

World Tourism Organization



UNWTO

Annual Report

2011

UNWTO
Annual Report 2011

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Annual Report 2011

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2011

Continued growth in a year of uncertainty

At first glance, conditions in 2011 seemed anything but favorable to tourism growth. A year of multiple crises, 2011 saw global economic recovery losing momentum, major political changes across North Africa and the Middle East and natural disasters around the world.

Yet despite this backdrop of events, international tourism grew by 4.6%, reaching 982 million international tourist arrivals. International tourism receipts were up 3.8%, contributing a record US\$ 1 trillion to the world economy.

In 2011, UNWTO worked tirelessly to spread the message that tourism is a resilient, thriving and labor-intensive sector and delivered the expert knowledge and on-the-ground support for countries to fully harness the potential of their tourism sectors. With many of our Members facing particularly challenging conditions, it was also a year to support them in their tourism recovery. UNWTO worked to ensure the revitalization of tourism in Egypt, Tunisia, and Japan and to make it a sector of the future of Haiti.

Throughout the year, UNWTO provided its Members with the insight and tools necessary to remain competitive, making advances in the areas of market trends, statistics, risk and crisis management and consumer protection. UNWTO launched its new long-term forecast for international tourism, *Tourism Towards 2030*, which quickly proved an indispensable resource for all those involved in the sector.

At the same time, UNWTO continued to position sustainability – economic, environmental and social – at the core of tourism growth. UNWTO made significant

progress on a number of fronts, with the release of the first report on women's participation in the tourism sector, the launch of an online toolkit to help hotels cut energy use and the signing by major businesses of the Global Code of Ethics for Tourism. UNWTO technical assistance projects continued to make a real difference to the lives of communities worldwide.

What became clear in 2011, more than ever, was that tourism is an economic sector of the future. A major milestone in this respect was the launch of the UN *Green Economy Report*. The Report echoes UNWTO's central message – that tourism offers one of the most effective solutions for delivering a more inclusive and sustainable future – and points to tourism as one of the ten sectors instrumental in the transformation to a new global development model.

It is this message that UNWTO and the World Travel & Tourism Council (WTTC) took to heads of states and government worldwide in 2011, as part of our joint Global Leaders for Tourism Campaign. The Campaign aims to raise awareness among world leaders of sustainable tourism's capacity to respond to some of the world's most pressing challenges, advocating for tourism to be placed higher in national and international agendas.

UNWTO Secretary-General, **Taleb Rifai**

UNWTO Milestones in 2011

January 2011

UNWTO presents **platma**, an innovative online network for its Affiliate Members.

February 2011

The UN launches the **Green Economy Report**, identifying tourism as one of ten economic sectors key to kick-starting a transition towards a low-carbon, resource-efficient Green Economy that can also help reduce poverty.

March 2011

President Calderón of Mexico becomes the first head of state to join the **UNWTO/WTTC Global Leaders for Tourism Campaign**.

UNWTO and UN Women launch the **Global Report on Women in Tourism**, the first survey to map women's participation in the tourism sector worldwide.

May 2011

Tourism is debated at the Fourth **UN Conference on the Least Developed Countries** (LDCs) and included in the Istanbul Plan of Action (IPoA), a ten-year plan to spur economic growth and development in the world's most vulnerable countries.

August 2011

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

September 2011

Some of Spain's most prominent tourism businesses sign their commitment to the Global Code of Ethics for Tourism at the **1st International Congress on Ethics and Tourism** (Madrid, Spain).

World Tourism Day 2011 is celebrated under the theme, **Tourism – Linking Cultures**. Official celebrations take place in Aswan, Egypt (27 September).

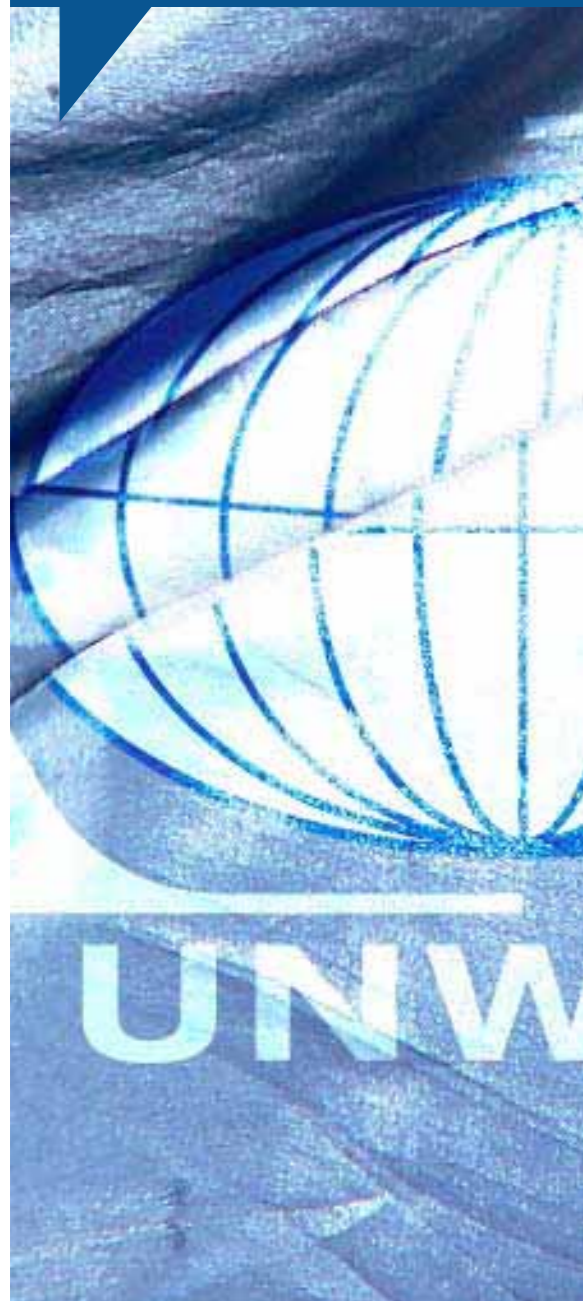
October 2011

UNWTO expands its range of statistical tourism indicators to include, among other, data on the number of employees by tourism industries and international tourism as a percentage of total exports, published in the **Compendium of Tourism Statistics**.

The 19th session of the **UNWTO General Assembly** meets in Gyeongju, Republic of Korea, to forge the way forward for UNWTO and the international tourism community.

UNWTO releases its long-term forecast for international tourism, **Tourism Towards 2030**. The study forecasts that international tourist arrivals will reach 1.8 billion by 2030.

About us



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

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

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the 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 155 countries, 7 territories 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

A reform process for UNWTO



19th session of the UNWTO General Assembly

Gyeongju, Republic of Korea (8-14 October 2011)

Held every two years, the UNWTO General Assembly brings together the Members of UNWTO to debate and approve the biannual Programme of Work of the Organization, as well as its budget, and review issues of particular importance to the sector.

Debates at the 19th session of the UNWTO General Assembly, held in Gyeongju, Republic of Korea, revolved around UNWTO's newly released long-term forecast, *Tourism Towards 2030*, with delegates sharing the future prospects of the tourism sector in their own countries (see page 9 for more details on *Tourism Towards 2030*).

The White Paper, A Reform Process for a More Relevant UNWTO, was unanimously adopted by the Assembly, setting out a clear roadmap to reinforce the work of UNWTO in competitiveness and sustainability, while adopting new areas of work including domestic tourism, employment in tourism and tourism governance.

The Assembly was attended by a record number of participants including Ministers and other high-level government officials, as well as senior representatives of the UN and prominent leaders from the corporate sector. The Assembly was preceded by a Ministerial Roundtable with the presence of UN Deputy Secretary-General, Asha-Rose Migiro and Jeffrey Sachs, Director of the Earth Institute, Special Advisor to the UN Secretary-General on the MDGs and a Member of the UN MDG Advocacy Group.

The General Assembly welcomed Liberia as a new Full Member of UNWTO and 69 public and private sector representatives as new Affiliate Members, bringing UNWTO membership to 155 Members States and over 400 Affiliate Members. Zambia and Zimbabwe won the bid to jointly host the 20th session of the UNWTO General Assembly in 2013 at Victoria Falls.

"Since the last UNWTO General Assembly, tourism has proven its resilience despite an uncertain environment. This General Assembly allows us to assess the current situation and to explore what tourism, as a truly global economic and human activity, can do to pave a prosperous and sustainable path forward."

UN Deputy Secretary-General, Asha-Rose Migiro, addressing the UNWTO General Assembly

1

Tourism in numbers

A record 982 million international tourists traveled the world in 2011, an increase of 4.6% compared to 2010. International tourism receipts grew by 3.8% to reach over US\$ 1 trillion for the first time. This growth came despite a stalled global economic recovery, major political changes in the Middle East and North Africa and natural disasters in many parts of the world. With an expected growth of between 3% and 4% in 2012, international tourism will reach a major milestone: one billion tourists traveling across international borders in a single year.



Tourism in 2010

A year of recovery

After suffering a decline in 2009 as a result of the global economic crisis, international tourism recovered strongly in 2010 and faster than expected. International tourist arrivals increased by 6% to reach 939 million, while earnings from international tourism grew slightly slower at 5% to US\$ 928 billion. All regions posted growth in both international tourist arrivals and receipts, with the exception of Europe, where receipts stagnated in 2010.

Tourism in 2011

Continued growth in a year of uncertainty

International tourism continued to grow in 2011, despite an increasingly uncertain global economy, political changes in the Middle East and North Africa and natural disasters around the world. **International tourist arrivals reached a record 982 million, an increase of 4.6% on 2010, while receipts grew by 3.8% to US\$ 1.030 billion (€ 740 bn).**

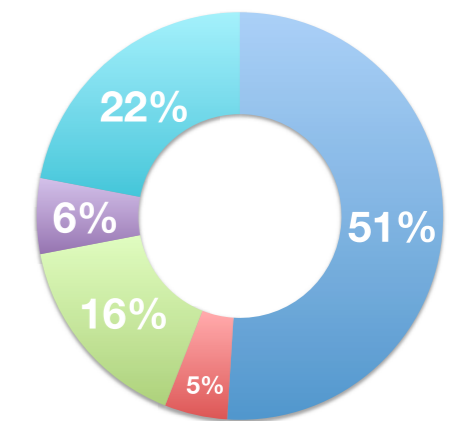
Contrary to previous years, growth in arrivals in 2011 was slightly faster in advanced economies (+4.8%) than in emerging ones (+4.3%), due largely to strong results in Europe and the setbacks in the Middle East and North Africa.

Asia and the Pacific and Europe (+6% each) were the best performers in 2011, the latter exceeding half a billion international tourist arrivals for the first time. Growth was also reported in the Americas (+4%), while in Africa (+1%) arrivals grew only slightly as a result of the decreases in North Africa. The Middle East (-8%) lost an estimated five million international arrivals, although some destinations in the region managed to sustain steady growth.

In terms of international tourism receipts, the Americas (+6%) recorded the largest increase in receipts in 2011, followed by Europe (+5%), Asia and the Pacific (+4%) and Africa (+2%). The Middle East was the only region posting negative growth (-14%).

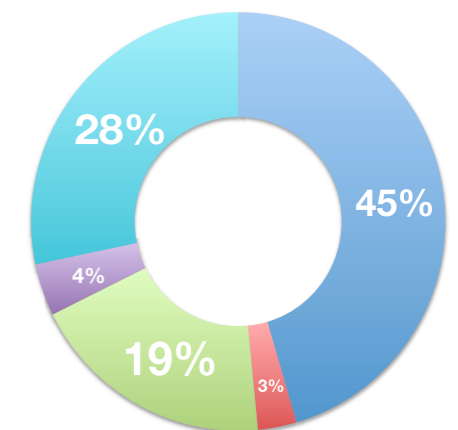
Europe held the largest share of international tourism receipts in absolute numbers (45% share), reaching US\$ 463 billion (€ 333 bn) in 2011, followed by Asia and the Pacific (28% share or US\$ 289 billion/€ 208 bn), and the Americas (19% share or US\$ 199 billion/€ 143 bn).

International Tourist Arrivals 2011



- Africa - 50 million
- Americas - 156 million
- Asia & the Pacific - 217 million
- Europe - 504 million
- Middle East - 55 million

International Tourism Receipts 2011



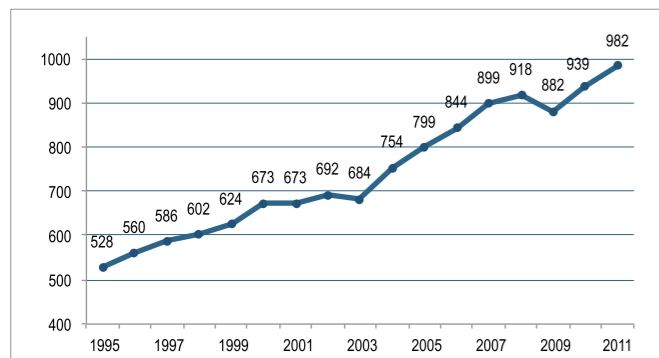
- Africa - US\$ 33 / € 23 billion
- Americas - US\$ 199 / € 143 billion
- Asia & the Pacific - US\$ 289 / € 208 billion
- Europe - US\$ 463 / € 333 billion
- Middle East - US\$ 46 / € 33 billion

The Middle East (4% share) earned US\$ 46 billion (€ 33 bn) and Africa (3% share) US\$ 33 billion (€ 23 bn).

In addition to international tourism receipts (the travel item of the Balance of Payment), tourism also generates export earnings through international passenger transport. The latter amounted to an estimated US\$ 196 billion in 2011, bringing **total receipts generated by international tourism to US\$ 1.2 trillion**, or on average US\$ 3.4 billion a day.

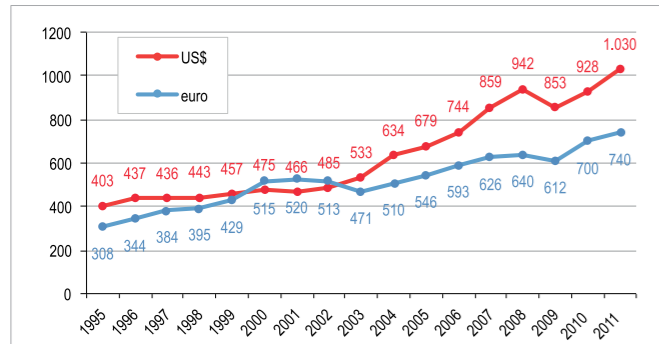
World: Inbound Tourism
International Tourist Arrivals

(million)



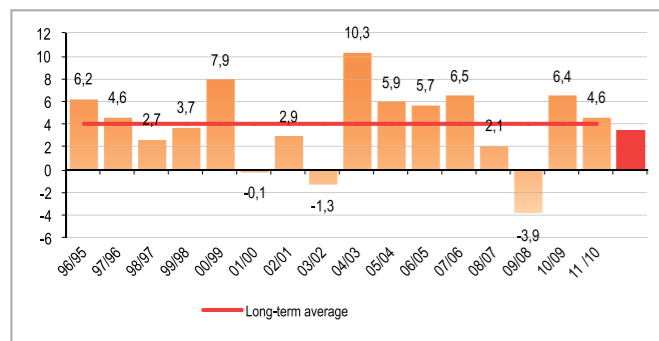
World: Inbound Tourism
International Tourism Receipts

(billion)



International Tourist Arrivals

(% Change)

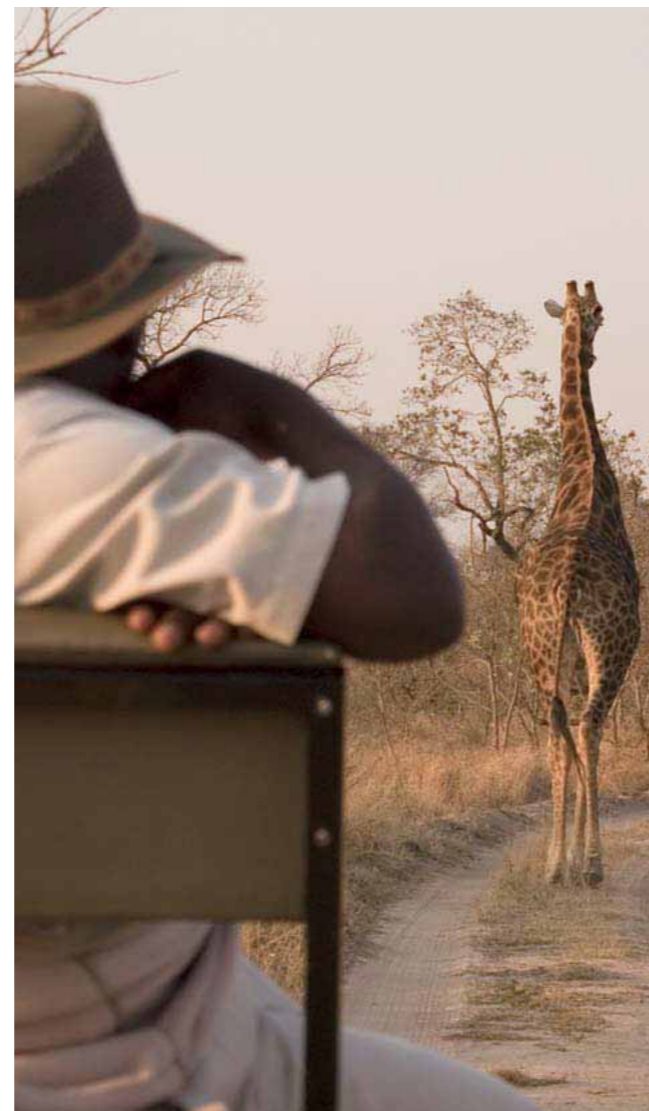


Tourism in 2012

International tourists to reach one billion

With growth forecast to continue in 2012, although at a slightly slower rate of between 3% and 4%, **international tourism will hit a major milestone in 2012: one billion international tourists** will travel the world in a single year. The one billionth tourist is expected to travel sometime in December 2012.

Emerging economies are tipped to regain the lead in tourism growth in 2012, with stronger growth in Africa and Asia and the Pacific, followed by the Americas and Europe. The Middle East is forecast to recover some of its losses in 2012.



Tourism Towards 2030

In 2011, UNWTO released a major update of its long-term forecast for international tourism, *Tourism Towards 2030*. With forecasts for individual regions and sub-regions, transport, purpose of visit and major travel trends, the study offers an important reference on future tourism development, allowing UNWTO Members, and the sector at large, to formulate competitive and sustainable long-term strategic plans. This in-depth study explores the issues that will shape tourism's development over the next two decades and shows that:

- International tourist arrivals – at 982 million in 2011 – will exceed one billion in 2012, reach close to 1.4 billion in 2020 and hit 1.8 billion by 2030.
- In 2030, five million people will be crossing international borders for leisure, business or other purposes every day.
- The traditional concentration of international tourist arrivals in a relatively few destinations will be further reduced and arrivals will be spread more evenly across the globe.
- From 2015, emerging economies will, for the first time in history, receive more international tourist arrivals than advanced ones, receiving over one billion arrivals by 2030.
- Asia and the Pacific will gain most of the new arrivals and will also be the strongest growing outbound region.
- South-East Asia will be the sub-region with the fastest growth and North-East Asia the most visited sub-region in 2030.

Further reading and resources

Understanding Tourism: Basic Glossary

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

UNWTO World Tourism Barometer

– mkt.unwto.org/en/barometer

Tourism Towards 2030

– publications.unwto.org

2

Mainstreaming tourism in the global agenda

Recognition of tourism as a vehicle for global growth and development gained momentum in 2011. The launch of the UNWTO/WTTC Global Leaders for Tourism Campaign saw world leaders publicly acknowledging tourism as key to a more sustainable and inclusive future; tourism was included in the UN Istanbul Plan of Action to help lift developing countries out of poverty; and the sector gained increasing attention within national and international decision-making.



UNWTO and WTTC launch the Global Leaders for Tourism Campaign

Tourism is directly responsible for 5% of global Gross Domestic Product (GDP), 30% of the world's services exports and one in every twelve jobs, yet is often underestimated by decision-makers. This has resulted in a general lack of awareness of tourism's immense potential to create jobs, stimulate economic growth and promote development, and a missed opportunity for political leaders to draw on the sector when facing economic and social challenges.

Against this background, UNWTO and the World Travel & Tourism Council (WTTC) joined hands in 2011 to launch the **Global Leaders for Tourism Campaign**. Throughout 2011, UNWTO Secretary-General, Taleb Rifai, and WTTC President & CEO, David Scowsill,

presented an Open Letter to heads of state and government worldwide, calling on them to acknowledge tourism's role in delivering more sustained and balanced growth and to prioritize the sector higher in national policies in order to maximize its potential.

By the end of 2011, the Campaign had received the support of leaders from all world regions including Armenia, Azerbaijan, Burkina Faso, China, Colombia, Croatia, France, Hungary, Indonesia, Ireland, Kazakhstan, Kenya, Republic of Korea, Malaysia, Mexico, Mozambique, Romania and South Africa.



"For Mexico, tourism is a national priority and a public-policy priority. It is an essential activity for stimulating growth, generating jobs, raising the standard of living of Mexican families and promoting sustainable regional development. Tourism is a fundamental driver for a prosperous Mexico."

Felipe Calderón, President of Mexico (Mexico City, Mexico, 28 February 2011)

Speaking with one voice

The tourism sector is one of the most fragmented and complex in the world, making it difficult for those working in tourism to issue strong messages on topics of common concern. UNWTO has long campaigned for the tourism community to come together, find common solutions and speak with one voice to position its concerns on the global agenda, and, in 2011, provided many opportunities for it to do so.

The Global Tourism Forum

Held in the Principality of Andorra, the Global Tourism Forum was the first event of its kind. A truly global forum on tourism issues, the Forum brought together not only important personalities from the tourism public and private sector, but also prominent political and economic decision-makers, civil society, academia and representatives of international organizations.

Envisaged as a 'global and open platform for debate and exchange', the Forum focused on how to position tourism development on a more competitive and responsible path. Collective action emerged as the priority for the majority of participants, who called for closer coordination within the tourism sector to better engage with decision-makers and achieve more conducive policies for tourism.

Ministerial Roundtable on Fostering Growth and the Achievement of the Millennium Development Goals through Tourism, Culture and Sport

Tourism Ministers, alongside top UN officials, underlined the importance of tourism in reaching the social and economic development targets known as the MDGs at a Ministerial Roundtable ahead of the 19th session of the UNWTO General Assembly, held in Gyeongju, Republic of Korea.

