

تقرير الأمين العام

الجزء الأول: برنامج العمل

(أ) تنفيذ برنامج العمل العام للفترة ٢٠١٤-٢٠١٥

أولاً. المقدمة

١. بموجب القرار A/RES/619(XX)، اعتمدت الجمعية العامة مشروع برنامج العمل العام وميزانية المنظمة للفترة ٢٠١٤-٢٠١٥ (الوثيقة A/20/5(I)(c)).
٢. قُدمت تقارير مُفصّلة عن تنفيذ برنامج العمل لفترة السنتين ٢٠١٤-٢٠١٥ بشكلٍ منظمٍ إلى المجلس التنفيذي، بعد مراجعة لجنة البرنامج والميزانية. وهي متاحة على الموقع الإلكتروني:
 - (أ) الدورة الثامنة والتسعون، سانتياغو دي كومبوستيلا، إسبانيا: [CE/98/3\(D\)\(e\)](#)
 - (ب) الدورة التاسعة والتسعون، سمرقند، أوزبكستان: [CE/99/3\(c\)](#) **والإضافة**
 - (ج) الدورة المئة، روفيني، كرواتيا: [CE/100/3\(d\)](#)
 - (د) الدورة المئة وواحد، مدين، كولومبيا: [CE/101/4](#)
٣. عُرِضَتْ أيضًا تقارير إضافية عن الأنشطة في اجتماعات اللجان الإقليمية في عامي ٢٠١٤ و ٢٠١٥. وهي متوافرة كذلك على الموقع الإلكتروني، مع [التقرير السنوي لمنظمة السياحة العالمية ٢٠١٤](#).
٤. يهدف هذا التقرير إلى توفير لمحة شاملة عن التوجّهات الإستراتيجية والأنشطة الرئيسية المُنفّذة خلال السنة الأولى ونصف السنة من فترة السنتين الحالية. ويُتبع فيه التنظيم المُعتمد في الوثيقة A/20/5(I)(c)، بموازاة الهدفين الاستراتيجيين للمنظمة: تحسين القدرة التنافسية والجودة، مع ضمان الاستدامة والأخلاقيات في العمل السياحي.
٥. تشمل المرفقات الأنشطة على الأرض، ولمحة عامة عن الأداء والنتائج التي حققتها اللجان التقنية الثلاث خلال فترة السنتين الحالية، ووصف لمبادرة "كويست" QUEST الجديدة، وإعلان سيام ريب حول السياحة والثقافة، بالإضافة إلى القواعد المؤقتة لتشغيل وإدارة المرصد بشأن السياحة المستدامة.

ثانياً. القدرة التنافسية والجودة

ألف. التجميع وقابلية المقارنة دولياً: الإحصاءات السياحية وحساب السياحة الفرعي

٦. تشكّل المعلومات الإحصائية حول مختلف جوانب السياحة عاملاً أساسياً للارتقاء بالمعارف ضمن القطاع، ورصد



التقدّم المُحرَز، وتعزيز الإدارة القائمة على النتائج، وتسهيل الضوء على القضايا الإستراتيجية للسياسات. خلال فترة السنتين هذه، واصلت أمانة منظمة السياحة العالمية عملها الهادف إلى السعي باتجاه **قابلية المقارنة دولياً**. ولقد أصبح دليل منظمة السياحة العالمية بشأن تجميع الإحصاءات السياحية وثيقة رسمية الآن، وقد أقرتها اللجنة الإحصائية للأمم المتحدة. تتوافر النسخة النهائية المُنفّحة **على الإنترنت** لتقديم المعلومات للدول الأعضاء، وستُترجم إلى جميع اللغات المُعتمدة من قبل الأمم المتحدة. بالإضافة إلى ذلك، بدأت الأمانة رصد الوضع الحالي لناحية تنفيذ التوصيات الدولية المتعلقة بإحصاءات السياحة ٢٠٠٨.

٧. هناك مسألة أخرى تمّت معالجتها خلال فترة السنتين هذه، ألا وهي زيادة التوجيهات بشأن قياس العمالة في صناعة السياحة، بالتعاون مع منظمة العمل الدولية.

٨. يشكّل جمع ونشر البيانات والمؤشرات السياحية الدولية جزءاً من الأنشطة الرئيسية لمنظمة السياحة العالمية. وتستجيب الأمانة من خلال منشورين سنويين رئيسيين: **المجموعة والحولية** بشأن الإحصاءات السياحية.

٩. من أجل توسيع نطاق الإحصاءات السياحية، تعكف أمانة منظمة السياحة العالمية على مبادرة إحصائية لدعم إدماج السياحة في التنمية المستدامة. ومن المتوقع أن تتطرق الخطوط الرئيسية الثلاثة للعمل إلى: (١) تصميم مؤشرات للرصد العالمي في ما يتعلق بالأهداف الإنمائية المستدامة للأمم المتحدة، و(٢) ربط حساب السياحة الفرعي بالحسابات البيئية-الاقتصادية، و(٣) التقدّم نحو تكوين فهم لقياس السياحة في ما يتعلق بالاستدامة، من خلال التعويل على العمل المفاهيمي الوطني ودون الوطني.

١٠. تواصل الأمانة، في إطار مبادرة مشتركة مع **الشبكة الدولية المعنية بالاقتصادات الإقليمية والتنقل والسياحة (INRouTe)**، عملها باتجاه وضع إطار مفاهيمي متين بما فيه الكفاية للقياس دون الوطني والرصد والتحليل السياحي، حيث يُعتبر ذلك عنصراً أساسياً لتصميم السياسات التي تعالج بشكل صحيح التحديات والفرص القائمة حالياً. بناءً على ذلك، سوف تقوم منظمة السياحة العالمية بتصميم مجموعة من المبادئ التوجيهية العامة لقياس السياحة من المنظور دون الوطني. حالياً، يجري التشاور بشأن المنهجية، ومن المتوقع صدور مبادئ توجيهية ملموسة خلال فترة السنتين القادمة.

١١. يعتمد تجميع البيانات السياحية الدولية على العمل المنجز في كل بلد. وإن أمانة منظمة السياحة العالمية تدعم الدول الأعضاء في المنظمة لبناء نظامها الخاص بالإحصاءات السياحية، ومن ضمن ذلك حساب فرعي للسياحة. في خلال الفترة المدروسة، تم تقديم الدعم من خلال حلقات عمل لبناء القدرات على المستويين الإقليمي والوطني، وذلك في إطار الجزء الأخير من وظيفة التعاون التقني لمنظمة السياحة العالمية (يرجى مراجعة المرفق الأول).

باء. اتجاهات السياحة، وتطوير المنتجات، والتسويق

١٢. تطلب الإدارات والمنظمات الوطنية المعنية بالسياحة، وكذلك منظمات إدارة المقاصد السياحية، بيانات وتحليلات دقيقة ومُحدّثة، من أجل تطوير استراتيجيات التسويق والترويج الخاصة بها. ولقد واصلت أمانة منظمة السياحة العالمية توفير المعلومات من شتى الأنواع بغية مساعدتها في هذا الصدد.

١٣. **بارومتر السياحة العالمي الصادر عن منظمة السياحة العالمية والمنشور ٦ مرّات في السنة**، هو تقرير المنظمة الرائد وأحد إصداراتها الرئيسية، إذ يرصد اتجاهات السياحة على المدى القصير على مدار السنة. يشمل البارومتر الذي يخضع لعملية تحسين مستمرة، بالإضافة إلى توقعات فريق الخبراء، بيانات عن الرحلات البحرية، وتأمين السفر، وحجوزات النقل الجوي، وصناعة الضيافة العالمية، والبيئة الاقتصادية، وصناعة الاجتماعات.

١٤. تشكّل دراسات السوق لمنظمة السياحة العالمية والفعاليات ذات الصلة أدوات أساسية بالنسبة إلى البلد أو المقصد لفهم السلوكيات والاتجاهات في مجال السفر وتحديد موقعها في هذا الإطار. وخلال السنوات الأخيرة، طبقت منظمة السياحة العالمية منهجية مبتكرة تقوم على تحليل مدونات بلدان السياحة الخارجة. تجدر الإشارة إلى أهمية التعاون مع **اللجنة الأوروبية للسفر** في معظم المُخرجات في إطار مجال العمل هذا، وكذلك بالنسبة إلى استراتيجيات التسويق والمنهجيات.

١٥. تحليل قطاعات السياحة أو منتجاتها أو صناعاتها: جمعت الأمانة، لا سيّما بالتعاون مع الأعضاء المنتسبين، سلسلة من وجهات النظر في تقارير مختلفة. تمّ التطرق إلى موضوعات متنوّعة مثل سياحة التسوق، والسياحة الحضرية/المدنية، وسياحة المغامرات، وصناعة الاجتماعات، وغيرها. كذلك، وبالتعاون مع الأعضاء المنتسبين في منظمة السياحة العالمية، تمّ تصميم مشروعين رائدين، هما "Madrid Precious Time" و "بونتا ديل ايستي ٣٦٥"، لاستحداث منهجيات مبتكرة

لتطوير المنتجات في المدن، ولمكافحة الطابع الموسمي في المقاصد. وتم تحديث المعارف بشأن التسويق الإلكتروني ونشرها عبر حلقات العمل الإقليمية.

١٦. **طريق الحرير:** تُعرض الأنشطة الرئيسية المُطوّرة في إطار مبادرة طريق الحرير في المرفق الأول من هذا التقرير. شهد هذا البرنامج توسعاً جغرافياً ومن حيث المحتوى. وبات الآن مبادرةً ناضجة، بدروس مستفادة ذات قيمة عالية مُستمدّة من تنفيذ **خطة العمل** الخاصة به، تساعد الأعضاء في تطوير وإدارة المسارات السياحية المواضيعية الأخرى في جميع أنحاء العالم.

جيم. تسهيل السفر

١٧. شهد مجال تيسير السفر تقدماً ملحوظاً في السنوات الأخيرة، لا سيّما من خلال تنفيذ سياسات إصدار التأشيرات عند الوصول، وفقاً **لتقارير منظمة السياحة العالمية حول سياسات الانفتاح في تأشيرات الدخول**. ويعكس ذلك وعياً متزايداً في صفوف صنّاع السياسات للتأثير الإيجابي لتسهيل تأشيرات الدخول على السياحة والنمو الاقتصادي. تم إصدار عشر دراسات منذ العام ٢٠٠٥، من بينها ثلاث دراسات خلال فترة السنتين الحالية، كما تم توجيه العديد من التوصيات في هذا الشأن إلى البلدان.

دال. الضرائب

١٨. المناداة بفرض الضرائب الذكية، والسعي إلى تحفيز الاستثمار، وخلق إطار ملائم لدعم المشاريع الصغيرة والمتوسطة في مجال السياحة، وتعزيز فرص العمل، وضمان أعلى مستوى من الإيرادات من خلال السياحة: هذه هي القضايا الرئيسية المزمع تحليلها. حالياً، تعمل الأمانة على وضع اللامسات الأخيرة على ورقة سياساتية حول السياحة والضرائب، حيث من المُقرّر صدورها قبل نهاية العام ٢٠١٥.

هاء. سياسات النقل/الطيران

١٩. جرى توثيق التعاون مع منظمة الطيران المدني الدولي خلال فترة السنتين هذه، لا سيّما من خلال تنظيم منتدى رفيع المستوى بين منظمة الطيران المدني الدولي ومنظمة السياحة العالمية، في إطار الجمعية العامة للمنظمة في مديين.

واو. إدارة المقاصد والجودة

٢٠. جرت فعاليات في مجال **إدارة المقاصد السياحية**، وخاصة من ناحية الفرص الجديدة لتطوير وتعزيز السياحة الثلجية والجبليّة المستدامة، والتكيف مع نماذج جديدة في مجال السياحة المدينية، والتحديات المرتبطة بتعزيز القدرة التنافسية للمقاصد في منطقة البحر الأبيض المتوسط. يشكّل تبادل المعارف والممارسات مفتاحاً للنجاح في هذا المجال، كما يساعد على إنشاء منصة متعدّدة التخصصات للبحوث الموجهة نحو اتخاذ القرارات، ووضع رؤية مشتركة على الصعيد العالمي من أجل التخطيط الاستراتيجي والحوكمة والعمليات التشغيلية.

٢١. كويست/QUEST: عملت الأمانة مع مؤسسة تيميس على إطلاق نظام الشهادات "كويست" QUEST. وتهدف هذه المبادرة إلى: (أ) توفير إطار متسق عالمياً وذي مصداقية حول المعايير والمؤشرات لتقييم منظمات إدارة المقاصد السياحية من حيث فعاليتها وكفاءتها؛ و(ب) خلق هوية بعلامة تجارية لهذه المنظمات؛ و(ج) توفير الدعم التقني من خلال التوجيه المستمر والتدريب؛ و(د) إنشاء شبكة شاملة وديناميكية من منظمات إدارة المقاصد والخبرات لتحقيق التميز وضمان الجودة. يمكن الاطلاع على المزيد من المعلومات ضمن المرفق ٣.

٢٢. تشكّل جودة الفنادق جزءاً مهماً من صورة المقصد السياحي. في هذا الإطار، أصدرت الأمانة تقريرين يتضمّنان معلومات قيّمة للمقاصد الراحية في مراجعة نظم **تصنيف الفنادق** القائمة، أو إنشاء نظم جديدة. وتمّ تنفيذ نهج مبتكر من خلال ربط تصنيف الفنادق بتعليقات النزلاء عبر الانترنت.

