



**CAP/CSA/29/9\_Tech. Assistance missions**

**UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC  
UNWTO COMMISSION FOR SOUTH ASIA  
*Twenty-ninth Joint Meeting*  
Chittagong, Bangladesh  
17 May 2017**

**Item 9 of the Provisional Agenda**

**UNWTO ON THE GROUND: TECHNICAL ASSISTANCE MISSIONS**

**Note by the Secretary-General**

The Secretary-General submits to the Joint Meeting of the two Commissions for Asia and the Pacific a report on the technical cooperation missions and projects that UNWTO has undertaken within the period under review

# UNWTO on the Ground

---

## A. Technical Cooperation Projects and missions

### **Country: Andorra**

---

**Project Title:** Development of a Hotel Classification System

**Duration:** July 2016 – February 2017

**Objectives:** As a follow up to its new Law on Tourism Accommodation, the Government of Andorra intends to review and update its classification criteria for a variety of tourism accommodation establishments including hotels, apartment-hotels, homestays, etc. UNWTO undertook a detailed review of the criteria and updated them according to international best practices, with particular emphasis on the EU practices. As an innovative practice, and to ensure ongoing competitiveness and commitment to quality services, make proposals on how to include online reviews as part of the evaluation and scoring for hotel classification.

#### **Results achieved:**

- First draft of the revised criteria submitted to the Government for their review and approval.
- Series of Focus Groups established per type of accommodation category to review and approve revised criteria.
- Revise criteria based on comments received by Government and private sector represented in the Focus Groups.
- Submit to Government, for their review and approval, a proposal for the inclusion of online reviews in the scoring and evaluation of hotel classification.

### **Country: Aruba**

---

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

**Duration:** December 2014 – December 2016

**Objectives:** With the support of the Foundation Fondo Desaroyo 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:**

- The project has been completed in terms of strengthening the STS and capacity building of CBS statisticians and other specialists in TSA development and compilation.
- However, due to a delay in production of national accounts, it was not possible to calculate the TSA for the reference year in question.
- As a result, it has been decided to extend the project to 2017 to include two additional missions which will calculate the TSA and organize a national seminar to officially present the TSA.

**Country: Bahamas**

**Mission Title:** Review of the Bahamas Building Code

**Duration:** December 2016

**Objectives:** To enhance the Bahamas Building Code in the following areas: energy Efficiency (how buildings are designed); sustainability (including long term lifecycle of buildings); renewable Energy (solar, hydro, wind, etc.); and climate change (design for flooding from sea level rise; stronger and more frequent hurricanes; address the increased costs of construction that may result from mitigating the effects of greater storm surges).

**Results achieved:**

- Research: reviewed initiatives that make reference to the Bahamas Building Code, as well as reports on sustainability and energy efficiency for The Bahamas
- Consultation: interviews and meetings conducted with key stakeholders to ascertain ideas about code amendment possibilities and to learn about cultural, architectural and environmental particularities of The Bahamas.
- Feedback: reviewed preliminary findings with stakeholders for further input and process refining
- Recommendation: identified which of the two options (complete code overhaul or addendum to the code) would be the best solution for the Bahamian built environment and drafted Final Report with final recommendations for the Bahamas Building Code.

**Country: Bhutan**

**Mission Title:** Rapid Carrying Capacity Assessment

**Duration:** November 2016

**Objectives:** To carry out a rapid carrying capacity assessment for one specific tourist site and one larger tourist destination in Bhutan, and to develop a concept proposal for a long term project on undertaking carrying capacity studies in the country and preparing site management plans for key tourist attractions.

**Results achieved:**

A rapid assessment of the carrying capacity for Taktsang Monastery and Paro Valley was carried out, based on which recommendations were made for improved site and destination management. The final report was presented to the Tourism Council of Bhutan and included concept proposals for in-depth carrying capacity studies and site management projects.

**Country: Bosnia and Herzegovina**

**Project Title:** Adventure Park of Children in Nature

**Duration:** May – November 2016

**Objectives:** To create preconditions for further tourism development in Jahorina, expanding the tourist season to all-year round, strengthening of local communities through tourism and increase economic opportunities and income.

Currently, the Olympic Centre of Jahorina is primarily concentrated on the winter season, with more than 4500 beds available in hotels and private accommodation units, 20 km of constructed slopes, ski lift capacities exceeding 10.000 skiers per hour. Consequently, Jahorina suffers from the seasonality effect, with the level of occupancy in non-winter periods on the negligible level. Development of tourist infrastructure for non-winter periods is identified as one of the strategic directions in the near future, with special tourism forms in main focus. Adventure park facilities, which are the subject of this project, will increase attractiveness of Jahorina in non-winter periods, for specific target group of visitors such as families travelling children.

**Results achieved:**

- Mapping of potential areas and surfaces for setting up of the Adventure park in Jahorina
- Creation of the construction plan with specification of works for Adventure park in Jahorina
- Preparatory activities related to the process of public procurement by the Law of Bosnia and Herzegovina for construction works service and equipment for adventure children park
- Company for the construction of the Adventure Park selected through a bidding process
- Installation of tubing track, conveyor belt (30m), and entrance ramp
- Test run of the tubing facility was conducted at the end of November 2016 in conjunction with the final Project Steering Committee meeting which UNWTO participated in to evaluate the progress of project activities.
- The grand opening of the Adventure Park was held mid-December in time for the start of ski season in Jahorina, and thus all project activities were successfully completed.

**Country: Botswana**

**Project Title:** Development of Tourism Clusters

**Duration:** July – September 2016

**Objectives:** Through funding from the Ministry of Environment, Wildlife and Tourism, UNWTO provided technical assistance for the development of tourism clusters in the country. In its endeavour to market Botswana as a tourist destination of choice, the Government of Botswana, has embarked upon initiatives to stimulate tourism product development and diversification with a view to spreading the socio-economic impacts and opportunities of the tourism sector to all parts of the country. With a view to extending visitor stay and, thereby, visitor expenditure, while, at the same time, spreading tourism development to all regions of the country. In order to achieve this, it is important that Botswana's tourism attractions and services are packaged into regional tourism clusters to enhance the overall visitor experience and broaden the traditional product mix. However, there is a need to build institutional capacity in the regions to ensure that the various tourism activities and initiatives are coordinated for greater effectiveness. This requires collaboration between the public and private tourism sectors and the development of mutually beneficial cooperative alliances.

