

**FOR DECISION**

Agenda item 3(a)  
**Report of the Secretary-General  
General Programme of Work**

CE/109/3(a)  
Madrid, 1 October 2018  
Original: English

**Executive summary**

At its 108th session in San Sebastián, Spain, the Executive Council approved the Management vision proposed by the Secretary-General, which specified clear objectives and priorities for the programme of work of the Organization for 2018-2019 (document A/22/10(II)).

This document recalls some key UNWTO strategic points and presents the preliminary results in achieving the programmatic priorities, as well as some elements regarding the way forward.

The Secretariat has put strong emphasis on innovation by a) signing partnerships with key stakeholders, b) launching a start-up competition, c) organizing several innovation fora and d) launching the UNWTO Awards on Innovation and Sustainability. All of this also contributes to improve the business environment and stimulate investments and entrepreneurship in tourism.

In the area of education, the UNWTO.Academy was launched in May 2018 and a Strategic Plan is under preparation. The present report also informs on the progress regarding a) measuring sustainable tourism, b) the One Planet initiative, c) an upcoming tourism and climate change report, d) the social dimensions of tourism and e) the launch of the Tourism4SDGs platform.

The Secretary-General explains the implications for UNWTO of the United Nations Reform and UNWTO Membership to the United Nations Sustainable Development Group (UNSDG), including its potential financial liability.

The Secretary-General proposes to initiate the process leading to the presentation of the UNWTO Strategic Plan towards 2030 at the 23rd session of the UNWTO General Assembly in 2019. It is therefore proposed to present a preliminary draft of the Strategic Plan at the 110th session of the UNWTO Executive Council in 2019.

Annexes I, II and III respectively include lists of UNWTO events, publications and activities on the ground, project by project, including Silk road activities.

Annex IV focuses on the United Nations Reform - Repositioning the United Nations development system - and the implications for UNWTO, such as the membership to the UNSDG

**Action by the Executive Council**

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**DRAFT DECISION<sup>1</sup>**

*The Executive Council,*

*Having examined* the report of the Secretary-General on the Programme of Work,

1. *Takes note* of the activities implemented and progress made;
2. *Requests* the Secretary-General to further inform the Executive Council on the UN Reform, including related operational and financial obligations, as well as benefits; and
3. *Supports* the Secretary-General's proposal to work with all UNWTO Members on the UNWTO Strategic Plan towards 2030 and to present a preliminary draft at the 110th session of the UNWTO Executive Council in 2019.

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<sup>1</sup> This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

## I. Tourism - a key sector for the 2030 Agenda

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1. The main action lines of the 2018-2019 Programme of Work approved by UNWTO Members at the 22nd General Assembly fully converge with the scope of the 2030 Agenda in placing tourism at the forefront of development.
2. It has become critical to position tourism as a policy priority a) by strengthening policies and governance structures to ensure a resilient and well-defined framework for sustainable tourism development strategies and b) by building better policies and institutions.
3. UNWTO should lead in knowledge creation and policy, by guiding the development of adequate tourism policies and standards, maximizing the socio-economic value of the sector and minimizing its possible negative effects on the economy, the society and the environment.
4. An organization is strong when its membership is solid. UNWTO should work on ensuring a good value for its Members so to expand membership, by strengthening the dialogue with countries, while reinforcing the capacity of the Organization to deliver. This should result in delivering more and better services to the Members and supporting them in mainstreaming tourism in national agendas.
5. This process should be supported by increasing resources and partnerships. To make real strides in the delivery of development cooperation, policymakers, with the Secretariat, need to strategically engage with the development mechanisms at the country level, as well as at the global level. This point relates, among others, to UNWTO's better integration into the UN system as a "non- resident" agency", so as to benefit its Members. Annex IV presents the background of the current United Nations Reform, the actions already taken by UNWTO Management, the state of affairs and some recommendations.

## II. Programmatic priorities

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6. The five priorities set in the Management Vision (document CE/108/5(b) rev.1) are as follows:

Priority 1: Make tourism smarter: innovation and the digital transformation

Priority 2: Grow our competitive edge: investments and entrepreneurship

Priority 3: Create more and better jobs: education and employment

Priority 4: Build resilience and facilitate travel: safe, secure and seamless travel

Priority 5: Protect our heritage: social, cultural and environmental sustainability

### Priority 1: Make tourism smarter: innovation and the digital transformation

7. The Secretariat has put a strong emphasis on innovation since the beginning of 2018, bringing together the key stakeholders, including governments, academia, corporations, SMEs and start-ups, investors (business and super business angels, venture capital, etc.) and business development partners (accelerators, incubators, etc.) in order to boost innovation and entrepreneurship.

#### Partnerships for innovation

8. An important step has been to build partnerships with innovation leaders.

(a) Agreements were signed with:

- IE Business School: promoting innovation and entrepreneurship and strengthening the role of academia in the tourism sector.
- Vynn Capital: encouraging tourism players in adopting a digital strategy, embracing innovation and fostering investments into tourism technology.
- Unidigital: boosting innovation and entrepreneurship in tourism and to connecting innovation and entrepreneurship ecosystems in the Americas.
- Globalia: fostering innovation and competitiveness in tourism and identifying the most disruptive tourism start-ups.
- Sony Music: developing innovative strategy for destination branding.
- Instituto Tecnológico Hotelero: new technologies, hotel operations, energy efficiency and environment and innovation.
- Barcelona Football Club: promoting synergies between sports and tourism.

(b) In addition, preliminary collaborations in order a) to foster stronger relationships between the private sector and our Member States and b) to further boost the innovation and entrepreneurship ecosystem, have been initiated with innovation leaders such as Amadeus, Google, Basque Culinary Center, Pacific Asia Travel Association (PATA), MasterCard and Booking.

(c) Furthermore, stronger relations were built with Member States regarding innovation with the objective of developing a programme of work that would foster an innovation and investment culture by connecting entrepreneurs and investors. Partnerships have been initiated with Portugal, Colombia, Bahrain, Egypt, Thailand, Chile, Brazil, Argentina, Spain and Georgia.

#### **UNWTO Innovation Hubs Network**

9. In view of creating, in the mid-term, a UNWTO Innovation Hubs Network, where the most disruptive tourism startups worldwide will have the opportunity to be inspired by Tourism Innovation Leaders and scale up, UNWTO, in partnership with Globalia, the leading tourism group in Spain and Latin America, announced the launch of the 1st UNWTO Tourism Startup Competition. It is the world's first and largest initiative devoted to identifying new companies that will lead the transformation of the tourism sector. The search focuses on finding pioneering proposals for implementation of emerging and disruptive technologies, as well as on startups based on new business models, such as the circular economy. In this regard, one of the pillars of this competition is to give visibility to projects that are committed to enhancing sustainability in tourism.

#### **Sharing innovative solutions**

10. UNWTO, through innovation fora dedicated to tourism, has brought together all the actors of the ecosystem to boost innovation, entrepreneurship and investment in tourism. Major events and initiatives exist presenting innovative solutions:
- (a) The [2nd World Conference on Smart Destinations](#), as the annual gathering of international tourism experts, discussed the opportunities and challenges for the tourism sector, and destinations in particular, arising from the development, implementation and management of innovative products and services that are based on new technological solutions (Oviedo, Spain). The Conference was preceded by the 1st Hackathon for Smart Destinations and a research and development day, which brought startups and academics together to work on ways to bring smart, innovative and sustainable solutions to the sector.

