UNWTO COMMISSION FOR THE AMERICAS
Fifty-second meeting
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17 May 2011

Item 5 (b) of the provisional agenda

Execution of the UNWTO Programme of Work in the Americas 2011

(b) Progress report on the PLATMA project

Note by the Secretary-General

The Secretary-General informs the Members of the Commission on the Progress report on the PLATMA project.
Progress report on the PLATMA project

I. Introduction: Platma and its Objectives

The purpose of this report is to provide a summary of the background, progress and current situation of platma, as well as the short-term outlook of the implementation and consolidation process of this instrument. Platma is a professional online network that supports the innovation and competitiveness to enhance the relations of the Affiliate Members with the Organization and with each other.

The platform aims to serve as a fast and dynamic technological instrument that promotes the exchange of information, experiences, best practices and ideas among Affiliates and users within the Secretariat. It is part of the Organization’s commitment to use the latest technology to serve its Members and the wider tourism sector.

Furthermore, the platform allows users to interact with the Affiliate Members Programme and with the different programmes of the UNWTO, and to contribute to the development of the general Programme of Work. It also aims to address the interest of the Affiliate Members in participating more actively in the processes of the Organization.

II. Functionalities

The platform has been tested and continuously improved technically. Users can use a wide range of multimedia tools to do the following:

- Post news, publications, documents, images, videos, podcasts;
- Publicize events;
- Create and participate in Working Groups according to their interests;
- Access shared work areas for the joint production of projects and documents;
- Create blogs;
- Contact other Affiliate Members or a Programme of the UNWTO;
- Participate in opinion polls and surveys;
- Comment on, evaluate or give feedback on the content contributed by other members;
- Participate in online interviews and hold online seminars;
- Invite expert collaborators (researchers, NGOs, etc.) that are not yet Affiliate Members to participate in the platform on a temporary basis.
III. UNWTO Members & Programmes Benefiting from Platma

The foundations for relationships and participation in the platma community have been established:

1. GROUPS

A number of UNWTO Members and Programmes are already using the platform to carry out their work. Platma’s managers have already set up 16 groups based on areas of special interest, for example:

- **Technical Advisory Board (TAB) (17 members)** - Expert Group in tourism statistics created by the UNWTO Statistics and Tourism Satellite Account Programme;

- **Worldwide consultation on IRTS Compilation Guide (132 members)** - Worldwide consultation with National Tourism Administrations and National Statistical Offices to improve, review and amend the provisional draft of the International Recommendations for Tourism Statistics Compilation Guide;

- **UNWTO Silk Road Programme (12 members)** - Hosted within the UNWTO Affiliate Members PLATMA platform, this will be a key meeting and exchange point for Silk Road stakeholders;

- **Urban Tourism (10 members)** – It’s an initiative currently being developed by the UNWTO with the participation of the Affiliate Members with the objective to create a document which defines the global opportunities of this segments for the tourism industry.

- **Innovation and Tech** - Group discussing brand new technologies and innovation in the sector;

- **Market intelligence** - Trends, statistics, forecasting, reports and analysis about Markets and Destinations (will feed into the Barometer of World Tourism). Recent survey with more than 15 Affiliate Members and 6 countries in Americas on situation, perspectives and opportunities in the region. The results of it are available in platma where a permanent group of debate is open.

- **The tourism in 2011 (Magazine cooperation Group): 43 members**

2. Platma News (Newsletter)

A monthly edition with news highlighted in platma, interviews, events, conferences and publications. The objective is to communicate and inform the Affiliate Members and to raise the access in platma.

3. Documentation Centre

This is a repository of materials provided by Affiliate Members for all platma users. The platma Documentation Centre is organized into three main areas:

i) **Publications** - a variety of market reports, surveys, studies and other materials are available.

ii) **Living library of case studies** - this is a database of best-practice case studies provided by UNWTO Affiliate Members.

iii) **Digital collection of tourism resources** - a quarterly publication dedicated to studying a specific area of tourism policy and practice today. It includes best practices and commentaries from Affiliate Member organizations and other participants. It is produced jointly between the UNWTO Affiliate Members Programme and a major partner.
4. “Social Media Marketing”

A strategy has begun to be created, aimed at multiplying the impacts of the platma brand on the Internet, through the generation of content to drive traffic to the platform which is disseminated in social networks, while access to higher-value content and private interactions among the AMs and between them and the UNWTO are carried out within the platform.

5. Legal Framework

On the platform has been developed, in keeping with the international nature of the Organization and the importance of ensuring the protection of the intellectual property rights of the content appearing on the platform:
- Inclusion in the content administration area (back-office) as well as in the client zone (front-office) of an option allowing the Affiliate Member itself to decide on the intellectual property model applicable to the content it will contribute to the platform;
- For residual rights management, the model established is the “Creative Commons Attribution-Non Commercial-No Derivs 3.0” license. This means that commercial use of the original work and the creation of derivative works are not allowed.

IV. Current Situation and Outlook

1. Official Opening of Platma

Initial presentation of the platform was in the context of the Affiliate Members Seminar “Innovative Technological Solutions Applied to the Development of the Tourism Sector” and opening of the platform to all AMs on 24 January 2011.

2. Preparation of Platma Work Plan For 2011

Definition of objectives in accordance with the Programme of Work 2011 of the Affiliate Members. This plan includes five important areas of activities:

- Community dynamization;
- Improvement of the contents;
- Development of new applications and maintenance;
- Marketing actions, particularly on social networks;
- Monitoring, analysis and report.


In parallel with the efforts that are being carried out for the proper utilization and dynamization of the website (accounted for in this report); a three-year strategic plan is being developed, with the objective of positioning platma as a global reference point for public-private cooperation.

The plan will include the following areas; outlook 2011-2013; strategies for developing technology, marketing and communication and content development; human and financial resources; value and performance of platma; collaborative relations to assure its future consolidation.
## Conclusion and Key Figures

1. Summary of the current situation (28 March 2011)
   - Users involved in the process:
     - **Affiliate Members** – 75 organizations (Nº of users – 155)
     - **UNWTO Programmes** – 47
     - **Opened Groups** - 16

   - Page visitor information from 20/01/2011 to 28/03/2011 (Source: Google analytics)
     - 14,890 visits;
     - 11,089 absolute unique visitors;
     - 78,153 page views;
     - 5,25 average of visited pages
     - 00:04:06 average time spent on site.