



**World Tourism
Organization**












UNWTO Annual Report

A year of recovery

2010



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World Tourism Organization

The World Tourism Organization is a Specialized Agency of the United Nations

2010: A year of recovery

2010 will be remembered as the year of recovery for the global economy – following one of the most testing periods of recent history – but also the year of persistent uncertainties and challenges. This has also been true for international tourism.

International tourist arrivals grew by 7% in 2010 to a record 940 million, with positive growth reported in all world regions. Reflecting global economic trends, growth was driven largely by emerging economies, a development that looks set to continue over the coming years.

The recovery of international tourism has confirmed the sector's extraordinary capacity to bounce back time and again from external shocks. Tourism is an extremely resilient sector and given its contribution to global economic growth, job creation and development, its faster-than-expected recovery in 2010 was welcome news.

The global economic downturn in 2008-2009 has demonstrated more than ever the need for political recognition and support of the tourism sector. **Throughout 2010, UNWTO worked to mainstream tourism in the global agenda** by promoting its significant contribution to global prosperity, development and well-being.

In 2010, UNWTO presented its *Roadmap for Recovery* – conveying the message that tourism means jobs, trade, economic growth and development – to leaders and decision

makers around the globe. In response to the *Roadmap*, a number of member-driven initiatives emerged to draw attention to tourism's contribution to global challenges. The T.20, for example, gathered the tourism ministers of major economies who committed to intensify collaboration towards mainstreaming tourism in the global agenda.

Alongside the challenge of global economic uncertainty, the longer-term challenges of **competitiveness and sustainability have remained at the heart of UNWTO action during 2010.**

Competition remains fiercer than ever, especially in the wake of the global economic storm. UNWTO has continued to provide its Members with the strategic guidance and assistance necessary to compete in the global marketplace, with up-to-date market trends and analysis, support in crisis management, marketing planning, product development and the advancement of Tourism Satellite Accounts (TSA) worldwide. **UNWTO has also been leading the call against tax hikes on travel which seriously impacts upon the competitiveness of the sector and its capacity to deliver on economic growth and job creation.**

In 2010, UNWTO joined the global campaign to **protect biodiversity** as part of the United Nations International Year of Biodiversity. **World Tourism Day (WTD) 2010** was celebrated under the theme '**Tourism and Biodiversity**'

Taleb Rifai

Taleb Rifai
UNWTO Secretary-General



and recommendations coming out of WTD were presented to delegates at the 10th Meeting of the Conference of the Parties to the Convention on Biological Diversity, calling on all Parties to recognize the opportunities inherent in sustainable tourism for safeguarding biodiversity.

UNWTO has undertaken a strong role in the tourism **sector's response to climate change**. At the UN climate change conference in Cancun (COP16), UNWTO expressed the need for decision making on mitigation measures affecting tourism to take the positive impacts of the sector into account, particularly in developing countries and island states dependent on long-haul travel. UNWTO is also advancing measures to mitigate tourism's environmental impact, in particular through improving energy efficiency and increasing the use of renewable energies. On-going testing of the Hotel Energy Solutions e-toolkit, which will help hoteliers assess their energy use and take decisions on investment, took place throughout the year.

From Burundi to Panama, **UNWTO tourism development projects continue to make a difference to the lives of local communities around the world**. In 2010, over 60 development projects were underway in some of the world's poorest countries. UNWTO also presented its first *Technical Assistance Portfolio*, detailing the products and services on offer to those countries looking to develop a more sustainable and competitive tourism sector.

Tourism has proven to be one of the world's leading job creators. Numerous specialized training courses have been given by the UNWTO.Themis Foundation, the body responsible for UNWTO's work in the field of education and training, improving the quality and efficiency of tourism programmes worldwide.

Ours is one of the world's largest sectors, but it is also one of the most complex, impacting on and impacted by countless actors and actions. As the UN specialized agency for tourism, **UNWTO offers a common platform** from which the different stakeholders involved both directly and indirectly in the sector – governments, the private sector, academia, international organizations and the UN family – can coordinate and move the tourism agenda forward.

I would like to thank all those that have partnered with UNWTO in 2010 to maximize and raise awareness of tourism's important role in the global economic and development agenda and to make of tourism work as a true force to attain our common goals of development and growth.

2010 has broken tourism records, with more people travelling the world than ever before. 2011 looks set to beat the impressive numbers seen so far and the one billion mark is not far off. I am confident that despite the challenges we continue to face, the next few years will be the best ever for the tourism sector. ◀

Understanding UNWTO



The World Tourism Organization (UNWTO), a specialized agency of the United Nations, is the leading international organization in the field of tourism.

Recognizing tourism's important role in the global economic and development agenda, UNWTO provides leadership and support to the tourism sector in the advancement of sustainable policies and practices.

The Organization encourages the implementation of the **Global Code of Ethics for Tourism** with a view to ensuring that member countries, destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits.

UNWTO is committed to the **United Nations Millennium Development Goals**, MDGs geared towards reducing poverty and fostering sustainable development, and aims to use tourism as a tool for their achievement.

Our Objectives

Through the promotion of responsible, sustainable and universally accessible tourism, UNWTO endeavours to maximize tourism's contribution to socio-economic growth, job creation, development, environmental conservation, cultural enrichment, peace and international understanding, while minimizing its potential socially or environmentally negative impacts.

As the UN specialized agency for the promotion and development of a competitive and sustainable tourism sector, the work of UNWTO is focused on six priorities:

Mainstreaming tourism in the global agenda: Advocating the value of tourism as a driver of socio-economic growth and development and its inclusion as a priority in national and international development policies.

Improving tourism competitiveness: Improving UNWTO Members' tourism products and destinations through knowledge, human resources capacitation and the promotion of quality and excellence in areas such as statistics, market trends, marketing, destination management and crisis management.

Promoting sustainable tourism development: Supporting sustainable tourism - one which makes optimal use of environmental resources, respects the socio-cultural authenticity of host communities and provides socio-economic benefits to all stakeholders.

Advancing tourism's contribution to poverty reduction and development: Maximizing the contribution of tourism to eliminate poverty and achieve the MDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda.

Fostering knowledge, education and capacity building: Supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge exchange.

Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector.

UNWTO works to position tourism higher in the global agenda and enhance competitiveness within the sector by providing comparable international tourism statistics, identifying market trends and improving Members' tourism products and marketing techniques. Work is also carried out to assist tourism destinations in assessing, mitigating and managing risks and crises. UNWTO, particularly in response to climate change challenges, promotes sustainable tourism, in order for the sector to make optimal use of environmental resources, respect the socio-cultural authenticity of destinations and provide socio-economic benefits.

UNWTO, through its Themis Foundation, supports countries to assess and address their needs in education and training, as well as providing training and capacity building on various key issues. Direct actions that strengthen and support the efforts of National Tourism Administrations are carried out by UNWTO's technical cooperation and by the Regional Programmes: Africa, the Americas, Asia and the Pacific, Europe and the Middle East.

Our history

1970	On 27 September, the IUOTO Special General Assembly meeting in Mexico City 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 decides to establish its headquarters in Madrid.
1976	The WTO General Secretariat is set up in Madrid on 1 January. The agreement is signed for WTO to become an executing agency of the United Nations Development Programme (UNDP), carrying out technical co-operation with Governments.
1997	XII WTO General Assembly in Istanbul (Turkey) approves a White Paper to define WTO strategy in confronting the challenges of the 21st century.
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. XIII 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 Millennium Development Goals with a deadline of 2015. The United Nations Statistics Commission approves the international standards included in the Tourism Satellite Account (TSA).
2001	The UN General Assembly officially recognizes the Global Code of Ethics for Tourism and encourages WTO to promote an effective follow-up of the Code.
2002	WTO takes part in the World Summit on Sustainable Development (Johannesburg, South Africa), during which the initiative Sustainable Tourism – Eliminating Poverty (ST-EP) is presented.
2003	UNWTO joins the United Nations 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, following the agreement signed between UNWTO and the Government of the Republic of Korea in 2004.
2007	The 2nd International Conference on Climate Change and Tourism, Davos (Switzerland), adopts the Davos Declaration, endorsed by the London Ministerial Summit on Tourism and Climate Change.
2008	The Tourism Resilience Committee (TRC) is established to respond to the economic downturn. UNWTO launches the awareness campaign Protect Children from Exploitation in Travel and Tourism. The Permanent Secretariat of World Committee on Tourism Ethics is inaugurated in Rome (Italy).
2009	The XVIII UNWTO General Assembly approves the Roadmap for Recovery, which offers guidance on how tourism can support global economic growth.

Note: UNWTO used the acronym WTO until 2003.

International tourism recovered strongly in 2010. International tourist arrivals were up by 7% to 940 million, following the 4% decline in 2009, and receipts grew by 5% to reach US\$ 919 billion. The majority of destinations posted positive figures, sufficient to offset the 2009 losses. However, recovery came at different speeds and was primarily driven by emerging economies. Growth is expected to continue for the tourism sector in 2011 but at a slower pace. UNWTO forecasts international tourist arrivals to grow at 4% to 5% in 2011.



Chapter 1

International tourism in 2010

2009: challenges without precedent

2009 marked a significant decline in tourism activity, under the impact of the 2008-2009 global economic crisis and the uncertainty around the A(H1N1) pandemic. Following four years of strong, above-trend growth, international tourism suffered one of its toughest years in decades, reflected in significant declines in international tourist arrivals (-4%) and international tourism receipts (-6%). Recovery began half-way through the year in Asia and the Pacific and the Middle East, and was evident across other regions by the last quarter of the year, the only period to record positive growth in 2009.

2010: strong recovery

2010 brought more challenges for the tourism sector; economic uncertainty, natural disasters and political and social unrest threatened to weaken the recovery which began at the end of 2009. However, international tourism recovered strongly and faster than expected. International tourist arrivals increased by almost 7% to a record 940 million, while earnings from international tourism grew slightly slower at 5% to reach US\$ 919 billion (euro 693 billion), a result of increased price competition and tendencies to travel closer to home and for shorter periods, common consumer behaviour in periods of recovery. All regions posted growth in both international tourist arrivals and receipts, with the exception of Europe where receipts stagnated in 2010.

Multi-speed growth

The strong recovery of the tourism sector in 2010 is evidence of its resilience and capacity for rapid recovery. Nonetheless, recovery came at different speeds. Emerging economies proved to be the primary drivers of the international tourism rebound, posting an average growth in



international tourist arrivals of around 8% in 2010 whereas advanced economies recovered at a much slower pace of around 5%. A similar trend can be seen in tourism receipts and expenditure. Growth in expenditure continued to be led by emerging markets in 2010 – major growth rates came from China (+25%), the Russian Federation (+27%) or Brazil (+51%). The multi-speed nature of tourism recovery widely reflected the broader economic situation and the dynamism of emerging economies.

Regional overview

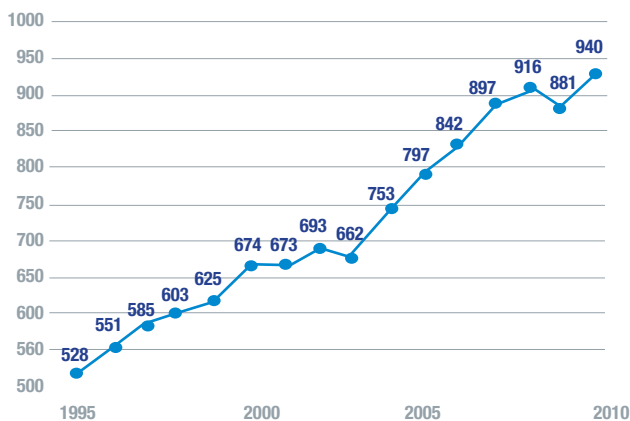
Asia and the Pacific (+13%), the first region to rebound from the crisis in 2009 continued to grow strongly in 2010. The Middle East (+14%) also experienced rapid growth in 2010, though in



Bradleyrm istockphoto ©

**World: Inbound Tourism
International Tourist Arrivals**

(million)



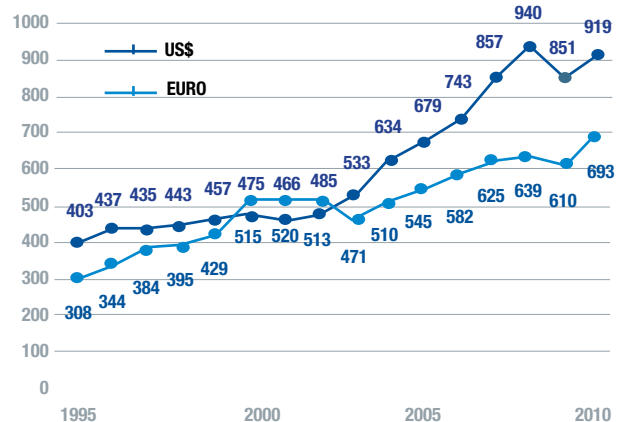
comparison to the particularly depressed figures in the previous year. The signs of economic recovery in the Americas favoured a fairly strong rebound in tourism (+6%). Africa (+7%) was the only region to experience positive tourism results in 2009, and continued to grow throughout 2010 benefiting from the FIFA World Cup in South Africa. In Europe (+3%), the region most seriously affected by the global economic crisis, the average growth in international tourist arrivals was lower than in other regions due to the air traffic disorder caused by the eruption of the Eyjafjallajokull volcano and the economic uncertainty affecting the euro zone.

2011: consolidating growth

UNWTO predicts continued growth in international tourism for 2011, though at a slower and more moderate rate than the previous year, at 4%-5%. In line with trends of recent years, this development is expected to be driven by emerging economies. Destinations that rebounded from the economic crisis during 2010 are expected to continue and grow further throughout 2011. Advanced economies, on the other hand, are likely to face major challenges, including high unemployment rates, public deficit constraints and weak consumer confidence, which may cause growth to be slower. ◀

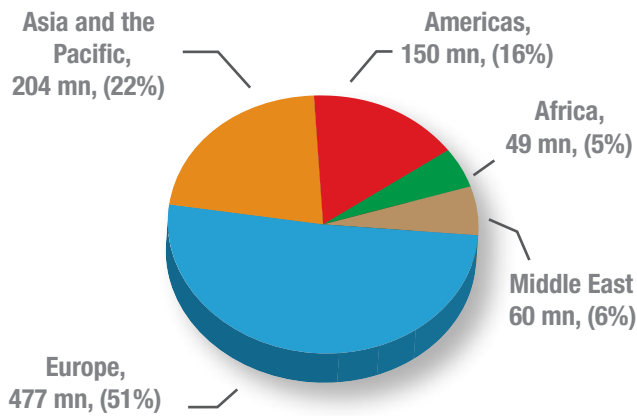
**World: Inbound Tourism
International Tourism Receipts**

(billion)

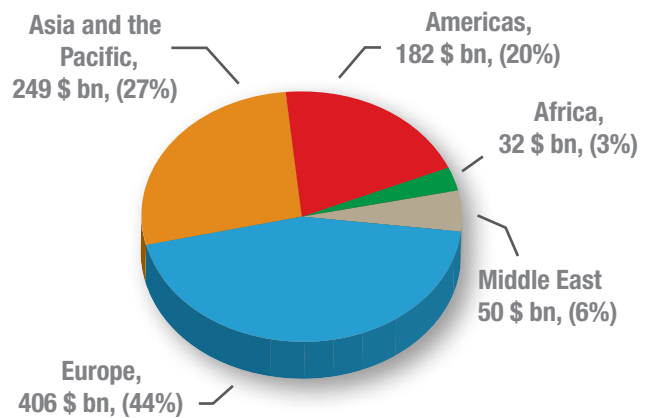




International Tourist Arrivals, 2010



International Tourism Receipts, 2010



New UNWTO long term forecast: *Tourism Towards 2030*

UNWTO is currently embarking on a major update of its long-term outlook for tourism. The project *Tourism Towards 2030* will provide global and regional forecasts for international tourism

throughout 2030 and identify major tourism trends in areas such as product development, market segments, marketing, hospitality or transport. Due for release at the end of 2011 on the

occasion of the 19th session of UNWTO General Assembly (Gyeongju, Republic of Korea, October 2011), *Tourism Towards 2030* follows the landmark UNWTO report *Tourism Vision 2020*. ◀

UNWTO evaluates the impact of demographic change on tourism

Trend analysis provided by UNWTO affirms the changing face of tourism and highlights the impact of demographic changes in the sector. Demographics ultimately impact where, why and how people travel. A report released in 2010

by UNWTO and the European Travel Commission (ETC), *Demographic Change and Tourism*, outlines the impact of global demographic trends such as rising populations, increased life expectancy, urbanization, migration

and changing family structures on tourism. The report suggests that travel will become further fragmented and includes recommendations on how the tourism sector can adapt to an ageing, multiethnic population. ◀

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
- 'Demographic Change and Tourism' publications.unwto.org/

It is undeniable that in spite of its growing relevance and proven contribution to GDP, jobs and exports, tourism still lacks due political and economic recognition. During 2010, UNWTO strengthened its advocacy work to promote the value of tourism as a driver of socio-economic growth and development and to encourage its inclusion as a priority in national and international development policies. The message that tourism means jobs, trade, economic growth and development was taken throughout the year to the highest levels of government and international organizations.



Chapter 2

Mainstreaming tourism in the global agenda

Representing **5% of the world's GDP** and 30% of the global exports of services at over US\$ 1 trillion, tourism is one of the world's largest and fastest growing economic sectors.

Tourism creates **millions of jobs**, accounting for 1 in 12 worldwide. Creating jobs diverse in their level of skill requirement and regional distribution, tourism provides a fast entry point into the workforce for many, particularly for young people and women. As countries across the globe face the challenge of unemployment, tourism can play a leading role in fighting a jobless recovery.

Tourism also has an important part to play in **fostering development and fighting poverty**. Recent trends show that travel towards developing and least developed countries (LDCs) is growing faster than in the developed world. Tourism is one of the major economic sectors of developing countries and the primary source of foreign exchange earnings in a vast majority of these.

At the same time, tourism has the **power to deliver significant international earnings for environmental protection** as well as **giving economic value to cultural heritage**. Tourism is a proven instrument for raising public awareness of environmental issues and a sustainable tool for cultivating natural resources and preserving biodiversity. It is also a sector built on bringing people together in order to learn about and understand each other, fostering mutual respect and tolerance.

Tourism is also one of the most fragmented economic activities, comprising countless service providers and stakeholders along the value chain including a high proportion of small and medium enterprises (SMEs). As a result, coordinated sector-wide action and positioning can be challenging.

The Roadmap for Recovery

The *UNWTO Roadmap for Recovery*, approved at the 18th Session of the UNWTO General Assembly (Astana, Kazakhstan, October 2009) emerged in direct response to the global economic crisis. As the world faced the challenges of economic recovery, issues such as job creation, poverty alleviation and climate change remained top on the agenda. During 2010, UNWTO promoted the principles of the *Roadmap* **calling upon world leaders to include tourism in recovery strategies and encouraging public policies which support tourism's economic and development potential**.

The *Roadmap* conveyed UNWTO's core message: **tourism means jobs, trade, economic growth and development**. Representing a major step towards enhancing tourism's central position as an economic and socio-cultural tool, the *Roadmap* sets out in three key areas – resilience, stimulus and the green economy – how tourism can support global economic growth.



