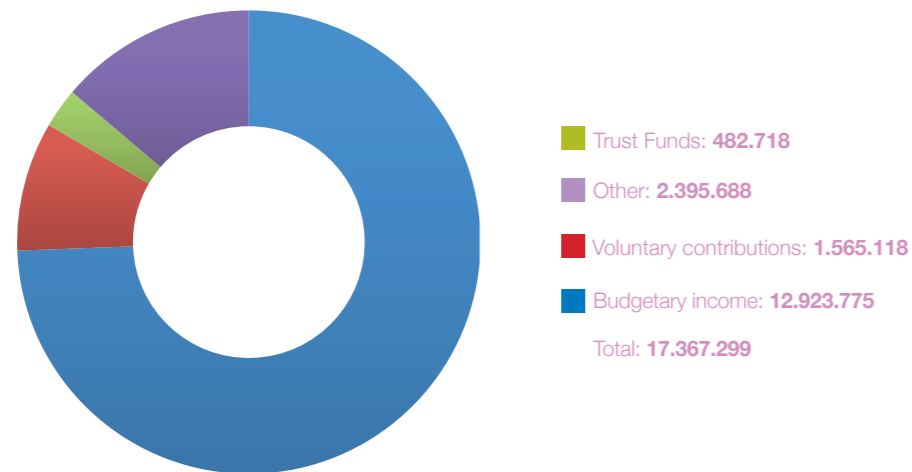
Tourism, for its socio-economic importance and its multiplier effects, now occupies an increasingly prominent on the national agendas of the countries of the Americas instead. This importance is also reflected in how the region has evolved in the regulatory framework of tourism. This publication compiles the tourism legislation of 19 countries in the Americas. The study clearly shows the level of maturity reached by the sector in the region, while providing an in depth view of how each national framework creates a level playing field for the development of the sector to set priorities and define roles and responsibilities of the public and private sectors and national, regional and local administrations.



### The Chinese Outbound Travel Market – 2012 Update (English)

China is the fastest-growing tourism source market in the world, and the top international tourism spender since 2012. The new joint ETC/UNWTO report on The Chinese Outbound Travel Market – 2012 Update explores the remarkable evolution of Chinese outbound tourism in the context of the country's rapid economic growth and socio-demographic changes. The report looks into Chinese travel preferences and destination choices, the structure of China's tourism sector and aviation industry, and its regulatory framework, particularly the Approved Destination Status (ADS) programme. The report further provides recommendations on how to market tourism destinations in the Chinese market and highlights the latest trends of this important market and their implications.

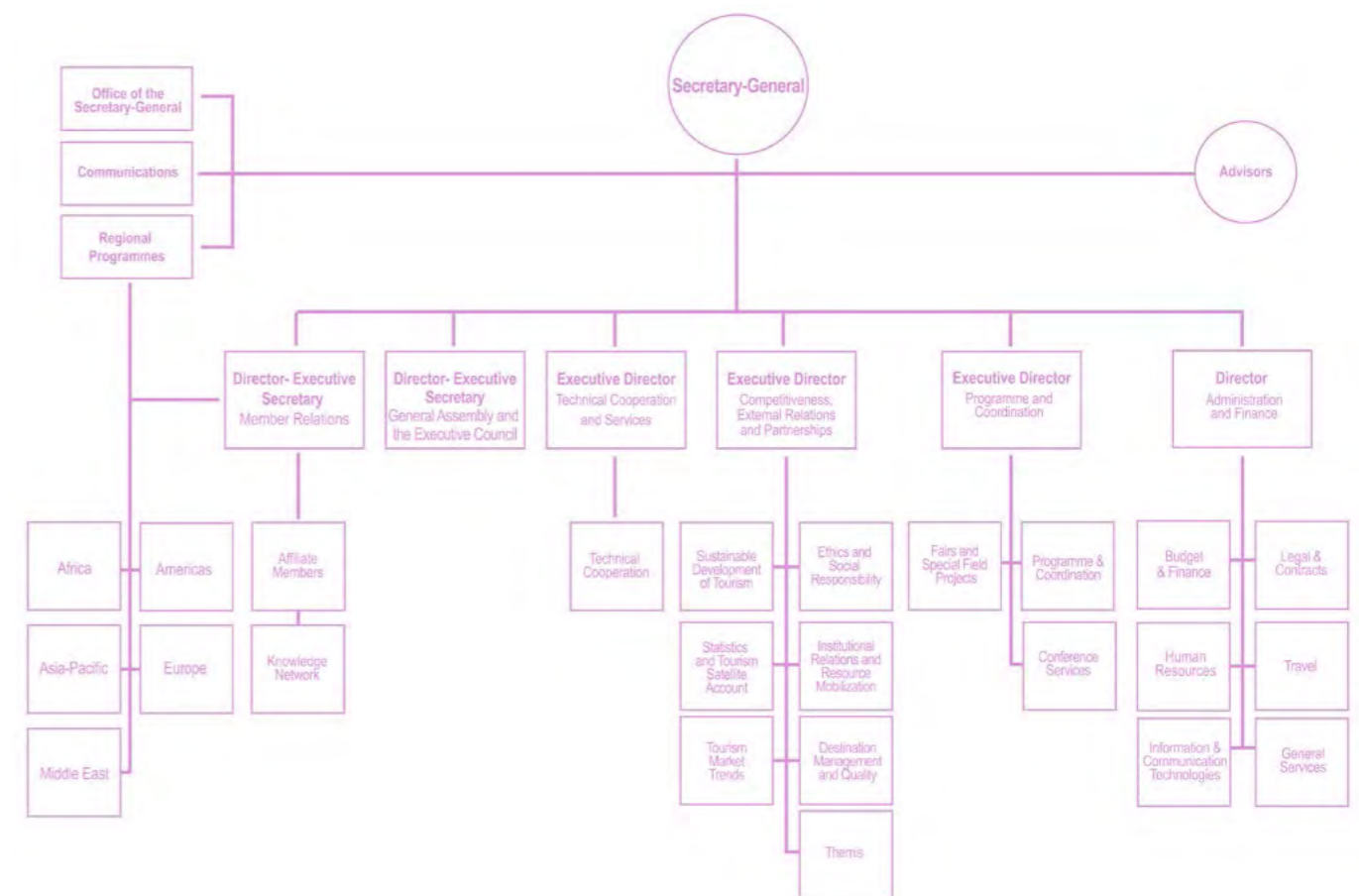
2013 UNWTO income (€)