ثالثا. الاستدامة والأخلاقيات

ألف. الأخلاقيات، والبعد الاجتماعي وحماية السائح ومقدمي الخدمات السياحية

٢٣. **الإتاحة:** وفقاً لمنظمة الصحة العالمية، يُقدّر أنّ ١٥% من سكّان العالم (مليار شخص) يعانون من شكّلٍ معيّن من

أشكال الإعاقة. وتنتقل منظمة السياحة العالمية من القناعة بأنّ تسهيل وصول الأشخاص من ذوي الإعاقات والاحتياجات الخاصّة والأشخاص المتقدّمين في السن إلى المرافق والمنتجات والخدمات السياحية يجب أن يكون نقطة محورية في أي سياسة حول السياحة المستدامة. وقد صدرت في هذا السياق مجموعة من التوجيهات في ٢٠١٣ بالتعاون مع شركاء خارجيين، تلتها وثيقة متابعة رُفِعت إلى الجمعية العامّة في ٢٠١٥ (A/21/10.Add.3). وقد نُشِرت مجموعة من الوحدات التدريبية التقنية، ونُظمت العديد من الفعاليات والمناسبات المختلفة في هذا السياق.

٢٤. **التزام القطاع الخاص:** لغاية ٣٠ حزيران/يونيو، نالت منظمة السياحة العالمية دعم ٤١٧ مؤسسة من ٥٧ بلدًا، انضمت إلى ميثاق التزام القطاع الخاص بالمدونة العالمية لأداب السياحة، الذي يُعتبر الوثيقة السياسية الأساسية للمنظمة، التي تحدّد مبادئ التنمية السياحية المستدامة بهدف توجيه القطاع نحو مسار السياحة المسؤولة والأخلاقية.

٢٥. تهدف **شبكة** السياحة العالمية حول **حماية الأطفال** التابعة لمنظمة السياحة العالمية إلى مكافحة كافة أشكال استغلال الأطفال والشباب في قطاع السياحة، بما في ذلك الاستغلال الجنسي وعمالة الأطفال والاتجار بهم. وتشكّل اجتماعات الشبكة منصّة لأصحاب المصلحة في قطاع السياحة من أجل تبادل الخبرات وأفضل الممارسات. في ٢٠١٤، احتفلت الشبكة بذكرى انطلاقتها الخامسة عشرة بإطلاق دليل الممارسات الفضلى، وفي العام ٢٠١٥، عقدت الشبكة اجتماعها الثلاثين برئاسة الرئيسة الجديدة، السيّد كارول بلامي، المديرية التنفيذية السابقة لمنظمة اليونسيف.

٢٦. **اللجنة العالمية لأداب السياحة:** تعمل **اللجنة العالمية لأداب السياحة** اليوم في ظل تركيبة جديدة أقرتها الجمعية العامّة في العام ٢٠١٣. وإذ تعقد اجتماعاتها مرّتين في السنة، باتت اللجنة تشكّل قوة هامة على مستوى تقديم الاقتراحات إلى المنظمة في اجتماعها الأخير، وأوصت اللجنة بتحويل المدونة العالمية لأداب السياحة إلى اتفاقية ملزمة. يُعرض تقريرها إلى الجمعية العامّة ضمن الوثيقة A/21/10.

٢٧. **اتفاقية حماية السائح ومقدّم الخدمات السياحية،** وهي ثمرة جهود فريق العمل المخصّص لمنظمة السياحة العالمية في هذا الشأن. لضمان الديمومة المستقبلية لهذا الصكّ المعقد، يسهر الفريق حاليًا على التأكيد من تناغم الاتفاقية مع كل النصوص الموجودة ذات الصلة، ولا سيّما التوجيهات الأوروبية بشأن حُرْم السفر. تُرَفَع وثيقة مفصّلة حول هذه المسألة إلى الجمعية العامّة (A/21/8(I)(d)).

باء. التنمية السياحية المستدامة

٢٨. على أثر اعتراف مؤتمر الأمم المتحدة حول التنمية المستدامة (ريو+٢٠) بأهمية السياحة، تمّ إطلاق **برنامج السياحة المستدامة** في ٢٠١٤ كجزء من إطار السنوات العشر للبرامج المتعلقة بأنماط الاستهلاك والإنتاج المستدامة (10YFP). وتتشارك في قيادة هذا البرنامج كل من منظمة السياحة العالمية وفرنسا والمغرب وكوريا.

٢٩. واصلت منظمة السياحة العالمية توسيع انتشار **مرصد السياحة المستدامة**، كوسيلة لتقييم وإدارة تأثير السياحة على المستوى المحلي من خلال وضع وثيقة إرشادية محدّثة لطريقة عملها وإدارتها، وبتغيير تسميتها من **المرصد العالمية للسياحة المستدامة (GOST) إلى الشبكة الدولية لمرصد السياحة المستدامة (INSTO)**، وبقبول مرصد جديدة من منطقة الدانوب، وكذلك بضمّ مرصد السياحة في ولاية غواناخوانو (*Observatorio Turístico del Estado de Guanajuato*) كعضو. يقدّم المرفق الخامس المزيد من المعلومات العامّة حول الشبكة الدولية لمرصد السياحة المستدامة INSTO، وكذلك القواعد المؤقتة للمرصد.

٣٠. إنّ دعم الاستدامة في قطاع السياحة من شأنه أن يعود بالفائدة على مستويين متكاملين: (أ) إبراز القيمة الاقتصادية للأصول والثروات السياحية (**الأحياء البرية في أفريقيا** على سبيل المثال)، و(ب) نشر الوعي بين السائح حيال مسؤوليتهم الشخصية أثناء السفر. في ما يتعلق بالمستوى الثاني، أطلقت الأمانة مبادرة مشتركة مع مكتب الأمم المتحدة المعني بالمخدرات والجريمة (UNODC) ومنظمة الأمم المتحدة للتربية والعلم والثقافة (UNESCO) في آذار/مارس ٢٠١٤، تحثّ فيها المسافرين على دعم مكافحة الاتجار. وتهدف حملة **"تحركك له أهمية: كن مسافرًا مسؤولًا"** إلى نشر الوعي بين السياح حول العالم حول الطريقة التي يمكنهم فيها مكافحة الاتجار أثناء السفر.

٣١. سلّط موضوع **يوم السياحة العالمي** ٢٠١٤ **"السياحة والتنمية المجتمعية"** الضوء على الطاقة التي تملكها السياحة في دعم وتعزيز الفرص الاجتماعية الاقتصادية الجديدة، وتحسين سبل العيش لدى للمجتمعات المحلية من حول العالم، مع الحرص في الوقت نفسه على ضمان المشاركة الناشطة للمجتمعات المحلية في عملية التنمية السياحية.

٣٢. **الثقافة والسياحة:** حازت أهمية بناء نماذج جديدة من الشراكة من أجل التنمية المستدامة للسياحة الثقافية على تركيز

خاصّ في عمل الأمانة. وقد جرى في هذا السياق تعيين مستشار خاص للشؤون الثقافية من قبل الأمين العام؛ وتمّ العمل على تعزيز الروابط مع منظمة اليونسكو، ولا سيّما من خلال اشتراك المنظمين في تنظيم المؤتمر العالمي في ٢٠١٥ في كولومبيا (أنظر الإعلان في المرفق الرابع). هذا وقد تمّ التأكيد على أهمية العلاقة بين السياحة والثقافة من قبل الدول الأعضاء من خلال المسح الأخير حول الأولويات، وهي مسألة ستكسب المزيد من الثقل والاهتمام خلال الفترة المقبلة ٢٠١٦-٢٠١٧.

جيم. السياحة والطاقة وتغيّر المناخ

٣٣. تتابع الأمانة باستمرار مسألة مساهمة قطاع السياحة في التغير المناخي وتكيفه معه. وقد نُشرَت في هذا السياق بعض دراسات الحالة من آسيا والمحيط الهادئ خلال فترة السنتين الحالية، بالإضافة إلى أنّ المسألة تدرج ضمن إطار السنوات العشر للبرامج المتعلقة بأنماط الاستهلاك والإنتاج المستدامة (10YFP)، المُشار إليه أعلاه.

٣٤. أصبحت منظمة السياحة العالمية شريكًا في مشروع الفنادق ذات الاستهلاك شبه المنعدم للطاقة (neZEH)، الذي يهدف إلى مساعدة الفنادق في الدول الأعضاء الـ ٢٨ في الاتحاد الأوروبي على تحسين كفاءة الطاقة لديها بالوصول إلى مستويات صفرية تقريبًا من استهلاك الطاقة. بإطلاق مبادرات في سبعة بلدان، يعمل هذا المشروع على بناء منهجية تثبت عنصر الربحية والجدوى من خلال أمثلة معيّنة لشركات ومؤسسات، تظهر الفوائد البيئية والفوائد الاقتصادية الاجتماعية لمشروع الفنادق ذات الاستهلاك شبه المنعدم للطاقة.

دال. العلاقات المؤسسية وحشد الموارد من أجل التنمية عن طريق السياحة

٣٥. واصلت أمانة منظمة السياحة العالمية تعزيز صلاتها وروابطها مع الأمم المتحدة والكيانات والمؤسسات ذات الصلة، بما في ذلك، على سبيل المثال لا الحصر، الجمعية العامة للأمم المتحدة وأجهزتها الفرعية، والمجلس الاقتصادي الاجتماعي، والبيانات وشبكات مختلفة مشتركة بين الوكالات. بالإضافة إلى ذلك، باتت مجموعة أخرى من المنظمات الإقليمية ودون الإقليمية والمؤسسات المالية شريكة لمنظمة السياحة العالمية، وتتعاون معها في جملة من المسائل، تُفصّل جميعها بشكل وافٍ ضمن الوثيقة A/21/8(I)(c). وتجدر الإشارة في هذا السياق إلى مشاركة منظمة السياحة العالمية في الأعمال التحضيرية لخطة التنمية لما بعد عام ٢٠١٥، وخصوصًا في تعريف الأهداف التنموية المستدامة.

٣٦. بالإضافة إلى ذلك، عزّزت المنظمة أنشطة حشد الموارد لديها في إطار برنامج العمل الحالي. وبشكل خاص، تابع الفريق العامل المعني بالمساعدة الإنمائية الرسمية، والمؤلف من الدول الأعضاء، المسائل المتصلة بأهلية المنظمة للمساعدة الإنمائية الرسمية. وقد قدّم الفريق اقتراحًا بإنشاء "صندوق للسياحة من أجل التنمية" - وقد حظي الاقتراح بتأييد المجلس التنفيذي - يقوم مقام صندوق مواضيعي هدفه حشد المزيد من الموارد للمنظمة والاستفادة من كون المنظمة مؤهلة للمساعدة الإنمائية الثنائية. إضافة إلى ذلك، يجري العمل حاليًا على تطوير إستراتيجية خاصة بحشد الموارد من أجل توجيه الجهود على هذا المستوى بطريقة أفضل.

٣٧. تجدر الإشارة إلى أنّ حشد الموارد يترافق بشكل وثيق مع التعاون التقني. تُعرَض الأنشطة التي تُفدّت عمليًا على الأرض من جانب الأمانة ومكتب بون ضمن المرفق الأول بهذا التقرير: منظمة السياحة العالمية في الميدان.

٣٨. على مستوى التدريب وبناء القدرات، لا يمكن إغفال أنشطة تمييز المختلفة، وخصوصًا الدورات ومناهج التدريب العملي. تُنظّم هذه الأنشطة في كافة أنحاء العالم من أجل نشر نتائج الدراسات المختلفة التي تنفذها الأمانة على المستويين الإقليمي والوطني. يتناول مضمون الدورات التدريبية مواضيع متنوّعة، منها التنافسية في قطاع السياحة والتنمية المجتمعية، وتطوير منتجات السياحة الثقافية.

رابعاً. علاقات الأعضاء والاتصالات

ألف. التواصل مع الأعضاء

٣٩. تمّت إعادة هيكلة الأمانة لكي تكون أكثر استجابة وأسّافًا في ردودها لطلبات الأعضاء الفاعلين والمشاركين والمنتسبين، لا سيّما من خلال إنشاء لجنة معنية بالعلاقات مع الأعضاء. بالإضافة إلى ذلك، تمّ تعيين مديرين-أميين تنفيذيين، بحيث يتولّى الأول العلاقات مع الأعضاء، فيما يهتم الآخر بما يختصّ بالجمعية العامة والمجلس التنفيذي. أرفق المخطّط التنظيمي المحدث للأمانة بالوثيقة A/21/8(II)(c).

٤٠. تمّ دعم الأنشطة المقترحة من قبل الأعضاء ضمن حدود الموارد في الأمانة. فجري تنفيذ أكثر من ٣٠ بعثة تقنية (يُرجى مراجعة المرفق الأوّل)، واستفاد عدد كبير من فعاليات الأعضاء من الوجود المؤسسي أو التقني لموظفي منظمة السياحة العالمية (يُرجى مراجعة التقارير إلى اجتماعات اللجان الإقليمية).

٤١. واطبقت الأمانة على تشجيع تعاون واندماج القطاع غير الحكومي في منظمة السياحة العالمية، وتعزيز الشراكة بين القطاعين العام والخاص من خلال برنامج الأعضاء المنتسبين. وعلى غرار نموذج شبكة المعارف، ونظرًا إلى الاهتمام الذي أعرب عنه مؤخرًا الأعضاء المنتسبون في ما يتعلق بأنشطة معينة، قرّر برنامج الأعضاء المنتسبين البحث في تجمّعات أخرى ضمن الأعضاء المنتسبين، على أساس مجالات اهتمام محددة (مثلًا: فنّ تذوق الطعان)، حيث سيتمكّن المشاركون من التفاعل والتشارك والحصول على معلومات ذات صلة.

٤٢. اكتسب النشاط المركزي لشبكة المعارف الخاصة بالأعضاء المنتسبين، وهو حفل توزيع جوائز منظمة السياحة العالمية، أهمية خاصة في عامي ٢٠١٤ و ٢٠١٥.

باء. الاتصالات والمنشورات وإعلام الأعضاء وعامة الناس

٤٣. تمّ جمع برنامجي الاتصالات والمنشورات في إطار برنامج واحد للاتصالات والمنشورات في شباط/فبراير ٢٠١٣.

٤٤. بهدف تحديد العناصر البحثية التي يمكن أن تساهم في وضع جدول الأعمال ووظائف العمل الروتينية للمنظمة، تمّ إنشاء لجنة البحوث والمنشورات في العام ٢٠١٤ ضمن الأمانة.

