



CENTRAL FUND FOR INFLUENZA ACTION

GENERIC ANNUAL PROGRAMME¹ NARRATIVE PROGRESS REPORT

REPORTING PERIOD: 1 JANUARY – 31 DECEMBER 2011

Programme Title & Project Number
<ul style="list-style-type: none"> • Programme Title: Targeted Communications for Travelers, the Travel Industry, and Tourist Destinations – Phase II • Programme Number: A-21 • MPTF Office Project Reference Number:³ 00074962

Country, Locality(s), Thematic/Priority Area(s)²
<i>(if applicable)</i> Country/Region Global
<i>Thematic/Priority</i> 5. Public information and communication to support behavior change 6. Continuity under pandemic conditions

Participating Organization(s)
UNWTO

Implementing Partners
<ul style="list-style-type: none"> • OCHA; WHO and UNICEF

Programme/Project Cost (US\$)	
MPTF/JP Contribution:	US\$ 151,809.85
• <i>by Agency (if applicable)</i>	
Agency Contribution	-
• <i>by Agency (if applicable)</i>	
Government Contribution <i>(if applicable)</i>	-
Other Contributions (donors) <i>(if applicable)</i>	-
TOTAL:	US\$ 151,809.85

Programme Duration	
Overall Duration (<i>months</i>)	24 Months
Start Date ⁴ (<i>dd.mm.yyyy</i>)	30 April 2010
End Date (or Revised End Date) ⁵	30 April 2012
Operational Closure Date ⁶	n/a
Expected Financial Closure Date	December 2012

Programme Assessment/Review/Mid-Term Eval.
Assessment/Review - if applicable <i>please attach</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date: <i>dd.mm.yyyy</i> Mid-Term Evaluation Report – <i>if applicable please attach</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date: <i>dd.mm.yyyy</i>

Report Submitted By
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¹ The term “programme” is used for programmes, joint programmes and projects.
² Strategic Results, as formulated in the Performance Management Plan (PMP) for the PBF; Sector for the UNDG ITF.
³ The MPTF Office Project Reference Number is the same number as the one on the Notification message. It is also referred to “Project ID” on the [MPTF Office GATEWAY](#)
⁴ The start date is the date of the first transfer of the funds from the MPTF Office as Administrative Agent. Transfer date is available on the [MPTF Office GATEWAY](#)
⁵ As per approval by the relevant decision-making body/Steering Committee.
⁶ All activities for which a Participating Organization is responsible under an approved MPTF programme have been completed. Agencies to advise the MPTF Office.

NARRATIVE REPORT FORMAT

I. Purpose

- Communications play a vital role for the travel and tourism sector in general and global health challenges such as a pandemic influenza in particular. All activities were geared to support the tremendously increasing targeted communications work taking place with Member States, the TERN network, the industry and end users to continue the essential communication and coordination functions for the travel and tourism sector and to support the communication efforts of the WHO.
- The UN Consolidated Action Plan clearly defined the need for public information and communication to support behaviour change under objective 5 and continuity under pandemic conditions under objective 6 of the plan to which UNWTO's proposal has conformed and was subsequently approved.

II. Resources

Financial Resources:

- The full scope of the programme's activities and outputs are to be covered by the funds (US\$151,809.85) received from CFIA.
- A cost-neutral extension was requested in May 2011 and subsequently approved to finalize the project's implementation.

Human Resources:

- Support staff financed by UNWTO assisted on logistical issues.
- 1 external expert on tourism recruited on temporary basis to assist and contribute on the UNWTO Review Meeting on the Integration of Tourism and Emergency Management.

III. Implementation and Monitoring Arrangements

- The usual UNWTO standards for procurement and monitoring are applied for this project. Regular internal communication with all other department, regional representatives, Affiliate Members and senior management to ensure all relevant project information is shared.
- Several consultation meetings with Member States, the travel and tourism sectors and emergency planners took place in 2011 to ensure that the objective of the programme is well met.

IV. Results

- During this reporting period UNWTO continued to focus on communications, coordination, sustainability and the resilience of the tourism industry:
 - UNWTO finalized the *Toolbox for Crisis Communications in Tourism*. This Toolbox includes up-to date techniques for social media management, checklists, tools, templates and important sources of information which can be used and customized by type of crises, among others on health related events, allowing stakeholders from the travel and tourism sectors to be better prepared when reacting to crises. This study was disseminated to Member States through an innovative licence

model, which allows and incentivises the free distribution to relevant tourism and emergency authorities.

