

UNWTO

Annual Report 2015

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UNWTO Annual Report 2015

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Tourism and the Global Sustainable Development Agenda



2015 was a landmark year for the global community.

In September, the 70th Session of the United Nations General Assembly adopted the Sustainable Development Goals (SDGs), a universal agenda for planet and people.

Among the 17 SDGs and 169 associated targets, tourism is explicitly featured in Goals 8, 12 and 14 for its capacity to foster economic growth and decent work for all, promote sustainable consumption and production, and advance conservation and sustainable development of aquatic resources. Yet, the sector's cross-cutting nature and impact positions it to contribute strongly to attain all of the 17 Goals. At the highest political level, tourism has been recognised for its critical contribution to sustainable development. We have thus a large responsibility to ensure that this potential is realized and that the continued growth of the sector benefits people and planet.

Another milestone was passed in early December 2015, with the adoption by the international community of the Paris Agreement on climate change. This ambitious agreement calls upon our collective action to limit the global average temperature increase to well below 2° C above pre-industrial levels. Tourism is both a contributor to climate change and a victim of it. Warmer temperatures, rising sea levels, coastal erosion and biodiversity loss threaten tourism's very future in many locations. With its manifold socio-economic benefits and broad influence on a diverse range of sectors, tourism can and should also be a valuable part of the solution. We must therefore place

the fight against climate change at the center of tourism development, along with effective resource management, poverty reduction and inclusive growth.

Also in December 2015, the United Nations declared 2017 as the International Year of Sustainable Tourism for Development. This is a unique opportunity to better establish tourism as a global and national priority, a valuable component of all efforts to advance economic growth, cultural and environmental protection, mutual understanding and peace. It reflects the belief of UNWTO that greater recognition should be given to the tourism sector as fundamental to shepherding us all into a sustainable and prosperous future.

Over one billion tourists travelled internationally in 2015. It is up to all involved in our sector to seize over one billion opportunities for sustainable development, in line with the post-2015 development framework and the SDGs. In this crucial new chapter of global development, UNWTO will continue to work to harness tourism's full potential on economies, societies and the environment.

A handwritten signature in black ink, which appears to read 'Taleb Rifai'.

Taleb Rifai, Secretary-General

About UNWTO



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

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

UNWTO upholds the implementation of the *Global Code of Ethics for Tourism* to maximize tourism's socio-economic contribution while minimizing its possible negative impacts. UNWTO is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs) geared towards universal sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects around the world.

UNWTO's membership includes 157 countries, 6 territories, two Permanent Observers and over 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

UNWTO Milestones 2015



January 2015

The United Nations General Assembly (UNGA) adopts by consensus a resolution recognizing the contribution of sustainable tourism to poverty eradication, community development and the protection of biodiversity.

February 2015

The first UNWTO/UNESCO World Conference on Tourism and Culture is held in Siem Reap, Cambodia, to explore and advance new partnership models between tourism and culture.

March 2015

UNWTO releases *Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa* in support of international efforts to tackle illegal poaching.

Tourism is included in Priority 2 of the Sendai Framework for Disaster Risk Reduction 2015-2030, which “focuses on strengthening disaster risk governance to manage disaster risk and identifies tourism as a key tool to achieve this priority at national and local levels, specifically the promotion and integration of disaster risk management approaches throughout the tourism industry, given the often heavy reliance on tourism as a key economic driver.”

July 2015

UNWTO calls for higher support for tourism in international financing for development flows at the Third International Conference for Financing for Development in Addis Ababa, Ethiopia, to maximize the sector’s contribution to sustainable development across the globe.



September 2015

The 21st Session of the UNWTO General Assembly takes place in Medellín, Colombia, focusing on tourism's contribution to fostering inclusive development and social transformation.

Barbados and Samoa are welcomed as new Full Members of UNWTO.

UNWTO and the International Civil Aviation Organization (ICAO) announce *The Medellín Statement*, outlining new avenues for joint strategic cooperation on tourism and air transport for development, in line with the Sustainable Development Goals (SDGs).

The Sustainable Development Goals (SDGs) are approved by the 70th Session of the UN General Assembly. Tourism is included as a target in Goals 8, 12 and 14.

World Tourism Day (WTD) 2015 is celebrated under the theme "One billion tourists, one billion opportunities", highlighting the tourism sector's immense potential as an agent for positive transformation in countries and communities worldwide.

December 2015

The UNGA approves the adoption of 2017 as the **International Year of Sustainable Tourism for Development**. UNWTO is assigned as the lead UN agency for the initiative.

Tourism and the SDGs



The 70th Session of the UN General Assembly gathered a record 154 Heads of State and Government at the UN Sustainable Development Summit in New York to formally adopt the 2030 Agenda for Sustainable Development, along with the 17 Sustainable Development Goals (SDGs), a universal plan of action for the planet and all people that calls on all stakeholders to act in collaborative partnerships.

Among the SDGs, tourism is featured a target in Goals 8, Goal 12 and 14:

Goal 8 is for the promotion of “sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”. Tourism’s contribution to job creation is recognized in **Target 8.9** that states, “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.

Goal 12, which aims to “ensure sustainable consumption and production patterns”, includes as **Target 12.b** to “Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products”.

Goal 14, which mandates to “Conserve and sustainably use the oceans, seas and marine resources for sustainable development”, states as **target 14.7**, “By 2030, increase the economic benefits of SIDS and LDCs from the sustainable

use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”.

UNWTO is committed to support the sector in advancing its contribution to the SDGs through technical assistance and capacity-building initiatives, while working with governments, public and private partners, development banks, international and regional institutions, UN agencies and international organizations.

Links:

Tourism and the SDGs

icr.unwto.org/content/tourism-and-sdgs

UNWTO Institutional Relations and Resource Mobilization Programme:

icr.unwto.org

2030 Agenda for Sustainable Development

sustainabledevelopment.un.org

Sustainable Development of Tourism Programme

sdt.unwto.org




SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

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Tourism Stories

My Story, My Community, My Future



Memory Ganuses, Assistant Manager at Grootberg Lodge, Namibia

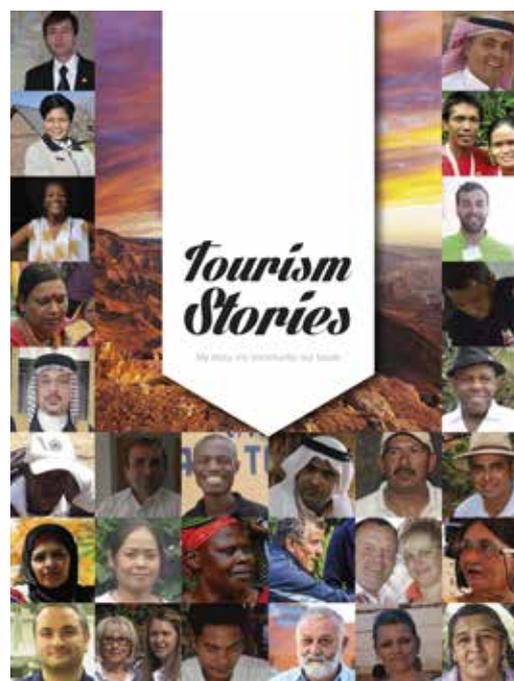
“My life has changed tremendously. (...) I am no longer the young girl that had no ambition when she finished school; I am now a grown lady aiming towards success in tourism, all thanks to everyone who played a role in my transformation. It has also affected my family and my community in a very productive way as now I can tend to the needs of my family, and I am also like an ambassador for my community.”

Memory Ganuses, Assistant Manager at Grootberg Lodge, Namibia

Following the success of *Tourism Stories – How tourism enriched my life*, the first part of UNWTO’s Tourism Stories series, UNWTO launched the second volume, *Tourism Stories – My Story, My Community, My Future*, on the occasion of the 21st UNWTO General Assembly in Medellín, Colombia.

Created by UNWTO, this initiative invites readers to glimpse the human side of tourism through the eyes of tourism champions sharing their personal stories. By narrating their experiences in their own words, these individuals tell a bigger story – that of the sheer impact of tourism in building communities and empowering lives.

In the second edition of the series, 28 individuals working in tourism around the world give a deeper insight into their lives and recount how tourism has shaped the future of their communities. Each story shows how one person’s work has been able to inspire empowerment, creatively unlock community value chains and revitalize the history and traditions of the past to set the foundations for the future.



The 21st Session of the UNWTO General Assembly

Medellín, Colombia
(12-17 September 2015)



President of Colombia, Jose Manuel Santos, speaking at the Official Opening of the 21st UNWTO General Assembly (Medellín, Colombia, 14 September 2015)

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

Tourism's ability to foster inclusive development and social transformation was the main focus of the 21st Session of the UNWTO General Assembly in Medellín, Colombia.

More than 900 delegates from 120 countries, including over 70 Ministers and Secretaries of State, participated in the biennial event. Colombia hosted the UNWTO General Assembly for the second time, following the 2007 UNWTO General Assembly in Cartagena de Indias.

Assembly highlights:

- **Barbados and Samoa** were welcomed as new Full Members of the Organization.
- The **joint UNWTO/ICAO High-level Forum on Tourism and Air Transport for Development**, held on the sidelines of the General Assembly, focused on strengthening closer cooperation between aviation

and tourism to maximize the impact of both sectors on employment, inclusive growth and sustainable development, in the context of the post-2015 development agenda and the 2015 Paris Climate Conference.

- The **Financing of Tourism for Development** special event underscored the need for the international community to develop a holistic approach to tourism financing to promote cross-sector cooperation.
- The **UNWTO Forum on Talent Development** in Tourism focused on youth education to improve the tourism sector's ability to nurture young talent.
- Ministers and Heads of Delegations shared their country's experience in harnessing tourism's power to diminish prejudice and build more peaceful and prosperous societies during the special event, 'Tourism: a tool for peace and social inclusion'.

World Tourism Day 2015



One Billion Tourists, One Billion Opportunities

World Tourism Day (WTD) 2015 was celebrated around the theme 'One Billion Tourists, One Billion Opportunities', highlighting the transformative potential of one billion tourists.

With more than one billion tourists travelling to an international destination every year, tourism has become a leading economic sector, contributing 10% of global GDP and 6% of the world's total exports. Representing more than just economic strength, these numbers reflect tourism's vast potential and increasing capacity to address some of the world's most pressing challenges, including socio-economic growth, inclusive development and environmental preservation.

As a sector behind as many as one in eleven jobs worldwide, tourism is a valuable source of livelihood for millions of people. Built around the millions of cross-cultural encounters happening every day in different corners of the world, tourism is also a gateway to greater understanding of the world beyond our borders, the first step in building peace within and between communities and nations.

WTD 2015 underscored that every tourist is part of a global movement with the power to drive positive change for the planet and all people.



wtd.unwto.org



UNWTO Elibrary

The UNWTO Elibrary is the largest online collection of publications and statistics in the field of international tourism. It includes over 1300 UNWTO publications and 900 regularly updated tourism statistics.

Find out at www.e-untwo.org or contacting elibrary@unwto.org.

UNWTO Elibrary

– where knowledge no longer depends on distance!

The 12th UNWTO Awards



The UNWTO Awards for Excellence and Innovation in Tourism are the flagship awards for the global tourism sector. Launched in 2003, the Awards honour initiatives and leaders that contribute significantly to the advancement of tourism through innovation, in line with the UNWTO Global Code of Ethics for Tourism.

The 12th UNWTO Awards Ceremony was held at the International Tourism Trade Fair (FITUR) in Madrid, Spain (January 2016).

The winners of the 12th UNWTO Awards for Innovation, distinguished in the four categories, were:

UNWTO Award for Innovation in Public Policy and Governance

Winner: Re-Inventing the Government in Tourism, Pemkab Banyuwangi, Indonesia.

The local government of Banyuwangi in Indonesia has undertaken a strategic move to reinvent the government with Information and Communication Technology (ICT) in a developing country, providing opportunities to advance its tourism sector.

First Runner-up: East Africa Tourism Platform, Kenya

Second Runners-up: Green Certifications Program, Puerto Rico Tourism Company, Puerto Rico and Responsible Tourism and Free of Crime in Medellín, Alcaldía de Medellín, Colombia

UNWTO Awards for Innovation in Enterprises

Winner: Treetop Walking Path, Anykščiai Regional Park Direction, Lithuania.

The Treetop Walking Path is the first among Baltic and Eastern Europe lands. It owes its success and increase in the number of visitors to the innovative approach, architecture design, the combination of different types of tourism and the special attention afforded to people with disabilities.

First Runners-up: Bali Beach Clean-Up, Garuda Indonesia, Indonesia and World's First 100% Electric Tour Bus, Switzerland Explorer Tours, Switzerland

Second Runners-up: Plentifulness Project, Projeto Fartura, Brazil and First Professional Experience Project, Meliá Hotels International, Spain



Finalists for the 12th UNWTO Awards (Madrid, Spain, 20 January 2016)

UNWTO Award for Innovation in Non-Governmental Organizations (NGOs)

Winner: Sisterhood of Survivors (SOS) Program, Samrakshak Samuha Nepal (SASANE), Nepal.

SASANE was established by former female victims of human trafficking on the principle that survivors can create social change. With an original and innovative approach, SASANE is empowering female survivors by training them to become certified paralegals.

First Runner-up: Coral Reef Reborn, Yayasan Karang Lestari, Indonesia

Second Runners-up: The ChildSafe Movement, Friends-International, Cambodia and Children in the Wilderness, South Africa

UNWTO Award for Innovation in Research and Technology

Winner: Itaipu Touristic Complex, Fundação Parque Tecnológico, Brazil.

The Itaipu Tourism Complex is the second most popular attraction in the region. It is managed by a non-profit organization and has earned praise for its innovative sustainable management model.

First Runners-up: Mobile Application Bike Rijeka, Rijeka Tourist Board, Croatia and Korea Medical Tourism Online Platform, Korea Tourism Organization, Republic of Korea

2015 UNWTO Lifetime Achievement Award:

Arthur Haulot

Conferred to recognize individuals with visionary leadership and significant contribution to the tourism sector, the 2015 UNWTO Lifetime Achievement Award has been bestowed on the deceased Arthur Haulot, founder of the International Social Tourism Organization (ISTO/OITS), for his pioneer work in promoting social tourism and the right to tourism for all.

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

Professor Richard Butler

Professor Richard Butler Author is the author of one of the most influential theories about tourism – the Tourism Area Life Cycle (TALC) He produced 17 books and more than 100 journal papers and book chapters.

1

Tourism in numbers

In 2015, international tourism marked an impressive six consecutive years of above-average growth in terms of international tourist arrivals, with a record total of 1,184 million tourists travelling the world. This reflects a 4% growth or an increase of 50 million tourists that travelled to an international destination during the year.

Growth was bolstered by the strong performances of Europe, the Americas and Asia and the Pacific, all of which grew 5% during the year. Prospects for 2016 remain positive, with international tourist arrivals expected to grow by 4% worldwide.



2015 – International tourism’s sixth straight year of growth with a record 1.2 billion tourists

International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, marking the sixth consecutive year of above-average growth with international arrivals increasing by 4% or more every year since the post-crisis year of 2010. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world in 2015 than in 2014.

Demand remained strong overall, though with mixed results across individual destinations due to strong exchange rate fluctuations, increased safety and security concerns, and the drop in oil prices and other commodities, which increased disposable income in importing countries but weakened demand in exporters.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).

By region, Europe, the Americas and Asia and the Pacific all recorded approximately 5% growth in 2015. Arrivals in the Middle East increased by 3% while data in Africa, albeit limited, pointed to an estimated 3% decrease largely due to weak results in North Africa, which accounts for over one third of arrivals in the region.

Results by region

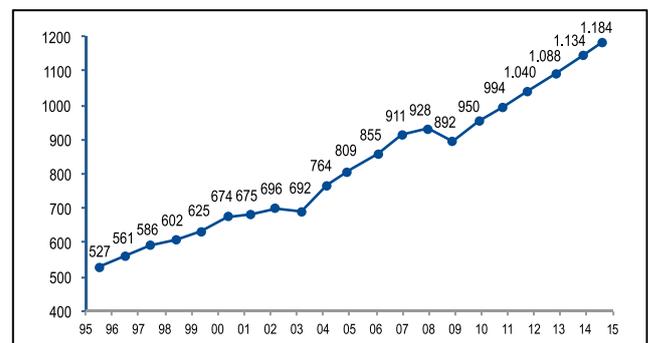
Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014. Central and Eastern Europe (+6%) rebounded from last year’s decrease in arrivals. Northern Europe (+7%) and Southern Mediterranean Europe (+5%) also recorded sound results while Western Europe (+3%) was below average.

Asia and the Pacific (+5%) recorded 14 million more international tourist arrivals last year to reach 278 million, with uneven results across destinations. Oceania (+7%) and South-East Asia (+6%) led growth, while South Asia and North-East Asia recorded an increase of 4%.

International tourist arrivals in the Americas (+5%) grew 10 million to reach 192 million, consolidating the strong results of 2014. The appreciation of the US dollar stimulated outbound travel from the United States, benefiting the Caribbean and Central America, both of which recorded 7% growth. Results in South America (+5%) and North America (+4%) were close to the average.

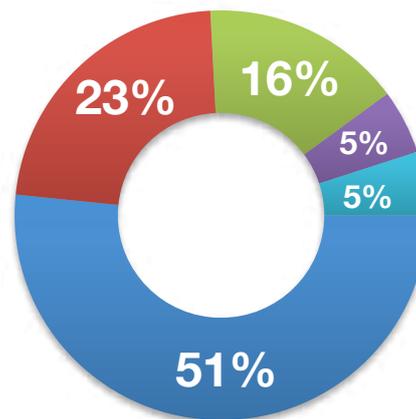
World: Inbound Tourism
International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

International Tourist Arrivals, 2015



- Europe - 609 million
- Asia & the Pacific - 278 million
- Americas - 191 million
- Africa - 53 million
- Middle East - 54 million

International tourist arrivals in the Middle East grew by an estimated 3% to a total of 54 million, consolidating the recovery initiated in 2014.

Limited available data for Africa points to a 3% decrease in international arrivals, reaching a total of 53 million. Arrivals declined in North Africa by 8% while Sub-Saharan Africa saw zero growth, though the latter returned to positive growth in the second half of the year. (Results for both Africa and the Middle East should be read with caution as it is based on limited available data).