President Jacob Zuma of South Africa addressing the International Summit on Tourism, Sport and Mega Events, February 2010.



President Leonel Fernández of the Dominican Republic and UNWTO Secretary-General Taleb Rifai

UNWTO Secretary-General presents the Roadmap for Recovery to world leaders

Throughout 2010 UNWTO Secretary-General, Taleb Rifai, presented the *Roadmap for Recovery* and the cause of tourism as a driver of growth and development to a number of world leaders. He raised the issue of tourism and its sustainability potential among the highest authorities to ensure that tourism receives the necessary political support to allow the maximization of its benefits. ◀

UNWTO Ministers' Summit at the World Travel Market calls upon governments to place tourism higher on the agenda

The importance and challenge of mainstreaming tourism was the focus of the 2010 UNWTO Ministers' Summit at the World Travel Market (London, UK, November 2010). The Summit, held under the theme *Shaping a Stronger Travel and Tourism Industry*, offered ministers and the private sector a platform to discuss how to increase

recognition and visibility of tourism's role in job creation, economic growth and development, how to bring public and private sectors together to create a more competitive business environment and how to integrate climate change concerns and the Green Economy in the tourism sector. Participants suggested that closer analysis of the economic

value of tourism would help to highlight its significance and mainstream the sector. The importance of private sector participation in globalizing the message that tourism has significant economic and development benefits was stressed as was the need for sustainable tourism, in its broadest definition, to be prioritized. ◀



Positioning tourism higher in national and international agendas

UNWTO supports and promotes the mainstreaming of tourism in global, national and regional agendas. 2010 has shown many UNWTO Member States considering tourism policy not only as a sector priority but also as an essential instrument for key policies such as employment, regional development, poverty alleviation, competitiveness and sustainability.

UNWTO commends all countries which have acknowledged the potential of tourism and prioritized the sector as part of their national policies.

“ Tourism is well-positioned to be a major generator of revenue and is fundamental for the generation of employment in this country. This activity deserves its own portfolio which will allow it to maintain and increase the growth we’ve seen since 2003. ”

*Cristina Fernández de Kirchner,
President of Argentina*



2nd T20 Ministers' Meeting, Republic of Korea, October 2010

The T.20 Initiative

The launch of the T.20 initiative, in close connection with the *UNWTO Roadmap for Recovery*, was a strategic response to the global economic crisis and a major step towards enhancing the profile of tourism as a driver of economic growth and development. Recognizing the need for international cooperation and dialogue in the face of the crisis, the T.20 emerged to provide tourism ministers with an opportunity to speak in a coordinated manner on a number of global issues.

The T.20 is a member-driven initiative, with the full support of UNWTO and other international organizations such as the International Labour Organization (ILO), the United Nations Conference on Trade and Development (UNCTAD) and the International Trade Centre (ITC). It offers a ministerial platform for sharing best practices and discussing common challenges. The T.20 strives to mainstream tourism's voice in the global agenda, through exploration of its potential regarding economic growth and transformation to the Green Economy and through better articulation and communication of the case for tourism.



The T.20 is not formally linked to the G.20 or its institutional structure, but there is strong synergy between their agendas with priority issues such as economic growth, employment, trade and investment. The T.20 is committed to channelling its key message of tourism as a driver of growth and development to high level discussions such as the G.20.

In 2010, the T.20 met in South Africa in February and in the Republic of Korea in October. Both meetings set a clear commitment among members to intensify collaboration between countries and engage with the international community including the G.20, UN agencies, governments and the private sector to mainstream tourism in the global agenda and promote the socio-economic case for tourism.

Moving tourism higher in the development agenda – Tourism as a tool for sustainable development and poverty reduction

UNWTO has been working with the UN system as well as

with governments, private sector leaders and civil society to move tourism higher on the sustainable development and poverty reduction agendas.

Efforts have been strengthened ahead of Rio+20, the UN Conference on Sustainable Development (UNCSD), to take place in 2012 with a focus on the Green Economy in the context of poverty eradication and sustainable development.

In this framework, in 2010, UNWTO came together with seven UN agencies and programmes: ILO, ITC, UNCTAD, UNDP, UNESCO, UNIDO and WTO, to create the **UN Steering Committee on Tourism for Development (SCTD)**.

By harnessing the strengths and expertise of each agency and creating synergies between UN organizations, the Committee aims to deliver a more coordinated, effective and efficient technical assistance and support to developing countries. ◀

The UN General Assembly recognizes the role of tourism in sustainable development

The adoption of three resolutions emphasizing the role of tourism in sustainable development by the 65th Session of the UN General Assembly (December 2010) marked a significant advancement in the positioning

of tourism in the development agenda. The three resolutions, on the **implementation of the Global Code of Ethics for Tourism, the promotion of ecotourism and the importance of sustainable tourism**

for Small Island Developing States, stress the significance of the sector for the development agenda in terms of sustainability, employment and poverty alleviation. ◀

The role of the media in mainstreaming tourism

In 2010, UNWTO reinforced its commitment to raise media awareness of the value of tourism as an economic, employment and development opportunity.

Several workshops and media trips took place to encourage a balanced and differentiated approach to reporting on tourism, whilst emphasizing the need for media coverage which promotes a greater awareness of the socio-economic value of tourism and its potential to contribute to sustainable development. Included in UNWTO activities was the Deutsche Welle Global Media Forum (Bonn, Germany, June 2010) on Climate Change Reporting. A main focus of the

forum was the encouragement of public awareness and the stimulation of policy debate on the global issue of climate change which can be achieved through media exposure. UNWTO represented a tourism-related perspective and delivered a workshop about reporting on water scarcity issues, discussing case study examples of efficient water use in tourism. In August, UNWTO visited the Dominican Republic to discuss effective crisis communications from an institutional perspective and later organized a media visit to Guatemala to introduce the media to the country's national tourism as a harnesser of development. With this central theme, the media group was

actively involved in a communications seminar in the framework of the Central American Travel Market (CATM) and visited a UNWTO ST-EP (Sustainable Tourism – Eliminating Poverty) project implemented to strengthen community-based tourism and build on the capacities of local indigenous people. The visit, which included an exclusive working meeting with the President of Guatemala, Álvaro Colom, served as an informative experience on the value of tourism for development and brought awareness of the necessary measures authorities should take in order to gain media coverage which can contribute to building a lasting reputation for their destination. ◀



Further reading and resources

WWW

- **UNWTO Roadmap for Recovery**
www.unwto.org/pdf/roadmap_EN.pdf
- **The T.20 Initiative**
t20.unwto.org
- **Positioning Tourism in Economic Policy: Evidence and Some Proposals**
statistics.unwto.org/sites/all/files/docpdf/t20.pdf
- **65th Session of the UN General Assembly**
www.un.org/en/ga/65/meetings
- **UNWTO Media**
media.unwto.org
- **UN Steering Committee on Tourism for Development**
www.unwto.org/en/event/promoting-tourism-sustainable-development-and-poverty-reduction

The success of a sustainable tourism sector which fulfills its potential as a driver of employment, development and economic growth lies in making destinations and companies more competitive. The capacity to compete in tourism, particularly in an ever-globalized world, is at the heart of national and industry efforts to attract international and domestic visitors. UNWTO works to improve its Members' tourism products and destinations through knowledge building and exchange, human resources development and the promotion of quality and excellence in areas such as statistics, market trends, marketing, destination management and risk and crisis management.



Chapter 3

Building a more competitive tourism sector

Market trends and marketing strategies: improving market knowledge and acting effectively

Competitive advantages in tourism depend on several factors, including the investments made to create an attractive product or destination, quality standards, levels of access, adequacy of supply to demand, but also on appropriate market intelligence and effective promotional strategy. Adequate qualitative and quantitative knowledge of tourism markets and identifiable trends are the foundation for informed decision-making on key issues such as product development and tourism promotion. On a regular basis, UNWTO provides its Members, and the sector at large, with key data, market trends, short and long term forecasts and know-how on specific market segments and generating markets. In 2010, UNWTO improved its monitoring by increasing the frequency of publication of the **UNWTO World Tourism Barometer**. Research on important trends was also carried out on issues including religious tourism in Asia and demographic changes

and tourism. UNWTO activities in this area during 2010 also included direct assistance to Members and a series of capacity building workshops in several regions focusing on topics such as tourism in the news, destination management, marketing and destination branding.



Participants at the Risk and Crisis Management in the Tourism Sector Workshop, Brazil, September 2010.

The UNWTO World Tourism Barometer – improving market monitoring

The *UNWTO World Tourism Barometer* monitors short term trends, providing tourism stakeholders with up-to-date data and analysis in a relevant and timely manner. The *Barometer* contains three regular sections: an overview of monthly data from over 100 destinations and generating countries and air transport; the UNWTO Confidence Index, providing the results

of the latest survey among the UNWTO Panel of Tourism Experts evaluating the last four months and prospects for the following four months performance; and selected economic data relevant for tourism.

The global economic crisis and the consequent market volatility highlighted the need for closer market monitoring.

In response, in 2010, the publication of the *Barometer* was strengthened to include an advance release in January, two full issues in June and October, and two interim updates in April, and August. UNWTO is now able to provide more accurate, updated and useful information for UNWTO Members and the wider tourism community. ◀

Budgets of National Tourism Organizations, 2008-2009

Adequate strategic marketing planning, including market research, branding and auditing, can add significant competitive value to tourism destinations or companies. In 2010, UNWTO and the European Travel Commission (ETC) published *Budgets of National Tourism Organizations, 2008-2009*, a benchmarking reference tool on inbound tourism marketing. The report analyses information on the budgets allocated by National Tourism Organizations (NTOs) for the promotion of inbound tourism, focusing on trends and developments. The report, which covers 62 countries worldwide, also includes a special focus on the use of e-marketing, a key area for the development of a modern, competitive approach to tourism marketing. ◀



Technical assistance on marketing planning: a marketing plan for Tibet

In response to requests from national governments on behalf of tourism administrations, provincial governments, destination management organizations, local communities or the private sector, UNWTO provides technical assistance in several areas including marketing and promotion. In 2010, a Tourism Marketing Development Plan was completed for Tibet. An assessment of tourism marketing and promotion was

carried out through consultations with local officials, community leaders and academics for the preparation of a new marketing plan. The plan evaluated the current conditions for tourism promotion and identified the necessary marketing resources for the long-term promotion of Tibet as a tourism destination. Alongside these recommendations, a strategy was devised for the use of Tibetan culture with a focus on ensuring that local

communities benefited directly from tourism. The project was financed by the China International Centre for Economic Technical Exchanges (CICETE), the Ministry of Commerce of China and the United Nations Development Programme (UNDP). Other participating agencies included the Department of Commerce of the Tibet Autonomous Region (TAR), Tibet Tourism Bureau (TTB) and Lhasa Tourism Bureau (LTB). ◀

Destination Management: good practices in effective governance models to improve destination performance

Improving the competitive advantages of tourism destinations requires a coordinated management based on a collective vision and strong partnerships. This can be realized through effective strategies and governance structures which respond to changing market trends, needs and interests. In recent times, the pursuit of competitiveness has become a major policy objective for National Tourism Administrations (NTAs) at the central government level and a strategic issue for Destination Management Organizations (DMOs) at regional and local levels. UNWTO works to provide strategic guidance in response to the growing need for a systematic and multidisciplinary outlook for tourism. It supports and assists destinations in their efforts to establish a competitive

edge by ensuring tourism sustainability, by building a strong brand identity and by spreading the benefits of tourism across the local community.

Statistics and Tourism Satellite Account: measuring the impact of tourism

Statistics provide the backbone to understanding tourism and its role in the economy; they are vital for business analysis, marketing strategy and public policy. The mission of UNWTO in this area is to foster the development of national Systems of Tourism Statistics (STS), the international comparability of tourism statistics and the macroeconomic analysis of tourism.

Mandated by the United Nations as “the appropriate organization to analyse, publish, standardize and improve the statistics of tourism”¹, UNWTO has coordinated the international community's effort towards forging a consensus on what

¹ Agreement between the United Nations and the World Tourism Organization, 2003.

tourism is and how to measure it. This was achieved in 2008 with the approval by the UN Statistical Commission of a) the *International Recommendations for Tourism Statistics 2008 (IRTS 2008)*, the conceptual framework of concepts, definitions and classifications for compiling basic tourism statistics; and b) the *Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA: RMF 2008)*, the framework for the economic measurement of tourism, consistent with existing economic accounting standards.

Together, they form the conceptual framework for the production of basic tourism data and indicators and the

basis for an adequate measurement of tourism activity which is in accordance with the macroeconomic framework and enables a credible measurement of tourism's contribution to the national economy.

Both recommendations are part of the UN official documentation on international statistical standards and are supported by the UN Statistics Division (UNSD), the World Trade Organization (WTO), the European Union (Eurostat), the International Labour Organization (ILO), the International Monetary Fund (IMF), the Organization for Economic Co-operation and Development (OECD), and World Bank, among others.



The UNWTO Statistics Capacity-Building Programme

Following the ratification of the *International Recommendations for Tourism Statistics 2008 (IRTS 2008)* by the UN Statistical Commission in February 2008, and the concurrent adoption of the *Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA: RMF 2008)*, UNWTO has implemented a major Statistics Capacity Building Programme (SCBP) in different regions around the world.

The programme involves twelve to fourteen Member countries in each

region participating in a series of three or four workshops, at approximately six month intervals. The workshops are hosted in countries which are considered to have the most advanced Systems of Tourism Statistics (STS) in the region and aim to assist countries in improving and expanding their STSs.

An integral part of the programme is the undertaking, by participating countries, of preliminary in-house work prior to each workshop. This work is designed so as to establish the stage at which each country's STS is and

later to encourage the countries to implement what they have learnt at the workshops. In addition, regional seminars are held where participants are invited to share the knowledge gained through the programme with other countries in the region.

The SCBP has been implemented in Central and Eastern Europe, hosted by Austria and in English-speaking African countries, hosted by South Africa. In 2010, UNWTO initiated the SCBP in the South Asia-Pacific region. ◀

INRouTe: Promoting tourism measurement at regional and local level



INRouTe, the International Network on Regional Economics, Mobility and Tourism, is a non-profit project that works to contribute to informed and effective policy design by bringing together international

experts to share information and build on concrete research areas: flows of visitors, tourism and territory, and economic contributions.

INRouTe's principal aim is to provide guidance to entities involved with the regional and local tourism destinations in order to develop policy-oriented

measurement systems and the analysis of tourism activity and the tourism sector.

The network became operational in the first quarter of 2010 and by the end of the year consisted of over 60 Associate Partners in over 20 countries. ◀



Advancing the Tourism Satellite Account

For the first time, in their most recent revisions of 2008, the UN and IMF official standards on economic measurement (the National Accounts and Balance of Payments) explicitly identify tourism as a specific area of economic activity and point to the Tourism Satellite Account (TSA) as the appropriate tool for deriving key aggregates and

internationally comparable indicators on the macro-economic contribution of the sector worldwide.

UNWTO is committed to advancing the development and implementation of the TSA, a strategic statistical instrument. The TSA is key for tourism policy and planning while providing a useful tool for NTAs to advocate the cause of tourism and contribute to mainstreaming it in the national agendas.

Technical assistance: Implementing the TSA in Oman

In 2010, UNWTO completed a two-year project for the development of a TSA in Oman, collaborating closely with the Government of Oman to produce the first TSA for the period 2005-2009 and to strengthen the national System of Tourism Statistics (STS). Through the application of international recommendations on tourism statistics and revising tourism data, particularly

for inbound and outbound tourism expenditure and supply-side data for tourism products and services, the STS in Oman has been greatly improved. UNWTO provided technical recommendations to the Government on improving data collection methodologies, increasing the provision of statistics by establishing new surveys in key sub-sectors. A series of workshops was

organized to provide training to officials on tourism statistics and on the TSA methodological framework. UNWTO's assistance has enabled further analysis of the different forms of tourism in Oman and their contribution to the economy of the Sultanate. This project was funded by the Ministry of Tourism of Oman, with the Ministry of National Economy as a key partner. ◀



By 2010, over 60 countries worldwide were identified as having already produced or currently developing a TSA exercise. UNWTO offers assistance to countries wishing to improve their system of tourism statistics and develop a TSA.

Risk and crisis management – building a more resilient tourism sector

The tourism sector is highly vulnerable to natural and man-made incidents, often because the perception alone of risk and disruption can effect tourist decisions and movements and thus have a serious impact on the sector and the lives of those who depend on the visitors' economy. Therefore, the sector requires risk management strategies and tools to improve its readiness and resilience in time of crisis.

Market research and communications in times of crisis

UNWTO works to assist its Members in assessing and mitigating risks where travel and tourism is concerned

through capacity building and the development, planning and implementation of crisis management systems.

An essential element of effective crisis management is market research, which provides key information to ensure crisis responses are efficient, timely and suitable. During 2010, UNWTO worked on the preparation of an easy-to-use **practical framework on market intelligence in times of crisis**. The manual, to be published in 2011, will count on the input of Member States which have agreed to share their views and identify the forms of intelligence they consider critical in dealing with those crises which effect tourism.

Recognizing the need to convey messages quickly and accurately to assist travelers and the tourism sector impacted by a crisis, another focus of UNWTO in terms of risk and crisis management during 2010 was communication. UNWTO started the preparation of a **Toolbox for Crisis Communications** which will include relevant definitions, step-by-step protocols, check lists, templates, guidelines and best practices.



Garfer Istockphoto ©

Mastering technology in crisis situations

Advancements in technology provide an ever-increasing number of tools to facilitate crisis communication, including social media and hand-held communications technology. UNWTO held a meeting on Crisis Communications and Social Media in April 2010, focused on how

social media can help to mitigate the negative effects of a crisis and influence the safe behaviour of travelers. The session's results will be factored into the *Communications Toolbox*. A workshop on Roaming Messages for Effective Risk Protection was also held in January

2010 in cooperation with the Spanish Police (Comisaría General de Seguridad Ciudadana de la Dirección General de la Policía Española), which provided the opportunity to analyse the challenges and possibilities of implementing roaming and SMS technologies for risk prevention. ◀



Risk and Crisis Management in the Tourism Sector Workshop, Brazil, September 2010.

Integrating tourism into national emergency structures

To protect tourism, an important economic and development pillar, national emergency structures require a robust yet flexible design with a clear understanding of the travel and tourism sector. Yet, studies show a lack of consideration for the sector in national emergency plans. Tourism is often only included in such plans as a result of an incident which has affected the country and caused major losses to the tourism sector. To improve this situation, UNWTO initiated a research project on the Integration of Tourism into National Emergency Structures and Processes. The study, supported by the Government of the Netherlands, will provide guidance on the special needs and concerns of the tourism sector while addressing forms of effective integration of tourism

in the national emergency systems through National Tourism Organizations (NTOs), Destination Management Organizations (DMOs) and the private sector.

UNWTO also ran a regional capacity building workshop in Brazil in September 2010 on Risk and Crisis Management in the Tourism Sector, convened in collaboration with the Brazilian Ministry of Tourism. The workshop addressed core issues for managing risks and crises, including necessary organizational structures, accountability, policies and procedures. ◀



Risk and Crisis Management in the Tourism Sector Workshop, Brazil, September 2010.