٤٥. بهدف تعزيز التواصل مع الأعضاء بشأن أنشطة الأمانة، تمّ تنفيذ سلسلة من الأنشطة، ومن ضمنها نشرة شهرية، ونشرات إقليمية، وتنبيهات بالبريد الإلكتروني بمناسبة صدور تقارير جديدة لمنظمة السياحة العالمية. وعزّزت الأمانة أيضًا وجودها في وسائل التواصل الاجتماعي، واتصالاتها في إطار الفعاليات، فضلًا عن عملها مع وسائل الإعلام، بما في ذلك التدريب للدول الأعضاء، والفعاليات حول علاقة المقاصد مع وسائل الإعلام.

٤٦. تمّ إطلاق منصّة جديدة لمنظمة السياحة العالمية، وهي المكتبة الإلكترونية، في حزيران/يونيو ٢٠١٥، بهدف تعزيز استخدام تقارير وبيانات المنظمة.

٤٧. تشمل التطوّرات الجديدة في هذا المجال، استحداث موقع الكتروني جديد للمنظمة من المزمع إطلاقه في العام ٢٠١٦.

خامسا. الإجراءات الواجب اتخاذها من قبل الجمعية العامة

٤٨. الجمعية العامة مدعوة إلى أن:

- (أ) تحيط علمًا بجميع الأنشطة الموجزة في هذا التقرير؛
- (ب) تفرّ بالجهود التي بذلتها الأمانة للإبلاغ على نطاق واسع عن عملها، سواء المُنفذ ضمن الميزانية العادية، أو ضمن الموارد من خارج الميزانية، في تقارير مفصّلة إلى المجلس التنفيذي واللجان الإقليمية، وكذلك من خلال التقارير السنوية لمنظمة السياحة العالمية، وموقعها الإلكتروني، واتصالاتها المتكرّرة؛
- (ج) تدعم عمل الأمانة المستمرّ ضمن منظومة الأمم المتحدة لدمج السياحة ضمن جدول أعمال التنمية في مرحلة ما بعد ٢٠١٥، لا سيّما في مجال تطوير وتنفيذ مؤشرات الأهداف الإنمائية المستدامة؛
- (د) تصادق على إطلاق مبادرة كويست QUEST الخاصة بمنظمة السياحة العالمية، وهو نظام لإصدار الشهادات لمنظمات إدارة المقاصد.

A. Technical Assistance Missions

In total, through its Technical Cooperation and its Regional Programmes, the Secretariat has fielded more than 30 priority missions between January 2014 and July 2015 based on requests received from Member States. Description of such missions can be found in the different reports to the Council on the implementation of the programme of work mentioned in introduction of the present report.

Albania:

- Review of Draft Tourism Law (May 2014)
- Statistics Capacity Workshop (May 2014)

Algeria

- Evaluation of the National System of Tourism Statistics for the Elaboration of a Tourism Satellite Account (November 2014)
- Project Formulation Mission for the Revision of the Hotel Classification System (November 2014)

Belarus: Review of Tourism Law (July 2015)

Bhutan: Setting up a system of Tourism Statistics (January 2014)

Cape Verde: Project Formulation Mission for a Strategic Plan for Tourism Development (September 2014)

Cambodia: Organization of a National Statistics Workshop and delivering a training on international standards in tourism statistics and the Tourism Satellite Account (TSA) for the Mekong River countries (July 2014)

Côte d'Ivoire: to prepare a project document for the upgrading of quality services through the establishment of a national classification system (April 2014)

Democratic Republic of Congo: UNWTO-Themis Course on Tourism Policy and Strategy (May 2015). More information [online](#).

Egypt:

- Revival of the Holy Family's Path (April 2014)
- Follow-up mission for the phased development and promotion of the "Holy Family Path" in Egypt (December 2014)

Ghana: Review of the existing National Tourism Development Plan (March 2014)

Guatemala:

- Technical Guidance for the Strengthening of the National System of Tourism Statistics for the Elaboration of a Tourism Satellite Account (November-December 2014)
- Follow-up mission (March 2015)

Haiti: Project Formulation Mission for Tourism Awareness Campaign (March 2015)

India: Advisory Service to the World Bank on Pro-Poor Tourism (May 2014)

Jordan:

- Preparatory mission on the development of religious tourism (December 2014)
- Technical assistance needs assessment on crisis management and heritage sites development planning (Ajloun development plan) (May 2015):

Kuwait: Classification and grading system for accommodation establishments (June 2014)

Lebanon: Tourism Communications Strategy for Lebanon (December 2014)

Moldova: Project Formulation Mission for the Revision of the National System of Tourism Statistics (October 2014)

Myanmar: Initiation of the TSA development process (January 2014)

Nicaragua: Detailed evaluation of the progress made in terms of tourism statistics and quality of TSA (June 2014)

Namibia: Project Formulation Mission for Tourism Growth and Development Strategy (September 2014)

Oman: National Workshop on the Application of Sustainable Tourism Indicators (May 2015). More information [online](#).

Palestine: Establishment of a Tourism PPP Advisory Board and Marketing Unit within the Ministry of Tourism and Antiquities (June – July 2014)

Philippines: Formulation of a project proposal to establish a learning centre of excellence in Tacloban, Philippines, on climate change (August 2014)

Romania: Evaluation Missions to review the national system of tourism statistics (March 2015)

Saudi Arabia: Review of the Existing Handicrafts Law (April 2014)

Senegal: Evaluation of the National System of Tourism Statistics (October 2014)

United Arab Emirates:

- Preliminary drafting a White Paper on Tourism (April 2014)
- White Paper on Sustainable Tourism Growth in the United Arab Emirates (February 2015)

League of Arab States (LAS): Action Plan for the Implementation of the Arab Tourism Strategy (March 2014)

B. UNWTO Consulting Unit on Tourism and Biodiversity

Regional Project: Africa

Project Title: Briefing Paper “Towards measuring the economic value of wildlife watching tourism in Africa”

Duration: 1 February 2014 – 31 October 2014 / Launched at World Wildlife Day 2015

Objectives: Set against the backdrop of the ongoing poaching crisis driven by a dramatic increase in the illicit trade in wildlife products, the briefing paper intends to support the ongoing efforts of African governments and the broader international community in the fight against poaching. Specifically, the paper looks at the wildlife watching market segment within the tourism sector and highlights its economic importance with a view to encouraging tourism authorities and the tourism industry to collaborate in strengthening anti-poaching measures and raising awareness of these issues among tourists.

Results achieved as of 30/10/2014

- The briefing paper is based on a review of publications, economic data, case studies and other sources related to wildlife watching tourism; a survey among African tourism ministries and authorities; protected area and wildlife conservation agencies; international and African-based tour operators; as well as an exchange of experiences with international organizations working in the fields of nature conservation, tourism, sustainable development and fighting wildlife crime. **A total of 48 governmental institutions (tourism authorities and protected area and wildlife conservation agencies) from 31 African countries participated in the survey. The sample represents 63% of UNWTO African Member States. Additionally, a total of 145 tour operators selling trips to Africa from 31 different countries participated, 50% of which were tour operators mainly from Europe (generally the principal source market for Africa) and 50% were Africa-based tour operators.**
- The collaboration with the Convention on Migratory Species of Wild Animals (UNEP/CMS) for the preparation of the briefing paper is to be highlighted, especially for the key role that it played when establishing contact with protected area and wildlife conservation agencies.
- A first draft of the document was presented to the African Ministers of Tourism during the UNWTO Commission for African Member States celebrated in Luanda, Angola, on 28 April 2014. The participating Ministers encouraged UNWTO to continue taking action in the fight against poaching and agreed on the text of the Joint Statement.
- **The analysis identifies key economic indicators and characteristics of wildlife watching tourism in African countries, which assist in measuring the segment's economic importance and potential growth:**
 - a. Wildlife watching is a very important segment of tourism for most African countries, representing 80% of the total annual trip sales to Africa for the participating tour operators, with that share only increasing.
 - b. Wildlife watching tourism occurs mainly in protected areas; and nature, national parks and wildlife are considered the most important tourism assets for tourists travelling to Africa. The regions that are most visited for the purposes of experiencing wildlife watching tourism are East Africa and Southern Africa. Central and West African tourism authorities are committed to further developing this type of tourism.
 - c. Safari is the most popular kind of wildlife watching and is being offered by 96% of the participating tour operators. This is followed by bird watching, which is offered by 80% of the participating operators and seems to be combined frequently with other activities. In countries that are not considered classic safari destinations, the observation of great apes, marine wildlife and tracking of particular species are particularly important.
 - d. A typical wildlife watching tour involves on average a group of 6 people, lasts 10 days, has an average daily price per person of USD 433 and captures an additional USD 55 in out-of-pocket expenses per person, per day.

- e. There are numerous ongoing efforts being carried out by African governments to monitor data that could be useful in estimating the economic value of the wildlife tourism segment. Nevertheless, further improvements are needed as these efforts are often not consistent and commonly lead to inconclusive results.
- f. For the vast majority of the countries denoted in the paper, poaching is seen as a serious problem that has negative impacts on tourism that threaten the sector's long-term sustainability and its development opportunities. While a majority of protected area authorities are involved in anti-poaching measures, the tourism authorities are only involved to a minor extent and most do not distribute information on poaching to tourists. Of the participating tour operators about 50% are funding anti-poaching initiatives and/or engaging in nature conservation projects.
- **The findings suggest that guidance and capacity building in developing consistent monitoring of protected area visitors and receipts and subsequently putting together a framework for the analysis of these data are needed. Moreover, the survey results suggest that there is potential for mobilizing the tourism sector in anti-poaching campaigns, which is significant in that the sector can play a key role in raising awareness and potentially financing (or co-financing) anti-poaching initiatives.**

Country: Indonesia

Project Title: "Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran (STREAM)"

Duration: 1 January 2011 – 31 May 2014 / Reporting ongoing

Objectives: To implement an approach to low carbon tourism development in Pangandaran by showcasing effective climate change mitigation and adaptation measures. STREAM serves as a lighthouse project to demonstrate the importance of holistic thinking and planning in the context of climate change and tourism, including the implementation of energy efficiency and renewable energy measures in tourism facilities, and the restoration of coastal ecosystem, as carbon sinks to enhance the adaptive capacity in Pangandaran.

Results achieved as of 31/05/2014:

- **Pilot interventions with Hotels and Restaurants:** 5 types of energy efficient and renewable energy technologies were implemented in 9 hotels and 2 restaurants. The pilot interventions consist of solar water heater, inverter technology air conditioning (AC) system, using hydrocarbon based AC refrigerant, LEDs and motion sensors. Together with management trainings on energy saving measures, the total annual energy is estimated to reduce 123 MWh per year, corresponding to 74 tons of GHG emission reduction.
- **Green Energy Concept (GEC) as new attraction:** As part of the vision to develop a new low carbon tourism attraction in Pangandaran, STREAM inaugurated the Community-based Green Energy Concept at Bulaksetra by showcasing the link of renewable energy to tourism development. Interventions included solar and wind powered tourism boat, lifeguard radio systems, lightings, information signage, among others.
- **Mangrove rehabilitation program:** 38,000 mangroves planted, 11,000 mangrove seedlings self-nurtured. It is estimated that at the end of 2013, 21 tons CO₂eq carbon sink from the mangroves was captured, and at the end of 2014, approximately 53 tons CO₂eq in total since the beginning (end of 2012) will be captured. The mangrove program has now more than 2000 people involved.
- **Mangrove Ambassador program:** 18 local schools integrated the mangrove programme to their curricular and educational studies, with more than 450 students as Mangrove Ambassadors. In the recent sessions of the Mangrove Ambassador program, most of the interpretation and facilitation have been taken over and done by local groups and teachers; STREAM expert team only maintained a distanced supervision. This is part of the handover operations from STREAM to the local community.

Since the end of 2013 and throughout 2014, schools conducted their monitoring activities without financial support from STREAM.

- **Independent management of Mangrove Tours:** As a handover mechanism to local institutions, Babakan village government established an institutional council to manage and implement the mangrove programme. Ilalang is appointed as the local environment group to manage the mangrove area and handle the mangrove tours. These tours are currently fully managed by Ilalang; STREAM expert team only maintained close supervision or sometimes interpretation whenever necessary. More than 200 commercial tourists have participated in adopting their own mangroves. Mangrove Pangandaran social media program has 410 members and growing. As a product diversification of the mangrove tour, STREAM combined mangrove planting with bike tour through villages. 2 bamboo bike prototypes were constructed with participants from local community groups.
- **Coral reef rehabilitation:** Total of more than 1400 coral fragments were planted. 4 monitoring sessions were conducted jointly with BKSDA (Local government for environment), and the next monitoring will be done by BKSDA independently. Coral showed a survival rate of an average 94%.
- **Stimulating Behavior Change through Rewarding Concept:** STREAM inaugurated the pilot initiative to incentivize and encourage consumer towards environmental and climate friendly actions. The initiative explores how behavioral science positively influences and nudges guests through rewarding schemes that includes measure benefiting the locals.
- **STREAM Delivery Conference 5-7 May, 2014, Jakarta:** STREAM organized the Conference on Sustainable Tourism and Climate Change to deliver the achievements and approaches of the project for replication purposes, while also conducted forums and technical sessions on the linkages of climate change and tourism.

Regional Project: China, Egypt, Germany, India, Kazakhstan, Republic of Korea, Senegal and Tanzania

Project Title: Sustainable Tourism along Migratory Bird Flyways

Duration: 1 June 2012 – 31 May 2014 (Preliminary Phase) / Reporting completed by December 2014

Objectives: In 2012, a record one billion tourists crossed international borders, a true milestone in international travel and a clear sign of the strength of the tourism sector. The preliminary phase of the project had the objective to prepare the ground to develop a project proposal for a main phase of the project. The main phase would have the objective to channel the strength of tourism into a force for global biodiversity conservation and enhanced livelihoods for local communities by developing a network of sustainable and resilient destinations across four flyways: East Atlantic, West Asian East African, Central Asian, East Asian Australasian. Through the potential main phase of the project, tourism would be showcased as an innovative approach to promote the sustainable and resilient development of vital habitats for migratory birds. By providing an adequate framework for sustainable tourism management and diversifying the tourism offer along the flyways, the project would generate revenue for improved management of biodiversity and spread the benefits of tourism to local communities, while creating attractive experiences for tourists. The project would also contribute to the broader goals of sustainable development of the Convention on Biological Diversity (CBD), the Convention on Migratory Species (CMS), the Ramsar Convention and related Multilateral Environmental Agreements.