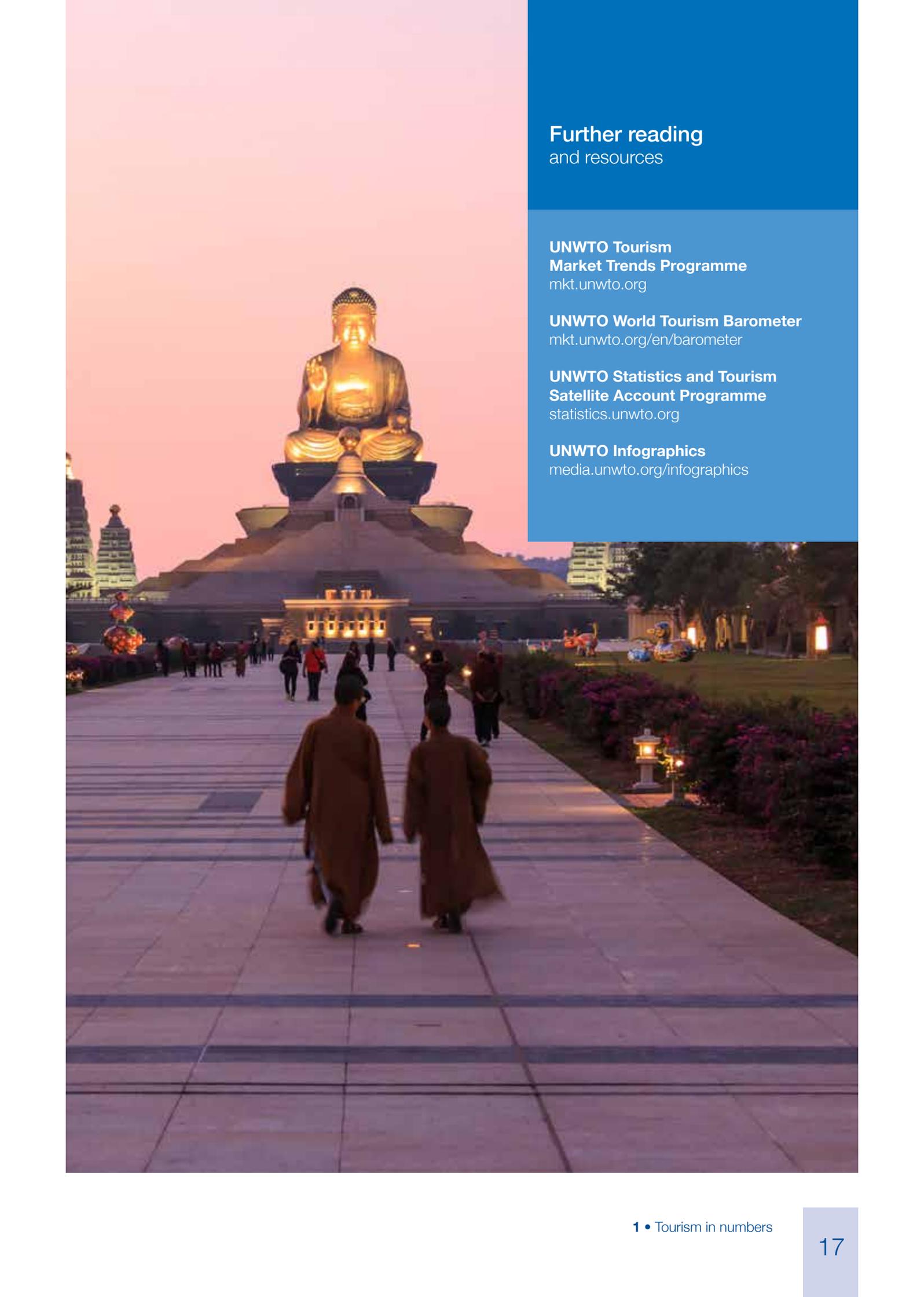
Positive outlook for 2016

Results from the UNWTO Confidence Index remain largely positive for 2016, though at a slightly lower level than the previous two years. Based on the current trend and outlook, UNWTO projects international tourist arrivals to grow by 4% worldwide in 2016.

By region, growth is expected to be stronger in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%), followed by Europe (+3.5% to +4.5%). The projections for Africa (+2% to +5%) and the Middle East (+2% to +5%) are positive, though with a larger degree of uncertainty and volatility.

Note: Data reflects the results as published in the March 2016 issue of the *UNWTO World Tourism Barometer*.





Further reading and resources

**UNWTO Tourism
Market Trends Programme**
mkt.unwto.org

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

**UNWTO Statistics and Tourism
Satellite Account Programme**
statistics.unwto.org

UNWTO Infographics
media.unwto.org/infographics

2

Mainstreaming tourism in the global agenda

UNWTO is fully committed to positioning tourism higher in the global political and economic agenda. In 2015, tourism raised its global profile as it was explicitly recognized in the SDGs as a key sector contributing to job creation, sustainable consumption and production (SCP), and the preservation of our world's natural resources.

UNWTO carried several initiatives in 2015 to promote higher financing for tourism in development, advocating greater support for the sector at the 21st UNWTO General Assembly and the Third International Conference on Financing for Development in Addis Ababa, Ethiopia.

The first UNWTO/UNESCO World Conference on Tourism and Culture was held in Siem Reap, Cambodia, gathering ministers of tourism and ministers of culture for the first time to foster cooperation between the closely interlinked sectors.

In 2015, Heads of State and Government from nine countries received the UNWTO/WTTC Open Letter on Travel and Tourism, bringing up the total to 78 Heads of State and Government at the year's close.



UN Day - commemorating the 70th Anniversary of the United Nations in Madrid

To celebrate the 70th anniversary of the United Nations in Spain, UNWTO – the only UN Agency headquartered in Spain – together with 13 other UN Agencies, Programmes and Funds with representation in the country organized and participated in a number of activities on UN Day, 24 October.

Prior to the official celebrations, UN Secretary-General Ban Ki-moon paid a visit to Spain to coincide with the 60th anniversary of the entry of Spain into the UN. During the visit, UNWTO organized and hosted a working breakfast with the participation of the 13 UN Offices in Spain.

To celebrate the occasion, all UN offices in Spain participated in a radio programme hosted by Radio Nacional de España (RNE) to highlight the work of the UN in Spain and abroad. On UN Day, all 14 UN entities in Spain consolidated efforts to bring the work of the UN closer to local civil society in a public event that featured a UN Village exposition showcasing the work and legacy of the UN.

A total of 14 UN agencies, funds and programmes have representation in Spain, including the United Nations High Commissioner for Refugees (UNHCR), United Nations Human Settlements Programme (UN-Habitat), United Nations Support Base in Valencia (UNSB-V), United Nations Millennium Campaign in Spain, United Nations Children’s Fund (UNICEF), United Nations University Institute, United Nations Support Office for the International Decade for Action “Water for Life” 2005-2015, United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), United Nations Food and Agriculture Organization (FAO), International Labour Organization (ILO), World Health Organization (WHO) - WHO Office for Health Systems Strengthening, UNWTO, United Nations Global Compact (UNGC, LN Spain), and United Nations World Food Programme (WFP).



Celebration of the 70th Anniversary of the United Nations at the Conde Duque Cultural Centre of Madrid (Madrid, Spain, 24 October 2015)

The First UNWTO/UNESCO World Conference on Tourism and Culture – Building a new partnership

The expansion of cultural tourism over recent decades has played a crucial role in the promotion and protection of tangible and intangible heritage as well as the development of arts, crafts and creative activities. Aiming to explore and advance new partnership models between tourism and culture, the first UNWTO/UNESCO World Conference on Tourism and Culture was held in Siem Reap, Cambodia (February 2015).

The milestone Conference brought together, for the first time, ministers of tourism and ministers of culture with the objective to identify key opportunities and challenges for stronger cooperation between the closely interlinked sectors of tourism and culture.

Over 900 participants, including over 45 ministers and vice-ministers of tourism and culture, as well as leading international experts, speakers and guests from 100 countries gathered together to address a wide range of topics, including governance models, the promotion and safeguarding of culture, innovation, the role of creative industries, and urban regeneration as a vehicle for sustainable development in destinations worldwide.

The Ministerial Dialogue, moderated by Andrew Stevens from CNN International, focused on how tourism and culture administrations can work together to develop a governance framework for sustainable cultural tourism, which contributes to the socio-economic development of host communities, cross-cultural exchanges, and heritage conservation. Ministers stressed the importance of creating common institutional structures to plan and manage cultural tourism, ensure community engagement and empowerment and encourage cooperation with the private sector. Technical sessions focused on cultural preservation, cultural routes, tourism and creative industries, and urban regeneration through cultural tourism.

The Siem Reap Declaration on Tourism and Culture

The Conference participants endorsed the *Siem Reap Declaration on Tourism and Culture*, which underlines that successful outcomes require engaging culture and tourism stakeholders, especially within all levels of government and public administrations, to address cross-cutting responsibilities in areas such as governance, community engagement, innovation and corporate social responsibility.

The participants reaffirmed their commitment to:

1. Build new partnership models between tourism and culture by working towards greater integration of culture and tourism;



Participants at the UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership (Siem Reap, Cambodia, 4-6 February 2015)

2. Promote and protect cultural heritage by encouraging tourism activities that contribute to increasing public awareness and support for the protection and conservation of cultural heritage;
3. Link people and foster sustainable development through cultural routes by encouraging and facilitating international and national initiatives that draw together historically or thematically linked heritage places, including World Heritage Sites, into tourism routes, corridors or circuits;
4. Promote closer linkages between tourism, living cultures and creative industries by encouraging and facilitating new forms of cultural tourism, such as creative tourism, and tourism related to special interests such as museums, industrial, underwater or memorial heritage; and
5. Support the contribution of cultural tourism to urban development by encouraging the regeneration of degraded or redundant industrial areas of historic cities including the integration of cultural heritage.

UNWTO/ WTM Ministers' Summit examines destination branding challenges in a changing market

The emergence of new business models, social media and empowered consumers worldwide have markedly changed the global marketplace, fostering new challenges in destination branding. As a response, destination management organizations (DMOs) need to reassess existing structures and marketing strategies in order to adapt to the new market trends.

To shed light on the emerging challenges, the ninth edition of the UNWTO/WTM Ministers' Summit in London embraced the theme Destination branding: new challenges in a changing market (November 2015). The Summit brought together tourism ministers, private sector leaders and prominent tourism experts to speak about key issues including: the links between nation branding and destination branding, the role of social media in consumers' engagement, reputation management and crisis communications, the changing role of DMOs in the

new media landscape, and the influence of the creative economy in destination branding.

Moderated by Richard Quest, anchor of CNN International, the Summit drew the participation of more than 60 Ministers from around the world. Now on its ninth year, the UNWTO/WTM Ministers' Summit is a key fixture of the World Travel Market London Ministerial Programme, which gathers tourism ministers and leading tourism experts each year to debate key issues impacting the tourism sector.



UNWTO Secretary-General Taleb Rifai addressing the UNWTO/WTM Ministers' Summit (London, United Kingdom, 3 November 2015)

Tourism and Trade: A Global Agenda for Sustainable Development

The joint report of the International Trade Center (ITC) and the UNWTO outlines tourism's immense potential for job growth and sustainable development, emphasizing the need to allocate a greater share of aid to tourism and develop coordinated export strategies.

Merely 0.78% of Aid for Trade was allocated to tourism in 2013, despite the sector accounting for 6% of developing countries' exports. To unlock such potential, tourism requires strong, coordinated action around tourism export strategies that address different frameworks governing the flows of tourists, services, goods and foreign direct investment. The Report illustrates the importance of trade, investment and visa policies within the overall tourism value chain.

Unlocking tourism's potential requires integrating the policy dimensions that fall within the arena of international trade and Foreign Direct Investment (FDI) into tourism planning, and ensuring that tourism is part of national strategies in these areas. To do so, it is essential to identify action requirements at the national level, at the enterprise level and regarding sector-specific and local institutions. In the Report, the following priorities are identified:

- Acting at the national and international level on trade, investment and visa policies; branding, marketing and product positioning; resilience and risk management.
- Strengthening tourism-specific institutions and public/private dialogue (PPD).
- Strengthening the capacity of tourism providers to allow them to offer a services portfolio and quality products in line with the country's marketing strategy;
- Designing national Tourism Export Strategies (TES) that complement Tourism Master Plans and Strategies with an export-oriented vision for the entire sector, taking into account all aspects of the tourism value chain, its backwards and forwards linkages, across all sectors of the economy;
- Gathering and disseminating statistical information on tourism to promote results-focused management, highlighting strategic issues for policy decisions.

Global travel and tourism leaders set agenda for sector growth and development

The Global Travel Association Coalition (GTAC) comprises travel and tourism leaders from the global private sector and government organizations, committed to aligned advocacy and action to harness the full potential of the tourism sector to create jobs, drive inclusive growth and foster development (April 2015).

Launched officially at the World Travel & Tourism Council (WTTC) Global Summit in Madrid, the manifesto *Powering Travel & Tourism into the Next Decade: An Agenda for Growth and Development* sets the key areas of action of the GTAC.

Under the Agenda, members of the GTAC commit to work with a coordinated approach along with governments and the private sector to advance travel facilitation, infrastructure development, environmental sustainability and investment in human capital.

The Agenda's objectives will be addressed specifically through: continued research-based evidence on the value and impact of travel and tourism and the impact of policy shifts; speaking as one to promote the Agenda's implementation and ensure that travel and tourism can be an effective driver of inclusive economic growth and sustainable development; and calling on governments to agree to national tourism policies that coalesce all relevant government agencies while creating or strengthening public/private and public/public cooperation of tourism planning and development at all levels.

GTAC membership is composed of the Airports Council International (ACI), Cruise Line International Association (CLIA), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Asia Travel Association (PATA), World Economic Forum (WEF), World Tourism Organization (UNWTO) and World Travel & Tourism Council (WTTC).

Promoting higher financing of tourism for development

Despite its wide-reaching socio-economic impacts, tourism still receives limited attention as a tool for development. The sector's underrepresentation in international financing for development flows remains a critical hurdle to overcome in order to fully deploy its development potential.

A stark disparity remains between the sector's capacity to foster development and the low priority it has been given so far in terms of financial support in the development cooperation agenda, with the tourism sector receiving only 0.78% of the total Aid for Trade (AfT) disbursements and a mere 0.097% of the total Official Development Assistance (ODA). Increasing financial support will not only enable the creation of clear and effective development policies, but also help mobilize private sector investment in tourism and related infrastructure and services.

In response to this ongoing challenge, UNWTO undertook several initiatives in 2015 to promote higher financing for tourism in development cooperation. On the occasion of the Third International Conference on Financing for Development, held in Addis Ababa, Ethiopia, UNWTO called for greater support for tourism in international financing for development flows to maximize the sector's contribution to sustainable development across the globe (July 2015).

On the sidelines of the 21st UNWTO General Assembly, a special event, Financing of Tourism for Development, brought together Ministers, UN Agencies and experts to discuss experiences and approaches towards financing activities for tourism development and assess the sector's future, particularly within the context of the new sustainable development agenda.

Discussions at the event highlighted the potential benefits of investing in tourism development from both the donor and recipient perspective. Participants concluded that given tourism's transversal nature and

its many linkages to other activities along the value chain, tourism financing must be approached in a holistic manner that promotes cross-sector cooperation and solutions. During the event, UNWTO and the International Trade Centre (ITC) launched a joint paper on Tourism and Trade.

ITC and UNWTO join forces to promote tourism as a tool for trade competitiveness

The new strategic partnership between ITC and UNWTO strengthens the existing collaboration between the two agencies and represents a stepping stone in maximizing tourism's contribution to the 2030 Agenda for Sustainable Development as a critical sector in global services trade.

Both UNWTO and ITC are committed to providing an integrated approach for tourism, based on the expertise of each organization, and advancing tourism's role in stimulating inclusive growth in developing countries.

UNWTO, as the UN Specialized Agency for tourism, provides leadership and support to the tourism sector in advancing sustainable policies, practices and actions while ITC brings to this partnership its trade orientation and mandate to work with the private sector, particularly on the internationalization of SMEs. ITC offers technical assistance customized to selected export sectors, including tourism, as well as to policymakers, trade promotion organizations and SMEs. ITC has longstanding experience in export strategy design and building sector competitiveness with a focus on inclusion and retention of added local value, often built on value chain approaches. ITC's area of expertise also includes the reinforcement of trade and investment support institutions relevant for the targeted sector.

The partnership between ITC and UNWTO aims at having a more integrated and innovative approach to tourism development. Furthermore, this collaboration brings together the tourism-specific expertise and the practical, trade-related competencies with a view to

creating synergies for a more coordinated, effective and efficient delivery of technical assistance to LDCs and developing countries, thus complementing their efforts to build up a competitive tourism sector.

Advancing travel facilitation

Visa facilitation is critical to economic growth and job creation through increased tourism demand and tourist spending. In 2015, UNWTO maintained its commitment to advancing travel facilitation by issuing the Visa Openness Report 2015, the latest in a series of annual reports that analyze visa policies and assess the progress made in the area of visa facilitation over the past seven years.

The 2015 Report concludes that in spite of numerous challenges, visa facilitation continues to progress and is currently at its highest level ever. Findings from the Report show that in 2015, about 61% of the world's population was required to obtain a traditional visa prior to departure. Approximately 18% of the world's population were able to enter a destination without a visa, 15% received a visa on arrival and 6% secured eVisas.

The Report likewise affirmed, as in previous years, that emerging economies continue to be more open when compared with advanced economies. South-East Asian, East African, Caribbean and Oceanian destinations are the most open subregions while Central African, North African and North American destinations remain the most restrictive subregions.

Determined actions taken by governments continue to be the chief reason for the substantial improvements in visa facilitation worldwide. Specifically, regional joint visa agreements effectively strengthen regional image and promote multi-stop destinations within a region. Additionally, the benefits of visa facilitation within economic and regional blocs extend beyond its members and promote a positive relationship between non-members.

Between 2010 and 2015, a total of 7,421 improvements were introduced. UNWTO has submitted

recommendations to further visa facilitation moving forward, including stronger segmentation, enhancing visa application processes and entry procedures, leveraging regional opportunities and providing precise and accessible information for tourists.

The UNWTO/ICAO Joint Statement on Tourism and Air Transport for Development

The UNWTO/ICAO High-Level Forum on Tourism and Air Transport for Development, held concurrently with the 21st UNWTO General Assembly in Medellín, Colombia, brought together Ministers of Tourism and Ministers of Transport for the first time to strengthen the links between tourism and aviation, maximizing both sectors' impacts on employment, inclusive growth and sustainable development.

Policymakers and regulators participating in the Forum discussed challenges relating to policy convergence, the need for enhanced connectivity, market access, air

transport competitiveness and travel facilitation. The Forum was moderated by CNN's Quest Means Business anchor, Richard Quest, who called upon participants to raise the cooperation between tourism and air transport to national levels.

The High-level Forum resulted in a joint strategic statement, *The Medellín Statement*, which highlights the potential of air transport and tourism in improving socioeconomic prosperity and promoting sustainable development and achievement of the SDGs.

The Statement also emphasizes the pivotal role of intersectorial issues, including policy convergence, connectivity, market access, air transport competitiveness and travel facilitation, to ensure that tourism and aviation contribute to inclusive growth and resilient development in alignment with the global development agenda.



Richard Quest moderating the UNWTO/ICAO High-Level Forum: Tourism and Air Transport for Development (Medellín, Colombia, 14 September 2015)

G20 Tourism Ministers commit to promote job creation

G20 Tourism Ministers (T.20) gathered in Antalya, Turkey for the 6th T.20 Ministers Meeting, focused on how tourism can create jobs as a means to promote inclusive growth and reduce inequalities at national and international level (September 2015).

Recalling that tourism accounts for nearly 10% of the world's GDP, 6% of global trade and one in eleven jobs in the world and is one of the most resilient economic sectors, the Ministers of Tourism of the G20 committed to maximize the sector's potential to generate jobs, particularly for women and youth. In line with the overall priorities of the Turkish G20 Presidency – Inclusiveness, Implementation and Investment for Growth – the T.20 Ministers issued a Declaration committing to advance initiatives that promote more and better jobs.

