

PROJECT SUMMARY

Project title: FIRST IMPLEMENTATION OF A NEW TOURISM STRATEGY AND ACTION PLAN (PHASE I and II)

Country: QATAR

Region: MIDDLE EAST

Current status: Ongoing Concluded

Duration (est.)/dates: June 2013 – March 2015

Category: Tech. Cooperation MDG-F

Partner entities: Qatar Tourism Authority

Main project objectives:

To undertake activities for the phased implementation of the new tourism strategy and the action plan for the development and promotion of tourism in Qatar. The overall goal of the project is to support the Qatar Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan, particularly in the following areas: Legislation, Regulations and Institution Building; Development and Promotion of the MICE Industry; Destination Marketing; Statistics and TSA Development; Human Resources Development; and Sustainable Tourism. Priority will be given, within the first implementation phase of the project, to the area of Legislation, Regulations and Institutional Building, focusing on drafting and enforcing regulations governing the following main tourist activities: Tourist Guides, Event Management Companies; Tour Operators; Theme Parks; Desert Overland Safaris.

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:

In May 2013, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan. Within the first implementation phase of the project, priority was given to the area of Legislation, Regulations and Institution Building. Technical support, under this area, focused on reviewing the current legislation and regulations in Qatar and drafting and enforcing regulations governing the following main tourist activities: Tourist Guides, Event Management Companies, Tour Operators, Travel Agents, Ground-Handling Agents, Theme Parks and Desert Overland Safaris/Camps and related activities in order to bring them in line with contemporary legislative standards practice in international tourism.

In February 2014, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the implementation of the Phase II of the new Tourism Strategy and Action Plan. TECO will handle the following streams:

- Development and Promotion of the MICE Industry
- Destination Marketing
- Statistics and TSA Development
- Capacity Building Programme in Product Development
- Capacity Building Programme in Investment Promotion