

PROJECT SUMMARY

Project title: DEVELOPMENT OF A SYSTEM OF TOURISM STATISTICS AND REGIONAL TOURISM SATELLITE ACCOUNT IN THE AUTONOMOUS REPUBLIC OF CRIMEA

Country: UKRAINE

Region: EUROPE

Current status: Ongoing Concluded

Duration (est.)/dates: October 2012 - December 2012

Category: Tech. Cooperation MDG-F

Partner entities: Autonomous Republic of Crimea (ARC) – Regional Development Agency (RDA), UNDP

Main project objectives:

In 2011, UNWTO, in collaboration with UNDP, delivered technical assistance to the Autonomous Republic of Crimea (ARC) of Ukraine to conduct an analysis of the current System of Tourism Statistics (STS) in the ARC. The mission assessed the existing systems, structure and practices of tourism data collection and statistical development and the feasibility of implementing a Tourism Satellite Account (TSA) in Crimea. A second mission was conducted in 2012 to provide additional technical assistance to the State and Regional tourism authorities in Crimea and the Ukraine with the objective of formulating a concept note on the implementation of a pilot project on strengthening the STS in Crimea.

Project focus (Choose all applicable):

- Policy Planning & Economic Development**
 - Tourism Policy/Master Plans & Strategic Development Plans
 - Legislation & Regulation
 - Physical Planning/Infrastructure/Resort Development
 - Institutional Strengthening & Public-Private Partnerships
 - Economic Impact/Value Chain Analysis & Local Development
- Human Resource Development**
 - Manpower Planning
 - Capacity Building Programmes/Hospitality Skills & Tourism Business Development
- Statistics**
 - Statistical Strengthening
 - Development of Tourism Satellite Account (TSA)
- Quality Standards**
 - Hotel Classification
 - Destination Quality Performance
- Product Development, Marketing and Promotion**
 - Marketing & Promotion Planning
 - Product Development & Diversification

Main project outputs/deliverables:

The mission was conducted both in Kiev and Simferopol – the idea being to assess to update the progress achieved in the development of STS in Crimea from the previous year as well as to hold discussions with authorities in Ukraine including the EU delegation which is currently implementing a large project on tourism development which includes a component on tourism statistics to see how to link the Crimea statistics' activities as possible pilot projects within the statistics component. A detailed report was submitted which recommended several actions to be taken over the coming year, namely in form of visitor sample surveys and sample surveys of non-formal accommodation, to address the most important data gaps in the current STS of Crimea.