Results achieved at 31/05/2014 (preliminary phase):

- **Key partners** with sound experience in the field of conservation and tourism joined forces to implement the preliminary phase of the project. The Secretariat of the Convention on Migratory Species (UNEP/CMS), the Agreement on the Conservation of African – Eurasian Migratory Waterbirds (AEWA), Wetlands International, BirdLife International and the World Tourism Organization (UNWTO) acted as the implementing partners. UNWTO also ensured the overall coordination of activities. Additional partners with sound experience in conservation and tourism, such as the Secretariat of the Convention on Biological Diversity (SCBD), etc., were also involved.

- A set of criteria was developed for the **selection of sites** with the aim to ensure that the project would target sites with different specificities, and which are facing different threats, with a view to testing a variety of strategies and the following sites were preselected: in the East Atlantic Flyway, the Wadden Sea Biosphere Reserve – Schleswig Holstein (Germany) and the Djoudj National Bird Sanctuary (Senegal); in the East Asian – West African Flyway, Ras Mohamed National Park (Egypt) and Lake Natron (Tanzania); in the Central Asian Flyway, Korgalzhyn State Nature Reserve (Kazakhstan) and Chilika Lake (India); and in the East Asian – Australasian Flyway, Seocheon and Geum River (Republic of Korea) and ChongmingDongtan Nature Reserve (China).
- A project specific **methodology** based on the User's Manual of the CBD Guidelines on Biodiversity and Tourism Development was developed to carry out the situation analysis of the project sites. It consists of desk research, consultation with stakeholders and formulation of recommendations and it was agreed by all partners during the 2nd Steering Committee meeting. The methodology was used for the formulation of eight **site reports** assessing the strengths, weaknesses, opportunities and risks of the destinations involved and identifying the specific tourism-related interventions that the project should target during its potential main phase in order to enhance tourism's contribution to their conservation and sustainable use while spreading the benefits to the local population, as well as to raise awareness of the importance and beauty of the key habitats they represent.
- The partners **showcased** the project in a variety of international events; leaflets and a logo were produced and a theme on tourism was selected for the celebration of the World Migratory Bird Day (WMBD). The celebrations of the WMBD included a photo story competition organized by CMS and AEWA in partnership with UNWTO which focused on raising awareness of the interactions and potential of the link between tourism and migratory birds. In addition, the results of the preliminary phase were showcased during a side-event celebrated within the framework of the eleventh Conference of the Parties of the CMS, which took place in Quito, Ecuador, in the month of November 2014.

Country: Georgia

Project Title: "Support for Georgia in the Field of Protected Area Development"

Duration: 1 March 2012 – 30 April 2014 / Reporting completed by September 2014

Objectives: The aim of the project was to support the national nature protection and tourism authorities by the implementation of progressive strategies and regulations for protected area management and sustainable tourism development. It included the following specific objectives:

1. Establishment of a network of ecosystem-based tourism products.
2. Increase of the capacities of local people, park staff and tourism stakeholders for the development and operation of biodiversity-based tourism products.
3. Development and implementation of marketing strategies for each conservation area for specific target groups.

Results achieved as of 30/04/2014:

- A consortium of partners for the implementation of the project was established involving the Georgian National Tourism Administration (GNTA), the Agency of Protected Areas of Georgia (APA), the Georgian Tourism Association (GTA) and the Centre for Biodiversity Conservation and Research (NACRES) and UNWTO.
- In consultation with partners, a set of criteria for the selection of protected areas was completed and the following areas selected for project implementation: Lagodekhi Protected Areas (Mountain ecosystem), Vashlovani National Park (Semi-arid/Freshwater ecosystems), Kolkheti National Park (Freshwater ecosystem), Mtirala National Park (Mountain ecosystem) and Tbilisi National Park (Low Mountain Ecosystem).

- UNWTO provided detailed guiding papers to the Georgian partners for developing rapid assessments of the sites, detailed SWOT analyses, detailed data collection and site management plans.
- The planning and full implementation of 9 biodiversity-based tourism products in the 5 Protected Areas were accomplished successfully, focussing on interpretative trails in Lagodekhi and Vashlovani, and sports-based activities in Mtirala, Kolkheti and Tbilisi National Parks (Zip-line, Canyoning, Eco-paddling, Mountain-biking). The 9 biodiversity-based tourism products were also promoted with brochures, maps and internet presentation.
- The marketing strategies for 4 of the protected areas have been finalized, as well as the Georgian Eco-label for the branding of the 9 biodiversity-based tourism products.
- The biodiversity-based tourism products were presented with promotional material at the International Tourism Fair in Berlin in March 2014.
- A delivery ceremony and conference took place on 7 April 2014 with broad participation of stakeholders from Georgia and the neighbouring countries.

C. ST-EP Projects

REVIEW OF ON-GOING ST-EP PROJECTS

As of January 2015, out of the portfolio of **108 ST-EP projects**, 93 projects had already been successfully completed. The ST-EP projects are well spread around the world, with **54 projects for Africa** located in 21 countries (Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Gambia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Zambia and Zimbabwe) as well as in 2 sub-regions (West Africa and Southern Africa); **31 projects executed in 9 different countries in Latin America** (Bolivia, Colombia, Costa Rica, Ecuador, Guatemala, Haiti, Honduras, Nicaragua and Peru) as well as in 1 sub-region (Central America); **19 projects in Asia benefiting 8 countries** (Bhutan, Cambodia, China, Lao PDR, Mongolia, Nepal, Timor-Leste and Vietnam); **2 projects in Europe** located in Albania; and **2 projects in the Middle East** for the benefit of 2 countries (Jordan and Yemen).

During 2015, UNWTO has invested a significant amount of time and resources to make pre-project preparations for new ST-EP projects and give follow up to on-going projects. Projects were supported to prepare detailed work plans, formulate terms of reference for capacity building, marketing and policy development assignments, define indicators to measure results, and assess the quality of draft marketing materials and policy documents. UNWTO will further actively monitor the progress of the projects, based on quarterly progress reports received from each project and selected review missions to beneficiary countries.

Below is a description of the ST-EP projects under implementation in 2015.

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Burundi	Enhancing Participation of Youth and Women in the Tourism Sector	In 2014, UNWTO has launched a new ST-EP project in Burundi that aims to build the capacities of women and young people to make a career in tourism enterprises in Bujumbura and at Lake Tanganyika and to strengthen the capacity of tourism SME's at Lake Tanganyika. The project is implemented in close collaboration with the Ministry of Industry, Commerce, Post and Tourism as well as tourism business organizations, training institutes and development organizations in the country, and with the support of a UNWTO Themis Volunteer. The project focuses on supporting tourism SMEs that can help generate additional local employment for youth and women. From 2 June to 31 August, the project carried out a training programme of 180 hours (two days a week) has been delivered to a group of 21 waiters from selected hotels in Bujumbura and along the lake shore. In the same period another training programme of 180 hours was delivered to a group of 13 receptionists. A new 320 hours training programme for a group of 20 unemployed youth to become waiters was delivered from July to December 2014. Further, the project identified opportunities and developed a strategy for providing business development support to selected micro and small tourism enterprises, based on which small matching grants were	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		provided to 9 small enterprises for investments in product development and marketing.	
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized. The project recently started the construction of small tourism facilities to be managed by local groups.	ST-EP Foundation UNIDO COAST Joint contribution :
Gambia	Kartong Ecotourism Project	The main objectives of the project are to develop new and sustainable community-based tourism activities and SME development in line with community ecotourism development goals and create pro-poor employment opportunities. Project activities are designed to develop and strengthen tourist attractions or tourism service enterprises, including: village tours, camping, Gambian home cooking, bicycle hiring, cross-village excursions, craft, sports tourism, as well as training and awareness raising on sustainable environment management. The project builds on the activities carried out and results achieved in the COAST eco-tourism project in Kartong.	Europamundo
Ghana	Savannaland Destination Tourism Programme	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. The project has fostered public private partnerships, especially through establishing tourism committees and a destination management team which takes the lead in carrying out marketing activities. www.savannatourism.com	SNV ST-EP Foundation (Partnership)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Kenya	Enhanced Market Access for Community-based Tourism Products	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. The following activities have been carried out: competitiveness of the guiding product by facilitating a guiding accreditation qualification for guides/scouts; competitiveness of the Taita and Maasai Mara by adapting innovative marketing strategies; market access for the community tourism product; institutional framework for governance and benefit sharing for the Maasai Mara Conservancies and the Taita Taveta tourism operation; capacity of the leadership and community members to engage in conservation efforts. As a final project activity, 9 women groups who are producing and selling basketry and other curios received marketing support and small matching grants to improve their businesses.	SNV ST-EP Foundation (Partnership)
	Kenya Coast Beach Management and Local Livelihoods	The project delivered a 3-month training programme covering a range of different topics including service standards, personal grooming, customer care, health and safety. The training was conducted in two ways: by hotel zone (delivering general training to beach operators working outside of specific hotels) and by trade-grouping (delivering trade specific training and capacity building to beach operators according to their trade. These training formed part of the first phase of the project and has benefited 580 beach operators. In its second phase, the project supported arrangements that allow for beach operators to display their wares inside the hotels' premises. The first of such successful arrangements was officially formalized through a Memorandum of Understanding (MoU) between the Travellers Beach Hotel and Club, one of the leading beach hotels in Mombasa, the Coast Beaches Curio Operators Association and the Mombasa and Coast Tourist Association. The MoU allows for 20 beach operators to display their wares inside the Travellers Beach Hotel and Club twice a week during given hours and on a rotational basis.	Travel Foundation ST-EP Foundation (Partnership)
Lesotho	Kome Rural Homestays project	The project focuses on community mobilization and awareness raising for participation in tourism. A cultural heritage route is going to be developed and promoted including the diversification of local crafts and improved production and sales of	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		organic vegetable and fruits. Activities to improve community-based tourism within Pulane community are about to start and the following components have been planned: community mobilization and awareness raising for participation in tourism; development and promotion of cultural heritage route; diversification and enhancement of local crafts; improved production and sales of organic vegetable and fruits.	
Mozambique	Human resource and SME development for the tourism sector in Inhambane province	The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 500 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole.	Flemish Government Government of Macau S.A.R.
	Vocational Training and SME Development for the Tourism Sector in Maputo	The main objective of the project is to “ <i>enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector</i> ”. The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms: 1. Employment in tourism enterprises 2. Supply of goods and services to tourism enterprises 3. Direct sales of goods and services to visitors 4. Establishment and running of tourism enterprises Within the framework of the project, support has	Flemish Government

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		also been provided to preparing the new Strategic Plan for the Development of Tourism in Mozambique; especially to ensure that sustainability aspects are well covered in the plan.	
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women	In collaboration with the private sector, the project has identified women employees in tourism and is sponsoring their participation to tourism courses in hospitality and culinary arts. In addition, 8 micro tourism projects managed by women are receiving financial and business development services in order to deliver goods and services to tourists and tourism enterprises. Micro projects are implemented at various sites, focusing on the construction of handicraft centres and guest rooms, and the preparation of marketing materials. Training on Hotel Management and Culinary arts is provided to 30 women. A training for rural women to get employment in medium-sized and large tourism enterprises was conducted in July 2014 The project was launched in September 2010, and will be completed in the course of 2015.	AECID
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	Cultural Centres are under construction in Mafungautsi and Mwandu villages and capacity building activities are about to commence. Based on an internal assessment, the Ministry has prepared a revised work plan and started additional works, giving priority to the completion of the project activities in Mwandu, which is located near Livingstone.	ST-EP Foundation
Zimbabwe	Enhancing Participation of Youth and Women in Tourism	The project will collaborate with selected hotels at the Victoria Falls to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. Information has been exchanged with the Ministry about the project objectives, which will focus on the following activities: <ul style="list-style-type: none"> - Building capacities of women and youth people to make a career in tourism enterprises at the Victoria Falls and strengthen the capacity of tourism SME's in the area. - Identification staff members (youth and women) with low-paid jobs who have potential into better paid positions in the hotel after their training. - Tailor made courses will be elaborated. 	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		Support selected young and female entrepreneurs to support them through training, business advice, and small subsidies to enhance existing tourism SMEs (mainly restaurants and excursions).	
AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Haiti	Linking small providers of goods and services with tourism enterprises	The project aims to strengthen the involvement of local people in the tourism supply chain in Jacmel through enhancing local employment, establishing business linkages between tourism enterprises and local producers, and diversifying the visitor offer by supporting local communities living up-country to develop new eco-tourism products. The following components are included in the project: > Value chain analysis and training needs assessment > Product development and SME support > Capacity building Training on various aspects of tourism service delivery and product development was delivered in the first quarter of 2015, with a total of 149 participants. A mission of a UNWTO Themis Volunteer to support the project took place from August 2014 to May 2015.	ST-EP Foundation
ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Mongolia	Capacity Building for Tourism Employees	The project aims to build capacities among tourism employees and unemployed young people to make a career in the tourism sector. Based on a training needs analysis, a curriculum will be developed and arrangements will be made with local institutes to provide tourism training, especially on these subjects for which there is a clear demand from the private sector. Capacity-building activities are about to start and the following project components have been planned: > Curricula development and training for the trainers > Training courses and supply of training materials Contacts have been established with the Dutch development agency CBI to create synergies with their support activities to the tourism sector in Mongolia. In collaboration with CBI and the Ministry of Tourism a detailed project work plan has been prepared Project activities are to be launched during the second semester of 2015.	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Timor-Leste	Capacity Building for Tourism Employees in Dili	<p>Project activities include: two training institutes in the country have been identified to deliver training for tourism employees. The project will assist the two selected institutes to develop and carry out a train-the-trainers programme and supplying the institutes with suitable training materials. The main objective is that the training institutes will deliver courses for employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector.</p> <p>Capacity building activities are about to start and the following project components have been planned</p> <ul style="list-style-type: none"> • Curricula development and training for the trainers • Training courses and internships <p>Arrangements have been made with two local training institutes to deliver the training and final arrangements are made with the Ministry and the Association of Tourism Enterprises of Timor-Leste regarding their coordinating and monitoring role.</p>	<p>ST-EP Foundation</p> <p>Government of Macau S.A.R.</p> <p>Joint contribution</p>

D. Technical cooperation projects

Country: Aruba

Project Title: Development of a System of Tourism Statistics and Tourism Satellite Account

Duration: December 2014 – June 2016

Objectives: With the support of the Foundation FondoDesaroyo Aruba, UNWTO is providing its technical assistance to the Central Bureau of Statistics (CBS) of the Ministry of Economic Affairs, Communication, Energy and Environment for the development of a System of Tourism Statistics (STS) with a view to establish a Tourism Satellite Account (TSA). Tourism is one of the major economic activities in Aruba. In 2012, a UNWTO needs assessment mission determined that while there was a great level of consistency of information in terms of tourism statistics, technical assistance was needed to further strengthen the existing national statistical system to obtain all the data for establishing a TSA. In particular, the project will focus on:

1. The strengthening of the System of Tourism Statistics (STS) with a view to enhancing the range of available statistical information for the period 2006-2013.
2. The delivery of training and capacity building for CBS statisticians and other specialists as well as for the institution as a whole in each of the technical issues that are required for the development of a TSA.
3. The implementation of activities to improve the capacity of the STS in order to prepare new statistical compilations with particular emphasis on updating National Accounts with more demand and supply side data.