2013 UNWTO expenditure by segments (€)

Budgeted expenditures	12,923,775
Voluntary contributions	2,007,349
Trust Funds	1,087,487
Other	2,190,177
<b>Total</b>	<b>18,208,788</b>

UNWTO Organizational chart (March 2014)



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**ADS:** Approved Destination Status  
**AECID:** Spanish Agency for International Development Cooperation  
**APEC:** Asia-Pacific Economic Cooperation  
**ASEAN:** Association of South East Asia Nations  
**ATM:** Arabian Travel Market  
**BCC:** Basque Culinary Center  
**BEST:** Borneo Ecotourism Solutions and Technologies  
**BMUB:** German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety  
**BRIC:** Brazil, Russia, India, China  
**BSEC:** Black Sea Economic Cooperation  
**CAF:** Commission for Africa  
**CAM:** Commission for the Americas  
**CBI:** Centre for the Promotion of Imports from Developing Countries of the Ministry of Foreign Affairs of The Netherlands  
**CEB:** Chief Executives Board  
**CIS:** Commonwealth of Independent States  
**COAST:** Collaborative Actions for Sustainable Tourism  
**COE:** Council of Europe  
**CSR:** Corporate Social Responsibility  
**CTRD:** Centre for Tourism Research & Development  
**CTS:** Committee on Tourism and Sustainability  
**DEVCO:** Development and Cooperation – EuropeAid  
**DRC:** Democratic Republic of Congo  
**EICR:** European Institute for Cultural Routes  
**EIF:** Enhanced Integrated Framework  
**ETC:** European Travel Commission  
**EU:** European Union  
**EUSBSR:** EU Strategy for the Baltic Sea Region  
**EUSDR:** EU Strategy for the Danube Region  
**FEDECATUR:** Federation of Tourism Chambers of Central America  
**FITUR:** International Tourism Trade Fair  
**FNIH:** National Federation of the Hotel Industry  
**GDP:** Gross Domestic Product  
**GEF:** Global Environment Facility  
**GOST:** Global Observatory on Sustainable Tourism  
**GPST:** Global Partnership for Sustainable Tourism  
**HES:** Hotel Energy Solutions  
**ICAO:** International Civil Aviation Organization  
**ILO:** International Labour Organization  
**IMF:** International Monetary Fund  
**ITA:** International Tourist Arrivals  
**ITC:** International Trade Center  
**IUCN-NL:** Netherlands Committee of the World Conservation Union  
**KOICA:** Korean International Cooperation Agency  
**LDCs:** Least Developed Countries  
**LGBT:** Lesbian Gay Bisexual and Transgender  
**MCSTO:** Monitoring Centre for UNWTO Sustainable Tourism Observatories  
**MDGs:** Millennium Development Goals

**MDG-F:** Millennium Development Goals Achievement Fund  
**MENA:** Middle East and North Africa  
**MoCTCA:** Ministry of Culture, Tourism and Civil Aviation  
**NSCBP:** National Statistics Capacity Building Programme  
**NEZEH:** Nearly Zero Energy Hotels  
**NGOs:** Non-Governmental Organizations  
**NTAs:** National Tourism Administrations  
**NTOs:** National Tourist Offices  
**ODA:** Official Development Assistance  
**OECD:** Organization for Economic Co-operation and Development  
**PATA:** Pacific Asia Travel Association  
**QTA:** Qatar Tourism Authority  
**RETOSA:** Regional Tourism Organisation for Southern Africa  
**RTP:** Rádio e Televisão de Portugal  
**ROI:** Return on Investment  
**SAR:** Special Administrative Region  
**SCTD:** UN Steering Committee on Tourism for Development  
**SDGs:** Sustainable Development Goals  
**SECO:** State Secretariat for Economic Affairs  
**SEGITTUR:** Spanish Corporation for the Management of Innovation and Technology in Tourism  
**SICA:** Central American Integration System  
**SIDS:** Small Island Developing States  
**SME:** Small and Medium Sized Enterprise  
**SNV:** Netherlands Development Organisation  
**ST-EP:** Sustainable Tourism – Eliminating Poverty  
**STREAM:** Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures  
**STSA:** Statistics and Tourism Satellite Account  
**TedQual:** Quality Assurance for Tourism Education, Training and Research Programmes  
**TOI:** Tour Operators' Initiative  
**TPO:** Tourism Promotion Organization for Asia Pacific Cities  
**TSA:** Tourism Satellite Account  
**UAE:** United Arab Emirates  
**UN:** United Nations  
**UNCTAD:** UN Conference on Trade and Development  
**UNDP:** UN Development Programme  
**UNEP:** UN Environment Programme  
**UNESCO:** UN Educational, Scientific and Cultural Organization  
**UNIDO:** UN Industrial Development Organization  
**UNODC:** UN Office on Drugs and Crime  
**UNWTO:** World Tourism Organization  
**WTD:** World Tourism Day  
**WTM:** World Travel Market  
**WTO:** World Trade Organization  
**WTTC:** World Travel & Tourism Council

