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General programme of work

(a) Concise report on the general programme of work for 2010-2011

Annex: Technical cooperation

I. Introduction

This annex presents the work of the Organization on technical cooperation and constitutes a follow-up to the report A/19/9 Add.1 presented at the 19th session of the UNWTO General Assembly. It recalls the objectives of all projects, including MDGs and ST-EP projects, and gives a situation report regarding results achieved at the end of the previous year and new developments for 2012.

II. Projects

Country: Botswana

Project title: Implementation of the Tourism Satellite Account (TSA)

Duration: March 2009 – August 2011

Objectives: In 2007, UNWTO completed a tourism statistics project for Botswana which culminated in the formulation of the first preliminary TSA for the country. Given the interest raised by all stakeholders in the TSA exercise and understanding that TSA is a continually evolving tool with data that can be improved in terms of range, scope and accuracy, the Ministry of Environment, Wildlife and Tourism of Botswana decided to engage UNWTO's technical assistance in a new project with particular emphasis on developing staff skills for implementing the TSA and in continuing the compilation and dissemination of a wide range of statistics to all stakeholders.

Results achieved at 31/12/2011:

- An updated Tourism Statistics Report 2006 – 2010 including data on international tourist arrivals (by purpose of visit, mode of transport, and country of residence), key trip characteristics (including accommodation used, places visited, evaluation of stay, other countries visited) and tourist expenditure. It also contains an analysis of performance of the accommodation sector including key accommodation indicators by month and by region, employment in the accommodation sector and accommodation turnover.



- A complete analysis and statistical report on domestic tourism for 2010 (it was the first time a study of this kind was produced in Botswana) – it includes data on purpose of visit, mode of transportation and types of accommodation used, evaluation of seasonality, and domestic trip expenditure.
- An updated TSA for 2009 for Botswana in which it was determined that tourism contributed 3.7% to national GDP.

New developments for 2012: The project is completed in all respects. It is expected that the Department of Tourism of the Ministry of Environment, Wildlife and Tourism will continue to maintain the tourism statistics database to issue annual statistics reports as well as maintain the partnership with Central Statistics Office, Immigration and Central Bank authorities to continuously update the TSA in the future.

Country: Burundi

Project title: National Strategy for the Sustainable Development of Tourism

Duration: November 2009 – April 2011

Objectives: After the signing of the Arusha Agreement for Peace and Reconciliation in August 2000, the Government of Burundi has taken great steps towards the socio-economic development of the country. In this regard, the Government has identified tourism as a priority sector for development given its potential to create sustainable livelihoods for the Burundais people. Since tourism is still in an initial stage of development and aware of the country's diverse quality tourism resources such as Lake Tanganyika, the Government, with the support of the United Nations Development Programme (UNDP), decided to avail of UNWTO's technical assistance in the formulation of a long-term (10-year) Strategic Tourism Development Plan which would guide the sustainable development and promotion of the tourism sector.

Results achieved at 31/12/2011:

- Approved in April 2011, the National Strategy for the Sustainable Development of Tourism was formally launched in September 2011. The main recommendations of the Strategy revolve around the need for a strengthened institutional and regulatory framework; the creation of a consolidated and diversified tourism offer; the strategic positioning of Burundi within East Africa tourism; quality tourism services and enhanced tourism management; and, creating an enabling environment for tourism investment in the country.
- Apart from the formulation of the Strategy, the project also implemented the formulation of a new Tourism Law for Burundi; created a national platform for the establishment and implementation of a harmonized system of tourism statistics (a new Entry/Exit card was launched under the project); pilot tourism development projects were formulated including a proposal for a coastal management plan for Lake Tanganyika.

New developments for 2012: The project is completed in all respects. The Government is keen to kickstart the implementation of the Strategy. UNDP/UNWTO will therefore formulate a detailed Action Plan identifying in the first quarter of 2012. This Action Plan will identify priority actions for the first three years of implementation, possible sources of funding, lead implementation agencies, and, a coordination, monitoring and evaluation framework for the implementation process.

Country: Egypt

Project Title: Review and Implementation of the New Hotel Classification System

Duration: April 2009 – December 2012

Objectives: To upgrade quality standards in the accommodation sector in Egypt; to develop a robust system for the assessment, monitoring and evaluation of standards in the sector; and to support the institutional capacities for the management of the new system by the government. The project would develop a fully updated hotel classification system with a highly trained team of national assessors equipped with the capacity to manage the system independently. It is envisaged that the new system will be fully validated by UNWTO and hotels will be assessed under the new system during the course of the project.

Results achieved at 31/12/2011:

- UNWTO collaborated with the Ministry of Tourism of Egypt and the Egyptian Hotel Association to review the existing classification criteria covering all products and services currently offered in Egypt. UNWTO extended the criteria coverage and overall structure in line with international standards in order to reduce subjectivity, incorporate greater security and quality-oriented criteria and streamline scoring.
- Pre-assessment visits were conducted to over 850 hotels using the new criteria. Through these visits, assessment procedures were strengthened with the redesign of evaluation forms which have served to improve clarity, coordination and transparency.
- An extensive photo library and reference manual were produced as part of the project's capacity building work for the national inspectors.

New developments for 2012:

- Activities for the project's second extension phase will be launched in January. During 2012, UNWTO will continue working closely with the Egyptian Hotel Association in organizing awareness-raising workshops with hotel owners and other stakeholders to promote and raise awareness of the new criteria and guidelines ("New Norms"). A help desk facility will be established to provide advisory services to hotels on achieving NN compliance.
- Capacity-building activities will continue to be delivered and UNWTO will support the Ministry of Tourism in the creation of a qualified unit of assessors with responsibility for carrying out assessment visits under the new criteria and guidelines.

Country: India

Project Title: Implementation of the Tourism Development Master Plan for Punjab

Duration: March 2009 – December 2012

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

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

Results achieved at 31/12/2011:

- A Research and Statistics Unit was set up in the Punjab Heritage and Tourism Promotion Board (PHTPB) which included finalization of the terms of reference of the Unit, recruitment of qualified and experienced personnel, assistance in the procurement of appropriate hardware and software, and establishment of the Unit's operating procedures with focus on collection and analyses of

tourism statistics.

- Technical assistance was extended to PHTPB and the districts' authorities on the four demonstration projects which were identified in the Tourism Master Plan. This included preparation of all technical bidding documents and effective coordination with the Asian Development Bank which is funding the development of infrastructure at the four demonstration project sites.
- Under the marketing and promotion plan, a logo was finalized for Punjab tourism, different city maps and other collateral material were produced, and a PHTPB Newsletter started.
- A guide training programme was conducted under which 36 prospective guides were trained in accordance with international norms and practices.