Results achieved:

- To date, UNWTO has undertaken four missions to Aruba reviewing data collected by CBS, providing capacity building to enable CBS to collect and analyse the next set of data prior to the next UNWTO mission.
- The project has been extended to June 2016 to allow the project to avail of the most recent data and statistics, particularly with reference to the National Accounts of Aruba so as to attempt a TSA for 2014

Country: Burundi

Project Title: Identification and Evaluation of Tourism

Duration: September 2014 – June 2015

Objectives: Under the Enhanced Integrated Framework, UNWTO, in collaboration with the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization of Burundi, implemented a project to undertake an exhaustive identification and evaluation of the tourism sites in Burundi with a view to their categorization and prioritization according to national development objective and market trends. The project will also contribute to the development of signage and interpretation boards at key tourism sites and will prepare a draft law of the delimitation and protection of tourism sites in the country.

Results achieved:

- Identification, classification and cadastral delineation of more than 100 tourism sites in Burundi.
- Product/market matching for the classified tourism sites and recommendations for the development of tourism circuits.
- Formulation of brochures on key tourism attractions of Burundi as well as a brochure on cultural tourism.
- Design, production and instalment of interpretation boards (in English and French) of 50 tourism sites.
- Design, production and instalment of signage at key tourism sites.
- Draft Law for the protection of tourism sites in Burundi.

Country: Ethiopia**Project Title:** Implementation of Hotel Classification Scheme**Duration:** December 2014 – November 2015

Objectives: Through funding from the World Bank, the Ministry of Culture and Tourism of Ethiopia, through the Ethiopia Sustainable Tourism Development Project developed a new Classification and Grading system for the accommodation sector and has requested UNWTO's technical assistance to implement this scheme and thereby launch Ethiopia's first comprehensive hotel classification programme. The overall purpose of the Ethiopia Classification and Grading Star Grading programme is to improve the quality of hotels and accommodations in Ethiopia. The implementation of this programme will a) provide guidance to new accommodation developments in order to develop physical as well as managerial systems which are up to international standards and criteria; b) aim at creating a healthy business competition among the accommodation establishments motivating them to develop higher levels of service quality and facility standards; and, c) provide assurance to the international tourism community on the quality of Ethiopia's accommodation sector thereby making Ethiopia a more competitive destination.

Results achieved:

- Training of 30 national inspectors in the new classification criteria and new evaluation system.
- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Ancillary training to Government officials responsible for food safety and hygiene, and, accommodation safety and security.
- Assessment of 136 hotels in Addis Ababa and 76 hotels in Oromia.
- Project activities will resume in August 2015 with the official announcement of grades for hotels in Addis Ababa and the assessment of hotels in the regions of Tigray, Amhara and SNNP

Country: India**Project Title:** Implementation of the Tourism Development Master Plan for Punjab**Duration:** March 2009 – December 2015

Objectives: In 2008, at the request of the Government of Punjab, India, UNWTO formulated a Tourism Development Master Plan for the State for the period 2008-2023. The Master Plan recognized the potential of Punjab to become a competitive tourist destination based on its rich cultural, religious and natural heritage. After the successful completion of the Master Plan, it was felt that further technical assistance was indeed required from UNWTO to ensure that tourism development and promotion was put on the right track and that capacities of the highest quality were developed for overseeing and managing sustainable tourism development.

The project was extended in three phases to include the implementation of the Master Plan's recommendations in a time-bound manner in accordance with an Action Plan.

Results achieved:

- Rural tourism development guidelines and rural tourism development strategy finalized in consultation with major stakeholders and the Punjab Heritage and Tourism Promotion Board (PHTPB). The guidelines and the strategy will serve as the foundation for the development and promotion of rural tourism in the State. Once the State Government is able to obtain funding from the Central Government for one model cluster, the action plan included in the strategy would be implemented and replicated at other locations.
- Tourism awareness programmes were organized in selected schools and colleges in four major districts of the State. These included train-the-trainers programmes. All training materials were produced in English and translated into Gurumukhi (local Punjab language).
- Six tour guide training programmes at key tourism destinations of Punjab.
- Advanced technical assistance was provided to the Research and Statistics Unit of the PHTPB through revised operating and application procedures with focus on structured compilation and analysis of tourism statistics. Workshops in this regard were conducted at four different locations in the State.

- Marketing and promotion activities commenced with the finalization of a work plan for the PHTPB's participation in major trade fairs and exhibitions, organization of road shows, marketing and PR kit, formulation of a marketing action plan with annual budgets, and, production of a Marketing and Sales Manual, and other related activities.
- A destination development plan for Amritsar has been formulated and approved.
- Three guide training programmes were conducted.
- A further review of Research and Statistics Unit was completed.
- A tour operators' workshop was conducted.

Country: Morocco

Project title: Establishment of a New System of Tourism Hotel Classification

Duration: June 2013 – December 2018

Objectives: In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- Improve the quality of tourist accommodation establishments.
- Facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development.
- Adapt the classification system to the evolution and diversification of the tourist demand.
- Develop a Guarantee involving regulatory standards and quality frameworks.
- Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

Results achieved:

- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.
- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is scheduled to be completed in August 2014. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.
- Pilot testing of 30 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- During second half of 2015, UNWTO will continue with the pilot testing of an additional 120 mystery guest visits.

Country: Mozambique

Project title: Strategic Tourism Development Plan

Duration: May 2014 – October 2015

Objectives: In March 2014, UNWTO signed an agreement (English version) with the Ministry of Tourism of Mozambique for the preparation of the new Strategic Tourism Development Plan for the country. The previous Strategic Plan for the Development of Tourism in Mozambique for 2004 to 2013 was the country's first tourism strategy and set the tone for tourism development over the past decade. The planning term has expired and the Ministry of Tourism with support from the World Bank has commissioned UNWTO to develop a new Strategic Tourism Development Plan to guide the growth of the industry over the next ten years. The overall project goal is to provide the Ministry of Tourism with a documented tourism growth strategy and implementation plan for

developing the tourism industry as a key catalyst for rapid economic growth and job creation, in support of the Government of Mozambique's economic development goals.

Important aspects to be included in the tourism strategy are:

- Institutional development of the sector
- Marketing and branding
- Business development
- Land use planning
- Human resources development
- Hospitality quality
- Sustainable tourism development, in particular in protected areas

Results achieved: The first version of the Strategic Tourism Development Plan was completed and submitted to the Government. This version was presented and discussed, during validation meetings and a Validation Workshop with key stakeholders in the sector, which took place in the first half of March 2015. Based on the outcome of the meetings and the workshop, further adjustments and additions have been included in the Strategic Plan. The Ministry is currently translating the Strategic Plan into Portuguese for further internal consultations. In July/August, the Strategic Plan will be presented to the Council of Ministers for approval, and subsequently a training workshop will be organized for national and provincial tourism officials on the implementation of the strategic plan.

Country: Qatar

Project Title: Phased Implementation of the New Tourism Strategy and Action Plan

Duration: May 2013 – March 2015

Objectives: 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, particularly in the following areas:

- Visa Facilitation
- Legislation, Regulations and Institution Building
- Development and Promotion of MICE Industry
- Destination Marketing
- Statistics and TSA Development
- Human Resource Development
- Sustainable Tourism Development

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, inclusive of a Capacity Building Programme in Product Development and Investment Promotion.

Results achieved:

- Regulations and By-Laws on Desert Safari Camps and Desert Safaris, Tourist Guides, Travel Agents and Tourism Operators, Events, Conferences and Exhibitions, Package Travel, Package Holidays and Package Tours for Outbound Travel Agents.

- Assessment Report on the current state of national tourism statistics with a view to developing a project for the preparation of a tourism satellite account for Qatar.
- Activities related to product development completed.
- Activities on investment promotion and guide training would commence in the second quarter of 2015.

Country: Republic of Congo

Project Title: Sustainable Tourism Development Plan

Duration: December 2014 – October 2015

Objectives: In collaboration with UNDP, UNWTO is providing its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo for the formulation of a Sustainable Tourism Development Plan for the country. In its 2012 Strategy for Growth, Employment and Poverty Reduction, the Government of the Republic of Congo identified tourism as a priority industry to stimulate economic growth while providing means for the creation of sustainable livelihoods. The objective of the project is to undertake an exhaustive analysis of the country's tourism sector (resources, infrastructure, institutions, human resources, source markets and tourism services) and formulate a Tourism Development Master Plan which will stimulate the competitive yet sustainable growth of the tourism sector as a motor for stimulating economic growth in the country. In particular, the Master Plan will provide a detailed framework for the systematic planning of the tourism sector, distribution and prioritisation of tourism resources, and better coordination amongst the various stakeholders in the management of the sector.

Results achieved:

- Complete situation analysis of the tourism sector in the Republic of Congo was completed between March to June 2015.
- A national workshop to validate the report for Phase I was held in Brazzaville on 8 July 2015.
- Phase II of the project, which will focus on the preparation of the Tourism Master Plan will commence in August 2015.

Country: Saudi Arabia

Project Title: Development of National Handicrafts in Saudi Arabia

Duration: September 2015 – September 2016

Objectives: In March 2015, UNWTO and the Saudi Commission for Tourism and Antiquities (SCTA) will sign a cooperation Agreement to support SCTA in the Development of National Handicrafts in Saudi Arabia. The project that will build upon the outcomes of the UNWTO technical assistance mission for the review of the existing handicrafts law for Saudi Arabia carried-out in April 2014, by furthering the implementation of the recommendations that resulted from the abovementioned mission, for the overall development of national handicrafts in the country.

Technical support will focus on the following:

- Preparation of finance and investment standards through a funding programme for the craft sector.
- Protecting the craft products from imitation through (quality mark, patent) and benefit from World Trade Organization (WTO) rules.
- Study of craft facilities license.
- Professional training in the Organization's Programmes, through accurate and uniformed programmes and the coordination of the competent organ.
- Consumer protection through the pricing of craft products.
- Study on providing insurance system for work-related accidents.
- Preparation of specifications and standards of product quality.
- Provision of researches and studies on (the income level of craft artisan from the craft industry only, to change the craft into a fixed production line, etc.).
- Conduct 2 workshops with various stakeholders during the course of the assignment.

The project document resulting from this project would be based on the situation analysis and include a clear set of objectives, particularly with regards to:

- Finance and investment standards.
- Protection of craft products from imitation.
- Craft facilities license.
- Professional training.
- Consumer protection and pricing of craft products.
- Insurance system.
- Product quality specifications and standards.
- Researches and studies on the income level of craft artisan

Country: Saudi Arabia

Project Title: Preparation of a specialized study on the economic impact of MICE tourism in Saudi Arabia

Duration: September 2015 – March 2017

Objectives: In August 2015, UNWTO and the Saudi Commission for Tourism and National Heritage (SCTNH) will sign a cooperation Agreement to support SCTNH in the Preparation of a specialized study on the economic impact of MICE tourism in Saudi Arabia. The objective of the project is to enable the Kingdom of Saudi Arabia (KSA) to measure the economic impact of the MICE sector on a regular basis with a view to :

The objectives of the cooperation project for the Preparation of a Specialized Study on the Economic Impact of MICE Tourism in the Kingdom of Saudi Arabia (KSA) are:

- Enable the KSA to measure the economic impact of the MICE sector on a regular basis
- Review the vision, objectives and goals of the Saudi Exhibition and Convention sector and compare with international best practices.
- Implement the UNWTO Tourism Satellite Account (TSA) methodology to measure the impact of the MICE sector in the economy of the KSA.
- Review the statistics regarding the level of GDP contribution from the MICE sector.

Technical support will focus on the following:

- Review of the vision, objectives and goals of the Saudi Exhibition and Convention sector and compare with international best practices.
- Implement the UNWTO TSA methodology to measure the impact of the MICE sector in the economy of the KSA
- Review the statistics regarding the level of GDP contribution from the MICE sector
- Strengthen the statistical information available for potential event organizers (by event type)
- Strengthen the statistical information available for potential event venue investors (by location)
- Ongoing measurement of the economic impact of individual events
- Measurement of the collective economic impact of all events
- Producing the economic impact of the MICE sector in KSA for 2014.