**Results achieved:**

- Provide capacity building to the Botswana Tourism Organization (BTO) to develop, mentor and manage the tourism cluster development process.
- Situation analysis of the need for tourism cluster development in three regions of Botswana: Kasane/Kazungula (Chobe District), North West Ngamiland (Ngamiland District) and Maun (Ngamiland District) – this included an analysis of the local economies and the current situation of tourism development in each region including identification of potential and constraints.
- Identification of potential leadership teams for each cluster.
- Guidelines for supporting the development of a specific cluster vision for each region.
- A report submitted to the Ministry and BTO for the continued technical support and mentoring of cluster development.

**Country: Cameroon**

**Project title:** Ecotourism Development at Kribi

**Duration:** October 2012 – December 2016

**Objectives:** To enhance quality and local benefits from tourism activities in Kribi through capacity building, sustainable planning and reinforced environmental management of coastal tourist sites, and promotion of SME development in the tourism supply chains.

**Results achieved:** 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.

Based on the Value Chain Analysis carried out, the project identified the following three ecotourism sites for development:

- The Lobe Falls Cultural Landscape;
- The Grand Batanga, the historic site of the former capital of the Batanga people; with attractive beaches; and
- The fishermen village of Londji.

The project formulated sustainable management plans for the ecotourism sites, with active consultation of communities, private sector, and local stakeholders. These plans gave good guidelines to develop ecotourism products and take measures to protect the sites beyond 2016, and formed the basis to develop small tourism facilities at the sites where local entrepreneurs can sell food, beverages and handicrafts.

The project also built the capacity of local Pygmy groups to develop tourism circuits and organize excursions in their area. Further, trainings were organized on agro-tourism, on-line marketing and environmental sustainability for hotels, and brochures were developed to promote the different tourism activities in Kribi. All activities of the project were successfully completed in December 2016.

### **Country: China**

**Mission Title:** Development of an International Tourism Marketing Strategy for the Province of Yunnan

**Duration:** December 2016

**Objectives:** To formulate a project document for the formulation of an International Tourism Marketing Strategy, including a destination brand approach, for the Yunnan Province for the period 2017 – 2022, as well as a 3-year detailed action plan and a specific destination market strategy for a selected source market.

**Results achieved:**

The detailed project document was submitted to the Yunnan Provincial Government for review and funding.

### **Country: China**

**Project title:** Shandong Province Tourism Development Master Plan 2016-2025

**Duration:** March – May 2017

**Objectives:** To formulate a strategic tourism development plan for Shandong Province for the period 2016-2025 as well as a 3-year detailed action plan and regional marketing strategies for Europe, Japan and South Korea.

**Results achieved:**

- Inception report within two weeks of the start of the project
- Mid-term review presentation after six weeks of the start of the project
- Validation workshop after three months of the start of the project
- Review of all documents and studies on tourism in Shandong
- Statistical analysis and in-country research

- Field trips around the Province. The inventory and evaluation of existing and potential tourism resources and attractions.
- Consultations with key public sector and private sector stakeholders
- Formulation of a vision, goals, principles and strategic guidelines for developing and promoting tourism in the short-, medium- and long-term with specific objectives and strategies for tourism development at the provincial and local level
- Formulation of a target market strategy that identifies a realistic range of segments as a departure point for an integrated development programme.
- Formulation of the Tourism development strategy
- Recommendation on improvement of collection and compilation of tourism statistics
- Economic forecasts
- Workshop to present the strategic ideas and adjust recommendations
- Demonstration projects for each strategic area
- A two-day workshop with staff of administrative organisations of Shandong Province delivered by the project team
- Market research carried out to prepare regional marketing strategies for Europe, Japan and South Korea
- In April 2017, a training seminar on the master plan and tourism planning and development will be organized for the Vice Mayors of all cities in Shandong Province and selected other senior government officials.

### **Country: Ethiopia**

**Project Title:** Implementation of Hotel Classification Scheme

**Duration:** December 2014 – December 2016

**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.

Project activities have continued in 2016 to provide additional training to the Ministry of Culture and Tourism in the implementation of hotel classification schemes.

**Results achieved:**

- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Organization of two capacity building programmes aimed at the hotel sector on i) maintenance planning, and, b) sustainability planning.

**Country: Fiji**

**Mission Title:** Development of a Sustainable Tourism Policy

**Duration:** December 2016

**Objectives:** To determine through field research in which and to what extent the current policy and strategy framework in Fiji facilitates the long-term sustainability of the tourism sector, including identification of gaps, needs and options for sustainable tourism governance and management, and to prepare a project document for the development of a new sustainable tourism policy.

**Results achieved:**

The assessment report on sustainable tourism governance in Fiji and the project document for the formulation of a sustainable tourism policy were submitted to the Ministry of Public Enterprises and Tourism for review and funding.

**Country: Ghana**

**Project title:** Improving Visitor Facilities and Interpretation of Nzulezu Village on Stilts

**Duration:** April– December 2016

**Objectives:** To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

Nzulezu is a village on stilts in the Jomoro District of the Western Region. The Ministry of Tourism, Culture and Arts wants to improve visitor facilities and services as its policy objective of redeveloping and conserving natural and cultural heritage to attract more visitations, whilst creating job and income opportunities for the people. Visitor facilities at Nzulezu Water on Stilts Village require improvement to enable tourists stay longer and spend money in the community, whilst social amenities need to be provided for the local people.