- (b) UNWTO supported the Tourism Innovation Challenge that brought together startups and investors to connect and drive tourism innovation in Colombia.
- (c) The [4th UNWTO World Forum on Gastronomy Tourism](#) (Bangkok, Thailand), in collaboration with the Basque Culinary Center, addressed topics ranging from the role of technology in achieving sustainable development, to linking the whole tourism value chain to gastronomy.
- (d) In order to raise awareness on tourism's actual and potential contribution to sustainable development (Budapest, Hungary), this year's [World Tourism Day](#) (WTD) explored the opportunities provided by technological advances in tourism, including big data, artificial intelligence and digital platforms. Among Panel Discussions, which included leading international experts from Booking, PATA, Moonrakers and Vynn Capital, the 20 most disruptive startups from the 1st UNWTO Startup Competitions presented their solutions that will revolutionize the tourism sector.
- (e) Dedicated to tourism that brings together all the actors of the ecosystem to boost innovation, entrepreneurship and especially, investment in tourism, the Tourism Tech Adventure Forums include activities such as high-level workshops for Ministers, startup boot camps, one-on-one networking sessions between startups, corporations and investors, hackathons and startup competitions. These events can be adapted to global, regional, local and even vertical levels, like sport tourism. Upcoming forums include the [Tourism Tech Adventure: Big Data Solutions in Tourism](#) (Manama, Bahrain) and the [Tourism Tech Adventure: The Americas](#) (Buenos Aires, Argentina).
- (f) The call for applications for the [15th UNWTO Awards](#) was opened between mid-August and end October. The Awards recognize the contribution of public and private institutions and NGOs to development of a more competitive, responsible and sustainable tourism sector that works towards achieving the 2030 Sustainable Development Agenda. Initiatives at local, national, regional and international levels are all considered. Winners will be announced in January 2019.

## **Priority 2: Grow our competitive edge: investments and entrepreneurship**

### **Improving business environment**

- 11. Activities reported under priority 1 above contribute to this priority, notably by improving the business environment in UNWTO Member States and by stimulating entrepreneurship and SMEs in tourism and other sectors along the tourism value chain.

### **Venture Capital Network**

- 12. The Secretariat is working with Rakuten, K Fund, Portugal Ventures, Vynn Capital, Motive Partners, Zouyu Capital among others with the aim of boosting an investment culture in tourism

### **Promoting tourism and attracting investments**

- 13. In order to support Member States in attracting investments through, among others, the promotion of specific tourism lines, specific products or segments are supported in UNWTO events, such as:
  - (a) Wine tourism, exploring issues related to sustainable rural development through tourism and, especially, engaging in advancing the pivotal role wine tourism can play in fostering local development and investment.

- (b) Tourism routes, in order provide insights on how to better market, promote destinations and ultimately attract investments through transnational tourism experiences and products.
- (c) Urban destinations as City Breaks, exploring the diverse and innovative segments cities can bring together, with special emphasis on technology, governance and public-private collaboration models.
- (d) Technology, creating opportunities for a more seamless tourism experience, better destination branding and smarter management, which in turn boosts investment.

### **Priority 3: Create more and better jobs: education and employment**

#### **UNWTO.Academy**

- 14. As one of the pillars under this priority, UNWTO has created the [UNWTO.Academy](#), including international centres and an online education and training platform to improve skills, education and specialized training programmes. The UNWTO.Academy was presented in May 2018, in the framework of the 108<sup>th</sup> session of the Executive Council, replacing the UNWTO.Themis Foundation created 20 years ago.
- 15. During this transition period, the Foundation is being very active, offering training sessions and courses on different issues (see Annex I): sustainable destination management, governance for local development, designing a promotional strategy, tourism and circular economy, digital transformation, etc.

#### **Tourism education**

- 16. Strengthening Members' capacity in tourism education is one of the areas of work of the Academy, that will offer a) onsite courses tailor made to the needs of the Member States and through the International Centres that will enable UNWTO to have a permanent offer in education and training worldwide, as well as b) online courses on a UNWTO Academy platform that is presently being built. The content of these courses are, and should be, co-created with leading UNWTO Members (both Private and Academia Members) and, in the case of the online courses, they will be lodged and implemented by the Academia members through the UNWTO platform (planned to be launched in January 2019).

#### **Job creation**

- 17. UNWTO aims also at supporting Members in the development of frameworks and policies that enable job creation. A first step is to create active and strong working groups with the participation of all industry stakeholders from the public and private sector (leading companies and Academia) to establish the current needs of the Industry and write-up, jointly with the UNWTO operative departments, policy papers and content for specialized education and training courses to be delivered by the UNWTO Academy.
- 18. In line with this, UNWTO will advance research on the impact of tourism on jobs and the future of work in the sector. As requested at the 8th Meeting of the G20 Ministers of Tourism held in Argentina, a report on the subject will be presented by UNWTO at the 9th Meeting to be held in Japan, in October 2019.

#### **Talent development and image of employment in tourism**

- 19. The work of the Organization can be illustrated by a regional seminar that took place in the Middle East (Egypt) and that discussed policies and strategies to address key issues in the region such as a) the creation of quality jobs and closing the decent work deficit, b) skills development, c) the stimulation of youth employment and women participation in the tourism labour market and d) supporting tourism MSMEs for economic growth and job creation.

20. In addition, UNWTO is actively working on Talent Development initiatives to be launched in 2019: Talent Development Platform, Talent Development Forums (including a Student Careers' Day) and a World Tourism Students League as well as initiatives to better include all the main players in UNWTO Conferences.
21. In this regard UNWTO is looking at the possibility of developing online classes in tourism innovation to promote capacity-building in tourism, in collaboration with IE Business School.

#### **Priority 4: Build resilience and facilitate travel: safe, secure and seamless travel**

22. The UNWTO Secretariat analysed global visa policies and the progress made in visa facilitation over the past ten years, supporting destinations with evidence-based policy making and helping to prioritize activities within their facilitation policies. The global average openness of destinations continued to rise in 2018 to 37, with 100 being the highest score and 0 the lowest.
23. The results of the Secretariat's work have been presented to the technical advisory group on the traveller identification programme of the International Civil Aviation Organization at its 2nd meeting.
24. UNWTO contributed to the work of the Working Group on Travel, Tourism, and Outbreaks led by the World Economic Forum (WEF), which aims at improving Pandemic Preparedness and related Communications to prevent and reduce the implications from the outbreaks of communicable diseases.

#### **Priority 5: Protect our heritage: social, cultural and environmental sustainability**

##### **Measuring Sustainable Tourism**

25. The [Measuring Sustainable Tourism Initiative](#) (MST) is expanding the field of tourism statistics beyond the measurement of volumes and economic impacts to include also social and environmental aspects. The technical work is led by the Working Group of Experts on MST set up in 2015 together with the UN Statistics Division and composed by around 70 stakeholders from National Tourism Administrations, Statistics institutes and international organizations. [The Working Group on MST](#) met in October to discuss research areas, further develop the content of the statistical framework for MST, and agree on an implementation strategy as well as tools for communication purposes. In the framework of the MST initiative, UNWTO is conceptualizing and developing Sustainable Development Goals (SDGs) Indicators in coordination with the UN formal process of the Inter-agency and Expert Group on SDG Indicators. With regard to the implementation of international standards, UNWTO continues its activities on basic tourism statistics and TSA capacity building, notably in [Africa](#).