Country: Uganda

Project Title: Improving Policies and Regulations to Support the Development of Markets in Tourism

Duration: September 2012 – February 2014 (Master Plan officially launched on World Tourism Day 2014)

Objectives: The Government of Uganda, in its National Development Plan 2010-2014, identified tourism as a priority sector to promote socio-economic development in the country, foster the creation of sustainable

livelihoods, and generate greater dividends in foreign exchange earnings while contributing towards the protection of Uganda's valuable and diverse cultural and natural heritage. As a result of this Plan, the Ministry of Tourism, Wildlife and Antiquities was also created in 2011 to oversee tourism policy, planning, development and management in the country.

UNWTO, in collaboration with the United Nations Development Programme (UNDP), implemented a project which provides policy and strategic guidance for tourism development in the country through the formulation of a Tourism Policy and a Tourism Development Master Plan.

Resultsachieved: A Tourism Policy which provides a detailed overview of the tourism sector in Uganda; clearly defines the Government's development objectives through tourism; provides a vision for tourism in Uganda in 2024; and, provides policy guidance on how to achieve the vision and national development objectives through tourism in the disciplines of tourism management and regulation, tourism planning, product development and diversification, tourism infrastructure, protection and preservation of the natural and cultural heritages, tourism markets and marketing, tourism skills and training, and, financing of tourism activities.

Based on the Tourism Policy, a Tourism Development Master Plan was formulated to implement the Tourism Policy. The Master Plan was formally presented to the Government of Uganda in February 2014 and the official launch of the Master Plan, by the Government of Uganda, was held on World Tourism Day (27 September 2014).

Country: Uganda

Project Title: Support for Development of Inclusive Markets for Tourism

Duration: September 2013 – December 2015

Objectives: The tourism sector is currently Uganda's fastest growing industry with an average annual growth rate of 21%. The vast majority of Uganda's poor live in rural areas and Uganda's main tourism products are also located in rural Uganda. The United Nations Development Programme (UNDP) is supporting the Government of Uganda through a project on development of inclusive markets in tourism, focusing on the participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. It aims to empower the poor to increase benefits from the tourism industry and improve their livelihoods through access to labor and markets, and increased opportunities for decent work and incomes.

The project has three main outputs: development and operationalization of market linkages; development and promotion of innovative pro-poor tourism products; and, capacity building of tourism business enterprises and selected tourism support institutions.

Resultsachieved:

- Identification for three priority tourism development areas in rural Uganda and key market actors from the tourism sector.
- Implementation of an innovative Business Development Service programme which combines fostering the creation of business linkages between tourism MSMEs in Uganda while providing specific capacity building to MSMEs in a vast array of business development services.
- Manual on innovative pro-poor business models which can be replicated in other parts of Uganda.
- Formulation of a strategic marketing action plan.
- Organization of familiarization trips: for Kampala-based tour operators to one of the project pilot areas to better understand the new tourism products and services which could be added to their tour packages; and, combined training programme and familiarization trip aimed at Ugandan media and travel writers to capacitate them to showcase the Ugandan tourism industry and to familiarize them with the new products which were being developed through the project.

Due to the success of the project, UNDP and UNWTO agreed to extend the project by one year. During 2015, the project will focus specifically on further capacity building and on-the-job training for UTB and, further strengthening of selected business linkages and MSMEs.

Countries: Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, and Tanzania (regional project)

Project Title: Collaborative Actions for Sustainable Tourism in Coastal Areas of Africa (COAST project)

Duration: July 2009 – July 2014

Objectives: From July 2009 to July 2014, UNWTO collaborated with the United Nations Industrial Development Organization (UNIDO) and the United Nations Environment Programme (UNEP) in the implementation of the Coastal Tourism (COAST) Project in Africa, which was funded with a contribution from the Global Environment Facility (GEF). The beneficiary countries of the Project were Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles, and Tanzania. Within the COAST Project, UNWTO was coordinating the components on Sustainable Tourism Governance and on Ecotourism and Alternative Livelihoods, which included the implementation of small-scale eco-tourism projects in Cameroon, The Gambia, Ghana, Kenya, Nigeria and Tanzania, based on the experiences gained in the ST-EP Initiative.

Results achieved: As a main project outcome, UNWTO published a report on Sustainable Tourism Governance in Coastal Areas in Africa, prepared a chapter on this topic for a UN interagency publication on Oceans and Sustainable Development, organized regional seminars in Ghana, Kenya and Senegal on Sustainable Tourism Governance and Management in Coastal Areas, and delivered national workshops in coastal destinations in The Gambia, Ghana and Tanzania on encouraging tourism employees to become champions for biodiversity conservation and environmental protection.

E. Silk road

2014 and 2015 have been highly successful years for the UNWTO Silk Road Programme. With the recent incorporation of Spain and Romania, collaborative Silk Road tourism initiatives are now being developed across 33 Member States, a great achievement in terms of size and outreach. The support for transnational and collaborative tourism routes has increased substantially, with Silk Road stakeholders more committed than ever to the principles contained in the Samarkand Declaration on Silk Road Tourism, the 20th anniversary of which was celebrated in 2014. Additionally, in a move designed to further engage Member States and relevant Silk Road stakeholders, a comprehensive Member State survey was launched that led to the development of the 3rd edition of the Silk Road Action Plan 2014/2015. With a new format and focus, the Silk Road Action Plan contains the main strategies for developing sustainable and internationally competitive Silk Road tourism.

The Silk Road makes the World Heritage List - UNWTO/UNESCO Silk Road Heritage Corridors Tourism Strategy

A major milestone was achieved in 2014 with the first inscription of a Silk Road Heritage Corridor on the World Heritage List. Submitted by Kyrgyzstan, China and Kazakhstan, the Chang'an-Tianshan Corridor stretches 5,000 kilometres from Chang'an/Luoyang, the central capital of China in the Han and Tang Dynasties, to the Zhetysay Region of Central Asia. The inscription represents over ten years of extensive research carried out by UNESCO, ICOMOS and UCL experts, and is envisioned to create significant opportunities for tourism.

Throughout 2014 and 2015, UNWTO and UNESCO moved ahead with the first stages of their joint Roadmap for Development, a framework document focused on achieving mutual goals for sustainable growth, community development, heritage management and conservation along two Silk Road Heritage Corridors crossing five countries (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan). With the aim of enhancing the interpretation and promotion of the heritage located along these two corridors, the first of a series of Silk Road training courses for heritage guides was organized in Uzbekistan by UNESCO, UNWTO and the World Federation of Tourist Guide Associations (WFTGA).

Ministers commit to facilitating travel and to strengthen cooperation through transnational route development

Travel facilitation and transnational route development were two of the main topics discussed throughout 2014 and 2015. At the 4th and 5th editions of the UNWTO Silk Road Ministers' Meeting held at ITB Berlin, Ministers and Vice-Ministers of Tourism, expressed their determination to deepen collaboration in order to reduce travel barriers and improve the transnational aspect of the Silk Road. With the publication of the Tourism Visa Openness Report for the Silk Road Countries, a specialized report assessing the important steps taken by Silk Road countries to liberalize travel, and the organization of the 4th UNWTO Silk Road Task Force Meeting in Tbilisi (Georgia), in collaboration with the Routes Silk Road, a route development forum, UNWTO underlined its commitment to advance in areas of vital importance to the development of the Silk Road.

Supporting Silk Road tourism across the Asia & the Pacific

In 2015 there was a clear focus on the Eastern link of the Silk Road, with two main Silk Road Programme events taking place in the Asian Pacific region. Held during the first half of 2015, the 5th UNWTO Silk Road Task Force Meeting in Seoul, Republic of Korea, played a key role in determining the long-term strategic outlook of the Silk Road Programme for the years 2016/2017. As to the 7th UNWTO International Meeting on Silk Road Tourism held in the beautiful Silk Road city of Xi'an, China, stakeholders from the public and private tourism sector convened to assess the past, present and future of Silk Road tourism. The two-day conference, which also hosted the 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt, counted upon excellent expert input, and provided an important forum for Ministers and high-level officials from over 20 Silk Road countries to debate opportunities for developing tourism along the maritime and continental Silk Road. Organized in collaboration with the China National Tourism Administration (CNTA) and the Shaanxi Province of China, the Tourism Ministerial Meeting concluded with the adoption of the *Xi'an Initiative*, an initiative declaring the Silk Road 'a treasure to be shared by all countries along the Silk Road, and an important resource for tourism development'.

Developing the Western Link of the Silk Road: VeRoTour and the Western Silk Road Tourism Development Initiative

In partnership with the Council of Europe - Venice Office and the Veneto Region of Italy, UNWTO successfully concluded the first, explorative, phase of the VeRoTour project, a pilot maritime tourism route aimed at diversifying the tourism offer in Europe by investing in transnational and sustainable tourism products. The output achieved will surely help in the implementation of the Western Silk Road Tourism Development Initiative, a further project aimed at reviving the European Silk Road heritage. This collaborative initiative, supported by the European Union, UNWTO and participating Silk Road Member States, will provide stakeholders with competitive tourism tools and know-how on how to promote a destination and/or product as part of the overall Silk Road. To commence in the second half of 2015 with the elaboration of a Western Silk Road brand handbook, two capacity building workshops will be held throughout 2016.

The following 3 technical committees report to the Executive Council:

- Committee on Tourism and Competitiveness (CTC): Reports available as annexes of documents [CE/98/3\(l\)\(e\)](#), [CE/99/3\(c\)](#) and [CE/100/3\(d\)](#)
- Committee on Tourism and Sustainability (CTS): Reports available as annexes of documents [CE/98/3\(l\)\(e\)](#), [CE/99/3\(c\)](#) and [CE/100/3\(d\)](#)
- Committee on Statistics and the Tourism Satellite Account (CSTSA): Reports available as annexes of documents [CE/98/3\(l\)\(e\)](#) and [CE/100/3\(d\)](#)

Committee on Tourism and Competitiveness (CTC)	Committee on Tourism and Sustainability (CTS)	Committee on Statistics and the Tourism Satellite Account (CSTSA)
<p>Composition 2011-2015</p> <p>Full members:</p> <ul style="list-style-type: none"> • Africa: Namibia, Tunisia • Americas: Mexico (Chair), Uruguay • Asia and the Pacific: Nepal, Philippines • Europe: Belarus, Croatia • Middle East: Oman <p>Representative of the Associate Members: Flanders</p> <p>Representative of the Affiliate Members (Chairman):Instituto para la CalidadTurística ICTE (Spain)</p> <p>Invited participants:</p> <ul style="list-style-type: none"> • Spanish Association for Standardization and Certification (AENOR) • International Hotel and Restaurant Association (IH&RA), Switzerland • The International Network on Regional Economics, Mobility and Tourism (INRouTe), Spain • Prof. Geoffrey I. Crouch (La Trobe Business School, Melbourne, Australia) • Adventure Travel Trade Association(ATTA), USA 	<p>Composition 2011 – 2015</p> <p>Full members:</p> <ul style="list-style-type: none"> • Africa: Senegal, Seychelles • Americas: Bahamas (Chair), Bolivia • Asia and the Pacific: China, Iran, Islamic Republic of • Europe: Israel (Vice-Chair), Serbia • Middle East: Iraq <p>Representative of the Associate Members: Flanders</p> <p>Representative of the Affiliate Members (Chairman):Instituto para la CalidadTurística ICTE (Spain)</p> <p>Invited participants:</p> <ul style="list-style-type: none"> • Convention on Biological Diversity (CBD) • Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO) • Tourisk Inc. • World Conservation Union (IUCN) • World Commission on Protected Areas (WCPA) • Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) • Association of British Travel Agents (ABTA) • Rainforest Alliance • Sustainable Travel International (STI) • International Renewable Energy Agency (IRENA) • University of Waterloo, Canada 	<p>Composition 2011 – 2015</p> <p>Full members:</p> <ul style="list-style-type: none"> • Africa: Mozambique, South Africa • Americas: Argentina, Brazil, Colombia • Asia and the Pacific: India, Philippines • Europe: France, Israel, Spain (Chair), Georgia (Vice-chair) • Middle East: Saudi Arabia, <p>Representative of the Associate Members: Macao, China</p> <p>Representatives of the Affiliate Members (Chairman):Instituto para la CalidadTurística ICTE (Spain)</p> <p>Invited participants:</p> <ul style="list-style-type: none"> • Costa Rica (Instituto Costarricense de Turismo) • Egypt (Ministry of Tourism) • Italy (Istituto Nazionale di Statistica and Banca D'Italia) • Japan (Japan Tourism Agency) • Mexico (Instituto Nacional de Estadística y Geografía) • Morocco (Département du Turismo) • Canada (Statistics Canada) • Centro Internacional di Studi e RicercheSull'EconomiaTuristica (CISSET) • Cooperative Research Center in Tourism (CICtourGUNE) • Exceltur • Instituto Movatur S.L. • Sociedad Estatal para la Gestión de la Innovación y la Tecnologías Turísticas, S.A. (SEGITTUR) • Caribbean Tourism Organization (CTO)