- The Tourism Emergency Response Network (TERN) established during and for the Pandemic remains existing and active. TERN, comprising 34⁷ of the major network associations from the travel and tourism sector, was used for a number of major events following the Pandemic such as the volcano ash cloud incidence, the nuclear accident in Japan, but also for confidence building measures. As a result of the latter and based on the experiences from the Pandemic that regional and local events have, by the mere mentioning of country names, unnecessary repercussions on much wider geographic areas, the UNWTO developed together with the TERN members the recommendations on the *Use of Georeferences, Date and Time in Travel Advice and Event Information*⁸ which were approved by the UNWTO Executive Council and consequently, the General Assembly of the UNWTO. Fostering and continuing to work through TERN is, for the cooperating main UN actors, (ICAO and WHO), but also IAEA and others, an efficient and robust communication mechanism.
- UNWTO lessons learned and report prepared together with the TERN members were presented and discussed on the occasion of the WFP Toward a Safer World Conference in September 2011.
- Tourism consultations were conducted with various emergency planners to better understand, prepare and manage emergency structures, such as during the pandemic.
- To further meet the needs of the travel and tourism sector, a cost-neutral extension of 12 months was requested in May 2011 to continue the project's implementation for the following reasons:
 - To continue to collect, share and communicate the most up-to-date information on global health challenges and other major events of relevance for the travel and tourism sector, as well as the concerns and views from the Travel Emergency Response Network (TERN)
 - To further analyze and evaluate, with the Authorities of Spain, the challenges and possibilities of using roaming messages for effective risk prevention to international travellers
 - To focus on the integration of tourism into national emergency structures and procedures.
- UNWTO key partnerships and collaborations, and its impact on the achievement of results:

⁷ AAPA (Association of Asia and Pacific Airlines), ABTA (British Travel Association), ACI (Airport Council International), AEA (Association of European Airlines), AHLA American Hotel and Lodging Association, ALTA (Asociación Latinoamericana de Transporte Aéreo), ASTA (American Society of Travel Agents), ATO (Arab Tourism Organization), ATTA (African Travel and Tourism Association), CETO (Association of Tour Operators), CHTA (Caribbean Hotel and Tourism Association), CLIA (Cruise Lines International Association), CTC (Canadian Tourism Commission), CTO (Caribbean Tourism Organization), DRV (German Travel Association), ECTAA (European Travel Agents' and Tour Operators' Associations), ETC (European Travel Commission), FIA (Federation Internationale de l'Automobile), IAAPA (International Association of Amusement Parks and Attractions), IATA (International Air Transport Association), IH&RA (International Hotel and Restaurant Association), ISF (International Shipping Federation), MPI (Meeting Professionals International), NTA (National Tour Association), NTA (National Tourism Alliance – Australia), PATA (Pacific Asia Travel Association), SKÅL (International Association of Travel and Tourism Professionals), TOI (Tour Operators' Initiative for Sustainable Tourism Development), UFTAA (United Federation of Travel Agents' Associations), UNWTO (World Tourism Organization), UST (US Travel), WTAAA (World Travel Agents Associations Alliance), WTTC (World Travel and Tourism Council), WYSETC (World Youth Student and Educational Travel Confederation)

⁸ See Annex 1 (UNWTO Recommendations on the Use of Georeferences, Date and Time in Travel Advice and Event Information)

- The incidence of the Fukushima nuclear accident benefited highly from the preparedness work and experience of the Pandemic (H1N1) 2009, in which the original mechanism of TERN and inter-agency cooperation were already in place to provide timely, targeted and coordinated messages. Mechanism of TERN and inter-agency cooperation were tested and applied on a number of occasions and most prominently, during the incidence of the Fukushima nuclear accident, where confidence building interagency (WHO, IAEA, WMO, IMO, ICAO, UNWTO and ILO) press releases were issued.
- As part of the lessons learned process and in order to ensure a good sustained integration of travel and tourism into the national emergency structures and procedures, UNWTO joins the combine efforts of UNSIC, USAID, WFP and others in the *toward a safer world* initiative.
- Highlights and cross-cutting issues pertinent to the results being reported on:
 - UNWTO has systematically integrated the findings and lessons learned of the pandemic (H1N1) 2009 into a wider framework of the travel and tourism sector. It was shown that the role of tourism is often underestimated and integration of travel and tourism into the national emergency structures and procedures was often only a result of major incidents such as SARS and the Pandemic, which affected the country and caused major losses to the tourism sector and to the national economy. It is against this background that UNWTO, with the kind support of the Government of the Netherlands, is undertaking a study on the Integration of the Travel and Tourism Sector into the National Emergency Structures and Procedures to continue to focus on bridging the travel and tourism sector, and emergency management in order to improve communications and coordination between the travel and tourism sector and the emergency management in the event of emergency situations to ensure consistency among all board.

V. Future Work Plan

- While further focusing on integrative practices on communications, coordination and the sustainability of the tourism industry in the coming year while maintaining the original mechanism in a flexible and attractive manner, UNWTO, in 2012, will further aim to better improve the resilience of the travel and tourism sector and society resilience in general, especially in countries where dependency on travel and tourism's economic activity is high.

Abbreviations

IAEA	International Atomic Energy Agency
ICAO	International Civil Aviation Organization
ILO	International Labour Organization
IMO	International Maritime Organization
TERN	Tourism Emergency Response Network
UNWTO	World Tourism Organization
WHO	World Health Organization
WMO	World Meteorological Organization