##### **Sustainable consumption and production in the tourism sector**

26. From infrastructure and communication to food production and transport, tourism and construction play key roles in a circular economy framework that supports sustainable development. UNWTO, together with the Sustainable Buildings and Construction Programme of the One Planet Network, addressed this challenge during the United Nations High-Level Political Forum on Sustainable Development (New York, USA). Best practices in circular economy thinking that can help these large economic sectors shift to sustainable consumption and production (SCP) were at the centre of the event '[Tourism & Construction: Circular Economy solutions for SDG12](#)'. On this occasion, UNWTO also presented the third annual edition of the [Sustainable Tourism Programme Annual Magazine 2017/2018](#).

##### **Tourism congestion management**

27. With the view of supporting Members and the sector at large in tourism congestion management in urban destinations, UNWTO issued the report 'Overtourism?'

Understanding and managing urban tourism growth beyond perceptions' and organized the [7th UNWTO Global Summit](#) that brought together high-level representatives from cities, national tourism administrations, private sector and international organizations to share experiences and expertise and set a shared 2030 vision on urban tourism that addresses the current challenges of managing tourism growth in cities through innovation, digital transformation and sustainability.

### **Tourism and climate change**

28. The UNWTO Secretary-General called for the tourism sector to take more action to combat climate change and biodiversity loss during the [30th joint meeting of its Commissions for South Asia and Asia-Pacific](#) in Fiji. There is a need for developing island countries to collaborate on actionable policies, with measurable results, to address climate change and biodiversity protection within the tourism sector. UNWTO pledges to raise further awareness of climate change's impacts and effects on tourism through capacity-building and educational opportunities.
29. UNWTO, together with the International Transportation Forum (ITF) is working on an updated estimate, from a transport perspective, of the overall contribution of the tourism sector to GHG emissions, with actionable policy recommendations. The results of this research are expected by the end of 2018.

### **Social dimensions of tourism**

30. The importance of gender equality and the empowerment of women and girls has been underscored in the United Nations' Sustainable Development Goal 5 - Achieve gender equality and empower all women and girls by 2030. As part of its work for emphasizing the social dimensions of tourism, UNWTO and the National Secretariat of Tourism (SENATUR) jointly organized the [International Seminar on Women's Empowerment in the Tourism Sector](#) (Paraguay) in the framework of the 63rd Regional Commission for the Americas. Gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life.
31. A critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women full autonomy to manage their own lives. The 61st Commission Meeting for the Africa region endorsed the Agenda for Africa which includes several priority areas including Empowering Youth and Women through Tourism. To this effect UNWTO has developed a [concept note](#) with clear aims and objectives as well as activities and outcome for this initiative.
32. Application for the [2019 UNWTO Ethics Award](#) was open at the end of August, until 31 October 2018. The Award is open to all companies and associations that are official signatories of the [Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism](#) and have reported on its implementation.
33. In preparation of the [3rd UNWTO/UNESCO World Conference on Tourism and Culture](#), UNWTO is focusing on two key issues: 1) creating more inclusive partnerships between tourism and culture stakeholders that contribute to SDG implementation; and 2) promoting tourism development that encourages cultural interaction and ensures the benefits are shared by all communities involved.
34. Following the mandate received by the 22nd session of the General Assembly (Chengdu, China, September 2017) and as requested by resolution 707(XXII), the Secretariat has shared the Arabic, French, Russian and Spanish versions of the draft Framework Convention on Tourism Ethics approved by the General Assembly with the Member States for their comments and will coordinate its validation with a view to the future adoption of the Convention in all the official languages as requested by resolution 707(XXII). Regarding the drafting of the UNWTO Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers, as already indicated at the 108th session of the Executive Council, the Secretary-General will further consult the Member States through the upcoming survey on the programme of work regarding the

future of this draft Convention and will report to the next Executive Council on the results of said consultation.

### **Tourism and SDGs**

35. In order to accelerate and scale up the achievement of the SDGs through tourism, UNWTO with the support of the Switzerland State Secretariat of Economic Affairs (SECO) launched an innovative online tool designed to provide the global community a space to co-create and engage to realize the 2030 Agenda through tourism. The platform [Tourism4SDGs.org](https://www.tourism4sdgs.org) was launched in the framework of HLPF. It is a co-creation space that allows users to access a wide range of resources, add their own initiatives, findings and projects, motivate discussion and collaboration, and share content related to tourism and sustainable development. providing a roadmap for the tourism sector towards 2030, to build a smarter, competitive, inclusive and sustainable sector for the people and planet.

### **III. The way forward: UNWTO Strategic Plan Towards 2030**

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36. As the world set a universal agenda for sustainable development, UNWTO and its Members have the opportunity to shape the tourism agenda for the next 10 years. UNWTO recently released its flagship publication 'Tourism for Development' and called for greater awareness of sustainability in tourism policies and business practices as well as in tourist behaviour.
37. Based on this and other UNWTO outputs, such as the platform Tourism4SDGs.org, UNWTO, in a collaborative effort between the Secretariat and its Members, is working on a Strategic Plan Towards 2030, integrating the specificities of our sector, a rapidly changing business model, new world emerging challenges and the United Nations Reform.
38. This plan should carefully set an agenda to mitigate global challenges and provide a roadmap for the Secretariat and all stakeholders on how we can make tourism smarter, more competitive and more responsible, by placing people, the planet and prosperity at its core. As mentioned in the Management Vision, the Secretary-General proposes to initiate the process leading to the presentation of the UNWTO Strategic Plan towards 2030 at the 23rd session of the UNWTO General Assembly in 2019. It is therefore proposed to present a preliminary draft of the Strategic Plan at the 110th session of the UNWTO Executive Council in 2019.

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**Annex I: List of UNWTO events****April - December 2018**

<b>April</b>			
3-6	Workshop on Communications and Media Relations on Wildlife and Sustainable Tourism Regional Conference on Capacity Building on Tourism Development and Biodiversity Protection in West and Central Africa	Kinshasa, Congo	
12-13	International Seminar on Women's Empowerment in the Tourism Sector 63rd meeting of the UNWTO Regional Commission for the Americas	Asunción, Paraguay	
25	ETC-UNWTO Webinar: on Marketing Transnational Tourism Themes and Routes	Online	
<b>May</b>			
1-3	UNWTO-UAE Executive Training Workshop on "Innovative Approaches to Destination Branding"	Dubai, United Arab Emirates	
5	UNWTO.TedQual Seminar	Cairo, Egypt	
8-9	44th Meeting of the UNWTO Commission for the Middle East UNWTO Regional Conference on Human Capital Development in Tourism: New Perspectives	Sharm el Sheikh, Egypt	
24-31	UNWTO-IFT Global Centre for Tourism Education and Training Workshop	Macao SAR, China	
30 May - 1 June	4th UNWTO World Forum on Gastronomy Tourism	Bangkok, Thailand	
<b>June</b>			
4-6	Seminar on "Tourism Statistics: A Catalyst for Development" 61st Meeting of the UNWTO Commission for Africa	Abuja, Nigeria	
11-13	63rd Meeting of the UNWTO Regional Commission for Europe	Prague, Czech Republic	
18-20	30th joint meeting of its Commissions for South Asia and Asia-Pacific UNWTO Regional Seminar on Climate Change, Biodiversity & Sustainable Tourism Development	Nadi, Fiji	
25-27	2nd World Conference on Smart Destinations	Oviedo, Spain	
<b>July</b>			
18	Tourism for Sustainable Development Goals Platform Launch High-Level Political Forum on Sustainable Development (Side Event) - Tourism & Construction: Circular Economy solutions for SDG12	UN HQ, New York, United States	
<b>August</b>			
<b>September</b>			
6	3rd UNWTO Global Conference on Wine Tourism	Chisinau, Republic of Moldova	
12-14	Capacity Building Workshop with the support of UNWTO on "Leadership In	Trakai region, Lithuania	