Committee on Tourism and Competitiveness (CTC)	Committee on Tourism and Sustainability (CTS)	Committee on Statistics and the Tourism Satellite Account (CSTSA)
<p>Outputs and follow up:</p> <p>The CTC members elaborated the following provisional definitions/concepts which will be subject to The CTC members elaborated the following provisional definitions/concepts which will be subject to further consideration and final consensus:</p> <ul style="list-style-type: none"> • Tourism Destination • Destination Management / Marketing Organization • Tourism Product • Tourism Value Chain • Quality of a Tourism Destination • Innovation in Tourism • Competitiveness of a Tourism Destination <p>A simplified framework for destination competitiveness has also been identified including a list of quantitative and qualitative factors under two topics: i) governance, management and market dynamics, ii) destination appeal, attractors, products and supply.</p> <p>The Secretariat established a co-operation with ISO through AENOR (Spanish Association for Standardization) to mutually consider the already elaborated definitions which are on the working agenda of ISO Technical Committee 228 for related standards and forms.</p> <p>Additionally, the CTC will work on definitions of some tourism segments/products, such as health tourism, adventure tourism, urban/city tourism, etc.</p>	<p>Outputs and follow up:</p> <ul style="list-style-type: none"> • Validation of the Secretariat's report and support of the UN General Assembly Resolution 69/233 on "Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection" • Validation of the Operations and Management Guidance document for "Observatories on Sustainable Tourism under the auspices of the World Tourism Organization (UNWTO)" • Definition and structure of the Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) • Validation of the Secretariat's research on "Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa" • Validation of the research paper "Improving evidence-based decision making in the tourism sector", presented for discussion in 2014 at the Statistical workshop of OECD and UNWTO in Nara, Japan 	<p>Outputs and follow up:</p> <ul style="list-style-type: none"> • UNWTO compilation guide for tourism statistics: The final edited version will be submitted to the UNWTO Executive Council, and the Compilation Guide will be disseminated in the 2015 UNWTO General Assembly for general information to member States. • Monitoring of IRTS 2008 Implementation: The Committee started first steps to monitoring the current state of implementation of IRTS 2008. The Committee will continue working on improving insights from such monitoring. • UN Post-2015 Development Agenda and measuring sustainability of tourism: The Committee highlighted the need for UNWTO to advance in the internationally comparable measurement of sustainability in tourism by developing standards-based measurement tools and guidelines as a means to inform policy and decision-making in the framework of the Sustainable Development Goals. • Sub-national measurement of tourism and INRouTe: The Committee supports the joint initiative by UNWTO Statistics and TSA programme and The International Network on Regional Economics, Mobility and Tourism (INRouTe) to advance the methodology of measuring tourism at the sub-national level.
<p>Meetings:</p> <ol style="list-style-type: none"> 1. Presential meeting: 25 August, 2013, Victoria Falls, Zambia /Zimbabwe (General Assembly) 2. Virtual meeting: 27 march, 2014 3. Virtual meeting: 03 July, 2014 4. Virtual meeting: 22 September, 2014, 5. Presential meeting: 28 January, 2015, Madrid, Spain 6. Presential meeting: 13 September, 2015, Medellin, Colombia (General Assembly) 	<p>Meetings:</p> <ol style="list-style-type: none"> 1. Presential meeting: 25 August, 2013, Victoria Falls, Zambia /Zimbabwe (General Assembly) 2. Virtual meeting: 21st March 2014 3. Virtual meeting: 14th April 2014 4. Virtual meeting: 18th February 2015 5. Presential meeting: 13 September, 2015, Medellin, Colombia (General Assembly) 	<p>Meetings:</p> <ol style="list-style-type: none"> 1. Presential: Fourteenth meeting: 14-15 January 2014, UNWTO HQ, Madrid 2. Presential: Fifteenth meeting: 13-14 January 2015, UNWTO HQ, Madrid

Important note: New Rules of Procedure redefining name, mandate, composition and modus operandi for two of these three committees, namely the CTC and the CTS, were approved by the Executive Council at its 96th session (Victoria Falls, Zimbabwe, 25 August 2013) (document CE/96/2(i)).

I. Highlights

A. Mission and process:

1. The UNWTO Secretariat, in cooperation with the UNWTO.Themis Foundation, is in the process of launching the **UNWTO.Quest Programme – a DMO Certification System** which is designed on the basis of the UNWTO SBest initiative (non-operational since 2008) under a revised format, methodology and brand. This initiative will promote quality and excellence in Destination Management Organizations (DMOs) and **does not** evaluate the performance of destinations as such. The UNWTO.Quest Certification System has a **training component** which supports the DMOs to achieve the certification standards through capacity building activities and hence overcome any identified weaknesses and gaps.

2. The UNWTO.Quest Certification System aims at a) providing a globally consistent and credible framework of criteria and indicators for evaluating DMO effectiveness and efficiency; b) creating a brand identity for the DMO; c) providing technical support through continuous guidance and training, and d) establishing an inclusive and dynamic network of DMOs and expertise for excellence and quality assurance.

3. The UNWTO.Quest represents an integrated process which consists of three consecutive stages: i) assessment of the management plans and operations of DMOs; ii) training to assist DMOs in their efforts to improve the knowledge and professional skills of human resources; and iii) certification to support the enhancement of quality and efficiency of strategic and operational activities of DMOs.

4. The following three Key Performance Areas are identified as the triple bottom line for the majority of the DMOs to evaluate their strategic and operational activities, namely: i) *Strategic Leadership*, ii) *Effective Execution of Relevant Tasks*, and iii) *Efficient Governance*.

5. All DMOs are eligible for certification, irrespective of their Governments being UNWTO members. There is no size or format limitation and, although the focus is on the DMOs at sub-national and local levels, the system is applicable across all administrative levels, from national (NTOs/NTAs) to local level. Certified DMOs could range in terms of legal status and could be government departments, public agencies or statutory bodies, public/private partnership entities or any other organizational structure. However, in order to be certified, the DMOs must provide proof of being legally constituted and recognized by the national government as a functional DMO. In view of this, any DMO interested in obtaining the certification must always submit the application together with the support letter from the corresponding National Tourism Administration.

6. Upon successful completion of the process, the certification is **awarded for 4 years** and is subject to renewal. The process consists of two phases subject to external evaluation, the results of which will determine the certification procedures.

B. Modus operandi

7. The UNWTO.Quest system is designed to **be self-financed, funded by the participating DMOs, with no operational costs** imposed on UNWTO. The UNWTO.Themis Foundation will act as the executing agency, and the UNWTO Programme for Destination Management and Quality will supervise and provide technical support at every stage of the initiative.

8. The different levels of the **estimated cost of the certification process** are based on the UNDP Human Development Index and vary according to the number of staff employed in the DMO. The cost covers the following basic components:

- Operational resources (desk research for documentary and in-situ audits, tailor-made workshops, tailor-made training programmes, online courses and technical support, training material, access to electronic publications, participation of experts (UNWTO and/or UNWTO.Themis) in ad-hoc organized events during the fieldwork.

- Three reports (evaluation report of DMO's self-assessment, first "UNWTO.Quest Revised and Trained DMO" report, final "UNWTO.Quest Certified DMO" report);
- Two certificates ("UNWTO.Quest Revised and Trained DMO" Certificate and "UNWTO.Quest" Certificate)

The cost does not include travel and daily subsistence allowance for the experts and staff, translation of working materials into non-UNWTO languages and printed materials for workshops.

9. Preliminary working documents have already been produced by the Secretariat.

C. UNWTO.Quest Advisory Board

10. The reports drafted by the selected experts will be submitted to the UNWTO.Quest Advisory Board for verification, validation and recommendations. The UNWTO.Quest Advisory Board is an external body empowered to revise and advise on the UNWTO.Quest Certification criteria and management and to validate the results of the certification process, ensuring high technical standards, efficiency and transparency.

11. The UNWTO.Quest Advisory Board is appointed by the UNWTO Secretary-General. The Secretary-General will nominate the members of the Board during the first year of his/her mandate. The term of office of the Advisory Board is for four years. The Advisory Board is composed of the following nine members:

- Chair of the Committee is an Executive Director or a Senior Management Member of the UNWTO Secretariat designated by the Secretary-General, and
- **Eight** Advisory Board members nominated and invited by the UNWTO Secretary-General, will perform their duties for a period of **four years** and **no honorarium will be paid for the service**.

12. It is recommended that the composition of the Advisory Board consist of **two representatives from the public sector, three representatives from the private sector and/or civil society and three representatives from the academia**. Fair geographical distribution will be sought in the composition of the Advisory Board.

13. The communication and workflow among the Advisory Board members are carried out electronically, unless decided otherwise. The working language of the Advisory Board is English.

D. UNWTO.Quest logo

14. The brand name is "UNWTO.Quest" as it includes the "Q" for quality and "quest" as a "search or pursuit made in order to obtain or find something". It is expected that the corporate image and the designed logo will strengthen and communicate the brand essence of the UNWTO.Quest initiative which relates to quality and performance enhancement, while conveying a positive and aspirational message. The logo proposed by the UNWTO Secretariat is as follows:



The Ministers of Tourism and Culture and heads of delegation of the UNWTO and UNESCO Member States, representatives of the World Tourism Organization (UNWTO), of the United Nations Educational, Scientific and Cultural Organization (UNESCO), of the United Nations Alliance of Civilizations, of regional organizations, academia, private sector, cultural and tourism institutions, and non-governmental organizations, meeting, on the occasion of the *World Conference on Tourism and Culture – Building a New Partnership*, held in Siem Reap, Cambodia, on 4-5 February 2015 under the high patronage of H.E. Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of the Kingdom of Cambodia, of the Secretary-General of the World Tourism Organization (UNWTO) and of the Director-General of UNESCO;

Recalling that:

- Tourism has grown over recent decades to become one of the leading global socio-economic sectors of our times;
- Tourism creates immense opportunities for inclusive economic growth and sustainable development through job creation, regeneration of rural and urban areas, and the appreciation and protection of natural and cultural heritage;
- In 2012, for the first time, over one billion international tourists travelled the world, and in 2014, the World Heritage List reached 1000 sites;
- Culture, reflected in heritage and traditions as much as in contemporary art, languages, cuisine, music, handicrafts, museums and literature, is of immeasurable value to host communities, shapes community identities and fosters respect and tolerance among people, has become a key tourism asset, creating distinctive differences between destinations; and
- Cultural tourism can make a significant contribution to the socio-economic development and empowerment of local communities.

Considering that:

- Safeguarding of culture in its diverse manifestations is a guarantee of sustainable development, as underscored in international standard setting instruments, including:
 - The 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions;
 - The 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage;
 - The 2001 UNESCO Convention on the Protection of the Underwater Cultural Heritage;
 - The 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage;
 - The 1970 UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property;
 - The 1954 UNESCO Convention for the Protection of Cultural Property in the Event of Armed Conflict;
- Sustainable tourism can be a considerable force in safeguarding and fostering the appreciation for tangible and intangible heritage as well as encouraging the development of arts, crafts and other creative activities;
- Article 4 of the Global Code of Ethics for Tourism, adopted by the UNWTO General Assembly in 1999 and endorsed by the United Nations General Assembly in 2001, underlines that “tourism is a user of the cultural heritage of mankind and contributor to its enhancement”;
- The 2013 United Nations General Assembly Resolution on Culture and Sustainable Development (A/RES/68/223), acknowledges that culture contributes to inclusive economic development;
- The Hangzhou Declaration of May 2013, *Placing Culture at the Heart of Sustainable Development Policies*, reaffirms that culture should be considered as a fundamental enabler of sustainability, being a source of meaning and energy, a wellspring of creativity and innovation and a resource to address challenges and find appropriate solutions;
- The 2014 Florence Declaration on *Culture, Creativity and Sustainable Development, Research, Innovation, Opportunities* calls upon governments, civil society and the private sector to take action in global partnership to promote creative environments, processes and products;

- For many years, UNWTO and UNESCO have been working together to raise awareness and promote the strong interlinks between tourism and culture, while emphasizing the need for mutually beneficial partnership models, namely through the UNESCO World Heritage Sustainable Tourism Programme; and
- Building new partnership models for collaboration between tourism and culture falls within the emerging international consensus of the fundamental links between culture and heritage, and merits due consideration under the post 2015 sustainable development agenda.

Recognizing that:

- Despite the immense synergies between tourism and culture, the two sectors often operate within government and administrative structures that are disconnected or poorly coordinated, resulting in less than optimal outcomes for national and regional development policies, planning and development;
- At a time of unprecedented tourism growth, it is important to emphasize the shared responsibility among culture and tourism stakeholders, especially within government and public administrations at all levels, as well as the immense opportunities for both culture and tourism to develop new partnership models;
- Successful outcomes require engaging culture and tourism stakeholders at all levels to address cross-cutting responsibilities in areas such as governance, community engagement, innovation and corporate social responsibility;
- For tourism to achieve social, economic, and environmental sustainability, the natural and cultural assets of any nation or community must be valued and protected;
- Sustainable tourism can be a key driver in the preservation and promotion of cultural heritage, while nurturing a sense of pride and self-esteem within communities and destinations around the world and that if inappropriately managed and developed it can jeopardize such heritage;
- Tourism development and activities associated with cultural heritage can achieve sustainability through building responsible governance structures, ensuring protection and conservation, promoting investment, fostering poverty reduction, facilitating linkages between tourism sectors and local suppliers of goods and services, showcasing local cultures and supporting human resource development;
- There is need to reinforce and expand the contribution of living cultures and creative industries, such as music, multimedia, crafts, cuisine, architecture and design, towards the achievement of sustainable tourism, because these have an increasing role in creating the distinctive and unique visitor experience of each destination, and tourism investment can bring new consumers, foster innovation and the exchange of experiences that grow the creative industries with expanding markets;
- Cultural routes linking such places offer important opportunities for tourism development, regional integration and economic development, while promoting the revitalization and promotion of cultural and economic links between people and communities; and
- Cultural tourism has the potential to contribute to the cultural development, growth and rejuvenation of urban areas and historic cities.

Reaffirm their commitment to:

1. Build new partnership models between tourism and culture by,

- 1.1. Working towards greater integration of culture and tourism into the post 2015 development agenda;
- 1.2. Reducing barriers and facilitating effective partnership models and governance structures within government at national, regional and local levels, to develop, coordinate and implement tourism and culture policies and practices in a more integrated manner;
- 1.3. Encouraging and facilitating effective partnerships between government, private and community organizations in both tourism and cultural heritage sectors;
- 1.4. Developing cultural tourism policies that recognize, protect and promote the authenticity of culture and cultural heritage and forge effective synergies using a range of appropriate technologies and social media platforms whereby all stakeholders exchange more information, experience and best practice in this area; and
- 1.5. Using tourism and culture as a fundamental tool in development cooperation for developing countries and recovery in areas affected by crisis.