New developments for 2012: The second implementation phase has been taken up which focuses on: development of rural tourism in the State, creation of awareness amongst school and college students about the social and economic benefits of tourism, further guide training programme, advanced technical assistance to the Research and Statistics Unit, institutional strengthening, and marketing and promotion.

Country: Mali

Project title: Ecotourism Development Featuring Elephants in the Region of Gourma

Duration: June 2011 – March 2012

Objectives: Gourma is located between the river Niger, Mopti, Gao and Timbuktu and is endowed with some of the most beautiful landscapes of Mali, as well as with picturesque Dogon and Peulh villages, with rich fauna and avifauna and a population of over 400 elephants, which is the most northern population of pachyderms in Africa.

The project aims develop an Ecotourism Plan that will provide guidance to the National Tourism Office (OMATHO) to position Gourma as an ecotourism destination within Mali's main tourism circuit by enhancing and diversifying the existing offer while contributing to the conservation of the last population of elephants in Mali.

Results achieved at 31/12/2011: A local coordinator and a team of local consultants were recruited to carry out a feasibility study and a socio-economic and environmental impact assessment to ensure the balance between conservation, tourism and traditional activities. Field visits were organized to the region and a wide range of stakeholders consulted.

New developments for 2012: The formulation of the Ecotourism Plan will be completed including components such as: (1) conservation of natural heritage; (2) training and organization of tourism stakeholders; (3) product development and quality standards; and (4) marketing. The document will be presented and validated during a multistakeholder workshop in March 2012.

Country: Oman

Project Title: Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan

Duration: December 2009 - May 2012

Objectives: With the tourism sector undergoing a structural expansion in Oman, one of the principal challenges is the significant increase in demand for tourism labour over the coming years. It is foreseen that the planned development of tourism infrastructure over the next ten years will put increased pressure on the tourism labour market in both traditional hospitality related positions and new services as the country's tourism offer further matures and diversifies. In this context the purpose of the study was to identify suitable strategies and actions to strengthen the future supply of human resources for

the sector -in line with the Government's Omanisation Policy- in collaboration with the Government, private sector actors and higher education and training institutions. The project's principal objectives centred on undertaking an evaluation of the current state of human resources in Oman through quantitative and qualitative research; to identify the key challenges to be addressed in the medium term; and to offer strategic recommendations on developing a highly skilled workforce in the tourism sector of Oman through meeting future labour demand and the greater provision of education and training programmes.

Results achieved at 31/12/2011:

- An extensive database was compiled of enterprises, training and education institutions operating in the sector.
- A Tourism Manpower Needs Analysis was formulated which detailed the outcomes and results of six industry surveys and national consultations that were conducted during the project. Future quantitative projections in job creation were also made based on planned new developments. Other key themes that emerged included current skills availability and shortages, recruitment policies and practices, education and training provision, public image and perception of tourism within Omani society and career development opportunities.
- A Human Resources Development Action Plan was formulated based on the main results of the Tourism Manpower Needs Analysis. The Action Plan provides a strategic framework with targeted policies and actions towards meeting future labour demand, closing skills gaps and enhancing service quality, widening training provision, improving institutional coordination and increasing job opportunities for Omanis.
- The Final Report was submitted by the Ministry of Tourism of Oman.

New developments for 2012: The Tourism Manpower Needs Analysis and Human Resources Development Action Plan will be officially presented by the Ministry of Tourism and UNWTO at a workshop to be held during the first half of 2012.

Country: Syrian Arab Republic

Project title: Sustainable Tourism Development in Al-Ghab

Duration: November 2010 – February 2012

Objectives: In 2001, the Government of Syria decided to develop Al-Ghab region as a Special Economic Zone and, in 2007, the United Nations decided to support the Government in this initiative with the overarching objective of improving the livelihood of the Al-Ghab population through the development of agriculture, agro-industry, tourism, free trade and the preservation of environmental services. With specific regard to the strategic area of tourism, the objective was to undertake a comprehensive assessment of the tourism sector in the Al-Ghab region, providing key insights and data on the sector for suitable policy development and investments in the sector, including support services development, institutional strengthening and capacity building.

Results achieved at 31/12/2011:

- UNWTO drafted the tourism component of the 15-year integrated development strategy for Al Ghab with a 5-year action plan. This included a situation analysis assessing the current tourism sector of Syria and the potential for tourism development in Al Ghab.
- A number of project proposals were also formulated representing the priority areas for the long term development of tourism in Al Ghab. The selected areas include marketing and promotion, development of a legal framework, product development, tourism awareness and a sustainable tourism development plan.

- Workshops were held in March and June 2011 with the main participating UN agencies (UNDP, FAO, UNIDO, UNWTO and ITC), national Government partners including the Ministry of Tourism and Al Ghab authorities to integrate the programme's main pillars (Agriculture, Agro-Industry, Environment and Tourism) into the final Al Ghab Development Strategy. The proposed strategy focuses on infrastructure and product development, legal and investment environment, capacity building and marketing.

New developments for 2012: A workshop will be organized in February 2012 to present the Comprehensive Operational Strategy (COS) to the project's stakeholders and national experts. The COS combines the main pillars into one integrated strategy for harnessing the region's natural, cultural and historical assets for its economic and social development.

Country: Ukraine

Project Title: Development of a System of Tourism Statistics and Regional Tourism Satellite Account in the Autonomous Republic of Crimea

Duration: June 2011

Objectives: An evaluation mission was fielded to Ukraine and the Autonomous Region of Crimea (ARC) to undertake an assessment of the current system of tourism statistics (STS) in the ARC with a view to its further development to measure the economic contribution of tourism to the regional economy. As a growth sector with widely acknowledged potential, the ARC has given tourism high priority for the region's economic development and the mission sought to assess and identify the statistical tools required and data gaps to be addressed to help support the drive by the local authorities to better inform their decision making in tourism development. A wide range of consultations was held with national and regional authorities in both Kiev and Simferopol to gain a broad perspective of the country's tourism sector which would inform the preparation of an action plan and long-term project to further develop the STS in the medium term.