Moderated by Professor Jeffrey Sachs, Special Advisor to the UN Secretary-General on the MDGs, and with the participation of the UN Deputy Secretary-General, Asha-Rose Migiro, the Roundtable convened 70 Ministers from all regions of the world who shared their experiences in fostering pro-MDG tourism policies in their own countries.



"The tourism sector is a huge employer, creator of economic security and contributor to society. It is essential to development and can champion the attainment of the United Nations Millennium Development Goals."

Jeffrey Sachs, Director of the Earth Institute, Special Advisor to the UN Secretary-General on the MDGs and a Member of the UN MDG Advocacy Group, addressing The Global Tourism Forum (Andorra la Vella, Andorra, 6-7 March 2011)



"Despite global economic turbulence, tourism appears to be one sector that is certain to grow, especially in the developing world. That means we have real opportunities to ensure that tourism contributes to the achievement of the MDGs."

Asha-Rose Migiro, UN Deputy Secretary-General, opening the Ministerial Roundtable (Gyeongju, Republic of Korea, 10 October 2011)

The T20 Initiative

UNWTO continued to strongly support the T20 Initiative, a platform for the Tourism Ministers of the world's 20 largest economies, which met for the third time in 2011 in Paris, France.

On the occasion, a specially-commissioned study on tourism's contribution to growth, GDP, employment and foreign trade in T20 countries found that growth in tourism results in significant spill-over effects on other sectors of the economy, from agriculture to construction. In light of tourism's ability to positively impact on numerous areas of the economy, and given the challenging economic climate, Ministers meeting at the 3rd T20 called on decision-makers to consider tourism within their economic recovery and job creation strategies.

The meeting also called on the G20 to "register the importance and impact of tourism as a topic of discussion in the coming years' summits."

UNWTO and WTM Ministers' Summit at the World Travel Market

The fifth UNWTO/WTM Ministers' Summit, the annual meeting of the world's Tourism Ministers at the World Travel Market London (WTM), concluded with a call for collaboration between governments and the private sector on the issues of visas, taxation, aviation and marketing.

The issue of visa facilitation was of particular concern. There was wide consensus that visas were a barrier to the continued growth of international tourism. By implementing measures to facilitate travel, in particular improving visas procedures, countries could stimulate demand and boost their economies, and Ministers concluded by urging governments to advance in this area.



"Tourism represents one of the driving forces for global economic development by ensuring the dissemination of wealth in all countries. In 2010, international tourists spent US\$ 339 billion in emerging countries and developing economies, representing several times the amount of official development assistance which is provided to these countries."

Declaration of the 3rd T20 Ministers' Meeting (Paris, France, 25 October 2011)



"Tourism growth so far this year is astonishing, but if the sector could work more closely together, even more benefits could emerge, and this will not require any significant additional investment."

UNWTO Secretary-General, Taleb Rifai, speaking at the Ministers' Summit (London, United Kingdom, 8 November 2011)

Tourism in the global development agenda

Tourism is the main source of foreign exchange earnings for one-third of developing countries and is among the top three sources of export earnings for almost half of all Least Developed Countries (LDCs). Offering an effective way to deliver on development objectives, a large majority of LDCs have identified tourism as a priority sector for their further integration in the world economy. Yet despite this, surprisingly little attention has been afforded to tourism in the global development agenda.

In 2011, UNWTO continued to advocate for tourism's inclusion in the development efforts of governments and multilateral institutions, namely within the UN. For the first time, tourism was debated at the **UN Conference on the LDCs (LDC IV, Istanbul, Turkey)** and was included in the Istanbul Plan of Action (IPOA), a ten-year plan to spur economic growth and development in the world's most vulnerable countries. This recognition came on the back of the creation of the UNWTO-initiated **UN Steering Committee on Tourism for Development (SCTD)**, an alliance of nine UN agencies and programmes working to strengthen the developmental impact of tourism (see page 45).

The Development Assistance Committee (DAC) of the Organization for Economic Cooperation and Development (OECD) recognized UNWTO as an eligible international organization in 2011 in terms of **Official Development Assistance (ODA)**. Based on its mandate, objectives and functions, UNWTO is now ODA-eligible on a bilateral basis, meaning that earmarked contributions to UNWTO technical assistance activities in developing countries can be reported as bilateral ODA by donor countries.

This new status will allow the Organization to improve its capacity to mobilize resources in a more systematic manner and act more effectively in its development support to Member States.

A major UNWTO project which will back these efforts was launched in 2011. Funded by the European Commission (EC), the **Development and Cooperation – EuropeAid (DEVCO) project** will develop guidelines – the Sustainable Tourism for Development Study – to enable the European Union (EU) and other development institutions to include sustainable tourism development as a component of their programme cycles.



Participants at the tourism event held at the 4th United Nations Conference on the Least Developed Countries (LDC IV) (Istanbul, Turkey, 9-13 May 2011)

Tourism in the headlines

Tourism was front page news for all those attending the first International Conference on Tourism and the Media, which brought together tourism officials and members of the print, digital and television media in Zagreb, Croatia, to address why, despite being one of the world's largest economic sectors, tourism is rarely featured in political, business or financial news.

The event was also an opportunity to hone the communication skills of tourism stakeholders, with presentations and debates on the communication strategies and practical tools available for getting their messages across to the media. Conclusions pointed to the need to focus on the people behind the tourism numbers and the importance of maintaining an honest and open relationship with the media.



"The economic importance of tourism is very clear. But in today's 24-hour news cycle, if tourism wants to grab attention, it needs to move from the numbers to the people."

CNN Correspondent, Frederik Pleitgen, in his keynote speech to the Conference (Zagreb, Croatia, 12-13 September 2011)

Further reading and resources

Global Leaders for Tourism Campaign – leadersfortourism.unwto.org

Global Tourism Forum – gtfandorra.unwto.org

The T20 Initiative – t20.unwto.org

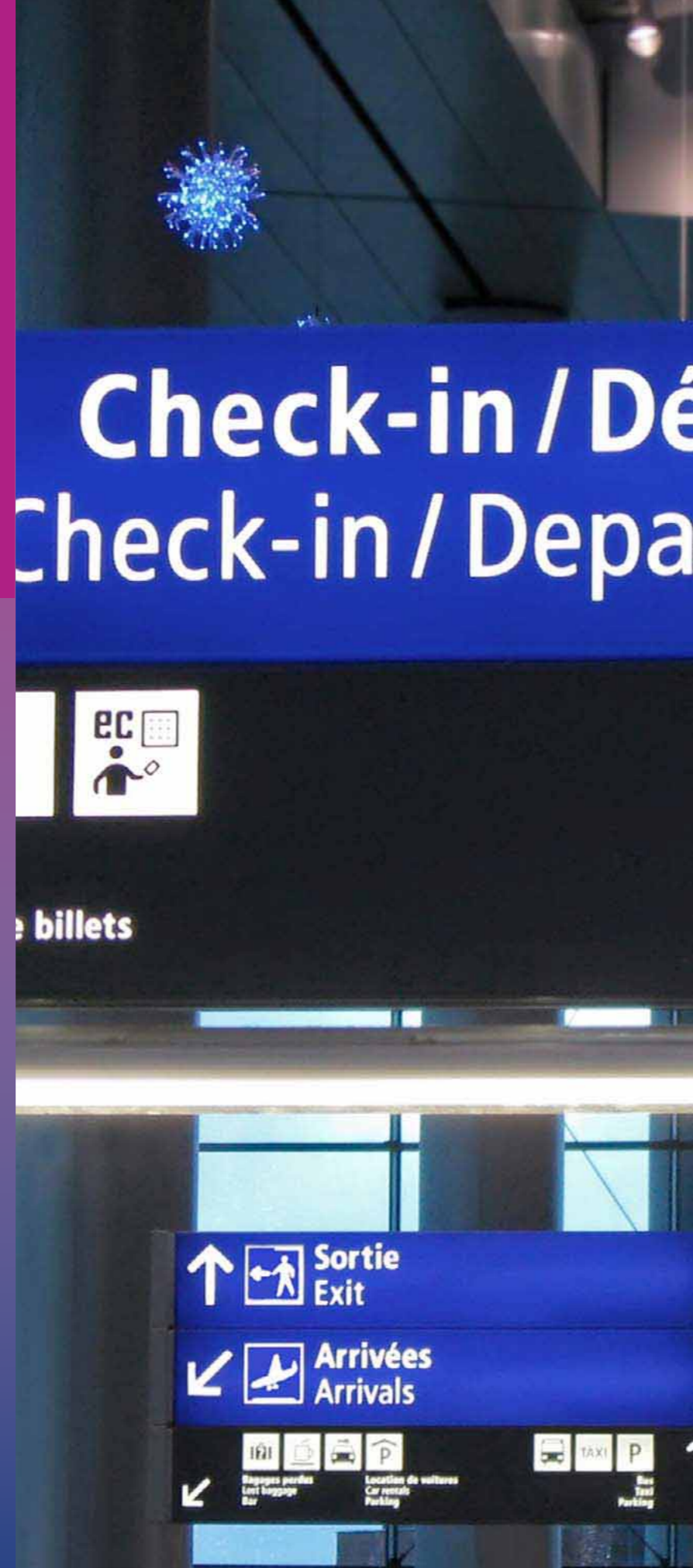
UN Steering Committee on Tourism for Development

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

3

Improving tourism competitiveness

In tourism, new destinations are quick to emerge, consumer behavior and preferences are constantly evolving and fast-breaking crises can have far-reaching consequences. Against this background, destinations are continuously looking for new ways to successfully position themselves in the international tourism marketplace. In 2011, UNWTO provided its Members with the necessary tools and techniques to understand and improve competitiveness, from the latest market trends and statistics, to intelligence on emerging markets and risk and crisis management tools.



Monitoring the market

Tourism trends and marketing strategies

Keeping up-to-date with the latest market trends is key to remaining competitive. On a regular basis, UNWTO provides the tourism community with comprehensive market intelligence including the latest tourism data, short and long-term forecasts and knowledge on specific segments and source markets.

The **UNWTO World Tourism Barometer** is UNWTO's flagship report and monitors short-term tourism trends throughout the year. The Barometer includes monthly data on tourist arrivals, receipts and expenditure on travel abroad from over 100 countries, as well as prospects for the following months and year and the latest survey of the UNWTO Panel of Tourism Experts, a select group of tourism representatives from the public and private sector. Six editions of the Barometer were made available in 2011 – an advance release in January, full issues in February and November and three interim updates in April, June and September – up from five in 2010.

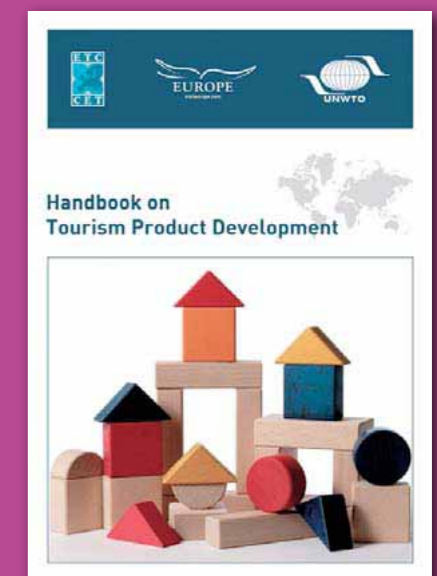
In 2011, **UNWTO released its new long-term forecast for tourism, *Tourism Towards 2030***. This landmark study, which updates the previous *Tourism Vision 2020*, shows that international tourist arrivals will grow an average 3% a year between 2010-2030, reaching 1.8 billion in 2030 (see Chapter 1 for an overview of tourism trends in 2011 and more information on *Tourism Towards 2030*).

Based on its wealth of research, UNWTO organized a number of seminars on the state of tourism in 2011, such as the 5th UNWTO/Pacific Asia Travel Association (PATA) Forum on Tourism Trends and Outlook. UNWTO was also called upon to contribute with its market intelligence to major publications and reports, including the World Economic Forum's (WEF) *Travel and Tourism Competitiveness Report 2011*, the UN Department of Economic and Social Affairs (UN DESA) and UN Conference on Trade and Development's (UNCTAD) *World Economic Situation and Prospects 2011*, and the *Statistical Yearbook of the UN Economic and Social Commission for Asia and the Pacific*.

Handbook on Tourism Product Development

While all destinations engage in marketing and promotion, a much lower proportion focus their attention on the development and delivery of the various attractions and activities that make up the tourism product. The latest in the ongoing series of best-practice handbooks and market studies from UNWTO and the European Travel Commission (ETC), the *Handbook on Tourism Product Development* seeks to redress the balance.

The Handbook outlines the essential elements in the process of product development planning and implementation and illustrates these principles through a range of case studies from around the world, setting out best-practice examples and benchmarks by which destinations can assess their own product development system and methods.



Measuring tourism

Statistics and the Tourism Satellite Account (TSA)

High-quality, reliable and comparable statistics are vital for understanding tourism and its impact in the economy. Mandated by the UN as “the appropriate organization to collect, analyze, publish, standardize and improve the statistics of tourism,” UNWTO works closely with its Members to build-up national tourism statistical systems upon which to make informed decisions.

Since 1975, UNWTO has been collecting statistics from official sources in over 212 countries and territories. This data is regularly published in the *UNWTO Compendium of Tourism Statistics* which was considerably expanded in 2011 to include a wider range of tourism information. Indeed, the number of internationally-comparable data and indicators featured has increased from 39 to 145. In addition to data on inbound, outbound and domestic tourism, since 2011 the Compendium provides internationally-comparable data on the number and types of tourism industries, the number of employees by tourism industries and macroeconomic indicators related to international tourism such as international tourism as a percentage of total exports, in line with the **UN approved International Recommendations for Tourism Statistics 2008 (IRTS 2008)**. Today, more than ever, the Compendium offers a reference guide for the tourism sector and a tool for further analysis and monitoring, as well as more effective management.

UNWTO continued to further the development and uptake of the **Tourism Satellite Account (TSA)** in 2011, a unique tool for countries to document the full contribution of tourism to their national economies, notably its effect on direct GDP and employment, among others. Research was carried out in 2011 on expanding the use of the TSA to measure the indirect and induced effects of tourism spending on the economy and presented to the Ministers of Tourism meeting at the 3rd T20 (see page 13). In 2011, around 60 countries either had a consolidated TSA or were in the process of developing a TSA exercise.

The UNWTO Committee on Statistics and the TSA, a subsidiary advisory body to the UNWTO Executive Council which proposes initiatives related to the design, implementation and international comparability of tourism statistics, as well as providing Member States with the tools to improve their respective Systems of Tourism Statistics (STS), met for its 12th meeting in 2011. Alongside the Technical Advisory Board, a network of countries that provide strategic support to UNWTO in the area of statistics, the Committee responded to the request by the UN Statistical Commission to support the implementation of IRTS 2008 through an IRTS 2008 Compilation Guide, providing further details on the recommendations as well as good country practices.



The UNWTO Committee on Statistics and the TSA meet for their 12th meeting at UNWTO Headquarters (Madrid, Spain, 27-28 January 2011)

Training on tourism statistics

Countries are increasingly aware that developing a reliable and accurate STS requires adequate training as part of this long-term commitment. In response, UNWTO has been stepping-up its on-the-ground statistical training.

UNWTO continued to roll-out its Regional Statistical Capacity-Building Programme (SCBP) in 2011. The purpose of the SCBP is to promote and promulgate the IRTS 2008 standards and the related Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA:RMF 2008) standards to a number of UNWTO Member States. It is designed to assist those countries understand these new standards and implement them in their national STS.

The Programme consists of a series of three to four workshops held at intervals of approximately six months in various regions of the world. Together with the final workshop in each region, a two-day regional seminar is held; open to all countries in the region. The main purpose of the seminar is to share the experience and knowledge gained by the workshop participants during the SCBP with other countries in the region. In 2011, the third workshop and regional seminar of the Asia-Pacific region took place, as well as the first workshop of the Commonwealth of Independent States (CIS) countries and Georgia (see Chapter 8).

Measuring tourism at the regional level

The UN recommended statistical methodology that underpins the measurement of tourism activity at the national level must now be adapted to the regional and local levels. In 2011, UNWTO held the second in its series of International Conferences on the Measurement and Economic Analysis of Regional Tourism, to address issues of particular importance to regional tourism.

The Conference was a major step towards advancing the measurement and economic analysis of tourism at the sub-national level and called for further research on economic impacts and territorial relations, as well as the application of new technologies for the measurement of tourism flows.



International Conference on the Measurement and Economic Analysis of Regional Tourism (Bilbao, Spain, 27-29 October 2011)

Becoming crisis prepared

Risk and crisis management

Tourism's vulnerability to natural and man-made crises is well known. While tourism is a resilient sector with a proven capacity to rebound, the consequences of reduced tourist numbers for even a short period of time are negative for any destination. Against this background, UNWTO works closely with its Members to assess and mitigate risks related to tourism and develop and implement crisis management systems.

2011 was by no means a 'risk-free' year for the tourism sector, with major political changes and natural disasters diverting tourist flows from a number of countries. Following the March 2011 earthquake, tsunami and nuclear crisis in Japan, UNWTO activated the **Tourism Emergency Response Network (TERN)** and worked closely with several UN agencies, including the International Atomic Energy Agency (IAEA) and the International Civil Aviation Organization (ICAO), to reassure travelers that radiation levels posed no health or transportation safety hazards. In Tunisia, UNWTO held meetings with the National Tourism Recovery Task Force and provided technical assistance in the drafting of a recovery plan for the sector. In Egypt, a UNWTO workshop on Stimulating Demand through Product Redesign reviewed product variation possibilities aimed at recovering the flow of tourists to the country.

In 2011, UNWTO continued to assist countries to integrate tourism in their national emergency plans, which have

traditionally considered tourism as 'low priority'. UNWTO conducted extensive research on the issue, which will feed into major guidelines currently under preparation for government institutions and national tourism bodies.

The UNWTO Review Meeting on the Integration of Tourism and Emergency Management, held in Australia in 2011, saw tourism professionals meeting with emergency management experts, including volunteer rescue organizations and government policy planners, to share experiences of emergency response. Case studies addressed challenges ranging from the dissemination of security information to the repatriation of travelers.

Advancing **travel advisories**, in particular the use of georeferences, was also a major focus of UNWTO's work in 2011. UNWTO's ongoing examination of travel advisories has found that the tourism sectors of those destinations that provide comprehensive event-related information – the location, timing and status of a disaster – suffer less. In this context, georeferences, of increasing importance for the travel and tourism sector since the introduction of Google Maps in 2005, were found to be a vital component of event information and UNWTO issued a **set of recommendations** on the topic. The recommendations were adopted by the UNWTO General Assembly meeting at its 19th session in Gyeongju, Republic of Korea.



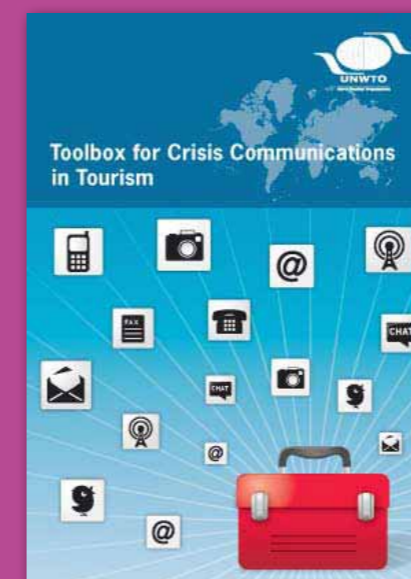
UNWTO Review Meeting on the Integration of Tourism and Emergency Management (Mt. Macedon, Australia, 22-23 September 2011)

UNWTO Toolbox for Crisis Communications in Tourism

Crisis communications is a crucial element of an effective crisis management system, helping to limit the negative impact of a crisis by addressing the information needs of all sector stakeholders in a timely and responsible manner.

In 2011, UNWTO released the *UNWTO Toolbox for Crisis Communications in Tourism*, a step-by-step guide to help destinations prepare their crisis communications plans and limit the impacts of crises on their tourism sectors. The Toolbox, which includes templates for press releases and other crisis communications formats, covers issues from interviews and press conferences to the use of social media, and is fully adaptable to individual country needs.

The UNWTO Practicum – a specialized training course on tourism-related issues for officials from UNWTO Member States – was held in 2011 on the topic of crisis communications, putting to the test the new Toolbox (see page 50 for more details).



#Tourism, social media and crisis communications

The boom of social media has brought exciting possibilities for the tourism sector, especially in times of crisis. During a fast-breaking crisis, travelers need regular updates, and consumers, as well as journalists, are increasingly using social media platforms to share information. If over-used, however, or employed in situations where true and imminent danger is not present, messages transmitted via social media risk losing credibility.

The opportunities and challenges of social media for tourism crisis communications were debated at a workshop held by UNWTO in cooperation with the German Travel Association (DRV), tourism consulting firm Tourismus Zukunft and the University of Eichstätt (Ingolstadt, Germany, 17 May 2011). Best-practices stemming from the workshop can be found in the *UNWTO Toolbox for Crisis Communications*.



Towards more resilient tourism development

Many tourist attractions and venues bear important national and cultural symbolism besides their economic importance and are therefore at risk of becoming targets of criminal or terrorist activities. Against this background, and in partnership with the Organization for Security and Co-operation in Europe (OSCE) and the UN Interregional Crime and Justice Research Institute (UNICRI), UNWTO organized a Workshop on Public-Private Partnerships on Enhancing Tourism Security, to address how to build-up a more resilient tourism sector in potentially volatile environments. Conclusions pointed to the importance of partnerships among public and private stakeholders to simultaneously increase security and promote the development of tourism.

UNWTO further contributed to the Towards a Safer World Initiative (TASW), a UN initiative designed to document the efforts undertaken since 2005 as a reaction to the threats of global influenza pandemics and apply best-practices to continuing and emerging threats. The UNWTO report, *Towards a Safer World: The Travel, Tourism and Aviation Sector* – identifying the main achievements made so far by the tourism sector and the critical gaps that remain for it to become more resilient in the face of pandemics – was included in the book *Beyond Pandemics: A Whole-of-Society Approach to Disaster Preparedness*, distributed at the TASW Conference in Rome, Italy.