**Results achieved:**

The project built 10 toilets stalls with flush-system for use by visitors and locals alike, and implemented a training programme on cultural dance performance for 36 youth of the village. The village walkway and performance stage was also upgraded and about 20 litter bins have been installed in the village to discourage waste disposal into the water. Awareness-raising activities on sanitation and waste management were carried out, and other income generating opportunities discussed with the community, such as the sales of handicrafts and the traditional meals by women's group. In addition, the project mounted bill boards at two major road junctions en route to Nzulezu.

A project inception meeting and Project Steering Committee meeting took place in early and late April.

UNWTO carried out a project review mission from 26-30 April 2016 and concluded that the project was on the right track for timely completion. All project activities were completed

successfully and a closing ceremony conducted in December 2016 with the presence of the former Minister of Tourism, Culture and Arts of Ghana.

---

**Country: Guinea-Bissau**

---

**Mission Title:** Review of the Tourism Sector

**Duration:** October 2016

**Objectives:** UNWTO conducted a mission to Guinea-Bissau to review the current situation of the tourism sector. Based on discussions held with the Ministry of Tourism and other partner agencies such as UNDP and the World Bank, it was decided that tourism could play a key role in diversifying the country's economy as well as provide a means of sustainable livelihoods, particularly for the large youth population.

**Results achieved:**

Project proposals on preparation of a Tourism Development Policy, Strategy and Master Plan; Tourism Law, Strengthening of National Tourism Statistical System; Hotel Classification; and, Development of a Hotel and Tourism Training Institute have been submitted to the Ministry and donors for their review and approval.

---

**Country: Haiti**

---

**Project title:** Enhancing local economic impact from tourism development in Jacmel

**Duration:** August 2014 – December 2017

**Objectives:** To enhance the economic participation of the local population into the tourism value chain by creating new long term job positions while ameliorating and diversifying the offer of existing tourism products as well as creating new sustainable ones.

**Results achieved:**

- 1) Capacity building covering several topics such as storytelling, sustainable product development, introduction to SME development including web page and marketing knowledge, waste management, food safety, lifeguard training, first aid, client service, basic restaurant service, personal development and handicraft product development. The total number of beneficiaries of these capacity building activities is 149.
- 2) Based on the skills obtained in the capacity building seminars, the project supports local people to develop and operate tourism businesses and excursions, e.g. through the provision of market intelligence, product presentations to potential travel agents, preparation of promotional materials and the creation of a network of tourism enterprises in the destination.
- 3) Improvement of the most visited tourism sites (three beaches and site of natural pools) by creating local site management organizations aiming to achieve a more transparent, professional, secure and sustainable management, and to achieve a self-sustained economic status. A Pilot Committee for Tourism in the South-East Department has been established in order to monitor and support the progress of the local site organizations. This committee is formed by representatives of several ministries, local authorities, private sector and local population, and supports the creation of standards and certificates for the management of beaches and protected areas.

- 4) Creation and improvement of new and existing excursions to help communities increase their income, fund reforestation for the area and add value to local products like sugar cane and coffee.
- 5) Development of 3-5 city circuits and activities that provide visitors with an opportunity to experience the culture, music, dance, arts and crafts, history, food, and people of Jacmel.

As the project area was severely hit by hurricane Matthew, the Government has recently focused on recovery efforts and expects to continue project activities in 2017.

---

**Country: Haiti**

---

**Project title:** Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

**Duration:** May – August 2016

**Objectives:** Under the framework of the project of the Inter-American Development Bank (IADB) to develop sustainable coastal tourism in the country, the Ministry of Tourism and Creative Industries requested UNWTO's technical assistance to undertake a detailed evaluation of the current tourism statistics system in the country and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

**Results achieved:**

- Needs assessment mission completed.
- Project document for a three-year project to improve and strengthen the national tourism statistical system and develop an experimental TSA submitted to the Government and the IADB for approval and funding.

---

**Country: Honduras**

---

**Project Title:** Review of Methodologies Used in the Compilation of Basic Tourism Statistics

**Duration:** November - December 2016

**Objectives:** Through funding from the Instituto Hondureño de Turismo (IHT), UNWTO provided technical assistance for the review of currently survey methodologies developed and implemented by the IHT for calculating tourism expenditure (inbound and outbound) as well as determining market profiles.

**Results achieved:**

- Conduct a detailed evaluation of the current methodologies used by the IHT in conducting surveys to determine market profiles and visitor spend (both inbound and outbound).
- Provide capacity building to technical level offices on how to improve the methodologies to expand the range of data obtained.
- Propose a series of models to be used by the IHT to forecast tourism trends in the country.
- Propose recommendations to the IHT on the development of quality indicators.

---

**Country: Kenya**

---

**Mission Title:** Seminar on Community-based Tourism in Kenya

**Duration:** February 2017

**Objectives:** To help facilitate a workshop on community-based tourism in Kenya, within the framework of an EU funded project, titled Enhancing Sustainable Tourism Innovation for Community Empowerment in Kenya, in which UNWTO participates as Associate Agency.

**Results achieved:**

- Opening and closing remarks were delivered at the workshop, a presentation was made on marketing of community-based tourism, and working sessions were facilitated on product development and improvement, promotional activities, and identification of support needs for community-based tourism in Kenya. The workshop was well attended by 45 participants who are actively involved in community-based tourism development in Kenya, and provided a good opportunity to share experiences and lessons learned, and to provide feedback and guidance to community-based tourism initiatives in Kenya.
- Feedback was provided on the marketing activities and materials of various county governments in Kenya.

---

**Country: Lesotho**

---

**Project title:** Kome Rural Homestays

**Duration:** October 2012 – June 2017

**Objectives:** To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.

**Results achieved:** Training seminars were organized for excursion providers, tour guides, rural homestay providers, and crafters, and a tourist map was developed with hiking, biking, and pony trekking routes, linking the three project areas. The seminar for excursion providers was attended by 11 small entrepreneurs. The seminar aimed to support the participants to start and/or grow an excursion enterprise, by building their capacity to develop excursions and to get access to tourism markets. The seminar provided the participants with valuable insights on how to develop new excursions or improve existing ones, making optimal use of the attractive natural and cultural heritage of the destination. It also gave detailed guidance to the excursion providers on marketing their products to individual tourists and establishing business linkages with foreign tour operators.