Results achieved at 31/12/2011:

- A training workshop was delivered for local government officials and other tourism stakeholders to present the international definitions and methodological framework on tourism statistics and an overview of the UNWTO Tourism Satellite Account. Additionally, the workshop highlighted the priority areas to be addressed to develop the system's capacity in the ARC.
- An Evaluation Report was submitted to UNDP Ukraine and the Government of the ARC providing an assessment on the existing data collection instruments, methodologies and data gaps. Recommendations were made to increase data on visitors including establishing new surveys on inbound tourism so that the contribution and size of the informal tourism sector can be measured more closely.
- A project document was also formulated and submitted to the Government and UNDP for the delivery of additional technical assistance to the ARC towards implementing the recommendations on data development, survey design and training to local officials on tourism statistics definitions and methodologies.

Regional Project, countries: Angola, Botswana, Democratic Republic of the Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe

Project title: National Statistical Capacity-Building Programme to RETOSA Member States

Duration: October 2010 – May 2012

Objectives: With the purpose of providing technical assistance to the Member States of the Regional Tourism Organization of Southern Africa (RETOSA) in the strengthening of the systems of collection and analysis of tourism statistics, UNWTO and RETOSA have embarked upon a project to implement the UNWTO National Statistical Capacity-Building Programme (NSCBP) to all RETOSA Member States.

There is an increasing awareness worldwide of the potential role of tourism as an engine to promote socio-economic development through the creation of employment, generation of foreign revenue, and generation of foreign investment. In order for tourism development to be sustainable and yet competitive, countries need to have a thorough understanding of their tourism sector and know its true dimension. This can only be achieved through a reliable and accurate System of Tourism Statistics and Information. This system of tourism statistics can evolve into a Tourism Satellite Account (TSA) – a tool which is used to understand the role that tourism plays in the national economy. However, the development of a TSA is a long and complex process and highly demanding in terms of information – both from the demand and supply sides. It requires measurements of international and domestic visitors and trips with a degree of accuracy that allows for disaggregation by place of residence, purpose of visit, means of transport used, forms of accommodation, forms of organization of the trip, etc. Furthermore, it also calls for measurement of their expenditure by class of products consumed. In addition, it is necessary to identify how industries supply goods and services to visitors, and their cost of production, particularly their use of labour.

UNWTO has developed the NSCBP to provide its support and expertise to Member States that wish to improve their national System of Tourism Statistics and Information with the perspective of developing a TSA. The NSCBP consists of two phases: firstly, an Evaluation Mission – which conducts a thorough evaluation on the country's system of tourism statistics and makes recommendations on what improvements need to be made; and, secondly, a long-term project in which UNWTO provides its technical assistance to the Government in implementing the recommendations made by the Evaluation Mission.

This project covers the first phase which for each participating country. The Evaluation Mission will review the existing system of tourism statistics and provide a detailed analysis of the current statistical system, the level of TSA development and implementation, and an action plan and strategy for its further strengthening

Results achieved at 31/12/2011:

- Evaluation missions were completed to 12 RETOSA Member States to (i) conduct an in-depth analysis of the existing system of the collection of tourism statistics and identify areas and methodologies for improvement; (ii) to establish an institutional context that is conducive to statistical capacity-building by encouraging organizational and institutional partnerships; and, (iii) to transfer technical expertise to strengthen the human resource component of statistical capacity.
- Project documents were formulated for each country for the provision of additional technical assistance to develop the capacities of national statistics systems in key areas identified from the evaluation missions. Additionally, in-country training programmes have been designed to deliver ad hoc capacity building activities to individual countries.
- A workshop was held in Johannesburg in September 2011 to present the main outcomes and findings, as well as a series of common policy guidelines and identified capacity requirements for further statistical development and future cooperation proposals.
- A workshop on tourism statistics and the TSA was held in Victoria Falls in December 2011 to provide training to tourism and statistics officials from RETOSA Member States. Over 50 participants from 10 countries participated in the workshop which covered areas including sample survey methodology, data collection and TSA development.

New developments for 2012: A second training workshop is being organised in May for RETOSA Members on tourism statistics and TSA. The workshop would act as a follow-up to the Victoria Falls workshop and deliver training to officials from government agencies engaged in tourism statistics on key areas of developing the capacity of the system of tourism statistics and TSA.

III. MDG-F projects

Country: Ecuador

Project title: Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuní Biosphere Reserve.

Duration: April 2008 – January 2012

Objectives: The project supports the conservation and the management of the Yasuní Biosphere Reserve (YBR). The conservation of the YBR is one of the national priorities, and the project has as its main partner the Environmental Ministry. It will be supporting actions in order to face the climate change via non-emission of greenhouse effect gases and adaptation. It will contribute to protect the rights of the people in voluntary isolation.

This intervention will allow progress towards the achievement of MDG 7, by contributing to the conservation of one of the world's greatest biodiversities through economic alternatives of communitarian management. The project will also contribute to the achievement of MDG 1, by giving priority to the vulnerable populations.

Results achieved at 31/12/2011:

- The policies of natural and cultural heritage conservation and of environmental quality have been integrated in the regional and local investment plans of local governments and social organizations with presence in the YBR area.
- Sustainable tourism model was formulated in the area of the Biosphere Reserve and the National Park in a consultative and participative process with national stakeholders.
- The communities and local governments of the YBR have implemented replicable initiatives for the conservation and sustainable management of the biodiversity's natural resources and the improvement of environmental quality with a participative, agro-ecologic, rights related and cultural and gender approach conduct codes (tourist, local communities and tour operator) jointly worked out with the national stakeholders.
- Pilot projects were implemented based on sustainability principles.
- Sustainable tourism products, appropriate to local and international trade, were launched.

New developments in 2012:

- The Programme ended in operational and administrative stages at 31 January 2012.
- The Programme assets were adequately transferred to national counterparts and/or entities that will build upon the results obtained.

Country: Ecuador

Project title: Development and Cultural Diversity to reduce Poverty and promote Social Inclusion.

Duration: November 2008 – April 2012

Objectives: The project promotes culture revalorization, inclusion, intercultural dialogue, reduction of discrimination and exclusion gaps in the exercise of basic rights that affect to the population for cultural and ethnic reasons.

The project's objectives will be achieved through the strengthening of intercultural public policies, the support of cultural and productive revitalization initiatives and the construction of national capacities on information production about cultural and ethnic diversity. The project contributes to the achievement of the MDG I, II, III, V and VII

Results achieved at 31/12/2011:

- A model for cultural tourism products that strengthens the cultural heritage of rural indigenous communities has been created.
- Pilot products were generated in selected communities, in coordination with other participant agencies.
- Populations so far excluded increased their opportunities for human development and cultural revitalization through the boost of tourism entrepreneurship.
- The exercise of cultural rights has been reinforced, participation in politics increased, discrimination reduced, through the design, execution and evaluation of intercultural public policies.
- Beneficiaries: 120 families have benefited from the project.