	16-19	Tourism” 7th UNWTO Global Summit on Urban Tourism	Seoul, Republic of Korea
	17-21	UNWTO.QUEST: Tourism Governance for Local Development	Corrientes, Argentina
	18Sept – 30 Oct	UNWTO Training Programme on Tour Guiding	Manama, Bahrain
	24-26	UNWTO Regional Workshop on Tourism marketing: designing a promotional strategy	Bucharest, Romania
	24-28	UNWTO.Themis Regional Course on “Tourism Strategy”	Sipopo, Malabo, Equatorial Guinea
	27	Official Celebration of World Tourism Day 2018 - Tourism and the digital transformation	Budapest, Hungary
	27-29	Regional Statistics Capacity Building Programme - Second Workshop	Algiers, Algeria
<b>October</b>			
	Oct. 2018 – July 2020	UNWTO-UOC Master course on “Strategy and Sustainable Management of Tourism Destinations” at the Open University of Catalonia	Spain
	2 <sup>nd</sup> week	UNWTO Workshop on Tourism Growth Management	Mongolia
	10-12	8th UNWTO International Meeting on Silk Road Tourism	Thessaloniki, Greece
	15-16	UNWTO Conference on City Breaks: Creating Innovative Tourism Experiences	Valladolid, Spain
	24-25	Second Meeting of the Working Group of Experts on Measuring Sustainable Tourism	UNWTO Headquarters, Madrid, Spain
	25-27	12th UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China
	30-31 Oct.	Executive Council - 109th session	Manama, Bahrain
	31 Oct. – 1 Nov.	UNWTO Tourism Tech (Ad)venture Forum	
<b>November</b>			
	5-9	UNWTO course - Tourism and Digital Transformation: Impact on the Development of the Tourism Model	Zacatecas, Mexico
	6	UNWTO & WTM Ministers' Summit 2018	WTM, London, United Kingdom
	12-14	International Seminar on Harnessing Cultural Tourism through Innovation and Technology 40th UNWTO Affiliate Members Plenary Session	Hamedan, Iran
	15-16	2nd International Congress on World Civilizations and Historic Routes	Sofia, Bulgaria
	26-28	UNWTO/Chimelong Sub-region Capacity Building Workshop on Nature based Tourism for Mekong Sub-region Countries	Pakse, Lao PDR
<b>December</b>			
	3-5	3rd UNWTO/UNESCO World Conference on Tourism and Culture: Benefits for All	Istanbul, Turkey
	11-12	UNWTO Tourism Tech Adventure: The Americas	Buenos Aires, Argentina

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**Annex II: List of UNWTO Publications in 2018**

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**[European Union Tourism Trends](#)**

The European Union Tourism Trends report provides a comprehensive overview of tourism in the European Union and constitutes a tool for policy makers and other tourism stakeholders for developing market strategies and enhancing the knowledge base of the EU Virtual Tourism Observatory. The report is the result of a cooperation agreement between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW) and is part of the 'Enhancing the Understanding of European Tourism' initiative.

**[European Union Short-Term Tourism Trends, Volume 2, 2018-2](#)**

This release of the European Union Short-Term Tourism Trends presents preliminary full year data for 2017 on outbound tourism in the European Union (EU-28) and in the UNWTO region Europe at large, specifically on international tourism expenditure. The report also includes updated results on international tourist arrivals for 2017.

**[UNWTO World Tourism Barometer and Statistical Annex - Volume 16](#)**

- March/April 2018: Analysis of outbound tourism based on international tourism expenditure and departures data for source markets for 2017. Additionally, it updates of the preliminary results for international tourist arrivals and receipts in 2017 reported by destinations around the world included in the January 2018 Advance Release. Furthermore, this issue includes an analysis of airline results and of hospitality markets in 2017.
- June 2018: International tourism remains strong in the first four months of 2018. International tourist arrivals grew 6% in January-April 2018 compared to the same period last year.
- September 2018: Evaluation of international tourist results in the first six months of 2018.

**[UNWTO Tourism Highlights, 2018 Edition](#)**

The UNWTO Highlight, 2018 Edition, provides an overview of global trends in international tourism including international tourist arrivals and international tourism receipts per region and subregion, top tourism destinations and outbound tourism.

**[UNWTO/GTERC Annual Report on Asia Tourism Trends – 2018 Edition](#)**

The fifth edition highlights the importance of the rapidly growing tourism sector of Asia and the Pacific. In recognition of 2018 as the EU-China Tourism Year, the report examines the tourism flows between the two regions. It also features a chapter on the development of the Greater Bay Area in China and its impact on the tourism sector of the region.

**[Tourism for Development – Volume I: Key Areas for Action and Volume II: Good Practices](#)**

How can tourism effectively contribute to the 2030 Agenda for Sustainable Development? This flagship report addresses the changes needed in policies, business practices and consumer behaviour. Showcased along 23 case studies from around the world, this two-volume report examines the role of tourism in each of the five pillars of the International Year of Sustainable Tourism for Development, 2017: 1. Sustainable economic growth; 2.

Social inclusiveness, employment and poverty reduction; 3. Resource efficiency, environmental protection and climate change; 4. Cultural values, diversity and heritage; and 5. Mutual understanding, peace and security.

### [Third annual edition of the Sustainable Tourism Programme Annual Magazine 2017/2018](#)

The magazine presents the highlights of the network's activities during 2017-2018 and applies the new strategy 2018-2022 "One Plan for One Planet".

### [UNWTO Annual Report 2017](#)

2017 was the International Year of Sustainable Tourism for Development, a global recognition of tourism's transformative contribution to the development agenda. It served to raise awareness worldwide of the sector's potential to lead economic growth, social inclusion and cultural and environmental preservation

### [Compendium of Tourism Statistics, Data 2012 – 2016 \(2018 Edition\)](#)

Deriving from the most comprehensive statistical database available on the tourism sector, the trilingual Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, their number of employees and macroeconomic indicators on international tourism. The 2018 edition presents data for 202 countries from 2012 to 2016.

### [Yearbook of Tourism Statistics, Data 2012 – 2016 \(2018 Edition\)](#)

Presenting data for 196 countries from 2012 to 2016, the Yearbook of Tourism Statistics, 2018 Edition, focuses on inbound tourism data by country of origin. The data displays total arrivals and overnight stays, derived from the most comprehensive tourism statistical database available.

### [Tourism and Culture Synergies](#)

The UNWTO report on Tourism and Culture Synergies highlights the symbiotic relationship between tourism and culture and the interdependency of the two sectors. The report, undertaken through a survey of UNWTO member states and expert opinion, reveals that the sub-sector, in keeping with the changes to tourism as a whole, has been transformed by changing lifestyles, new forms of culture and creativity, and evolution and innovation in technology.

### [Western Silk Road Roadmap](#)

The Western Silk Road Roadmap presents a common tourism development plan for European countries interested in developing their Silk Road heritage. The document contains a summary of the work conducted by UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG Grow) of the European Commission (EC), and includes research into the existing usage of the Silk Road identity, connections between key destinations through tangible and intangible heritage, and the potential of a Western Silk Road tourism brand.

### [Tourism and the Sustainable Development Goals – Good Practices in the Americas](#)

This joint publication between UNWTO and the Organization of American States highlights case studies from across the Americas that showcase the contribution of tourism to sustainable development in line with the 17 universal SDGs. It shows how a

common multi-stakeholder approach to tourism development can catalyse sustainable growth through our sector.

