

## CENTRAL FUND FOR INFLUENZA ACTION PROGRAMME<sup>1</sup> QUARTERLY PROGRESS UPDATE

*(for posting on the CFIA web site)*

September 30, 2011

<b>Participating UN or Non-UN Organization:</b>	UNWTO	<b>UNCAPAHI Objective(s) covered:</b>	6. Continuity under pandemic conditions		
<b>Implementing Partner(s):</b>	OCHA				
<b>Programme Number:</b>	CFIA/A-10				
<b>Programme Title:</b>	Development and conducting regional and national simulation exercises to rehearse and assess preparedness plans and uncover shortcomings				
<b>Total Approved Programme Budget:</b>	US\$ 252,000				
<b>Location:</b>	Asia, Africa, Eastern Europe and Central America				
<b>MC Approval Date:</b>	20 February 2008				
<b>Programme Duration:</b>	12 months	<b>Starting Date:</b>	6 March 2008	<b>Completion Date:</b>	30 September 2011
<b>Funds Committed:</b>	US\$ 25,312.07			<b>Percentage of Approved:</b>	10.04%
<b>Funds Disbursed:</b>	US\$ 226,687.93			<b>Percentage of Approved:</b>	89.96 %
<b>Expected Programme Duration:</b>	43 months	<b>Forecast Final Date:</b>	30 September 2011	<b>Delay (Months):</b>	39 months

<b>Outcomes:</b>	<b>Achievements/Results:</b>	<b>Percentage of planned:</b>
Organizational set-up	Recruitment of staff completed and operational by October 2008.	100%
Defining partner links	<p><u>Asia:</u> Simulation exercise that took place on 19-20 September of 2008 in Bangkok, Thailand, was carried out successfully in cooperation with the Ministry of Tourism and Sports of Thailand, UNSIC office in Bangkok and ASEAN.</p> <p>A regional UNWTO Review and Preparation Exercise on Travel and Tourism under</p>	100%

<sup>1</sup> The term “programme” is used for projects, programmes and joint programmes.

Challenging Circumstances took place on 3-4 May of 2010 in Kuala Lumpur, Malaysia. The workshop, carried out jointly with the Ministry of Tourism of Malaysia, focused on communication and coordination systems used and lessons learned from the Pandemic (H1N1) 2009. Two guidelines advising Member States and industry stakeholders were reviewed by the participants.

Europe:

Within the framework of UNWTO Practicum on Risk and Crisis Management for which Member States were invited to headquarters in Madrid, Spain (10-23 May 2009), an extensive training and simulation exercise was carried out with special focus on pandemic (H1N1) 2009. Through interactive communications during the workshop, the participants discussed the systematic approach and necessary steps to manage pandemic in the context of the current (H1N1) virus. The objectives of the workshop to correct assumptions, advance planning, and strengthen capacity building of the Member States in face of the influenza pandemic, and to minimize its negative impacts on the travel and tourism sector were met.

Considering the evolving situation of the pandemic (H1N1) 2009 and the potential impacts it brings to the travel and tourism sector, UNWTO held a Review and Preparation Exercise on Travel and Tourism under Pandemic Conditions at headquarters in Madrid on 26-27 August, 2009 to anticipate and prepare for upcoming issues and share relevant experiences. This exercise, primarily aimed at the European, African and Middle Eastern region, brought together representatives of UNWTO Member States, key stakeholders from the travel and tourism sector, Influenza Focal Points, members of Tourism Emergency Response Network (TERN) and International Organizations. Drawing from the rich discussion of this workshop, a number of recommendations and conclusions were reached.

The Americas:

In the region of the Americas and with the collaboration of the Bahamas Ministry of Tourism and Aviation, UNWTO convened a Review and Preparation Exercise on Travel and Tourism under Pandemic Conditions in Nassau, The Bahamas on 16-17 September

2009. The purpose of this exercise, which took place only three weeks after the regional exercise for Europe, Africa, and the Middle East, was to reassess, re-envision and reinvigorate the sector's response to the challenges presented by the pandemic (H1N1) 2009. Representatives from UNWTO Member States, Key stakeholders from the travel and tourism sector, TERN members and international organizations joined the event and discussed the current challenges as well as upcoming ones in view of the developing pandemic, and how to best adjust the preparations of the travel and tourism sector. The discussions during this workshop built on the recommendations from the Madrid workshop, developed them further and identified for a region with very high dependence on travel and tourism additional recommendations.

With the collaboration of the Ministry of Tourism of Brazil, and with the participation of PAHO and OCHA from the region, UNWTO undertook a regional seminar on Risk and Crisis Management on 23-24 September 2010, where national and international participants shared their lessons learned on crisis situations, amongst others, the Pandemic (H1N1) 2009.