Under the Declaration, T.20 Ministers agreed on several actions, including:

- Promoting jobs for women and youth, stressing policies that address women's empowerment;

- Advancing the decent work agenda including the issues of wage setting, social dialogue and social protection;
- Creating stronger links between the private sector, the public sector and education and training institutions to close the gap between the needs of the market and education programmes;
- Enabling cooperation between developing countries and G20 countries to promote inclusive economic opportunities and job creation, with a particular focus on women's education;
- Promoting the integration of SMEs into the global economy;
- Promoting the value of employment in tourism to reflect more accurately the opportunities and benefits of tourism jobs and to attract and retain talent in the sector; and
- Accelerating their efforts in the measurement of tourism employment in the framework of the UN-adopted Tourism Satellite Accounts and the International Recommendations on Tourism Statistics.



Participants of the 6th T.20 Ministers Meeting (Antalya, Turkey, 30 September 2015)

Tourism and the Media – building a closer cooperation

The 4th UNWTO International Conference on Tourism and the Media was held in Tunis, Tunisia under the patronage of the Ministry of Tourism and Handicrafts of Tunisia and with the support of official media partner CNN International. Over 300 participants from more than 20 countries gathered at the Conference to explore ways to enhance closer cooperation between the tourism sector and the media. Key speakers and panelists included Jim Bittermann of CNN, Sanam Shantyaei of France 24, Taieb Zahar, Director of Tunisian magazine Réalités and Richard Barnes, Editor-in-Chief of Cleverdis.

The Conference provided a unique opportunity for media and tourism stakeholders to exchange knowledge and learn from best practices and experiences amidst the contemporary media landscape. Sessions covered

various topics, including the challenges and opportunities of the growing field of tourism journalism as well as the role of media relations in crisis communications as a means to minimize the negative impact of crises and ensure prompt recovery and resilience.

Participants stressed the need for professional coverage and timely access to information and facilitation of resources from tourism authorities. As the Conference aimed at fostering a new framework of interaction with the media, a number of recommendations were emphasized through the different debates and exchanges. Among these, “be credible, close, on target, available, transparent, realistic, a facilitator, useful to and respectful of the media angle” were underlined.



Panel discussion during the 4th UNWTO International Conference on Tourism and the Media (Tunis, Tunisia, 12 November 2015)

UNWTO/ WTTC Open Letter on Travel and Tourism

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

In 2015, Heads of State and Government from nine countries – Bangladesh, Ghana, Honduras, Iran, Kuwait, Lebanon, Maldives, Montenegro, and Spain – were presented with the UNWTO/WTTC Open Letter on Travel and Tourism. At the year's close, a total of 78 Heads of State and Government had received the Open Letter since 2011.



President of Ghana, John Dramani Mahama, receives the UNWTO/WTTC Open Letter of Travel and Tourism from UNWTO Secretary-General, Taleb Rifai (Accra, Ghana, 17 August 2015)



Further reading and resources

Institutional Relations and Resource Mobilization Programme

icr.unwto.org

UNWTO/UNESCO World Conference on Tourism and Culture

tourismandculture.org

UNESCO World Heritage and Sustainable Tourism Programme

whc.unesco.org/en/tourism/

Tourism and Poverty Alleviation

step.unwto.org

3

Improving tourism competitiveness

Tourism destinations and enterprises rely on sound and dependable tools in order to adapt and develop in a rapidly transforming global marketplace. In 2015, UNWTO provided marketing intelligence, statistics and research on key tourism trends while organizing several international events and implementing cooperation projects with the aim of fostering the competitiveness of tourism destinations in key areas such as destination management, marketing, crisis and emergency management, quality, and tourism measurement and analysis.



Tourism market trends - enhancing tourism competitiveness

Marketing intelligence is at the core of sound decision-making for a more competitive tourism sector. UNWTO is the leading organization that collects and disseminates up-to-date and comprehensive tourism data, short and long-term forecasts and knowledge on specific tourism segments and source markets.

The UNWTO World Tourism Barometer

UNWTO's flagship report, the UNWTO World Tourism Barometer, monitors short-term tourism trends throughout the year. Six times a year, it provides monthly data on international tourist arrivals, receipts and expenditure from over 150 countries as well as prospects for the following months and year, based on the latest survey results of the UNWTO Panel of Tourism Experts. In addition, data on Air Transport Bookings, the Global Hospitality Industry, the Economic Environment and the Meetings Industry are available in selected editions out of the six in total that are published each year.

UNWTO/GTERC Asia Tourism Trends

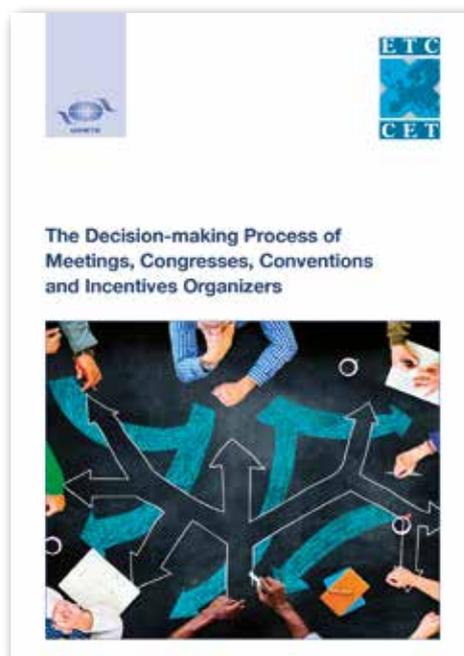
The second UNWTO/GTERC Annual Report 2015 on Asia Tourism Trends, published by UNWTO with the support of the Global Tourism Economy Research Centre (GTERC), was presented at the 4th Global Tourism Economy Forum in Macao, China.

As a follow up to the 2014 inaugural report, this second edition aims to promote better understanding of tourism's development in Asia and the Pacific and confirms the leading position held by the Asia-Pacific region as a growing source market and the second most visited region in the world. The Report also offers key tourism trends in the region, data on urban tourism as well as an analysis of China as an outbound market and inbound destination.

ETC-UNWTO Handbook on the Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

This ETC-UNWTO study provides a better understanding of the Meetings Industry and the way meetings and event organizers make decisions. Aimed at DMOs, NTOs and NTAs, it offers a wide-ranging overview of the Meetings, Congresses, Conventions and Incentives (MCCI) tourism segment as well as a comprehensive analysis of planners' needs and expectations with respect to destination and choice of venue. It also includes several best-practice examples of National Convention Bureaux in Europe, North America, South America and Asia.

An international seminar based on this 2015 edition was organized by UNWTO, the European Travel Commission (ETC) and Visit Flanders to help tourism professionals take full advantage of the opportunities in the MCCI industry (June 2015). Held in Antwerp, Belgium, the Seminar addressed key issues such as global and regional trends of the MCCI sector, the decision-making process of MCCI organizers and key elements for a successful MCCI destination.



UNWTO.Quest Programme – a DMO Certification System

UNWTO, in cooperation with the UNWTO.Themis Foundation, is in the process of launching the UNWTO.Quest Programme, a certification system designed to promote quality and excellence in Destination Management Organizations (DMOs). It includes a training component that supports DMOs in attaining certification standards through capacity building activities.

The UNWTO.Quest Certification System aims to: provide a globally consistent and credible framework of criteria and indicators for evaluating DMO effectiveness and efficiency, create a brand identity for DMOs, provide technical support through continuous guidance and training, and establish an inclusive and dynamic network of DMOs and expertise for excellence and quality assurance. All DMOs are eligible for certification. Certified DMOs can range in terms of legal status and could be government departments, public agencies or statutory bodies, public/private partnership entities or any other organizational structure.

UNWTO.Quest represents an integrated process that consists of three consecutive stages: an assessment of the management plans and operations of DMOs, training to assist DMOs in their efforts to improve the knowledge and professional skills of human resources, and certification to support the enhancement of quality and efficiency of strategic and operational activities of DMOs. Three key performance areas are identified as the triple bottom line for the majority of the DMOs to evaluate their strategic and operational activities, namely: Strategic Leadership, Effective Execution of Relevant Tasks, and Efficient Governance.

Upon successful completion of the process, the certification is awarded for four years and is subject to renewal. The process consists of two phases subject to external evaluation, the results of which will determine the certification procedures.

Committee on Statistics and Tourism Satellite Account

The Committee on Statistics and Tourism Satellite Account is a high level technical Committee that acts as a subsidiary advisory body of the UNWTO Executive Council. Its overall mission is articulated around five objectives: proposing initiatives related to the design and implementation of international tourism statistics recommendations; promoting international comparability of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data; supporting efforts to integrate such data into the frameworks of the system of national tourism statistics and the Tourism Satellite Account (TSA); helping member countries in their initiatives to improve their respective national systems of tourism statistics and in the development of the TSA; and liaising with other international bodies with delegated responsibilities for leadership and coordination of related international statistics and their standards within the sphere of the UN System.

The Committee was responsible for the submission of the UNWTO Compilation Guide for the International Recommendations on Tourism Statistics to the UN, which has become an official document endorsed by the UN Statistical Commission. Furthermore, the Committee's past and ongoing work includes: developing tools to monitor the progress in implementing the International Recommendations on Tourism Statistics; contributing to the discussion of tourism in the UN Post-2015 Development Agenda; developing standards-based measurement tools and guidelines on measuring sustainability in tourism in order to properly contribute to the UN SDGs and as a means to inform policy and decision-making; and further advancing the theory, analysis and practice of sub-national measurement of tourism in collaboration with the International Network on Regional Economics Mobility and Tourism (INRouTe) initiative.

MOVE2015 – measuring tourism on sub-national levels

The 4th International Conference on Sub-National Measurement and Economic Analysis of Tourism: Towards a Set of UNWTO Guidelines – MOVE2015 was held in San Juan, Puerto Rico (November 2015). It was organized by the Puerto Rico Tourism Authority in collaboration with UNWTO and the Centre for Cooperative Research in Tourism (CICtourGUNE) and within the conceptual framework of the International Network on Regional Economics Mobility and Tourism (INRouTe).

This 4th edition of MOVE international conferences presented a sneak preview of the set of guidelines on Measurement and Economic Analysis of Tourism at Sub-National levels, which UNWTO will submit to a worldwide consultation in 2016. Participants of MOVE2015 have been among the first professionals to discuss these guidelines with UNWTO and key international experts before the worldwide consultation is launched.

MOVE2015 explored various themes including territorial planning and tourism, the environmental dimension of tourism, and tourism measurement and economic analysis at sub-national levels.

Regional Workshop on Tourism Satellite Account

The Statistical Economic and Social Research and Training Centre for Islamic Countries (SESRI), in collaboration with UNWTO, organized the Regional Workshop on Tourism Satellite Account (TSA) in Almaty, Republic of Kazakhstan (November/December 2015). The event was hosted by the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan.

As a follow-up activity of the Regional Workshop on Tourism Statistics and Tourism Satellite Account held in Ankara, Turkey in 2014, the Regional Workshop on TSA focused on the Central Asia and South Asia regions of the Organisation of Islamic Cooperation (OIC) and was attended by 16 experts working at national statistical offices, tourism authorities and central banks in Azerbaijan, Bangladesh, Iran, Kazakhstan, Kyrgyzstan, Pakistan, Tajikistan, and Uzbekistan.

The primary objectives of the Workshop were to explain the TSA structure and the relationships between its tables for necessary clarification of underlying TSA concepts, provide a venue for the exchange of knowledge and country experiences in the preparation of TSA, and assist countries in setting up their longer-term work programme on TSA development.

During the Workshop, participants were given the opportunity to cover the compilation fundamentals of the ten tables under the TSA methodology and share their experiences in producing relevant TSA tables based on their country practices.



UNWTO supports Qatar's tourism strategy and action plan

UNWTO and the Qatar Tourism Authority signed a cooperation agreement in 2013 for the phased implementation of a new tourism strategy and action plan in Qatar. The overall goals for the project included legislation, regulation and institution building, the development and promotion of the Meetings industry, destination marketing, statistics and Tourism Satellite Account (TSA) development, human resource development and sustainable tourism development.

The first phase of the project prioritized legislation, regulation and institution building for tourist guides, event management companies, tour operators, theme parks and safaris, and camp activities. Based on a second agreement signed in 2014, a second phase will be carried out until June 2016 which prioritizes visa facilitation, capacity building for tourism stakeholders, statistics and TSA development, product development, investment promotion and internships at the UNWTO headquarters.

Currently, an action plan for the development of investment promotion activities is being prepared in alignment with the existing tourism policies of the government of Qatar. In addition, a capacity building programme is underway for the Qatar Tourism Authority officials.

The future of mountain tourism debated in the Republic of Korea

UNWTO and Ulsan Metropolitan City, with the support of the Government of the Republic of Korea, organized the 2nd Euro-Asian Mountain Resorts Conference in Ulsan, Republic of Korea (October 2015). Centered on the theme Paving the Way towards a Bright Future for Mountain Destinations, the Conference gathered international tourism experts to discuss current and future challenges, success stories and groundbreaking initiatives in mountain tourism development in Europe and Asia.

The Conference consisted of six sessions, each of which was dedicated to different themes, including: the differences between European and Asian mountain tourism development, destination development as a symbiosis of nature and urban space, the importance of mega-events in creating a destination's positive image, accessibility in mountain resorts, product development, diversification and innovation, and effective governance and policy instruments.

The event welcomed over 400 international and national participants representing: national tourism administrations, local authorities, municipalities and regional administrations in mountain areas, academic institutions, and international and regional associations and networks focused on mountain development.

Key conclusions of the Conference highlighted: the importance of implementing a post-event strategy for mega-events, accessibility along the tourism service chain, the need for further development of alternative winter and summer tourism products, and a more proactive approach for public administrations to promote development in harmony with the environment.

The challenges of Mediterranean destinations discussed in Montenegro

For decades, Mediterranean destinations upheld a trinomial model of 'sun, sea and sand' tourism. Sustainability and quality concerns, changing consumer patterns and new business models have defined new challenges for destination management in the Mediterranean, calling for a paradigm shift in order to maintain sustained growth.

In response to these challenges, the 2nd Conference on Destination Management in the Mediterranean took place in Budva, Montenegro upon the kind invitation of the Ministry of Sustainable Development and Tourism of Montenegro (June 2015). This Conference followed the decision made at the 6th International Conference on Destination Management, held in Djerba, Tunisia in 2012, which laid the foundation for holding thematic conferences on Mediterranean tourism.

Discussions converged around four central topics: positioning Mediterranean tourism in the global market, strategic approaches for developing sustainable, quality and innovative products, cruise and maritime tourism, and effective governance and policy instruments.

Alongside these topics, ensuring quality visitor experience was explored as a significant challenge for the success and performance of destinations in the Mediterranean region. Recognizing that quality is vital for the success of a destination and is one of the key decisive competitive instruments for the consumer, Mediterranean destinations were called upon to form strategic alliances to improve quality for consumers, local communities and the natural, cultural and man-made environment.

Approximately 200 participants from 25 countries representing public and private sectors, national tourism administrations, destination management organizations, researchers and academia participated in the Conference.

Review of WHO guidelines in naming new infectious diseases

In 2015, UNWTO succeeded in its continued call for action against labelling infectious diseases after places, which consequently affects the travel and tourism sector.

In May 2015, WHO announced its initiative to develop best practices for naming new human infectious diseases and called on scientists, national authorities and the media to follow these best practices in naming new human infectious diseases to avoid stigmatizing certain communities or economic sectors, and in the process negatively affecting nations, economies and people. Terms that should be avoided in disease names include: geographic locations (e.g. Middle East Respiratory Syndrome, Spanish Flu, Rift Valley Fever), people's names (e.g. Creutzfeldt-Jakob Disease, Chagas Disease), species of animal or food (e.g. Swine Flu, Bird Flu, Monkey Pox), cultural, population, industry or occupational references (e.g. Legionnaire's Disease), and terms that incite undue fear (e.g. unknown, fatal, epidemic).

WHO's best practices apply to new infections, syndromes and diseases that have never been recognized or reported before in humans, have potential public health impact, and for which there is no disease name in common usage. They do not apply to disease names that are already established. In addition, a disease name should consist of generic descriptive terms based on the symptoms that the disease causes and more specific descriptive terms when robust information is available on how the disease manifests, who it affects, its severity or seasonality.

Risk and emergency management in tourism

Within the framework of the Third UN World Conference on Disaster Risk Reduction (WCDDR), held in Sendai, Japan in March 2015, UNWTO organized an official working session on the theme Towards a Resilient Tourism Sector.

UNWTO gave a presentation on the global and regional dimension of integration between disaster risk and emergency management and tourism, outlining key objectives to accelerate the mainstreaming of disaster risk reduction in the tourism sector as well as its integration into disaster risk and emergency management structures. The Session highlighted the importance of a resilient tourism sector to all countries, particularly Small Island Developing States (SIDS). In this respect, tourism has much to offer in Disaster Risk Reduction (DRR) efforts, including preparing and implementing disaster risk management plans, accessing resources to assist large numbers of people, training personnel, business continuity planning and communications.

On the occasion, the Sendai Framework for Disaster Risk Reduction 2015-2030 was adopted, in which tourism's role was defined in Priority 2 that "focuses on strengthening disaster risk governance to manage disaster risk and identifies tourism as a key tool to achieve this priority at national and local levels, specifically the promotion and integration of disaster risk management approaches throughout the tourism industry, given the often heavy reliance on tourism as a key economic driver."



Skyline of Sendai (Japan)

Committee on Tourism and Competitiveness

The Committee on Tourism and Competitiveness (CTC) was established at the 95th Session of the UNWTO Executive Council in Belgrade, Serbia in 2013, replacing the former Market and Competitiveness Committee (MCC).

The work priorities of the CTC include supporting UNWTO in fulfilling its normative role, providing a dialogue mechanism between the public and private tourism stakeholders and the academia within a coherent framework in strengthening policies and strategies on tourism competitiveness, and building synergies and strategic alignments in the harmonization of the related activities of the Secretariat as well as other collaborating organizations/entities to ensure consistency and consensus in the delivery of outputs and reinforce the official positions of the Organization.

Members of the Committee for 2015 - 2019 include Croatia, Gambia, Italy, Mexico, Namibia, Peru, Qatar, and the Republic of Korea.