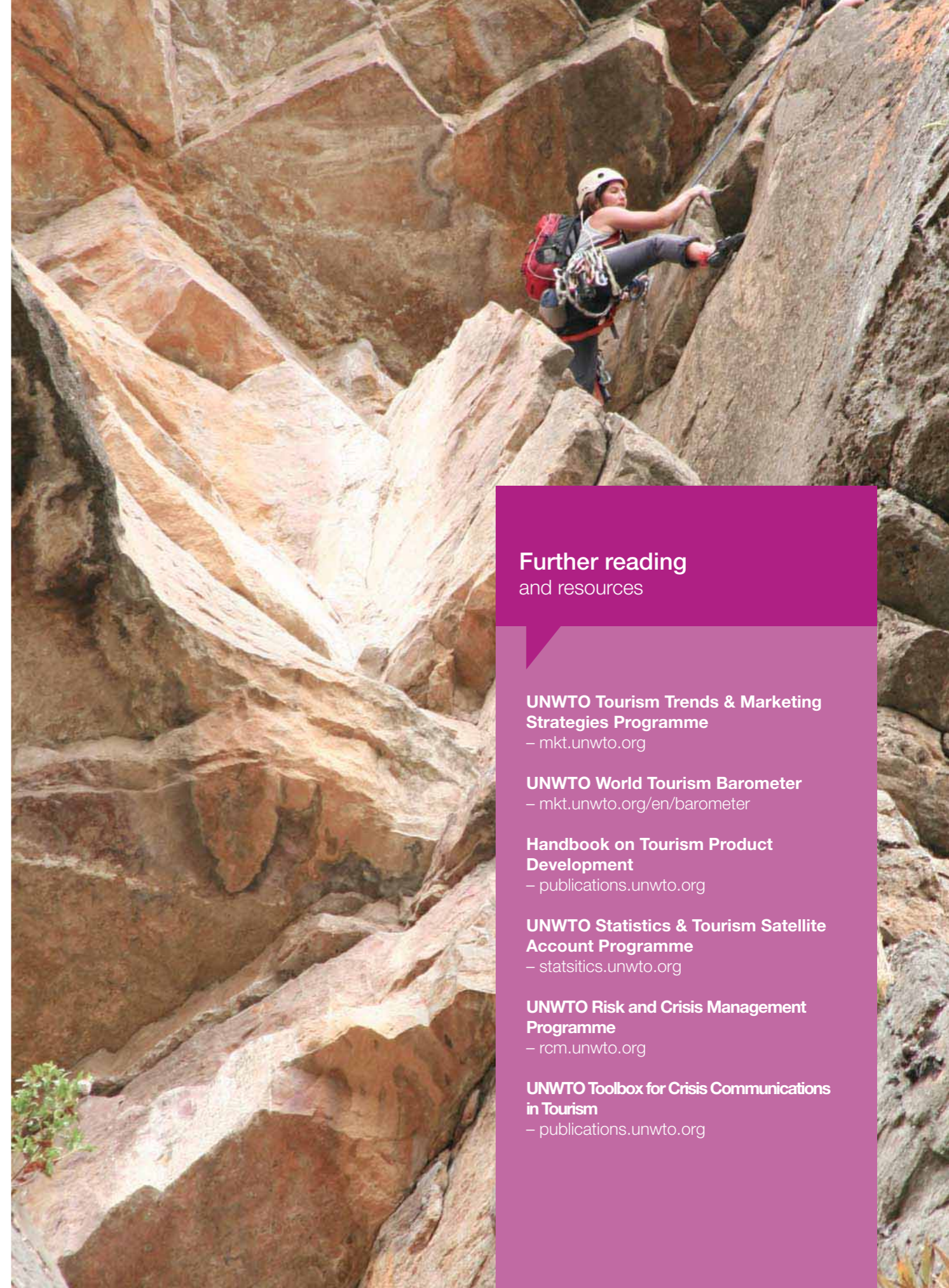
Advancing an international convention for the protection of tourists and tourism service providers

In case of an emergency, how can tourists get effective assistance? If a tour operator goes bankrupt, what type of information should be provided to tourists? How and where can tourists get information on their reimbursement and repatriation? If a tourist loses their property in a hotel, is that hotel liable?

These are just some of the many unanswered questions facing tourists and businesses in the absence of international regulations governing their rights and responsibilities. In response, and mandated by its 19th General Assembly, UNWTO set up a **working group to draft an international convention for the protection of both parties**. The convention will be the first legally-binding instrument to be proposed by UNWTO, highlighting the growing relevance and recognition of the tourism sector.

In 2011, the **UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizations** met twice to discuss the content of the legal instrument, as well as to define its scope and level of application. The convention, it was decided, will cover issues including providing assistance to, and ensuring the repatriation of, consumers, particularly in cases of 'force majeure'; supplying accurate and timely information to tourists including in terms of the handling of bankruptcy situations of travel organizers; and issues related to accommodation.

The group debated these topics in detail in 2011 and agreed with a UNWTO proposal to collect updated information on the existing tourist protection measures and practices among Member States, as well as to compile national legislation in this field via a questionnaire on tourist/consumer protection.



Further reading and resources

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

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

Handbook on Tourism Product Development
– publications.unwto.org

UNWTO Statistics & Tourism Satellite Account Programme
– statsitics.unwto.org

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

UNWTO Toolbox for Crisis Communications in Tourism
– publications.unwto.org

4

Promoting sustainable tourism development

A major 2011 UN report, *Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication*, found that investing in greening the tourism sector over the coming years would significantly boost its economic and social benefits while mitigating its environmental impacts. Confirming what UNWTO has long been advocating – that sustainable tourism can help position the world along a cleaner and greener path – the Green Economy Report gave momentum to many of UNWTO's sustainable tourism initiatives in 2011, notably its work on climate change, culture and ethics.



Tourism and the Green Economy

The Green Economy Report launched by the UN Environment Programme (UNEP) in 2011 is a major step forward towards promoting a new global economic model; one that results in improved human well-being and reduced inequalities over the long-term, while not exposing future generations to significant environmental risks and ecological scarcities.

Among the 10 sectors identified by the landmark study as best able to kick-start the transition to a sustainable and inclusive Green Economy, tourism was identified as particularly capable of stimulating economic growth, development and job creation, while simultaneously improving resource efficiency and minimizing environmental degradation.

Produced in partnership with UNWTO, the **Tourism Chapter of the Green Economy Report** shows that increased investment in the greening of tourism over the coming decades would stimulate job creation, especially in poorer communities, with increased local hiring and sourcing and a positive spill-over effect on other areas of the economy. The direct economic contribution of tourism to local communities would also be increased, maximizing the amount of tourist spending retained by the local economy. Finally, a green tourism economy would ensure significant environmental benefits, including reductions in water consumption, energy use and CO2 emissions.

Advancing tourism's response to the climate change challenge

As defined in the **UNWTO Davos Process on Tourism and Climate Change**, the tourism sector, as both a vector and victim of climate change, has an important role in long-term cooperative action to combat climate change, given its global economic and social value, its contribution to sustainable development and its strong relationship with climate.

In 2011, UNWTO continued to call for the integration of tourism in national adaptation planning processes at major international conferences and high-level policy forums. At the **17th Conference of the Parties (COP17) to the UN Framework Convention on Climate Change**

Green Economy Report -Tourism

- Green tourism has the potential to create new jobs, support the local economy and reduce poverty.
- Investing in the greening of tourism can reduce the cost of energy, water and waste and enhance the value of biodiversity, ecosystems and cultural heritage.
- Tourists are demanding the greening of tourism.
- Much of the economic potential for green tourism is found in small and medium-sized enterprises (SMEs), which need better access to financing for investing in green tourism.
- Destination planning and development strategies are the first step towards the greening of tourism.
- Government investments and policies can leverage private sector actions on green tourism.

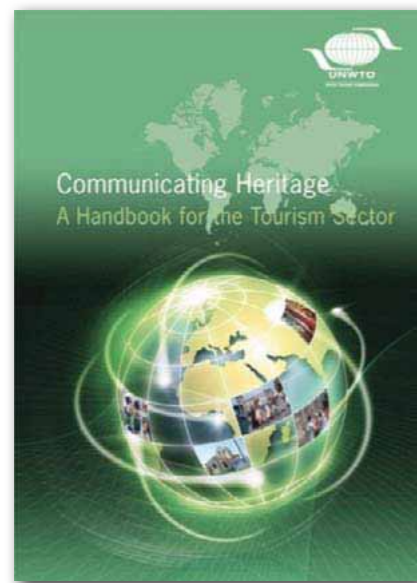
(**UNFCCC**), held in South Africa, UNWTO participated in a World Trade Organization (WTO) side event to explore the links between green economy measures (standards, market instruments, support mechanisms), trade and climate change. In May 2011, UNWTO, jointly with the International Institute for Peace Through Tourism (IIPT) and the Pacific Asia Travel Association (PATA), organized the 5th IIPT African Conference: Meeting the Challenges of Climate Change to Tourism in Africa and the Developing World, in Lusaka, Zambia. The Conference showcased best-practices in mitigating and addressing the anticipated impacts of climate change on tourism in the developing world.

Protecting and promoting the world's heritage

One of the major challenges facing the tourism sector is how to safeguard the world's heritage while making it accessible for all to enjoy. When undertaken responsibly, tourism offers a powerful incentive for preserving and enhancing cultural and natural heritage, since the revenue it generates can be channeled back into initiatives that aid its long-term survival. If unplanned or not properly managed, however, tourism can have irreversible effects on fragile environments and local communities.

Against this background, UNWTO has developed a specific **programme on tourism management at heritage sites**, building on the Organization's ongoing work in this area, to facilitate the development of policy and operational guidelines to handle tourist congestion at cultural and natural heritage sites.

In 2011, UNWTO published *Communicating Heritage: A Handbook for the Tourism Sector*, to provide guidance on the development of successful and effective heritage communications strategies and policies.



The Handbook contains hands-on training exercises in order to support the practical implementation of these strategies and improve the ability of the tourism sector to develop and present destinations and heritage sites in a more comprehensive manner, foster greater

appreciation of the value of the sites visited, and raise public awareness and general support for cultural heritage tourism worldwide.

UNWTO also actively participated in the UN Educational, Scientific and Cultural Organization's (UNESCO) World Heritage Sustainable Tourism Programme aimed at promoting tourism as a tool for conserving World Heritage Sites. The Programme underwent significant restructuring in 2011, guided by a Steering Group of which UNWTO is a member.

Promoting the Global Sustainable Tourism Criteria

As one of the founding partners and a permanent member of the Global Sustainable Tourism Council (GSTC), UNWTO continued to promote the dissemination of the **Global Sustainable Tourism Criteria** in 2011.

The Criteria are an effort to come to a common understanding of sustainable tourism and represent the minimum that any tourism business should aspire to reach.

The Criteria are organized around four main themes:

- Effective sustainability planning
- Maximizing social and economic benefits for the local community
- Enhancing cultural heritage
- Reducing negative impacts to the environment.



UNWTO and China open third Sustainable Tourism Observatory

There was a new addition to UNWTO's network of sustainable tourism observatories in 2011, with the opening of the Zhangjiajie Observatory in Hunan Province, China. The Observatory is located at the entrance to Zhangjiajie National Park, China's first national park and a UNESCO World Heritage Site.

Alongside two other observatories in Yangshuo and Huangshan, China, the Observatory will monitor the environmental, social and economic impacts of tourism in the surrounding area based on UNWTO sustainable tourism indicators, assisting policy makers to ensure more sustainable tourism growth.

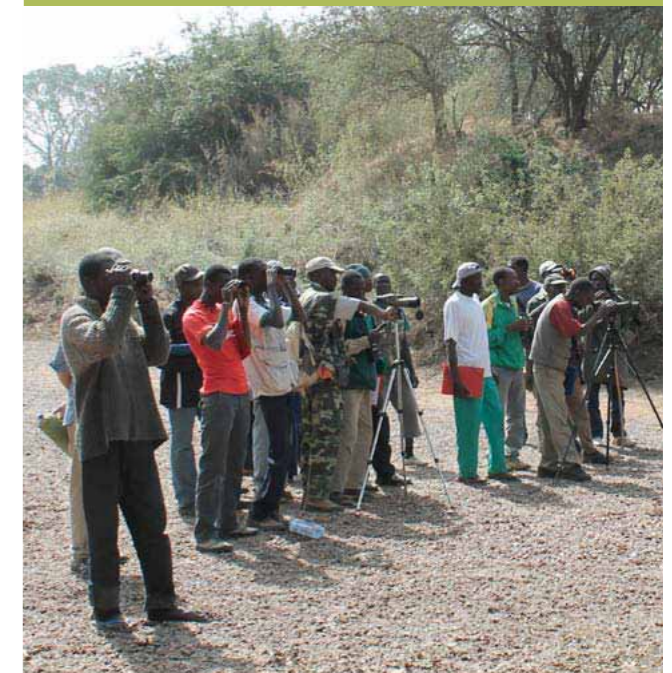


Opening Ceremony of the Sustainable Tourism Observatory Zhangjiajie National Park, China (19 July 2011)

Developing bird-watching tourism in the wetlands of W Park: Benin, Burkina Faso and Niger

As part of their ongoing partnership, UNWTO and the Secretariat of the Convention on Wetlands (the Ramsar Convention) worked throughout 2011 on a Sustainable Tourism – Eliminating Poverty (ST-EP) project dedicated to developing bird-watching in the wetlands of W Park, a major park in West Africa shared by Benin, Burkina Faso and Niger.

Thanks to the generous contribution of the Swiss Grant Fund for Africa, administered by the Ramsar Secretariat, bird-watching in W Park will attract new visitors, extend the duration of their stay, generate income, create sustainable jobs and consequently preserve and enhance the flora and fauna of Park W for years to come (see page 42 for more information on ST-EP projects).



Bird-Watching in W Park

Helping hotels go green

Hotel Energy Solutions

2011 was the year UNWTO launched the **Hotel Energy Solutions (HES) E-toolkit**, a free, web-based tool to help hotels reduce their carbon footprint while increasing business profits.

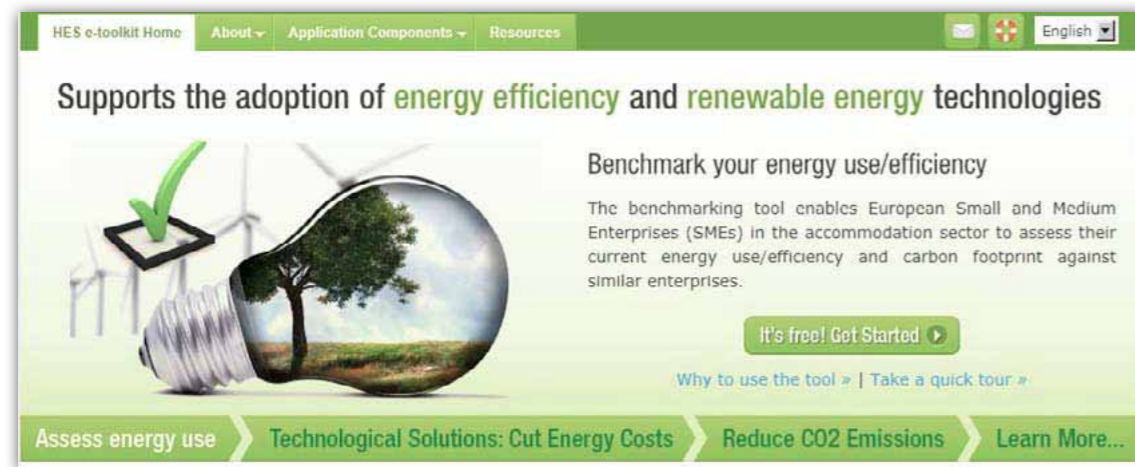
Through a short questionnaire, the E-toolkit allows hotels to:

- Assess their energy consumption per square meter, per year, per night and per room.
- See how this performance compares with other properties of the same type.
- Make the right choices in Energy Efficiency (EE) and Renewable Energy (RE) technology solutions based on the hotel's energy performance.
- Calculate the potential savings from investing in EE and RE technology solutions.
- Monitor and track the hotel's progress over time.

The toolkit is the main output of the Hotel Energy Solutions Project (HES), initiated by UNWTO, co-funded by the European Agency for Competitiveness and Innovation (EACI), and implemented in partnership with UNEP, the International Hotel & Restaurant Association (IH&RA), the European Renewable Energy Council (EREC) and the French Environment and Energy Management Agency (ADEME).

Adaptable to all hotel types and available in English (with translations in the pipeline), the E-toolkit aims to **increase energy efficiency in European small and medium hotels by 20% and their use of renewable energies by 10%**, demonstrating that economic growth and sustainability can, and should, go hand in hand.

Thousands of users accessed the E-toolkit in 2011, benefiting also from free communications materials such as HES videos and brochures to sensitize guests and staff on energy use, as well as the HES Energy School, providing the basics on EE and RE technologies.



A screenshot of the HES E-toolkit

Tourism and biodiversity

Protecting biodiversity, the web of species and ecosystems that makes up the planet, is one of UNWTO's key priorities.

UNWTO continued to advise its Members on issues of biodiversity-based tourism, participatory tourism planning and the links between biodiversity policy issues and sustainable tourism in 2011. To build-up awareness of biodiversity and strengthen capacities among tourism officials UNWTO, through its Consulting Unit on Tourism and Biodiversity, organized a **Training Course on Biodiversity-Based Tourism Product Development** at UNWTO Headquarters. Participants from 15 countries attended seminars on how to design and market biodiversity-based tourism products. A field trip to Monfragüe National Park, a Spanish biosphere reserve, was organized to see a practical example of how tourism development could be harmonized with the conservation and sustainable use of biological diversity. A revised version of the *Practical Guide for the Development of Biodiversity-based Tourism Products* was also released.

In 2011, UNWTO completed a major **biodiversity-related tourism project in Thailand**: the UNWTO/Ministry of Tourism and Sports of Thailand joint Program for Energy Efficiency in Kho Khao and Kho Lak (PEEK). The two-year project, financed by the German International Climate Initiative (ICI), oversaw the installation of energy-saving technologies such as heat pumps, solar hybrid power systems and efficient pool pumps in hotels along the Thai Andaman coast, with significant savings in energy consumption and reductions in CO2 emissions.



Visiting Monfragüe National Park, Spain, as part of the UNWTO Training Course on Biodiversity-Based Tourism Product Development

Ensuring sustainable tourism development in the Carpathian Mountains

The Carpathians – shared by the Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia and Ukraine – are one of Europe's largest mountain ranges and a refuge for Europe's largest populations of brown bears, wolves, lynx and eagles. To protect this biodiversity-rich mountain region, the seven countries of the Carpathians signed the Framework Convention on the Protection and Sustainable Development of the Carpathians (Carpathian Convention) in 2003.

Over the years, UNWTO has been working with the tourism and nature conservation authorities of the Parties to the Convention and its Interim Secretariat, hosted by UNEP Vienna, to include tourism in the Carpathian Convention as one of the most significant economic activities for the Carpathian countries. In 2011, the seven Parties adopted the Protocol on Sustainable Tourism.

Elaborated and moderated with the support of UNWTO, the Protocol aims at enhancing cooperation between the seven Carpathian countries on the joint labeling of tourism goods and services, tourism product development, capacity-building of tourism stakeholders and the monitoring of quality in tourism. In doing so, the Protocol serves as a starting point for creating an image of the Carpathians as a single destination in Europe, thereby boosting tourism numbers and increasing tourism's contribution to economic welfare, the conservation of biological diversity and the functioning of ecosystem services.

Implementing low-carbon tourism in Indonesia

Pangandaran, a popular tourism destination on the southern coast of West Java, Indonesia, was chosen as the location of a 2011-2013 UNWTO energy efficiency project, designed to increase the destination's climate change resilience and overall competitiveness.

The project, which could serve as a model for tourism destinations across South-East Asia, will implement climate change mitigation and adaptation measures including installing pilot measures for energy efficiency and renewable energy technologies in hotels and public buildings; seminars and workshops to increase the knowledge and capacity of local tourism stakeholders; low-carbon tourism planning tools; and adaptation measures such as the rehabilitation of mangroves and coral reefs which naturally capture and store carbon emissions. Local participation is a priority for the project, which is working with on-site communities and local authorities to encourage their involvement in the planning and management stages, as well as to ensure the long-term success of the destination.

The project, Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran, Indonesia (STREAM), is being implemented by UNWTO together with the Indonesian Ministry of Tourism and Creative Economy. The project is part of the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) which supports the initiative on the basis of a decision adopted by the German Bundestag (Parliament).



Local communities plant mangroves to naturally capture and store carbon emissions as part of the STREAM Project. Indecon Foundation, Indonesia, 2011

Placing ethics at the core of tourism development

For over a decade, the **UNWTO Global Code of Ethics for Tourism** has served as a roadmap for the development of responsible, sustainable and universally accessible tourism worldwide, through a comprehensive set of principles tailored to help maximize tourism's benefits while minimizing any negative consequences. Throughout 2011, UNWTO increased the Code's dissemination through a series of actions and international events, aimed at enhancing its implementation within the tourism sector.

The World Committee on Tourism Ethics

The World Committee on Tourism Ethics, tasked with promoting and monitoring the implementation of the Code, convened for its 10th meeting in Bali, Indonesia, in

June 2011, to examine pressing ethical issues in tourism. Topics included the impact of events in the Middle East and North Africa on the tourism sector, the relationship between tourism and human rights, the empowerment of women, and accessible tourism.

The Committee's gathering was held in parallel with the **first Seminar on Tourism Ethics for Asia and the Pacific: Responsible Tourism and its Socio-Economic Impact on Local Communities**, organized in collaboration with the Indonesian Ministry of Tourism and Creative Economy. Discussions highlighted leading regional examples of respectful and inclusive tourism development which tangibly benefit host communities, the aspects of which were reiterated in the Spirit of Bali Statement.



Participants at the 1st Seminar on Tourism Ethics for Asia and the Pacific (Bali, Indonesia, 11 June 2011)

1st International Congress on Ethics and Tourism

Held precisely a decade after the endorsement of the Global Code of Ethics for Tourism by the UN General Assembly, the **1st International Congress on Ethics and Tourism** (Madrid, Spain) **called for ethics to be placed firmly at the core of tourism development.**

The two-day event brought together over 450 tourism officials, business leaders, international organization representatives and media professionals to reflect on how to guarantee truly responsible and sustainable tourism development. Topics discussed included the role of ethical frameworks in responsible tourism development, the promotion of equality and the fight against exploitation, poverty reduction, and Corporate Social Responsibility in tourism.

Jointly organized by the Spanish General Secretariat for Tourism/Tourspain and UNWTO, the event's keynote address was given by UN High Representative for the Alliance of Civilizations, Jorge Sampaio, while His Royal Highness the Prince of Asturias (Spain) closed the Congress.

On the occasion of the Congress, **14 of Spain's most prominent tourism businesses signed commitments to the Global Code of Ethics for Tourism** and the End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes (ECPAT) Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. In doing so, these enterprises pledged to uphold, promote and implement the values championed by the Code of Ethics, and report back to the World Committee on Tourism Ethics on their concrete actions in this field.