Global:

UNWTO convened a workshop on *Travel, Tourism and the Pandemic 2009: Lessons Learned for Building a Safer World* that took place last 9-10 December 2010 at the UNWTO headquarters in Madrid. UNWTO was able to gather the participation from a wide spectrum of the travel, tourism and aviation sectors which included the public and private sector stakeholders, with local, national, regional and international representation, which in turn, were able to be divided into the following representative clusters of the travel and tourism sector:

- Inbound destinations
- Outbound destinations
- Tour operators
- Cruise lines and harbors
- Hotels and restaurants
- Airlines
- Airports and ground transportation
- Attractions and entertainment

<p>Capacity building of local staff</p>	<p>Training of local staff prior to the simulation exercises in Bangkok, Madrid, and Nassau on tourism and health and UN procedures as part of the events.</p> <p>Joint work with UNDP was undertaken in Mexico to support the recovery efforts of the country and share the lessons learned.</p> <p>The concept of reviewing and engaging directly with the relevant stakeholders while undertaking the workshops improves the relevance practicability and sets a framework of “engaged consultation”.</p> <p>In view of the upcoming major mass gathering events scheduled to take place in Brazil on 2014 and 2016, and using the occasion of the MERCOSUR presidency held by Brazil, an inter-ministerial training exercise took place prior to the regional seminar establishing links between the Crisis Cabinet of the Presidency of the Republic of Brazil, Ministry of National Integration, Ministry of Health and Ministry of Tourism, as well as the council of Secretaries of the Regional Tourist Authorities.</p> <p>Following the UNWTO headquarters’ workshop on <i>Travel, Tourism and the Pandemic 2009</i>, where experiences made during the Pandemic (H1N1) 2009 from the major the travel and tourism stakeholders were collected, discussed and reviewed, it is sought to conduct additional exercises to support the lessons learned and to promote the findings to the travel and tourism sector.</p> <p>As learned during the Pandemic (H1N1) 2009, social media, especially for the travel and tourism sectors plays a crucial role during times of uncertainty. The dissemination of facts, messages, opinions through Twitter, Facebook and other platforms has gained importance when reporting about emergencies, accidents and catastrophes. With this workshop on Social Media – A New Era of Crisis Communications in Tourism, held last 17 May, 2011, in Ingolstadt, Germany, UNWTO, in cooperation with the DRV, Tourismus Zukunft and the University of Eichstätt focused on the role, techniques and best practices of the travel and tourism sector when working with social media during crisis situations. While Consumers as well as journalists are using those platforms to retrieve information, companies and</p>	<p>100%</p>
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	<p>destinations are learning to work with them in an adequate and professional manner.</p> <p>A UNWTO meeting on the integration of tourism into emergency management structures and procedures gathered major tourism players and emergency management agencies from the Asia and Pacific region to present examples of best practice and share on-going challenges ahead for better cooperation and effective crisis handling. The meeting took place time in September of 2011 at the Australian Emergency Management Institute in collaboration with the the Department of Resources, Energy and Tourism of Australia, the Australian Emergency Management Institute, the University of Technology of Sydney and Bournemouth University, also counted on the support of the Australia Department of Foreign Affairs and Trade.</p>	
<p>Preparation for simulation exercises</p>	<p>Since the outbreak of pandemic (H1N1) 2009, the format and content of simulation exercises have been developed and adapted to the evolvement of the situation to cover pertaining issues and broader perspectives. Situational updates and documents of sister UN agencies were consulted in the process of content development. Findings and feedbacks from previous and recent exercises were reflected in the programme design. Findings of previous simulation exercises formed an integral part of discussion in the meetings with TERN and Influenza Focal Points and assisted our activities to support Mexico.</p>	<p>100%</p>
<p>Development of distance learning training modules</p>	<p>Publication based on the discussion and results of the workshop in Bangkok was finalized and disseminated to the participants. Lessons learned were shared with participants of the workshops in Madrid and Nassau.</p> <p>Publication based on the Madrid workshop was finalized and widely disseminated to especially the travel and tourism and health sectors.</p> <p>Publication based on the Bahamas workshop was finalized and widely disseminated to especially the travel and tourism and health sectors.</p>	<p>80%</p>

	The publications will serve as basis for distance learning tool kit.	
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**Qualitative achievements against outcomes and results:**

The travel and tourism sector was one of the first and most affected economic activities by the outbreak of the pandemic (H1N1) 2009. The original objective of the project to improve capacity building and preparedness assessment for a possible pandemic was adjusted to focus on identifying the real needs of the travel and tourism sector under the pandemic situation, especially to anticipate and better prepare for it.

The travel and tourism sector has benefited from the experiences gained from previous simulation exercises in our response to the challenges of the pandemic since the outbreak of the virus. In addition, holding exercises as part of the continued effort of UNWTO to help Member States and the global travel and tourism sector to adjust assumptions and improve crisis response procedures still remain a priority.

Among the point identified to improve tourism sectors' resilience is that proper integration between emergency and tourism was being unevenly practiced throughout the world. UNWTO aims to open a dialogue between emergency management and tourism in heading towards a better integration between the two parties.

While the lessons learned from the Pandemic served as a steppingstone to a multi-hazard and whole nation approach, conducting regional and national workshops has served as a valuable face-to-face knowledge exchange to facilitate optimal coordination for the tourism sector and was particularly relevant and important to facilitate tourism risk and emergency management in the event of a pandemic situation and general crises situation.

During this reporting period, UNWTO continued to focus on bridging the travel and tourism sector, and emergency management to improve the handling of emergencies and the resilience of the tourism sector in the event of emergency situations.