Further reading and resources

UNWTO Tourism Market Trends Programme
mkt.unwto.org

UNWTO Statistics and Tourism Satellite Account Programme
statistics.unwto.org

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

UNWTO Resilience of Tourism Development
rcm.unwto.org

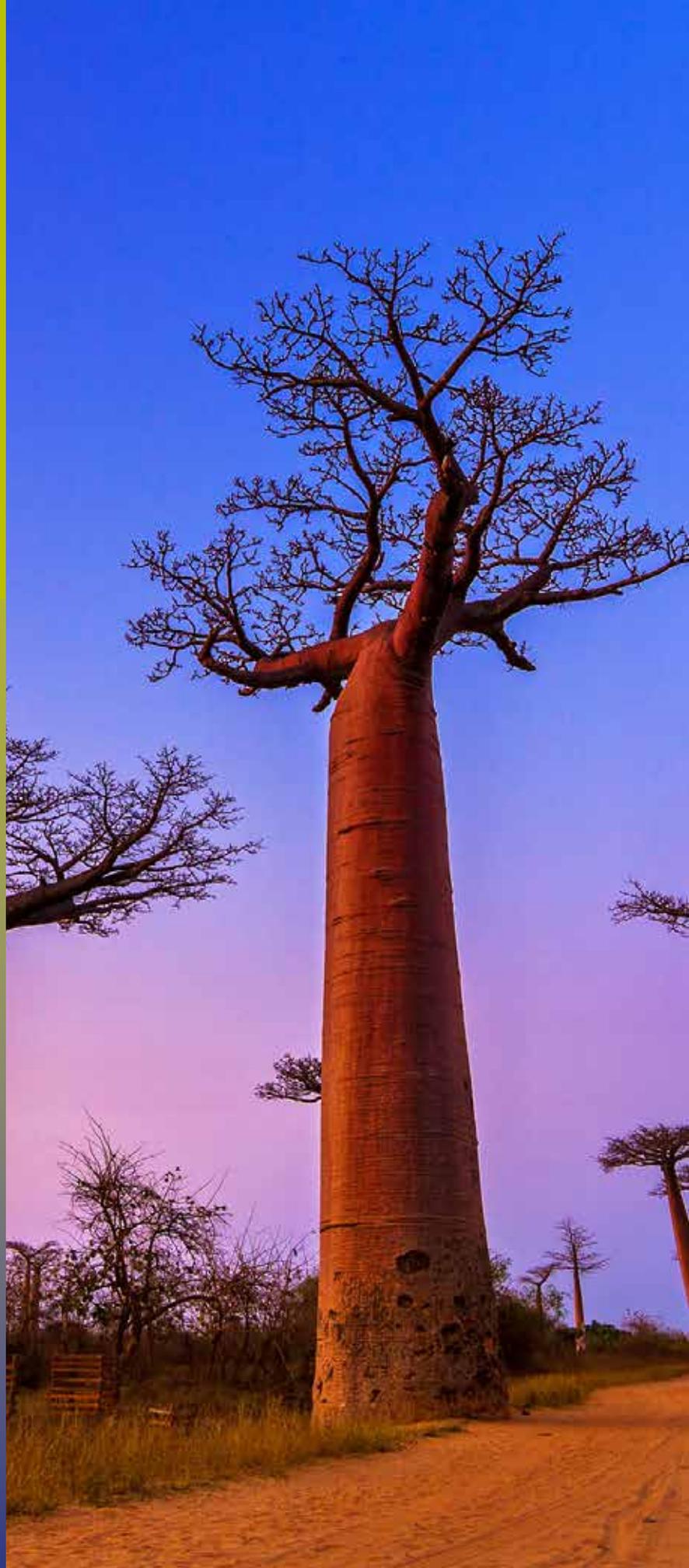
UNWTO Destination Management and Quality Programme
destination.unwto.org

4

Tourism – a tool for sustainable development

2015 marked a landmark year with the adoption of the 17 universal Sustainable Development Goals (SDGs) and the Paris Agreement. Tourism is included in the SDGs in Goals 8, 12 and 14, for its capacity to contribute to inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources.

In 2015, UNWTO advanced the sustainability agenda on various fronts. The 10-Year Framework of Programmes for Sustainable Consumption and Production Patterns Sustainable Tourism Programme established partnerships with 77 organizations worldwide, raising its total number of stakeholders to 103. On World Wildlife Day 2015, UNWTO released new research to bolster global efforts to fight illegal poaching and highlight the economic value of wildlife watching in Africa. And a total of 74 companies and associations from 19 countries signed the Private Sector Commitment to the Global Code of Ethics for Tourism in 2015.



Transformation of the Global Code of Ethics for Tourism into an international convention

Under the chairmanship of Pascal Lamy, former Director-General of the World Trade Organization, the World Committee on Tourism Ethics submitted a proposal to the UNWTO General Assembly to convert the Global Code of Ethics for Tourism into an international Convention on Tourism Ethics. The proposal was put forward as a means to boost the responsibility of governments in the field of ethics and advance the global impact of the code.

The 21st General Assembly has decided to establish a Working Group composed of representatives of Member States to review the draft text of the convention and produce a consensus instrument to be presented to the 22nd General Assembly in 2017 for adoption. The convention would entail a more efficient implementation of the principles of the Global Code of Ethics for Tourism and raise the extent of commitment and accountability of all tourism sector stakeholders.



Global Code of Ethics
 For Tourism

For Responsible Tourism

Private sector commits to the Global Code of Ethics for Tourism

The Global Code of Ethics for Tourism is UNWTO's core policy document serving as the fundamental frame of reference for the responsible and sustainable development of tourism.

At the close of 2015, a total of 74 companies and associations had signed the Private Sector Commitment to the Global Code of Ethics for Tourism, committing to uphold, promote and implement the values championed by the Code and report to the World Committee on Tourism Ethics on their concrete actions in the field of Corporate Social Responsibility, particularly with regards to human rights, social inclusion, gender equality, accessibility and the wellbeing of the host communities. The companies hail from 19 countries, including Belgium (2), Brazil (1), Canada (1), Czech Republic (4), Europe – European Association (1), France (3), Germany (1), Guatemala (12), Haiti (10), Honduras (12), Hungary (1), Italy (1), Lebanon (5), Maldives (5), Montenegro (3), Portugal (1), Spain (1), Sri Lanka (1), Turkey (8) and the United Kingdom (1).

Since the international campaign was launched in 2011 to promote the private sector's implementation and dissemination of the Code, a total of more than 440 prominent hotel chains, tour operators, and professional travel and tourism associations from 63 countries have signed the Commitment. The information from the signatories on the Code's implementation and promotion will be gathered by UNWTO and reported to the World Committee on Tourism Ethics, as well as to the UN General Assembly.

Advancing child protection in tourism

UNWTO's work in the field of child protection spans over 15 years, principally manifested in the initiatives of the World Tourism Network on Child Protection, formerly the Task Force for the Protection of Children in Tourism.

The World Tourism Network on Child Protection, which aims to prevent all forms of child and youth exploitation in the tourism sector including sexual exploitation, child labour and child trafficking, held its 30th Meeting at ITB Berlin under the leadership of the newly appointed Chair Carol Bellamy, former Executive Director of UNICEF.

The main focus of the Meeting was on policing and law enforcement in the sphere of child protection in tourism. UNWTO also provided inputs for the preparation of the Global Study on the Sexual Exploitation of Children in Travel and Tourism, conducted by ECPAT International. The findings of the Study, to be launched in early 2016, will draw a path for establishing revised criteria and new global approaches for protecting children in tourism.

The First Maoridom-Xishuangbanna Minorities Culture Exchange on Sustainable Tourism Development

The growth of indigenous tourism in many destinations worldwide is contributing significantly to local, regional and national income while also providing employment opportunities for community members.

UNWTO highlighted the immense contribution of indigenous tourism at the unveiling ceremony of the Xishuangbanna Observatory on Sustainable Tourism Development through a presentation on Global Development of Indigenous Tourism at the First Maoridom-Xishuangbanna Minorities Culture Exchange on Sustainable Tourism Development, held in Xishuangbanna, Yunnan Province, China (April 2015).

The presentation underscored the potential of tourism to promote opportunities for indigenous and local communities around the world, as well as the role that community engagement has in advancing sustainable tourism development. As highlighted in the Larrakia Declaration, tourism provides the strongest driver to restore, protect and promote indigenous cultures, and conversely, carries the potential to diminish and destroy those cultures when improperly developed. A selection of case studies of award-winning best practices on the positive impacts of indigenous tourism were showcased at the presentation.



The Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP)

The 10YFP Sustainable Tourism Programme was launched in November 2014 under the leadership of UNWTO with the Governments of France, the Republic of Korea and Morocco as co-leads. Since its launch, the number of programme stakeholders has increased – in addition to the 22 members of the Multistakeholder Advisory Committee (MAC) and the four lead and co-lead organizations, 77 organizations have joined the programme as partners, bringing up the total number of 10YFP STP stakeholders to 103.

During the first year of the Programme's implementation, the MAC held three meetings that oversaw the approval of the Operational Terms of Reference as well as the operating mechanisms and principles, the annual Action Plan for the 10YFP STP Coordination Desk and the Partner Application Form.

In July 2015, the 10YFP Secretariat convened the 10YFP Flagship Project Workshop in Paris. The 10YFP STP team, alongside representatives from France, Morocco and UNWTO, presented five concept notes at the workshop and carried out their evaluation following the criteria and guidance from the 10YFP Secretariat, leading to a shortlist of three concept notes.

In August 2015, the first call for proposals for the 10YFP Trust Fund for the 10YFP STP was launched, earmarking USD 500,000 to fund projects. More than 300 proposals were received since October 2015; the final selection of projects was approved after consultation in the fourth MAC meeting in January 2016.



Global Code of Ethics Signatories at the European Tourism for All Forum (Albufeira, Portugal, 22 October 2015)

Committee on Tourism and Sustainability

The Committee on Tourism and Sustainability (CTS) was created by the 95th Session of the Executive Council to monitor the implementation of the UNWTO Programme of Work in the area of 'Sustainable Development of Tourism', assist the Secretariat in its implementation, and report and make recommendations to the Executive Council as well as other bodies of the Organization as required.

The fourth Committee meeting took place in February 2015, with the participation of the Bahamas (Chair), Israel (Vice-Chair), the Islamic Republic of Iran and Seychelles. During the meeting, the Secretariat provided updates on: UN General Assembly Resolution 69/233 on the "promotion of sustainable tourism, including ecotourism, for poverty eradication and environmental protection"; the Observatories on Sustainable Tourism; the review underway of the current discussion on measuring sustainable development indicators for enterprises; the 10YFP Sustainable Tourism Programme (STP); and the Briefing Paper 'Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa'.

The fifth meeting of the CTS took place in Medellín, Colombia, in the framework of the 21st Session of the UNWTO General Assembly. It gathered the CTS members and members newly nominated by the Regional Commissions for a discussion on the future activities of the Committee. The Secretariat presented its current work in the field of sustainability and the work of the Sustainable Programme of the 10YFP, led by UNWTO with France, the Republic of Korea and Morocco as co-leads.





Tourism's role in fighting wildlife crime in Africa

In support of international efforts to tackle unprecedented levels of poaching and to strengthen the role of tourism in combating wildlife crime, UNWTO has spearheaded efforts to increase knowledge on the economic value of wildlife watching in Africa.

On the occasion of World Wildlife Day 2015, UNWTO released new research that confirmed wildlife watching as one of the most important tourism segments of Africa and warned of the serious threat of poaching and illicit trade to this key segment, which can severely impact the future of Africa's socio-economic development. The UNWTO Briefing Paper "Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa" provides a preliminary overview of Africa's wildlife watching tourism, its economic impact and the current involvement of tourism in anti-poaching measures. The study builds on a survey of 48 African tourism and conservation authorities from 31 countries and 145 international and Africa-based tour operators, and is complemented with available statistics, case study reviews and in-depth interviews with governments and international organizations.

According to the report, wildlife watching represents 80% of the total annual sales of trips to Africa, with safari as the most popular product. Species most threatened by poaching, such as elephants and rhinos, are among the most popular in wildlife watching tours.

The research also provides deeper insight into the economic significance of wildlife watching tourism, as well as its importance in creating job opportunities for the local population.

In addition, the paper reveals that tourism authorities are only involved to a minor extent in anti-poaching efforts. Around 50% of the participating tour operators are funding anti-poaching initiatives and/or are involved in nature conservation projects. However, only a few are proactively informing and engaging their customers on the issue.

In order to advance knowledge of the economic importance of wildlife watching and its potential to directly contribute to conservation efforts, the paper recommends a number of actions for national tourism authorities, including increased involvement in anti-poaching initiatives, systematic integration and evaluation of available data, and capacity building for a more consistent monitoring of protected areas' visitors and receipts.

The International Network of Sustainable Tourism Observatories (INSTO)

The International Network of Sustainable Tourism Observatories (INSTO), formerly known as the Global Observatories on Sustainable Tourism (GOST), supports policy makers in implementing evidence-based tourism policies by systematically monitoring tourism's environmental, social and economic impacts. Set up with local stakeholders, the Observatories aim to ensure sustainable and resilient tourism growth while disseminating good practices and supporting capacity building among tourism stakeholders.

In 2015, INSTO saw further expansion as UNWTO and the countries in the Danube region agreed to establish a Network of Observatories under the auspices of UNWTO. The formal agreement was signed in Sofia during the official visit of the UNWTO Secretary-General to Bulgaria. The Observatories will measure tourism's social, economic and environmental impact along the Danube River and help define adequate sustainable tourism policies in the region.

In addition, the Tourism Observatory of Guanajuato State in Mexico, created in 2008, became a member of INSTO in August 2015.

Since 2004, a total of ten Observatories under UNWTO auspices have been established, including eight in China, one in Greece and one in Mexico.





Further reading and resources

UNWTO Ethics and Social Dimensions of Tourism Programme

ethics.unwto.org

World Committee on Tourism Ethics

ethics.unwto.org/en/content/world-committee-tourism-ethics

Global Code of Ethics for Tourism

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

Private Sector Commitment to the Global Code of Ethics for Tourism

ethics.unwto.org/content/private-sector-commitment-global-code-ethics-for-tourism

UNWTO World Tourism Network on Child Protection

ethics.unwto.org/content/protection-children-tourism

10YFP Sustainable Tourism Programme

sdt.unwto.org/sustainable-tourism-10yfp

International Network of Sustainable Tourism Observatories (INSTO)

sdt.unwto.org/content/sustainability-indicators-and-global-observatories

Sustainable Development of Tourism Programme

sdt.unwto.org

5

Advancing tourism's contribution to poverty reduction and development

Tourism offers one of the most effective and viable tools for poverty alleviation and sustainable development as a leading employment sector, a key driver of world trade and a primary source of foreign exchange earnings in many developing and Least Developed Countries (LDCs).

UNWTO is committed to harnessing tourism's potential to create wealth and distributing its benefits to the most vulnerable members of society. In 2015, UNWTO provided on-the-ground technical assistance and capacity building in several destinations worldwide, providing local communities with invaluable opportunities to grow and prosper through tourism.



Burundi - promoting the participation of youth and women in the tourism sector

The project *Enhancing Participation of Youth and Women in the Tourism Sector* was successfully completed in 2015. Launched in March 2014, the project's main objectives were to build the capacities of women and young people to help them develop a career in tourism in Bujumbura and at Lake Tanganyika, and to strengthen the capacity of tourism SMEs at Lake Tanganyika.

A total of 13 participants joined an advanced level training course for receptionists, while 41 participants attended initial and advanced level training courses for waiters. Additionally, the project identified opportunities and developed a strategy for providing business development support to selected micro and small tourism enterprises. In the last quarter of 2014, small grants were provided to nine local tourism enterprises and associations to provide investment for their tourism activities, mainly excursions and handicraft production. The grants, of approximately US\$ 1,500 each, were used to purchase various materials such as canoes, bicycles, camping equipment, sewing machines and computer equipment. The investment has significantly helped improve operations of these local enterprises and diversify their product offerings.

Ethiopia's first hotel classification project

In 2015, UNWTO prepared the Ethiopia Hotel Grading Programme for the Ministry of Culture and Tourism (MOCT) of Ethiopia with funding from the Ethiopia Sustainable Tourism Development Program (ESTDP), a project of the World Bank.

The primary focus of the project, a first for Ethiopia, was to train regional inspectors to become competent hotel assessors and subsequently grade up to 400 hotels in Addis Ababa and four regions of the country. The project aims to implement and position the Ethiopia Accommodation Star Grading Programme as one of the most progressive, rigorous and credible schemes in Africa and the world.

An intensive training programme was initially conducted for national assessors, focusing on the theoretical and practical implementation of the new hotel classification criteria. Ancillary training was provided in the areas of food health, hygiene, and hotel safety and security.

The assessments for the Star Grading Process were conducted in Addis Ababa and other regions of the country, including Amhara, Tigray, Oromia, Harar, Dire Dawa and Southern Nations, Nationalities, and Peoples' Region (SNNP). Approximately 357 properties were assessed, and additionally 17 reassessments were performed in Addis Ababa. As a result, the Programme contributed to the ongoing development and global competitiveness of Ethiopia's accommodation and tourism sector.



Silhouettes of a fisherman in his boat at sunset. (Burundi)

Haiti – building capacities for sustainable tourism development

Together with the Ministry of Tourism of Haiti, UNWTO is carrying out a project to enhance the local economic impact of tourism in Jacmel, an attractive coastal destination southeast of the country. The project is being implemented with financial support from the UNWTO STEP Foundation along with the assistance of the UNWTO Themis Foundation.

The project aims to strengthen the participation of the local population in the tourism value chain in Jacmel and its surroundings by enhancing local employment and diversifying local tourism products and services. The project has a strong focus on capacity building in order to enable local people to gain the skills and experience required for employment and income generation in the tourism sector. It also aims to support beneficiaries by providing necessary materials to run small tourism businesses, such as computers or furniture.

A four-month, in-depth training course was organized for seven young local guides, addressing the topics of marketing, communication, personal development, business management, cultural and natural heritage,

security and hygiene, and professional tour guide skills. Training included support to help set up the participants' private tour guide company. As a result, the guides have since developed several unique excursions to bring visitors closer to the culture, gastronomy, history and nature of Haiti, facilitating interaction and building rapport between tourists and local communities.

In addition, a special coffee route was concurrently developed, offering tourists the possibility to visit coffee farms in the hills near Jacmel. The excursion offers visitors a tour through coffee forests complemented with a historical guide about Haitian coffee and its importance for Haiti's mountain communities.

The project will also carry out activities at Etang Bossier, a small hidden lake in the hills surrounding Jacmel, to improve the destination's tourism offer, create income generating opportunities for the local community and help conserve the natural area. Efforts to make the area more attractive include the renovation of an 18th century sugarcane mill and a walking path around the lake. Awareness-raising seminars will be organized for the local population at Etang Bossier to promote a deeper understanding of the tourism sector and its income generating opportunities.



Small forest beach (Haiti)

Lesotho – training excursion providers, tour guides, home stay providers and crafters

UNWTO, in collaboration with the Lesotho Tourism Development Corporation (LTDC), is implementing a ST-EP project to develop rural tourism initiatives in the Baroana, Kome and Malimomg areas of Lesotho as well as the mountain destinations to the east of the capital of Maseru. The project is backed by a financial contribution from the UNWTO ST-EP Foundation and co-funding from LTDC.

As part of the project's framework, training seminars were organized in 2015 for excursion providers, tour guides, rural homestay providers and crafters, providing them with valuable insights on how to develop new excursions or improve existing ones by making optimal use of the natural and cultural heritage of the destination. The seminars aimed to support small entrepreneurs in starting an excursion enterprise through capacity building and increased access to tourism markets. A tourist map was also developed for hiking, biking and pony trekking routes, linking the three project areas.

In addition, seminars for tour guides, rural home stay providers and crafters focused on marketing and improving tourism products and services. Participants immediately put the lessons into practice by making improvements in the products and services offered to tourists and by establishing contacts with potential clients. The ST-EP project will continue to support the participants by undertaking marketing activities, including the creation of a website and upgrading of an information center for the destination of Kome.

Mongolia – capacity building for tourism employees and youth

UNWTO launched a new project in Mongolia to build capacity among tourism employees and unemployed youth, aiming to boost their career opportunities in the tourism sector. The project is being implemented with a financial contribution from the UNWTO ST-EP Foundation in collaboration with the Ministry of Culture, Sports and Tourism of Mongolia, the Sustainable Tourism Development Centre of Mongolia and the Centre for the Promotion of Imports from developing countries (CBI), an agency of the Netherlands Ministry of Economic Affairs.