2. Promote and protect cultural heritage by,

- 2.1. Encouraging tourism activities that contribute to increase public awareness and support for the protection and conservation of cultural heritage; in particular, by communicating heritage characteristics and values through the tourism experience chain;
- 2.2. Considering the aspirations of the host communities in determining and managing the use of the tangible and intangible culture;
- 2.3. Ensuring that sufficient revenues derived from tourism activities go toward the management and conservation of cultural and natural heritage and promote the engagement of tourists;
- 2.4. Protecting and sustainably managing World Heritage Sites and encouraging the implementation of the World Heritage Sustainable Tourism Programme, including the implementation of effective tourism congestion management measures, training and capacity building of site managers and other stakeholders;
- 2.5. Supporting the fight against trafficking of cultural heritage;
- 2.6. Promoting examples for responsible and sustainable tourism management at World Heritage Sites and ensuring that the local or host community benefits from tourism;
- 2.7. Ensuring that ethnic and indigenous people and their cultures are respected and preserved and that tourism development and promotion is done with full participation and through equitable partnerships;
- 2.8. Implementing effective and appropriate heritage and socio-economic sustainability impact assessment procedures prior to the approval of tourism projects associated with World Heritage Sites and the local communities in the vicinity of such sites; and
- 2.9. Advancing service quality, the use of technology and visitors' research in order to increase the competitiveness of cultural sites.

3. Link people and foster sustainable development through cultural routes by,

- 3.1. Where appropriate, encouraging and facilitating international and national initiatives that draw together historically or thematically linked heritage places, including World Heritage Sites, into tourism routes, corridors or circuits;
- 3.2. Building international or regional networks across culture and tourism government agencies and within other relevant government areas such as foreign affairs, transportation, interior or immigration;
- 3.3. Cooperating across regional or national borders to encourage, facilitate and build governance and certification models to ensure quality and consistency of the visitor experience along the cultural routes;
- 3.4. Fostering equity of governance structures, tourism development, public/private partnerships and marketing activities across the entire cultural route; and
- 3.5. Consulting local communities and engaging them as stakeholders in the formulation and management of tourism along cultural routes.

4. Promote closer linkages between tourism, living cultures and creative industries by,

- 4.1. Encouraging opportunities for cultural tourism to be a valuable generator of business opportunities and socio-economic development for creative industries and the cultural sector;
- 4.2. Encouraging and facilitating new forms of cultural tourism, such as creative tourism, and tourism related to special interests such as museums, industrial, underwater or memorial heritage;
- 4.3. Promoting sustainable value chains within local communities that ensure a consistent quality and creativity in the presentation and/or performance by cultural industries;
- 4.4. Fostering local training and educational opportunities for ongoing participation and growth in cultural industries; and
- 4.5. Encouraging public and private investment in physical and institutional infrastructure to sustain local creative industries.

5. Support the contribution of cultural tourism to urban development

- 5.1. Encouraging local cultural traditions, museums and contemporary creative industries to become part of the programmes for urban development and/or regeneration;

- 5.2. Encouraging the regeneration of degraded or redundant industrial areas of historic cities includes the integration of cultural heritage;
- 5.3. Encouraging urban development to be undertaken in association with local communities and provides equitable opportunities for socio-economic development;
- 5.4. Encouraging urban development to be integrated socially and culturally with other urban areas to improve interaction between new and existing residential communities; and
- 5.5. Encouraging cultural programmes and creative industry initiatives aimed at regenerating urban areas to include participation by tourists as well as local people;

and express their sincere appreciation and gratitude to His Majesty PreahSamdechPreahBaromneath Norodom Sihamoni, King of Cambodia, who kindly provided an unforgettable opportunity to experience the rich cultural heritage of the country, as well as the Royal Government of Cambodia and the provincial government of Siem Reap for their warm hospitality, the excellent arrangements for the Conference and their fundamental contribution to advance the links between tourism and culture with the aim of promoting a more sustainable future for all.

Siem Reap, Cambodia, 5 February 2015.

I. Introduction

1. The World Tourism Organization (UNWTO) has been promoting the use of sustainable tourism indicators since the early 1990s as essential instruments for policymaking, planning and management processes at destinations. The present document aims to inform the Executive Council about the progress achieved in the establishment of Observatories (Part II), including an updated framework for the operation and management of a network of Observatories (Part III).

II. Observatories on Sustainable Tourism: Background & History

2. The International Network of Sustainable Tourism Observatories (INSTO), previously referred to as the Global Observatories on Sustainable Tourism (GOST)¹, is an initiative addressed to policy makers, planners and tourism managers in order to strengthen institutional capacities for information management and monitoring in support of decision and policy making. The initiative intends to facilitate the establishment of a network of Observatories, through the systematic application of monitoring, evaluation and information management techniques, as key tools for the formulation and implementation of sustainable tourism policies, strategies, plans and management processes.

3. Since 2004, various Observatories have been established in China, in Greece, in the Danube region as well as in Mexico. They were set up collectively with local stakeholders as sustainable tourism monitoring systems.

4. The United Nations Conference on Sustainable Development held in Rio de Janeiro, Brazil in 2012 (Rio+20) highlighted for the first time the importance of obtaining more reliable, relevant and timely data in areas related to the three dimensions of sustainable development and acknowledged the potential of tourism to make a significant contribution in this regard. The tourism sector is also committed to providing more evidence-based information in order to support the Sustainable Development Goals (SDGs), also an outcome of Rio+20.

5. More recently at the sixty-ninth session of the United Nations General Assembly in September 2014, resolution A/RES/69/233 entitled "Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection" was adopted and endorsed by 107 Member States. The resolution invited Governments and other stakeholders to join INSTO in order to support better informed sustainable policy around the world, placing sustainable tourism firmly on the UN post-2015 development agenda.

6. Recently, the UNWTO Secretariat received several requests from established Observatories to join the network. The principles of the present document allow now also for those already established Observatories to join INSTO.

7. The expected impact of INSTO initiative is to generate reliable evidence-based data on sustainability, which can increase destination resilience by identifying early warning signs relative to

¹ As a result of feedback from international discussions with Observatories and in order to facilitate cross-cultural reference, the name is henceforth changed from GOST to The International Network of Sustainable Tourism Observatories (INSTO).

risks to the sector and its destinations, document and warn of the impact of unsustainable practices and assist the sector to learn from incidences of good or poor practice.

III. The International Network of Sustainable Tourism Observatories (INSTO), Proposed Baseline Issues for Monitoring, Reporting and Information Sharing

8. At the ninety-fifth session of the UNWTO Executive Council held in 2013, the Report of the UNWTO Secretary-General (CE/95/3(III)(b) Add.) on the implementation of the general programme of work, section three (III) of the addendum, "Setting up Observatories of Sustainable Tourism under the auspices of UNWTO" outlined the steps to establish an Observatory of Sustainable Tourism. Based on the experience outlined in the above-mentioned addendum and subsequent activities², the following additional actions are identified in order to set-up, operationalise and manage INSTO:

Baseline Issues for Monitoring

(a) **As from the time of application**, all Observatories shall provide UNWTO with a precise geographic definition of the monitored destination and its overall population size to indicate the scope of the area.

(b) **Each member Observatory shall monitor** at least a standard set of baseline issues.³ Based on the over 40 issue areas published in UNWTO's '*Indicators of Sustainable Development for Tourism Destinations: A Guidebook*'⁴, which are closely in line with the key issues defined by the Global Sustainable Tourism Council (GSTC), the following nine baseline issues have been identified as "mandatory" issue areas to be monitored:

1. Local satisfaction with tourism
2. Destination economic benefits
3. Employment
4. Tourism seasonality
5. Energy management
6. Water management
7. Sewage treatment
8. Solid waste management
9. Development control

Besides covering the above-mentioned nine baseline issues, Observatories may monitor further issue areas which are most relevant for their destination⁵.

² Including the discussion paper *Global Observatories of Sustainable Tourism: Programme Operations and Management*, 2014 that was presented and discussed at the 3rd Annual Meeting of UNWTO Sustainable Tourism Observatories in China.

³ General reporting and data collection shall comply with the International Recommendations for Tourism Statistics 2008, as approved by the United Nations Statistical Commission. United Nations (2010), *International Recommendations for Tourism Statistics 2008*, UN, New York, available: http://unstats.un.org/unsd/publication/SeriesM/seriesm_83rev1e.pdf

⁴ World Tourism Organization, (2004), *Indicators of Sustainable Development for Tourism Destination: A Guidebook*, UNWTO, Madrid.

⁵ For sub-national measurements refer to the UNWTO-INRoute Initiative (2013) 'A Closer Look at Tourism: Sub-national Measurement and Analysis – Towards a Set of UNWTO Guidelines', available online at: http://dtxqt4w60xqpw.cloudfront.net/sites/all/files/towards_set_unwto_guidelines.pdf

Reporting

(c) **After joining the Network, each Observatory will have** a two year period to meet the requirements of reporting on all the mandatory issue areas (as listed in clause b.) In the first year, new Observatories are expected to report on as many of the nine core issues areas as possible.

(d) **An annual report** on the baseline issues and monitoring results shall be provided in English to UNWTO by each Observatory. It shall cover the calendar year and not exceed 15 pages. If there is a Regional Coordinator (RC), Observatories in that region will provide their annual reports to them, so it can be aggregated into one report for the UNWTO Secretariat.

(e) **Observatories that provide** the UNWTO insufficient annual reports or do not submit annual reports for two consecutive years will be considered inactive. Their Observatory status will consequently be revoked. Prior written notice will be given to an Observatory after they fail to submit an annual report.

(f) **In each of the UNWTO regions**, with five or more Observatories, unless other agreements are in place, an Observatory or other Institution shall be chosen by the observatories in the region to be the Regional Coordinator (RC) that reports for all Observatories in the region to UNWTO. The term of the RC shall last two years and can be renewed, unless other agreements are in place. The functions of the RC include the following:

1. **Ensure regular reporting.**
2. **Analyse results and reports collected from the other Observatories in the region**, with the aim of sharing lessons identified and learned with all regional Observatories.
3. **Prepare and submit an annual regional report**, in English, to the UNWTO Secretariat, including the findings from all Observatories in the region.
4. **Advise the UNWTO Secretariat when an Observatory in the region has not complied with clause e. above, on the submission of annual reports, as agreed.**
5. **Convene an annual regional meeting** to share experiences, early warnings, new emerging trends, challenges, and other relevant issues as well as to identify national/regional information needs.

(g) **An annual international INSTO Conference** will be held, within the framework of one of the Annual Regional INSTO Meetings (as per clause 5, above), on a rotational basis regionally, where experiences are exchanged and issues related to monitoring, standards for data collection and analysis, trends, emerging warning signals and best practices (studies and methods) are discussed amongst Observatories members of INSTO.

(h) **Observatories are encouraged** to participate in other regional and international meetings of Tourism Observatories, outside of the UNWTO INSTO Conference, although they are not obliged to do so, to further strengthen the economic development across tourism and to share results obtained.

Information sharing

(i) **Each Observatory will collect** and document success stories and examples of best practices. They can disseminate these stories nationally, regionally and to UNWTO in order to highlight success in the sector and to foster replication.

(j) **Each Observatory shall share** monitoring results with Observatories, the RC, if existent, and with other destinations as well as upwards to national/regional and international levels of government, where applicable, to serve decision-makers' needs at different levels supporting planning and management as well as responses to global issues.

(k) **UNWTO will support the sharing of information** among destinations and Member States and will support high level interventions where applicable by providing available aggregated information, national satellite accounts and documentation of success stories from Observatories to support sustainable tourism development.

IV. Approval Mechanism for New Member Observatories of INSTO

9. All Observatories should be committed to the long-term monitoring of issue areas through indicators and other measurement techniques to enhance the sustainability of tourism in destinations.

10. Key operational factors for the acceptance of an Observatory as a new member of INSTO include the following:

- i. Agreement to monitor a selected set of mandatory baseline issues (see clause b.).
- ii. Agreement to commit to maintain the same indicators for monitoring the nine mandatory (and possible further) issue areas in order to ensure continuity and comparability over time.
- iii. Agreement to report monitoring findings on a regular schedule to UNWTO Secretariat and/or to the RC, if available.
- iv. Agreement to produce and share success stories with UNWTO Secretariat.

11. The procedure for the admission of a new or existing Observatory that would like to become a member of INSTO is as follows:

- v. Submission of the Observatory **Membership Application** Form, including the acceptance of the Statutes of UNWTO and the commitment to the principles of the UNWTO Global Code of Ethics for Tourism.
- vi. Completion and submission of a **Destination Profile**, providing basic data about the destination so that UNWTO can gain a better understanding of its characteristics.
- vii. Submission of a **Preliminary Study/Report** not older than 12 months of the date of application, which can demonstrate how the Observatory is currently monitoring or propose to monitor sustainable tourism issues. The report or study should include key sustainability issues for the destination, current monitoring processes, data availability, sources, gaps and needs as well as recommendations for the structure of the Observatory.
- viii. Request '**Letter(s) of Support**' from relevant stakeholders such as e.g. the national tourism authority/ies where the Observatory is to be established. In case of cross-border destinations, the letter shall be signed by all the relevant authorities involved. The letter must be written on official stationary bearing the letterhead and seal of the governmental authority, and be sent directly to the UNWTO Secretariat to the above-mentioned address.
- ix. Send these four above documents (templates are available, as applicable) to the UNWTO Secretariat via mail, fax, or electronic mail preferably in MS Word.

Sustainable Development of Tourism Programme
World Tourism Organization (UNWTO)
C/ Capitán Haya 42, 28020 Madrid, Spain
Email: sdt@unwto.org
Tel: +34 91 567 81 00 Fax: 91 571 37 33

- x. Conduct, where applicable, a **Stakeholders' Workshop** to validate the findings of the preliminary study/report, to discuss issue areas and indicators that the Observatory shall monitor and to agree on the implementation plan for the Observatory.⁶
- xi. Upon receipt and positive assessment by UNWTO of all submitted documents, the Observatory will be officially accepted as a new member of INSTO. **A Letter of Acceptance** will be sent to the Observatory, confirming the approval of the application as well as the supporting documents and granting observatory status, which implies the immediate recognition and coming into force, as per the date of transmission of this official communication, of all the rights and obligations of an INSTO member.

⁶ Already existing Observatories may not be required to conduct this Stakeholders' Workshop.