Lessons learned for building a safer world

During 2010, UNWTO participated in various activities held in the framework of the UN initiative to capture and apply lessons learned from the 2009 Pandemic (H1N1).

Although the impact of the pandemic itself was mild, the consequences for the tourism sector were significant in many countries. UNWTO therefore considered it important to collect, discuss and review

experiences with major travel and tourism stakeholders. In May 2010, UNWTO held an event on Travel and Tourism under Challenging Circumstances, the Role of Coordination, Market Intelligence and Communications During the Pandemic (H1N1) to address the challenges and opportunities the pandemic brought onto the tourism sector, and in December 2010 a workshop, Towards a Safer

World: Lessons Learned for the Travel and Tourism Sector from the Pandemic 2009, to promote the lessons learned from the pandemic and ensure that these lead to a global approach to future hazards of any kind. The results of these meetings will contribute to a UN report designed to improve regional and global efforts in general disaster preparedness. ◀



Dirk Glaesser, UNWTO manager, Risk and Crisis Management, speaks at the workshop and Travel and Tourism Under Challenging Circumstances, Malaysia, May 2010.

The Tourism Emergency Response Network (TERN)

TERN

The Tourism Emergency Response Network (TERN) is a group of the leading tourism associations, first convened during the emergence of the avian flu virus in 2006. Although its initial purpose was to act as an advisory and participatory body on this particular crisis, the TERN is now functioning for various other crisis situations. During 2009, the TERN was convened during the A(H1N1) pandemic and in April 2010 due to the closing of European airspace following volcanic activity in Iceland.

UNWTO has recognized the need for close collaboration among decision makers and stakeholders in the tourism public and private sectors with a common goal of making travel and destinations safer for tourists. The TERN, an independent mechanism hosted and managed by UNWTO, works closely with other relevant UN agencies in sharing real time information, providing accurate public messages and liaising with the media. It also underscores the responsibility of each institution involved to help improve traveler wellbeing and mitigate impacts of natural and man-made disasters on tourism. ◀

Further reading and resources

WWW

- **UNWTO World Tourism Barometer**
mkt.unwto.org/en/barometer
- **International Recommendations for Tourism Statistics 2008 (IRTS 2008)**
statistics.unwto.org/en/content/tourism-statistics-irts-2008-0
- **Tourism Satellite Account: Recommended Methodological Framework 2008 (TSA:RMF 2008)**
statistics.unwto.org/en/content/tourism-satellite-account-tsarmf-2008
- **Commission of the European Communities, International Monetary Fund, Organization for Economic Cooperation and Development, United Nations and World Bank joint publication System of National Accounts 2008 (SNA 2008)**
unstats.un.org/unsd/nationalaccount/sna2008.asp
- **Statistics Capacity-Building Programme (SCBP)**
statistics.unwto.org/en/content/statistics-capacity-building-programme-scbp
- **Tourism Satellite Account statistics.**
unwto.org/sites/all/files/docpdf/factsheet.pdf
- **Understanding Tourism: Basic Glossary**
media.unwto.org/en/content/understanding-tourism-basic-glossary
- **International Network on Regional Economics, Mobility and Tourism (INRouTe)**
www.inroutenetwork.org/
- **Tourism Emergency Response Network (TERN)**
rcm.unwto.org/en/content/about-tourism-emergency-response-network-tern-0
- **Travel and Tourism under Pandemic Conditions – Review and Preparation Exercise**
publications.unwto.org
- **Travel and Tourism under Pandemic Conditions – Second Review and Preparation Exercise**
publications.unwto.org
- **Communications and Incentives: The Importance of Fast and Sincere Reporting**
publications.unwto.org

The advancement of sustainable tourism, one which establishes a suitable balance between the environmental, economic and socio-cultural aspects of tourism, lies at the heart of UNWTO mandate. Whilst contributing to the generation of income and employment and the conservation of local ecosystems, sustainable tourism attempts to minimize its impact on the environment and local communities. In 2010, UNWTO advanced its work in the areas of climate change, biodiversity, the promotion of a more ethical tourism sector and the protection of consumers and tourists.



Chapter 4

Sustainable tourism development

The imperative of a fair and balanced growth and increased consumer awareness has contributed to the rise of environmentally-aware tourism. More visitors can mean further employment and income opportunities and more funds for conservation. In fact, many areas of natural beauty and diversity are preserved and protected thanks to funds from the tourism sector.

Sustainable tourism development, including the potential of the sector to facilitate intercultural understanding and tolerance, requires the engagement and respect of all relevant stakeholders, in particular of local communities, as well as strong political leadership to ensure wide participation and consensus building. Sustainable tourism should maintain a high level of tourist satisfaction and ensure a meaningful experience to travellers, raising their awareness about sustainability issues and promoting sustainable tourism practices.

The UN acknowledged the role of tourism in sustainable development and poverty eradication by adopting three resolutions on sustainable tourism by consensus at its 65th General Assembly in 2010. The resolutions further welcome the efforts and work of UNWTO in this area.



UNWTO Committed to the Global Sustainable Tourism Criteria



UNWTO is a founding member, and a permanent member of the Board of the Council, of the Global Sustainable Tourism Council (GSTC), established in 2010 as a body for the dissemination and application of the Global Sustainable Tourism Criteria.

The Criteria are a set of 37 voluntary standards representing the minimum requirements tourism businesses should aspire to reach in order to protect and sustain natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation.

Developed as part of an initiative led by UNWTO, the UN Environmental Programme (UNEP), the UN Foundation and the Rainforest Alliance in 2008, they cover four concrete objectives:

a) maximizing tourism's benefits to local communities, b) reducing negative effects on cultural heritage, c) reducing harm to local environments and d) planning for sustainability.

The GSTC is currently working on an accreditation process. In 2010, an *Accreditation Manual* was under development, to give recognition to credible standards used by certification programmes, national standardization bodies, hotel chains and tour operators. ◀



UNWTO and Sun yat-Sen University sign agreement on UNWTO Sustainable Tourism Observatories during World Tourism Day Celebrations, China, September 2010.

UNWTO Sustainable Tourism Observatories

In order to help policy makers, planners and tourism managers to strengthen their institutional capacities for information management and monitoring, UNWTO launched, in 2004, the concept of the Global Observatory of Sustainable Tourism (GOST) based on its methodology for sustainable tourism indicators.

The initiative intends to facilitate the establishment of a network of observatories, using a systematic set of monitoring, evaluation and information management techniques as key tools for the formulation and implementation of

sustainable tourism policies, strategies, plans and management processes.

In September 2010, during the celebrations of World Tourism Day in Guangzhou, China, UNWTO and the Sun Yat-Sen University agreed to collaborate on the establishment of a Monitoring Centre for UNWTO Sustainable Tourism Observatories.

This initiative has the overarching aim to use the information gathered on the social, environmental and economic impacts of tourism to help policy makers decide on future developments whilst improving coordination between

the public and private sectors. This cooperation is consistent with UNWTO's commitment to continuing and broadening its collaboration with SYSU on developing existing and future sustainable tourism observatories in China. While SYSU will publish and communicate monitoring reports and other relevant research outcomes, UNWTO will provide technical assistance and guidance for the Monitoring Centre and its activities. Both parties are dedicated to promoting the Monitoring Centre as a platform for networking and knowledge exchange on sustainable tourism in the region. ◀

UNWTO joins UNIDO to promote sustainable tourism in Africa

UNWTO has joined the UN Industrial Development Organization (UNIDO) to promote sustainable tourism in coastal areas of Africa. The COAST project aims to reduce the degradation of marine and coastal environments resulting from tourism and enhance sustainable tourism practices in nine West and East African countries: Cameroon, Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania.

UNWTO is responsible for the implementation of two tourism-specific

components of the project: 'Eco-tourism and Livelihoods' and 'Mechanisms for Sustainable Tourism Governance and Management.' Within the framework of the first component, small ecotourism projects will be executed in Cameroon, Gambia, Ghana, Kenya, Nigeria, Senegal and Tanzania, using the philosophy of the ST-EP Initiative. To this end, in 2010, key stakeholders from these beneficiary countries participated in ST-EP training seminars. In the last quarter of the year, UNWTO launched a study

on *Sustainable Tourism Governance in Coastal Areas*, which will provide a vision and recommendations for the most appropriate type of mechanisms for sustainable tourism governance in coastal areas, based on which capacity building seminars will be organized for the COAST beneficiary countries.

The project, which began in January 2009 and will run to the end of 2013, is funded by the Global Environment Facility (GEF) and coordinated by UNIDO with UNWTO as an Associated Agency. ◀

Tourism: responding to climate change

Climate change is one of the most serious threats to society, the economy and the environment, and is an issue of increased international concern. The tourism sector is highly climate sensitive as climate defines the length and quality of tourism seasons, affects tourism operations and influences the environmental conditions that have potential for attracting and deterring visitors. The effects of a changing climate will have considerable impacts on tourism business and in some parts of the world, these consequences are already increasingly evident.

Too often, decisions on climate change are taken in isolation from the broader tourism framework, a consequence of the limited understanding and recognition of tourism's far-reaching potential. Measures directed towards air transport, for example, singled out for separate mitigation treatment under the United Nations Framework Convention on Climate Change (UNFCCC), can have detrimental knock-on effects on many countries, particularly developing countries which are highly dependent on tourism for income and employment.

Climate change is now firmly established in the global agenda and critical negotiations for a greenhouse gas emissions framework continue. The tourism sector has an interest and an obligation to address the climate change challenge. UNWTO has embraced this challenge by establishing collaborative partnerships, raising awareness, developing guidance and providing support on possible adaptation and mitigation strategies for the tourism sector.

UNWTO has been working to raise awareness on climate change issues in the tourism sector for many years, namely through the Djerba and the Davos Process of 2007. The Organization also developed and disseminated a unique report on the subject in 2008, assessing the tourism's contribution to climate change at 5% of global CO₂ emissions.

Tourism in the COP16

The Conference of the Parties (COP16) of the UNFCCC was held in Mexico, offering a platform from which to formalise pledges and promises made to limit emissions and provide clarity on the continuation of the Kyoto protocol.

UNWTO, jointly with the Ministry of Tourism of Mexico, held a side event at the COP16 entitled Tourism's Response to



Secretary of Tourism, Gloria Guevara, and President of Mexico, Felipe Calderón, at the tourism side event held at COP16, November/December 2010.

Climate Change: What Next? which allowed for the exchange of experiences on actions undertaken by the public and private sector to mitigate greenhouse gas emissions. It focused on areas such as investment in new technologies and the importance of providing support to developing countries through adequate financing mechanisms.

For UNWTO, it was also an important opportunity to continue advocating the integration of tourism as a whole within the evolving UN framework, and to ensure that the sector's positive effects on economic growth, development and poverty alleviation provide the context for debate. The conference underlined the vulnerability of certain tourism destinations in developing countries to the devastating impacts of climate change on rising sea levels, destruction of coral reefs and the loss of basic tourism services such as water supply and food security.

Hotel Energy Solutions – fostering innovation to fight climate change in the accomodation industry

In 2008, UNWTO initiated the Hotel Energy Solutions (HES) project to drive the competitiveness and sustainability of the accommodation industry across the 27 European Union Member States by helping small and medium-sized (SME) hotels to reduce operational costs and increase the use of energy efficiency (EE) and renewable energy (RE) technologies.

Recognizing that the use of fossil fuels for energy is the main source of greenhouse gases and therefore of climate change, and that the hotel industry is one of the tourism sector's most energy intensive industries, the project is a response to the climate imperatives in line with EU targets and UNWTO's Davos Process.

The project has identified as an initial objective to achieve a 20% increase in energy efficiency and a 10% rise in the use of renewable energy technologies within SMEs hotels in Europe. The outputs include developing an e-toolkit and supporting materials to assist establishments in assessing their current energy needs and planning for and investing in EE and RE technologies. The e-toolkit, to be available in August 2011, is an innovative software application

that offers a carbon footprint calculator, data analysis, decision-making support and recommendations to improve energy use. Once completed, the e-toolkit will be disseminated and promoted in hotels in Europe, highlighting practical solutions and enabling hotels to benchmark their energy performance and prioritize the most cost-effective investments.

In January 2010, the first Hotel Energy Solutions Annual Conference took place, combining a specialized forum and interactive workshops giving the energy and tourism sectors a unique opportunity to meet, exchange ideas and collaborate. Later in the year, the test phase of the e-toolkit began, with the support of local authorities, in two pilot destinations: the rural destination of the Nature Park of Strandja in Bulgaria and the coastal destination of the Palma de Mallorca in Spain. Plans were also developed for the testing of the e-toolkit in the urban destination of Bonn in Germany and the mountain destination of Haute-Savoie in France for 2011.



**HOTEL
ENERGY
SOLUTIONS**

In addition to the e-toolkit, the Hotel Energy Solutions project also includes research on energy efficiency and renewable energy and promotional materials for use by hotels as awareness raising tools for their customers on energy saving. Future expansion of the e-toolkit will include its availability in other languages, the development of tools for specific regions and the adaptation of the tool to water and waste consumption.

The Hotel Energy Solutions project is a European Commission co-funded venture bringing together key organizations in tourism and energy technologies: UNWTO, UNEP, the International Hotel and Restaurant Association (IH&RA), the European Renewable Energy Council (EREC), the French Environment and Energy Management Agency (ADEME). The project is endorsed by the Sustainable Energy Europe Campaign. ◀



increase



**Profits
Competitiveness
Sustainability
Responsibility
Brand value**

reduce



**Costs
Energy consumption
Carbon footprint
Tourism impact on
Climate Change**

Tourism and biodiversity

The Convention on Biological Diversity defines biodiversity as “the variability among living organisms from all sources including, *inter alia*, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems.”

The loss of biodiversity at an alarming rate is largely attributed to unsustainable human activities such as climate change, pollution and uncontrolled land conversion. Therefore, rising tourism numbers bring complex challenges to biodiversity conservation which UNWTO is committed to address, while encouraging its Member States to also do so.

Many popular tourism attractions such as beaches, coral reefs and wildlife viewing are strongly linked with, and dependent on, biodiversity and this is therefore key to the sustained growth of tourism. Undeniably, healthy ecosystems attract millions of tourists, which in turn bring income and employment to locals. In tackling poverty alleviation and development, biodiversity-based tourism represents an important source of income for the world's

poorer countries, around 70% of whom live in rural areas and depend directly on biodiversity for their survival and wellbeing. Biodiversity also provides developing countries with a competitive advantage in regard to tourism, as they possess the largest proportion of global biodiversity. Tourism can moreover be an important vehicle in raising awareness and fostering positive behaviour change for biodiversity conservation among millions of travellers.



Promoting Energy Efficiency in Thailand

As part of the efforts to create a model destination for sustainable tourism in Kho Khao, Thailand, the UNWTO Consulting Unit on Tourism and Biodiversity implemented the PEEK project. The project aimed to reduce up to 20% of the greenhouse gases generated by the hotel industry on the island by inducing the island, previously supplied with electricity from mainland Thailand, to switch over to a regenerative energy supply.

After offering detailed audit reports on consumption profiles and individual energy-saving recommendations, the project assisted hotels in the tenders for the installation of renewable energy technologies. Furthermore, the project provided guidance in the analysis

of tender results, the selection and the installation of the most adequate technologies. After the construction process was completed in June 2010, the equipment was tested for performance and handed over for ownership to the hotels.

In addition to the practical on-site work, efforts were made to raise awareness of energy saving measures in the area, including the creation of an *Energy Efficiency Handbook for Hotels in Thailand* providing guidance on how to use energy more efficiently and cut down energy costs. Workshops and training were held for the people of the Kho Khao island which resulted in increased interaction between stakeholders and a growing

recognition of the competitive advantage of adopting energy efficient ways. Following the successful implementation of the PEEK project, it was further decided in 2010 that the project would be expanded to the Khao Lak region, one of the areas hardest hit by the tsunami in 2004.

The project was financed by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety under the International Climate Protection Initiative and implemented by the UNWTO Consulting Unit on Tourism and Biodiversity, in collaboration with Adelphi, Berlin, and with the support of the Ministry of Tourism and Sports of Thailand. ◀

World Tourism Day 2010: Tourism and Biodiversity

2010 was declared by the UN as the Year of Biodiversity, consistent with UN Millennium Development Goal 7 - Ensure Environmental Sustainability - and coinciding with the deadline set in 2002 by governments to achieve a significant reduction in rates of biodiversity loss by 2010.

World Tourism Day (WTD) is celebrated every year on 27 September, with the purpose of fostering awareness of the importance of tourism and its social, cultural, political and economic value.

WTD 2010 was celebrated in the Guangdong Province, China, under the theme Tourism and Biodiversity, chosen by the UNWTO General Assembly to coincide with the UN Year of Biodiversity and to raise public awareness of the close relationship between tourism development, biodiversity and poverty reduction. Celebrations, organized by UNWTO,



the China National Tourism Administration (CNTA) and the Guangdong Provincial Government, in collaboration with the Pacific Asia Travel Association (PATA), included a High Level Dialogue on Tourism, Biodiversity and Sustainable Development.

Conclusions of the World Tourism Day High Level Dialogue on Tourism and Biodiversity:

- Biodiversity and its ecosystem services are among **tourism's most valuable assets;**

Tourism and biodiversity: Inspiring stories

The project Upgrading Local Facilities to Promote Community-based Elephant Tourism and Nature Conservation in the Hongsa District of Lao PDR was designed to provide alternative forms of income for the Mahouts and local people, previously involved in logging activities, through the development of community-based tourism.

The project addressed the continuing increase in deforestation and habitat loss and the decline in endangered domesticated Asian elephant populations caused by the unsustainable logging industry common across the country, by using tourism as a tool for development and environment conservation. During a twelve month period, tourism facilities were upgraded, including the construction of an Elephant Information Center, the provision of

multilingual environmental education materials, the promotion of local products for sale and the supply of basic elephant trekking equipment. To ensure the sustainability of the tourism attraction, the first civil society Mahout Association was established to manage the community-based enterprise independently. This network is composed of over 30 elephant owners and workers, who can now collectively organize, design and develop tourism activities in the local district, as a result of capacity-building activities, the establishment of association statutes and the appointment of representatives.

Completed in August 2010, the project was implemented within the ST-EP Initiative with the support of the International Union for Conservation of Nature (IUCN) Netherlands, Elephant Adventures

– Green Discovery, ElephantAsia, the Viengkeo Village Community and the Hongsa Mahout Community.

This and other success stories on tourism and biodiversity were promoted as part of the 2010 World Tourism Day celebrations. The World Tourism Day website launched several examples of Inspiring Stories, a selection of initiatives which demonstrated how to apply the principles of sustainable tourism to biodiversity conservation. Stories were contributed by website visitors from across the globe. The case studies serve as models for future tourism development, demonstrating how the tourism community is working to protect biodiversity. Consistent in all initiatives are endeavours to educate tourists about biodiversity conservation and sustainable travel. ◀



- This is especially the case for developing countries, where the largest proportion of global biodiversity can be found and where biodiversity-based tourism can make a valuable contribution to **socio-economic development**;
- The tourism sector must assume **collective responsibility** for sustainability;
- The **public sector** must establish a policy framework and conditions for the sustainable development of tourism by integrating tourism into national diversity plans;
- The **private sector** must implement sustainable objectives and assess their performance;
- It is only through involving and engaging with the **local community** that tourism can be truly sustainable. Income generated from biodiversity-based products must be shared at a local level, as an additional incentive for communities to protect their natural heritage.