Based on a needs assessment among private sector operators, the project stakeholders are preparing detailed curricula with training modules and manuals for training seminars that will be delivered to selected tourism employees and unemployed youth interested in entering the tourism sector. The training seminars will focus on the subjects of Tourism Service and Hospitality and Tourism Management.

Upon completion of the curricula, local trainers will be selected to first attend a “train the trainer” course before commencing the seminars. Participants will be identified and selected in collaboration with the Tourism Department of the Ulaanbaatar City Administration and the Mongolian Hotels Association.

The project aims to provide training to 200 people in 2016, with at least half of them being women. To measure the results of the training, the project will carry out surveys among the participants who have completed the seminars to assess how the training has enhanced their skills, experience and income from a career in the tourism sector.

Morocco – implementation of a new classification system for tourism accommodation

Since 2013 UNWTO, with the support of the United Nations Development Programme (UNDP), has been providing technical assistance to the Ministry of Tourism of Morocco in revising the country's existing hotel classification criteria to bring it up to par with international best practices and market standards.

The project has successfully completed practical training, examination and validation for 90 inspectors from the Ministry of Tourism on the revised hotel classification criteria in Marrakech, Agadir, Tangier and Casablanca.

Milestones in 2015 include the creation of a manual for the interpretation of the hotel classification standards, testing of the 'Mystery Guest' scheme, a seminar on communication and the establishment of a steering committee meeting to approve the work plan and budget for 2016.

The Republic of Congo – developing a sustainable tourism development strategy and national tourism policy

Under an agreement signed in 2014, UNWTO and the United Nations Development Programme (UNDP) have been working together to formulate a sustainable tourism development strategy and master plan to stimulate the growth of the Republic of Congo's tourism sector and its contribution to socio-economic development. In 2015, an amendment to the project agreement was signed to develop a national tourism policy and a project formulation mission for hotel classification.

A team of 18 international and national experts are currently working alongside their counterparts from the Ministry of Tourism and Environment of the Republic of Congo to implement the project in two phases. The first phase involved an in-depth analysis of the tourism situation in the Republic of Congo to help government and private actors assess the strengths and challenges of the country's tourism sector. The UNWTO project

team travelled extensively throughout the country to undertake a thorough analysis of the country's existing and potential tourism resources.

The UNWTO team then carried out the second phase involving the formulation of the tourism development strategy, a national tourism policy and a master plan that includes a detailed action plan for the next five years. The overall vision of the national tourism policy is to promote the Republic of Congo as a reference destination for ecotourism at the African level, within the context of the Green Economy. The national tourism policy for 2016-2025 aims to double tourism's contribution to GDP. To achieve this five main actions were proposed, including implementing a marketing plan for the destination "Congo-Ocean", increasing participation at international fairs, opening tourism offices abroad, setting up a bilateral and multilateral relationship with other countries and creating an operational and effective organism to manage Destination Congo.

Additionally, within the framework of the sustainable tourism development strategy and master plan, the accommodation sub-sector has been identified as one of the main priorities for the development of the tourism sector in the country. To this end, the Government of the Republic of Congo and UNDP have requested UNWTO's technical assistance to support the Ministry of Tourism and Environment in creating a classification system for tourist accommodation. The project aims to consolidate a globally competitive standard within Congolese luxury hotels and develop a culture of quality.



Further reading and resources

**UNWTO Technical Cooperation and Services
Programme**
cooperation.unwto.org

Tourism and Poverty Alleviation
step.unwto.org

Tourism and the SDGs
icr.unwto.org/content/tourism-and-sdgs

6

Fostering knowledge, education and capacity building

Tourism is one of the world's leading employment creators. To foster the sector's great capacity to create jobs, UNWTO works closely with its Member States in providing quality education and training among tourism professionals.

In 2015 UNWTO organized 16 education and training activities, which attracted 506 participants from 47 Member States, through the UNWTO.Themis Foundation. The UNWTO Knowledge Network further advanced solution-based research activities for Member States, Affiliate Members and UNWTO operational programmes. The Network, supported by educational institutions, industry associations and policy makers, also launched the UNWTO Forum on Talent Development in Tourism: Investing in Youth at the 21st UNWTO General Assembly.



The UNWTO.Themis Foundation

The UNWTO.Themis Foundation is the education and training arm of UNWTO committed to advancing quality, competitiveness and sustainability in the tourism sector worldwide through excellence in education and training. Created in 1998 and headquartered in Andorra, the UNWTO.Themis Foundation is governed by a Board of Trustees made up of representatives from UNWTO and the Government of Andorra.

The Foundation works in four key areas: 1) development of executive training and capacity building programmes in various areas for UNWTO Member States; 2) improvement and certification of educational programmes through the UNWTO.TedQual; 3) support to UNWTO technical cooperation through the UNWTO.Volunteers Corps; and 4) assessment of education and training needs for UNWTO Member States and development of adequate strategic plans through the UNWTO.Strategy Programme.

During 2015 the Foundation implemented 16 educational and training activities with a total of 506 participants in 47 UNWTO Member States, including new executive training in Brazil, Lithuania and Mexico. Between 2014 and 2015, more than 800 government officials from 80 UNWTO Member States participated in UNWTO.Themis executive training courses.

UNWTO.Capacity Programme

The UNWTO.Capacity Programme aims to develop and strengthen the capacities and competencies of tourism professionals in key areas while creating a platform for sharing knowledge and tools through a practical and interactive training.

The Programme offers on-site, online and blended courses, tailor-made to the specific needs of the different target audiences. Courses are facilitated by UNWTO international experts from UNWTO partners' organizations and/or educational institutions with UNWTO.TedQual certified programmes. They are co-organized with these institutions or National Tourism Organizations (NTAs) from UNWTO Member States, on topics of their choice.

A total of 15 UNWTO.Capacity courses and seminars were delivered in 2015, in: Andorra, Argentina, Brazil,

Democratic Republic of Congo, Lithuania, Mexico, Qatar, Saudi Arabia, Spain and Zimbabwe, including the UNWTO.Practicum. This yearly programme is delivered in Andorra and Spain and aims at familiarizing NTA officials with the different activities of the UNWTO Programme of Work, while providing training in specific priority areas. In 2015, the UNWTO.Practicum trained 25 officials on Crisis Communications.

In 2015, UNWTO.Themis offered courses in partnership with the UNWTO Regional Programmes for Africa, the Americas, Europe and the Middle East, along with the European Institute of Cultural Routes of the Council of Europe.



UNWTO.TedQual Programme

Over 2015, the UNWTO.TedQual Programme was strengthened with the creation of the UNWTO.TedQual Advisory Board (TAB), a consulting body whose mission is to continuously improve the UNWTO.TedQual Programme, validate the certification criteria and process for each audited tourism education programme, and ensure the transparency of the certification process.

During the year, the UNWTO.TedQual completed the renewal of 26 programmes and concluded 11 new certifications, including in Africa where, up until now, only one institution (in Kenya) had been previously certified. There has also been a notable increase of certification requests from Asia, namely from Japan.

UNWTO.Volunteers Programme

The UNWTO.Volunteers Programme trains junior professionals from the UNWTO.Volunteers Corps to carry out technical cooperation projects around the world, in cooperation with the George Washington University.

UNWTO.TedQual improves education standards in Laos

The first UNWTO.TedQual pre-audit process was carried out in Laos at the Lao National Institute of Tourism and Hospitality (LANITH), a partnership between the Luxembourg and Lao governments. Set up over five years ago, LANITH helped transform a Lao tourism sector that once lagged behind other South-East Asian destinations. Through LANITH, the Luxembourg Government aims to boost Lao tourism by educating and training tourism and hospitality operators, staff and students, and in doing so helping to improve the tourism sector and generate further economic revenue for Laos. In September 2013, LANITH opened its new tourism and hospitality college in Vientiane with its first 60 students – none of whom had previous experience in tourism. With scholarships from the Luxembourg Government, these students are completing a two-year diploma that will give them the skills and knowledge to work in a broad range of tourism and hospitality ventures.

LANITH has successfully passed the pre-audit of the UNWTO.TedQual certification and is now on its way to becoming certified in 2016.

UNWTO.Volunteers support tourism in Haiti

María Eugenia joined the project 'Augmenter l'impact du développement touristique sur l'économie locale dans la région de Jacmel' (increasing the impact of tourism development on the local economy in the Jacmel region) to support local tourism enterprises in Haiti. Eugenia drew up a detailed work plan based on guidelines from the Ministry of Tourism, organized meetings to implement synergies between different stakeholders, facilitated an inventory of tourism resources and implemented a strategy to support SMEs, new cooperatives and entrepreneurs, specifically among young people and women in Jacmel. The project was supported by the STEP Foundation.



Group of tourist guides participating in the project to support local tourism enterprises (Jacmel region, Haiti)

UNWTO Knowledge Network – bridging theory and practice in the tourism sector

The UNWTO Knowledge Network is an inclusive community within the UNWTO Affiliate Members Programme that provides knowledge generators, policymakers and practitioners with a platform to share research and bridge the gap between theory and practice. It is currently composed of over 80 institutions, organizations and enterprises from 40 different countries, all of which are equipped with sound research competencies and extensive experience in tourism development and innovation.

In 2015, the Knowledge Network further advanced research activities to offer solution-based research for Member States, Affiliate Members and UNWTO. To foster public/private partnerships with the participation of the academia, the Knowledge Network continued to strengthen its talent development component with the support of educational institutions, industry associations and policymakers. Diverse action plans were implemented to promote the importance of talent development and employment in tourism, as well as to facilitate knowledge transfer.

UNWTO Forum on Talent Development in Tourism

The UNWTO Forum on Talent Development in Tourism: Investing in Youth was launched by the UNWTO Knowledge Network, in collaboration with the University of Medellín, as the first side event at the UNWTO General Assembly in Medellín, Colombia.

The Forum explored talent development and youth empowerment strategies, the tourism labour market in the regional context and the status of human capital in the tourism sector. During the occasion, local students interviewed the UNWTO Secretary-General.

Following the Forum's success, the UNWTO Conference on Talent Development and Education in Tourism was held in Bilbao, Spain (December 2015). The event included a meeting of the European Chapter of the Knowledge Network, which discussed its role as a think tank within the UNWTO Programme of Work. The Conference adopted a similar format to the Medellín forum and included sessions on talent development and lifelong education in tourism.



Participants of the UNWTO Forum on Talent Development in Tourism: Investing in Tourism (Medellin, Colombia, 11 September 2015)

Further reading and resources

UNWTO.Themis Foundation
themis.unwto.org

UNWTO Knowledge Network
know.unwto.org

7

Building partnerships for tourism

To advance sustainable tourism development worldwide, UNWTO collaborates on a regular basis with organizations across and beyond the tourism sector. This includes its important network of Affiliate Members, non-governmental institutions of the tourism sector including tourism and related companies, universities and destination management organizations. In 2015, UNWTO incorporated 73 new Affiliate Members representing 26 countries, bringing the total Affiliate membership to over 480.

2015 saw the launch of the UNWTO Gastronomy Network and the UNWTO Shopping Tourism Network. The Networks are fora within the Affiliate Members Programme where experts, destinations, academics and the private sector devise ways to advance the competitiveness and sustainability of the sector.

UNWTO's Silk Road Programme achieved a record number of event programmes and increased cooperation with UNESCO in 2015. Its membership grew to 33 Member States, with Spain and Romania officially joining.



UNWTO Affiliate Members

The UNWTO Affiliate Members Programme gathers the non-governmental institutions of the tourism sector, including private sector entities, universities and destination management organizations (DMOs) as well as companies in related sectors, creating a unique platform for collaboration and public/private sector partnerships.

In 2015, membership increased substantially with the incorporation of 73 new Affiliate Members representing 26 countries, bringing the total number up to 481 organizations and enterprises from 91 countries.

UNWTO and its Affiliate Members strengthen alliance

UNWTO signed new Memoranda of Understanding (MoUs) to strengthen ties with several of its Affiliate Members during the year, including Amadeus (Spain), the Real Academia de Gastronomía (Spain), Spain Cares (Spain), Student Marketing (Slovakia), the Universidad Internacional de la Rioja (Spain), and VIP World Events (Spain).

The MoUs aim to enhance collaboration between UNWTO and the respective Affiliate Members in the areas of research and the promotion of best practices. The future cooperation activities include, respectively:

- Amadeus: development of a UNWTO Prototype on multi-modality to further integrate different means of transport between destinations around the world.
- Real Academia de Gastronomía: development of gastronomy tourism and collaboration with the UNWTO Gastronomy Network.
- Spain Cares: research on health tourism, including collaboration in the publication of a global report on health tourism and public/private collaboration in specialized segments.
- Student Marketing: cooperation in the publication of a global report on youth tourism.
- Universidad Internacional de la Rioja: research, knowledge exchange and promotion of best practices, namely concerning wine tourism, participation in the UNWTO Knowledge Network, the UNWTO Gastronomy Network and a working group on youth tourism.
- VIP World Events: research on the high-end segments of tourism.



Signing of the Memorandum of Understanding with Amadeus (Madrid, Spain, 7 July 2015)

New UNWTO Affiliate Members Reports

AM Regional Report: Volume four, Tourism in Africa: A Tool for Development

The AM Report: Volume four, *Tourism in Africa: A Tool for Development* was developed by UNWTO in cooperation with Casa África. It assesses the current situation of Africa's tourism product development and proposes a UNWTO methodology for tourism product development that can be applied to African destinations. The study also showcases the existing challenges and opportunities for tourism in Africa through various case studies of product development in the region.

AM Report, Volume eleven, Global Report on Public-Private Partnerships: Tourism Development

Jointly published with the Griffith Institute for Tourism, a UNWTO Affiliate Member, the AM Report, Volume eleven, *Global Report on Public-Private Partnerships: Tourism Development* seeks to highlight the role of public/private partnerships (PPPs) in tourism development.

This publication features a wide range of case studies from various countries to provide insight into the different types of PPPs across a broad range of geographic contexts, highlighting how progressive initiatives can pave the way for successful tourism development. This report aims to increase understanding of innovative PPP models and stimulate collaboration between tourism stakeholders worldwide, resulting in inclusive, sustainable and resilient tourism development.

AM Report, Volume twelve, Global Report on Cultural Routes and Itineraries

Prepared in partnership with the Agência de Turisme de Les Illes Balears (ATB), a UNWTO Affiliate Member, the AM Report, Volume twelve, *Global Report on Cultural Routes and Itineraries* provides a valuable source of information on the development of cultural routes and itineraries.

This Report highlights the importance of cultural routes in providing destinations with a unique competitive advantage by creating an enhanced visitor experience. Case studies from around the world provide a framework for designing and establishing cultural routes.



UNWTO Gastronomy Network

Gastronomy is a direct expression of a country's natural wealth and culture. In recent years, a growing emphasis has been placed on culinary attractions as a prime tourism experience, carrying great potential for job creation and income generation at all levels of the local economy.

In 2015, UNWTO and the Basque Culinary Centre organized the 1st UNWTO World Forum on Gastronomy Tourism in San Sebastián, Spain, in collaboration with Basquetour, the Provincial Council of Gipuzkoa and Donostia-San Sebastián Tourism (April 2015). The Forum convened various experts with the aim to enhance the management quality of the public sector in the field of gastronomic tourism. The event assessed gastronomic tourism's current situation and challenges in the areas of management, events and communication and the professional development of the sector.

To further advance gastronomic tourism's contribution towards sustainable development, the UNWTO Gastronomy Network was officially launched as part of the UNWTO Affiliate Members Programme during

the UNWTO General Assembly in Medellín, Colombia. The Network is a platform integrating stakeholders from various areas and countries to work together in shaping the future of gastronomic tourism. Among the planned activities of the Network is an online platform where countries can share information on their culinary heritage and gastronomic routes. The initiative also offers participants the opportunity to interact with food tourism experts and exchange experiences on topics such as branding or key success factors in this tourism segment.

Several other initiatives in support of gastronomic tourism are underway, including the development of a project to measure its impact on a national level, a platform for the dissemination of gastronomic tourism trends in the UNWTO website and a handbook on best practices in the development of gastronomic tourism. In addition, a group of experts is being developed to support the technical content of the upcoming global fora on gastronomic tourism.



Presentation during the UNWTO Gastronomy Network (Medellin, Colombia, 13 September 2015)

UNWTO launches Shopping Tourism Network

Shopping has become an important component of the tourism value chain, a determinant factor influencing destination choice and, in some cases, the prime travel motivation.

Recognizing the emergence of shopping tourism as an increasingly relevant tourism segment, the 1st UNWTO Conference on Shopping Tourism was held during the International Tourism Fair in Spain – FITUR (January 2015). The event discussed the importance of shopping tourism in international tourism, highlighting the unique opportunity for destinations to reinforce their tourism brand and positioning by developing unique shopping experiences. The UNWTO Global Report on Shopping Tourism (published 2014) and the UNWTO Madrid Precious Time Prototype for innovative city tourism were presented on the occasion.

Following the high level of interest generated by the Conference and the 2014 Global Report, the UNWTO Shopping Tourism Network was officially launched during the 21st UNWTO General Assembly in Medellin,

Colombia. During the event, the Network action plan for 2016 was defined and UNWTO Affiliate Members Innova Taxfree and Value Retail presented their shopping tourism-related work and activities.

The Shopping Tourism Network will act as a forum within the UNWTO Affiliate Members Programme for participants to interact, share and access information related to this growing tourism segment. A webpage within the UNWTO official website will be developed to showcase the most important initiatives of the participants of the Network.

In addition, the creation of the Group of Experts on Shopping Tourism is underway to assist in the development of the technical content of upcoming global events on shopping tourism. The group will be composed of experts from the retail sector, tour operators, hotel chains, academia and fashion brands.

An integrated approach to overcoming seasonality

The 3rd UNWTO Conference on overcoming seasonality was held in Torremolinos, Spain, with the collaboration of the Palacio de Congresos y Exposiciones Costa del



Participants during the launch of the UNWTO Shopping Tourism Network (Medellin, Colombia, 14 September 2015)

Sol – Torremolinos, providing a platform for participants to explore an integrated approach to seasonality from the perspective of the public-private sector (June 2015).

The discussions raised issues on key business challenges facing tourism enterprises in seasonal destinations, including attracting investment, financing, cash flows, supplier relations, employment and facilitating a culture of collaboration at a destination level or ‘coopetition’.

Case studies of the destinations of Torremolinos and Marrakech, Morocco as well as the Estaciones Nauticas or the best nautical destinations in Spain highlighted the value of carefully planned business strategies as measures to support the further development of off-peak season tourism. Year-round travel connectivity and market segmentation, such as a focus on sports or shopping tourism, were also emphasized as effective means to counteract tourism seasonality. Overall, the Conference underscored the need for integrated strategic planning and investment by both public and private sector stakeholders as a means to overcome seasonality.



Coastline of the city of Torremolinos, Spain

UNWTO Silk Road Programme

The UNWTO Silk Road activities expanded in 2015 with UNWTO holding its largest programme of events to date. The Programme's membership grew to 33 Member States, with Spain and Romania both officially joining in 2015.

