



CAP/CSA/24/5a_Publications
Madrid, April 2012

UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Twenty-fourth Joint Meeting
Chiang Mai, Thailand
4 May 2012

PUBLICATIONS
(GENERAL USE OF PUBLICATIONS, ELIBRARY, NEW PUBLICATIONS)

Item 5a of the Provisional Agenda

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions the working document related to the subject matter of the Agenda Item.

A. Introduction

1. As is known to all, publications are an important tool of the Secretariat to make the research of the Organization available to its Member States, stakeholders and the general public. Its importance has remained high though the characteristics of publications have evolved significantly over recent years. The use of electronic formats and the internet have particularly influenced the production and use of publications. UNWTO introduced the Elibrary in 2004, enabling a wide and efficient use of UNWTO publications, documents, research papers and data among Member States' authorities and other stakeholders of the Organization. Nowadays, omitting a few exceptions, all Members States of UNWTO are using the Elibrary actively.
2. Following this approach of constant evolvement, the Secretariat is now evaluating the decentralized production of publications on demand, closer to the markets. The Organization aims to establish this decentralized system, with some 5 to 10 distributors in the different regions, producing on demand, following the examples of other International Organizations and publishers, such as the World Bank. The UNWTO is also now putting a major effort into developing new formats, especially applications, to enable more timely and simplified access to the wealth of information available. While starting with applications related to data, this will gradually evolve further and encompass other elements of information. This process follows on from the good experiences made with the introduction of electronic documents for the statutory meetings of the Organization.

B. Latest UNWTO Publications

3. The following is a brief description of the latest publications produced by the Organization during the period under review:

Handbook on E-marketing for Tourism Destinations

4. The ETC/UNWTO *Handbook on E-Marketing for Tourism Destinations* is the first comprehensive e-marketing handbook for tourism destinations. The all-new 300-page publication is a practical 'how-to' manual for tourism destination staff at national, regional and city tourism organisations, designed to help improve e-marketing skills and manage new projects.
5. The book covers all the basics including website design, search engine optimisation, email marketing, social networking, and e-commerce. It has provided advices on how to build better content, distribute it, use CRM, succeed with online PR, support the travel trade on-territory, and get into mobile marketing. Web analytics, online research methods and performance measurement get a full treatment, and new areas such as digital television are also covered. The book also includes over 30 examples of e-marketing in action.

Handbook on Tourism Destination Branding

6. Tourism has become one of the world's fastest growing economic sectors in recent years. Governments around the world are increasingly recognising the power of tourism to boost their nation's development and prosperity. As more tourism destinations emerge and competition for visitors becomes more intense, a destination's ability to project itself on the world stage and differentiate itself from others is ever more important.
7. Recognizing the value of successfully building and managing a destination's brand, the European Travel Commission (ETC) and World Tourism Organization (UNWTO) have commissioned this Handbook to provide a useful and practical guide for both marketing novices and experienced destination managers.
8. Introduced by an essay by Simon Anholt on the importance of building a national brand image, the *Handbook on Tourism Destination Branding* provides a step-by-step guide to the branding process accompanied by strategies for brand management. Case studies are featured throughout the Handbook to illustrate the various concepts, present best practices from destinations around the world and provide fresh insight into destination branding. The Handbook concludes with a section on evaluating brand impact and a set of practical recommendations.

Handbook on Tourism Product Development

9. Tourism products are the basis for a destination's tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destination cannot realise its full potential. However, only few destinations focus their attention on the development and delivery of the various attractions and activities that make up the tourism product. The UNWTO/ETC *Handbook on Tourism Product Development* outlines the essential elements in the process of tourism product development planning and implementation, e.g. coordination, consultation and collaboration. It illustrates these principles through a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods.

The Spanish Outbound Travel Market to Africa and the Middle East

10. This report forms part of the activities undertaken by UNWTO to support African and Middle Eastern countries in benefiting from the growing Spanish outbound travel market. The report aims to provide countries in Africa and the Middle East with, on one hand, a better understanding of the Spanish market – its size, main characteristics, needs and expectations – and on the other hand, information on the most efficient actions for increasing tourism flows from the Spanish market to these two regions.

Study on Chinese Outbound Travel to Africa

11. While regions such as Europe, Asia and the Pacific, the Americas and the Middle East enjoy their fair share of tourism, Africa still only accounts for five percent of international tourist arrivals worldwide. Tourists who visit Africa from Asia represent only about 3% of the 47 million international tourists the continent receives. One of the reasons for this low traffic from Asia to Africa could be insufficient knowledge about how to tap into the growing Asian source markets.
12. The World Tourism Organization (UNWTO) is intending to undertake a series of studies primarily to enable African destinations to better understand the Asian tourist consumers' behaviour and needs. This will in turn serve as an effective marketing tool for attracting and increasing tourist flows from Asia to Africa. China has been the first focus of attention for a number of strategic reasons; over the last decade, China has consolidated its status as Asia's largest outbound tourism market. This is in line with UNWTO's projection that by 2020, China will become the largest tourist receiving country and the fourth largest source of outbound travel in the world with 100 million outbound travellers. Besides, China has signed bilateral agreements with a number of African countries as well as having Approved Destination Status.