World Tourism Network on Child Protection

With a special session on the protection of children in tourism planning and development, the **26th meeting of the Task Force for the Protection of Children in Tourism** took place in March 2011 in conjunction with the ITB Berlin tourism fair. The event provided a platform for tourism groups, governments, international organizations, Non-Governmental Organizations (NGOs) and specialized media outlets to report on significant actions taken in the sphere of child protection in tourism, enabling the exchange of best-practices and experiences. It was decided that, so as to better reflect its true nature, the Task Force would be renamed as the World Tourism Network on Child Protection.

Partnering with the UN Alliance of Civilizations

UNWTO and the UN Alliance of Civilizations (UNAOC) signed a Memorandum of Understanding in 2011, to strengthen relations and formalize UNWTO's support for the UNAOC mandate to "improve understanding and cooperative relations among nations and peoples across cultures and religions".

Following up on this partnership, UNWTO held an event on **Tourism and Travel: Celebrating Diversity, Linking Cultures and Promoting Dialogue between Civilizations** on the sidelines of the **4th Forum of the UN Alliance of Civilizations** in Doha, Qatar. Participating Ministers of Tourism and heads of major travel groups concluded that tourism is one of the world's most powerful tools in contributing to a climate of respect and mutual understanding, and called on world leaders to look to tourism when searching for new strategies for achieving a more tolerant and peaceful world.

Gender and tourism

Promoting empowerment and equality

As the first attempt to map women's active participation in the tourism sector worldwide, the *UNWTO/UN Women Global Report on Women in Tourism* represents a landmark study in the field of tourism and gender. Launched at ITB Berlin in 2011, the study provides a detailed picture of women's role and status in the tourism sector, while offering recommendations and highlighting current challenges.

Focusing on five thematic areas – Employment, Entrepreneurship, Education, Leadership and Community – the Report reveals that while tourism can be a vehicle for promoting gender equality and women's empowerment, much work needs to be done in order for this potential to be realized, especially for women to advance to upper management level positions. In addition to the ITB launch of the Report, UNWTO organized a second event at the World

Travel Market (WTM) London in 2011 on Gender and Sustainable Tourism Development to examine the findings of the Report and debate tourism's capacity for promoting empowerment and business opportunities for women, while discussing remaining barriers to equality in the sector.

So as to build on the findings of the Global Report, UNWTO and UN Women renewed their cooperation agreement in 2011, aiming to bring gender issues to the forefront of the tourism sector. Through the 2011 agreement, the two committed to generate momentum for tourism's active contribution to women's empowerment, as well as to develop a gender mainstreaming strategy for the public and private tourism sectors.



UNWTO Secretary-General, Taleb Rifai, and Executive Director of UN Women, Michelle Bachelet, renew the agreement between the two sister agencies in the presence of UN Secretary-General, Ban Ki-Moon (New York, USA, 29 October 2011)

1: Agrupación de Cadenas Hoteleras de Baleares, Amadeus IT Group, ASHOTEL, Federación Española de Asociaciones de Agencias de Viajes, Federación Empresarial Hotelera de Mallorca, Grupo Barceló, Grupo Iberostar, Grupo Lopesan, Iberia, Loro Parque, Meliá Hotels International, National ATESA, NH Hoteles and Orizonia.

World Tourism Day 2011

Tourism - Linking Cultures

World Tourism Day (WTD), held every year on **27 September**, was celebrated in 2011 under the theme **Tourism – Linking Cultures**, highlighting tourism's role in bringing the cultures of the world together and promoting global understanding through travel.

Celebrations around the world included the annual WTD Photo Competition and the first ever WTD Twitter Competition, running throughout the year. Official celebrations in Aswan, Egypt included a High-Level Think Tank on the 2011 theme, at which industry leaders, Ministers of Tourism and academics debated the **role of tourism in mutual understanding, human enrichment, tolerance and peace**.

Emerging from the Think Tank debate were the *Aswan Recommendations on Maximizing Tourism's Role in Linking Cultures*. The Recommendations set out six key actions to be taken by tourism stakeholders to enable the best possible interaction between visitors and hosts and to maximize tourism's contribution to peaceful coexistence.



Aswan Recommendations on Maximizing Tourism's Role in Linking Cultures

1. That awareness-raising campaigns be carried out to ensure that visitors and businesses are actively informed and involved in respecting local cultural norms and values;
2. That all those supplying tourism services possess local knowledge in order to serve as mediators between visitors and local communities;
3. That local community engagement be mandatory in tourism development, particularly local hiring;
4. That all tourism stakeholders commit to the principles set out in the Global Code of Ethics for Tourism (...) and share with UNWTO and the international community the actions taken to implement these principles in their policies and business practices;
5. That the respect and protection of the ecological balance of the tourism destination be prioritized as essential for sustainable tourism and thus for understanding among peoples and cultures;
6. That support be afforded to the actions envisaged by UNWTO in the field of tourism and intercultural dialogue, given its fundamental aim to promote and develop tourism "with a view to contributing to economic development, international understanding and peace."



"There is no better way to learn about a new culture than to experience it first-hand. Tourism offers a wonderful connecting thread between visitor and host community. It promotes dialogue and interaction. Such contact between people of different backgrounds is the very foundation for tolerance. In a world struggling for peaceful coexistence, tourism can build bridges and contribute to peace."

Message of UN Secretary-General, Ban Ki-moon, on the occasion of World Tourism Day 2011 (Aswan, Egypt, 27 September 2011)



Further reading and resources

UNWTO Sustainable Development of Tourism Programme

– sdt.unwto.org

The Green Economy Report

– unep.org/greeneconomy/greeneconomyreport/tabid/29846/default.aspx

Communicating Heritage: A Handbook for the Tourism Sector

– publications.unwto.org

Hotel Energy Solutions

– hotelenergysolutions.net

UNWTO Consulting Unit on Tourism and Biodiversity

– biodiv.unwto.org

UNWTO Ethics & Social Dimensions of Tourism Programme

– ethics.unwto.org

Global Code of Ethics for Tourism

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

World Tourism Day 2011

– wtd.unwto.org

5

Advancing tourism's contribution to poverty reduction and development

A major source of foreign revenue and employment, tourism offers a promising path for economic growth in developing countries and their further integration in the global economy. Tourism is today the main source of foreign exchange for one-third of developing countries and is of particular importance to the world's Least Developed Countries (LDCs). From Albania to Zambia, UNWTO was involved in projects worldwide in 2011, aimed specifically at maximizing tourism's contribution to development and creating employment opportunities for the most vulnerable.



UNWTO Technical Cooperation

For over thirty years, UNWTO has been translating its technical expertise and knowledge of best-practices from around the world into practical application in the field.

UNWTO provides on-the-ground technical assistance in the areas of tourism policy, strategy and planning, marketing and promotion, product development, statistics, legislation and regulation, and human resources and institutional strengthening, among others, supporting the sustainable and competitive development of tourism in its 155 Member States.

Under the umbrella of Technical Cooperation, UNWTO's work also includes the **Sustainable Tourism – Eliminating Poverty (ST-EP) Initiative**, tourism development projects aimed specifically at poverty reduction at community level, as well as the implementation of tourism projects in the framework of the **Millennium Development Goals Achievement Fund (MDG-F)**, in collaboration with other UN agencies and programmes.

Launch of the UNWTO Technical Product Portfolio

The UNWTO Technical Product Portfolio, a comprehensive guide to the technical assistance available to UNWTO Member States, was officially presented in 2011. Services are divided into four main categories: **a)** policy planning and economic development; **b)** statistics and quality standards; **c)** sustainable development; and **d)** product development, marketing and promotion.

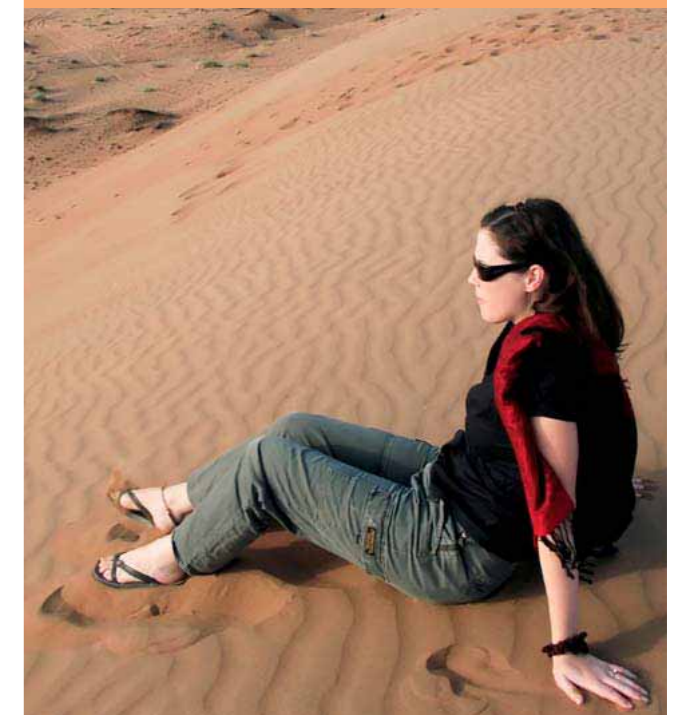
The portfolio allows UNWTO Member States, regional and international organizations, Destination Management Organizations (DMOs) and others to familiarize themselves with what UNWTO provides by way of its technical assistance in building up a more sustainable and competitive tourism sector. It also sets out how countries can obtain this assistance and provides more information on the project implementation process.

Building up the tourism workforce in Oman

Tourism is expected to grow at around 10% a year from 2010-2015 in Oman, over which time the number of tourism jobs will rise from 31,000 to nearly 57,000. These are the projections at the core of the Action Plan for Human Resources Development in Oman, prepared and presented in 2011 by UNWTO.

Based on this analysis of the tourism labor market in Oman, and an evaluation of available tourism education and training in the country, UNWTO devised a strategy to ensure that this enlarged workforce will have the relevant knowledge and skills to offer the highest quality tourism experience.

The Study identifies suitable policy directions and strategies to develop the supply of quality human resources in Oman and a number of the recommendations found in the Action Plan have already been implemented, including the establishment of a research unit within the Ministry of Tourism.





Strengthening national tourism statistics in Southern Africa

Tourism statistics form the backbone of effective decision-making, so reliable national systems of tourism statistics are key. As part of UNWTO's technical assistance the Organization works on projects around the world to improve the collection, processing, analysis, storage, dissemination and use of tourism data in support of tourism development (see page 18 for more on UNWTO's statistics programme).

The UNWTO National Statistical Capacity-Building Programme is one such initiative and in 2011 UNWTO provided evaluation and training in tourism statistics to 14 countries in Southern Africa, within the framework of its partnership with the Regional Tourism Organisation for Southern Africa (RETOSA).

Missions were carried out in RETOSA Member States to evaluate the state of tourism statistics and identify areas for further development, including data collection instruments and mechanisms for cross-governmental coordination. These evaluations subsequently formed the basis for individual country action plans. Two workshops were then held in Johannesburg, South Africa, and Victoria Falls, Zimbabwe, to present the findings of the evaluations, deliver training to national officials on key statistical themes and raise awareness of international concepts, definitions and procedures, and the Tourism Satellite Account (TSA).

Implementing a new hotel classification system in Egypt

In 2011, UNWTO prepared a fully updated classification system for Egypt's hotels, in cooperation with the Ministry of Tourism of Egypt and the Egyptian Hotel Association (EHA). By meeting the classification criteria under the new system, in line with international standards, Egyptian hotels will ensure they meet expected levels of service and, as a result, increase their occupancy.

UNWTO experts accompanied national inspectors to 850 hotels across Egypt in 2011, to carry out pre-assessments and advise on areas for improvement in order to obtain higher classifications when the new system comes into force. Workshops for hoteliers were also carried out to disseminate information on the changes to the classification system.

The project has been extended until the end of 2012 in order to continue to raise awareness of the new system in the Egyptian tourism sector, assist hotels in complying with the classification criteria and support capacity-building activities for national inspectors.



Millennium Development Goals Achievement Fund (MDG-F)

The MDG-F is an international cooperation mechanism which aims to accelerate progress on the MDGs worldwide through collaboration and partnerships between UN agencies delivering as One UN. Established in December 2006 with a contribution of US\$ 710 million from the Spanish Government, the MDG-F supports national governments, local authorities and citizen organizations in their efforts to tackle poverty and inequality.

In 2011, UNWTO was involved in **11 MDG-F tourism development projects in nine countries** – Ecuador, Egypt, Honduras, Nicaragua, Panama, Peru, Senegal, Serbia and Turkey – in collaboration with a number of UN agencies and programmes.

The Millennium Development Goals

The United Nations Millennium Development Goals (MDGs) are eight international development goals agreed by world leaders in 2000. Ranging from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, the MDGs commit nations to slashing poverty, hunger and a host of other socioeconomic ills by a 2015 deadline.



Promoting initiatives and cultural industries for sustainable development in Senegal

In two southern regions of Senegal, the Siné Saloum and the Pays Bassari, UNWTO is working alongside other UN agencies to promote culture as an engine for sustainable development. Reaching some 300,000 people, the project aims to increase revenue for the poor and those vulnerable groups working in the area of culture and development.

Major achievements of the project, which was extended for another year in 2011, include the formation of the Grand Ballet Bassari, which brings together the traditional dance and music of the five main ethnic groups in Pays Bassari, one of Senegal's most ethnically diverse regions. This dance group has proven a major attraction in Senegal and abroad. The Delta du Saloum, one of Senegal's major national parks, was also recognized as a UNESCO World Heritage Site in June 2011.



Training session as part of the MDG-F project in Senegal

Conserving and sustainably managing the Yasuní biosphere reserve in Ecuador

The Yasuní Biosphere Reserve in Ecuador is considered one of the areas of greatest biodiversity on the planet. The Reserve is also home to some 60,000 people, half of whom belong to indigenous groups.

This MDG-F project builds on the experiences gained from a ST-EP project on Sustainable Tourism in Conservation Areas in Ecuador and aims to support the conservation and management of the Yasuní Biosphere Reserve, as well as create job opportunities for local communities, through the implementation of community-based economic alternatives such as sustainable tourism.

With the support of UNWTO, a network of tourism projects has been established within the reserve making a real difference to the lives of local communities. Huaorani Lodge, for example, has expanded the tourism value chain to five indigenous settlements, which will provide tourism supplies and services to the community-owned and managed lodge. The Napo Wildlife Center is creating a scientific and volunteers camp, to increase local scientific knowledge of biodiversity and monitor its well-being.



Training session on sustainable tourism in the Yasuní Biosphere Reserve, Ecuador

Reducing inequality through culture along the Caribbean Coast of Nicaragua

Almost half of Nicaragua's total landmass is made up of the Caribbean Coast, home to vast natural and cultural resources, as well as six different ethnic groups speaking four languages. This MDG-F project is helping to reduce the existing gaps in the human, social and economic development of the indigenous and afro-descendant villages along the coast that make up around 20% of the population.

Through cultural reclamation, productive development and the furthering of knowledge on tangible and intangible heritage, the project is strengthening the cultural and natural diversity of the region and boosting productivity in cultural, creative and tourism industries. With the support of UNWTO, cultural tourism routes and products have been developed with the participation of national and autonomous tourism authorities and local communities. Through this process, indigenous and afro-descendant communities are recognizing their cultural heritage as a tourism resource to be utilized and conserved and are benefiting from income and jobs in one of the poorest and most isolated regions of the country.



The Caribbean Coast, Nicaragua

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

Aware of the close relationship between tourism and local economic development, and committed to enhancing tourism's contribution to poverty reduction, UNWTO launched the ST-EP Initiative in 2002. **The ST-EP Initiative focuses on projects that specifically tackle poverty, providing development opportunities and jobs to people living on less than a dollar a day.**

Thanks to the backing of the UNWTO ST-EP Foundation, established in Seoul with the support of the Government of the Republic of Korea, and other donors, the implementation of ST-EP projects began in 2005 with a training programme for local guides in the village of Ebogo in Cameroon. Since then, the portfolio of ST-EP projects has rapidly expanded to include over 100 projects in 34 countries in Africa, the Americas, Asia, Europe and the Middle East, of which over 70 have been completed and the remaining are in different stages of implementation. All

beneficiary countries are ODA recipients and of these, half are LDCs.

UNWTO would like to express its sincere appreciation to the many ST-EP partners which, through their continuing and generous support, helped UNWTO further its mission of poverty reduction through tourism in 2011: Banesto Foundation, Flemish Government, Government of Cambodia, Government of Macao S.A.R., Government of Thailand, Netherlands Committee of the World Conservation Union (IUCN-NL), Italian Development Cooperation, Korean International Cooperation Agency (KOICA), SNV Netherlands Development Organization, Spanish Agency for International Development Cooperation (AECID), The Ramsar Swiss Fund for Africa, The Travel Foundation, Tsingtao Brewery Co. Ltd., and the UNWTO ST-EP Foundation.



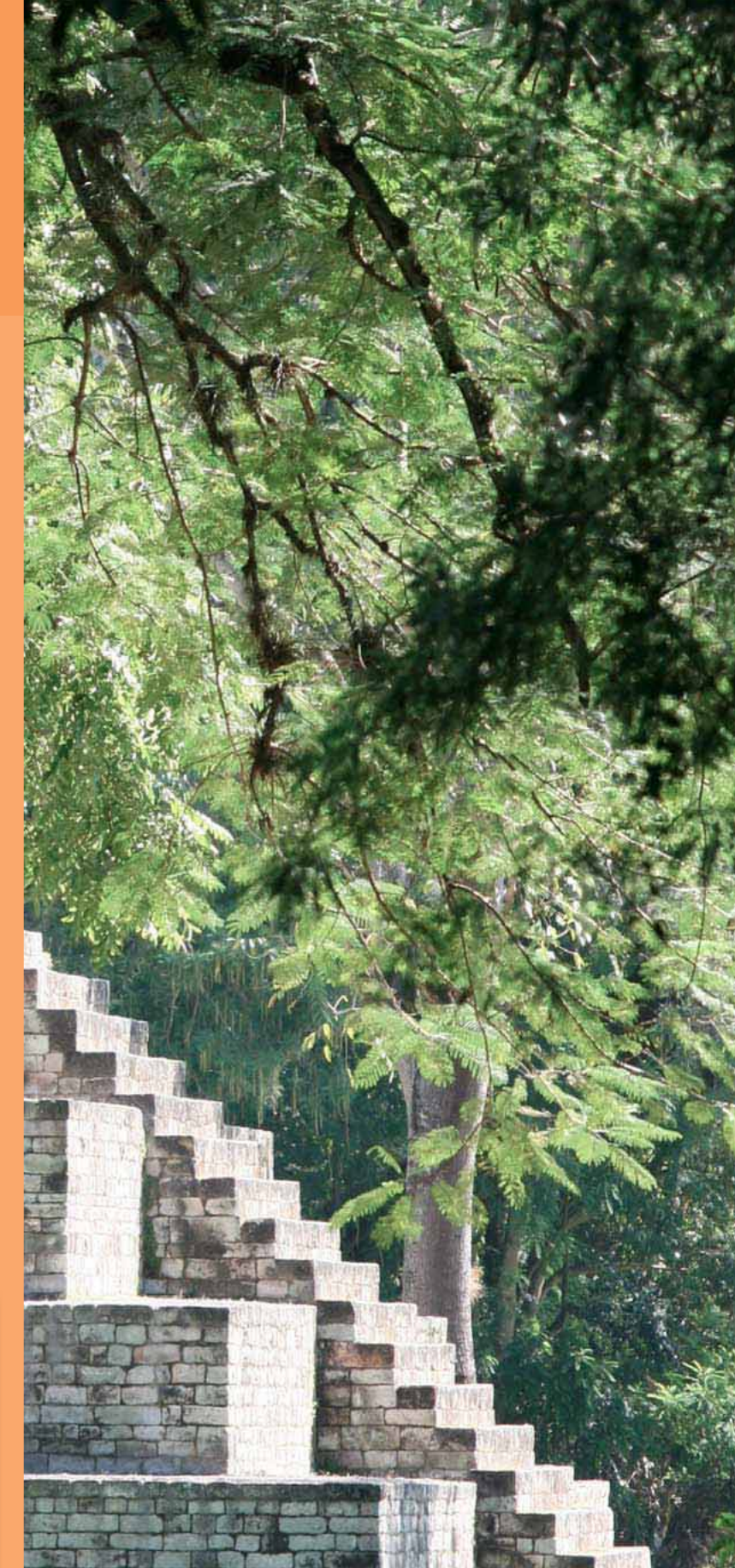
A tourist buys honeycomb from the association of beekeepers of Moli Houssa in Niger, a tourism enterprise being supported through a UNWTO ST-EP project

Connecting local tourism products and services with hotels in Copán, Honduras

Discovered in 1570, the ruins of Copán, Honduras, are one of the most important sites of the Mayan civilization and a UNESCO World Heritage Site. In 2006, the town of Copán Ruinas received over 150,000 tourists, yet statistics show that only 5% of the working population was employed in tourism.

Together with the SNV Netherlands Development Organization and the UNWTO ST-EP Foundation, UNWTO concluded a ST-EP project in the area in 2011. The project created linkages between local micro-enterprises, mainly run by women, and the Hotel Marina Copán and other establishments, thus benefiting over 300 people through the creation of jobs and the retention of profits in the local economy.

The project compiled a list of the products and services needed by hotels and then provided training courses and seed funding to enhance the quality of the products and the entrepreneurial skills of 15 selected local businesses. The creation of these linkages between local businesses and hotels doubled the number of employees and turnover of the participating businesses between 2008 and 2011.



Left: Brochure of one of the micro-enterprises being linked-up to hotels in Copán Ruinas through the UNWTO ST-EP Project

Above: Mayan ruins, Copán, Honduras



Supporting small and medium sized tourism enterprises in Mozambique

Two new ST-EP projects were launched in Mozambique in 2011, to provide financial support and technical assistance to small and medium sized tourism enterprises (SMEs).

In Mozambique's capital, Maputo, a ST-EP project will support and fund micro tourism enterprises run by women in the Mafalala neighborhood, where 25% of households are single-parent and 50% of the population is under the age of 20. Four training cycles will provide assistance to women entrepreneurs in their income-generating activities and in the consolidation of their small businesses. The implementation of this project is made possible through the valuable contribution of the BANESTO Foundation (see page 54).

In Inhambane, a coastal province in the south of the country where a large proportion of the population lives under the poverty line, a two-year ST-EP project will also stimulate the development of SMEs. Specific activities include small grants and a programme for vocational development and professional training in tourism occupations such as accommodation, food services, handicrafts and guiding. The project is made possible thanks to funding from the Flemish Government and the Government of Macau S.A.R. The training component will be co-financed by the High Impact Tourism Training Programme (HITT) by virtue of an agreement signed between SNV and UNWTO (see page 54).