During the year, Silk Road Ministers convened for the fifth time at ITB Berlin while a series of seminars for the Silk Road travel trade were held at both ITB Berlin and at WTM London. UNWTO also enhanced its cooperation with UNESCO by delivering training courses for heritage guides from across the Silk Road.

UNWTO Silk Road Task Force meets in Asia for the first time

In 2015, the Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea, the Korea Tourism Organization (KTO) and UNWTO hosted the annual UNWTO Silk Road Task Force Meeting in Seoul, Republic of Korea (April 2015).

The Meeting was attended by representatives from 17 Member States, as well as UNESCO and the World Federation of Tourist Guides Association. The meeting put forward priorities and strategies for implementing the Silk Road Action Plan and enabled participants to provide direct input into the activities for 2015.

The 7th UNWTO International Meeting on Silk Road Tourism and 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt

Jointly organized by UNWTO, the China National Tourism Administration (CNTA) and the People's Government of Shaanxi Province, the 7th UNWTO International Meeting on Silk Road Tourism and 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt took place in Xi'an, China (June 2015).

Gathering representatives from 25 countries, the Conference provided a platform for discussing the challenges and strategies for successfully developing tourism along the land and maritime routes of the Silk Road. With a focus on travel facilitation, marketing and promotion and heritage management, the Conference engaged a wide range of public and private stakeholders including 18 Member States, UNESCO, the China

Chamber of Tourism, BBC Worldwide, University College London, TripAdvisor, Ctrip, Finnair, HNA Aviation Group and the World Indigenous Tourism Alliance (WINTA). The event also saw the launching of the Xi'an Initiative, a document setting the path for stronger tourism development in the framework of the Silk Road Economic Belt.

UNWTO joins the Asian Development Bank in supporting the Almaty-Bishkek Corridor Initiative

In 2015, UNWTO joined the Asian Development Bank (ADB) in its efforts to develop the Almaty-Bishkek Corridor Initiative (ABCI), aimed at identifying the possible scope for economic corridor development encompassing Almaty, Bishkek and the areas around and between them.

UNWTO hosted the 3rd Meeting of the ABCI Joint Working Group (JWG), which was established by the governments of Kazakhstan and Kyrgyzstan to guide, monitor and implement the ABCI. The Meeting brought together representatives from the Kazakhstan and Kyrgyzstan ministries of economy, agriculture and city administrations, as well as international experts in the field of tourism, education, disaster risk management, information technology and urban planning.

The Meeting highlighted that ABCI represents a section of the greater Chang'an-Tianshan Silk Road Corridor, which was inscribed on the UNESCO World Heritage List in 2014 and has been of enormous importance in the history of Central Asia. Its identification as a distinctive stretch of the Silk Roads and its inscription on the World Heritage List is a milestone in the recognition of the Silk Roads as part of a common heritage of humanity. These routes have been the subject of intensive study at UNESCO in recent years, as part of the Serial Transnational World Heritage Nominations of the Silk Roads initiative, leading to the identification of 54 different corridors along the 150,000 kilometers of Silk Road network from the Mediterranean to the Far East.

First Silk Road training course for heritage guides

The first specialized training programme on Enhancing Silk Road Interpretation and Quality Guides Training was held in Khiva, Uzbekistan, supported by the UNESCO Tashkent Office, the Republic of Uzbekistan and the Netherlands UNESCO Funds in Trust.

Jointly organized by UNWTO, UNESCO and the World Federation of Tourist Guide Associations (WFTGA), this pioneer 'train the trainers' course equipped guides with specialized skills and know-how on site interpretation, presentation and management. Designed for the five countries participating in the UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy project (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan), the course certified successful candidates as official WFTGA Silk Road Heritage Guides, helping to ensure quality interpretation on the sites and enabling them to train guides in their home countries. UNESCO, WFTGA and UNWTO also developed a specialized Silk Road Heritage Guides' Handbook, a practical tool for improving the knowledge and standards of tourist guides.

New partnerships in market research

To address market intelligence gaps on the Silk Road, UNWTO partnered with a number of organizations throughout 2015. The TripAdvisor Travel Trends Guide for the Silk Road 2015 was launched to provide insight into how consumers rate and research Silk Road countries on one of the world's largest travel websites. The Uzbekistan Tourism Insight report was produced by UNWTO based on

hundreds of surveys collected by tourism students in the country's tourism hotspots. In addition, UNWTO worked with BBC Advertising on an online consumer survey that was distributed to the BBC Global Minds and UNWTO Silk Road tour operator databases.

The Silk Road on Discovery Networks International and BBC Television

UNWTO worked in collaboration with major television companies to produce a number of documentary series promoting travel on the Silk Road. In collaboration with UNWTO, Pioneer Productions produced a four-part travel documentary series that follows a journey across seven countries along the Silk Road. The series has been commissioned by Discovery Networks International, which has a reach of 2.8 billion global subscribers in more than 220 countries and territories.

Additionally, UNWTO worked with BBC on the production of a three-part documentary series that features six Silk Road countries, with a special focus on the arts, heritage, culture and the daily lives of Silk Road artisans on the Silk Road.



UNESCO, WFTGA, UNWTO, tourist guides and trainers at the first Silk Road trainers course for heritage guides (Khiva, Uzbekistan, 24 August - 7 September 2015)

UNWTO and the European Bank of Reconstruction and Development (EBRD) partner to promote youth training and sustainable tourism

UNWTO and the European Bank of Reconstruction and Development (EBRD) have signed an agreement to work jointly on promoting inclusive and sustainable tourism as a driver of socio-economic growth. The key areas covered by the agreement are inclusion of youth in the sector through training and employment opportunities, resource and energy efficiency, and capacity building for SMEs. UNWTO and the EBRD will also cooperate on identifying best practices and on sharing knowledge.

The agreement was signed in the framework of the EBRD's commitment for supporting inclusive and sustainable tourism in the Bank's countries of operation, particularly in the Southern and Eastern Mediterranean region and the Western Balkans. The cooperation will benefit from UNWTO's experience and expertise in the areas of education and training, through the UNWTO.Themis Foundation, and of sustainability, through initiatives such as the Hotel Energy Solutions (HES) and the Collaborative Actions for Sustainable Tourism (COAST) project.

The EBRD, owned by 64 countries and two intergovernmental institutions, is supporting the development of market economies and democracies.

UNWTO partners with the Turkic Council on tourism development

UNWTO and the Cooperation Council of Turkic Speaking States (Turkic Council) have signed a Memorandum of Understanding to strengthen collaboration in advancing tourism as a key driver of socio-economic growth and inclusive development.

The Turkic Council is an intergovernmental organization established in 2009 with the signing of the Nakhchivan Agreement by the Heads of its Member States: Azerbaijan, Kazakhstan, Kyrgyzstan and Turkey. As a new regional cooperation mechanism, it encompasses economy, transport, sustainable development, education, media and tourism, with a view to accelerating cooperation not only among its Member States but also in the region. After the Fourth Turkic Council Summit at the level of Heads of State, hosted by Turkey in Bodrum (June 2014) on the theme of cooperation in tourism, the Council has increased its efforts to promote the tourism potential of its Member States while boosting regional collaboration in the tourism sector.

The MoU will enhance the cooperation between UNWTO and the Turkic Council in areas such as cultural tourism, including the development of the Silk Road, as a means to increase the competitiveness and diversification of the sector in the Member States of both organizations.



UNWTO Secretary-General Taleb Rifai and the President of the European Bank for Reconstruction and Development (EBRD), Suma Chakrabarti, sign the UNWTO EBRD Agreement



Further reading and resources

UNWTO Affiliate Members
affiliatemembers.unwto.org

UNWTO Affiliate Members Publications
affiliatemembers.unwto.org/publications

UNWTO Silk Road Programme
silkroad.unwto.org

8

Regional Programmes - Supporting Member States

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



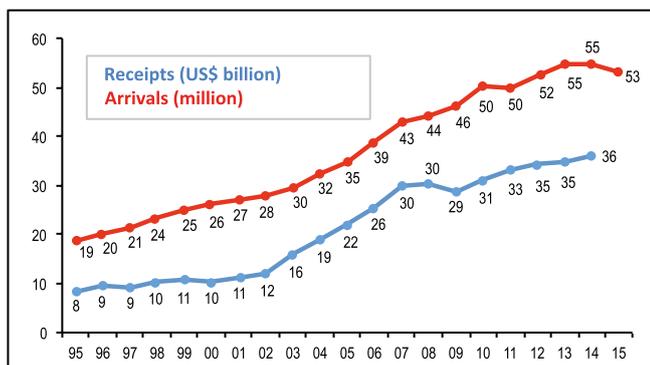
Regional Programme in Africa

International tourism in Africa - a challenging year

Limited data available on international tourist arrivals to Africa points to an estimated 3% decrease in 2015. This was mostly due to the weak results in North Africa (-8%), which accounts for over one third of arrivals in the region. Arrivals to Sub-Saharan Africa were flat (0%).

For 2016, UNWTO projections for Africa estimate a 2% to 5% growth, though with a degree of uncertainty and volatility. Looking long-term, the region is forecast to reach 134 million tourists by the year 2030, representing an average annual growth rate of 5%.

Africa: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

In 2015, UNWTO strengthened its commitment to African Member States through several key events, technical projects and capacity building courses carried out across the region.

Sixteen Tourism Ministers from Africa and the Middle East alongside several experts from different areas attended the sixth edition of the Investment and Tourism Business Forum for Africa (INVESTOUR), held during FITUR in Madrid. The event focused on the need to work towards a stronger Brand 'Africa' and how to advance this objective. INVESTOUR, a joint UNWTO, FITUR and Casa Africa initiative, has become a central platform for companies and African tourism authorities to promote investment and commercial opportunities in the region.

UNWTO and the Kingdom of Morocco jointly organized the Atlantic Initiative for Tourism 2015 Conference held in Rabat, Morocco (March 2015). The Rabat Declaration was adopted at the Conference to promote mutual understanding, strengthen partnerships and create a multi-party roadmap for the development of tourism for countries on both sides of the Atlantic Ocean. In September, the corresponding Member States met on the sidelines of the 21st UNWTO General Assembly in Medellín, Colombia, agreeing to set up a working group to implement an action plan based on the points outlined in the Rabat Declaration.

UNWTO, the UNWTO.Themis Foundation and the Ministry of Tourism and Hospitality Industry of Zimbabwe organized a regional capacity building course on eMarketing in Harare (March 2015). The course whose participants included officials and stakeholders from Zimbabwe and the Southern African Development Community (SADC) provided knowledge, skills and tools to develop effective eMarketing strategies.

In Mombasa, Kenya, the first UNWTO East Africa Tourism Development Forum gathered regional Tourism Ministers and representatives from East Africa and the Vanilla Islands to explore areas of further regional cooperation (August 2015). In an effort to unlock the tourism potential of East Africa, the tourism leaders and stakeholders identified areas of opportunity to maximize sustainable tourism development through regional collaboration.

Note: Data reflects the results published in Volume 14 of the UNWTO World Tourism Barometer (March 2016). Data on international tourism receipts for 2015 are published in May 2016.

Enhancing Brand Africa

Tourism is one of Africa's most promising economic sectors, yet the sector's capacity to fully contribute to inclusive and sustainable development across the region is often hindered by negative perceptions and the generalization of crises situations in specific locations to the whole of the region. Such misperceptions impact the entire continent, having a detrimental effect on tourism and its potential for economic development. Conversely, the numerous positive stories from Africa remain largely untold to a global audience, further impeding positive perceptions of the region.

Against this backdrop, the UNWTO Regional Conference Enhancing Brand Africa - Fostering Tourism Development was held in Accra, Ghana, providing a unique opportunity for African tourism stakeholders to explore ways to build a stronger brand for Africa as a tourism destination (August 2015).

Organized jointly by UNWTO and the Ministry of Tourism, Culture and Creative Arts of Ghana, the Conference gathered a wide range of public and private-sector stakeholders in tourism, media and communications and related fields to strengthen cooperation and capacity building on the key issues of marketing, branding and crisis communications.

The Conference focused on how 'Brand Africa' impacts tourism in the region, the key challenges facing 'Brand Africa', country branding vs tourism branding, ways for African destinations to successfully build a strong brand in an increasingly competitive marketplace, and how to create synergies among African countries towards greater cooperation in the promotion and positioning of a shared African tourism brand.

The following conclusions emerged from the Conference:

- Tourism can be used to drive the change of the African narrative from a disproportionately negative stereotype to reflect the true and positive side of Africa, and contribute to eliminating perceived barriers to development.
- Enhancing the brand value of Africa to support tourism requires each country to identify and convey positive messages about their successes and strengths. Consolidating these messages will generate a critical mass of positive communications, which will contribute to a more positive narrative about Africa as a whole.
- A strong Brand Africa will support tourism and in turn, tourism will support regional development.

Regional Programme for the Americas

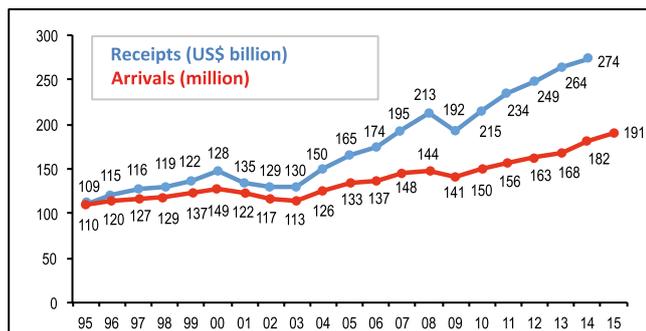
International tourism in the Americas – strong performance for second straight year

In 2015, the Americas consolidated the region's strong results of 2014 with 5% growth, owing to an increase of 9 million international tourist arrivals to total 191 million. The appreciation of the US dollar stimulated outbound

travel from the United States, benefiting the Caribbean and Central America, both recording 7% growth. Results in South America (+5%) and North America (+4%) were close to the average.

Looking ahead to 2016, the strong growth in the Americas is expected to continue with a +4% to +5% increase in international tourist arrivals. UNWTO's long-term forecasts point to a comparative slowdown over the coming years to reach an estimated 248 million tourists by 2030.

Americas: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

The focus of UNWTO’s work in the Americas in 2015 was on advancing air connectivity, scaling up multideestination opportunities and tourism security within the region.

The International Seminar on Multideestination Opportunities for Regional Integration was held in Port-au-Prince, Haiti, within the framework of the 58th Commission for the Americas Meeting (CAM) (May 2015). The Seminar put forward the Port-au-Prince Declaration, which underlines the need for bilateral and multilateral cooperation among governments to improve air connectivity and overcome obstacles to tourism growth in the region, particularly travel facilitation.

The Ministerial Meeting on Air Connectivity Policies in Latin America held in Asunción, Paraguay (October 2015) underscored the need for governments to take a more strategic approach in the aviation industry through closer cooperation between the Ministries of transport and tourism. It concluded with the Declaration of Tourist Interest of the Triple Border: Argentina, Brazil and Paraguay, which affirms cross cooperation between the three countries to strengthen and promote tourism development in the region “according to the premises of sustainable development, the principles of international law and respecting national sovereignty.”

During the Ministerial Meeting, UNWTO presented an Introductory Report addressing the region’s problem of air connectivity, disclosing the region’s state of air transport and airline supply. It established a basis for governments to create effective policies and eventually allow negotiations for agreements with international airlines. A representative of the Inter-American Development Bank also presented a report focused on partnerships between airlines and different government policies in South America. These two reports led to a broad exchange of ideas among participants who discussed the role of Tourism Ministries and states in airline negotiations.

The 1st International Seminar on Multideestination Tourist Routes was also held in Asunción, Paraguay (October 2015), convening experts and tourism stakeholders from the public and private sectors to debate the challenges and opportunities in advancing regional tourism integration and to analyse the role of multideestination tourist routes in promoting economic growth and regional integration.

The Congress on Tourism and Security: A forum for facilitating tourism security in Central America and the Dominican Republic, organized by UNWTO, the Ministry of Tourism of El Salvador and the United Nations Office on Drugs and Crime (UNODC), was held in San Salvador, El Salvador (November 2015). The objective of the Congress was to promote closer coordination and new alternatives to advance tourist security. The Congress proposed a regional high-level debate on the challenges posed by transnational organized crime in the tourism sector and its impact on the Latin American economy. It concluded with the signing of the Declaration of San Salvador on Tourism, Development and Security for All, a proposed set of Strategic Guidelines for Regional Action Plan on tourism and security, putting forward a roadmap until the next Congress to be held in the Dominican Republic in November 2016.

Note: Data reflects the results published in Volume 14 of the UNWTO World Tourism Barometer (March 2016). Data on international tourism receipts for 2015 are published in May 2016.

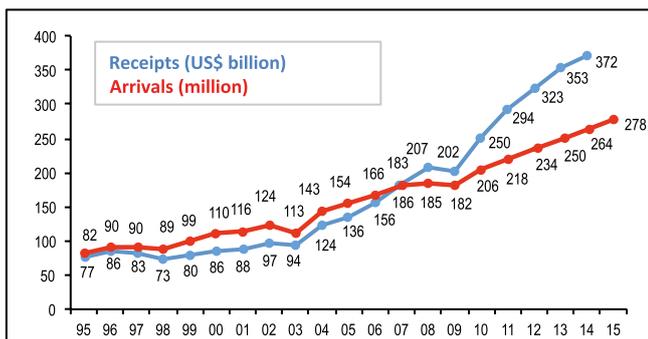
Regional Programme for Asia and the Pacific

International tourism in Asia – growing from strength to strength

Asia and the Pacific (+5%) recorded 13 million more international tourist arrivals in 2015 to reach 278 million, consolidating the growth of previous years. Yet, results were uneven across destinations. Oceania (+7%) and South-East Asia (+6%) led growth, while South Asia and North-East Asia recorded an increase of 4%.

For 2016, Asia and the Pacific is anticipating even stronger growth, estimated at 4% to 5%. In the long-term, the region will continue to be one of the fastest growing tourism regions in the world, forecast to grow at an average of 4.9% a year to reach 535 million international tourist arrivals by 2030.

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



Source: World Tourism Organization (UNWTO) ©

Regional activities

UNWTO organized several events throughout Asia and the Pacific to further advance sustainable tourism development and competitiveness in the region.

Centered around the theme Community-based Development and Tourism Recovery, the 9th UNWTO Asia Pacific Executive Training Programme on Tourism Policy and Strategy was held in Bohol, Philippines (April 2015). The high level executive training programme aimed to underscore the role of tourism in the development and recovery of local communities. In line with the Conference theme, the Philippines Tourism Success Stories book was

published at the end of 2015, featuring stories of people working in the tourism sector who rebounded from the devastating typhoon that struck in 2013.

In Dhaka, Bangladesh, the International Conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuits in South Asia's Buddhist Heartland was held with the objective of preparing a roadmap for the sustainable development, promotion and protection of cross-border Buddhist tourism circuits and routes in South Asia and Asia Pacific (October 2015).

In Yogyakarta, Indonesia, a Seminar and Workshop on Sustainable Tourism Observatories was organized with the aim to building awareness on the importance of sustainable tourism observatories as a tool to enhance the quality of competitiveness of tourism destinations.