#### [UNWTO/WTCF City Tourism Performance Research](#)

The UNWTO/WTCF City Tourism Performance Research brings forward the success stories of 15 different cities worldwide with the objective of enabling other cities to observe and learn from them. The research also includes a summary of UNWTO's report on New Platform Tourism Services (or the so-called Sharing Economy), considering the impact of the same in urban tourism and development overall.

#### [Overtourism? Understanding and managing urban tourism growth beyond perceptions](#)

The report discusses the impact of growing tourism flows in cities and its impacts, particularly looking into the attitudes of residents towards tourism. It integrates research from surveys conducted among residents and stakeholders of eight European cities and presents a series of policy recommendations along with 12 strategies and 68 corresponding measures to manage growing tourism flows and congestion management in urban destinations.

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**Annex III: UNWTO on the ground**


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**Technical Cooperation**


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**Country: Algeria**


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**Project Title:** Formulation of a Tourism Marketing and Promotion Strategy

**Duration:** June 2018 – March 2019

**Objectives:** At the request of the Ministry of Tourism and Handicrafts and, in collaboration with UNDP Algeria, UNWTO is extending its technical assistance in the Formulation of a Strategy for Marketing of the Tourism Sector and Promotion of the Image of Algeria. The objective of the project is to not only produce a tourism marketing and branding strategy but also prepare a project document for the implementation of 3-4 priority actions of the marketing strategy.

**Results achieved:** An initial mission was conducted in June-July 2018 to undertake an initial review and assessment of the country's tourism sector, existing and potential markets, existing and potential products, as well as assess the image of Algeria as a tourism destination. A draft assessment report will be presented to the Government and stakeholders in end September-early October which would serve as the basis of the Marketing Strategy.

**Country: Aruba**


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

**Duration:** December 2014 – December 2018

**Objectives:** With the initial support of the Foundation Fondo Desaroyo Aruba, UNWTO provided 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 particular, the project focussed 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.
- During 2018, project activities focused on the development and review of national accounts and compilation of a TSA.
- A workshop will be held in December 2018 to officially present the TSA to all stakeholders.

**Country: Botswana**

**Mission Title:** Formulation Mission for the Preparation of a Tourism Strategy

**Duration:** July 2018

**Objectives:** The Government of Botswana is in the process of finalizing its Tourism Policy which will elevate the status of tourism as a priority growth sector in Botswana. In anticipation of the approval of the Policy by the Parliament, the Government requested UNWTO's technical assistance in the formulation of a National Tourism Development Strategy and Master Plan which will operationalise the Tourism Policy..

The project document will clearly define the Strategy and Master Plan framework and its major elements including objectives, outputs, and activities, the respective roles and responsibilities of key partners/stakeholders, timelines for the implementation of various activities, a criteria for measuring the success (both qualitative and quantitative) of each activity, job descriptions of experts and a detailed budget. The project document would also detail the organization of stakeholder workshops/seminars and review and monitoring modalities.

**Results achieved:**

- In order to prepare the Strategy and Master Plan, a project formulation mission was undertaken in July 2018 to undertake a situation analysis of the current status of the tourism sector in Botswana in terms of institutional organization, governance issues, product development and diversification, marketing and promotion, investment in tourism, and, human resources and skills development, amongst other issues.
- A project document for launching a full-scale project for the preparation of a Tourism Development Strategy and Master Plan will be submitted to Government and UNDP in September.

**Country: Botswana**

**Project Title:** Preparation of the BTO Strategy

**Duration:** August – December 2018

**Objectives:** The Botswana Tourism Organization (BTO) is mandated to market and position Botswana as a premier tourist destination; promote investment and product diversification in the tourism industry; and, ensure all tourism facilities are graded, classified and certified. The current Corporate Strategy of the BTO runs from 2013-2018. With a view to reviewing the roles and responsibilities of the BTO, in line with its mandate, and aligning BTO's programme of work with national development policies and plans, and, to enable BTO to develop and promote Botswana as a premium quality tourism destination, the BTO approached the UNWTO to provide technical assistance in updating the BTO Corporate Strategy 2018-2020. .

**Results achieved:** Project activities commenced in August 2018 with an initial assessment mission for initial consultations with BTO, Ministry, other Government and private sector stakeholders on BTO mission and mandate; review of implementation of existing BTO Strategy 2013-2018; review of all existing documentation which impact on tourism development in Botswana; and, review of BTO organizational set-up, human and financial resources.

**Country: China**

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

**Duration:** January 2017 and ongoing

**Objectives:** To formulate 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:**

- A detailed project work plan has been drawn up and a project Inception Meeting took place in December 2017.
- Field research and destination site inspection have been carried out for an assessment of the current state of tourism, a detailed review of the existing tourism marketing and product development strategies, and identification of the strengths, weaknesses, opportunities and threats for the tourism marketing and branding in Yunnan.
- Market research has been undertaken to identify priority market segments and to target and promotional tools to reach them, and to assess product development and packaging requirements for these markets.
- An analysis is made to identify of public and private sector stakeholders involved in tourism marketing, the possibilities to create synergies between their activities, and the training needs to strengthen the capacities of tourism stakeholders to successfully plan and carry out marketing activities, including e-marketing.
- The Project Steering Committee Meeting was convened in April 2018 during which the draft International Tourism Marketing Strategy for Yunnan was officially presented. Feedback received during the Steering Committee Meeting was included in the final draft of the Marketing Strategy, which was subsequently presented to Yunnan for review and translation into Chinese.
- After the Steering Committee Meeting, in close consultation with the YPTDC, France was selected as the international priority market for the Specific Marketing Plan. Subsequently, a Marketing Support Expert conducted in-depth interviews with local tour operators in France that specialize in China, and Yunnan in particular, and carried out in situ market research activities to identify suitable outbound and online travel trade and media for the preparation of the Specific Marketing Plan for the French source market.
- The draft Specific Marketing Plan was submitted to the YPTDC for review at the end of August 2018.

**Country: China**

**Mission Title:** Project formulation mission for the Inclusive Tourism Development Master Plan and the Tourism Development Plan for the Ice and Snow Tourism Industry in Heilongjiang

**Duration:** May 2018

**Objectives:** To formulate a project document and a detailed framework for the development of the Inclusive Tourism Development Master Plan and the Tourism Development Plan for the Ice and Snow Tourism Industry in Heilongjiang for the period of 2019-2030

**Results achieved:**

- Study of the current Heilongjiang Province Tourism Development Master Plan (2003-2020) and the sub-plan for the ski industry was conducted to assess which aspects are still relevant and which aspects require special attention in the updated tourism development plans.

- Meetings convened with all relevant stakeholders from the public sector and private sector to identify and agree on key issues that need to be addressed in the formulation of the tourism development plans to be developed for the period 2019 - 2030.
- In conjunction and agreement with all stakeholders, a project document was developed which details the framework for formulating the tourism development plans and three year action plans, including an indication of the costs and timeframe required.
- The project document was approved and funding will be provided by the provincial tourism authority of Heilongjiang for the implementation of the project, and the corresponding cooperation agreement signed in September 2018.