New developments in 2012:

- Dissemination of the methodologies and pilot products, and inclusion of concepts into the official curricula of higher education in tourism.
- Implementation is anticipated to be completed and evaluated by April 2012.
- UNWTO will continue to hold tourism awareness sessions to disseminate the appropriate use of heritage to local stakeholders.
- UNWTO will organize training programmes jointly with other UN agencies in the following areas: heritage cultural and natural; strategies and management techniques for local tourism, marketing and promotion of destinations, and quality standards and best practices for sustainable tourism.
- The activity of institutional strengthening will continue until April 2012.

Country: Egypt

Project title: Mobilization of the Dahshour World Heritage Site for Community Development

Duration: April 2009 – March 2012

Objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), the objective of the project is to support the reduction of human development disparities, with special reference to addressing the gender gap and achieving environmental sustainability. The project strategy works in two dimensions; first to reduce poverty of the local communities in Dahshour (an agricultural community comprising five villages to the south of Cairo), and second to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area (the Sneferu pyramids and Birket wetland). Tourism development is central to all the main project activities as it was determined that tourism can play a fundamental role in creating sustainable livelihoods for the local communities, and provide the framework for the sustainable use and management of cultural and natural resources, as well as fostering the practice of local lifestyles.

Results achieved at 31/12/2011:

- An audit of existing skills in the tourism sector was conducted, which served as the basis to prepare a training needs analysis (TNA).
- On the basis of the TNA, Train-the-Trainer courses were conducted (82 local people trained: 43 men and 39 women) and the subsequent training was held on: Waste Management; English

Language; Tour Guiding/Customer Service; Basic Hospitality Skills; Tourism Awareness; and Tourism M/SME development (3,243 local people trained: 2,067 men and 1,176 women).

- The Strategic Spatial Framework for Sustainable Tourism Development, which is in line with the National Sustainable Tourism Development Plan and the Greater Cairo Development Project, was formulated (and officially approved in May 2011) in a consultative process, including the Ministry of Tourism, the local government, the local community and other stakeholders.
- An inventory of existing tourism attractions, resources and services was created.

New developments for 2012:

- Advisory assistance is being provided to the Tourism Development Authority (TDA) for the design and operational guidelines for a visitor centre and an ecolodge.
- Training will be provided for local guides in collaboration with the Ministry of Tourism and support the development of a network for tour guides.
- Promotional activities will be undertaken (website, brochure, etc.).
- Provide capacity-building for up to 50 tourism-related SMEs.
- Organize small landscaping activities, e.g., cleaning of roads, putting up benches for people to sit, install waste paper bins, prepare tourism signposting around Dahshour, etc.

Country: Honduras

Project title: Cultural Creativity and Identity for Local Development

Duration: July 2008 – July 2011

Objectives: Seeks to strengthen institutional and human capacities in the management of cultural and creative development at decentralized level, whilst preserving the diversity of Honduran identities. It includes the following sub-objectives: (1) strengthening Regional Culture Councils through participatory drafting of local culture and development strategies and implementing these through cultural management, financing 80 initiatives aimed at children and young people, 16 art training schools and 16 creative interpretation projects on the MDGs; (2) technically and financially supporting entrepreneurship in the creative and cultural industries and rural tourism; the recovery of public spaces, historical building and archaeological parks for local development; (3) researching and spreading information on the impact of culture on development. The Programme corresponds to national priorities in the field of culture. It was developed with the cooperation of the SCAD, the Spanish Agency for International Cooperation and the private sector.

Results achieved at 31/12/2011:

- 13 local fairs and festivals in 8 regions have improved their resources and capacity to promote cultural, creative and rural tourism micro-enterprises.
- 59 cultural, creative and rural tourism micro-enterprises and local groups have participated in business and marketing management training programs and formulated their business and marketing plans.
- UNWTO provided technical assistant to cultural, creative and rural tourism initiatives and 43 micro-enterprises accessed credit of the revolving seed fund of the program.
- 5 indigenous musicians were trained and recorded one traditional music cd.
- UNWTO supported, in coordination with UNESCO, national stakeholders in the implementation of the anthropological, artistic and cultural research fund. 21 proposals were funded and presented successfully.
- UNWTO supported, in coordination with UNESCO an UNDP, national stakeholders the design and preparation of indicators for cultural development and the impact of culture on development.

- **New developments in 2012:** The project is completed in all aspects.

Country: Nicaragua

Project title: Cultural Recovery and Creative Productive Development on the Caribbean Coast of Nicaragua.

Duration: March 2009 – August 2012

Objectives: Contribute to reduce equality gaps in the human, social and economic development of indigenous people and afro-descendants in the Caribbean Coast, through cultural rescue, productive development and the deepening in the knowledge about their material and immaterial heritage.

The project contains two complementary thematic cores: (a) cultural rescue and productive development that will promote heritage, cultural and natural diversity and productivity in cultural, creative and touristic industries in the Autonomic Regions of the Caribbean Coast, as a means to improve socio-economic development and employment creation; (b) Research, statistics and public policy.

Support cultural policies and their regionalization through research, systematization and dissemination of studies, statistics and socio-economic indicators and of cultural expressions in the Autonomic Regions of the Caribbean Coast.

Results achieved until 2011:

- Cultural tourism products have been designed with the participation of national and autonomic tourism authorities and local communities. Small tourism infrastructures built in 4 local communities along tourism routes (e.g., public bathrooms in local beaches and passengers' lounges at local ports).
- Local tourism businesses are part of viable cultural tourism itineraries. In this process, 231 people (47% women and 53% men), direct beneficiaries, participated in tourism business basic training and cultural tourism campaigns.
- Local tour operators' capacity-building and training process has been completed.
- Three historically and culturally relevant public spaces and buildings have been restored.
- One venue for cultural product sales and promotion is finished.
- Nineteen tourism businesses and entrepreneurs credits from the program's revolving credit fund have been approved – 59% of credits of the whole program.
- The project has reached about 3,000 indirect beneficiaries in the capacity building.