In Da Nang City, Viet Nam, a Workshop on Mekong River-based Tourism Development was held within the framework of ASEAN - UNWTO tourism cooperation on river-based tourism development in the ASEAN region (November 2015). Hosted by the Viet Nam National Administration of Tourism (VNAT) – Ministry of Culture, Sports and Tourism, the highlights of the UNWTO study on the Mekong River-based Tourism Product Development were presented, allowing participants to exchange ideas and experiences on current Mekong river-based tourism issues as well as best practices of sustainable river-based tourism products.

The 9th UNWTO/PATA Forum on Tourism Trends and Outlook was held in Guilin, China, adopting the theme Tourism and the Experience Economy (October 2015). Jointly organized by UNWTO and the Pacific Asian Travel Association (PATA) in collaboration with the Hong Kong Polytechnic University and Guilin Municipal People's Government, the Forum explored tourism policies, sector development, and business practices in light of the experience economy.

In Bandar Seri Begawan, Brunei Darussalam, UNWTO and the Ministry of Primary Resources and Tourism of Brunei Darussalam jointly organized the Regional Seminar on the Contribution of Islamic Culture and its Impact on the Asian Tourism Market (November 2015). The initial findings of the UNWTO study The Contribution of Islamic Culture and its Impact on the Asian Tourism Market were presented.

UNWTO signed key agreements to enhance competitiveness in the region, including a Memorandum of Understanding with Macao SAR, China, which seeks to develop and enhance human capital for sustainable tourism development. Under the agreement, a Global Centre for Tourism Education and Training will be established with the objective of providing training and education programmes and creating a network for the sharing of knowledge and expertise in tourism management and development.

In line with efforts to assist its Member States to improve the collection and compilation of tourism statistics and to map out a specific course of action towards the establishment of a full-fledged Tourism Satellite Account (TSA), the UNWTO National Workshop on Tourism Satellite Account was held in Tehran, Iran in collaboration with the Iran Cultural Heritage and Tourism Organization (ICHTO) (October 2015). The overall objective of the technical mission was to assist Iran in the initiation of the TSA development process.

The 27th Joint Meeting of the UNWTO Commission for East Asia and Pacific (CAP) and UNWTO Commission for South Asia (CSA) and the UNWTO Regional Ministerial Conference on Positioning Tourism in a Wider Socio-economic Context were held in the Maldives with the support of UnionPay International (June 2015). Ministers of Tourism from across the Asia Pacific region also discussed and debated the next steps in strengthening government awareness and support to enable advancement of the tourism sector.

The 51st meeting of the UNWTO Commission for East Asia and the Pacific (CAP) and the 55th meeting of the UNWTO Commission for South Asia were held during the 21st Session of the UNWTO General Assembly in Medellín, Colombia.

Note: Data reflects the results published in Volume 14 of the UNWTO World Tourism Barometer (March 2016). Data on international tourism receipts for 2015 are published in May 2016.



Tourists 4x4 Jeep at Mount Bromo, Indonesia (ID 48512363 © Sihesakprachum | Dreamstime.com)

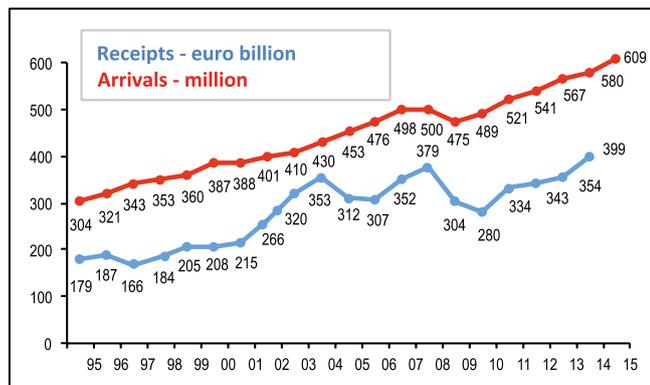
Regional Programme for Europe

International tourism – region leads robust growth

Europe led growth among regions in absolute and relative terms, recording a 5% increase in international tourist arrivals in 2015, largely due to a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014, with Central and Eastern Europe (+6%) rebounding substantially from the previous year decrease in arrivals. Northern Europe (+7%), Southern Mediterranean Europe (+5%) and Western Europe (+3%) also recorded good results, especially considering the many mature destinations they comprise.

Prospects for 2016 remain strong for the world's leading tourism region, with growth expected to range between +3.5% to +4.5%, while long-term results will experience a comparative slowdown. International tourist arrivals to Europe are expected to increase by 2.3% a year up to 2030 reaching 744 million international tourist arrivals by 2030.

Europe: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

In 2015, UNWTO continued its efforts to mainstream tourism at the highest political agenda in the European Region by presenting the UNWTO/WTTC Open Letter to European leaders and reinforcing cooperation with key organizations such as the European Commission, the European Parliament, the Black Sea Economic Cooperation (BSEC), the Council of Europe or the Turkic Council.

UNWTO also supported its Member States in Europe on various priority themes through numerous technical assistance missions, conferences, workshops and capacity-building programmes.

In the area of statistics, technical assistance missions were fielded to Belarus and Romania with the aim of reviewing and providing recommendations for the improvement of their national systems of tourism statistics. UNWTO also supported the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRI) in delivering a Regional Workshop on Tourism Satellite Accounts (TSA) in Almaty, Kazakhstan, hosted by the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan.

A key focus area for Europe in order to remain as the world's leading inbound destination is ensuring quality through bespoke visitor experiences. In line with this, several events were organized around this theme. On the occasion of the 58th Meeting of the UNWTO Commission for Europe in Haifa, Israel, UNWTO and the Ministry of Tourism of Israel organized a Seminar on Mobile Technologies for Improving the Tourism Experience. At the annual ITM Intourmarket travel trade fair in the Russian Federation, UNWTO and the Federal Agency for Tourism co-organized the event on How to meet the expectations of today's traveller? – best Russian and International practices. In Budva, Montenegro, UNWTO and the Ministry of Sustainable Development and Tourism co-organized the 2nd UNWTO Conference on Destination Management in the Mediterranean – Quality: the key driver for success in the Mediterranean destinations. And in Birštonas, Lithuania, the Ministry of Economy of Lithuania hosted a UNWTO executive training on Tourism Marketing: from products to experiences, which provided participants with a better understanding of current and future trends in the global tourism market.

Crucial also to Europe's long-term success is a focus on sustainability. In this respect, UNWTO is strengthening the International Network of Sustainable Tourism Observatories in order to help destinations measure the impact of tourism at a destination level, advance sustainable tourism development and measure progress towards the Sustainable Development Goals (SDGs). In this regard, an important milestone was achieved during the year when UNWTO and the countries in the

Danube agreed to establish a Network of Sustainable Tourism Observatories in the region under the auspices of UNWTO.

Sustainable tourism leveraging Europe's unique cultural heritage is a key priority for the region. In this respect, UNWTO published the findings of the 1st International Congress on Religious Heritage and Tourism: types, trends and challenges, which was held in Elche, Spain in 2014. To enhance its efforts in the field of cultural routes, UNWTO now participates as an Observer in the Council of Europe Enlarged Partial Agreement on Cultural Routes.

Note: Data reflects the results published in Volume 14 of the UNWTO World Tourism Barometer (March 2016). Data on international tourism receipts for 2015 are published in May 2016.

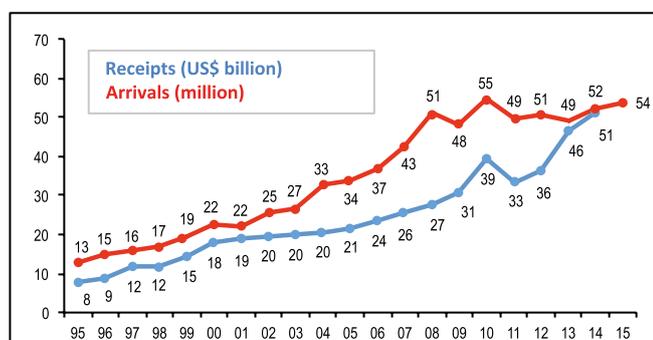
Regional Programme for the Middle East

International tourism - consolidating recovery

International tourist arrivals in the Middle East grew by an estimated 3% to total 54 million, consolidating the region's recovery that was initiated in 2014.

2016 projections remain positive with expected growth ranging between +2% and +5%, though with a degree of uncertainty given the volatile situation in the region. However, UNWTO's long-term forecasts show that the Middle East is anticipated to be among the fastest growing tourism regions over the coming decades, with as many as 149 million international arrivals by 2030, or about triple its current volume.

Middle East: Inbound Tourism
International Tourist Arrivals & Tourism Receipts



Source: World Tourism Organization (UNWTO) ©

Regional activities

In 2015, the UNWTO Secretary-General carried out official visits to Kuwait, Bahrain and Lebanon, with the aim to mainstream tourism in political agendas and strengthen Member relations.

In support of UNWTO Member States in the Middle East, several key events were held across the region, including capacity-building programmes, training courses and technical assistance missions.

The Ministerial Roundtable on Tourism Development in the MENA region, organized jointly by UNWTO and Casa Árabe, was held during the International Tourism Trade Fair in Spain (FITUR). The Roundtable focused on the current situation and prospects of tourism in the Middle East and North Africa. Speakers included the Tourism Ministers of Morocco, Tunisia, Lebanon, Palestine and Iraq as well as high-level representatives from Jordan and Oman.

In Doha, Qatar, the UNWTO Regional Conference & Executive Training Workshop on eMarketing in Tourism was held to equip officials and professionals of Qatar and the MENA region with capacity, knowledge and skills on eMarketing in tourism (December 2015).

Among the technical assistance missions in 2015, an advisory mission was carried out in Amman, Jordan to review and update its tourism crisis management system and plan as well as formulate a set of policy recommendations to update the current crisis management system. In addition, an advisory mission for the development of a management system for tourism was held in Cairo, Egypt (December 2015).

In Saudi Arabia, UNWTO is conducting ongoing consultations with the Saudi Commission for Tourism and National Heritage (SCTH) for projects and project formulation missions in 2016, including the development of national handicrafts in Saudi Arabia, an overall assessment of the technical assistance needs of SCTH in measuring the economic impact of the Meetings industry, and an overall assessment of the technical assistance needs of SCTH for the development of private museums in Saudi Arabia.

Note: Data reflects the results published in Volume 14 of the UNWTO World Tourism Barometer (March 2016). Data on international tourism receipts for 2015 are published in May 2016.

Annexes

Annex 1

UNWTO Member States

Annex 2

UNWTO Programmes

Annex 3

Technical Cooperation projects

Annex 4

UNWTO Main events

Annex 5

UNWTO Publications

Annex 6

Organizational structure and finance

Annex 7

Abbreviations



Annex 1 / UNWTO Member States

Africa

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

Americas

Argentina (1975)	Ecuador (1975)	Peru (1975)
Bahamas (2005)	El Salvador (1993)	Trinidad and Tobago (2013)
Barbados (2015)	Guatemala (1993)	Uruguay (1977)
Bolivia (1975)	Haiti (1975)	Venezuela (1975)
Brazil (1975)	Honduras (2001)	
Chile (1975)	Jamaica (1975)	Associate Members
Colombia (1975)	Mexico (1975)	Aruba (1987)
Costa Rica (1995)	Nicaragua (1991)	Puerto Rico (2002)
Cuba (1975)	Panama (1996)	
Dominican Republic (1975)	Paraguay (1992)	

Asia and the Pacific

Afghanistan (1975)	Iran, Islamic Republic of (1975)	Republic of Korea (1975)
Australia (2004)	Japan (1978)	Samoa (2015)
Bangladesh (1975)	Lao People's Democratic Republic (1975)	Sri Lanka (1975)
Bhutan (2003)	Malaysia (1991)	Thailand (1996)
Brunei Darussalam (2007)	Maldives (1981)	Timor-Leste (2005)
Cambodia (1975)	Mongolia (1990)	Vanuatu (2009)
China (1983)	Myanmar (2012)	Viet Nam (1981)
Democratic People's Republic of Korea (1987)	Nepal (1975)	Associate Members
Fiji (1997)	Pakistan (1975)	Hong Kong, China (1999)
India (1975)	Papua New Guinea (2005)	Macao, China (1981)
Indonesia (1975)	Philippines (1991)	

Annex 1 / UNWTO Member States

Europe

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

Kazakhstan (1993)
Kyrgyzstan (1993)
Lithuania (2003)
Malta (1978)
Monaco (2001)
Montenegro (2007)
Netherlands (1976)
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)
Libya (1977)

Oman (2004)
Qatar (2002)
Saudi Arabia (2002)
Syrian Arab Republic (1975)
United Arab Emirates (2013)
Yemen (1977)

Special Observer

Palestine (1999)

Annex 2 / 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

Affiliate Members	http://affiliatemembers.unwto.org/	unwtoam@unwto.org
Destination Management and Quality	http://destination.unwto.org/	destination@unwto.org
Ethics and Social Responsibility	http://ethics.unwto.org/	ethics@unwto.org
Institutional Relations and Resource Mobilization	http://relations.unwto.org/	irm@unwto.org
Special Field Projects	http://silkroad.unwto.org/	silkroad@unwto.org
Statistics and Tourism Satellite Account	http://statistics.unwto.org/	stat@unwto.org
Sustainable Development of Tourism	http://sdt.unwto.org/	sdt@unwto.org
Technical Cooperation	http://cooperation.unwto.org/	techcoop@unwto.org
Tourism Market Trends	http://mkt.unwto.org/	barom@unwto.org

Direct Support Programmes

Conference Services	http://lmd.unwto.org/	conf@unwto.org
Communications and Publications	http://media.unwto.org http://publications.unwto.org/ http://www.e-unwto.org/	comm@unwto.org pub@unwto.org elibrary@unwto.org
Programme and Coordination	-	-

Indirect Support Programmes

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

Annex 3 / Technical Cooperation projects

Technical Cooperation projects	
Africa	Project title
Burundi	Identification and Evaluation of Tourism
Cameroon	Ecotourism Development at Kribi
Ethiopia	Implementation of Hotel Classification Scheme
The Gambia	Kartong Ecotourism Project
	Needs Assessment for the Development of Tourism Statistics
Ghana	Savannaland Destination Tourism Programme
Kenya	Enhanced Market Access for Community-based Tourism Products
Leshoto	Kome Rural Homestays
Morocco	Establishment of a New System of Tourism Hotel Classification
Mozambique	Strategic Tourism Development Plan
	Human resource and SME development for the tourism sector in Inhambane province
	Vocational Training and SME Development for the Tourism Sector in Maputo
Republic of Congo	Sustainable Tourism Development Plan
	Needs Assessment for the Development of a Hotel Classification System
Uganda	Support for Development of Inclusive Markets for Tourism
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism
Zimbabwe	Enhancing Participation of Youth and Women in Tourism
Americas	
Aruba	Development of a System of Tourism Statistics and Tourism Satellite Account
Haiti	Enhancement of the Economic Impact of Tourism Development Towards the Poor
Asia and the Pacific	
India	Implementation of the Tourism Development Master Plan for Punjab
Mongolia	Capacity Building for Tourism Employees
Timor Leste	Capacity Building for Tourism Employees in Dili
Middle East	
Oman	Development of Tourism Statistics
Qatar	Phased Implementation of the New Tourism Strategy and Action Plan

Annex 3 / Technical Cooperation projects

Technical Missions	
Africa	Mission
Seychelles	Implementation of a National Hotel Classification Scheme
Americas	Mission
Guatemala	Consolidation of the Tourism Satellite Account
Haiti	Awareness Campaign
Asia and the Pacific	Mission
Bangladesh	Organization of a Conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuits in South Asia's Buddhist Heartland
China	Development of the Shandong Provincial Tourism Industry (2016 – 2025)
India	Formulation of a Tourism Development Master Plan for the city of Chandigarh
Europe	Mission
Belarus	Improvement of Tourism Statistics and Development of a TSA
	Revision of the National Tourism Law
Romania	Review of the National System of Tourism Statistics
Middle East	Mission
Bahrain	Updating the Tourism Development Strategy
Egypt	Development of a risk assessment and crisis management system for tourism
	Upgrading the Tourism Development Strategy

Annex 4 / UNWTO Main events

Global events		
Date	Place	Title
January	UNWTO Headquarters, Madrid, Spain	15th meeting of the Committee on Statistics and Tourism Satellite Account
	FITUR, Madrid, Spain	11th UNWTO Awards Symposium
	FITUR Madrid, Spain	11th UNWTO Awards Ceremony
	FITUR Madrid, Spain	UNICEF/UNWTO Workshop on Children Rights and Corporate Social Responsibility in Tourism
	UNWTO Headquarters, Madrid, Spain	Meeting of the Committee on Tourism and Competitiveness
	FITUR, Madrid, Spain	6th edition of FITUR GREEN
	FITUR, Madrid, Spain	1st UNWTO Conference on Shopping Tourism
	FITUR, Madrid, Spain	39th Meeting of the Board of the Affiliate Members
	FITUR, Madrid, Spain	Presentation of UNWTO Prototype “Punta del Este 365”
February	Siem Reap, Cambodia, (virtual)	UNWTO/UNESCO World Conference on Tourism and Culture 4th Meeting of the Committee on Tourism and Sustainability
March	ITB, Berlin, Germany	5th UNWTO Silk Road Ministers’ Meeting
	ITB, Berlin, Germany	4th UNWTO Silk Road Tour Operators’ Forum: “Unlocking the Silk Road’s Adventure Travel Potential”
	ITB, Berlin, Germany	Executive Committee of the World Tourism Network on Child Protection
	ITB, Berlin, Germany	30th Meeting of the World Tourism Network on Child Protection
	Rabat, Morocco	International Conference on the Atlantic Initiative for Tourism
April	Seoul, Republic of Korea	5th UNWTO Silk Road Task Force Meeting
	Donostia-San Sebastián, Spain	1st UNWTO World Forum on Food Tourism
May	Rovinj, Croatia	15th meeting of the World Committee on Tourism Ethics
	Rovinj, Croatia	100th session of the UNWTO Executive Council
June	Torremolinos, Spain	3rd UNWTO Conference on Overcoming Seasonality
	Bethlehem, Palestine	International Conference on Religious Tourism: Fostering sustainable socio-economic development in host communities
	Xi’an, China	7th UNWTO International Meeting on Silk Road Tourism
	Xi’an, China	1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt
	Budva, Montenegro	2nd UNWTO Conference on Destination Management in the Mediterranean
	Nice, France	Nearly Zero Energy Hotels 2015 Conference: Sustainable and Competitive Hotels through Energy Innovation
September	University of Medellin, Medellin, Colombia	UNWTO Forum on Talent Development in Tourism: Investing in Youth / Knowledge Network meeting
	Medellin, Colombia	21st session of the UNWTO General Assembly

Annex 4 / UNWTO Main events

Global events		
Date	Place	Title
September	Medellin, Colombia	7th and 8th Meeting of the Programme and Budget Committee
	Medellin, Colombia	101th Session of the Executive Council
	Medellin, Colombia	Meeting of the Committee of Tourism and Sustainability
	Medellin, Colombia	Meeting of the Committee of Tourism and Competitiveness
	Medellin, Colombia	UNWTO/ICAO High-Level Forum on Tourism and Air Transport for Development
27 September		World Tourism Day
October	Ulsan, Republic of Korea	2nd Euro-Asian Mountain Resorts Conference
	Madrid, Spain	Celebrations of the United Nations' 70th Anniversary
November	WTM, London United Kingdom	UNWTO & WTM Ministers' Summit on Destination Branding: new challenges in a changing market
	WTM, London United Kingdom	Social Silk Road Seminar 2015: The rise of experiential travel and the booking revolution
	Tunis, Tunisia	4th UNWTO International Conference on Tourism and the Media - Building new partnerships
	Paris, France	16th meeting of the World Committee on Tourism Ethics
	Andorra la Vella, Andorra	2015 UNWTO Practicum on Crisis Communications in Tourism
	University of Deusto, Bilbao, Spain	UNWTO Conference on Talent Development and Education in Tourism / Knowledge Network meeting – Europe Chapter
	Marrakesh, Morocco	4th Global Summit on City Tourism