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**Country: China**

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**Mission Title:** Project Formulation Mission for the development of the Jinan International Tourism Destination Plan

**Duration:** May 2018

**Objectives:** To formulate a project document for the development of the Jinan International Tourism Destination Plan

**Results achieved:**

- Visits conducted to tourism sites selected by Jinan tourism officials for of the Jinan International Tourism Destination Plan and input provided on their potential for tourism development
- Meetings convened with Jinan tourism officials on the main components of the Jinan International Tourism Destination Plan
- From the discussions held and the sites visited, a detailed project document was prepared for the development of the Jinan International Tourism Destination Plan, as well as the agreement for project implementation.
- The project document was submitted to the Jinan authorities in June 2018 and funding for project implementation by the provincial tourism authority has already been secured.

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**Country: China**

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**Mission Title:** Project Formulation Mission for a Tourism Development Strategy for Nanxun District

**Duration:** January 2018

**Objectives:** To formulate a project document and a detailed work programme for the creation of a tourism development strategy for Nanxun District.

**Results achieved:**

- Study of materials from Nanxun District and assessment on which aspects of rural tourism are relevant for tourism development and should be further elaborated in the tourism development strategy for the destination.
- Meetings with all relevant stakeholders from the public sector, private sector and knowledge institutes to identify and agree on key issues that need to be addressed in the formulation of a tourism development strategy to be developed for a ten year period.
- A detailed project document for the development of Tourism Development Strategy for Nanxun, which describes the process, costs, and timeframe and topics to be covered in

it, the Terms of Reference for the experts involved in the preparation of the strategy, with indication on which tourism development scenario(s) should be developed.

- The project document was approved and funding will be provided by Nanxun authorities for the implementation of the project, and the corresponding cooperation agreement signed in June 2018.

### **Country: Democratic Republic of Congo (DRC)**

**Project Title:** UNWTO/Chimelong Initiative on Sustainable Tourism and Conservation of Great Apes

**Duration:** November 2017 – November 2018

**Objectives:** In collaboration with the Ministry of Tourism and the African Wildlife Foundation, UNWTO is implementing a project for the development of sustainable tourism and the conservation of bonobos – an endangered species of Great Ape. The overall objective of the project is to enhance and create synergies between the conservation of the bonobos and the development of sustainable forms of tourism in protected areas in the Democratic Republic of Congo. The project activities aim at investing in capacity-building and equipment provision for the conservation of great apes and working with communities to raise awareness on the importance of biodiversity conservation and explore opportunities to develop sustainable forms of tourism in and around habitats of the Bonobos. The project is being implemented under the framework of the collaboration between UNWTO and the Guangzhou Chimelong Group Co.Ltd for the implementation of a portfolio of projects focused on sustainable tourism development and the protection of wildlife.

#### **Results achieved:**

- Project activities were launched in February 2018 with an initial review and assessment mission.
- Project activities have since continued with the procurement of equipment such as night binoculars and cameras for local guards to assist them in their daily tasks to supervise the habituation and protection of the bonobos.
- Capacity building to Government both at central level and local level on best practices for development and management of ecotourism.
- Development and implementation of a small grants scheme to support Lingunda's women's association in developing small businesses to provide a range of tourism services.
- An ecotourism plan for the area is currently being prepared.

### **Country: Egypt**

**Mission Title:** Review of the Implementation of the Hotel Classification Scheme

**Duration:** August 2018

**Objectives:** Between 2009 and 2012, UNWTO implemented a project for the Ministry of Tourism of Egypt to develop and implement a new Hotel Classification system for the country. The project consisted of several phases - the first phase comprised the revision of the existing norms related to hotel classification and, based on the revision, formulated New Norms (NN) for the upgrading of quality standards in the accommodation sector. Training programmes were also conducted with the Ministry inspectors to familiarise them with the NN. For a variety of reasons, the NN which were updated and prepared by UNWTO in 2013 were never

implemented. Since then, due to the development and progress of the global tourism sector and trends in terms of quality standards, the Ministry of Tourism of Egypt requested UNWTO's technical assistance to review the current status of hotel classification in the country with a view to raising quality standards and improving the overall tourism experience in Egypt.

**Results achieved:**

- A mission was conducted in August to undertake an exhaustive evaluation of the current status and quality standards in the tourism accommodation sector in Egypt and to identify the current gaps and challenges in implementing hotel classification.
- An assessment report, accompanied by a project document for the revision and implementation of a new hotel classification system, will be presented to the Government in September.

**Countries: Greater Tumen Initiative**

**Project Title:** Training Workshop on Marketing and Promotion of Multi-Destination Tourism

**Duration:** August 2018

**Objectives:** The Greater Tumen Initiative (GTI) is a programme supported by UNDP which aims at fostering economic development through tourism, trade and investment amongst China (Jilin Province), Mongolia, Republic of Korea and the Russian Federation (Primorsky Territory). The GTI region is one of the fastest growing tourism regions of the world. In order to maximize the potential of tourism in the region of the GTI, it is necessary to promote it as a multi-destination tourism region for which it is necessary to develop a joint marketing and promotion strategy and creation of a unifying common brand, image and slogan.

**Results achieved:**

- With the support of GIZ (German Development Agency), UNWTO conducted a one-day training workshop for Government and private sector representatives from the four Member States, on marketing and promotion of multi-destination tourism including latest techniques and international and regional best practices. Another session focused on integrating the GTI into the UNWTO Silk Road Programme.

**Country: Madagascar**

**Project Title:** Crisis Communications Strategy

**Duration:** February 2018 - February 2019

**Objectives:** In partnership with the World Bank, UNWTO is implementing a project in Madagascar to formulate a Crisis Communications Strategy. The project will focus on reviewing the current institutional set-up for communications and existing mechanisms and capacities within the Ministry and other stakeholders with a view to formulate a Strategy on Crisis Communications. The project will also provide training for the implementation of the Strategy and Media training for key players.

**Results achieved:**

- An initial mission was conducted in February 2018 to assess the current communication channel systems and protocols in place. Detailed consultations were held with key stakeholders and main challenges and opportunities for crisis communication in tourism

were identified. An assessment was also undertaken of training needs in communication.

- A second mission was undertaken in June to provide training to Government stakeholders on communication skills.
- A draft Crisis Communications Strategy was presented to all stakeholders in June and comments and feedback have since been received. A final Crisis Communications Strategy will be submitted to Government in September 2018.

### **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. 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 720 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.
- UNWTO, UNDP and the Government of Morocco are currently preparing the terms of reference for the extension of the project for an additional three year period.

### **Country: Nigeria**

**Project Title:** Review and Assessment of the National Tourism Statistical System

**Duration:** April – June 2018

**Objectives:** To formulate a project document for the strengthening of the National Tourism Statistical System in Nigeria.

**Results achieved:**

- Review and assessment of the current status of tourism statistics in Nigeria; identification of data gaps and constraints; and, evaluation of institutional partnerships for the collection, compilation and analysis of tourism statistics.
- A workshop to present the road map for the future strengthening of the Nigerian tourism statistical system was presented within the framework of the 61st Meeting of the UNWTO Commission for Africa which was hosted by Nigeria in Abuja on 4-6 June 2018 and which focused on “Tourism Statistics – a Catalyst for Development.”

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**Country: Oman**

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**Project Title:** Development of Tourism Statistics

**Duration:** April 2015 – December 2018

**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 five 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. Two more missions are scheduled to be undertaken before the end of the project.
- The fifth mission was conducted in August 2017 and focused on data regarding employment in tourism and investment in tourism, with further attention to improve the tourism database system.
- Significant progress has been made by the MOT in terms of implementing accommodation survey and cruise tourism surveys, and in managing other sources of data, which fall under their remit.
- A sixth mission will be conducted in the final quarter of 2018 to review the work done on the implementation of inbound and outbound visitor surveys and to review the new tourism statistical database which has been developed by the MOT. Training will be provided to the MOT on how to prepare and disseminate a variety of tourism statistical bulletins/reports on a monthly/quarterly basis for sharing of tourism and tourism-related data with all public and private sector stakeholders.