New developments in 2012:

- Local tourist guides training and certification processes were completed in March 2012.
- Local tour operators' equipment grants are expected to be approved by June 2012.
- Tourism infrastructures in 2 local communities along tourism routes are expected to be built by July 2012.
- One historically and culturally relevant public building restoration is expected to be completed by June 2012.
- Three additional cultural products sales and promotion venues to be built before July 2012.
- The Marketing Plan is expected to be implemented by July 2012.
- Local Governments Cultural Tourism Plans are expected to be completed by June 2012.
- UNWTO will continue coordinating, as leading agency, the implementation and closure of this UN System Joint Program with national and regional governments by August 2012.

Country: Nicaragua

Project title: National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People.

Duration: June 2009 – March 2013

Objectives: The project seeks to act in support of efforts already being made at national level towards improving the access of young people to decent employment, especially those living in socially vulnerable conditions in urban and rural areas of Nicaragua, and thereby helping to counteract the negative effects of the migration trend.

Activities will be put in place to assist their labour and social integration, which will be systematically analysed in order to build comprehensive intervention models that will be sustainable at local level.

Institutional capacities will be strengthened in order to place youth employment and migration firmly on the national agenda. The programme will also be closely linked to ongoing national and local initiatives that are already being supported by cooperation agencies, national government and municipal authority agencies. Young people themselves will play a proactive role in the programme as a whole, in their capacity as social entities with rights of their own

Results achieved until 2011:

- 175 youths (56% women and 44% men) have completed basic training and certification in tourism and hospitality (tourist guide, bartender, waiter and cooker) occupations.
- UNWTO and national authorities have provided technical assistance to 28 young entrepreneurs (around 50% of total) and formulated tourism and hospitality related business plans to access credit from the revolving seed fund with the support of UNIDO and ILO.
- UNWTO has supported the formulation of:
 - the Sustainability Plan to improve national capacities in the areas of youth employment and migration.
 - the Programme's Business Training Strategy focused on tourism and hospitality business plan.

New developments in 2012: UNWTO will continue providing technical assistance to young entrepreneurs and formulating tourism and hospitality related business plans to access credit from the revolving seed fund and support initiatives leading to create job opportunities to the direct beneficiaries of the programme.

Country: Panama

Project title: Entrepreneurial Opportunities Network for Poor Families

Duration: January 2010 – December 2012

Objectives: Reduce poverty levels, especially in rural and indigenous zones, supporting the poor population to initiate new sustainable micro-ventures with emphasis in the touristic and agricultural sectors.

Based on the principle of human development with distributive equality, the project is managed to cover the gap existing between the governmental programme of monetary transfers conditioned by the Opportunities Network and the programme *Impulse Panama* oriented to consolidate the middle size enterprises already existing.

The proposed joint programme, Entrepreneurial Opportunities Network for Poor Families, with intercultural focus includes: (1) adequate public policies, (2) access to productive resources, (3) costs and risks reduction, (4) greatest productivity and better work conditions, including integration to clusters of greater range and access to goods and services.

Results achieved until 2011:

- Tourism routes and products identification process has been completed.
- 202 people (45% men and 55% women) have participated in the basic tourism training program.
- UNWTO has started the formulation of the Rural Tourism Master Plan in coordination with the National Tourism Authority of Panama in a consultative process with the private sector and local beneficiaries.
- UNWTO has supported entrepreneurship training process focused on local beneficiaries in coordination with UNCTAD.

New developments in 2012:

- UNWTO will continue to implement tourism training and technical assistance to support local processes of development of micro-ventures in the rural tourism value chain.
- UNWTO will lead and support strategic plans to develop and implement national rural tourism policy in an effort for creating national ownership.

Country: Peru

Project title: Joint Program (JP): Inclusive Creative industries (CI), a tool for alleviating poverty in Peru.

Duration: December 2009 - December 2012

Objectives: The PC considered central the theme about development and sustainability of Creative Industries in Peru, creating a favourable policy and institutional framework for the development of Inclusive Business in Creative Industries and strengthening public-private structures in each region, with private entrepreneurs and strategic partners, achieving the inclusion of vulnerable groups into a formal system in order to articulate the different markets; regional, domestic and export segment in a sustainable way. For that, the JP uses the experiences of six agencies participating in this program; ILO, UNWTO, UNIDO, UNDP, UNESCO, FAO and proposes to implement three components, which products and activities will achieve the direct effects of stimulation of the economy in the intervention regions, creating decent work and improved the quality of life of vulnerable groups and their families with better income generation.

Results achieved at 31/12/2011:

- Improvement of the institutional environment, promoting public policies to promote quality assurance of Creative Industries, strengthening the institutions responsible for local and regional structures and catalysing or strengthening public-private development of the CI.
- Capacity-building of micro and small producers in sustainable CI business. The field experiences will validate the methodologies developed for the PC.
- Products, tools, instruments and methodologies have been validated.

New developments in 2012:

- During 2012, UNWTO will be in charge of (1) training and technical assistance in rural tourism and gastronomy, (2) technical assistance for developing the profile of public investment projects in areas prioritized by the JP, and (3) organization of the forum for the presentation of methodological guide for developing business in CIs and direct financing through the Programme Mi Tierra, Un Producto (My Land, One Product).
- Promotion of tourism development, craft development and/or productive development in order to compete in national and international markets.
- According to the recommendation of the interim evaluation, the JP will run until June 2013.

Country: Senegal**Project title:** Promoting Initiatives and Cultural Industries in Senegal – MDG-F**Duration:** 2008 - 2011**Objectives:** within the framework of the UN Millennium Development Goals, the objectives of the project are as follows:

- Improving national productivity capacity in terms of competitiveness, quality products added value, creation of qualified jobs and investments.
- Increasing revenues of poor and vulnerable groups in the field of culture and development.
- Improving quality of life of vulnerable groups, and the sustainability of their revenues through environmental protection actions, and development of natural resources.
- Institutional capacity building in the field of culture and development, with emphasis on human rights and gender equity.
- Improving local communities and organizations capacity and resources to participate efficiently in the decentralization process and management of local development.

Results achieved at 31/12/2011:

- In order to reach the objectives of tourism and economic development in the two regions targeted by the project (Pays Bassari and Delta du Saloum), the UNWTO has carried out an assessment of training needs as well as the preparation of the training programmes. The training programmes have been implemented, from July to October 2011, around the following topics: Cuisine, Restaurant/ bar, Reception, Accommodation and housekeeping, Operations management and Tour guiding
- A total of 256 persons benefited from the training sessions in Kédougou (Pays Bassari) and Toubacouta (Delta du Saloum).
- The UNWTO and the Ministry of Tourism of Senegal signed an Agreement, giving to the latter, the responsibility of implementing the Action plan to promote the targeted sites. In this regard, the Ministry of Tourism has conducted in 2011 a study on the identification of tourism attractions.