Annex 4 / UNWTO Main events

Regional events **Africa**

Date	Place	Title
January	FITUR, Madrid, Spain	6th Tourism Investment and Business Forum for Africa, INVESTOUR
March	Harare, Zimbabwe	UNWTO.Themis Course on eMarketing
May	Kinshasa, Democratic Republic of the Congo	UNWTO.Themis Capacity Building Course on Tourism Policy and Strategy
August	Accra, Ghana	UNWTO Regional Conference Enhancing Brand Africa - Fostering Tourism Development
	Mombasa, Kenya	East Africa Tourism Development Forum
October	UNWTO Headquarters, Madrid	Meeting of African Ambassadors

Regional events **Americas**

April	WTM Latin America, Sao Paulo, Brazil	UNWTO Panel on Tourism Routes
May	San Salvador de Jujuy, Argentina	UNWTO.Themis International Training Course on Excellence in the Quality of Tourist Destinations
	Port-au-Prince, Haiti	58th Meeting of the UNWTO Regional Commission for the Americas
	Port-au-Prince, Haiti	Regional Seminar on Multi-destination - an opportunity to stimulate tourism in the Americas
September	Pachuca, Hidalgo, Mexico	UNWTO Regional course in Mexico on Tourism Destination Management: design of innovative tourism experiences
October	Asuncion, Paraguay	1st International Seminar on Multi-destination Tourism Routes
November	San Salvador, El Salvador	1st Regional Congress on Tourism and Security

Regional events **Asia-Pacific**

January	SATTE, New Delhi, India	UNWTO Panel on Indian Tourism: areas of growth and opportunities
April - May	Bohol, Philippines	9th edition of the Asia/Pacific Executive Training Programme on Tourism Policy and Strategy: Community Based Development and Tourism Recovery
June	Bandos Island Resort, Maldives	27th CAP/CSA Joint Commission Meeting
	Bandos Island Resort, Maldives	UNWTO Regional Ministerial Conference on Positioning Tourism within a Wider Socio-economic Context
October	Zhengzhou, China	The 4th Annual Conference of Sustainable Tourism Observatories: Global Tourism: Responding to A Changing World

Annex 4 / UNWTO Main events

Regional events **Asia-Pacific**

October	Guilin, China	9th UNWTO/PATA Forum on Tourism Trends and Outlook
	Dhaka, Bangladesh	International Conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuits in South Asia's Buddhist Heartland
November	Tehran, Iran	UNWTO National Workshop on Tourism Satellite Account
	Bandar Seri Begawan, Brunei	1st Regional Seminar on the Contribution of Islamic Culture and its Impact on the Asian Tourism Market
	Da Nang, Viet Nam	Workshop on Mekong River-based Tourism Development
	Yogyakarta, Indonesia	Seminar and Workshop on Sustainable Tourism Observatory

Regional events **Europe**

March	Intourmarket, Moscow, Russian Federation	Seminar on How to Meet the Expectations of Today's Traveller - Best Russian and International Practices
May	Haifa, Israel	58th Meeting of the UNWTO Commission for Europe
	Haifa, Israel	Seminar on Mobile Technologies for Improving the Tourism Experience
June	Antwerp, Belgium	Seminar on The Decision-Making Process of Meetings, Congresses, Conventions and Incentives Organisers
September	Vienna, Austria	International Seminar on Environmental and Social Tourism Indicators for Measuring Tourism Development
November	Bristonas, Lithuania	UNWTO.Themis Executive Workshop on Tourism Marketing: from Products to Experiences
	Almaty, Kazakhstan	Regional Workshop on Tourism Satellite Accounts

Regional events **Middle East**

January	FITUR, Madrid, Spain	UNWTO & Casa Árabe Ministerial Round Table on Tourism Development Policies and Strategies in the MENA Region
May	Dubai, United Arab Emirates	UNWTO & ATM Ministerial Forum on Intra-Arab Tourism: Addressing the challenges and seizing the opportunities
	Dubai, United Arab Emirates	40th Meeting of the UNWTO Commission for the Middle East
	Doha, Qatar	UNWTO Course on Human Capital Development: a Factor for Quality
	Muscat, Oman	Workshop on the application of sustainable tourism indicators towards the establishment of sustainable observatory in the Sultanate of Oman
October	Abha, Saudi Arabia	UNWTO.Themis Executive Training Courses on Tourism Destination Management and Marketing
December	Doha, Qatar	UNWTO Executive Training Programme in Qatar on eMarketing in Tourism

Annex 5 / UNWTO Publications

Full list of UNWTO publications 2015

I International Congress Religious heritage and tourism: types, trends and challenges (English/French)

Compendium of Tourism Statistics, Data 2009 – 2013, 2015 Edition (English/French/Spanish)

First UNWTO International Conference on Spiritual Tourism for Sustainable Development (English)

Manual on Accessible Tourism for All: Principles, Tools and Good Practices

Module II: Accessibility Chain and Recommendations (Spanish)

Module III: Principal Intervention Areas (Spanish)

Module IV: Indicators for Assessing Accessibility in Tourism (Spanish)

Module V: Good Practices of Accessible Tourism for All (Spanish)

Manual on Tourism Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations

(Translation into French) (Manuel sur le tourisme et la réduction de la pauvreté – Des mesures pratiques pour les destinations)

Practical guidelines for the integrated quality management in Tourism Destinations – Concepts, Implementation and Tools for Destination Management Organizations (Translation into Spanish)

Repository of National Tourism Master and Marketing Plans – Update: May 2015 (English)

Statistics and Tourism Satellite Account Issue Paper Series: Computable General Equilibrium Modelling for Tourism Policy: Inputs and Outputs (English)

The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers (English)

Tourism at World Heritage Sites – Challenges and Opportunities. International Tourism Conference (English)

Tourism in the Aid for Trade Agenda – Maximizing the Opportunities for Financing with the Enhanced Integrated Framework for Least Developed Countries (English)

Annex 5 / UNWTO Publications

Full list of UNWTO publications 2015

Tourism Stories – My Story, My Community, Our Future (English)

Understanding Russian Outbound Tourism – What the Brazilian Blogosphere is Saying about Europe (English)

UNWTO/GTERC Annual Report on Asia Tourism Trends, 2015 Edition (English)

UNWTO Tourism Highlights, 2015 Edition (English/Japan)

UNWTO Tourism Trends Snapshot: Tourism in the Mediterranean 2015 Edition (English)

UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership (English)

Visa Openness Report 2015 (English)

Yearbook of Tourism Statistics, Data 2009 – 2013, 2015 Edition (English/French/Spanish)

UNWTO Affiliate Members

Affiliate Members Global Report, Volume eleven – Public-Private Partnerships: Tourism Development (English)

Affiliate Members Regional Reports, Volume four – Tourism in Africa: A Tool for Development (English)

Affiliate Members Regional Reports, Volume twelve, Global Report on Cultural Routes and Itineraries (English)

Booklets

Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa – Briefing Paper (English)

Tourism and the Sustainable Development Goals (English)

Tourism Driving Trade, Fostering Development and Connecting People (English)

UNWTO Recommendations on Accessible Information in Tourism Spanish (Spanish)

Recomendaciones de la OMT sobre accesibilidad de la información turística

Annex 5 / UNWTO Publications

Selected publications



Manuals on Accessible Tourism for All

One of the most significant outcomes of a major collaboration framework between UNWTO and Disabled People's Organizations (DPOs), particularly the Spanish ONCE Foundation for the Cooperation and Social Inclusion of People with Disabilities, the European Network for Accessible Tourism (ENAT), and the Spanish ACS Foundation, the Manuals on Accessible Tourism for All. The manuals are meant to assist tourism stakeholders in improving the accessibility of tourism destinations, facilities and services worldwide.

Manual on Accessible Tourism for All: Principles, Tools and Good Practices

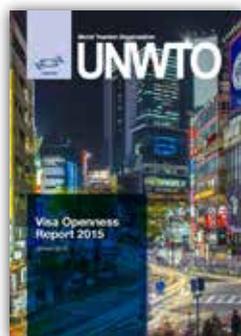
Module I: Definition and Context (Spanish)

Module II: Accessibility Chain and Recommendations (Spanish)

Module III: Principal Intervention Areas (Spanish)

Module IV: Indicators for Assessing Accessibility in Tourism (Spanish)

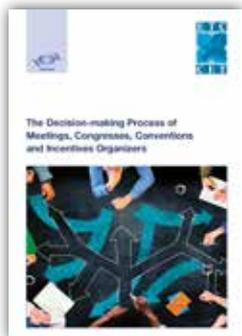
Module V: Good Practices of Accessible Tourism for All (Spanish)



Visa Openness Report 2015

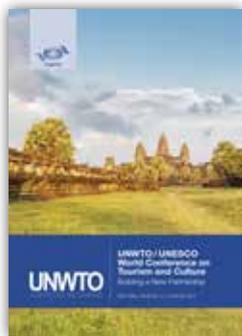
The World Tourism Organization (UNWTO) has been long advocating for the need to advance travel facilitation as a means to promote tourism development and multiply its socio-economic benefits. The 2015 Visa Openness Report shows that the share of tourists requiring to obtain a visa prior to travelling continues to decline and is at its lowest level ever. In 2015, 39% of the world population could travel for tourism without obtaining a traditional visa prior to departure as compared to only 23% in 2008. On average, 18% of the world's population was able to travel to a destination without a visa in 2015, while another 15% could receive a visa on arrival and 6% was able to obtain eVisas.

Annex 5 / UNWTO Publications



The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers

The ETC/UNWTO study on The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers aims at providing a better understanding of the Meetings Industry and the way meeting and event organizers make decisions. Aimed at DMOs, NTOs and NTAs, the study offers wide-ranging overview of the MCCI segments, as well as a comprehensive analysis of planners' needs and expectations with respect to destination and venues choice. It also includes several best-practice examples of national convention bureaux in Europe, North America, South America and Asia.



UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership

The first UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership (Siem Reap, Cambodia, 4–6 February 2015) broke new ground in bringing together over 600 delegates including over 40 ministers and vice-ministers of tourism and/or culture from around the world to jointly discuss the challenges and opportunities faced by both the tourism and culture sectors. The participants endorsed the Siem Reap Declaration on Tourism and Culture and committed to encourage and facilitate effective partnerships between government, private and community organizations in both tourism and cultural heritage sectors.

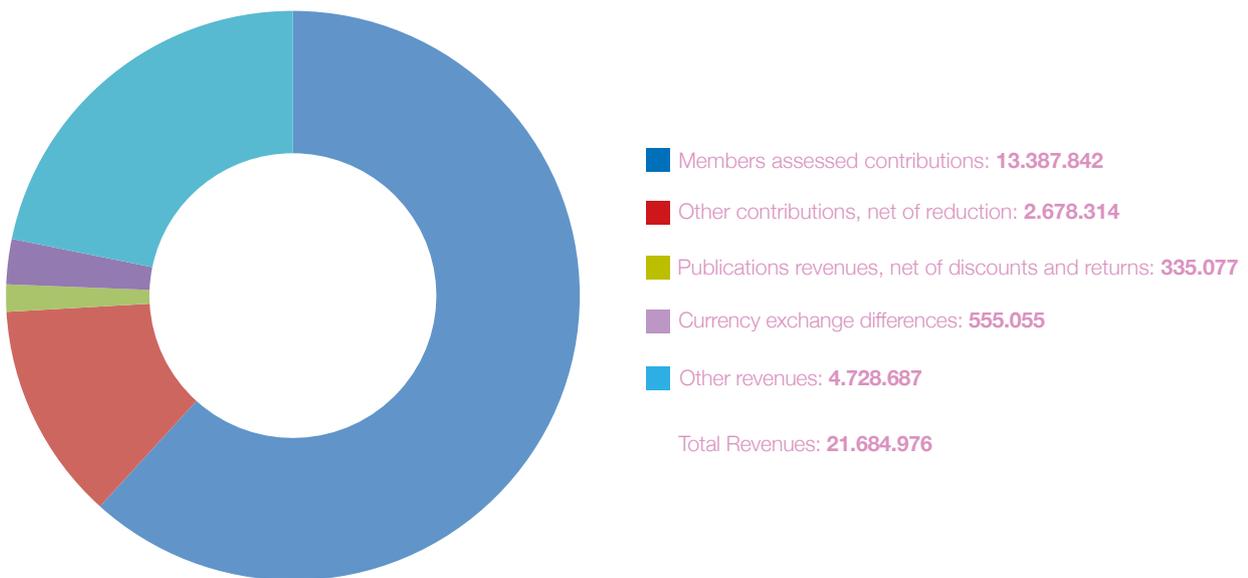


Understanding Russian Outbound Tourism – What the Russian Blogosphere is saying about Europe

This joint ETC/UNWTO report provides useful insight into trends, themes and behaviour of Russian tourists to Europe based on 'netnographic' research – or ethnography adapted to the online social world. The study analyses the Russian consumer mindset with regard to preferred destinations, travel planning and segments, through the analysis of online blogs, posts and Internet searches, to provide tips on tapping the world's fourth largest outbound tourism market.

Annex 6 / Organizational structure and finance

2015 UNWTO revenues (€)





World Tourism Organization

UNWTO

A specialized agency of the United Nations

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.

www.unwto.org

Annex 7 / Abbreviations

- 10YFP:** Ten-Year Framework of Programmes on Sustainable Consumption and Production Patterns
- 10YFP STP:** Ten-Year Framework of Programmes on Sustainable Consumption and Production Patterns Sustainable Tourism Programme
- ABCI:** Almaty-Bishkek Corridor Initiative
- ACI:** Airports Council International
- ADB:** Asian Development Bank
- AFT:** Aid for Trade
- ASEAN:** Association of Southeast Asian Nations
- BBC:** British Broadcasting Corporation
- BFA:** Business Forum for Africa
- BSEC:** Black Sea Economic Cooperation
- CAM:** Commission for the Americas Meeting
- CAP:** Commission for East Asia and Pacific
- CBI:** Centre for the Promotion of Imports from developing countries
- CICtourGUNE:** Centre for Cooperative Research in Tourism
- CLIA:** Cruise Line International Association
- CNN:** Cable News Network
- CNTA:** China National Tourism Administration
- COAST:** Collaborative Actions for Sustainable Tourism
- CSA:** Commission for South Asia
- CTC:** Committee on Tourism and Competitiveness
- CTS:** Committee on Tourism and Sustainability
- DMO:** Destination Management Organization
- DRR:** Disaster Risk Reduction
- DTIS:** Diagnostic Trade Integration Studies
- EAC:** East African Community
- EATP:** East Africa Tourism Platform
- EBRD:** European Bank of Reconstruction and Development
- EIF:** Enhanced Integrated Framework
- ENAT:** European Network for Accessible Tourism
- ESTDP:** Ethiopia Sustainable Tourism Development Program
- ETC:** European Travel Commission
- FAO:** UN Food and Agriculture Organization
- FDI:** Foreign Direct Investment
- FI:** Friends-International
- FITUR:** International Tourism Trade Fair
- GDP:** Gross Domestic Product
- GOST:** Global Observatories on Sustainable Tourism
- GSTC:** Global Sustainable Tourism Council
- GTAC:** Global Travel Association Coalition
- GTERC:** Global Tourism Economy Research Centre
- HES:** Hotel Energy Solutions
- HRH:** His Royal Highness
- IATA:** International Air Transport Association
- ICAO:** International Civil Aviation Organization
- ICHTO:** Iran Cultural Heritage and Tourism Organization
- ICT:** Information and Communication Technology
- ILO:** International Labour Organization
- INRouTe:** International Network on Regional Economics Mobility and Tourism

Annex 7 / Abbreviations

INSTO:	International Network of Sustainable Tourism Observatories
INVESTOUR:	Investment and Tourism
ISTO/OITS:	International Social Tourism
ITC:	International Trade Centre
JWG:	Joint Working Group
KTO:	Korea Tourism Organization
LDC:	Least Developed Countries
LTDC:	Lesotho Tourism Development Corporation
MAC:	Multistakeholder Advisory Committee
MCC:	Market and Competitiveness Committee
MCCI:	Meetings, Congresses, Conventions and Incentives
MCST:	Ministry of Culture, Sports and Tourism of the Republic of Korea
MDGs:	Millennium Development Goals
MOCT:	Ministry of Culture and Tourism
MoU:	Memorandum of Understanding
NTA:	National Tourism Administration
NTO:	National Tourism Organization
ODA:	Official Development Assistance
OIC:	Organisation of Islamic Cooperation
PATA:	Pacific Asia Travel Association
PoW:	Programme of Work
PPD:	Public Private Dialogue
PPP:	Public-Private Partnership
PRTC:	Puerto Rico Tourism Company
RNE:	Radio Nacional Español
SAR:	Special Administrative Region
SASANE:	Samrakshak Samuha Nepal
SCP:	Sustainable Consumption and Production
SCTH:	Saudi Commission for Tourism and National Heritage
SDGs:	Sustainable Development Goals
SESRIC:	Statistical Economic and Social Research and Training Centre for Islamic Countries
SIDS:	Small Island Developing States
SME:	Small and Medium-sized Enterprise
SNNP:	Southern Nations, Nationalities, and Peoples' Region
SOS:	Sisterhood of Survivors
ST-EP:	Sustainable Tourism, Eliminating Poverty
TAB:	TedQual Advisory Board
TALC:	Tourism Area Life Cycle
TES:	Tourism Export Strategies
TOI:	Tour Operators' Initiative for Sustainable Tourism Development
TSA:	Tourism Satellite Accounts
UN:	United Nations
UNAOC:	United Nations High Representative for the Alliance of Civilizations
UNDP:	UN Development Programme
UNEP:	UN Environmental Programme
UNESCO:	United Nations Organization for Education, Science and Culture
UNGA:	United Nations General Assembly
UNGC:	UN Global Compact
UNHCR:	UN High Commissioner for Refugees

Annex 7 / Abbreviations

- UN-Habitat:** UN Human Settlements Programme
- UNICEF:** UN International Children's Emergency Fund
- UNODC:** United Nations Office on Drugs and Crime
- UNRWA:** UN Relief and Works Agency for Palestine Refugees in the Near East
- UNSB-V:** UN Support Base in Valencia
- UNU:** United Nations University
- UNWTO:** World Tourism Organization
- VNAT:** Vietnam National Administration of Tourism
- WCDDR:** World Conference on Disaster Risk Reduction
- WEF:** World Economic Forum
- WFP:** UN World Food Programme
- WFTGA:** World Federation of Tourist Guide Associations
- WHO:** World Health Organization
- WINTA:** World Indigenous Tourism Alliance
- WTD:** World Tourism Day
- WTM:** World Travel Market
- WTTC:** World Travel & Tourism Council