Likewise, the seminars for tour guides, rural home stay providers and crafters focused on building the capacities to improve the products and services offered to tourists, and to strengthen their marketing skills. The seminars were attended by 16, 34 and 24 local participants, respectively. Following the training seminars, several participants directly started to put the lessons learned into practice by making improvements in the products and services offered to tourists and by establishing contacts with potential clients.

During 2017, the following additional activities will be carried out:

1. Guides training, especially at Malimong, and Thaba-Bosiu;
2. Familiarization tour for Tour Operators from Lesotho and Clarence in South Africa;

3. Roadshows to promote the tour route in Maseru city as well as to post adverts on television screens at Maseru Mall and Pionner Mall; and
4. Registration of the enterprise groups at Thaba-Bosiu, and Ha Baroana.

---

**Country: Mauritania**

---

**Project Title:** Formulation of a National Tourism Strategy

**Duration:** November 2016 – March 2017

**Objectives:** The United Nations Development Programme (UNDP) is currently providing assistance to the Ministry of Trade, Industry and Tourism in the formulation of a National Tourism Strategy. As a partner organization, UNWTO was invited to provide its technical assistance in the process by reviewing the draft deliverables of the project and provide inputs and best practices.

**Results achieved:**

- Review the draft Situation Analysis and draft National Tourism Strategy and provide inputs on improvements to be made.
- Participate in the Steering Committee Meeting to validate the final Tourism Strategy.

---

**Country: Mongolia**

---

**Mission Title:** Formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea

**Duration:** December 2016

**Objectives:** To prepare a project document for the formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea.

**Results achieved:**

The project document was submitted to the Ministry of Environment and Tourism for review and shared with donors for possible funding.

---

**Country: Mongolia**

---

**Project title:** Capacity Building for Tourism Employees

**Duration:** March 2015 – June 2017

**Objectives:** to build capacities among tourism employees and unemployed young people to make a career in the tourism sector

**Results achieved:** The project conducted a rapid assessment on curriculum development based on the needs of the private sector and developed two training modules on service and hospitality areas and tourism management.

The following training have been or are currently being implemented by the project:

- Train-the trainers training (30 trainers trained)

- Housekeeping, front office, and office management training
- Hospitality and tourism management training
- Advanced hotel operations training
- Tour guiding training
- Advanced tourism management training

So far, a total of 350 participants have joined the various training programmes, and constant contact is being made with the participants on their progress. Already 70 per cent of participants have gained employment in the tourism sector during the period of project implementation.

### **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.
- National Seminar on Hotel Classification in Morocco
- Pilot testing of 450 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.

**Country: Mozambique**

**Project title:** Human resource and SME development for the tourism sector in Inhambane province

**Duration:** May 2011 (Phase I) – December 2017 (Phase II)

**Objectives:** To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

**Results achieved:** The project builds on the experience of the previous project in the region. 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 600 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. For SME development, training on business management has been provided to 21 owners/managers of small tourism enterprises. Further, the project has provided micro finance to 9 small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours and preparation of local meals. Successes have especially been booked with establishing business linkages for the local supply of agricultural products to hotels and restaurants, and with assisting handicraft producers to get better access to the tourism market. A group of 20 handicraft producers has been supported by providing a space where they can sell their souvenirs to tourists.

**Country: Mozambique**

**Project title:** Vocational Training and SME Development for the Tourism Sector in Maputo

**Duration:** November 2011 (Phase I) – December 2017 (Phase II)

**Objectives:** To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector

**Results achieved:** 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

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016 with 7 participants, which formed the basis to deliver vocational training seminars in the first semester of 2016 to 40 local people to assist them to obtain employment in the tourism sector. In the second semester of 2016, additional activities will be planned and implemented to support tourism SMEs to generate enhanced income from the sale of goods and services to tourists and larger tourism enterprises. Within the framework of the project, support has 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.

---

**Country: Myanmar**

---

**Project title:** Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

**Duration:** August - October 2016

**Objectives:** In collaboration with the International Trade Center (ITC) and under the framework of its project in Myanmar to develop inclusive tourism in the State of Kayah, UNWTO will provide its technical assistance by undertaking a detailed evaluation of the current tourism statistics system in the country and in the State of Kayah and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

**Results achieved:**

- Detailed assessment of current national tourism statistical system undertaken including identification of data gaps, current level of institutional coordination and partnership, and, areas for further capacity building amongst Government institutions for data collection and analysis.
- Organization of a 2-day national seminar on UNWTO statistical methodologies.
- Preparation of a report for further technical assistance in strengthening national tourism statistics. This proposal has been approved by the ITC and project activities will commence in August 2017.

---

**Country: Namibia**

---

**Mission Title:** Review of the Tourism Policy

**Duration:** December 2016

**Objectives:** At the request of the Ministry of Environment and Tourism, UNWTO provided technical assistance for the review of the Tourism Policy and the development of a Tourism Bill for Namibia.

**Results achieved:**

A report which recommended the preparation of a new Tourism Bill 2017 for Namibia which includes the proposal for the establishment of the Namibia Tourism Authority; proposal on the organizational structure of the NTA including roles and responsibilities – by streamlining those of the Ministry and Board, and, preparation of a series of Direction Statements which extract the implementable actions and activities from the existing Policy and two Strategies to provide guidance and clarity to each entity as to their specific roles and responsibilities.

---

**Country: Nigeria**

---

**Mission Title:** Review and Updating of the Tourism Development Master Plan

**Duration:** December

**Objectives:** At the request of the Ministry of Information of Nigeria, UNWTO provided technical assistance to review the status of implementation of the Tourism Development Master Plan which had been prepared by UNWTO in 2006. Based on the review, UNWTO was requested to prepare a proposal for further technical assistance in the preparation of a new and updated Tourism Development Master Plan.