New developments in 2012: Due to several technical obstacles, to complete the activities and achieve the expected results, the MDG-F Secretariat in New-York authorized a one year extension with a new deadline of the project: September 2012, giving time to the Institutions involved achieving their objectives. During the year 2012, the UNWTO and the Ministry of Tourism of Senegal will pursue their collaboration to achieve the following activities:

- Formulation of bankable projects in the tourism sector
- Feasibility study on local supply chain for the benefit of tourism industries in the two regions
- Creation and updating of a Web site for the medium and small size tourism camps

Country: Serbia**Project title:** Sustainable Tourism for Rural Development in Serbia**Duration:** January 2010 – December 2012

Objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), this project contributes toward eight targets under three Millennium Development Goals; addresses three relevant Government strategies; and creates synergies with a number of Government and donor funded initiatives. It contributes specifically to “Sustainable development plans that effectively respond to the needs of people, communities and the private sector, and promote rural development and environmental protection.” The project has two key objectives: development of a legal and policy

framework for supporting diversification of rural economy through tourism, and, the creation of better linkages and organization of local rural tourism and support industries, as well as improvement of local stakeholders' capacity for developing services and products in line with national strategies.

Results achieved in 2011:

- A Rural Tourism Master Plan was formulated (and approved in April 2011) in a very consultative process, including the Serbian Government, other national stakeholders, as well as other agencies' inputs (UNDP, UNICEF, FAO, UNEP).
- More than ten stakeholder workshops (three of them on a national level) were conducted to (1) receive feedback and recommendations from the local stakeholders on the Master Plan and to (2) disseminate the final document.
- A Grants Scheme was developed for rural tourism development projects. This included defining the process, the call for grants, capacity building sessions for local stakeholders on the grants application process, and criteria for evaluation. UNWTO approved 37 grants. National ownership is being created by collaborating with TOS to manage the granted projects.
- A proposal for institutional strengthening including capacity building at all institutional levels was prepared by UNWTO and submitted to the Ministry of Economy and Regional Development for approval in November 2011.

New developments for 2012:

- UNWTO will continue to hold tourism awareness sessions to disseminate the Rural Tourism Master Plan to local stakeholders.
- The granted projects will be monitored and evaluated continuously (implementation is anticipated to be completed by August 2012).
- The activity of institutional strengthening will continue.
- Workshops will be conducted for the public and private sector in the following areas: product development, strategies and management techniques for rural tourism, marketing and promotion of destinations, and quality standards for rural tourism providers.

Country: Turkey

Project title: Alliances for Culture Tourism in Eastern Anatolia

Objectives: The project contributes toward the realization of the first Millennium Development Goal by addressing Turkey's regional development disparities and taking into account the existing national tourism strategies. It aims at the enhancement of cultural tourism in Kars province and thereby contributing to community cohesion, employment creation and the reduction of socio-economic differences. National ownership is ensured by including strategic documents into the overall national development policies of Turkey. The project focuses on three key outcomes: (1) creation and implementation of a model for strategic direction, prioritization and safeguarding of tangible and intangible cultural heritage and cultural tourism delivery in Kars, (2) enhancement of community and enterprise capacities in Kars for income generation job creation in the culture based tourism sector, and (3) improvement of capacities of local authorities and civil society.

Results achieved until 2011:

- The Tourism Master Plan was formulated in cooperation with the Ministry of Culture and Tourism, partnering UN agencies, and local stakeholders from Kars (approved in December 2010).
- A training needs assessment was carried out with the objective to establish a baseline assessment of capacity building needs for training programmes in Kars. Consequently, capacity building activities were designed, including: training on promotion and information delivery and study tour to

Spain in December 2009 (32 local stakeholders); participation in UNWTO's Practicum for four public and private sector representatives in June 2010; tourism awareness-raising training (51 participants) and hotel operations training (24 participants) in December 2010; training in English language (62 participants) from February to April 2011; and business advisory services for SMEs (about 50 beneficiaries) in May 2011.

- An assessment of the institutional capacity to develop and manage tourism in Kars was carried out and the possible structure of a Tourism Governance Organization (TGO) elaborated.
- Marketing and promotion activities included: the formulation of a marketing strategy with a detailed 3-year Action Plan; the development of a logo and slogan for Kars; the development of promotional brochures for Kars; promotional support in participation at EMITT, ITB, and Kars Tourism Week in 2011; the organization of a familiarization tour in July 2011 (15 participants including 5 international tour operators and national public and private sector representatives); and the formulation of a report with detailed research on tourism website development for Kars and draft ToR for a potential designer.

New developments in 2012: The project will close in April 2012; a closure event will be organized on 19 April to present final results.

