



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية



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NEWS FROM THE World Tourism Organization (UNWTO)

UNWTO AND INDUSA GLOBAL AGREEMENT

STRENGTHENING SECURITY AND FACILITATION BY E-TOURISM

Madrid 12 April 2007 – UNWTO has signed a collaboration agreement with data management and e-security specialist Indusa Global to advance the application of Information and Communication Technology for the sustainable development of the Tourism Sector.

The agreement will operate within the framework of UNWTO's long-term Public-Private-Partnership with Microsoft, which has resulted in a series of projects to help deliver secure, safe, quality tourism experiences.

It will involve close collaboration with other UNWTO/Microsoft partners in the field of eTD (electronic Tourism for Development), in projects such as SAFE (Security and Facilitation Enhancement), WOA (Windows on Africa), the Emergency Response System www.sos.travel, and www.YouTourist.net, the social network for responsible travellers.

UNWTO Assistant Secretary-General, Geoffrey Lipman says, *"The priority focus will be on consideration of border crossing and particularly e-visa, with an emphasis on ensuring that the world's poorest countries will be able to participate in this kind of programme. It enhances UNWTO's commitment to create a secure and agreeable travel environment for all tourists and underscores our commitment to increase security while facilitating travel"*.

"We are looking forward to working closely with UNWTO and Microsoft to promote secure ID and travel reporting solutions that allow easy access in to countries, while promoting security and border control", says Indusa Global President & CEO, James Ram.

Indusa Global specializes in data management solutions for Tourism which includes tracking visitors, analyzing trends, target marketing, and CRM and National Security and Transport security & logistics solutions that encompass Biometrics, AFIS, e-visa and e-passports technologies to provide secure, hassle-free travel. *"Secure ID and E-visa solutions are gaining momentum as they are being proposed for global events such as the 2010 FIFA World Cup in South Africa. The heads of FIFA and UNWTO are partnering on ways to assist African countries implement secure border crossing solutions"*, says Indusa Global COO, Jo Ram.

As a lead Microsoft Partner with primary interest in tourism and border related solutions, Indusa Global has identified the tourism sector as a major point of focus and is actively engaged in Tourism projects in developing markets. It is currently operating a visitor and border-flow-systems for the Government of the Bahamas. *"Indusa Global has opened our eyes to the amazing possibilities of incorporating Information Technologies in our daily operations. Using Indusa's solutions for data management we are able to do effective Destination Branding, Trends Analysis, Reporting, Customer Relations and Visitor Expectation Management"*, said Gary Young, Director of Research & Development, Bahamas Ministry of Tourism.

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UNWTO – Committed to Tourism, Travel and the Millennium Development Goals