**Results achieved:**

- Conduct a detailed analysis of the level of implementation of the current Tourism Development Master Plan.
- Review the current tourism scenario – products, services, and source markets, and in relation to projected future growth, determine which elements of the Master Plan are outdated and need to be revised.
- Prepare a detailed project proposal for the Ministry of Information for the review and updating of the Master Plan including technical assistance for the implementation of key priority actions.

**Country: Oman**

**Project Title:** Development of Tourism Statistics

**Duration:** April 2015 – December 2017

**Objectives:** The Omani government is keen to promote the tourism sector as part of its diversification strategy. Currently, tourism plays a key role in the economy and has the potential for further development. Therefore, having reliable, sufficient and adequate statistics are essential for policymakers to make effective decisions and to monitor the tourism strategy performance. Hence, in collaboration with the Ministry of Tourism, UNWTO is providing its technical assistance to conduct a comprehensive assessment of tourism statistics in Oman; prepare and implement an action plan for development of tourism statistics; and, develop a Tourism Satellite Account for the country.

**Results achieved:**

- To date, UNWTO has undertaken four missions to Oman to review data collection processes, design new processes and provide capacity building to the Ministry and other national partners in the design and implementation of statistical collection procedures, and, analysis and evaluation of results obtained.
- A fifth mission is scheduled for April 2017 which will focus on data collection regarding employment in tourism and investment in tourism. Attention will also be paid to further improvements to the tourism database system.

**Country: Paraguay**

**Mission Title:** Update of the Sustainable Tourism Development Plan

**Duration:** November 2016

**Objectives:** To formulate a project document and a corresponding Work Plan for the update of the Sustainable Tourism Development Plan for Paraguay.

**Results achieved:**

Detailed assessment made on the current status of tourism in Paraguay and on the needs to update the Tourism Development Plan. A proposal for the updating of the Tourism Development Plan was prepared and shared with the Government for review and funding.

**Country: Paraguay**

**Project Title:** Strengthening of Tourism Statistics

**Duration:** November 2016

**Objectives:** At the request of the Secretaría Nacional de Turismo de Paraguay (SENAUR) and, in association with the Asunción Convention and Visitors Bureau, UNWTO provided technical assistance to review and evaluate the current national system of tourism statistics with particular emphasis on supply-side data.

**Results achieved:**

- A detailed review of the current national system of tourism statistics with particular emphasis on supply-side data.
- Identification of key data gaps and recommendations on processes to be developed for data collection and analysis.
- Review of current level of institutional partnership in the tourism statistical process.
- Preparation of a proposal for further technical assistance in strengthening the national tourism statistical system.

**Country: Philippines**

**Mission Title:** Review of the Draft National Tourism Development Plan (2016-2022)

**Duration:** August 2016

**Objectives:** To assess the formulation of the Draft National Tourism Development Plan (2016-2022) and the final draft, and provide further inputs on the recommended strategic directions and action programmes to attain the vision and targets outlined therein.

**Results achieved:**

- Based on in-depth stakeholder consultations and a field visit to Bohol, an assessment report of the formulation of the National Tourism Development Plan 2016-2022 was presented to Ministry, including recommendations on some strategic directions and programmes which could strengthen or supplement the Tourism Development Plan.
- Detailed guidance was provided on how to attain the full benefits of the Tourism Development Plan, including recommendations for thematic areas on which UNWTO could provide further technical assistance to help successfully implement the Plan.

**Country: Republic of Congo**

**Project Title:** Sustainable Tourism Development Plan

**Duration:** December 2014 – June 2016

**Objectives:** In collaboration with UNDP, UNWTO provided 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 Policy, Strategy and 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.

Under the framework of this project, the Government of the Republic of Congo requested UNWTO's technical assistance to train middle to senior representatives of the Ministry of Tourism on the Sustainable Tourism Development Plan and elaborate a work plan for the implementation of the National Tourism Forum (*assises nationales du tourisme*) tentatively scheduled for May/June.

**Results achieved:**

- Detailed situation analysis of the current opportunities and challenges facing sustainable tourism development in the Republic of Congo.
- Formulation of a Tourism Policy which was approved by the Government and UNDP.
- Formulation of a sustainable Tourism Development Strategy and Master Plan which was approved by the Government and UNDP.
- Preparation of a separate Executive Summary of the Strategy to be circulated to donors and stakeholders.

**Country: Republic of Congo**

**Project Title:** Development of a Hotel Classification System

**Duration:** July 2016 – June 2018

**Objectives:** In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo to conduct an in-depth analysis for the design and implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

**Results achieved:**

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.
- Review of the existing hotel classification system and first draft of revised criteria prepared.

**Country: Republic of Congo**

**Project Title:** Needs Assessment for the Training of Staff in Hotels in Brazzaville

**Duration:** July – September 2016

**Objectives:** Under the framework of the Project for the Support of Economic Diversification of the World Bank (PADE), UNWTO will conduct a needs assessment for training of staff employed in larger, more renowned hotels in Brazzaville with a view to improving the quality of services offered in the hotels while, at the same time, creating a framework for continuous skills development, thereby facilitating the access of local communities, especially women and youth. This project is a direct result of the awareness raised amongst the donor community to align their programmes with tourism in light of the formulation of the Tourism Development Strategy and Master Plan.

**Results achieved:**

Project document for a two-year project for training of Staff in hotels in Brazzaville has been submitted to the donor for approval and funding.

**Country: Romania**

**Project Title:** Development of Destination Management Organizations (DMOs)

**Duration:** January – April 2017

**Objectives:** As part of its continuous efforts to further develop and strengthen the Romanian tourism sector as a competitive destination, the Government of Romania requested UNWTO's technical assistance to recommend various options for the development of Destination Management Organizations (DMOs) in the country.

**Results achieved:**

- Analysis of the current situation of tourism organization and institutional structures available in Romania to coordinate tourism development, management and promotion;
- Presentation of various models of DMO development which could be adopted by Romania (especially at central/local level);
- Best practices for the organization of DMOs with particular emphasis at the central/local level; and
- A final report with proposals for DMO development in Romania.