Recommendations from the High Level Dialogue were presented by UNWTO to the 10th Meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) in Nagoya, Japan at which delegates shaping a global strategy to save the world's ecosystems took note of tourism's role in safeguarding biodiversity.

UNWTO Consulting Unit on Tourism and Biodiversity, Bonn, Germany

In January 2010, UNWTO, with the support of the Federal Republic of Germany, established the UNWTO Consulting Unit on Tourism and Biodiversity. The Unit is a direct evolution of the Consulting Unit on Tourism and Biodiversity for Tsunami Affected Countries, created in 2006 to provide expertise and support to affected countries in the redevelopment of tourism infrastructure.

The Unit, now with a wider mandate, provides support services to UNWTO Member States on issues

of biodiversity-based tourism, participatory tourism planning and linkages of biodiversity policy issues with sustainable tourism. Building on strong technical capacity, lessons learned, accumulated experience and well-established networks, the Unit is involved in the cooperation of the Convention on Biological Diversity.

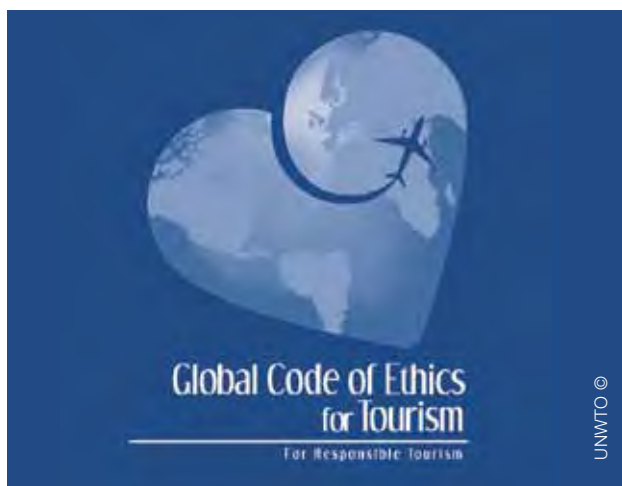
In 2010, the Unit cooperated with the UN Environment Programme (UNEP) in assisting the parties to the Carpathian Convention (the seven countries which are home to one of Europe's largest mountain ranges,

the Carpathians) in finalising the tourism protocol of the convention, the development of the sustainable tourism strategy and the elaboration of follow-up projects. In doing so, the Unit also participated in the Carpathian Convention's Working Group on Tourism and the convention's Implementation Committee in 2010.

The Unit also cooperated with the Slovak Government to facilitate the development of a model destination management platform in the UNESCO World Heritage site of the town of Banska Stiavnica. ◀

Tourism in the Convention on Biological Diversity (COP10)

UNWTO participated actively in the 10th Meeting of Conference of Parties (COP10), held in Japan (October 2010). UNWTO used this opportunity to raise awareness of the importance of biodiversity for the sustainable development of tourism and to promote the recommendations of the WTD High Level Dialogue which highlight that conserving biodiversity is a collective responsibility of the tourism sector. On the basis of this participation and of the previous work developed by UNWTO, a paragraph on tourism and biodiversity outlining the Convention's commitment to continue collaborating with UNWTO, namely on the review of the application of the Convention on Biodiversity Guidelines on Biodiversity and Tourism Development, was included in Decision X/20 of the COP10.



Tourism and ethics: towards a more responsible tourism sector

Tourism, far from being solely an economic activity, is a form of human interaction with substantial impacts on everyday life. The direct and spontaneous contact between cultures encouraged by tourism raises a series of ethical issues and highlights the important responsibilities of tourism operators, governments, individual travellers and local communities. Sustainable tourism development aims to address these ethical questions and reconcile potential tensions between development and environment, openness to international trade and protection of socio-cultural identities. Ensuring the development and implementation of sustainable tourism means that its benefits can reach travellers, host communities and their surroundings.

In 1999, the UNWTO General Assembly adopted the **Global Code of Ethics for Tourism** as a framework to tackle these issues. The Code, adopted in 2001 by the UN General Assembly, is a comprehensive set of principles designed to guide stakeholders, such as governments, local communities, the tourism sector and professionals, as well as visitors, in the responsible and sustainable development of tourism. Drawing inspiration from similar declarations and industry codes, the Global Code of Ethics for Tourism adds new thinking that reflects the changing society, the threats it faces and the tools it provides, at the beginning of the 21st century.

The World Committee on Tourism Ethics: fostering facilitation of tourist travel

The World Committee on Tourism Ethics met for its ninth meeting in Luxor, Egypt, in April 2010. This independent and impartial body was established in 2004 to promote and disseminate the Global Code of Ethics for Tourism, evaluate and monitor its implementation and offer conciliation for the settlement of disputes concerning the Code's application and interpretation. In Luxor, pursuant to the UNWTO General Assembly Resolution on Facilitation of Tourist Travel (2009), the Committee expressed concerns regarding the delays and rising costs of visas, the reluctance of some countries to remove entry restrictions for people affected by HIV/AIDS, and the need to improve the accessibility of tourism services and facilities for people with disabilities.

Child protection in tourism: preventing exploitation

In March 2010, the 25th Meeting of the UNWTO Task Force on the Protection of Children in Tourism took place at ITB Berlin, as a forum for tourism's key players to share innovative and inspiring initiatives undertaken to protect children. For over a decade, UNWTO has coordinated the activities of the Task Force, a multi-stakeholder open-ended network comprising private sector representatives, governments, international organizations and specialized media outlets. Its mission is to contribute to the prevention of all forms of child exploitation related to the tourism sector, including sexual exploitation, child labour and child trafficking.

The 25th Meeting of the Task Force focused on preventative training tools presented by the International Labour Organization (ILO) and ECPAT (End Child Prostitution

Child Pornography and Trafficking of Children for Sexual Purposes). The reporting session featured contributions from the governments of Brazil, India and Indonesia, and from several NGOs, travel agents, the Organization for Security and Cooperation in Europe (OCSE) and the UN Children's Fund (UNICEF).

In collaboration with ILO, UNICEF and various partners from the public and private sectors, including NGOs and the media, UNWTO launched an international child protection campaign in November 2008 under the slogan 'Don't Let Child Abuse Travel'. The campaign is part of UNWTO's ongoing work on child protection in tourism and includes video spots and other awareness-raising materials continually disseminated among tourism stakeholders, and providing specific recommendations for the protection of children and adolescents in the sector.

Consumer/tourist protection

The closure of European airspace due to volcanic activity in Iceland in April 2010 highlighted the absence of international guidelines on the rights and responsibilities of tourists and tourism stakeholders. UNWTO's Executive Council, the organization's governing body, therefore recognized the need for a global legal framework for the protection of both parties. The Council decided at its 89th

session in October 2010 to initiate a study on a possible international text for safeguarding tourists and tour operators. A proposal was approved to start preparations, and a working group was established to define the scope of the document. In 2011, the first workshop on the Protection of Tourists/ Consumers and Travel Organizers will take place to enable preliminary discussion. ◀



Further reading and resources



- **UNWTO Sustainable Development**
sdt.unwto.org
- **COAST project:**
www.coast.iwlearn.org
- **Global Sustainable Tourism Council**
www.gstcouncil.org
- **Climate Change and Tourism**
www.unwto.org/climate/index.php
- **Djerba Declaration on Climate Change and Tourism**
publications.unwto.org
- **Davos Declaration: Climate Change and Tourism, Responding to Global Challenges**
www.unwto.org/pdf/pr071046.pdf
- **Hotel Energy Solutions (HES)**
www.hotelenergysolutions.net
- **Convention on Biological Diversity**
www.cbd.int
- **UNWTO Consulting Unit on Tourism and Biodiversity**
biodiv.unwto.org
- **UNWTO World Tourism Day 2010**
www.unwto.org/worldtourismday
- **Tourism and Biodiversity: Achieving Goals Towards Sustainability**
publications.unwto.org
- **Practical Guide for the Development of Biodiversity-based Tourism Products**
publications.unwto.org
- **UNWTO Global Code of Ethics for Tourism**
ethics.unwto.org/en/content/global-code-ethics-tourism
- **Workshop on the Protection of Tourists/ Consumers and Travel Organizers**
unwto.org/en/event/workshop-protection-tourists-consumers-and-travel-organizers

As one of the major export sectors and sources of employment in many least developed and developing countries, due to its geographical spread and labour intense nature, sustainable tourism can play a decisive role in the fight against poverty.

Development is at the core of UNWTO's agenda. According to its statutes UNWTO shall, in pursuing the promotion of tourism, "pay particular attention to the interests of the developing countries". The Organization supports its Members, 75% of which are recipients of Official Development Assistance, in their efforts to sustainably develop and promote their tourism sectors as a tool for socio-economic growth and development.



Chapter 5

5

UNWTO Technical Cooperation: fostering tourism as a tool for development and poverty alleviation

UNWTO Technical Cooperation

Tourism is today the main source of foreign exchange for one third of developing countries and among the top three sources of exports earnings for almost half of the least developed countries (LDCs). As international and domestic tourism continues to grow there is stronger evidence that the sector, when developed and managed in a sustainable manner, can make a significant contribution to poverty reduction.

Technical Cooperation is at the very heart of UNWTO work. For more than thirty years, UNWTO has been providing technical assistance to its Members covering a wide range of issues from tourism planning, marketing and promotion, human resources, to specific issues such as tourism legislation, tourism satellite account, and quality standards, among others.

UNWTO Technical Cooperation includes also the implementation of projects within the framework of the **Sustainable Tourism – Alleviating Poverty (ST-EP) initiative**. These micro-level projects focus on developing tourism as a means of sustainable livelihood at the local community level. The ST-EP projects further aim to improve the capacities of national tourism administrations and local authorities in least developed and developing countries to

devise and implement poverty reduction policies, plans and projects, through the development of sustainable forms of tourism.

Furthermore, UNWTO Technical Cooperation includes the implementation of projects under the **Spanish Millennium Development Goals Achievement Fund (MDG-F)** in collaboration with other UN Agencies and Programmes under the aegis of the UN Development Programme (UNDP).



ST-EP Project: The Canopy Walkway and Zip Line: a new tourist attraction at Dong Hua Sao National Protected Area Lao PDR.

The UNWTO Technical Cooperation Portfolio

The wide range of products and services which constitute UNWTO's technical assistance has been gathered and presented in the first *Technical Assistance Portfolio* in 2010.

The portfolio, an easy-to-use guide and a reference to Member States on the products and services provided by UNWTO, outlines in detail the assistance provided in the areas of

a) Policy Planning and Economic Development, b) Human Resource Development, c) Product Development, Marketing & Promotion and d) Statistics and Quality Standards. ◀

Implementing the Punjab Tourism Development Master Plan, India

In 2010, following the formulation of a Tourism Development Master Plan for the State of Punjab in 2008, UNWTO was actively engaged in ensuring that tourism development and promotion follows the right path and that the adequate capacities are developed for overseeing and managing sustainable tourism in the State.

The Master Plan acknowledges the potential of Punjab to become a competitive tourism destination

based on its rich cultural, religious and natural heritage. UNWTO is assisting the Government of Punjab in establishing a well-structured and coordinated implementation of the plan's recommendations. In doing so, major outputs of the project include the recruitment of technical advisers, capacity building in tourism operations and management, enactment of the Tourism Industry Development bill, establishment of the Punjab Tourism

Authority, development of a tourist information centre network, formulation of a marketing plan and the branding of Punjab.

The project is run in partnership with the Tourism and Culture Department of the Government of Punjab, the Punjab Heritage and Tourism Promotion Board and the Punjab Tourism Development Corporation. The current phase of the project is due to be completed in 2011. ◀



Technical Assistance in Burundi: National Sustainable Development Strategy

In 2010, the formulation of a National Strategy for the Sustainable Development of Tourism for Burundi was completed.

The strategy, led by UNWTO with the support of UNDP, includes the identification of Burundi's key tourism resources and their development into attractions and possible ways to improve the economic impact of tourism in the country, and

provides guidelines for institutional strengthening and public-private partnership in tourism development and promotion.

Furthermore, UNWTO has prepared a draft Tourism Law, established a preliminary system of tourism statistics including new Entry/Exit cards and conducted pre-feasibility studies for the development of two tourism pilot projects.

The programme was initiated at the request of the Government of Burundi which identified tourism as a priority for development, given its potential to create sustainable livelihoods.

Additional partners included the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization, along with other Government institutions and representatives of the private sector. ◀

The MDG Achievement Fund Projects

The MDG Achievement Fund (MDG-F) is an international cooperation mechanism whose aim is to accelerate progress on the MDGs worldwide. Established in December 2006 with a generous contribution of US\$ 710 million from the Spanish Government to the UN system, the MDG-F supports national governments, local authorities and citizen organizations in their efforts to tackle poverty and inequality.

In 2010, UNWTO was actively involved in eleven tourism development projects in the framework of the MDG-F in nine countries: Ecuador, Egypt, Honduras, Nicaragua, Panama, Peru, Senegal, Serbia and Turkey. The formulation and implementation of the projects, which cover various areas, such as environment and climate change, culture and development, youth employment and migration and private

sector and development, was done in collaboration with several UN agencies and programmes, including UNESCO, UNDP, FAO, UN HABITAT, UNIFEM, UNFPA, UNICEF, WHO, UNHCHR, ILO, UNIDO, UNV, UNCTAD and UNEP.



Sustainable Tourism for Rural Development in Serbia

The MDG-F project Sustainable Tourism for Rural Development in Serbia was launched in January 2010. UNWTO is to develop, with FAO, UNDP, the UNEP and the UN Children's Fund (UNICEF), the legal and policy frameworks to support the diversification of rural economy and improve local stakeholders' capacities for developing services and products.

UNWTO is working on the formulation of a National Rural Tourism Master

Plan which will be led by a national-level working group consisting of various partners and stakeholders. UNWTO is also responsible for facilitating the establishment of tourism governance organizations and regional destination management activities, coordinating regional and municipal tourism investments, supporting pilot projects and providing training courses on various aspects of rural tourism development.

The project is operating in coordination with the Ministry of Economy and Regional Development, the Ministry of Agriculture, Forestry and Water Management and the Tourism Organization of Serbia. The Concept Note of the joint programme was recognized by the MDG-F Secretariat in New York as a document of "exceptional quality" and will be highlighted as an example of best practice. ◀

Entrepreneurial Opportunities Network for Poor Families in Panama

The MDG-F project Entrepreneurial Opportunities Network for Poor Families was initiated in Panama in January 2010. UNWTO is working alongside four other UN agencies (UNDP, FAO, UNIDO and the UN Conference on Trade and Development (UNCTAD)), with the objective of reducing poverty levels through adequate public policies, access to productive resources, cost and risk

reduction, and greater productivity and better working conditions.

UNWTO is supporting the poor population, especially in rural and indigenous zones, through initiating new sustainable micro-ventures with emphasis in the tourism sector, and creating policies targeted at developing tourism initiatives that benefit the poor through training and technical assistance.

The project is operating in coordination with the Ministry of Agricultural Development, the Panamanian Tourist Board, the Ministry of Commerce and Industry, the Ministry of Economy and Finance, the Small and Medium-Sized Business Authority and the provincial and local governments of Coclé, Herrera, Veraguas and Chiriquí. ◀

Alliances for Culture Tourism in Eastern Anatolia, Turkey

The MDG-F Project Alliances for Culture Tourism in Eastern Anatolia aims at contributing to community cohesion, employment creation and the reduction of socio-economic differences through enhancing cultural tourism.

UNWTO is responsible for various aspects of tourism development at a local level, including the formulation

of a Cultural Tourism Strategy and capacity building programmes in tourism entrepreneurship development.

The project includes the creation of a visitor information center and the organization of tour operator and media familiarization trips.

The local communities are involved in the development of tourism

advancements, specifically through a Volunteers Programme conducted by UNWTO.

The project is being carried out by four UN agencies: UNDP, UNESCO, UNICEF and UNWTO, in coordination with the Ministry of Culture and Tourism of Turkey, and the provincial and local governments of the Kars Region. ◀

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

Although tourism has a huge potential for poverty alleviation, often poor segments of the population in developing countries and LDCs do not benefit from its economic advantages. The UNWTO **Sustainable Tourism – Eliminating Poverty (ST-EP) Initiative** promotes poverty alleviation through the provision of assistance in sustainable development projects. Through the ST-EP Initiative, UNWTO links its efforts towards tackling poverty with its longstanding pursuit of sustainable tourism, the MDGs and the Global Code of Ethics for Tourism. Following the launch of the ST-EP Initiative at the Johannesburg World Summit on Sustainable Development

in 2002, and the establishment of the UNWTO ST-EP Foundation in Seoul, Republic of Korea, the implementation of ST-EP projects began towards the end of 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 and now includes 95 projects in a total of 33 countries, ranging from developing ecotourism products with local communities in Guatemala to developing and promoting the Great Himalaya Trail in Nepal with a view to enhance the local economic impact from tourism in the country. All beneficiary countries are Official Development Assistance (ODA) recipients and of these, half are LDCs.