IV. ST-EP Projects Portfolio, results achieved at 31/12/2011

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Benin	Promotion and Development of Sustainable Tourism in the Buffer Zone of Park W	Awareness raising activities in the communities of Kandi, Karimama, Banikoara resulted in the creation of tourism committees. Local skills were enhanced through training sessions on handicrafts production, guiding techniques and tourism management, which enabled the local communities to design and organize cultural tours. www.tour-communautaire-parcw.net	Italian Cooperation
Burkina Faso	Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W)	Awareness raising activities and tourism training have been carried out in the districts of Tambaga and Logobou. A tourist accommodation has been built in the town of Yobri which includes a handicrafts centre. Excursions to the Gobnagou cliffs are being developed. Promotional activities have been carried out in collaboration with Mowgli tour operator.	Italian Cooperation
Benin/ Burkina Faso/ Niger	Development of Birdwatching Tourism at Regional Park W	This project is complementary to the rest of activities in Park W that are being funded by the Italian Cooperation. It provided bird watching training to guides from the three countries, which will be followed by the construction of bird watching platforms and environmental awareness raising activities in communities in the buffer zone of the park.	RAMSAR Swiss Fund for Africa
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been developed and training will be provided to local guides and tourism SMEs. Collaborative mechanisms among the local and national administration, the private sector and community are being fostered with a view to enabling effective destination management and the environmental management of tourist attractions.	ST-EP Foundation
Ethiopia	Chencha-Dorze Tourism and Handicrafts Development	In consultation with hotels, training was provided on quality services, handicrafts and guiding which has resulted in employment for 18 community members at hotels and the establishment of a cooperative of artisans. A handicraft sales centre has been completed. The District Tourism Office	SNV (Netherlands Development Organisation) ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		received destination management training and is promoting the integration of Chencha-Dorze in the Southern Circuit.	
	Konso Community Tourism	An extensive consultation process with all stakeholders was carried out to identify viable income generating activities. The Regional Government decided to redistribute 70% of the entrance fee to the communities and training was provided on handicraft development, guiding services and hotel and restaurant management. Information on all tourist activities is available at the local Tourist Information Centre.	ST-EP Foundation
Ghana	West Coast Tourism Destination Area Development	The project builds on the experience of the previous project in the region. Additional training activities were carried out and new linkages with the private sector were established. A Destination Management and Marketing Strategy has been formulated, based on which marketing activities are carried out by the newly established Destination Management Organization. www.ghanawestcoast.com	Italian Cooperation
Ghana	Savannaland Destination Tourism Programme	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. The project has fostered public private partnerships, especially through establishing tourism committees and a destination management team that take the lead in carrying out marketing activities. www.savannatourism.com	SNV ST-EP Foundation
Kenya	Enhanced Market Access for Community-based Tourism Products	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. A marketing strategy has been developed, based on which marketing activities are carried out.	SNV ST-EP Foundation
	Enhancement of Local Employment in Amboseli Tourism Destination through Vocational Tourism Training	In partnership with the abovementioned project, a feasibility study to provide vocational training to local people from Amboseli has been carried out and training has been provided at Moi University to 30 local youth from the Amboseli area.	IUCN-NL (Netherlands Committee of the International Union for the Conservation of Nature) ST-EP Foundation
	Kenya Coast Beach Management and Local Livelihoods	The project aims to agree localized beach management action plans to improve the livelihoods of local beach operators and their families, and to reduce the harassment of tourists along Kenya's beaches. Two multi-stakeholder workshops have been organized in the project areas, based on which detailed project activities have been defined.	Travel Foundation ST-EP Foundation
Lesotho	Rural Home Stays Development	The project focuses on community training and the development of income generating activities, such as home stays, and marketing. Project activities will soon be launched.	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Mali	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was made in Mopti, Sangha and Djenné. A value chain analysis identified the best opportunities to develop business linkages. Support to access small equipment and training on business management, quality products and services, networking and selling techniques are ongoing.	AECID (Spanish Cooperation Agency)
Mozambique	Community-based Lodges Training Programme	Community members from the area of Limpopo National Park (Massingir) and Maputo Special Reserve (Matutuine) have participated in awareness raising meetings and received training on tourism services, conservation and income generating activities. Circuits including the community-based lodges of Covane, Madjadjane and Tinti Gala are being promoted and a website is being produced.	ST-EP Foundation Flemish Government
	Supporting Platform for Inhambane Tourism Initiatives	Awareness raising meetings on destination management have been organized with public and private stakeholders. In consultation with the hotels association, a comprehensive human resources development programme has been implemented. Training on business management and matching grants from the initiatives fund have benefitted 15 SMEs which have managed to almost double the number of employees and income.	SNV ST-EP Foundation
	Human resource and SME development for the tourism sector in Inhambane province	The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.	Flemish Government Government of Macau S.A.R.
Mozambique	Institutional Strengthening of the Municipality of Maputo and Initiatives Fund for Women Entrepreneurs of Mafalala	The project aims to reinforce the institutional capacity of the Municipality of Maputo to implement pilot projects that generate jobs in the area of tourism. Financial support and technical assistance is being provided to small enterprises run by women in the Mafalala historic neighbourhood of Maputo.	Banesto Foundation
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women	In collaboration with the private sector, the project has identified women employees in tourism and is sponsoring their participation to tourism courses in hospitality and culinary arts. In addition, 8 micro tourism projects managed by women have been selected to receive financial and business development services in order to deliver goods and services to tourists and tourism enterprises.	AECID
	Initiatives Fund for Rural Women Entrepreneurs	The project is complementary to the project above. Financial support and technical assistance will be provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.	Banesto Foundation
Niger	Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Microenterprises	A solar water supply system has been built to serve the camp of Brigambou as well as the community and the school. Training courses have resulted in enhanced management and hospitality skills for the community. Excursions have been developed and a new entrance to Park W has been set up in collaboration with Park authorities. Income generating	Italian Cooperation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		activities have been identified, support to small entrepreneurs has been in Brigambou, Allambaré and Molli Haussa, and promotional activities have been carried out. www.escapadesauparcw.blogspot.com	
Rwanda	Congo-Nile Trails: Bringing tourism to one of Africa's poorest and most beautiful regions	An inventory of attractions and a value chain analysis were carried out to identify income generating opportunities of the hiking product in the mountains along the Eastern side of Lake Kivu that separates Congo and Nile river watersheds. Awareness raising for service providers and communities and training on business planning has taken place. A marketing strategy has been prepared, which forms the basis to carry out marketing activities for the trail.	SNV ST-EP Foundation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	Guidelines for establishing and operating cultural tourism activities, and quality standards and a monitoring system have been developed. Training has been provided to existing and new Cultural Tourism Enterprises in the fields of tour guiding, business management and quality services. The Tanzanian Association of Cultural Tourism Organizers (TACTO) has been strengthened and is strategically managing the affairs of the current 41 Cultural Tourism Enterprises in the country. Exchange visits have been organized and marketing materials produced. www.tanzaniaculturaltourism.com	SNV ST-EP Foundation
	Initiatives Fund for Women Entrepreneurs of Pangani	The project builds on the experience of a previous project in Pangani. Financial support and technical assistance is being provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.	Banesto Foundation
United Republic of Tanzania	Uluguru Mountains Ecotourism	Environmental awareness raising activities were carried out in Kinole ward followed by training on beekeeping, tree nursering, tour guiding and handicraft production. Villagers started enforcing environmental by-laws and agreements were made with credit institutions to provide low interest loans to farmers that engage in conservation. Locally guided tours are organized from the Morogoro Tourist Information Centre. Marketing materials have been produced.	IUCN-NL ST-EP Foundation
West Africa	Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas in Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone	<i>Duration:</i> 2008-2010 (Feasibility study completed) 2011 – Donor conference <i>Objectives:</i> Synergize the efforts of the 10 states in order to optimize the protected areas which they hold in common. It aims thereby to provide a major impetus to the improvement of living conditions of local communities and to reduce significantly the level of poverty. It also aims to build on the successful development experience of cross-border parks in East and Southern Africa and create a competitive and viable alternative ecotourism destination. The action plan for the project has the following objectives: <ul style="list-style-type: none"> ▪ Extend the process of economic integration in the region to include a rational management of the cross border protected areas and the development of ecotourism ▪ Promote sustainable tourism ▪ Assure the conservation of the sub region's biodiversity ▪ Reduce poverty among local communities by increasing their income and employment and by promoting revenue generating activities 	ST-EP Foundation KOICA (Korea International Development Agency) Organization of the Islamic Conference (OIC)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		<ul style="list-style-type: none"> ▪ Create a network of cross-border parks and protected areas. <p><i>Outputs:</i> Creation of comparable databases in each country</p> <ul style="list-style-type: none"> ▪ Comparative databases in each country created ▪ Products related and launched on the regional and international markets through marketing and public relations activity ▪ Cross-border trails and circuits: itineraries, facilities, guides, ancillary activities, networks, signage and interpretation, created ▪ Sustainable biodiversity management: joint management plans, fair sharing of biological resources, common methods of evaluation, monitoring and protection ▪ Activities and interventions of private sector operators, civil society, local communities and public bodies monitored ▪ Stimulus of local community development: development and renovation of core infrastructure, provision of goods and services to tourists ▪ Revenue generating activities contributing to the reduction of poverty among communities in and around protected areas: craft production, local produce, jobs and education. 	
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	Cultural Centres are being developed in Mafungautsi and Mwandi villages. Community members have been identified to participate in trainings on cooking, tour guiding, storytelling, dancing and management.	ST-EP Foundation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Central America	Market Access for Rural Tourism SMEs	The project aims to contribute to the regional integration of rural tourism initiatives through joint marketing activities. A seminar on e-commerce for the members of the <i>Red de Posadas de Centroamérica</i> has been carried out and technical assistance to improve marketing tools and techniques will be provided.	ST-EP Foundation
Ecuador	Fostering Rural Community-based Tourism, Inclusive Business and Effective Destination Management along the Inca Trail	Awareness raising of heritage values was carried out. Different tourist routes were identified from Ingapirca to Amaluza and the potential of tourism products was validated by the communities, service providers and tour operators through the "Sales Test" methodology. Training on tourism and cultural management and local guiding was also carried out. The project participated in various tourism fairs and a linkage was created between CERART and 200 handicraft producers.	SNV ST-EP Foundation
Guatemala	Strengthening Community-based Tourism Destinations in Quiché	Community organizations participated in an exchange and training programme that focused on quality services, business management and tourism best practices. The construction of a lodge in Laj Chimel forest (www.lajchimelecoturismo.com) has started and a new tourism product in the destination "Nuevos Mayas" (www.newmayas.com) has been designed. Craft makers of El Jocote and Laj Chimel have made improvements to the handicrafts sold to tourists. The Municipality has enhanced the access to Chixoy river for the tubing experience (www.guatetubing.com).	Italian Cooperation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Honduras	Connecting Local Tourism Products and Services with the Marina Copan Hotel in Copan Ruinas	Inclusive tourism practices within the Hotel Marina Copán were assessed and an inventory of locally available products carried out. Selected SMEs received training on business management and marketing and developed business plans. A revolving fund has been established and has contributed to improved SMEs performance, which has facilitated the creation of business linkages between the SMEs and tourism enterprises.	SNV ST-EP Foundation
Honduras	Sales Increase through the Innovation of the Culinary Culture	Awareness raising of gastronomy in the tourism industry was carried out and various fairs were organized. SMEs received training on food handling, culinary innovation, quality services and financial planning. Information on trainees looking for employment has been distributed to the Tourism Chamber of Tela. A recipe book has been published and widely disseminated in the tourism sector.	SNV ST-EP Foundation
	Establishing Linkages between Garifunas and Small Businesses and the Bahía de Tela "Los Micos Beach & Golf" Resort	Training on entrepreneurship was carried out for local restaurants, supply stores and accommodation. Training for cultural groups and cultural fairs were also organized. A tourism training curricula was developed and courses have been delivered. Tourist Information Centres have been established in La Ensenada and Tornabé to promote the local offer.	ST-EP Foundation
Nicaragua	Enhancing Rural and Community-based Tourism Initiatives in Masaya and Granada (RENITURAL)	The tourism network of Laguna de Apoyo, Quetzalcoátl Cooperative, ADIE association, the communal house of La Granadilla, and the rural lodge Nicaragua Libre participated in a tailor-made capacity building and equipment programme. Promotional activities such as the collaboration with AMADEUS Small&Nice programme and the constitution of Tourism Committees took place. www.turismoruralennicaragua.com	Italian Cooperation