**Country: Saudi Arabia**

**Mission Title:** Economic Impact of Cultural Heritage Tourism

**Duration:** December 2016

**Objectives:** As part of its Vision 2030 and National Transformation Plan, the Kingdom of Saudi Arabia (KSA) is actively pursuing economic diversification to grow and develop the country beyond its longtime dependence on petroleum. Tourism, especially cultural tourism, has been identified as a principal means of achieving this. However, among the hundreds, if not thousands, of historical and cultural heritage sites, further investment and development are needed for these sites to attract visitors. The KSA commissioned a report to propose methodologies on how to measure and optimize the benefits of heritage in the country with a view to ranking and prioritizing the country's vast cultural assets for attracting investment for the development and management of these sites/attractions. The KSA requested UNWTO to undertake a detailed evaluation of the report.

**Results achieved:**

Undertake a detailed evaluation of the report with a view to methodology used; analysis of the results; identification of gaps; identification of areas in the report which could be strengthened; and, recommendations to enhance the report.

**Country: Seychelles**

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

**Duration:** May 2016 – June 2017

**Objectives:** The tourism sector in the Seychelles offers a wide range of accommodation for tourists and requires standardization to preserve the trademark of the Seychelles as a tourism destination, to attract emerging markets and increase the presence of international operators while, at the same time, maintaining the competitiveness of the Seychelles tourism sector. During the project, UNWTO would review the draft criteria prepared by the Ministry of Tourism and Culture and review and refine according to international best practice. In addition, working sessions will be held with the trade to raise awareness on the new criteria and their interpretation. Finally, training will be provided to the Ministry assessors on the new criteria.

**Results achieved:**

- Review of the existing hotel classification system and final draft of revised criteria prepared.
- Training for Ministry assessors on the proposed revisions to the criteria and the impact that these will have on the inspection process.
- Five working sessions with the trade to inform on new hotel classification criteria.
- Preparation of an Assessors' Manual to provide guidance to Ministry assessors in interpreting criteria.

**Country: Timor-Leste**

**Mission Title:** Review of the Tourism Policy

**Duration:** October 2016

**Objectives:** To review the draft Tourism Policy and provide feedback at a meeting with the Minister of Tourism of Timor-Leste, a subsequently multi-stake holders review meeting, and carry out a second review of the final draft tourism policy.

**Country: Timor-Leste**

**Project title:** Capacity Building for Tourism Employees in Dili

**Duration:** September 2012 – December 2017

**Objectives:** to enhance local employment in the tourism sector in Dili through curriculum development and training of local people

**Results achieved:**

Two training institutes in the country have been identified to deliver training for tourism employees. The project has assisted the two selected institutes to develop and carry out a train-the-trainers programme, and to prepare training curricula and has supplied the institutes with suitable training materials. The training institutes have delivered 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. Two local training institutes have been selected to deliver the training and, arrangements have been made with the Ministry and the national tourism business association regarding their coordinating role. Capacity building activities were initiated in the first semester of 2015. As the training is implemented by local training institutes, good opportunities exist that these institutes will be able to integrate the tourism components in their standard training curriculum.

Training participants were selected in close collaboration with the private sector to enhance the opportunities that a large percentage of the trainees can use the acquired skills to make a career in the tourism sector, as well as to grow into more senior positions in the tourism sector. It is expected that at least 100 of the total 180 beneficiaries will increase their average income with a minimum of US\$ 1000 per year.

During phase one of the project, which was completed mid- 2016, Youth Vision Training Centre (YVTC) and East Timor Development Agency (ETDA) were the main training programme providers. Training programme on management was provided by ETDA and hospitality training programme was provided by YVTC. A total number of 85 participants attended the management and hospitality courses, out of which 60 participants (19 males and 41 females) attended the hospitality training, and the 25 participants attended the training on management. The participants were from 13 municipalities in Timor-Leste.

**Country: *Timor-Leste***

**Project title:** Marketing of Community-based Ecotourism Project

**Duration:** January – July 2017

**Objectives:** To strengthen the marketing of Community-based Ecotourism (CBET) initiatives in Timor-Leste and to develop a comprehensive community-based ecotourism marketing strategy for Timor-Leste

**Results achieved:** The project worked closely with the local stakeholders to build their capacity to market the Community-based Ecotourism offer of the country, and delivered a 28-days training seminar on marketing of Community-Base Tourism to Ministry Officials and other key stakeholders dealing with Community-Based Tourism Development. The project also formulated a marketing strategy for CBET and a brochure on CBET in Timor-Leste, and collaborated with a web designer from the Ministry to develop a tourism website on CBET in English for the Ministry of Tourism, Arts and Culture.

The Ministry of Tourism has identified a list of Community-Based Tourism projects in Timor-Leste (that may benefit from the outcomes of the project. This exercise provided the project with comprehensive background information to:

- advise the existing Community-Based Tourism projects on product improvement and diversification;

- define the marketing activities;
- based on the assessment, develop a full-fledged community-based ecotourism marketing strategy focusing, inter alia, on the promotion of small- and medium- size ecotourism enterprises with a clear focus on the local communities; and
- provide capacity building support for the implementation of the strategy and guidance on the development of marketing materials and activities.

**Country: United Arab Emirates**

**Project Title:** Assessment of Tourism Statistics for the Compilation of a Tourism Satellite Account

**Duration:** December 2016 – April 2017

**Objectives:** The Government of the United Arab Emirates (UAE) has made efforts to development a Tourism Satellite Account (TSA) for the country. However, this exercise has initially been based on simulation models. Taking into account the challenges facing the compilation of a TSA in a country comprising seven Emirates, the Government requested UNWTO to provide its technical assistance to undertake a detailed evaluation of the entire tourism statistical system in the UAE with a view to developing a TSA for the country.