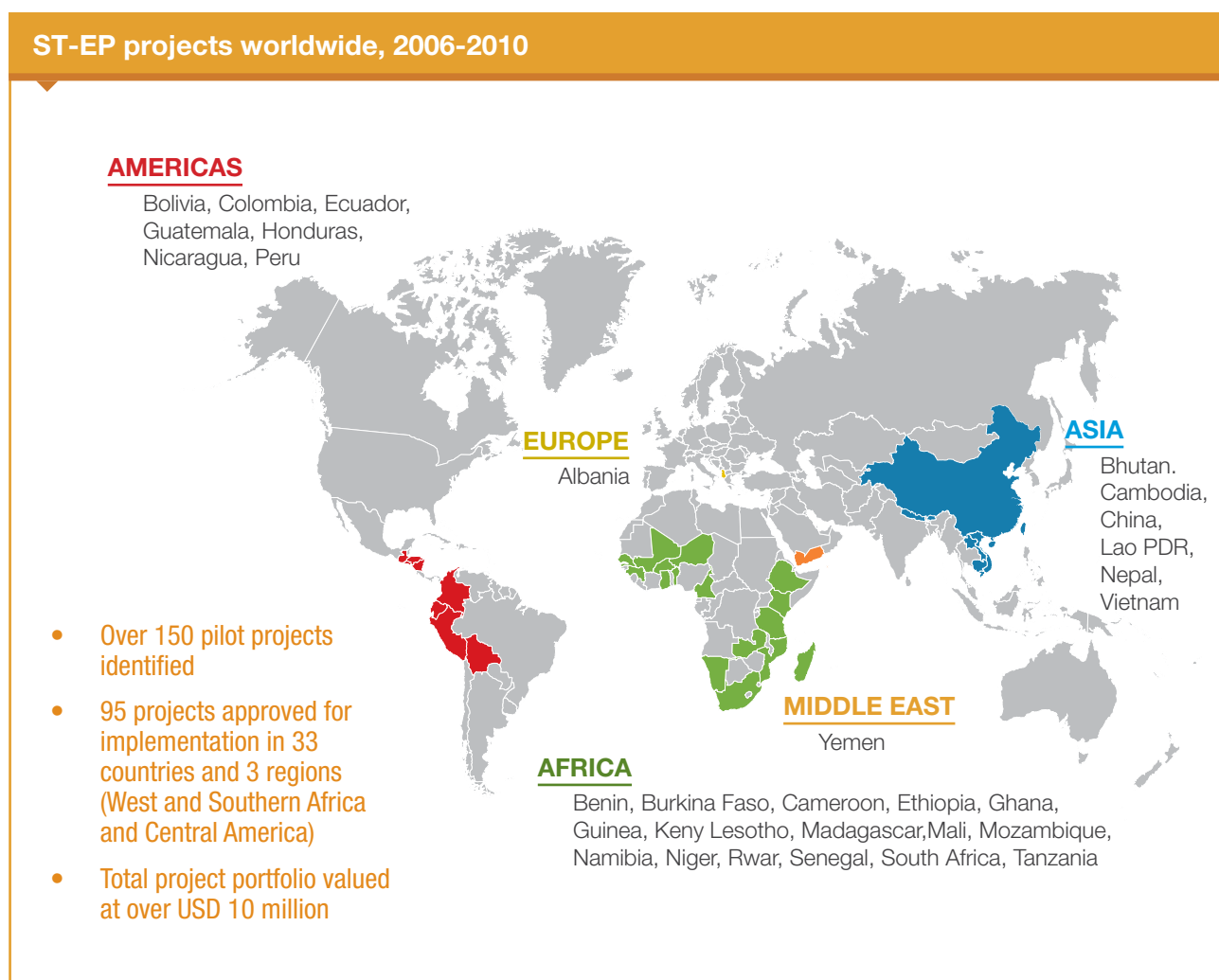
The ST-EP Initiative is based on seven different mechanisms through which the poor can benefit directly or indirectly from tourism. These channels of action are incorporated into ST-EP projects and have been widely disseminated.

The seven ST-EP mechanisms:

1. Employment of the poor in tourism enterprises
2. Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor
3. Direct sales of goods and services to visitors by the poor (informal economy)
4. Establishment and running of tourism enterprises by the poor, e.g. micro, small and medium sized enterprises or community based enterprises (formal economy)

5. Tax or levy on tourism income or profits with proceeds benefiting the poor
6. Voluntary giving / support by tourism enterprises and tourists
7. Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors

In 2010, 49 ST-EP projects were under implementation in Africa, Asia and the Pacific, the Americas, Europe and the Middle East. The project in Al-Mahweet, Yemen was the first ST-EP project to be undertaken in the Middle East and focuses on promotion and diversification of handicrafts and improving the opportunities for women to participate in the tourism sector. Fourteen ST-EP projects were successfully completed during 2010, and funding for five new projects



was approved. **The UNWTO. Themis volunteers**, young professionals trained in tourism and development by UNWTO, have been actively involved in projects in Burkina Faso, Ghana, Guatemala, Mozambique, Nicaragua and Senegal, while new volunteers were being recruited in Cameroon and Niger.

The focus of the ST-EP projects lies in increasing the local economic impact from tourism which can be achieved, for example, through the training of local workers such as guides, hotel employees and workers of connected sectors. Facilitating the involvement of local people in tourism development around natural and cultural heritage sites is also a priority, as well as establishing business linkages between poor producers and tourism enterprises, and providing business and financial services to micro, small, medium and community-based tourism enterprises.



ST-EP Project: The Canopy Walkway and Zip Line: a new tourist attraction at Dong Hua Sao National Protected Area Lao PDR.

The Canopy Walkway and Zip-line: a new tourist attraction at Dong Hua Sao National Protected Area, Lao PDR

UNWTO worked in partnership with Green Discovery, the UNWTO ST-EP Foundation, the Netherlands Committee of the International Union for Conservation of Nature (IUCN-NL), the Government of the Champasak Province and local communities to complete a new tourist attraction in the Dong Hua Sao National Protected Area (DHS), in Laos.

The project, concluded in August 2010, included the construction of a zip-line and canopy walkway, the preparation of trails and rest places, the erection of tree houses including a forest restaurant and the establishment of a tourist information house, all within the

forest area. The new tourism facilities aim to attract visitors and local people to enjoy the natural surroundings and enhance their knowledge about the benefits of environmental conservation. Rather than creating an isolated tourism product, the project sought to encourage long periods of travel to the entire district, therefore spreading the socio-economic benefits of tourism across the region. The attractions were also designed to appeal to visitors with a wide scope of interests, for example through team building seminars for businesses and ecological studies for educational institutions.

In addition to the development of this new tourism product, the project incorporated human resource development through the hiring and training of villagers for all construction work, and as guides and guards. Capacity building opportunities were provided in the principles of ecotourism, wildlife and environment protection, intercultural exchange, hospitality and more, with a wider objective of equipping local communities with transferable expertise in the field of tourism. The project and its facilities are marketed via the internet (www.treetoplaos.com) and on printed materials. ◀

Strengthening Sustainable and Responsible Tourism to Reduce Poverty in Northern Senegal

In October 2010, UNWTO successfully completed a ST-EP project in Northern Senegal focused on enhancing the local economic impact from tourism through destination marketing, developing community-based tourism and capacity building of local communities.

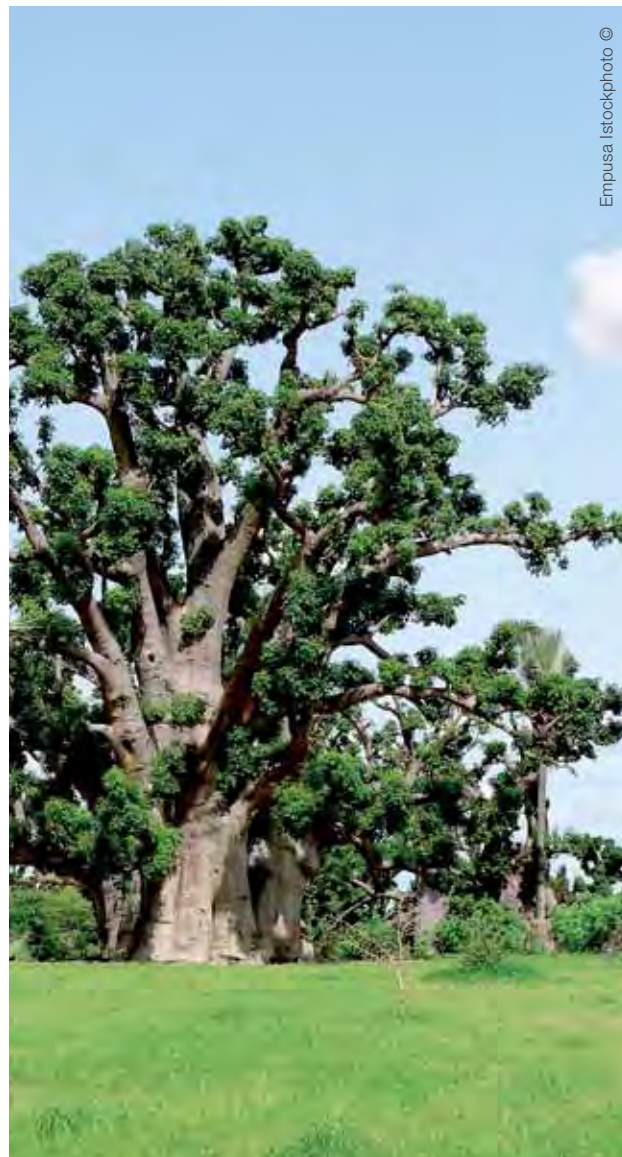
After having developed three community-based lodges in 2009, which are managed by local community development associations, in 2010, the project provided equipment to the lodges, made final infrastructural improvements, and organized training for the staff on topics such as business management, accounting, marketing, hospitality, tour guiding, catering and hygiene.

A seminar was organized to encourage and build capacities among public and private sector stakeholders to collaborate on promoting and developing sustainable forms of tourism in Northern Senegal.

A comprehensive destination sales manual has been published and is used by tour operators and other tourism stakeholders to attract more visitors to the region. The sales manual was developed in close collaboration between the public and private sector and links community tourism initiatives to the mainstream tourism sector.

Local community development associations also developed their websites (e.g. www.fesfop.org) in order to provide tourists with useful information on accommodation and home stays, excursions, cultural activities and traditions, and reservations options.

The project was funded through a contribution from the Italian Ministry of Foreign Affairs, and implemented in partnership with the Italian NGO CISV, the Tourism Office of St. Louis and local community development associations. ◀



Empusa Istockphoto ©

Baobab Tree, Senegal

The ST-EP Initiative regularly organizes seminars to raise awareness and build capacities among public officials, non-governmental organizations (NGOs), the private sector and local communities. Training and capacity building seminars were carried out during 2010 in Burkina Faso, Ghana, Kenya and Senegal.

In addition, the ST-EP Initiative carries out extensive research and publishes regular reports to provide evidence of the impact of tourism in reducing poverty levels and recommendations on how to maximize these impacts. In 2010, a *Manual on Tourism and Poverty Alleviation: Practical Steps for Destinations* was published in collaboration with the Netherlands Development Organisation (SNV).

The manual outlines practical steps for tourism destinations to shape and manage tourism in ways which deliver more benefits to disadvantaged individuals and communities. It also proposes the establishment of a tourism strategy and action plan, based on the analysis of the current contribution of tourism to the poor, which embraces poverty concerns.

Recognizing that making the tourism sector work for the poor requires multi-stakeholder collaboration, the UNWTO ST-EP Foundation, UNWTO and SNV held a forum entitled

Tourism Enterprises Driving Local Economic Growth at Berlin's tourism fair, ITB, in March 2010.

The event was attended by professionals from national and local tourism authorities, tourism enterprises, NGOs, development organizations and research institutions.

Also during ITB 2010, funding was approved by the ST-EP Foundation's Board of Directors for several new projects and capacity building activities. ◀



Installation of microtunnel. ST-EP Project: Connecting Local Food Producers and Tourism Enterprises in Nicaragua



Production of Lettuces. ST-EP Project: Connecting Local Food Producers and Tourism Enterprises in Nicaragua

Connecting Local Food Producers and Tourism Enterprises in Nicaragua

With support from the Netherlands Development Organization (SNV) and the UNWTO ST-EP Foundation, UNWTO collaborated with the Nicaraguan Association of Cooperatives (CLUSA) to develop a system for supplying fruits and vegetables sourced from local producers to hotels in Managua region.

This ST-EP project, which was completed in December 2010, started with a value chain analysis of the accommodation sector that identified the opportunities

for linkages and helped raise awareness among hoteliers. In order to meet the quality standards required by hotels and restaurants, farmers received training on production techniques, harvest management and business administration. Moreover, a revolving fund was established for the purchase of seeds and agricultural equipment.

Small Farmer, the wholesale outlet of CLUSA, served as the sales network, while at the same time carrying out quality

control of the products. Relations were subsequently established between Small Farmer and the small hotels of the HOPEN network, restaurants and supermarket chains. Today, over 50 local producers (microbusinesses and cooperatives) supply their products regularly to Small Farmer and have enhanced skills to operate in the local markets. The linkages created with the tourism sector help reduce economic leakages and generate higher income for the local economy. ◀



The ST-EP partners

The implementation of the various ST-EP projects would not have been possible without the contribution and engagement of several countries and institutions.

The Government of the Republic of Korea was a pioneer partner in the launching of the ST-EP Initiative, by offering an initial contribution to host and establish the UNWTO ST-EP Foundation in Seoul. In 2010, significant progress was made in the consolidation and expansion of partnerships for the ST-EP Initiative. The UNWTO ST-EP Foundation, the

Italian Government and the Netherlands Development Organisation (SNV) continued to provide financial and in-kind support to new and ongoing projects. The Flemish Government made an additional contribution to the ST-EP activities in Mozambique. UNWTO collaborated with the Netherlands Committee of the World Conservation Union (IUCN-NL) to provide guidance to six projects supported through the ST-EP Biodiversity Small Grants Fund. Two gender projects were launched with a contribution of the Spanish Agency for International

Cooperation for Development (AECID) and a new partnership was established with the Travel Foundation to launch a ST-EP Destination Management fund that will support a first pilot project in Kenya. Other partners of the ST-EP Initiative include the Tsingtao Brewery (China), the Korean International Cooperation Agency (KOICA), the Government of Macao SAR, the Ramsar Swiss Fund for Africa, the French Ministry of Foreign Affairs, the Government of Thailand, and the Government of Cambodia. ◀



Further reading and resources

- **UNWTO statutes**
www.unwto.org/en/about/statutes
- **UN Millennium Development Goals**
www.un.org/millenniumgoals
- **UNWTO Technical Cooperation and Services**
cooperation.unwto.org
- **Spanish MDG Fund**
www.mdgfund.org
- **Sustainable Tourism – Eliminating Poverty Initiative**
step.unwto.org
- **ST-EP Foundation**
www.unwtostep.org
- **Promotional websites developed under ST-EP project in Senegal**
www.asescaw.sn
www.adksl.com
www.fesfop.org
www.djoudjvillages.com
- **Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations**
publications.unwto.org
- **Tourism and Poverty Alleviation: Recommendations for Action**
publications.unwto.org

During the recent global economic crisis, tourism has proved its resilience as a major generator of employment. In fact, hotel and restaurant services were among the very few activities worldwide in which employment levels resisted decline. Tourism is today a leading sector in creating jobs, particularly in developing countries where it provides unique employment opportunities for rural communities, young people and women. In 2010, tourism is estimated to have generated one in every 12 jobs worldwide. In order to strengthen the human capital of its Members, UNWTO regularly organizes regional and national training workshops aimed at awareness raising, human resource development and capacity building among public officials, NGOs, the private sector and communities in key areas. Topics addressed range from tourism statistics and marketing to sustainable tourism and destination management.



Chapter 6

Advancing tourism education and skills

The success of tourism as a service sector depends largely on quality, so a skilled and motivated workforce is critical. Education and training are key factors in sustainable tourism development, providing people at all levels of ability with the relevant skills to assume active responsibility aimed at improving employment conditions.

The UNWTO.THEMIS Foundation: education as a priority

The UNWTO.THEMIS Foundation was founded in 1998 to fulfill the educational and training needs of UNWTO Member States whilst promoting tourism as an instrument for development. The Foundation enables Members to devise and implement effective human resources development policies, plans and tools to harness the employment potential of tourism and to enhance competitiveness and sustainability. In 2010, and considering the priority given by UNWTO Member States to education, the UNWTO.Themis Foundation was given full responsibility of advancing the work of the Organization in this area.

The Foundation is governed by a Board of Trustees made up of representatives from UNWTO, responsible for its management and administration, and from the Government of Andorra.

In 2010, significant advancements were made in the **four areas of work** covered by the UNWTO.Themis Foundation: **Strategy, Capacity, Volunteers and TedQual.**

UNWTO.Strategy

UNWTO.Strategy assesses the needs for tourism education and training, including human resource development plans. The strategy division of the UNWTO.Themis Foundation evaluates tourism institutions and

makes policy recommendations and strategic development plans.

In 2010, two major research projects were initiated: a study of the labour market in the Middle East and North Africa, carried out by the University of Surrey (UK) to identify market characteristics, examples of good practice and propose recommendations on education policy, and a study by the Kenya Utalii College aimed at analysing the profiles of the tourism labour market, the supply of education and training, the gaps between demand and supply, and highlighting examples of high performance in Africa. Practical solutions and recommendations for Member States in the region will also be included.

UNWTO.Capacity

The UNWTO.Capacity aims to strengthen the competencies of tourism experts through educational training initiatives in which knowledge and tools are shared in a practical and interactive way.



UNWTO. Ted Qual Mentoring event, Switzerland, September 2010.

One of the main activities in this area is the yearly edition of the UNWTO Practicum. This initiative aims at familiarizing national tourism administration officials with the activities of the UNWTO Programme of Work while offering them specialized training courses on key tourism issues and creating a network of tourism officials. The 2010 Practicum, with three editions, one in May and two in November, aimed to build on the capacities of officials at a national and regional level with state-of-the-art knowledge and practical experiences in the area of tourism marketing. It focused on strategic marketing and included sessions on market research, product development, positioning and branding, operational marketing, e-marketing and the evaluation of marketing activities.

During 2010, UNWTO.Capacity also organized ‘training the trainers’ events and international courses and supported several other activities such as a training course for

Enterprising Women in Africa in Mozambique, a workshop on Tourism and Poverty Alleviation, in collaboration with the UNWTO ST-EP initiative, in Senegal, a workshop on Tourism Marketing Planning in Qatar and a workshop on Tourism Destination Management, also in Qatar.

UNWTO.Capacity: Training the Trainers in Zimbabwe

During March 2010, three ‘training the trainers’ courses took place in Zimbabwe in order to enhance the capacity of tourism officials and specialists. Courses were led on guiding, front desk and restaurant services; specific topics included product development, customer service, visitor expectations, itinerary design and hygiene and safety procedures. The courses ran in collaboration with the Ministry of Tourism and Hospitality Industry of Zimbabwe. ◀

UNWTO.Capacity: International Courses

Two management courses were led by UNWTO.Capacity in 2010. UNWTO Sustainable Tourism Development: Management Policies and Instruments was held in Mexico and completed by more than 40 officials from national, regional and local governments and the private sector from Mexico, Argentina, Chile, Costa Rica, Ecuador and Guatemala. The new edition of UNWTO Excellence in Tourism Management was launched in Argentina and led by UNWTO, the UNWTO.Themis Foundation and the Government of Argentina, thanks to the participation of national tourism administration officials from Africa and South America. Both courses comprised a practical component in which participants gathered information through interviewing local tourism stakeholders. ◀



A participant receives her diploma from Taleb Rifai, UNWTO Secretary General, during the UNWTO Practicum, May 2010.

UNWTO.Volunteers

The UNWTO.Volunteers initiative trains young professionals in tourism as a tool for poverty alleviation and development. By then end of 2010, over 160 postgraduates have received training on tourism for development. The theoretical component of the initiative comprises a university course on Tourism and International Cooperation for Development

which trains university graduates and young professionals through a combination of online and on-site exercises.

A selection is made from among the participants that have satisfactorily completed the University Course on Tourism and International Cooperation for Development to form part of the UNWTO Volunteers Corps.



The UNWTO.Volunteers Corps is made up of young professionals from around the world who have experience in a variety of industries from architecture to anthropology and business administration to marketing, all of whom have completed the Course on Tourism and International Cooperation for Development. Around 50 UNWTO Volunteers have been working on tourism development projects around the world since 2007. Through participation in development assistance

initiatives of UNWTO or Member States, the volunteers carry out field work specialised in areas such as tourism inventories, value chain analysis and promotion, in order to support local stakeholders in implementing programmes. Volunteers can also support national, regional and local administrations of UNWTO Member States, providing governments of developing countries with high calibre junior professional tourism specialists where gaps in local expertise exist.