Tufo dancers in Mafala, Mozambique, where UNWTO is partnering with the Banesto Foundation

United Nations Steering Committee on Tourism for Development (SCTD)

In line with the **UN commitment to 'Deliver as One'**, UNWTO brought together nine UN agencies and programmes to coordinate their tourism-related work and maximize its impact, primarily in LDCs and developing countries. Building on the strengths and expertise of each of its members, the Committee offers over 50 services on issues ranging from tourism governance to human resources development, and helps governments formulate the proposals and activities necessary to access international funding for tourism.

Following its launch in 2010, the SCTD made significant advances in 2011. The Committee made its first public appearance at the 4th UN Conference on LDCs (LDC-IV) held in Istanbul, Turkey, with a **Special Event on Tourism for Sustainable Development and Poverty Reduction** (see page 14). The event served to share strategic insights on major challenges and devise the way forward for tourism in LDCs, providing the opportunity for countries, UN agencies, key donors, and other institutions to initiate an open dialogue for more effective assistance.

Building on the momentum generated at LDC-IV, the SCTD organized its **first pilot workshop on Project Development in Tourism for LDCs**, in Geneva, Switzerland. The Workshop saw the participation of representatives of eight LDCs, alongside representatives of the Enhanced Integrated Framework (EIF) and SCTD member organizations, who came together to identify their countries' priority needs in tourism development. Participants had the opportunity to learn about existing funding mechanisms, such as the Integrated Framework, as well as engage in direct bilateral consultations with UN organizations that could assist in leveraging the required resources and implementing their tourism strategies and plans. UNWTO, together with the SCTD, will continue to consolidate its efforts and resources for the next programming decade for LDCs.

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

Further reading and resources

UNWTO Technical Cooperation and Services

– cooperation.unwto.org

MDG Fund

– mdgfund.com

Sustainable Tourism – Eliminating Poverty Initiative (ST-EP)

– step.unwto.org

UN Steering Committee on Tourism for Development

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

6

Fostering knowledge, education and capacity-building

Millions of people work in tourism, making the sector one of the world's largest employers. To ensure this considerable workforce remains skilled, motivated and ahead of the latest developments, UNWTO works closely with its Member States to advance tourism education and training in the sector. In 2011, through assessments, training courses and certification, UNWTO continued to reduce the gap between the requirements of the sector and the skills acquired by its future professionals.



The UNWTO.Themis Foundation

The UNWTO.Themis Foundation, founded in 1998 and based in Andorra, is **the executive body responsible for UNWTO's work in the field of education and training.** Themis offers education and training-related assessment, strategic guidance and specialized training courses to UNWTO Members, to increase the competitiveness and sustainability of their tourism sectors. The Foundation is governed by a Board of Trustees made up of representatives from UNWTO and the Government of Andorra.

The work of the UNWTO.Themis Foundation is carried out through four programmes: Strategy, Volunteers, Capacity, and TedQual (Quality Assurance for Tourism Education, Training and Research Programmes).

UNWTO.Strategy

UNWTO.Strategy assists the governments of UNWTO Member States to **identify their tourism education and training needs** and **develop strategies to effectively address those needs.**

A study of the tourism labor market in the Middle East and North Africa, with the collaboration of the University of Surrey (UK), was finalized in 2011. The study sets out the characteristics of the labor market in the region, identifies good-practices and puts forward specific policy recommendations. Along similar lines, work continued on an ongoing study of the tourism labor market and best-practices in Africa, in collaboration with Kenya Utalii Collage. Once published, the study will provide countries in the region with practical solutions and recommendations on policy in the labor market, as well as the education and training sector.

In collaboration with the Observatory of Human Resources of the Andalusian Tourism Sector (Spain), UNWTO presented a *Handbook on The Creation of a Tourism Labor Market Observatory*, which aims to guide national tourism administrations in better understanding their own tourism labor markets through the creation of tourism labor observatories.



UNWTO.Volunteers

The UNWTO.Volunteers programme trains **young professionals in tourism as a tool for development and mobilizes them to contribute their expert knowledge to empower those beneficiaries** willing to undertake initiatives related to the sustainable development of tourism.

In 2011, close to 60 young professionals attended the university course, Tourism and International Cooperation for Development. The first edition, in Spanish, was jointly held with the Universities of Andorra and Valencia (Spain), while the second, in English, was organized in collaboration with the George Washington University (USA).

From among those successfully completing the course, a selection is made to join the UNWTO.Volunteers Corps, a team of highly-skilled volunteers who give their time and talent to sustainable tourism projects in developing countries.

In 2011, 19 UNWTO Volunteers contributed their know-how to a number of tourism initiatives, including one along

the coastline of Chiapas, Mexico, where tourism numbers are low compared to the rest of the region, despite the huge potential for community and nature-based tourism. Volunteers are currently preparing a proposal to boost tourism to the region, tackling important development issues including migration.

Volunteers also continued their work on a number of Sustainable Tourism – Eliminating Poverty (ST-EP) Initiative projects, including working with the community of Laj Chimal in Guatemala, devastated during the country's 36-year civil war. With the help of UNWTO.Volunteers, the community is now developing local tourism attractions to strengthen and diversify its economy.

The UNWTO.Volunteers programme benefits from a number of partnerships with leading private companies including Amadeus and the Banesto Foundation. Further partnerships are currently being discussed, with a view to enriching knowledge sharing and the effectiveness of actions.



UNWTO Volunteer in Niger

UNWTO celebrates International Volunteer Day

2011 marked the ten-year anniversary of the International Year of Volunteers, celebrated to highlight the achievements of the millions of volunteers worldwide and encourage more people to engage in volunteering.

International Volunteer Day in 2011 (5 December) was therefore a unique opportunity to raise awareness of those volunteers working to make the world a better place through tourism. A video released on the occasion highlighted the activities of UNWTO Volunteers who spoke about their work in their own words. Their stories, coming from Bhutan, Brazil, Guatemala and Niger, left little doubt that tourism is having a tremendously positive impact on the local communities they work with, economically, socially and culturally.

“For me volunteering means giving part of my time, knowledge and efforts to support those people who have not been as lucky as me. But volunteering also gives back to the volunteers, personally and professionally.”

Alejandro Calvente, UNWTO Volunteer in Guatemala



UNWTO Volunteer in Guatemala

Volunteering in Bhutan

Supporting the public tourism administrations of developing countries was added to the list of objectives of the UNWTO.Volunteers programme in 2011.

In Bhutan, UNWTO Volunteers spent 2011 supporting the country's Tourism Council to implement marketing strategies, contributing to the overall sustainable development of tourism and strengthening Bhutanese tourism in the international market. Responsibilities included developing a marketing strategy for key source markets, coaching officials in the Tourism Council marketing division and liaising with the private sector to conduct marketing workshops.

“A volunteer's work is based on four pillars: solidarity, responsibility, awareness of one another and “doing good”. That is why I decided to volunteer in Bhutan.”

Ignacio de las Cuevas, UNWTO Volunteer in Bhutan

UNWTO.Capacity

Through its UNWTO.Capacity programme, UNWTO offers **practical and interactive training courses for tourism officials and experts from its Member States on key tourism issues**. Courses, whether on-site, on-line or both, are taught by UNWTO experts and/or UNWTO.TedQual-certified educational institutions, and are tailored to meet the specific needs of each country or region.

Under this programme **UNWTO trained over 300 government officials** in Argentina, Mexico, Saudi Arabia, Syria and Tanzania in 2011, on topics ranging from tourism marketing to sustainability (see Chapter 8 for more on these capacity-building projects). Many of the courses were held in collaboration with UNWTO's partners, including the Adventure Travel Trade Association (ATTA), the Andalusian Centre for Training in the Leisure Industry (Centro Andaluz de Formación Integral de las Industrias del Ocio (CIOMIJAS), the Global Sustainable Tourism Council (GSTC), the ONCE Foundation for Cooperation and Social Inclusion of People with Disabilities, and the Organization of American States (OAS).



Tourism officials practicing their interview techniques during the UNWTO Practicum (Granada, Spain , 20-26 November 2011)

Crisis communications training for the Middle East and North Africa

As part of its UNWTO.Capacity programme, the UNWTO.Themis Foundation organizes annual training courses exclusively for officials from Member States: the UNWTO.Practicum. The Practicum allows these officials to advance their knowledge on a particular topic, familiarize themselves with the different activities of UNWTO and network with other professionals.

Two editions of the UNWTO.Practicum were held in 2011, one in English, held in Andorra and Madrid, and the other in Arabic, held in Madrid and Granada in partnership with the Euro-Arab Institute Foundation for Education and Training (Fundación instituto Euroarabe de Educación y Formación (INSTEA).

The second of these was specifically designed to assist UNWTO Member States from the Middle East and North Africa in building-up their knowledge on crisis communications. This was the first ever UNWTO Practicum to address the issue of crisis communications, recognizing this area as a crucial element of any effective crisis management system and putting to test the new UNWTO Toolbox for Crisis Communications in Tourism (see page 21).

During the training session, participants from Algeria, Egypt, Iraq, Jordan, Saudi Arabia and Sudan, had the opportunity to put their acquired knowledge into practice. High-pressure interviews and press conferences under real-life conditions completed the practical approach of this newly initiated Practicum format.

UNWTO.TedQual

The UNWTO.TedQual programme **measures and certifies the tourism educational programmes of institutions worldwide**. Once certified through the programme, these institutions form part of the extensive **UNWTO.TedQual Certified Institutions Network**, carrying out joint research, student and professor exchanges and offering mentoring to tourism educational institutions in developing countries.

The past two years saw the UNWTO.TedQual programme undergo a number of reforms, including in the way it certifies educational institutions. As a result, the way in which institutions consider the needs of the public sector when creating and updating tourism educational programmes is now part of the evaluation criteria, as is the inclusion of the Global Code of Ethics for Tourism in all aspects related to the content and management of their programmes. UNWTO has also been strongly encouraging TedQual Institutions to develop and implement activities in cooperation with institutions from developing countries.

In 2011, **17 institutions started the UNWTO.TedQual Certification process for 45 tourism and educational programmes**. Those already involved in the network increased their presence worldwide, demonstrating their commitment to the accomplishment of UN principles, as reflected in the Global Code of Ethics for Tourism.

In 2011, UNWTO.TedQual Institutions from Latvia and Portugal provided scholarships to faculty members from Angola, Mozambique and Uganda.

The UNWTO Tourism Textbook Scheme

Since 2009, UNWTO, in collaboration with the University of Wisconsin-Stout (USA) and the College of Hotel and Tourism Science of Kyung Hee University (Republic of Korea), has been leading an initiative to donate second-hand tourism textbooks to tourism students in Asia and the Pacific.

Hundreds of books have been distributed so far, to countries including Bhutan, East Timor, Fiji, Hong Kong (China), Indonesia, Iran, Malaysia, Papua New Guinea, Thailand and Vietnam. In 2011, the scheme was extended to include Laos and the Democratic People's Republic of Korea.

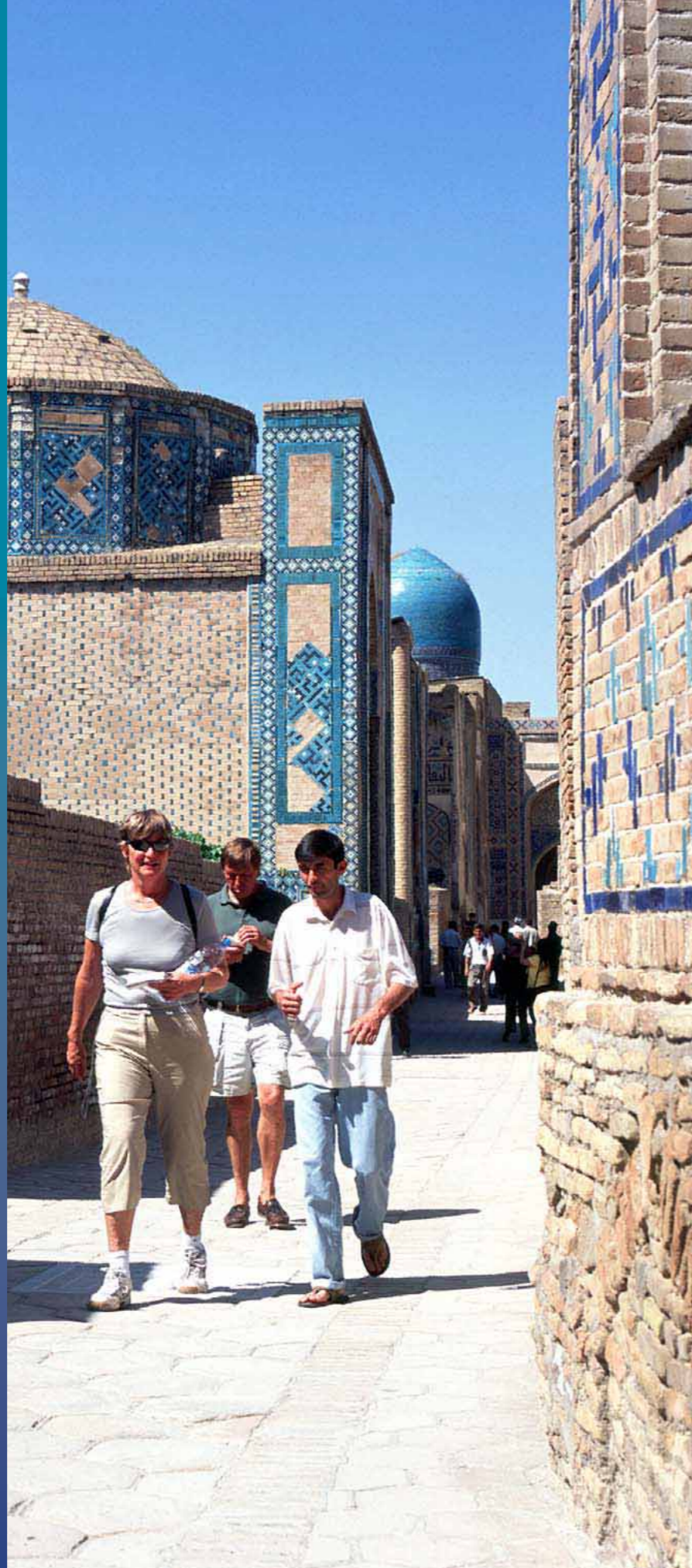
Further reading and resources

UNWTO.Themis Foundation
– themis.unwto.org

7

Partnerships for tourism

Given the size and complex structure of the tourism sector, UNWTO can only achieve its goal of promoting competitive and sustainable tourism development with the ongoing support and affiliation of its many partners. In 2011, the participation of UNWTO's over 400 Affiliate Members in the work of the Organization was significantly strengthened; agreements were signed with a number of strategic partners; countries stepped-up their participation in the initiatives of the UNWTO Silk Road Programme; and UNWTO continued to work closely with other UN agencies and programmes to align tourism development with the objectives of the United Nations.



UNWTO launches platma

The online network for UNWTO Affiliate Members

In addition to sovereign states, UNWTO membership is open to a wide range of organizations and companies working in tourism who join UNWTO as Affiliate Members. **In 2011, more than 400 Affiliate Members from over 80 countries formed part of UNWTO.**

Contributing their knowledge and expertise to UNWTO, these Members in turn benefit from exclusive access to institutional and professional networks, market intelligence and know-how, and interact with leading business and public-sector decision-makers.

2011 was a pivotal year for the UNWTO Affiliate Members with the launch of **platma, an online network for Affiliate Members to showcase their activities, interact, learn from one another and gain access to UNWTO resources**, including the latest tourism trends and sector news. A fully functioning social network, platma users are equipped with a wide range of multimedia tools to post news, publicize events, participate in working groups, create blogs and hold online seminars.

Created in collaboration with the UNWTO Affiliate Member SEGITTUR (the Spanish Corporation for the Management of Innovation and Technology in Tourism), platma was continuously improved over 2011 and is now the go-to space for the tourism private sector. Platma has proven an ideal tool for UNWTO to listen to and engage with its private sector Members and is producing important results. In one working group, 20 of the world's most-visited cities, from Hong Kong (China) to

New York, participated in discussions on the challenges and opportunities of urban tourism. Based on these discussions, and under the guidance of UNWTO, a set of guidelines will be published to help cities worldwide formulate their tourism strategies.

Further Affiliate Members activities in 2011 included the publication of *Policy and Practice for Global Tourism*, a reference guide on the ten major issues in global tourism today, with case studies and commentaries from Members around the world. Additionally, the Affiliate Members Programme published two regional reports, providing a non-governmental vision of tourism in specific regions, and two in-depth reports on areas of particular interest to the Affiliate Members: *Tourism and Technology*, in collaboration with IE Business School and SEGITTUR, and *The Power of Youth Travel*, with the World Youth Student and Educational Travel Confederation (WYSE), both of which are available on platma.org.

Affiliate Membership grew steadily in 2011 with an **additional 39 members from major sector stakeholders** such as Google, LAN Airlines and Sixt Rent a Car. With the growing number of Members, the Rules of Procedure of the UNWTO Affiliate Members were significantly updated in 2011 to reflect their changing needs and expectations and those of the Organization. Changes included making the existing bodies of UNWTO more accessible to Affiliate Members in order to maximize their participation in the work of UNWTO.



Partnerships for responsible, sustainable and universally accessible tourism

UNWTO teamed up with a number of strategic partners in 2011 to further the goals of the Organization and support new tourism development initiatives.

Working with the **Banesto Foundation**, UNWTO will provide technical support and financing to tourism projects run by women in Mozambique, Namibia and Tanzania. UNWTO is also collaborating with the **SNV Netherlands Development Organisation** on the High Impact Tourism Training (HITT) project, which will provide vocational training to 8,000 tourism workers and entrepreneurs in seven developing countries in Sub-Saharan Africa and Asia, with funding of €2 million from the European Union.

Together with the **ONCE Foundation for Cooperation and Social Inclusion of People with Disabilities** and the **European Network for Accessible Tourism (ENAT)**, UNWTO will significantly advance ever more accessible tourism for persons with disabilities. The trilateral agreement entails a series of initiatives including awareness-raising and training in the field of accessibility, as well as the promotion of traineeships for young persons with disabilities, with a view towards their integration in the labor market.

UNWTO continued to work closely with the **European Travel Commission (ETC)** to advance a series of common research projects on market intelligence and marketing techniques and with the **Inter-American Development Bank (IDB)** on capacity-building and social integration through tourism.

(This list is by no means complete and includes only examples).

Forging stronger ties with the UN system

Since joining the UN family in 2003, UNWTO has worked in close collaboration with other UN agencies, programmes and funds towards achieving the MDGs, in particular those addressing poverty reduction, environment and development issues.

In 2011, UNWTO participated in **11 MDG-F projects** with strong tourism development components. UNWTO also actively contributed to the preparatory process for the **UN Conference on Sustainable Development (Rio+20) (June 2012)**, by joining hands with UN partners and Member States to ensure that tourism is further supported and recognized as a key component in building a sustainable future.

UNWTO was present at the **UN Climate Change Conference (COP17)** held in Durban, South Africa, to present the tourism's sector response to the challenge of climate change (see page 25) and partnered with **UNEP to prepare the Tourism Chapter of the Green Economy Report** (see page 25).

UNWTO also renewed its agreement with **UN Women** in 2011, to bring gender issues to the forefront of the tourism sector (see page 33), and important progress was made among the **UN Steering Committee on Tourism for Development (SCTD)**, made-up of nine UN agencies (see page 45).



Technical visit to iSimangaliso Wetland Park, South Africa's third-largest protected area, on the sidelines of COP17 (Durban, South Africa, 28 November –9 December 2011)

UNWTO makes strides along the Silk Road

UNWTO's Silk Road Programme is a trans-regional, collaborative initiative, designed to enhance tourism along the historic Silk Road route and foster greater collaboration between the route's countries and regions.

Significant progress was made on the **Silk Road Action Plan 2010/2011** as it entered its second year. The first annual UNWTO Silk Road Ministers' Summit was held at ITB Berlin 2011 and saw Tourism Ministers and Ambassadors from over 25 Silk Road countries placing travel facilitation high on their agendas and committing to enhanced cooperation. Major events and promotional activities were held at the world's travel fairs (ITB Berlin, JATA Tokyo and WTM London) including the first Silk Road bloggers competition at WTM and the screening of short films featuring the destinations of the Silk Road at the ITB Cinema.

Three new countries joined the Silk Road initiative in 2011: Albania, Bulgaria and Croatia. With more and more countries onboard, UNWTO established a **Silk Road Task Force** to ensure that all stakeholders have their say on the direction of the project, with the first meeting in November 2011. The meeting allowed all those involved to highlight their priority issues for the coming years which included travel facilitation, the reliability and availability of quality infrastructure and product, and opportunities for community-based, cross-border initiatives.

Collaboration was also furthered with fellow UN agencies and programmes to adopt a multi-faceted approach to planning and development along the Silk Road, taking into consideration science and education (UNESCO), environment (UNEP) and investment (UNCTAD) concerns.

UNWTO at Trade Fairs

UNWTO's presence and partnership with major international travel and tourism trade fairs continued to grow in 2011, with activities organized at FITUR Madrid (Spain), ITB Berlin (Germany), Intourmarket and MITT Moscow (Russia) and WTM London (UK), including the annual Ministers' Summit (see page 13) and a new comprehensive programme of Silk Road events. Partnerships were also strengthened with regional fairs such as JATA Toyko (Japan), allowing UNWTO to meet and support its many Members on a regular and direct basis. The UNWTO Calendar of International Tourism Events was widely used in 2011 by Members and other tourism stakeholders to promote their tourism trade fairs and events.



UNWTO, Nara City and UNWTO Regional Support Office for Asia and the Pacific staff at the joint Silk Road stand at JATA Travel Showcase (Tokyo, Japan September 2011)

The Ulysses Prize and Awards

Rewarding innovation in tourism

Held since 2003, the UNWTO Ulysses Prize and Awards reward initiatives and projects that have made a significant contribution to the advancement of tourism through innovation.

In 2011, the prestigious UNWTO Ulysses Prize was awarded to Professor Kaye Chon, Dean and Chair Professor of the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, for his outstanding contribution to tourism knowledge.