**Results achieved:**

- In-depth evaluation of the entire tourism statistical system in the UAE including qualitative and quantitative evaluation of the human and financial capacities, hardware and software.
- Project proposal for overcoming data gaps and constraints, strengthening the Inter-Institutional Platform partnerships, and, above all, strengthening of capacities within the UAE Government agencies, in particular, the tourism authorities and the statistical authorities in order to reach the compilation of a Tourism Satellite Account.

**Country: Uganda**

**Project title:** Kisiizi Water Falls Tourism Development Plan

**Duration:** January – June 2017

**Objectives:**

- To enhance the attraction of the tourist area and develop facilities that support tourist activities.
- To enhance the visibility of the tourist area in terms of promotion and information availability.
- To develop the capacity of the site management to provide tourist services like guiding, food and accommodation services.
- To preserve the Natural Beauty of the Kisiizi Water Falls and surrounding environment through tourism and to facilitate the tourist visitation and utility of the Falls and its environment.
- To generate incomes to support the community, especially through the Good Samaritan Fund.

**Results achieved:**

- Design and approval of the project logo;
- Consultations with two groups of engineers regarding the construction of the bridge and monument were hold; and building of the access paths to ascend the hill and go down into the gorge for the bridge which will be constructed by the project;

- Advice on the development of the zip wire system was sought from a group of field specialist
- Construction of the the Kisiizi Falls Visitor Centre and the monument is near completion

**Country: Zambia**

**Project title:** Development of Cultural Centres for Promotion of Community-based Tourism

**Duration:** 2008 – December 2017

**Objectives:** To provide local communities with a structured framework to participate in the tourism industry, thereby providing them with an opportunity to directly benefit from tourism through the creation of sustainable livelihoods.

**Results achieved:** Cultural Centres in Mafungautsi and Mwandi villages have been built and capacity building activities carried out linking the following areas: tourism hospitality and service; handicraft design and manufacturing; tour guiding, presentation of local dances and music shows; book keeping and business management. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the active promotion of the centre in Mwandi, which is located near Livingstone.

Based on this new work plan, a new cooperation agreement was drafted and is soon to be signed and remaining project activities to be implemented.

**Country: Zambia**

**Project title:** Livingstone Community Sustainable Tourism Resource Centre

**Duration:** January – June 2017

**Objectives:** To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

**Results achieved:** The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure.

Discussion were held with Ministry Officials to find synergies between this project and the Cultural Centres project to be implemented in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism.

**Country: Zimbabwe**

**Project title:** Enhancing Participation of Youth and Women in Tourism

**Duration:** December 2016 – June 2017

**Objectives:** To build the capacities of women and young people to make a career in tourism enterprises at the Victoria Falls and to strengthen the capacity of tourism SMEs in the area.

**Results achieved:** It is expected that the vocational training for existing and new tourism employees will enable participants to get increased income because of better positions they could obtain after the training, or to assist unemployed young people to obtain new or vacant positions in the tourism sector.

The project also hopes to provide business and financial services to tourism SME's resulting in improved performance of the SMEs and increased earnings for the SME employees.

The TOR for a UNWTO Themis Volunteer to support the project has been prepared early on in consultation with the Ministry. The project Agreement was signed in October 2016 and the UNWTO Themis Volunteer recruited and deployed to Victoria Falls in November 2016. Project activities were launched in December 2016.

A total number of 438 unemployed youth and women applied for the training programmes to be carried out by the project and the first and second screening of candidates are currently being carried out. The University of Harare and the School of Hospitality of Bulawayo are supporting the project in facilitating training to the final selected training candidates in tour guiding, house-keeping, Food&Beverage, and cooking, which are scheduled to start at the end of January 2017 over the course of 4-6 weeks period.

### **Country: Zimbabwe**

**Project title:** Victoria Falls Community Swimming Pool Refurbishment

**Duration:** April – June 2017

**Objectives:** To provide a self-sustaining facility that will improve the livelihood of the local community both in terms of recreation and income generation; and to provide children in the township with a recreational, sports and training facility easily accessible to their communities.

**Results achieved:**

The Ministry is working with a local Trust (VFLPB), who has officially been established in June 2016 and is the lead in the project implementation at the local level

A UNWTO project review mission to Victoria Falls took place early June 2016, which was very helpful to encourage stakeholders to make rapid progress, to clarify some issues related to the agreement and the project implementation arrangements, including the need for VFLPB to be officially registered, which was done within one week after the mission.

The project refurbished male and female changing rooms, showers and toilet blocks; supply and installation of geysers and replacement of galvanized pipes; refurbished pool shell and surrounds; refurbished payment office

The renovation works are expected to be completed by June 2017.

Silk Road Activities

**New Tourism Initiative: Get Involved!**

The Western Silk Road Tourism Development Initiative is a joint UNWTO and EU tourism project focused on the development and diversification of the Western link of the Silk Road. The project aims to strengthen and diversify the tourism offer of the countries located along the Western link

of the Silk Road through an innovative and transnational tourism strategy. Based on interlinking steps – a brand research and handbook, and two capacity building workshops out of which a collaborative platform is planned to evolve – the initiative will provide participating stakeholders with effective and competitive tools and resources to promote their destination. In April and June 2017, the two capacity building workshops will be taking place.

#### **Events and Meetings:**

##### **#SilkRoadNOW: Sharing the Experience! Seminar at the World Travel Market in London 2016 (8 November 2016; London, United Kingdom)**

In today's interconnected world, no marketing campaign can do without social media. Organized under the title "#SilkRoadNOW: Sharing the Experience", the Silk Road Seminar brought together National Tourism Organizations and social media marketing experts to discuss benefits, challenges, and best-practice examples of social media campaigning. UNWTO would like to thank WTM London and Travel Perspective for their support.