“ Today the challenges for achieving the commitments and objectives of the Millennium Development Goals are more urgent than ever. Much remains to be done to achieve a fairer, more supportive and equitable world. However, the people of Minas Gerais have taught me a lesson: “when you join enough people around a cause, many ideals start becoming achievable. ”

Jael Pozo, UNWTO Themis Foundation Volunteer in Brazil.



UNWTO. Volunteers in Ghana’s West Coast

An eleven month volunteer project in Agona Nkwanta and Ahanta West District Western region, Ghana, began in March 2010, with the aim to contribute to poverty reduction in Ghana’s West Coast (GWC) by enhancing the sustainable growth of tourism activities in the area through the adoption of a multi-stakeholder approach.

Among other tasks, volunteers are responsible for giving support to destination management activities, product improvement, development and strengthening of business links between private sector and local communities, and preparation and dissemination of information on investment opportunities in the tourism sector.

The project is carried out within the UNWTO ST-EP Initiative framework and, in addition to benefiting the local area, it also enriches the volunteers’ perception of the local and social reality of tourism. Joint UNWTO.Volunteers and ST-EP missions were also implemented in 2010 in Burkina Faso, Guatemala, Mozambique, Nicaragua and Senegal. ◀

“ Witnessing Bhutan in the process of becoming a pioneer in sustainable tourism practices and a leading example of how to preserve ancestral cultural and natural values is something that has enriched my professional background enormously. Many are the times I feel very privileged to have had the opportunity to contribute humbly to this process. ”

Ignacio de las Cuevas, UNWTO Themis Foundation Volunteer in Bhutan.

UNWTO.TedQual

UNWTO.TedQual is an initiative to improve the quality of tourism education, training and research programmes. UNWTO.TedQual consists of a certification of quality assurance and is the only international certification issued by UNWTO. In 2010, several programmes around the world, mainly in the area of tourism management, obtained the certification at institutions of recognized prestige, including

the Bachelor in Tourism and Hospitality Management of the University of Waikato, New Zealand, the BA in Tourism and Travel Management and the BA in International Tourism Management of the International University of Applied Sciences of Bad Honnef, Bonn, Germany. The initiative aims to measure the efficiency of the academic systems and the degree of incorporation into the programmes of the needs of the tourism sector as well as those of students. ◀



UNWTO. Volunteers in Brazil.

UNWTO.TedQual auditors training

In May 2010, the third course for UNWTO.TedQual auditors was held at the UNWTO certified University BBI, the Brussels Business School, Belgium. Participants from ten countries from across the Americas, Asia and Europe, attended the course in order to become part of the UNWTO.TedQual auditors' team. The event also included a working meeting with current auditors, providing an opportunity to share their experience of integrating the principles of the United Nations and of UNWTO Global Code of Ethics for Tourism among the aspects to be evaluated in the UNWTO.TedQual certification system.

The UNWTO.TedQual Mentoring programme was created to encourage the exchange of knowledge between UNWTO certified education institutions in developed and in least developed countries. In this framework, six institutions from Europe have agreed to support the national tourism administrations of Angola, Algeria, Cape Verde, Uganda, Mozambique and Tunisia in updating their tourism curriculum for higher education, creating a basic tourism library in each country and updating their knowledge through in-situ or scholarship programmes. ◀

UNWTO.TedQual: First mentoring activity in Europe

In September 2010, the first UNWTO.TedQual mentoring activity was held in Switzerland where the César Ritz College received another UNWTO.TedQual Institution, the Higher Hotel Institute of Cyprus (HHIC), with the aim of supporting them in updating their curriculum and pedagogical system. During the activities, members of the

UNWTO.TedQual network gave HHIC a French, Anglo-Saxon and Spanish perspective on areas of teaching curriculum. The second stage of the activity was held later in the year in Cyprus, where the UNWTO.Themis Foundation and two of its certified institutions, La Rochelle Business School, France, and the University of

Surrey, UK, presented a first report to HHIC's stakeholders of the public and private sector as well as faculty members and students. The report was designed to support the redevelopment of the HHIC programmes through identifying their direct needs and other trends and standards. The mentoring activity with HHIC will continue into 2011. ◀



UNWTO.TedQual: Education on a national level

In addition to providing expertise for higher education institutions, in 2010, UNWTO.TedQual joined a network to support the Schools Friends of Tourism Programme in Colombia, a unique initiative on a national level created by the Ministry of Commerce, Industry and Tourism. The programme emerged to encourage the design of an integrated

model of educational development for the tourism sector, allowing the training of leaders in and for the community. The programme comprises 40 schools, reaching approximately 100,000 primary and secondary school children across Colombia. The UNWTO.TedQual programme will work with the schools to integrate the United Nations

principles and the concept of tourism cooperation for development into their curriculum and pedagogical system.

The initiative relies on further support from the Ministry of Education of Colombia and the Servicio Nacional de Aprendizaje (SENA). ◀

Further reading and resources

- UNWTO.Themis Foundation
<http://themis.unwto.org/>

WWW

The horizontal and wide-reaching nature of tourism requires unity and collaboration from all stakeholders in order to face the global challenges of the 21st century most effectively and build a more sustainable and competitive sector. UNWTO seeks to facilitate cooperation between tourism players and encourage the exchange of best practice and innovation. In this process, UNWTO works in constant collaboration with a series of entities from the private and public sectors on assistance development programmes, awareness raising initiatives and tourism research. Moreover, as a United Nations specialized agency, UNWTO works closely with other UN agencies and programmes in making tourism contribute to the UN objectives.



Chapter 7

Partnerships for tourism

The UNWTO Affiliate Members – an opportunity to be part of UNWTO

In addition to the 154 Member States, 7 Associate Members and 2 observers, UNWTO has more than 400 Affiliate Members from over 80 countries. The Organization's Affiliate Members are advanced and global organizations, with over 70% operating in more than one country, and over 20% working in all five world regions. They include hotel groups, airlines, travel agencies, NGOs, research centres, business

schools, universities and other institutions, and work at the cutting edge of innovation, developing new technologies, carrying out research and training the professionals of the future of the tourism sector.

Joining UNWTO's network of Affiliate Members offers a unique opportunity to connect with a global alliance of organizations in world tourism that are committed to sharing knowledge, innovation and best practice. Affiliate Members benefit from UNWTO's global outreach and position in order to improve their products and competitiveness.



www.platma.org

PLATMA.org – the professional online network of the UNWTO Affiliate Members

PLATMA is the online network for UNWTO Affiliate Members. Created in collaboration with the Affiliate Member Spanish Corporation of the Management of Innovation and Technology in Tourism (SEGITTUR), this dynamic and interactive platform promotes open dialogue, collaboration and the exchange of experiences, opinions and knowledge. Embracing new technologies to spread and share the message of tourism is key to UNWTO, and PLATMA demonstrates a clear commitment by the Organization to reach out to its Members in an attractive and efficient manner. Users can work in open or closed groups and share information and best practices using a variety of tools, including comments, photos, podcasts, blogs, publications, events, surveys and videos. ◀



Expanding the Affiliate Members network and offering a wider range of services

The network of UNWTO Affiliate Members is the world's premier forum for exchanging knowledge and best practices in tourism. During 2010 significant steps were made to expand the Affiliate Members network, and offer Members more possibilities to share information and experience. In June 2010, the first Meeting of Latin American UNWTO Affiliate Members took place in Brazil, followed by an International Seminar on Private and Public Cooperation, in which delegates from UNWTO Member States joined

Latin American Affiliate Members, local authorities and private sector representatives to identify and discuss private and public cooperation as a driver of integration and development in tourism destinations. Furthermore, UNWTO worked alongside the Colombian Tourism and Hoteliers Association (COTELCO) to hold an event on The Economic and Social Impact of Major Events for Cities and Destinations in November 2010.

Two publications were released by the UNWTO Affiliate Members Programme in 2010. *Perspectives and Responses for Tourism Recovery*, produced in conjunction with IE

UNWTO and Amadeus strengthen collaboration

Amadeus, one of the leading transaction processors in the tourism sector and a UNWTO Affiliate Member, is supporting UNWTO, through the UNWTO Volunteers, in a Corporate Social Responsibility Technology Transfer Project: Small Hotels Distribution. The project links small hotels and tourism accommodation through travel agencies in Nicaragua. Volunteers already giving support to a UNWTO ST-EP project in Nicaragua are facilitating the inclusion of two rural community tourism initiatives, Albergue Comunitario Nicaragua Libre and Casa Comunal La Granadilla, in this Amadeus-led corporate social responsibility project to allow both

establishments to reach a much wider market on a cost effective basis. The distribution through travel agencies provided by Amadeus is carried out free of charge on a local scale until a certain volume of sales is reached and would otherwise be unreachable for small hotels. Laptop equipment is provided to both establishments as well as training to management and staff. The project provides significant economic benefits to the businesses concerned as well as to the wider community through the sustainable growth of tourism.

Collaboration between UNWTO and Amadeus was outlined in an agreement, signed in May 2010 by the UNWTO.

Themis Foundation and Amadeus, and includes activities to strengthen entrepreneurial initiatives in areas of distribution with the support of volunteers assigned to development projects where market access needs have been identified. UNWTO volunteers provide technical guidance and advice, functioning as a liaison between Amadeus and the beneficiaries of UNWTO projects. Amadeus' Programme of Social Responsibility also includes activities for the capacity building of managers and owners of small hotels in Nicaragua and Costa Rica. ◀

Business School, includes commentary and opinions from Affiliate Members around the world in response to the global economic crisis of 2008-2009 (available at platma.org). *Outlook for Tourism in Iberoamerica* contrasts the opinions of various Affiliate Members on the prospects for tourism in the region through 2010 into 2011.

Delivering as one UN for tourism

Although the youngest of the UN family – UNWTO became a specialized UN agency in 2003 – UNWTO works in close cooperation with other UN agencies and programmes in advancing common goals of development and poverty alleviation. In the framework of the Millennium Development

Goal Achievement Fund (MDG-F), in 2010 UNWTO worked with various UN agencies and programmes on tourism development projects, including the UN Development Programme (UNDP), the UN Educational, Scientific and Cultural Organization (UNESCO), the Food and Agriculture Organization (FAO), UN-HABITAT, UN Women, the UN Population Fund (UNFPA), the International Labour Organization (ILO), the World Health Organization (WHO), the UN High Commissioner for Human Rights (UNHCHR), the UN Volunteers (UNV), the UN Conference on Trade and Development (UNCTAD), the UN Industrial Development Organization (UNIDO) and the UN Children’s Fund (UNICEF).

UN working together for tourism sustainability

UNWTO is a member of the Steering Committee of the Global Partnership for Sustainable Tourism (GPST), launched in 2010 as a follow up of the Marrakech International Task Force on Sustainable Tourism Development (ITF-STD). Through collaboration and information sharing,

the Partnership works to promote and replicate successful sustainable tourism initiatives. The Partnership consists of national governments, UN organizations, international and business organizations and NGOs, all of which have a demonstrated a commitment to

sustainable tourism. Its work focuses on policy frameworks, climate change, environment and biodiversity, poverty alleviation, cultural and natural heritage, private sector sustainable practices, finance and investment. ◀



The UNWTO Knowledge Network

The UNWTO Knowledge Network is an initiative made up of tourism knowledge institutions, organizations and enterprises from the public and private sectors, aiming to create a permanent global resource of tourism knowledge.

Following its launch in September 2010, the UNWTO Knowledge Network came to include around 80 members from over 30 countries by the end of the year. Around two thirds of the members represent educational institutions such as universities and training centers, while the remaining



third belong to other knowledge management institutions including research centers, science and technological parks and private companies.

The UNWTO Knowledge Network is set to be central to promoting a competitive and sustainable tourism sector by identifying, capturing, sharing and applying knowledge on all aspects of tourism. The UNWTO Knowledge Network will proactively participate in the creation, dissemination and application of knowledge related to tourism. It will set research and knowledge management standards on tourism analysis, policy and governance, as well as provide recommendations, best practices, codes and norms.

Strengthening global and regional partnerships

Several projects in the area of development assistance were only made possible in 2010 due to the kind support and engagement of many institutions, namely the Spanish Agency for International Cooperation for Development (AECID), the Netherlands Development Organization (SNV), the Korean International Cooperation Agency (KOICA), the Flemish Government, the Netherlands Committee of the World Conservation Union (IUCN-NL), the Italian Cooperation, the Travel Foundation, the Regional Tourism Organization of Southern Africa (RETOSA), the Casa Árabe (Arab House in Spain), and the Banesto Foundation.

The UNWTO/ETC Research programme

UNWTO and the European Travel Commission (ETC) have been conducting a joint research programme since 2002. The programme aims to serve the Members of both organizations in an effective manner on trends in areas such as source markets, marketing and

promotion and product development. Thus far, the programme has been very beneficial for UNWTO and ETC in terms of the return on investment related to the research outputs, but also in terms of fostering a close relationship between UNWTO, ETC and their Members.

A total of eleven reports have been published in the framework of the joint research programme. In 2010, these included Budgets of National Tourism Organizations, 2008-2009 and Demographic Change and Tourism. ◀

Promoting tourism development along the Silk Road

The UNWTO Silk Road Programme is a trans-regional initiative aimed at fostering cooperation and partnerships between Member States to develop the Silk Road as a network of leading destinations. The programme seeks to:

- Establish the Silk Road as a globally recognized brand, with ongoing marketing and PR campaigns
- Foster best practice in heritage management while ensuring the safeguarding of natural and cultural heritage
- Stimulate investment in tourism infrastructure and job creation, particularly in regional areas
- Promote the Silk Road as a vehicle for intercultural dialogue and peace



(L-R) Zoltan Somogyi, UNWTO Executive Director for Member Relations and Services, Taleb Rifai, UNWTO Secretary-General and Rustan Mirzaev, Chairman of Uzbektourism.

- Create a global platform for partnerships between all stakeholders: Member States, UN agencies, civil society, the private sector and educational entities.

Silk Road Action Plan 2010/2011

Since 1994, UNWTO has been working with its Member States, sister UN agencies and various partners from across the sector to drive sustainable tourism development across the Silk Road and raise awareness on important issues and challenges such as travel facilitation.

Key activities in 2010 included the introduction of the 'Silk Road Action Plan 2010/2011', a collaborative framework for marketing and capacity building, designed to raise

the profile of Silk Road tourism and drive sustainable, responsible and competitive development. The Action Plan was launched at the UNWTO 5th International Meeting on the Silk Road, which brought together over 200 delegates from over 25 countries to the ancient Silk Road city of Samarkand, Uzbekistan, to share ideas and experiences on how to best work together to build a promising future for Silk Road tourism.

During 2010, UNWTO worked to increase industry and media awareness about the Silk Road, by creating a 'Silk Road Cities Website' in partnership with Travelmole Vision as a joint-marketing initiative to showcase key Silk Road destinations and products to the global travel trade, media, consumers and potential investors. UNWTO also held a special Silk Road media event at the World Travel Market in London promoting the destinations of the Silk Road ◀

Further reading and resources

- **PLATMA – online network for UNWTO Affiliate Members**
www.platma.org

- **UNWTO Knowledge Network**
know.unwto.org

- **UNWTO Silk Road**
silkroad.unwto.org/en



The UNWTO Regional Programmes for Africa, the Americas, Asia and the Pacific, Europe and the Middle East, serve as a direct link through which the needs and concerns of UNWTO Member States are identified and addressed. The Regional Programmes support and assist UNWTO Member States and other stakeholders in the corresponding regions in their efforts to develop their tourism sector as a catalyst for job creation, sustainable economic and social development.



Chapter 8

Regional Programmes – a direct support to Member States

Regional Programme for Africa

International tourism in Africa in 2010

Africa, the only region to show positive tourism results in 2009, maintained growth during 2010, increasing international arrivals by another 3 million (+7%) to 49 million. In 2010, international tourism receipts increased in Africa by 4% (in local currency, constant prices), reaching US\$ 32 billion. The region benefited from dynamic local economies and the worldwide exposure resulting from the hosting of the FIFA World Football Cup by South Africa.

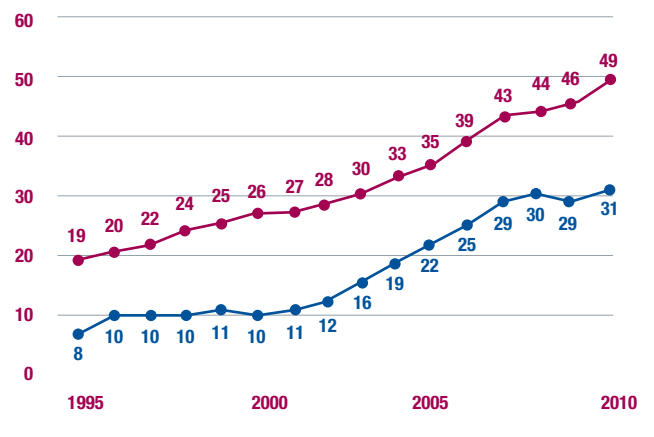
Regional activities in Africa

The work of UNWTO in Africa is designed to strengthen the institutional capacity of African countries in various domains



Africa: Inbound Tourism

International Tourist Arrivals (million) / Receipts (billion US\$)



Source: World Tourism Organization (UNWTO) ©

such as the sustainable development of tourism, tourism statistics, human resources, marketing and promotion, and information and communication technologies, with an overarching aim to improve competitiveness for the African region in the global tourism marketplace and make tourism work as a tool for development and poverty alleviation.

Within the objective of establishing new strategic alliances in the region, UNWTO has signed cooperation agreements with various organizations in Africa such as Casa Africa (Government of Spain), the Regional Tourism Organisation of Southern Africa (RETOSA) and the West African Economic and Monetary Union (UEMOA).

During 2010, 28 ST-EP projects, one MDG-F project and three Technical Cooperation projects, including a project with the Regional Tourism Organisation of Southern Africa (RETOSA) Member States, were carried out by UNWTO in Africa.

INVESTOUR: A joint initiative for the promotion of tourism development in Africa



In 2010, UNWTO, IFEMA (Madrid International Fair) and Casa Africa, introduced a new joint initiative to promote sustainable tourism development in Africa – INVESTOUR. Created to open up African destinations to the Spanish outbound and investment market, whilst fostering the growth of Africa's entrepreneurial fabric and job creation, the initiative is hosted

by FITUR, Spain's biggest international tourism trade fair. The first edition took place in January 2010 offering tourism authorities, especially the economic actors of the Economic Community Of West African States (ECOWAS), a space to present tourism opportunities to Spanish operators, enhancing business potential and increasing the visibility of African countries at an international level.