The 2011 UNWTO Ulysses Awards winners were:

For Innovation in Governance

- **China Tourist Satisfaction Index** - China Tourism Academy (China)
- **Development of the 'Ruta Moche' as a Tourism Destination**
– Ministry of Foreign Trade and Tourism (Peru)
- **Environmental Certificate 'Friend of the Environment Establishment'**
– Madeira Regional Secretariat for Tourism and Transport (Portugal)

For Innovation in Enterprises

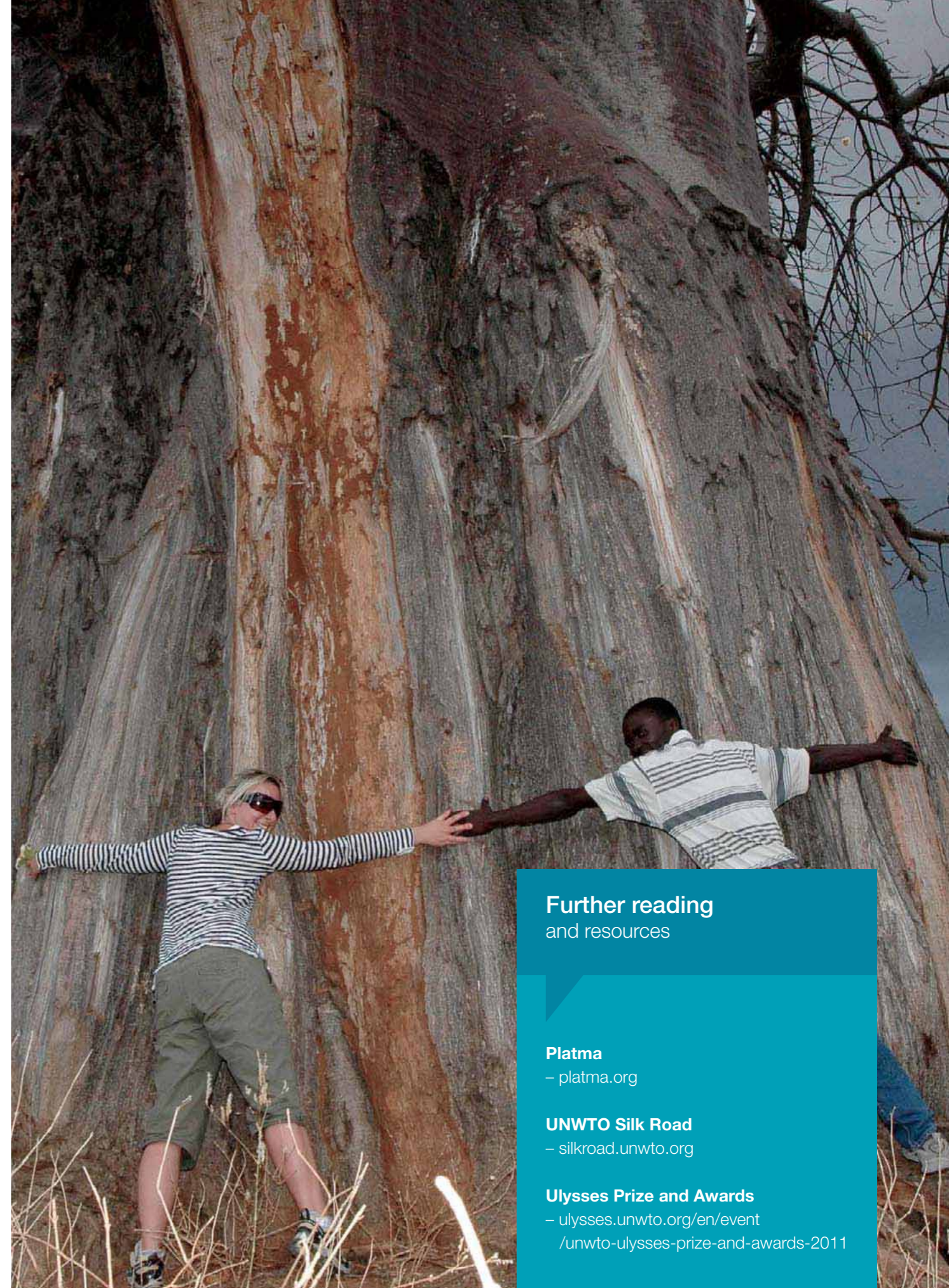
- **The Artemisa project: transforming organic waste into biofuel for more sustainable tourism**
– Ingelia (Spain)
- **Mayakoba Tourism Resort Mexico: sustainable and responsible tourism development**
– OHL Desarrollos (Mexico)
- **TravelSat Competitive Index: a global survey benchmarking international tourists' satisfaction and trip quality**
– TCI Research (Tourism Competitive Intelligence) (Belgium)

For Innovation in Non-Governmental Organizations

- **Connecting People with the Environment, W. James Whyte Island Reserve: tourists volunteering to protect biodiversity** - Conservation Volunteers (Australia)
- **Development of Accessible Tourism in Slovenia (PREMIK): accessible tourism for those with special needs**
- SENT Slovenian Association for Mental Health (Slovenia)
- **La route accessible (The Accessible Road): an informative travel tool designed to promote accessible tourism in Quebec, Canada** - KÉROUL (Canada)

Special Jury Awards went to

- **Cultural Villages Development Project** - Alghat Cooperative Association (Saudi Arabia)
- **UruguayNatural.tv** – Ministry of Tourism and Sport (Uruguay)
- **European Cemeteries Route** - Association of Significant Cemeteries in Europe (Italy)



Further reading and resources

Platma
– platma.org

UNWTO Silk Road
– silkroad.unwto.org

Ulysses Prize and Awards
– ulysses.unwto.org/en/event/unwto-ulysses-prize-and-awards-2011

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, serve as the direct link through which the needs and concerns of UNWTO Members are identified and addressed. The Regional Programmes support and assist UNWTO Member States, Affiliate Members and other stakeholders in the corresponding regions, in their efforts to develop their tourism sectors as a catalyst of job creation and sustainable socio-economic development.



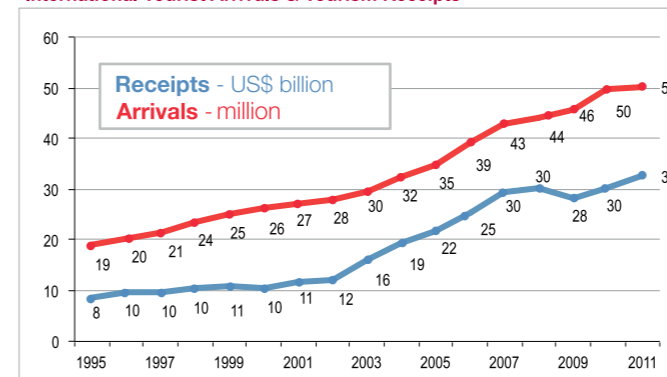
Regional Programme for Africa

International tourism in Africa in 2011

Africa had a mixed year in 2011. While Sub-Saharan Africa gained two million international tourist arrivals (+7%), North Africa lost nearly two million (-9%), as a result of the major political changes that took place across the region. In total, international tourist arrivals to Africa remained at 50 million, only slightly above 2010.

International tourism receipts in Africa stood at US\$ 33 billion (euro 23 bn) in 2011 (+2% on 2010).

Africa: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Regional activities in Africa

UNWTO activities in Africa fell under **two main areas in 2011: investment and capacity-building.**

For the second year running UNWTO held its **Investment Forum for Africa (INVESTOUR)**, a major platform

linking-up potential investors, principally from Spain, and entrepreneurs from across Africa.

In West Africa, a **UNWTO International Donors' Conference** mobilized funds from international development banks, UN agencies and intergovernmental organizations to support sustainable tourism development in the region's cross-border parks. The **West Africa Parks Project** will ensure the conservation and promotion of parks and protected areas spanning Benin, Burkina Faso, Gambia, Guinea, Guinea-Bissau, Mali, Mauritania, Niger, Senegal and Sierra Leone.

Tailored capacity-building workshops in the region included a seminar on the **role of sustainable tourism within Africa's emerging Green Economy** (see page 25 for more on the Green Economy). The seminar discussed ongoing UNWTO projects in Africa, including the Collaborative Actions for Sustainable Tourism (COAST) Project, which is supporting the conservation of the sub-Saharan African coastline.

A **Regional Training Seminar on Tourism Policy and Strategy for East Africa** was held in Tanzania, with representatives also attending from Central and Southern Africa. The five-day seminar provided officials with practical solutions to the gaps they often face in devising their national tourism policies and strategies.

During 2011, **27 ST-EP projects, one MDG-F project and six technical cooperation projects were carried out by UNWTO in Africa.**



UNWTO Regional Training Seminar for East Africa (Dar es Salaam, Tanzania, 12-16 September 2011)

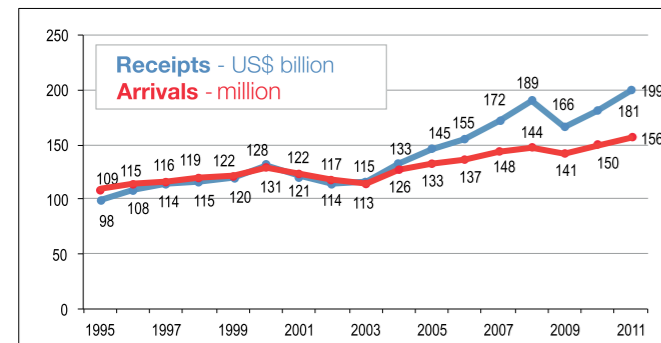
Regional Programme for the Americas

International tourism in the Americas in 2011

Tourism in the Americas continued to benefit from the vitality of Latin American economies and increasing regional integration in Central and South America in 2011. An additional six million arrivals visited the region, which received 156 million in total (+4% on 2010). By sub-region, South America (+9%) was, together with South-East Asia, the world's best performer. Central America and the Caribbean showed strong growth rates (+5% and +4% respectively), while North America also grew, hitting the 100 million international tourists mark in 2011.

International tourism generated US\$ 200 billion (€ 143 bn) in receipts in the Americas in 2011 (+6% on 2010).

Americas: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Regional activities in the Americas

Stimulating public and private investment was a central focus of UNWTO's work in the Americas in 2011, with a dedicated conference on tourism investment held in Paraguay and UNWTO's presence at a number of tourism financing meetings across Latin America and the Caribbean.

Investment in **Haiti's recovery**, following the devastating earthquake in 2010, was of particular concern. UNWTO met with the Minister of Tourism of Haiti, alongside the private sector, to explore the opportunities presented by tourism and offer UNWTO's support in their realization.

UNWTO continued to strengthen its relations with relevant institutions in the Americas in 2011, signing cooperation agreements with the Organization of American States (OAS), the Inter-American Development Bank (IDB), and the Latin American Association of Development Financing Institutions (ALIDE).

UNWTO will work with these institutions across virtually the entire range of UNWTO activities, from the measurement of tourism and research, to strengthening tourism governance, promoting investment and capacity-building.

Cooperation between UNWTO and the IDB continued in 2011 with a **tourism statistics workshop** in Montevideo, Uruguay, and an **International Conference on Tourism as an Inducer of Social Inclusion** in Fortaleza, Brazil.

Through **eight ST-EP projects and seven MDG-F projects** across the region, UNWTO continued to target poverty reduction in Americas, particularly through job creation and new tools for local communities, the poor and youth.



International Conference on Tourism as an Inducer of Development, Social Inclusion and Regional Integration (Fortaleza, Brazil, 28-29 November 2011)

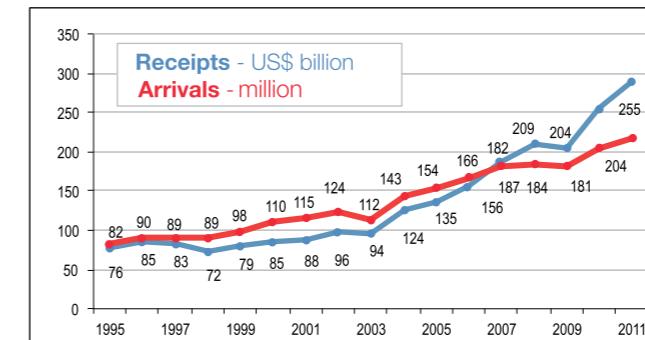
Regional Programme for Asia and the Pacific

International tourism in Asia and the Pacific in 2011

Asia and the Pacific continued to reach new records in 2011, with a total 217 million international tourist arrivals (+6% on 2010). South Asia (+8%) and South-East Asia (+10%) benefited from strong interregional demand, while growth was comparatively weaker in North-East Asia (+4%) and Oceania (+1%), partly due to the temporary decline in the Japanese outbound market.

Asia and the Pacific was the second region in the world in terms of international tourism receipts with US\$ 289 billion (€ 208 bn) in 2011 (+4% on 2010).

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



Regional activities in Asia and the Pacific

UNWTO delivered a range of capacity-building programmes in Asia and the Pacific throughout 2011, designed specifically to **support Member States build-up the necessary capabilities for competitive and sustainable tourism development**.

UNWTO's annual **Executive Training Programme**, sponsored by the Government of the Republic of Korea, took place in Brunei Darussalam. High-level tourism officials from over 20 countries in Asia exchanged best-practices and ideas on contemporary tourism issues, including how to optimize regional cooperation in the development of international tourism. As part of UNWTO's two-year **Tourism Statistics Capacity-Building Programme for Asia and the Pacific**, a workshop was carried out in the Philippines to assist Member States

develop their Systems of Tourism Statistics (see page 19 for more information on the Statistics Capacity-Building Programme).

As a global platform, UNWTO has the capacity to link-up Member States who are strong in certain areas of tourism and who can share their technical know-how with others. A **tourism marketing workshop in Tianjin, China**, saw leading Chinese experts discuss tourism marketing with participants from 17 countries from the region. In China, UNWTO also offered its support in the drafting of the **first Chinese Tourism Law** by discussing best practices from around the world at an International Symposium on Tourism Legislation in Beijing.

During 2011, **four ST-EP projects and one technical cooperation project** were underway in Asia and the Pacific.



Participants at the UNWTO-Tianjin Tourism Marketing Workshop (Tianjin, China, 1-6 September 2011)



Supporting tourism in Japan

The earthquake and tsunami that hit Japan in March 2011 had a significant impact on Japan's inbound and outbound tourism sector. Two weeks after the quake, UNWTO Member States from the Asia Pacific region adopted a Special Resolution on Japan, resolving to work with their own tourism sectors, the Government of Japan and the media to mitigate the negative impacts of the tragedy on Japan's tourism sector.

Over the following months, UNWTO worked closely with several UN agencies, including the International Atomic Energy Agency (IAEA) and the International Civil Aviation Organization (ICAO) to reassure travelers that radiation levels posed no health or transportation safety hazards.

Later in the year, UNWTO and the Japan Tourism Agency (JTA) held an international symposium on *The Revitalization of Japan's Tourism Sector and Earthquake-Affected Regions*. Held in Sendai, the nearest major city to the earthquake affected area, the symposium rallied international support and solidarity for the recovery programme of the Japanese tourism sector from organizations such as WTTTC. The UNWTO Secretary-General also met with the Prime Minister and visited tsunami-affected areas to observe the state of recovery in person.

Sendai port, where locals share their stories of the Great East Japan Earthquake and Tsunami with UNWTO and WTTTC officials (Sendai, Japan, 4 October 2011)

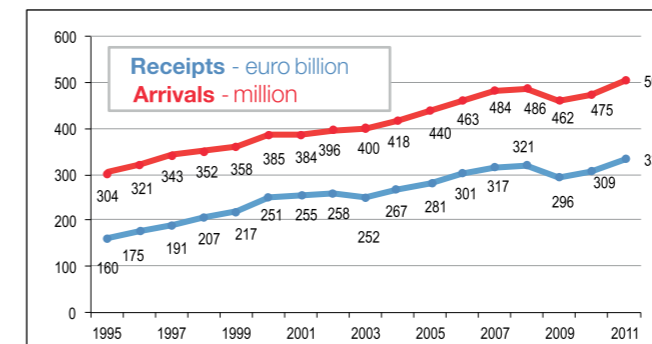
Regional Programme for Europe

International tourism in Europe in 2011

2011 was a challenging year for European economies, so the impressive growth in international tourist arrivals was welcome news. Europe was in fact, together with Asia and the Pacific, the fastest growing world region in 2011, with arrivals exceeding the half billion mark and reaching 504 million in total (+6% on 2010). Central and Eastern Europe and Southern Mediterranean destinations (+8% each) experienced the best results. Although part of the growth in Southern Mediterranean Europe resulted from a shift in traffic away from the Middle East and North Africa, destinations in the Mediterranean also profited from improved outbound flows from markets such as Scandinavia, Germany and Russia.

Europe's share of international tourism receipts stands at some 45% with US\$ 463 billion (€ 333 bn) in 2011 (+5% on 2010)

Europe: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Regional activities in Europe

Support for **regional cooperation** remained at the core of UNWTO's work in Europe throughout 2011.

Working with stakeholders from the **South Caucasus**, the **Caspian Sea**, the **Danube Region**, and **South-Eastern Europe**, UNWTO provided its **expertise and guidance in the development of regional tourism strategies and policy**. An exploratory mission was carried out in Georgia and Armenia under the framework of the **South**

Caucasus Tourism Development Initiative and a technical mission took place around the **Caspian Sea** to assess the possibilities of further developing cruise tourism.

UNWTO was also actively engaged in the work of the **European Union Strategy for the Danube** and was invited to become an observer in the Danube Steering Committee. UNWTO's involvement in the Strategy is an example of its ongoing cooperation with the European Commission (EC), which gained strength in 2011 on the back of a number of meetings on issues of common interest and future areas of cooperation. UNWTO further enhanced its cooperation with the EU and with the European Travel Commission (ETC) to advance on issues of common interest to its Members, namely market intelligence, statistics, consumer protection and visa facilitation.

A **statistical capacity-building workshop** took place in Baku, Azerbaijan, with the participation of countries from the surrounding region, to strengthen the development and management of national TSAs (See page 19).

Four technical cooperation projects, two MDG-F projects and one ST-EP project were carried out in Europe.



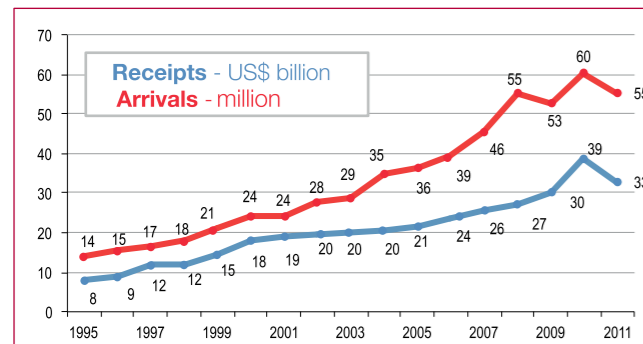
Regional Programme in the Middle East

International tourism in the Middle East in 2011

The political changes in the Middle East in 2011 had a significant impact on international tourism to the region. Tourist arrivals declined by an estimated five million, totalling 55 million (-8% on 2010). Results hide a mixed picture, however, with some destinations in the region, including Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE), performing well.

International tourism receipts in the Middle East stood at US\$ 46 billion (€ 33 bn) in 2011 (-14% on 2010).

Middle East: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Regional activities in the Middle East

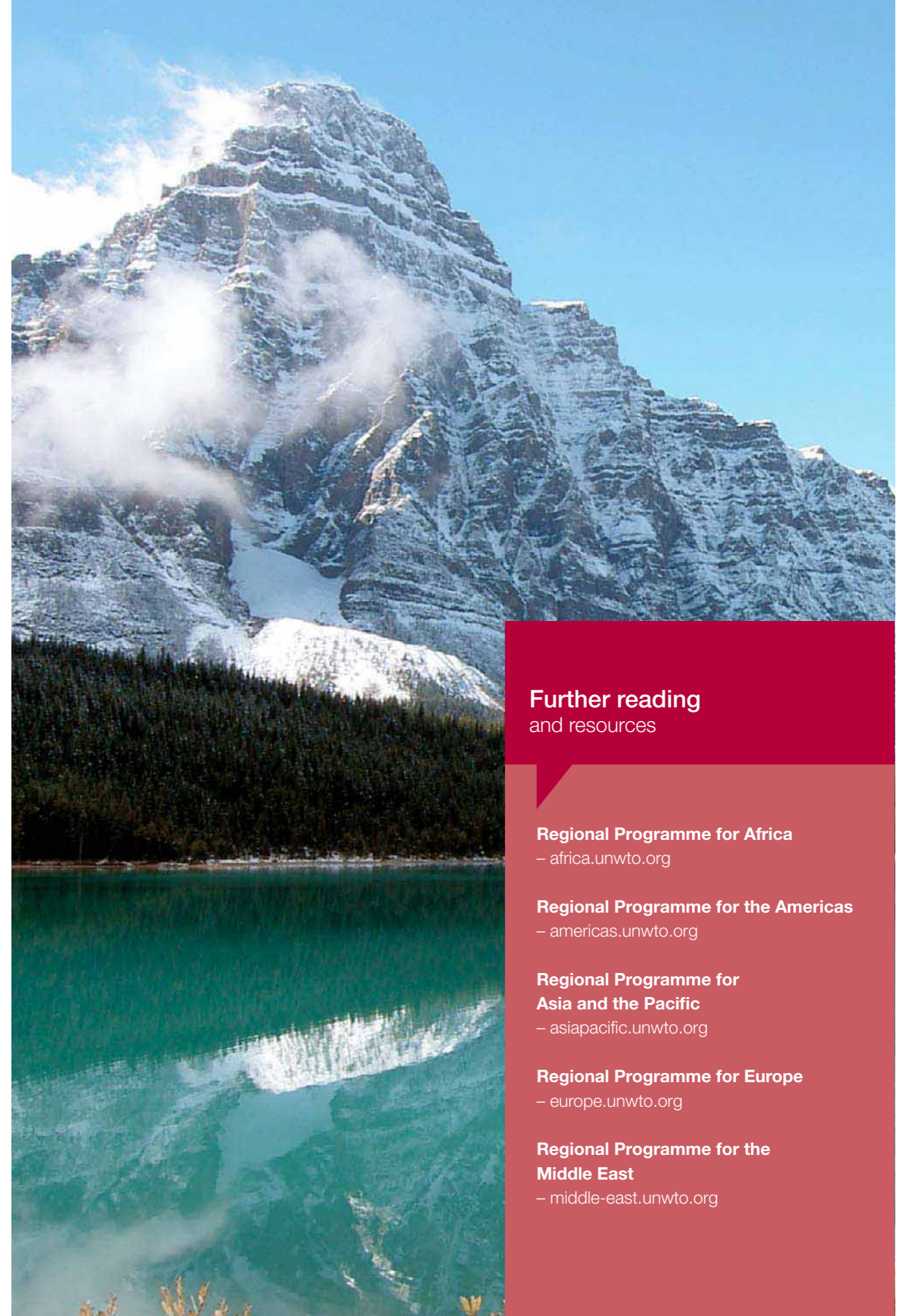
As major political changes took place across the Middle East, UNWTO maintained close contacts with national tourism authorities and major sector representatives in the region to **closely monitor the rapidly changing market conditions, evaluate the impact of the political environment on international tourism and put in place the necessary recovery plans**. Approaches varied, from specific activities around adapting marketing strategies, to communications training and political support. Simultaneously, UNWTO **continued to support structural reforms** aimed at enhancing the competitiveness of destinations on the one hand, and ensuring the long-term sustainability of tourism development on the other.