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**Country: Qatar**

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**Project Title:** Development of the Qatar Tourism Experience Awards

**Duration:** August 2018 – June 2019

**Objectives:** Over the past few years, Qatar has been one of the fastest-growing economies in the world. Nevertheless, the Government has made great efforts to diversify its economy with particular focus on the tourism sector. In complying with the Government's vision to improve the tourism sector by encouraging competitiveness between the different tourism entities and activities, the Qatar Tourism Authority (QTA) is in the progress of preparing an exclusive Annual Tourism Experience Awards Program in partnership with UNWTO. This Program will play a key role in highlighting successful tourism experiences and giving due recognition to the considerable efforts of a range of stakeholders in providing exceptional experiences to the visitors across the entire end-to-end visitor journey, as well as seeking to raise the importance of Qatar as a sustainable tourism destination.

**Results achieved:**

- Project activities were launched in August 2018. The first step will be to determine the categories of the future Awards and draft the awards' criteria as well as select potential renowned personalities, both globally and in Qatar, to be members of the jury.

**Country: Panama**

**Mission Title:** Update the Panama Master Plan for Sustainable Development of the Tourism Sector

**Duration:** April 2018

**Objectives:** To formulate a project document for the updating of the current Tourism Development Master Plan for Panama, and the identification of new project that contribute to the sustainable development of tourism in the country.

**Results achieved:**

- Review of the current Panama Tourism Master Plan and field visits conducted to assess which aspects are relevant for sustainable tourism development in the country and should be further elaborated in the updated Master Plan.
- Meetings with all relevant stakeholders from the public sector, private to identify and agree on key issues that need to be addressed in the in the new Master Plan.
- A detailed project document for the formulation of a new Sustainable Tourism Development Master Plan for Panama, which describes the process, costs, and timeframe and topics to be covered in it, the Terms of Reference for the experts involved in the preparation of the Plan.
- The project document was submitted to the Panamanian authorities in May 2018.

**Country: Republic of Congo**

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

**Duration:** July 2016 – July 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.
- First draft of the Manual for interpreting new hotel classification criteria submitted to Ministry for review and approval.
- The draft hotel classification criteria were presented to the Government and stakeholders at a workshop held in Brazzaville in May 2018. Subsequently, the final criteria were submitted to Government in July based on comments and feedback received from the May workshop.
- UNDP, Ministry and UNWTO are currently preparing terms of reference for the extension of the project to include two new elements: preparation of a Tourism Law which will provide the legal framework for the implementation of the hotel classification scheme; and, governance issues to build the necessary capacities within the Ministry to manage a long-term extensive programme such as the implementation of hotel classification.

**Country: Sri Lanka**

**Mission Title:** Identification Mission for the Development of Project Proposals

**Duration:** February 2018

**Objectives:** To formulate a series of project proposals aimed at supporting the Sri Lanka Tourism Strategic Plan (2017-2020)

**Results achieved:**

- A review of the Sri Lanka Tourism Strategic Plan 2017 – 2020 was carried out, and field visits and meetings were conducted with relevant parties, both internally at the Sri Lanka Tourism Development Authority and externally, in order to collect enough detailed information to prepare the project proposals.
- Study of the current tourism situation and status of each potential project, leading to further meetings with other stakeholders for discussions on how best to present the projects to the most relevant donors.
- Seven proposals were drawn up for the following projects:
  1. Scoping mission for a Tourism Master Plan
  2. Setting up the conditions to develop a Tourism Satellite Account for Sri Lanka
  3. Carrying Capacity Study at popular tourist sites to introduce a visitor management system
  4. Community Tourism Strategy for Sri Lanka
  5. Plan to expand tourism and hospitality training provision in Sri Lanka
  6. Recommendations on adapting Dutch forts and lighthouses for tourism use
  7. In-depth background analysis on priority and seasonal markets identified in the Strategic Plan
- Meetings with potential donors and development organizations were conducted for the presentation of the identified projects and to gauge funding opportunities for their implementation.

**Country: Zambia**

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

**Duration:** April 2016 and ongoing

**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.
- Synergies have been created between this project and the Cultural Centres project 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.
- Foundation and super structure for the resource centre was completed in October 2017 providing the basis for the construction of the reception area, library, and offices of the centre.
- The Southern Province Minister visited the project site in early November 2017 and expressed satisfaction on the completed super structure.
- The remaining construction of the resource centre will be completed with Tourism Development Funds from the Ministry of Tourism and Arts of Zambia.

**Country: Zimbabwe**

**Project Title:** Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe

**Duration:** January 2018 and ongoing

**Objectives:** To invest in wildlife conservation and game viewing facilities to avoid human-wildlife conflicts and improve visitor experiences; to work with communities to explore opportunities to gain additional income from nature tourism; and to raise awareness on the importance of biodiversity conservation in tourist destinations.

**Results achieved:**

- The cooperation agreement for project implementation was signed in January 2018 and a detailed work plan has already been drawn up.
- In March 2018, UNWTO met with the Ministry of Tourism and Hospitality Industry, Ministry of Environment, Zimbabwe National Parks, local government and associations to plan building and marketing of a game viewing platform, community campsite and ranger accommodation. The meeting also exchanged ideas on building the capacity of community members to develop and manage the campsite, and awareness-raising activities for tourism and biodiversity conservation.
- The game viewing platform will be built within the Hwange National Park, and the community campsite and activities will be created just outside of it in the Tsholotsho district.

## UNWTO on the ground: Silk Road

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### Introduction

UNWTO's Silk Road initiative functions as a collaborative platform designed to enhance sustainable tourism development along the historic Silk Road routes. 34 Member States from Europe, the Middle East and Asia and the Pacific, plus various UNWTO Affiliate Members, participate in the initiative. The Silk Road initiative aims to maximize the benefits of tourism development for local communities, stimulate investment and promote the conservation of the route's natural and cultural heritage by focusing on 4 key areas of work: (i) marketing and promotion; (ii) capacity building and destination management; (iii) travel facilitation, and (iv) Silk Road tourism research.

### Silk Road Programme Meetings

#### [8th UNWTO Silk Road Task Force Meeting \(26-27 April; Kayseri, Turkey\)](#)

The meeting, jointly organized by UNWTO and the Ministry of Culture and Tourism of the Republic of Turkey, brought Silk Road country representatives and UNWTO Affiliate Members together to discuss concrete strategies and priorities to be developed over the next years. The input received, together with flagship capacity building projects, trainings and a new Silk Road tourism research pillar presented by UNWTO during the meeting will be duly reflected within the new Silk Road Action Plan. Silk Road Programme trainings and workshops

### Silk Road Programme trainings and workshops

#### **The Silk Road Tourism Research Training supports the development of tourism intelligence in Uzbekistan**

UNWTO successfully conducted a Silk Road Tourism Research Training for the State Committee of the Republic of Uzbekistan on Tourism Development in May 2018. Attended by over 15 senior officials from the State Committees on Tourism Development and Statistics of Uzbekistan, the training offered contemporary know-how on mixed-method tourism research approaches aimed at supporting the country's collection of relevant quantitative and qualitative tourism data. The course also focused on the importance of correctly assessing the profile of the international traveller, an understanding that could help identify relevant tourism trends, and behaviours and attitudes related to the host destination. 50 university students from around the country also attended the training and acquired the necessary skills to conduct a tourism research initiative along the historic Silk Road cities of Uzbekistan this summer.