INVESTOUR also seeks to foster synergies between UNWTO and FITUR in the field of research on the

Spanish generating market, and to promote the transfer of knowledge and expertise. In order to advance these objectives, UNWTO, Casa Africa and FITUR created a working group that includes the Spanish State Secretariat of Foreign Affairs and State Secretariat of Trade, the Madrid Chamber of Commerce, the Confederation of Spanish Employers (CEOE) and the Madrid Confederation of Employers and Industries-CEOE (CEIM). ◀



Regional Seminar: Tourism Contributing to Poverty Reduction: The experience of the UNWTO ST-EP Initiative and development partners, Burkina Faso

To further promote and develop the UNWTO ST-EP Initiative, UNWTO held a regional seminar in Burkina Faso (October 2010), providing an opportunity for African countries to present and exchange experiences, and to reflect and discuss the possibilities and challenges of the ST-EP Initiative and methodology, related policy issues and management techniques. The Seminar was addressed to tourism stakeholders interested in, and committed to, enhancing the

local economic impact from tourism, and in particular in ensuring that the poor benefit from tourism development. These included representatives of national and local governments, tourism boards and associations, DMOs, accommodation providers, tour operators, local communities, academics and NGOs. ST-EP projects were discussed in terms of identifying and executing interventions as well as applying the ST-EP methodology and measuring its impacts. ◀

The Regional Programme for the Americas

International tourism in the Americas in 2010

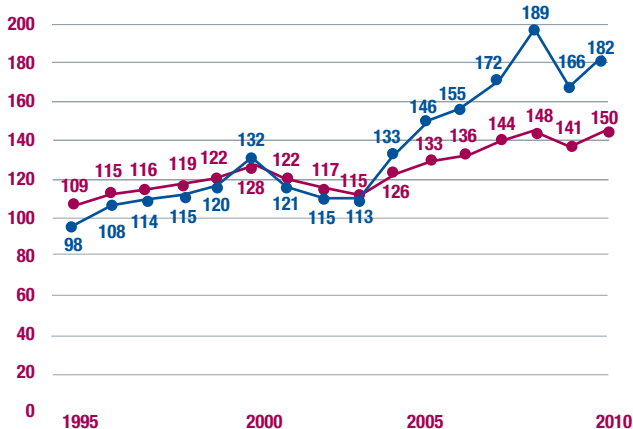
Tourism in the Americas declined in 2009 largely as a result of the economic recession in North America and the A(H1N1) influenza outbreak. The recovery that started in the last quarter of 2009 continued throughout 2010. International tourist arrivals reached an all-time high in 2010, growing by 6% to 150 million. This was 10 million more than in the crisis year 2009 and 2.5 million more than at the peak year 2008. This growth was slightly above the world average, half that of Asia and the Pacific and the Middle East, but twice the growth of Europe. Growth in international tourism in the Americas is mostly explained by economic factors, namely the signs of recovery from the US economy and the vitality of Latin American economies during 2010. The increasing regional integration in Central and South America has also favoured this trend. By sub-region, South America (+10%)

Regional activities in the Americas

Throughout 2010, UNWTO work in the Americas was focused on developing new forms of collaboration with regional institutions. Within the objective of strengthening strategic alliances in the region, contacts were established with the Latin American Association of Financial Institutions for Development (ALIDE), the international body representing the development banks in Latin America and the Caribbean, for future work on providing countries with mechanisms for attracting tourism investors and with the Organization of American States (OAS) to set a collaborative framework in areas such as training – particularly in areas such as risk and crisis management and tourism security, sustainable tourism policies, the strengthening of governmental institutions and the upgrading of the tourism sector.

Americas: Inbound Tourism

International Tourist Arrivals (million) / Receipts (billion US\$)



Source: World Tourism Organization (UNWTO) ©

was no doubt the strongest performer in the region, as was already the case in 2009, followed by North America (+7%). Recovery was slightly slower in Central America (+4%) and the Caribbean (+3%).

Seventh UNWTO International Tourism Forum for Parliamentarians and Local Authorities, Mexico

The Seventh UNWTO International Tourism Forum for Parliamentarians and Local Authorities was held in Puerto Vallarta, Mexico, in November 2010 and served as an example of the integration of all concerned parties in the tourism sector. The Forum attracted tourism authorities at national, regional and local levels as well as private stakeholders

and representatives from development agencies to identify instruments that should be put into place in order to encourage partnership across the sector. Key issues debated included recommendations for navigating the economic crisis, the protection of tourists and the role of government and legislators compared to those of business. ◀



Meeting of the UNWTO Regional Commission for the Americas, 2010

Throughout 2010, thirteen ST-EP projects and seven MDG-F projects were under implementation in the Americas. In terms of technical assistance in the region, particularly through the MDG-F projects in 2010, UNWTO focuses on poverty alleviation through job creation. One of the main concerns is providing new tools for local communities, poor people and the youth in Latin America through capacity building programmes, for example, on environment conservation and destination promotion methods.

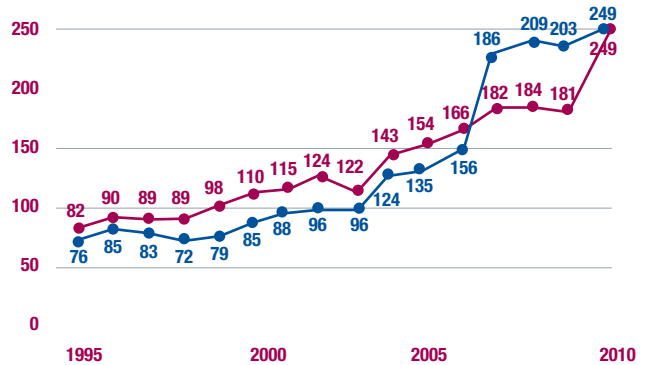
Regional Programme for Asia and the Pacific

International tourism in Asia and the Pacific in 2010

Asia and the Pacific, the first region to recover from the 2009 crisis, reached a new historic record of 204 million international tourist arrivals in 2010. The 13% increase, which was double the world average and followed an only modest 2% decline in 2009, confirms Asia as the strongest growing region in the world over the past two years. Results by sub-region show

Asia and the Pacific: Inbound Tourism

International Tourist Arrivals (million) / Receipts (billion US\$)



Source: World Tourism Organization (UNWTO) ©

that North-East Asia performed the strongest (+14%), while South-East Asia, the sub-region least affected by the crisis in 2009, consolidated its good results with a 12% increase in 2010. International arrivals in South Asia grew also at double-digit rate (+12%), while growth in Oceania (+6%) was just below the world average.



Regional activities in the Asia and the Pacific

In Asia and the Pacific, UNWTO works to establish a network of academics, industry representatives and government officials to work in various areas such as the production of regular Asia-Pacific market trend reports, a

UNWTO certification programme for destinations and the UNWTO Asia-Pacific newsletters. During 2010, six ST-EP projects and two technical cooperation projects were under implementation in Asia and the Pacific.

UNWTO/PATA Conference on Tourism Trends and Outlook for Asia and the Pacific, Guilin, China

The Fourth UNWTO/PATA Conference on Tourism Trends and Outlook for Asia and the Pacific was held in September 2010 in Guilin, China, in collaboration with the Pacific Asia Travel Association (PATA), the Hong Kong Polytechnic University and the Guilin Municipal Government.

In 2009, UNWTO and these entities agreed to set a permanent tourism research forum to be held annually in Guilin. The conference responds to the UNWTO objective to provide its

Members with the latest analysis of tourism trends and serves as a platform for governments, NGOs, destination marketing organizations, industry and academics to exchange ideas and discuss contemporary issues affecting global and regional tourism.

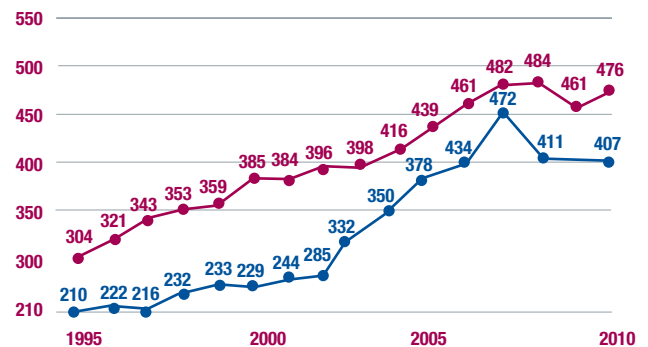
In 2010, information was shared on research, strategies and practices in periods of crisis. The fourth edition of the conference focused on the importance of domestic and regional tourism and how they foster economic

development, socio-cultural integrity and environmental sustainability. Discussions addressed the ability of domestic tourism to cushion the negative impacts of a crisis on a country's international tourist arrivals, the pivotal role which regional and sub-regional tourism alliances play in destination marketing, and potential benefits offered by the development of joint initiatives. ◀



Europe: Inbound Tourism

International Tourist Arrivals (million) / Receipts (billion US\$)



Source: World Tourism Organization (UNWTO) ©

Regional Programme for Europe

International tourism in Europe in 2010

International tourist arrivals in Europe reached 477 million in 2010, some 15 million (+3%) more than in 2009, but still 8 million short of the 2008 peak year. Western Europe (+4%) was the only sub-region in Europe that recovered fully from the impact of the crisis, in the sense that arrivals in 2010 exceeded those in

2008. Northern Europe (+1%), by contrast, was the sub-region that showed the lowest growth in the world in 2010. Central and Eastern Europe (+5%) achieved the strongest growth among Europe's sub-regions in 2010, but arrivals were still short of those in 2008, while arrivals in Southern and Mediterranean Europe although up by +3% in 2010.



Regional activities in Europe

During 2010 UNWTO reinforced its cooperation with other regional and international bodies active in Europe such as USAID, GIZ (German Development Agency) and SNV (Netherlands Development Organisation). Efforts have also been deployed to increase UNWTO Membership in the region through meetings with national authorities in Iceland (September 2010), Ireland (October 2010) and Belgium (October 2010). During 2010, one ST-EP project, two MDG-F projects and one Technical Cooperation project were being implemented in the region.

Regional Programme for the Middle East

International tourism in the Middle East in 2010

Tourism in the Middle East grew strongly during 2010 – international tourist arrivals increased by 14% but based on a weaker 2009. Arrivals reached an all-time record value at 60 million in the region.

Encouraging regional collaboration in Europe

UNWTO actively supports regional tourism development, proven to be beneficial for a profitable and sustainable tourism sector. In recent years, a growing trend of a regional approach to tourism development has been apparent in Europe, in areas such as the Baltic Sea Region, the Scandinavian Countries, the Carpathian Region, the South Caucasus Region and the Mediterranean. UNWTO support for

such collaboration was highlighted in 2010 at the 5th International Conference of the Black Sea Economic Cooperation Organization on Tourism Infrastructure Development in the Black Sea Region in Russia in October as well as during a seminar on Tourism as a Tool for Sustainable Regional Development, held in Albania in November 2010 in cooperation with SNV, USAID and UNDP.

UNWTO acknowledges that cooperation on regional, national and international levels is key for designing and implementing tourism strategies for regional development. It emphasizes the benefits of tourism as a development opportunity for emerging regions such as Eastern Europe, and the vast possibilities made available through regional partnerships. ◀

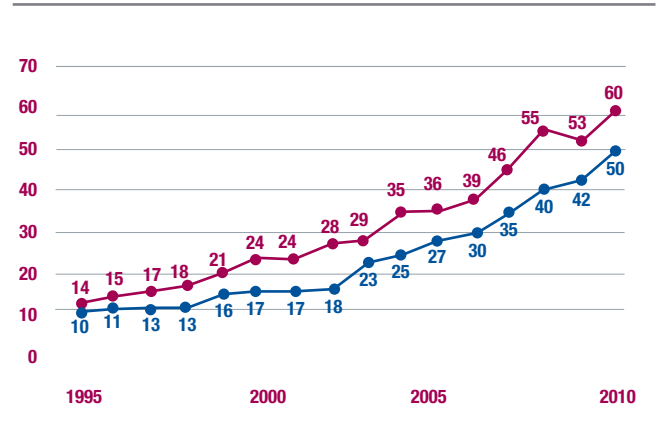
Regional activities in the Middle East

A regional workshop took place in Tripoli, Libya, in December 2010, to address enhancing the competitiveness of tourism in Arab countries, organized in the framework of the increased cooperation between UNWTO and the League of Arab States and the Arab Tourism Organization. In terms of promoting sustainable tourism, UNWTO held an International Conference on Responsible Tourism in Destinations, in Muscat, in cooperation with the Ministry of Tourism of the Sultanate of Oman and the International Centre for Responsible Tourism.

In 2010, the first ST-EP project in the Middle East began in Yemen, one MDG-F project was instigated in Egypt and three technical cooperation projects were implemented in the region. ◀

Middle East: Inbound Tourism

International Tourist Arrivals (million) / Receipts (billion US\$)



Source: World Tourism Organization (UNWTO) ©



Egyptian Tourism Authority ©

Further reading and resources

WWW

- **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

UNWTO Member States

UNWTO Members and year of admission in the organization.



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 Rep. 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)
- Madagascar (1975)
- Malawi (1975)
- Mali (1975)
- Mauritania (1976)
- Mauritius (1975)
- Morocco (1975)
- Mozambique (1995)
- Namibia (1997)
- Niger (1979)
- Nigeria (1975)
- Rwanda (1975)
- Sao Tome and Principe (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 Rep. (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)



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)

UNWTO Programmes

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

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

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

Indirect Support Programmes		
Human Resources	-	pers@unwto.org
Budget and Finance	-	-
Information and Communication Technologies	-	-
Travel	-	-
Legal and Contracts	-	-
Purchases, Premises and Security	-	-

The list of programmes is current according to UNWTO Circular NS/732.

Technical Cooperation Projects 2010

Technical Assistance projects and missions

Country	Project Title
<i>Technical Cooperation Projects</i>	
AFRICA	
Botswana	Implementation of the Tourism Satellite Account (TSA)
Burundi	National Strategy for the Sustainable Development of Tourism
Niger	National Sustainable Tourism Development Strategy
ASIA & THE PACIFIC	
China	Community-based Tourism Development Plan for Junba Village and Tourism Marketing Development Plan for Tibet
	Design and Development of a Diploma Program in Hospitality Management for the Guilin Institute of Tourism
India	Tourism Development Master Plan for Punjab (Phase II)
EUROPE	
Uzbekistan	National Statistical Capacity-Building Programme
MIDDLE EAST	
Egypt	Review and Implementation of the New Hotel Classification System
Oman	Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan
	Development of a Tourism Satellite Account (TSA)
Syrian Arab Republic	Sustainable Tourism Development in Al-Ghab
<i>Regional Project</i>	
AFRICA	
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
<i>Technical Missions</i>	
AFRICA	
Tunisia	Development of a New Hotel Classification System
MIDDLE EAST	
Syrian Arab Republic	Development of a New Hotel Classification System

MDG-F projects

Country	Project Title	Lead Agency and other participating UN agencies
AFRICA		
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 Yasuní 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, UNHCHR, 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 in Peru	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

ST-EP projects portfolio in 2010

Country	Project Title	Main Sources of Funding
AFRICA		
Benin	Promotion and Sustainable Development of Tourism in the Buffer Zone of Park W	Italian Cooperation
Burkina Faso	Development of a Community-based Tourism Complex in Bazoulé	ST-EP Foundation
	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	SNV (Netherlands Development Organisation) ST-EP Foundation UNWTO
	Konso Community Tourism	ST-EP Foundation
Ghana	Development of Local Market Linkages and Community-based Tourism Enterprises Capacity in the West Coast	Italian Cooperation
	West Coast Tourism Destination Area	Italian Cooperation
	Savannaland Destination Tourism Programme	SNV ST-EP Foundation UNWTO
Kenya	Business Case for Wildlife Conservation in Kasigau	IUCN-NL (Netherlands Committee of the World Conservation Union), ST-EP Foundation UNWTO
	Enhanced Market Access for Community-based Tourism Products	SNV ST-EP Foundation UNWTO
	Enhancement of Local Employment in Amboseli through the Creation of a Pioneer Vocational Tourism Training School	IUCN-NL ST-EP Foundation UNWTO
Lesotho	Rural Home Stays Development	ST-EP Foundation
Mali	Strengthening the Capacities of Tourism Stakeholders at Douentza and d'Hombori	ST-EP Foundation
	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	AECID (Spanish Cooperation Agency)
Mozambique	Community-based Lodges Training Programme	ST-EP Foundation Flemish Government
	Supporting Platform for Inhambane Tourism Initiatives	SNV ST-EP Foundation UNWTO
Namibia	Tourism Training for Rural Women	AECID
Niger	Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Microenterprises	Italian Cooperation
Rwanda	Congo-Nile Trails: Bringing Tourism to One of Africa's Poorest and Most Beautiful Regions	SNV ST-EP Foundation UNWTO
Senegal	Institutional Development for the Tourism Sector in the Region of Saint Louis and Louga	Italian Cooperation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	SNV ST-EP Foundation UNWTO
	Pangani - Saadani Coastal Protection	ST-EP Foundation
	Uluguru Mountains Ecotourism Project	ST-EP Foundation IUCN Netherlands
West Africa	Multidestination Marketing Programme	Italian Cooperation
	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 (Korea International Development Agency)
Zambia	Village Action for Sustainable Tourism	Organization of the Islamic Conference (OIC)
		ST-EP Foundation

AMERICAS		
Bolivia	Strengthening Community-based Tourism	ST-EP Foundation
	Strengthening Rural Community-based Tourism and Commercial Management along the Inca Trail	SNV
		ST-EP Foundation
Central America	Support Programme for Rural Tourism	UNWTO ST-EP Foundation
Ecuador	Fostering Rural Community-based Tourism, Inclusive Business and Effective Destination Management along the Inca Trail	SNV
		ST-EP Foundation
		UNWTO
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
		UNWTO
	Sales Increase through the Innovation of the Culinary Culture	SNV ST-EP Foundation UNWTO
Nicaragua	Establishing Linkages between Garifunas and Small Businesses and the Bahía de Tela “Los Micos Beach & Golf” Resort	ST-EP Foundation
	Connecting Local Food Providers with Larger Entrepreneurs in Mainstream Destinations	SNV
		ST-EP Foundation
Peru	Enhancing Rural and Community-based Tourism Initiatives in Masaya and Granada (RENITURAL)	UNWTO Italian Cooperation
	Strengthening Rural Community-based Tourism in Aypate and Effective Destination Management along the Inca Trail	SNV
		ST-EP Foundation
		UNWTO
	Strengthening Rural Community-based Tourism in Puno and Effective Destination Management along the Inca Trail	SNV
ST-EP Foundation		
UNWTO		
	Knowledge Exchange on Community-based Rural Tourism	ST-EP Foundation

ASIA		
Cambodia	Enhancing the Mekong Discovery Trail	SNV
		ST-EP Foundation
		UNWTO
China	Tourism and Handicraft Production in Guizhou Province	Tsingtao Brewery.Co.Ltd
Lao PDR	Canopy Walkway and Zip Line: a New Tourist Attraction at Dong Hua Sao National Park	IUCN-NL
		ST-EP Foundation
		UNWTO
Nepal	Upgrading Local Facilities to Promote Community-based Elephant Tourism and Conservation in the Hongsa District	IUCN-NL
		ST-EP Foundation
		UNWTO
Nepal	Great Himalaya Trail Development in West Nepal: Linking Enterprises to Tourism Markets	SNV
		ST-EP Foundation
		UNWTO
Viet Nam	Livelihood Improvement and Biodiversity Conservation in Coastal Tam Giang Lagoon	IUCN-NL
		ST-EP Foundation
		UNWTO
EUROPE		
Albania	Korca Region Tourism Destination Development and Management Programme	SNV
		ST-EP Foundation
		UNWTO
MIDDLE EAST		
Yemen	Handicrafts, Heritage and Employment in Al-Mahweet	ST-EP Foundation