In Egypt, UNWTO advised the Ministry of Tourism on a comprehensive action plan for the recovery of tourism

flows, investments and the sustainable redevelopment of the sector. A capacity-building workshop on *Short Term Product Variations for Tourism Recovery* addressed how to best develop tourism products against the backdrop of a rapidly changing environment.

A series of training courses were organized for Middle Eastern countries, including on tourism planning and hotel inspection skills in Saudi Arabia, tourism marketing in Syria, tourism facilitation in Lebanon, and tourism policy and destination management in Qatar. UNWTO held an edition of its **annual training course, the UNWTO Practicum**, on crisis communications, inviting tourism officials from the Middle East and North Africa to Spain to learn more on the role of communications in limiting the impacts of crises (see page 50).

The **UNWTO ST-EP project continued in Yemen**, as did the **MDG-F project in Egypt**. **Four technical cooperation projects** were also under implementation in the region.



Further reading and resources

Regional Programme for Africa
– africa.unwto.org

Regional Programme for the Americas
– americas.unwto.org

Regional Programme for Asia and the Pacific
– asiapacific.unwto.org

Regional Programme for Europe
– europe.unwto.org

Regional Programme for the Middle East
– middle-east.unwto.org

Annexes

Annex 1

UNWTO Member States

Annex 2

UNWTO - A short history

Annex 3

UNWTO Programmes

Annex 4

Technical Cooperation Projects in 2011

Annex 5

2011 main events

Annex 6

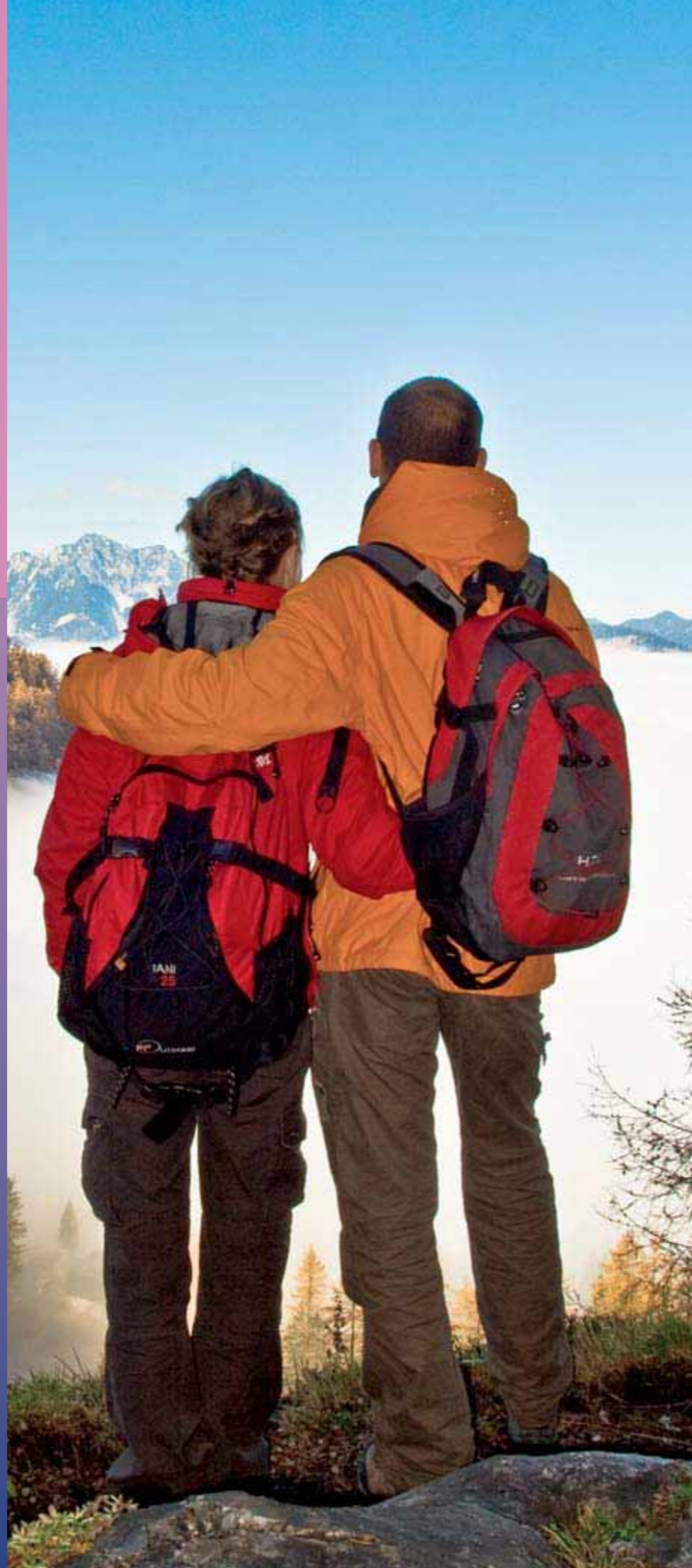
UNWTO publications 2011

Annex 7

Organizational structure and finance

Annex 8

Abbreviations



Annex 1

UNWTO Member States

Africa

Algeria (1976)
Angola (1989)
Benin (1975)
Botswana (1995)
Burkina Faso (1975)
Burundi (1975)
Cameroon (1975)
Cape Verde (2001)
Central African Republic (1995)
Chad (1985)
Congo (1979)
Côte d'Ivoire (1975)
Democratic Republic of the Congo (1979)
Djibouti (1997)
Equatorial Guinea (1995)
Eritrea (1995)
Ethiopia (1975)
Gabon (1975)
Gambia (1975)
Ghana (1975)
Guinea (1985)
Guinea-Bissau (1991)
Kenya (1975)
Lesotho (1981)
Liberia (2011)
Madagascar (1975)
Malawi (1975)
Mali (1975)
Mauritania (1976)
Mauritius (1975)
Morocco (1975)
Mozambique (1995)
Namibia (1997)
Niger (1979)
Nigeria (1975)
Rwanda (1975)
São Tomé and Príncipe (1985)
Senegal (1975)
Seychelles (1991)
Sierra Leone (1975)

South Africa (1994)
Sudan (1975)
Swaziland (1999)
Togo (1975)
Tunisia (1975)
Uganda (1975)
United Republic of Tanzania (1975)
Zambia (1975)
Zimbabwe (1981)

Americas

Argentina (1975)
Bahamas (2005)
Bolivia (1975)
Brazil (1975)
Canada (2000)
Chile (1975)
Colombia (1975)
Costa Rica (1995)
Cuba (1975)
Dominican Republic (1975)
Ecuador (1975)
El Salvador (1993)
Guatemala (1993)
Haiti (1975)
Honduras (2001)
Jamaica (1975)
Mexico (1975)
Nicaragua (1991)
Panama (1996)
Paraguay (1992)
Peru (1975)
Uruguay (1977)
Venezuela (1975)

Associate Members

Aruba (1987)
Netherlands Antilles (1979)
Puerto Rico (2002)

Asia and the Pacific

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

Associate Members

Hong Kong, China (1999)
Macao, China (1981)

Annex 1

UNWTO Member States

Europe

Albania (1993)
Andorra (1995)
Armenia (1997)
Austria (1975)
Azerbaijan (2001)
Belarus (2005)
Bosnia and Herzegovina (1993)
Bulgaria (1976)
Croatia (1993)
Cyprus (1975)
Czech Republic (1993)
France (1975)
Georgia (1993)
Germany (1976)
Greece (1975)
Hungary (1975)
Israel (1975)
Italy (1978)
Kazakhstan (1993)
Kyrgyzstan (1993)
Latvia (2005)
Lithuania (2003)
Malta (1978)
Monaco (2001)
Montenegro (2007)
Netherlands (1976)
Norway (2008)
Poland (1976)
Portugal (1976)
Republic of Moldova (2002)
Romania (1975)
Russian Federation (1975)
San Marino (1975)
Serbia (2001)
Slovakia (1993)
Slovenia (1993)
Spain (1975)
Switzerland (1976)
Tajikistan (2007)

The former Yugoslav Republic of Macedonia (1995)
Turkey (1975)
Turkmenistan (1993)
Ukraine (1997)
Uzbekistan (1993)

Associate Members

Flemish Community of Belgium (1997)
Madeira (1995)

Permanent Observer

Holy See (1979)

Middle East

Bahrain (2001)
Egypt (1975)
Iraq (1975)
Jordan (1975)
Kuwait (2003)
Lebanon (1975)
Libyan Arab Jamahiriya (1977)
Oman (2004)
Qatar (2002)
Saudi Arabia (2002)
Syrian Arab Republic (1975)
Yemen (1977)

Special Observer

Palestine (1999)

Annex 2

UNWTO - A short history

1970

On 27 September, the International Union of Official Travel Organizations (IUOTO) Special General Assembly adopts the Statutes of the World Tourism Organization (WTO). From 1980 onwards, this day will be celebrated as World Tourism Day.

1975

The first WTO Secretary-General is appointed and the General Assembly establishes WTO Headquarters in Madrid (Spain).

1976

An agreement is signed for WTO to become an executing agency of UNDP.

1998

The WTO.THEMIS Foundation is created in Andorra, to promote quality and efficiency in tourism education and training.

1999

The World Conference on the Measurement of the Economic Impact of Tourism, held in Nice (France), approves the Tourism Satellite Account (TSA).
The 13th WTO General Assembly in Santiago (Chile) adopts the Global Code of Ethics for Tourism.

2000

World Leaders meet at UN Headquarters to adopt the United Nations Millennium Declaration, committing their nations to the MDGs with a deadline of 2015.
The UN Statistics Commission approves the international standards included in the TSA.

2001

The UN General Assembly officially recognizes the Global Code of Ethics for Tourism.

2002

WTO takes part in the World Summit on Sustainable Development in Johannesburg (South Africa), during which the initiative Sustainable Tourism – Eliminating Poverty (ST-EP) is presented.

2003

UNWTO joins the UN system, becoming the UN Specialized Agency for Tourism.
The 1st International Conference on Climate Change and Tourism is held in Djerba (Tunisia).

2005

The office of UNWTO's ST-EP Foundation is opened in Seoul (Republic of Korea).

2007

The 2nd International Conference on Climate Change and Tourism, Davos (Switzerland), adopts the Davos Declaration, the tourism sector's response to the challenge of climate change.

2008

UNWTO launches the awareness campaign Protect Children from Exploitation in Travel and Tourism.
The Permanent Secretariat of the World Committee on Tourism Ethics is inaugurated in Rome (Italy).

2009

The 18th UNWTO General Assembly approves the Roadmap for Recovery, to see the tourism sector through the 2008-2009 global economic crisis.

2010

UNWTO works to mainstream tourism in the global agenda as part of the solution to the ongoing global economic crisis.

2011

The White Paper, *A Reform Process for a More Relevant UNWTO*, is unanimously adopted by the 19th UNWTO General Assembly.

Annex 3

UNWTO Programmes

Regional Programmes

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

Operational Programmes

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

Direct Support Programmes

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

Indirect Support Programmes

Human Resources	-	-
Budget and Finance	-	-
Information and Communication Technologies	-	-
Travel	-	-
Legal and Contracts	-	-
Purchases, Premises and Security	-	-

Annex 4

Technical Cooperation Projects in 2011

Technical Cooperation Projects

Africa	Project Title
Botswana	Implementation of the Tourism Satellite Account (TSA)
Burundi	National Strategy for the Sustainable Development of Tourism
RETOSA Member States (Angola, Botswana, DR Congo, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe)	Project on National Statistical Capacity-Building Programme
Asia and the Pacific	
India	Tourism Development Master Plan for Punjab (Phase II)
Europe	
Romania	Integrated Urban Development for the Rehabilitation and Modernization of Borsec, Baile Herculane and Sulina
Ukraine	National Statistical Capacity-Building Programme
Middle East	
Egypt	Review and Implementation of the New Hotel Classification System – Phase II
Oman	Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan
Syrian Arab Republic	Sustainable Tourism Development in Al-Ghab – Phase II
Technical Missions	
Africa	Project Title
Ethiopia	Project formulation mission for the Development of the System of Tourism Statistics
Ghana	Project formulation mission for the review of the National Tourism Master Plan
South Africa	Review and Evaluation of the System of Tourism Statistics and Tourism Satellite Account
Europe	
Project Title	
Greece	Review of the National Hotel Classification System
Azerbaijan/Kazakhstan/Russian Federation	Pre-feasibility Study for Cruise Tourism Development in the Caspian Sea

Annex 4

Technical Cooperation Projects in 2011

MDG-F Projects		
Africa	Project Title	Lead Agency and other participating UN agencies
Senegal	Promoting Initiatives and Cultural Industries in Senegal	UNESCO, UNDP, UNFPA, UNIDO, UNWTO
Americas		
Ecuador	Conservation and Sustainable Management of Natural and Cultural Heritage of the Yasuni Biosphere Reserve	UNDP UNESCO, FAO, UN HABITAT, UNIFEM, UNWTO
	Development and Cultural Diversity to Reduce Poverty and Promote Social Inclusion	UNFPA, UNDP, UNICEF, UNIFEM, WHO, FAO, UNESCO, UNH, CHR, UNWTO
Honduras	Creativity and Cultural Identity for Local Development	UNDP, ILO UNICEF, UNESCO, FAO, UNV, UNWTO
Nicaragua	Cultural Recovery and Creative Productive Development on the Caribbean Coast	UNWTO UNDP, UNICEF, UNESCO, ILO, UNIDO
	National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People	ILO, UNDP UNFPA, FAO, UNIDO, UNWTO
Panama	Entrepreneurial Opportunities Network for Poor Families	UNDP UNIDO, FAO, UNCTAD, UNWTO
Peru	Inclusive Creative Industries: an Innovative Tool for Alleviating Poverty	FAO UNDP, UNIDO, ILO, UNESCO, UNWTO
Europe		
Turkey	Alliances for Cultural Tourism (ACT) in Eastern Anatolia	UNDP UNICEF, UNESCO, UNWTO
Serbia	Sustainable Tourism for Rural Development	UNDP FAO, UNEP, UNICEF, UNWTO
Middle East		
Egypt	The Dahshur World Heritage Site Mobilization for Cultural Heritage for Community Development	UNDP UNESCO, ILO, UNIDO, UNWTO

Annex 4

Technical Cooperation Projects in 2011

ST-EP Projects Portfolio 2011		
Africa	Project Title	Main Sources of Funding
Benin	Promotion and Sustainable Development of Tourism in the Buffer Zone of Park W	Italian Cooperation
Burkina Faso	Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W)	Italian Cooperation
Benin Burkina Faso Niger	Development of Birdwatching Tourism at Regional Park W	RAMSAR Swiss Fund for Africa
Cameroon	Ecotourism Development at Kribi	ST-EP Foundation
Ethiopia	Chencha-Dorze Tourism and Handicrafts Development Konso Community Tourism	SNV, ST-EP Foundation ST-EP Foundation
Ghana	West Coast Tourism Destination Area Savannaland Destination Tourism Programme	Italian Cooperation SNV, ST-EP Foundation
Kenya	Enhanced Market Access for Community-based Tourism Products Enhancement of Local Employment in Amboseli through Vocational Tourism Training Kenya Coast Beach Management and Local Livelihoods	SNV, ST-EP Foundation IUCN-NL, ST-EP Foundation Travel Foundation, ST-EP Foundation
Leshoto	Rural Home Stays Development	ST-EP Foundation
Mali	Strengthening the Capacities of Tourism Stakeholders at Douentza and d'Hombori Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	ST-EP Foundation AECID
Mozambique	Community-based Lodges Training Programme Institutional Strengthening of the Municipality of Maputo and Initiatives Fund for Women Entrepreneurs of Mafalala Supporting Platform for Inhambane Tourism Initiatives Human Resources and SME Development for the Tourism Sector in Inhambane Province	ST-EP Foundation, Flemish Government Banesto Foundation SNV, ST-EP Foundation Flemish Government Macao Government
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses, especially for rural women Initiatives Fund for Rural Women Entrepreneurs	AECID Banesto Foundation
Niger	Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Microenterprises	Italian Cooperation
Rwanda	Congo-Nile Trail: Bringing tourism to one of Africa's poorest and most beautiful regions	SNV, ST-EP Foundation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme Uluguru Mountains Ecotourism Initiatives Fund for Women Entrepreneurs of Pangani	SNV, ST-EP Foundation IUCN-NL, ST-EP Foundation Banesto Foundation

Annex 4

Technical Cooperation Projects in 2011

ST-EP Projects Portfolio 2011		
Africa	Project Title	Main Sources of Funding
West Africa	Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas in Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone	ST-EP Foundation, KOICA, OIC
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	ST-EP Foundation
Americas		
Bolivia	Strengthening Community-based Tourism	ST-EP Foundation
Central America	Market Access for Rural Tourism SMEs	ST-EP Foundation
Ecuador	Fostering Rural Community-based Tourism, Inclusive Business and Effective Destination Management along the Inca Trail	SNV, ST-EP Foundation
Guatemala	Strengthening Community-based Tourism Destinations in Quiché	Italian Cooperation
Honduras	Connecting Local Tourism Products and Services with the Marina Copan Hotel in Copan Ruinas	SNV, ST-EP Foundation
	Sales Increase through the Innovation of the Culinary Culture	SNV, ST-EP Foundation
	Establishing Linkages between Garifunas and Small Businesses at Bahía de Tela	ST-EP Foundation
Nicaragua	Enhancing Rural and Community-based Tourism Initiatives in Masaya and Granada (RENITURAL)	Italian Cooperation
Asia		
Cambodia	Enhancing the Mekong Discovery Trail	AECID
China	Tourism and Handicraft Production in Guizhou Province	Tsingtao Brewery.Co.Ltd
Nepal	Great Himalaya Trail Development in West Nepal: Linking enterprises to tourism markets	SNV, ST-EP Foundation
Timor - Leste	Capacity Building for Tourism Employees in Dili	Macao Government
Europe		
Albania	Korca Region Tourism Destination Development and Management Programme	SNV, ST-EP Foundation
Middle East		
Yemen	Handicrafts, Heritage and Employment in the Highlands of Al-Mahweet	ST-EP Foundation

Annex 5

2011 main events

Global Events		
Date	Place	Title
January	UNWTO HQ, Madrid, Spain	UNWTO Statistics Committee meeting
	FITUR, Madrid, Spain	UNWTO Affiliate Members' Seminar on Innovative solutions applied to the development of the tourism sector
	FITUR, Madrid, Spain	Twenty-eighth meeting of the Board of the Affiliate Members
	FITUR, Madrid, Spain	UNWTO Knowledge Network Kick-off meeting
	FITUR, Madrid, Spain	Hotel Energy Solutions Annual Conference: An Innovative Energy Toolkit for Hotels
	UNWTO HQ, Madrid, Spain	International Network on Regional Economics, Mobility and Tourism (INRouTe)
March	ITB, Berlin, Germany	Silk Road Ministers' Summit
	ITB, Berlin, Germany	Twenty-ninth meeting of the Board of the Affiliate Members
	ITB, Berlin, Germany	Meeting of the Task Force for the Protection of Children in Tourism
	ITB, Berlin, Germany	First Workshop on the Protection of Tourists/Consumers and Travel Organizers
	Andorra	Global Tourism Forum Andorra: Building New Models for Tourism Growth, Competitiveness & Responsibility
April	UNWTO HQ, Madrid, Spain	Technical Consultation on Georeferences and Time Stamps for Event Information and Travel Advisories
	UNWTO HQ, Madrid, Spain	First meeting of the UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers
May	Madrid, Spain and Andorra	UNWTO. Themis Practicum on Tourism Marketing in Times of Uncertainty
	Istanbul, Turkey	Joint Tourism Special Event on Promoting tourism for sustainable development and poverty reduction, in the framework of the 4th United Nations Conference on the Least Developed Countries (LDC-IV)
	Istanbul, Turkey	Workshop on Recovering Tourism After a Crisis, in the framework of LDC-IV
June	Vilamoura, Portugal	UNWTO Ulysses Prize and Awards Ceremony and UNWTO Knowledge Network Algarve Forum on Tourism and Science: Bridging theory and practice
	Bali, Indonesia	Tenth meeting of the World Committee on Tourism Ethics
	Mombasa, Kenya	Ninetieth session of the UNWTO Executive Council
July	Valencia, Spain	UNWTO. Themis Foundation Course on Tourism and International Cooperation for Development
	UNWTO HQ, Madrid, Spain	UNWTO Workshop on Biodiversity Based Tourism Product Development
August-October	George Washington University, Washington DC, USA	University Course Tourism and International Cooperation for Development- English Edition

Annex 5

2011 main events

Global Events		
Date	Place	Title
September	Zagreb, Croatia	Tourism in the Headlines: First UNWTO International Conference on Tourism and the Media
	Madrid, Spain	First International Congress on Ethics and Tourism
	Mt. Macedon, Australia	Review meeting on the Integration of Tourism and Emergency Management
	27 September Aswan, Egypt	World Tourism Day 2011 Official Celebrations Tourism-Linking Cultures
	JATA, Tokyo, Japan	Special World Tourism Day Event on Tourism Linking Cultures on the Silk Road
October	Gyeongju, Republic of Korea	Fifty-fourth session of the UNWTO Committee on Budget and Finance (CBF)
	Gyeongju, Republic of Korea	Ninetieth-first session of the UNWTO Executive Council
	Gyeongju, Republic of Korea	Nineteenth session of the UNWTO General Assembly
	Gyeongju, Republic of Korea	Ninetieth-second session of the UNWTO Executive Council
	Paris, France	Third T.20 Ministers' meeting (Members Initiative)
	Bilbao, Spain	Second International Conference on the Measurement and Economic Analysis of Regional Tourism
November	WTM London, United Kingdom	First UNWTO Silk Road Task Force meeting
	WTM London, United Kingdom	WTM event on Gender and Sustainable Tourism Development
	WTM London, United Kingdom	UNWTO & WTM Ministers' Summit: How Tourism Can prosper in Times of Uncertainty