If you were not able to attend the seminar, watch the full session on YouTube: [https://www.youtube.com/watch?list=PLhVZKgyRW42u7ovftdMx0tg51-eAcD\\_U&v=G17I-952kFk](https://www.youtube.com/watch?list=PLhVZKgyRW42u7ovftdMx0tg51-eAcD_U&v=G17I-952kFk)

Additional information, including the presentations, are available here: <http://silkroad.unwto.org/event/silkroadnow-sharing-experience-seminar-world-travel-market>

##### **"One-Belt-One-Road inclusive and sustainable city exhibition and dialogue" (Vienna, Austria; 17-21 October 2016)**

The UNWTO Silk Road Programme participated in the "One-Belt-One-Road inclusive and sustainable city exhibition and dialogue", a meeting organized by the United Nations Industrial Development Organization (UNIDO), the Finance Centre for South-South Cooperation, Hong Kong, China, and the Austrian Economic Chambers, Vienna.

The Silk Road Programme participated in a thematic workshop focused on sustainable development and the potential of business partnerships along the Silk Road. As relevant outcome, both UNIDO and UNWTO agreed on the importance and potential of the International Year of Sustainable Tourism for Development 2017. Also, both organizations agreed that sustainability is key to the Silk Road region, especially due to the natural and cultural heritage that transcends individual countries. Thus, the importance of transnational cooperation was underlined.

##### **International Silk Road Conference on Nomadic Tourism and Sustainable Cities (Ulaanbaatar, Mongolia; 13-15 October 2016)**

The World Tourism Organization (UNWTO), together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the International Silk Road Conference on Nomadic Tourism and Sustainable Cities in Ulaanbaatar, Mongolia. The conference gathered over 350 participants from over 20 Silk Road countries, including Ministers, Vice-Ministers and high-level officials from Silk Road Member States, official representatives from Silk Road regions, the sister UN Agency the United Nations Educational, Scientific and Cultural Organization (UNESCO) and UNWTO Affiliate Members, to address the potential of tourism initiatives focused on nomadic tourism and sustainable city tourism. UNWTO would like to thank the co-organizers and all attending delegates for their great input and support during the event.

All meeting information, including the official press release and the presentations held during the conference, are freely available on the event webpage:

<http://silkroad.unwto.org/event/international-silk-road-conference-nomadic-tourism-and-sustainable-cities>

### **UNWTO Workshop for Inbound Tour Operators (Almaty, Kazakhstan; 1 October 2016)**

Organized as part of the international conference “1000 years of Almaty on Silk Road: prospects for tourism”, UNWTO, together with the Great Southern Touring Route of Australia and Chinese Friendly International, organized a training workshop for inbound tour operators. The workshop consisted of two sessions: Mr. Roger Grant, Director of the Great Southern Touring Route, hosted the first workshop focused on product development for tour operators active along Almaty-Bishkek-Kashgar corridor, while the second session was conducted by Dr. Kurt Grötsch, CEO of Chinese Friendly International, who shared his insights on how to engage and successfully attract the Chinese tourism market.

Additional information on the workshop is available here: <http://silkroad.unwto.org/project/unwto-workshop-inbound-tour-operators>

### **Enhancing Silk Road Interpretation and Quality Guides Training (Almaty, Kazakhstan; 27 September-10 October 2016)**

As part of the *Enhancing Silk Road Interpretation and Quality Guides Training Initiative* focused on improving heritage interpretation and guiding skills along the Silk Road, the UNWTO Silk Road Programme, together with the Tourism and Foreign Affairs department of the city of Almaty and the World Federation of Tourist Guides Association (WFTGA), organized a two-week training course attended by local participants from the public and private tourism sector.

Additional information on the Almaty training can be accessed here: <http://silkroad.unwto.org/project/enhancing-silk-road-interpretation-and-quality-guide-training>

Additional information on the Enhancing Silk Road Interpretation and Quality Guides Training Initiative, and the first training held in Khiva (Uzbekistan) can be accessed here: <http://silkroad.unwto.org/news/2015-09-02/first-ever-silk-road-training-course-heritage-guides-taking-place-khiva-uzbekistan>

Effective destination management maximizes tourism value and strengthens the national brand identity. By applying effective management strategies, destinations can foster economic growth, safeguard local arts and culture, diversify business and reduce visitor seasonality. Specialized Silk Road trainings and workshops can play an important role in supporting members to enhance the visitor experience.

Partners in the area of training include UNESCO, the World Federation of Tourist Guides Association (WFTGA) and the Spanish Institute for Quality Tourism. Upon interest, the Silk Road

### **Collaborative projects to raise the profile of the Silk Road Tourism Globally**

Two important travel documentaries on the Silk Road continued to air to a global audience, thus raising awareness of the Silk Road as a transnational tourism route. With a reach of 2.8 billion global subscribers in more than 220 countries and territories, Discovery Channel released the four part series 'David Baddiel on the Silk Road'. UNWTO Silk Road Programme was pleased to collaborate with Pioneer Productions and Discovery Networks International on the production of this series focused on the cultural and historical significance of the Silk Road. The series features stunning landscapes and historical landmarks of China, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey.

Also, UNWTO was pleased to support BBC 4 in the elaboration of a two-episode documentary on the Silk Road hosted by renowned historian, Dr. Sam Willis. Focused on the arts, heritage and culture of the Silk Road, the series features the Silk Road countries of Tajikistan, Uzbekistan, Iran, Turkey, Italy and China. With broadcasting started in May 2016, the programme will be seen both in the UK and by the 152 million subscribers in 120 territories on BBC World

**Follow us and contribute input to our Silk Road Programme social media sites!**

In an effort to bring together the international travel trade with an interest in the Silk Road, the UNWTO Silk Road Programme has created Silk Road profiles on the main social media sites:

- Silk Road Programme on Facebook: <https://www.facebook.com/VisitSilkRoad/>
- Silk Road Programme on Vimeo: <https://vimeo.com/unwtosilkroad>
- Silk Road Programme on Flickr: <https://www.flickr.com/photos/unwto-silkroad>
- Silk Road Programme Tourism Network on LinkedIn: <https://www.linkedin.com/groups/3827715/profile>
- Silk Road Programme on YouTube: <https://www.youtube.com/channel/UCIVOWkGqzUk2tbj4ViBI2wA>