#### **Tourism Week on the Great Silk Road (Republic of Buryatia, Russian Federation; 17-21 July 2018)**

UNWTO contributed to the "Tourism Week on the Great Silk Road", a gastronomic tourism forum organized by the Ministry of Tourism of the Republic of Buryatia and supported by the Ministry of Culture of the Russian Federation and the International Center of Wine and Gastronomy. The forum highlighted the potential of common gastronomic heritage to develop tourism routes linking the Russian Silk Road regions with neighbouring countries such as Mongolia and China.

#### **7th GTI NEA Tourism Forum (Hunchun, Jilin Province, China; August 2018)**

UNWTO organized a capacity building workshop during the tourism forum focused on the potential of transnational tourism routes, and on how private sector tourism stakeholders, primarily tour operators, could benefit from increased cooperation in this area. The Tumen region, strategically connecting China, Russia, Mongolia and the Republic of Korea offers great opportunities for the development of transnational tourism initiatives.

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**Annex IV: The United Nations Reform - Repositioning the United Nations development system and the implications for UNWTO**

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Background:

1. The World Tourism Organization (UNWTO) has been incorporated into the United Nations (UN) system as a Specialized Agency since 2003 and given its staff size and budget, it is crucial for the Organization to explore and take full advantage of the opportunities that exist from being part of the UN system and the on-going UN reform process. Since several years already, United Nations Members States have expressed their concerns and needs for the UN to become more relevant, efficient and impacting, particularly in the context of the development agenda.
2. In line with the *2030 Agenda for Sustainable Development*, the UN Secretariat together with the UN Sustainable Development Group (UNSDG), in charge of country-level coordination and formerly the UN Development Group (UNDG), has responded to this call and has introduced a large-scale reform process and a transition plan towards a more streamline and effective UN system. An essential part of this is the need for a more “reinvigorated” Resident Coordinator (RC) system, which has been outlined and empowered by UN General Assembly (UNGA) resolution 72/279 (click [here](#)) in May 2018, entitled, *Repositioning of the United Nations development system in the context of the quadrennial comprehensive policy review of operational activities for development of the United Nations system*. The RC system is the global UN mechanism for implementation of the joint UN development assistance frameworks (UNDAF) and supports at the country level in their implementation of the 2030 Agenda on the ground.
3. For the UNSDG to successfully implement its mandate for reform and to continue supporting Member States, through empowering the RC system, among other actions, there is a need for a common, coherent and transparent funding source or mechanisms. As a result of several rounds of consultations, a joint cost-sharing mechanism between all UN entities - including UNWTO - was introduced and implemented starting from 2014 in order to “ensure integrated action towards the Sustainable Development Goals (SDGs)” at country-level, as such, serves as the system’s “raison d’être” in its support to countries. In addition, a Special Purpose Trust Fund (July 2018) has been created specifically for the transition to a fully functional and reinvigorated RC system.
4. As UNWTO is a “non- resident” agency (no presence at offices at country level), the RC system represents an important mean to strengthen its capabilities, relations and development support to its developing Member States and take full advantage of the resources and opportunities of the UN system on the ground. Furthermore it aligns and contributes to UNWTO’s mandate and programme of work (PoW). The current note provides a brief overview of the state of affairs on the UN Reform of UN development and its several implications for UNWTO.

State of affairs:

5. Since UNWTO’s integration into the UN system and its membership within the Chief Executives Board for Coordination (CEB), the Organization has actively participated in meetings and related work of the UNSDG (formerly UNDG), in order to explore to provide assistance to its developing Member States.
6. In 2013, the UNDG introduced the RC cost-sharing scheme, which was applied to all CEB entities members, on the basis of several parameters that were not consistent

and agreed by all UN system members, particularly unfavourable for small, non-resident agency (NRA), such as UNWTO.

7. Given UNWTO's mandate and potential to benefit from the UNDG for its Member States through pooled resources at the country level with the UN system - as well as benefit from a strengthened RC system and more engagement on the country-level through UNDAFs - the Secretariat agreed to join the UNDG cost-sharing scheme for the period 2014/15, by signing an engagement up to 31 December 2015 and paid an exceptional annual contribution of 50,000USD/annum, as the smaller agencies (UNWTO, WMO, IMO) contribution was of 100,000USD/annum.
8. UNWTO has lobbied with other small agencies on several occasions in disagreement with the respective cost-sharing formulas, focusing always on the principle of "ability to pay and compensation for services provided" by the RC system, without success.
9. The subsequent biennium, 2016/17, a shortfall of contributions from the UN system was realized by UNDG and the contribution reduction from 50K USD for UNWTO was not applied). UNWTO expressed its disagreement with the contribution of 200,000USD for the period of two years period 2016-17 without however disengaging from UNDG, thus the absence of liability for that period requires further clarifications with the UN.
10. In the following biennium, 2018/19, UNSDG foreseen contribution for UNWTO, among other small entities, is of to 100,000 USD per annum, which represents 0,4 % of UNWTO's total annual budget.

#### Action taken by the Management

11. The Secretary-General participated in the last UNSDG meeting, chaired by the Deputy-Secretary General Amina Mohammed, in London during the CEB.
12. In June 2018, the UN Secretary-General informed the UNWTO Secretariat of the formal approval by UNGA res. 72/279, adopted in May 2018 by all UN Member States. The resolution confirms that the current UN Resident Cost sharing contribution for all UN entities has been doubled from 2019 onwards - *UN Resolution 72/279 Art II.9 (b) "...Doubling the current United Nations Development Group cost-sharing arrangement among United Nations development system entities"*. UNWTO annual contribution would be for 2019 to 200,000 USD (approx. 0,8 % of annual budget).
13. The Secretariat submitted a letter to the UN Deputy Secretary-General, who has been tasked to lead the reform process, to further clarify of UNWTO's position on the RC costing-sharing, aiming at finding a suitable solution for 2018 and 2019, until the issue of the UNSDG is brought for decision to UNWTO governing bodies, as requested in the UNGA res. 72/279 "*Art 12. Calls upon all Member States in the relevant governing bodies of all United Nations development system entities to ensure that all entities double their agreed contributions under the current United Nations Development Group costs sharing*".
14. The letter reiterates the concerns related to the contribution amount and informs that such decision - on such large and non-budgeted expenditure in UNWTO biennium 2018-19 Program of Work and Budget approved by its General Assembly in 2017 - requires UNWTO's Member States informed decision to the proposed cost-sharing by the governing bodies and UNWTO General Assembly. No response to the letter has been received yet from the UN Deputy-Secretary General.

Decisions / Recommendations:

15. The Secretary-General wishes to inform the members of the Executive Council that the UN Resident Cost sharing amount of 200,000 USD was not planned and included in the 2016-17 UNWTO programme of Work and Budget, nor was included for the biennium 2018-19. The potential liability for 2016-17 of 200,000 USD needs to be clarified and a solution found with the UNSDG.
  
16. Identically, the information of the costs and benefits of UNWTO Membership to the UNDG (until 2018, now called UNSDG) was not provided for consultation and decision to UNWTO Governing bodies.

In light of the above, the Secretariat proposes the following recommendation/decision:

17. The Secretary-General shall provide a clear note and information to the next session of Executive Council related to the UN Reform (UN Resolution 72/279), including the relevance for UNWTO to be part of the UNSDG – including its operational and financial obligations and related benefits - in order for UNWTO Members to take an informed decision to fully benefit from the UN Reform.