Tourism Towards 2030 / Global Overview – Advance edition presented at UNWTO 19th General Assembly – 10 October 2011

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

Toolbox for Crisis Communications in Tourism

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

practical guide for travel and tourism stakeholders to effectively address the challenges generated by crises.

Global Report on Women in Tourism 2010

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

Communicating Heritage – A Handbook for the Tourism Sector

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

Policy and Practice for Global Tourism

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

Religious Tourism in Asia and the Pacific

19. The Asia-Pacific region is considered the world's religious core with the greatest number of pilgrims and travellers for religious events, both internationally and domestically. It is estimated that there are approximately six hundred million national and international religious and spiritual voyages in the world, of which 40% take place in Europe and over half in Asia. According to UNESCO, 60% of

the world's population practices a religion and these believers form the demographic base of religious tourism. This study has therefore clearly identified areas of interest that correlate with the religious aspects of travel. It is the responsibility of tourism administrators and travel professionals to glean this information and look at religious tourism as a resource in the same light as the sun, sea and sand holidays that are readily marketed.

Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific

20. Ecotourism, a niche tourism market, is considered to be one of the fastest growing segments of the tourism industry. This compendium provides specific case studies demonstrating ecotourism in practice and illustrates how tourism operators are aiming to meet the principles of sustainable tourism. This comprehensive study is directed towards government institutions, private companies and individuals involved in the ecotourism sector as well as those concerned more broadly with the environmental, social and economic sustainability of tourism organizations. This publication aims to help UNWTO Member States to operate and develop their tourism businesses to meet the demands of sustainable tourism, using the Global Sustainable Tourism Criteria as a benchmark.

Report on Urban Tourism Development in China

21. China continues to develop as a leading powerhouse in tourism, and thus it becomes even more important to examine the various facets of tourism in China in order to understand the potential of this market, as well as the effect it will have on global tourism.
22. This report analyses the statistics of Chinese inbound metropolitan tourism markets, as well as the outbound trends of metropolitan residents from 2000 to 2007. Twenty of China's best tourism cities are analysed. Originally released in Chinese by the Shanghai Institute of Tourism in 2009, this English edition provides special insight into China's cities as source markets as well as destinations.

Statistical Data in excel format, data of the last 5 years (CD)

Statistical Data in Excel format, complete series from 1995 onwards (CD)

23. These CD-ROMs provide updated statistical data in separate Excel files (one per country). They include statistics on outbound tourism, data on arrivals/nights of tourists and visitors and basic indicators related to tourism activities for more than 220 countries and territories worldwide.
24. The CDs are the ultimate tool for tourism research. By combining different sources of tourism data, they enable users to carry out complex market analysis in an efficient and accurate way. Each CD will be produced once it has been ordered, in order to ensure the latest updates are included! Updates are provided 3 to 4 times per year once data becomes available.

Compendium of Tourism Statistics 2011 (2005–2009)

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

Yearbook of Tourism Statistics 2011 (2005–2009)

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

C. E-Library

Rules on Access to the Elibrary for Member States

29. All requests for access to the Elibrary (www.e-unwto.org) must be authorized by the first official recipient named by each Member State to UNWTO. In the event that this responsibility is transferred to another person with sufficient authority, it should be communicated to UNWTO's Publications and Elibrary Department.
30. Each Member State can designate up to 20 single or network accesses. With a network access it is possible to connect several persons of the same institution, given that they use the same Internet Protocol Address Range (IP). For each network, a focal point has to be named to be responsible for the management of the local Elibrary access.
31. Access shall be granted for governmental institutions playing considerable part in designing the tourism policies of the Member State. However, single or network accesses can be only given to

those institutions which are full governmental bodies, such as Ministries (federal or regional), the Parliament, the National Tourism Organization or National Statistical Office.

32. Taking into account that some of the information is restricted, it must be ensured at all times that information made available through a member State access is not passed on to non-authorized parties.
33. All other institutions not covered by the above mentioned description can purchase admission to the commercial interface of the Elibrary by yearly subscription. The commercial level of the Elibrary does not, however, include restricted or privileged information.
34. UNWTO may inquire into the observance of the conditions set out before at any time.

Request Form for Access to the Elibrary for Member States

35. In accordance with the Rules set out by UNWTO for the Access to the e-unwto.org (Elibrary), we wish the following person / institution to be included in the list of users:

Request for:	
Name of Member State:	

Institution Details	
Name of Institution:	
Mailing Address:	
Post/Zip Code:	
City:	
Country:	

Focal Point Details	
Title:	
Name of Focal Point:	
Position of Focal Point:	
Telephone number:	
Fax number:	
E-mail address:	

36.

Access Details	
Form of Access:	<input type="checkbox"/> Single User Access <input type="checkbox"/> Network Access
	If Network Access, please specify
	Number of users:
	IP Address:

Member State Clearance	
This request is authorized by	
Name:	
Position:	
Signature:	
Date and Place:	

Note: Please complete a form for each institution.

For UNWTO use	
AP:	