Regional Events Africa		
Date	Place	Title
January	FITUR, Madrid, Spain	Second UNWTO Tourism Investment Forum for Africa – INVESTOUR
March	Busua, Ghana	UNWTO. Themis Course on Destination Management for enhancing local economic impact from Tourism
May	Tunis, Tunisia	UNWTO Tourism Recovery Workshop
	Dakar, Senegal	Donor's Conference on the Regional Project on Sustainable Tourism Development in a Network of Cross-border Parks and Protected Areas in West Africa
June	Ouagadougou, Burkina Faso	UNWTO Seminar on How Sustainable Tourism can benefit from and contribute to an emerging Green Economy in Africa?, in the framework of the fifty-first meeting of the UNWTO Commission for Africa
October	Gyeongju, Republic of Korea	Fifty-second meeting of the UNWTO Commission for Africa

Annex 5

2011 main events

Regional Events Americas		
Date	Place	Title
February	Santo Domingo, Dominican Republic	First International Conference on Tourism Security in the Americas: Quality, Competitiveness Trends, Legislation and Strategies
April	San Martin de los Andes, Province of Neuquén, Argentina	UNWTO. Themis Course on Excellence in Tourism Management – Education and Innovation
May	Asuncion, Paraguay	Seminar on Investment in Tourism in the Americas, in the framework of the fifty-second meeting of the UNWTO Commission for the Americas
October	Gyeongju, Republic of Korea	Fifty-third meeting of the UNWTO Commission for the Americas
November	Fortaleza, Brazil	UNWTO/IDB Conference on Tourism: Development, Social Inclusion and Regional Integration in the Americas

Regional Events Asia		
Date	Place	Title
January	Thimphu, Bhutan	UNWTO High Level Seminar on Mainstreaming Tourism
	Kathmandu, Nepal	UNWTO Asian Tourism Ministers' Conclave on Tourism: Collective Standing for Better Tomorrow
February	Tokyo, Japan	UNWTO Regional Seminar on Tourism Exchange for Small Island Countries
March	Colombo, Sri Lanka	UNWTO Conference on Mainstreaming Tourism in the Media, in the framework of the twenty-third Joint Meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific
June	Bali, Indonesia	Seminar on Tourism Ethics for Asia and The Pacific: Responsible Tourism and its Socio-Economic Impact on Local Communities
	Begawan, Brunei	Fifth Asia/Pacific Executive Training Program on Tourism Policy and Strategy
July	Manila, Philippines	Second Workshop of the Tourism Satellite Account (TSA) Capacity-building Programme for Asia
August	Tianjin, China	UNWTO/Tianjin Training Program on Tourism Marketing
October	Guilin, China	Fifth UNWTO/PATA Forum on Tourism Trends and Outlook
	Gyeongju, Republic of Korea	Fifty-third meeting of the UNWTO Commission for South Asia and forty-ninth meeting of UNWTO Commission for East Asia and the Pacific

Annex 5

2011 main events

Regional Events Europe		
Date	Place	Title
March	Moscow, Russian Federation	UNWTO Seminar on Effective Governance in Tourism Destination Development
April	Dublin, Ireland	Joint ETC-UNWTO Seminar on Tourism Product Development
	Zabrze/Katowice, Poland	UNWTO Seminar on Industrial Heritage in Tourism Policies for Sustainable Development, in the framework of the fifty-second meeting of the UNWTO Commission for Europe
September	Vienna, Austria	Regional Workshop on Public-Private Partnerships on Enhancing Tourism Security
	Sarajevo, Bosnia and Herzegovina	First Regional Cooperation Conference for Sustainable Tourism Development
October	Gyeongju, Republic of Korea	Fifty-third meeting of the UNWTO Commission for Europe
November	Baku, Azerbaijan	First Workshop of the TSA Capacity-building Programme for Europe

Regional Events Middle East		
Date	Place	Title
April	Damascus, Syrian Arab Republic	Regional Capacity Building Workshop on Marketing and Promotion
May	Saudi Arabia	UNWTO Training Programme for Hotel Inspection Skills
July	Cairo, Egypt	UNWTO Workshop on Stimulating Demand Through Product Redesigning
October	Gyeongju, Republic of Korea	Thirty-Fifth meeting of the UNWTO Commission to the Middle East
November	Madrid and Granada, Spain	UNWTO Practicum for Members States from the Middle East and North Africa
December	Yanbu, Saudi Arabia	UNWTO Regional capacity building workshop on Sustainable Development and Management of Tourism in Environmentally Sensitive areas

Annex 6

UNWTO publications 2011

Selected publications



Tourism Towards 2030 - Global Overview

UNWTO Tourism Towards 2030 is a broad research project in continuation of UNWTO's work in the area of long-term forecasting initiated in the 1990s and aims at providing a global reference on tourism future development. Following the long-term forecast series of reports *Tourism 2020 Vision*, the *Tourism Towards 2030 - Global Overview* report updates international tourism projections through 2030. Central in the study are the projections for international tourism flows in the two decades 2010-2030, with as basis data series on international tourist arrivals as reported by destination countries for the period 1980-2010, taking into account subregion of destination, region of origin, mode of transport and purpose of visit.



Toolbox for Crisis Communications in Tourism

Crisis communications is a crucial element of a good crisis management system. It helps limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner. Against this background, UNWTO has developed for the National Tourism Organizations (NTOs), Destination Management Organizations (DMOs) and private sector organizations involved in travel and tourism, this comprehensive, up-to-date *Toolbox on Crisis Communications in Tourism*. It includes step-by-step protocols, checklists, sample templates configured by type of crisis and media categories, guidelines for measuring effectiveness, best practices and a special chapter fully dedicated to the use of social media in times of crisis. This Toolbox serves as a practical guide for travel and tourism stakeholders, to effectively address the challenges generated by crises.



Communicating Heritage - A Handbook for the Tourism Sector

This publication aims at improving the ability of the tourism sector to develop and present destinations and heritage sites in a more comprehensive manner, by providing guidance on the development of successful and effective heritage communications strategies and policies. It addresses a range of issues that arise in the delivery of heritage communication, presents current trends and proposes a variety of tools, including an outline structure for training workshops, to effectively communicate heritage values to visitors and prospective visitors, thus contributing to the building of memorable tourist experiences and greater appreciation and support for the conservation of the sites visited.

Annex 6

UNWTO publications 2011



Compendium of Tourism Statistics, Data 2005-2009, 2011 Edition

The 2011 edition of the *Compendium of Tourism Statistics* has been considerably expanded and its new format features information on inbound, outbound and domestic tourism, tourism industries and employment as well as macroeconomic international tourism related indicators. Much more than an update on previous editions, the new publication responds to countries' petitions for enlarging the focus of tourism to also domestic tourism, tourism industries and employment, as well as the need for further international comparability on these aspects. The Compendium provides a condensed and quick-reference guide on the major tourism statistical data and indicators in each country. It provides data on tourism in 212 countries and territories from around the world for the period 2005-2009 and is available in English, with country notes in English, French and Spanish.



Yearbook of Tourism Statistics, Data 2005-2009, 2011 Edition

The 2011 edition of the *Yearbook of Tourism Statistics* provides for 201 countries and territories data on total arrivals and overnight stays associated to inbound tourism with breakdown by country of origin for the period 2005-2009. The titles of the tables are in English only. Notes are given in English, French and Spanish. Names of countries, regions and sub-regions, as well as the classification included on the tables are in English only. Countries are classified in accordance with the English alphabetical order.



UNWTO World Tourism Barometer

The *UNWTO World Tourism Barometer* is a UNWTO service with the aim of monitoring the short-term evolution of tourism to provide the tourism sector with adequate and timely information. At the outset, it contains three permanent elements: an overview of short-term tourism data from destination countries and air transport; the UNWTO Panel of Tourism Experts with a retrospective and prospective evaluation of tourism performance; and selected economic data relevant for tourism.



Handbook on Tourism Product Development

Tourism products are the basis for a destination's tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destination cannot realise its full potential. However, only few destinations focus their attention on the development of the various attractions and activities that make up the tourism product. The *UNWTO/ETC Handbook on Tourism Product Development* outlines the essentials of tourism product development. It illustrates these principles through a range of successful approaches and case studies and sets out best practices and benchmarks by which destinations can assess their product development system and methods.

Annex 6

UNWTO publications 2011



Policy and Practice for Global Tourism

Policy and Practice for Global Tourism is a guide to the major themes in world tourism today. Through 11 chapters, it presents an overview of topics ranging from sustainable tourism to social networks or emerging markets to creating a successful destination brand. Examples of UNWTO's work in key areas are highlighted, and complemented by case studies and opinions from business leaders, destinations management organizations, academics and NGOs. *Policy and Practice for Global Tourism* is aimed at decision makers working in the public and private sectors alike, as well as those who are simply interested in learning more about this fast-moving and dynamic sector of the global economy.



UNWTO/UN Women Global Report on Women in Tourism 2010

Developed by UNWTO and UN Women, the *Global Report on Women in Tourism 2010* marks a first attempt to map the participation of women in the tourism sector worldwide. Focusing on five areas – Employment, Entrepreneurship, Leadership, Education and Community – the study presents a detailed picture of women's involvement in tourism, a sector which, although it has yet to fully harness the enormous potential of gender equality, has the capacity to act as a true vehicle for women's empowerment. Recommendations for the industry, tourism administrations and the international community suggest how to move forward with this pressing issue.



Chinese Outbound Travel to Africa

While regions such as Europe, Asia and the Pacific, the Americas and the Middle East enjoy their fair share of the tourism cake, Africa still only accounts for 5% of international tourist arrivals worldwide. Tourists who visit Africa from Asia represent only about 3% of the 50 million international tourists the continent receives. One of the reasons for this low traffic from Asia to Africa could be insufficient knowledge about how to tap into the growing Asian source markets. The World Tourism Organization (UNWTO) is undertaking a series of studies primarily to enable African destinations to better understand the Asian tourist consumers' behaviour and needs. This will in turn serve as an effective marketing tool for attracting and increasing tourist flows. China has been the first focus of attention for a number of strategic reasons; over the last decade, China has consolidated its status as Asia's largest outbound tourism market. Besides, China has signed bilateral agreements with a number of African countries, to which it has granted Approved Destination Status (ADS).

Annex 6

UNWTO publications 2011

Full list of UNWTO publications 2011

1. **Communicating Heritage – A Handbook for the Tourism Sector** (English)
2. **Compendium of Tourism Statistics**, 2011 Edition
3. **Yearbook of Tourism Statistics**, 2011 Edition (Data 2005-2009)
4. **Global Report on Women in Tourism 2010**, a joint publication of UNWTO/UN Women (English)
5. **Handbook on E-marketing for Tourism Destinations** (Spanish version)
6. **Handbook on Tourism Destination Branding** (Spanish version)
7. **Handbook on Tourism Product Development**, in collaboration with ETC (English)
8. **Policy and Practice for Global Tourism** (English and Spanish)
9. **Practical Guide for Developing Biodiversity-based Tourism Products** (English)
10. **Religious Tourism in Asia and the Pacific** (English)
11. **Report on Urban Tourism Development in China** (English)
12. **Study on Chinese Outbound Travel to Africa** (English)
13. **The Spanish Outbound Travel Market to Africa and the Middle East** (English)
14. **Toolbox for Crisis Communications in Tourism** (English)
15. **Tourism and Intangible Cultural Heritage** (English)
16. **Tourism Chapter of the Green Economy Report: Investing in Energy and Resource Efficiency**, jointly produced with the United Nations Environment Programme (UNEP) (English)
17. **Tourism Towards 2030 – Global Overview** (English)
18. **UNWTO Tourism Highlights**, 2011 Edition (English)
19. **UNWTO World Tourism Barometer (six publications)**
 1. One advance release (January 2011),
 2. Two interim updates (April and June) and
 3. Three full releases: Vol. 9, No.1 (February), No.2 (August) and No.3 (October)

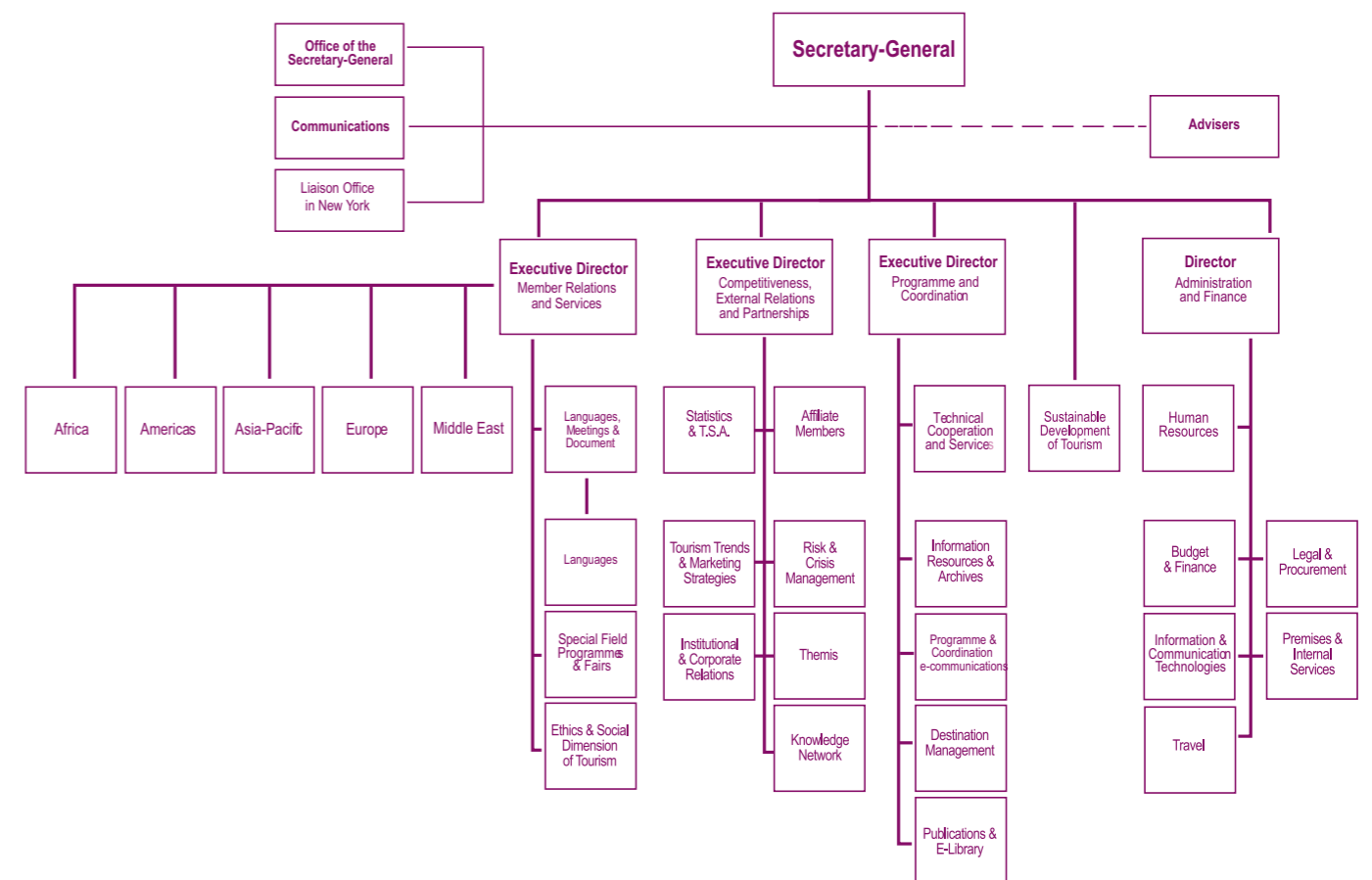
Series of 10 publications on Energy Efficiency and Renewable Energy for the accommodation sector in the EU, within the Framework of the Hotel Energy Solutions project (English)

20. **Best Practices Guide - Successful EET Integration in SME Hotels**
21. **Factors and Initiatives affecting Energy Efficiency use in the Hotel Industry**
22. **Key Energy Efficiency Solutions for SME Hotels**
23. **Key Energy Efficiency Technologies Database for SME Hotels**
24. **Best Practices Guide-Successful Renewable Energy Technologies (RET) Integration in SME Hotels**
25. **Factors and Initiatives affecting Renewable Energy Use in the Hotel Industry**
26. **Key Renewable Energy (RE) Solutions for SME Hotels**
27. **Analysis on Energy Use by European Hotels: Online Survey and Desk Research**
28. **Energy Efficiency and Renewable Energy Applications in the Hotel Sector: Training Manual**
29. **HES Trainer Manual - E-Toolkit User Manual**

Annex 7

Organizational structure and finance

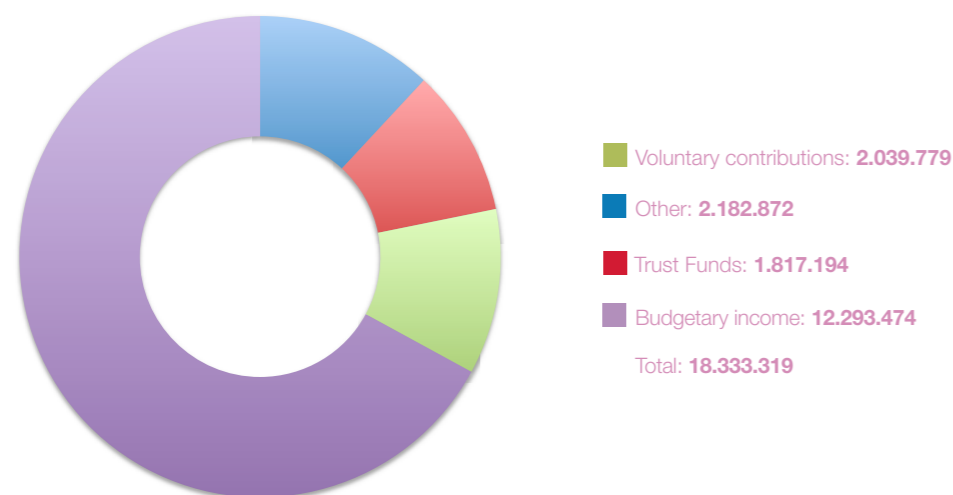
UNWTO organigram



Annex 7

Organizational structure and finance

2011 UNWTO income (euro)



2011 UNWTO expenditure by segments (euro)

Budgeted expenditures	12,293,473
Regional Programs	2,039,818
Operational Programs	3,925,917
Direct Support Programs	3,372,620
Indirect Support Programs	2,955,118
Voluntary contributions	3,430,933
Trust Funds	2,129,597
Other	933,872
Total	18,787,935

Annex 8

Abbreviations

- ADEME:** French Environment and Energy Management Agency
- AECID:** Spanish Agency for International Development Cooperation
- ALIDE:** Latin American Association of Development Financing Institutions
- ATTA:** Adventure Travel Trade Association
- BMU:** German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- CIOMIJAS:** Centre for Training in the Leisure Industry
- CIS:** Commonwealth of Independent States
- COAST:** Collaborative Actions for Sustainable Tourism
- COP:** Conference of the Parties
- DAC:** Development Assistance Committee
- DEVCO:** Development and Cooperation – EuropeAid
- DMO:** Destination Management Organization
- DRV:** German Travel Association
- EACI:** European Agency for Competitiveness and Innovation
- EC:** European Commission
- ECPAT:** End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes
- EE:** Energy Efficiency
- EHA:** Egyptian Hotel Association
- EIF:** Enhanced Integrated Framework
- ENAT:** European Network for Accessible Tourism
- EREC:** European Renewable Energy Council
- ETC:** European Travel Commission
- EU:** European Union
- GDP:** Gross Domestic Product
- GSTC:** Global Sustainable Tourism Council
- HES:** Hotel Energy Solutions
- HITT:** High Impact Tourism Training Programme
- IAEA:** International Atomic Energy Agency
- ICAO:** International Civil Aviation Organization
- ICI:** German International Climate Initiative
- IDB:** Inter-American Development Bank
- IH&RA:** International Hotel & Restaurant Association
- IIPT:** International Institute for Peace Through Tourism
- ILO:** International Labour Organization
- INSTEA:** Euro-Arab Institute Foundation for Education and Training
- INVESTOUR:** Investment Forum for Africa
- IPOA:** Istanbul Plan of Action
- IRTS 2008:** International Recommendations for Tourism Statistics 2008
- ITC:** International Trade Centre
- IUCN-NL:** Netherlands Committee of the World Conservation Union
- IUOTO:** International Union of Official Travel Organizations
- JTA:** Japan Tourism Agency
- KOICA:** Korean International Cooperation Agency

Annex 8

Abbreviations

- LDCs:** Least Developed Countries
- MDGs:** Millennium Development Goals
- MDG-F:** Millennium Development Goals Achievement Fund
- NGOs:** Non-Governmental Organizations
- OAS:** Organization of American States
- ODA:** Official Development Assistance
- OECD:** Organization for Economic Co-operation and Development
- OSCE:** Organization for Security and Co-operation in Europe
- PATA:** Pacific Asia Travel Association
- PEE:** Program for Energy Efficiency in Kho Khao and Kho Lak
- RE:** Renewable Energy
- RETOSA:** Regional Tourism Organisation for Southern Africa
- SCBP:** Statistical Capacity-Building Programme
- SCTD:** UN Steering Committee on Tourism for Development
- SEGITTUR:** Spanish Corporation for the Management of Innovation and Technology in Tourism
- SMEs:** Small and Medium Sized Enterprises
- ST-EP:** Sustainable Tourism – Eliminating Poverty
- STREAM:** Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran
- STS:** System of Tourism Statistics
- TASW:** Towards a Safer World
- TedQual:** Quality Assurance for Tourism Education, Training and Research Programmes
- TERN:** Tourism Emergency Response Network
- TSA:** Tourism Satellite Account
- TSA:RMF 2008:** Tourism Satellite Account: Recommended Methodological Framework 2008
- UN:** United Nations
- UNAOC:** UN Alliance of Civilizations
- UNCTAD:** UN Conference on Trade and Development
- UN DESA:** UN Department of Economic and Social Affairs
- UNDP:** UN Development Programme
- UNEP:** UN Environment Programme
- UNESCO:** UN Educational, Scientific and Cultural Organization
- UNFCCC:** UN Framework Convention on Climate Change
- UNICRI:** UN Interregional Crime and Justice Research Institute
- UNIDO:** UN Industrial Development Organization
- UNWTO:** World Tourism Organization
- WEF:** World Economic Forum
- WTD:** World Tourism Day
- WTM:** World Travel Market
- WTO:** World Trade Organization
- WTTC:** World Travel & Tourism Council
- WYSE:** World Youth Student and Educational Travel Confederation