2010 Events

Global Events

Date	Place	Title
18 Jan	UNWTO Headquarters, Madrid, Spain	UNWTO Press Conference
18 Jan	Madrid, Spain	Workshop on "UNWTO as a Knowledge-based Organization: Tourism policy making in Europe" [FITUR]
21 Jan	Madrid, Spain	Hotel Energy Solutions Conference, Towards a More Competitive Industry [FITUR]
21 Jan	Madrid, Spain	Seminar on "Perspective and Responses for Stimulating Recovery" [FITUR]
21 Jan	Madrid, Spain	Twenty-fifth meeting of the Board of the Affiliate Members [FITUR]
24 Feb	Johannesburg , South Africa	T20 Ministerial Summit
10 Mar	Berlin, Germany	Media Breakfast with Foreign Press Association [ITB]
10 Mar	Berlin, Germany	Market Intelligence and Communications in Times of Crises [ITB]
11 Mar	Berlin, Germany	5th meeting of the Destination Council [ITB]
11 Mar	Berlin, Germany	UNWTO Press Conference [ITB]
11 Mar	Berlin, Germany	ST-EP Forum [ITB]
11 Mar	Berlin, Germany	ST-EP Board Meeting [ITB]
11 Mar	Berlin, Germany	Meeting of Executive committee of the Task Force for the protection of children in tourism [ITB]
12 Mar	Berlin, Germany	Twenty-fifth meeting of the Task Force for the protection of children in tourism [ITB]
12 Mar	Berlin, Germany	UNWTO Fourth meeting of the Tourism Resilience Committee [ITB]
13 Mar	Berlin, Germany	Board Meeting of Affiliate Members [ITB]
15 Mar	Moscow, Russian Federation	Seminar on Public-Private Partnership in Tourism: Methods and Solutions for the Future
22 Mar	UNWTO Headquarters, Madrid, Spain	Advisory Group on Statistics
25 Mar	UNWTO Headquarters, Madrid, Spain	Eleventh meeting of the Committee on statistics and the tourism satellite account
13 Apr	Washington D.C., United States of America	UNWTO Workshop on Social Media and its Impact on Travel and Tourism under Challenging Circumstances such as the Pandemic (H1N1) 2009
13 Apr	Ordino, Andorra	Sixth World Congress on Snow and Mountain Tourism
15 Apr	Luxor, Egypt	Ninth meeting of the World Committee on Tourism Ethics

Date	Place	Title
19-21 Apr	UNWTO Headquarters, Madrid, Spain	Fifty-second meeting of the Committee on Budget and Finance
28 Apr	Sofia, Bulgaria	Technical Seminar on "Tourism Governance in Times of Crisis: Conjunctural and Structural Policies"
3-4 May	Kuala Lumpur, Malaysia	UNWTO 3rd Review and Preparation Exercise on Travel and Tourism under Pandemic Conditions
8-21 May	Barcelona / Madrid, Spain Andorra	Practicum
6-8 Jun	Puerto Iguazú, Argentina	Eighty-eighth session of the Executive Council
12 Aug	Santo Domingo, Dominican Republic	Seminar on Communications as the Component of Crisis Management
20 Sep	UNWTO Headquarters, Madrid, Spain	Thirty-eighth Meeting of the Programme Committee
22 Sep	London, United Kingdom	Inter-Agency Travel Network
26 Sep	Guangzhou, China	UNWTO News Conference
27 Sep	Guangzhou, China	2010 World Tourism Day Official Celebrations
4 Oct	Kota Kinabalu, Malaysia	Global Tourism Conference
8-9 Oct	Samarkand, Uzbekistan	5th International Meeting on the Silk Road
10-12 Oct	Muscat, Oman	4th International Conference on Responsible Tourism in Destination
11-13 Oct	Buyeo, Republic of Korea	Second T.20 Ministers' Meeting
19 Oct	Antigua, Guatemala	Media Workshop "Tourism in the News"
24-26 Oct	Kish Island, Islamic Republic of Iran	Eighty-ninth session of the Executive Council
27 Oct	Nagoya, Japan	Side Event Addressing the Biodiversity Challenge "Tourism & Biodiversity: How to Achieve Common Goals towards Sustainability"
9 Nov	London, United Kingdom	UNWTO News Conference
25 Nov	Tirana (Albania)	Seminar on Tourism as a Tool for Sustainable Regional Development
20 Nov-3 Dec	Barcelona / Madrid, Spain Andorra	Practicum
6 Dec	Cancún, Mexico	Side Event "Tourism's Response to Climate Change?" in the context of the Conference of the Parties (COP 16) of the UN Framework Convention on Climate Change
9-10 Dec	UNWTO Headquarters, Madrid, Spain	UNWTO Workshop on Travel and Tourism and the Pandemic 2009: Lessons Learned for Building a Safer World

Regional Events

AFRICA

Date	Place	Title
17-19 May	Algiers, Algeria	Fiftieth meeting of the Commission for Africa Technical Seminar
25-27 Aug	Johannesburg, South Africa	Fourth Workshop of the Statistics Capacity-Building Programme for Africa
1-3 Oct	Ouagadougou, Burkina Faso	Regional Seminar on "Tourism contributing to poverty reduction: The Experience of UNWTO ST-EP Programme and Development Partners"
19-20 Oct	Cairo, Egypt	Regional Seminar on Innovation and Reform of Tourism Education and Training Systems in the Middle East and North Africa Region

AMERICAS

DATE	PLACE	TITLE
6 Jun	Puerto Iguazú, Argentina	Fifty-first meeting of the Commission for the Americas Technical Seminar
8 Jun	Foz de Iguazú, Brazil	First meeting of the Latin American UNWTO Affiliate Members
9 Jun	Foz de Iguazú, Brazil	First Seminar of the Latin American Affiliate Members on "Public and private cooperation as a driver of integration and development in tourism destinations"
23-24 Sep	Brasília, Brazil	Regional Workshop on Risk and Crisis Management in Tourism Sector
16-18 Nov	Puerto Vallarta, Mexico	Seventh International Tourism Forum for Parliamentarians

ASIA-PACIFIC

DATE	PLACE	TITLE
1 Mar	UNWTO Headquarters, Madrid, Spain	Annual Meeting for Asia-Pacific Ambassadors
10-12 May	Hanoi, Viet Nam	Twenty-second joint meeting of the Commissions for East Asia and the Pacific and for South Asia Technical Seminar
22-26 Nov	Bangkok, Thailand	First Workshop for the Statistics Capacity-building Programme for Asia

EUROPE

DATE	PLACE	TITLE
29 Apr	Sofia, Bulgaria	Fifty-first Meeting of the Commission for Europe
12 Nov	UNWTO Headquarters, Madrid, Spain	Meeting of the Ambassadors of the UNWTO Commission

MIDDLE EAST

DATE	PLACE	TITLE
26 Jan	Doha, Qatar	Strategic and Operational Marketing
22-23 Jun	Sana'a, Yemen	Thirty-fourth meeting of the Commission for the Middle East
23-25 Nov	Doha, Qatar	Regional Capacity Building Workshop on Destination Management

Publications 2010

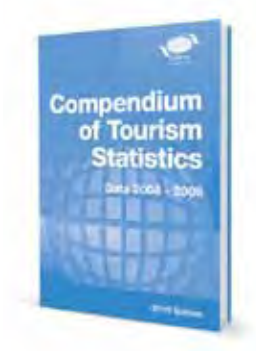
Budgets of National Tourism Organizations, 2008-2009 *in collaboration with ETC*

'Budgets of National Tourism Organizations, 2008-2009' is a benchmarking reference tool on inbound tourism marketing. This ETC/UNWTO report compiles and analyses updated and comparable information on the budgets that NTOs allocate for the promotion of inbound tourism, as well as their structure, functions and activities, focusing on recent trends and developments. Given the increasing importance of e-marketing, the report also includes a special focus on the use of Information and Communication Technologies (ICT) by NTOs in international tourism promotion. The report covers 62 countries worldwide.



Compendium of Tourism Statistics, 2010 Edition, Data 2004 – 2008

The 'Compendium of Tourism Statistics' is designed to provide a condensed and quick-reference guide on the major tourism statistical indicators in each country. The 2010 edition provides statistical information on tourism in 210 countries and territories around the world for the period 2004 – 2008.



Demographic Change and Tourism *in collaboration with ETC*

The world population is forecast to grow to 8.3 billion in 2030, life expectancy is projected to increase in most of the world, households and families are becoming more diverse, and migration is changing the face of societies. Report a comprehensive analysis of major demographic trends and how these will impact on tourism in specific generating markets focusing on three major trends: population growth and ageing, household composition and travel parties, and migration.



Joining Forces – Collaborative Processes for Sustainable and Competitive Tourism *in collaboration with the Netherlands Development Organisation (SNV)*

Sustainable tourism requires a strong process of collaboration between the wide range of actors who can influence its impact or who are affected by it. This study aims to assist stakeholders concerned with the sustainability of tourism to work better together, focusing on collaborative processes: who should collaborate and why they should do so; the actions to deliver sustainability which most require a collaborative approach and at what levels; and, finally, how collaborative processes can be established and strengthened and the factors for success. The study includes nine international case studies a range of issues, such as community-based tourism development.



Throughout 2010, UNWTO released various publications in its endeavor to ensure the accessibility of tourism knowledge. All UNWTO publications can be found online, and many are available for purchase in hard copy, at <http://publications.unwto.org>. The UNWTO E-library holds more than a thousand books in Spanish, English, French, Russian and Arabic and is one of the most comprehensive sources of tourism information.

Managing Metropolitan Tourism – An Asian Perspective

Recent decades have seen a fast growth of metropolitan areas in Asia and corresponding tourism development. This study is a conclusion of three consecutive conferences on Metropolitan Tourism organized by UNWTO in Shanghai, Busan and Kobe. Various issues concerning the planning and management of metropolitan tourism, especially in the context of Asia, have been comprehensively discussed. This publication is designed to appeal to practitioners and politicians as they guide the development of metropolitan tourism in Asia.



Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations *in collaboration with SNV*

With the aim of understanding tourism as a tool for poverty alleviation and sustainable development, UNWTO jointly with SNV has produced this publication, which some practical steps that can be taken in tourism destinations to shape and manage tourism in ways which deliver more benefits to disadvantaged individuals and communities. The manual looks at analysing a tourism destination in terms of contribution of tourism to the poor and planning how this could be strengthened. It proposes the establishment of a tourism strategy and action plan which embraces pro-poor concerns and provides guidance on planning, monitoring and evaluation. Furthermore, it contains an indicative programme of training sessions, including handouts, using the material contained in the manual.



Normas y Sistemas de Calidad en el Turismo y su Relación con la Sostenibilidad y las Leyes de Turismo – La Experiencia de las Américas

The principal aim of this study is to analyse the experience of the Americas Region in the development and application of quality and sustainability standards in tourism, as well as their links with national legislation. It presents a general analysis of the situation of the Americas in this field, shows the relationship between quality and sustainability, carries out a brief analysis of the role played by tourism laws in supporting the implementation of quality standards and systems, and provides a complete reference to regulations currently in force in the region.



Practical Guide for the Development of Biodiversity-based Tourism Products

As an important contribution to the International Year of Biodiversity, UNWTO prepared the 'Practical Guide for the Development of Biodiversity-based Tourism Products'. The Guide offers tools and methodologies paired with step-by-step systems that show local product developers and tour operators how to develop sustainable biodiversity-based tourism products. It is addressed to product developers interested in practical how-to instructions and it is intended for immediate implementation of biodiversity-based tourism products.



Tourism and Biodiversity – Achieving Common Goals Towards Sustainability

'Tourism and Biodiversity – Achieving Common Goals Towards Sustainability' aims to contribute to the understanding of the relationship between tourism and biodiversity and to assess the way that tourism can contribute to the protection of biodiversity and enhance its role as a main resource for tourism destinations. It illustrates the high value of biodiversity for tourism, outlines current policies, guidelines and global initiatives in which the interrelationship between tourism and biodiversity is addressed, as well as identifying risks and challenges for the tourism sector from the global loss of biodiversity and ecosystem services. The report concludes with ten recommendations for actions on biodiversity and tourism for governments (national and destination level), the tourism private sector, international organizations and NGOs.



Tourism and Migration – Exploring the Relationship between Two Global Phenomena

Growth in migration and tourism are two of the most significant manifestations of globalization. Migration makes important social and economic contributions to destination countries, culturally enriching their society, enhancing the tourism product and providing labour for the travel, tourism, hospitality and catering sectors. This study seeks to explore the linkages between migration and tourism as a basis for further investigation into opportunities resulting from their relationship. Case studies from selected countries from Europe, Asia and the Americas illustrate tendencies and indicate findings, which are the basis of recommendations.



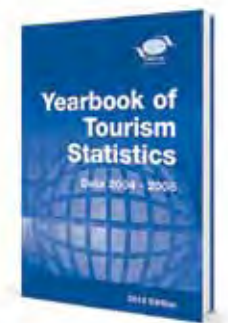
UNWTO World Tourism Barometer

UNWTO World Tourism Barometer is published with the aim of monitoring the short-term evolution of tourism and providing 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. It is published three times a year: in January, June and October.



Yearbook of Tourism Statistics, 2010 Edition

The 2010 edition of the 'Yearbook of Tourism Statistics' provides data for 204 countries and territories on total arrivals and overnight stays associated to inbound tourism with breakdown by country of origin for the period 2004 – 2008.



Abbreviations

ABTA	Association of British Travel Agents
ADKSL	Association pour le Developpement de Keur Serigne Louga (Association for the Development of the District Keur Serigne Louga)
AECID	Agencia Española de Cooperación Internacional para el Desarrollo (Spanish Agency for International Development Cooperation)
ALIDE	Asociación Latinoamericana de Instituciones Financieras para el Desarrollo (Latin American Association of Financial Institutions for Development)
ASEAN	Association of Southeast Asian Nations
ASESCAW	Association Socio-Economique Sportive et Culturelle des Agriculteurs du Walo (Farmers of Walo Socio-Economic Association for Sports and Culture)
BINEV	International Green Economy Business Exchange
CATM	Central American Travel Market
CBD	Convention on Biological Diversity
CEIM	Confederación Empresarial de Madrid – CEOE (Madrid Confederation of Employers and Industries - GEOE)
CEOE	Confederación Española de Organizaciones Empresariales (Confederation of Spanish Employers)
CEMAC	Monetary and Economic Community of Central Africa
CICETE	China International Centre for Economic Technical Exchanges
CNTA	China National Tourism Administration
COP	Conference of the Parties
COTELCO	Asociación Hotelera y Turística de Colombia (Colombian Tourism and Hoteliers Association)
DHS	Dong Hua Sao National Protected Area
DMO	Destination Management Organization
ECLAC	Economic Commission for Latin America and the Caribbean
ECPAT	End Child Prostitution Child Pornography and Trafficking of Children for Sexual Purposes
EE	Energy Efficiency
EREC	European Renewable Energy Council

ETC	European Travel Commission
EU	European Union
ECOWAS	Economic Community of West African States
FAO	Food and Agricultural Organization
FESFOP	Festival International de Folklore et de Percussions (International Folklore and Percussion Festival)
FIFA	Fédération Internationale de Football Association (International Federation of Association Football)
GDP	Gross Domestic Product
GEF	Global Environment Facility
GOST	Global Observatory of Sustainable Tourism
GPST	Global Partnership for Sustainable Tourism
GSTC	Global Sustainable Tourism Council
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Development Agency)
GWC	Ghana West Coast
HES	Hotel Energy Solutions
HHIC	Higher Hotel Institute of Cyprus
IATA	International Air Transport Association
ICTA	Instituto para la Calidad Turística Española (Institute for the Spanish Tourism Quality)
ICTM	Islamic Conference of Tourism Ministers
IDB	Inter-American Development Bank
IFEMA	Institución Ferial de Madrid (Madrid International Fairs)
IH&RA	International Hotel and Restaurant Association
ILO	International Labour Organization
IMF	International Monetary Fund
IRTS	International Recommendations for Tourism Statistics
ITC	International Trade Centre
ITF-STD	Marrakech International Task Force on Sustainable Tourism Development
IUCN	International Union for Conservation of Nature
KOICA	Korean International Cooperation Agency

LDC	Least Developed Country
LTB	Lhasa Tourism Bureau
MDGs	Millennium Development Goals
MDG-F	Millennium Development Goal Achievement Fund
NGO	Non-Governmental Organization
NTA	National Tourism Administration
NTO	National Tourism Organization
OAS	Organization of American States
ODA	Official Development Assistance
OECD	Organization for Economic Co-operation and Development
OIC	Organization of the Islamic Conference
ONITS	Organisation Nationale pour l'Intégration du Tourisme Sénégalais (Senegalese National Organization for the Integration of Tourism)
OSCE	Organization for Security and Cooperation in Europe
PATA	Pacific Asia Travel Association
PEEK	Programme for Energy Efficiency Kho Khao
RE	Renewable Energy
RETOSA	Regional Tourism Organisation for Southern Africa
SCBP	Statistics Capacity-Building Programme
SCTD	UN Steering Committee on Tourism for Development
SEGITTUR	Society for Innovation Management and Technology Tourism, SA
SENA	Servicio Nacional de Aprendizaje (National Service for Learning)
SETUR	Secretaria de Estado de Turismo de Minas Gerais (Tourism Secretariat of Minas Gerais)
SIDs	Small Island Developing States
SME	Small and Medium Enterprise
SNV	Netherlands Development Organisation
ST-EP	Sustainable Tourism – Eliminating Poverty
STS	System of Tourism Statistics
SYSU	Sun Yat-Sen University
TAR	Tibet Autonomous Region

TCB	Tourism Council of Bhutan
TEEB	The Economics of Ecosystems and Biodiversity
TERN	Tourism Emergency Response Network
TRC	Tourism Resilience Committee
TSA	Tourism Satellite Account
TSA: RMF	Tourism Satellite Account: Recommended Methodological Framework
TTB	Tibet Tourism Bureau
UEMOA	West African Economic and Monetary Union
UN	United Nations
UNCSD	United Nations Conference on Sustainable Development (also known as Rio+20)
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFCCC	United Nations Framework Convention on Climate Change
UNFPA	United Nations Population Fund
UNHCHR	Office of the High Commissioner on Human Rights
UNICEF	United Nations Children's Fund
UNIDO	United Nations Industrial Development Organization
UNSD	United Nations Statistics Division
UNV	United Nations Volunteers
UNWTO	World Tourism Organization
USAID	United States Agency for International Development
USTTAB	US Travel and Tourism Advisory Board
WEF	World Economic Forum
WHO	World Health Organization
WTD	World Tourism Day
WTM	World Travel Market
WTO	World Trade Organization
WTTC	World Travel and Tourism Council

The World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, 7 territories, 2 permanent observers and over 400 Affiliate Members.



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