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Cambodia	Enhancing the Mekong Discovery Trail	The Mekong Discovery Trail is a new ecotourism destination in northeast Cambodia, with themed visitor routes emanating from major gateway towns. Phases I to III prepared Tourism Master Plan for the Province of Kratie, planned the trail and its products and elaborated promotional tools. Phase IV has built on the progress achieved in previous phases - to further support the development and promotion of tourism in the region - with a stronger focus on infrastructure development; the roles of public and private sectors and commercially engaging the private sector with the Mekong Discovery Trail and further marketing. www.mekongdiscoverytrail.com	AECID
China	Tourism and Handicraft Production in Guizhou Province	Training is being provided to handicraft producers in order to enhance the quality of products and sell them at the Tsingtao Beer Museum.	Tsingtao Brewery.Co.Ltd
Nepal	Great Himalaya Trail Development in West Nepal: Linking Enterprises to Tourism Markets	A value chain analysis was carried out and training for MSMEs on quality services and guiding took place. Tourism Committees have been established in Humla and Dolpa and a strategic tourism action plan and marketing strategy have been formulated, which are used as the basis for the implementation of product development and marketing activities. www.greathimalayatrail.org	SNV ST-EP Foundation

EUROPE			
Country	Project Title	Current Status and Main Results	Main Contributions
Albania	Korca Region Tourism Destination Development and Management Programme	A regional tourism database is operative since September 2009. An integrated product development and marketing strategy was elaborated, which formed the basis to establish the Korca DMO. The DMO has used the strategy to further develop tourism in the areas and carry out marketing activities, and has also used the experiences gained to provide advice on tourism development in other destinations in Albania. www.visit-korca.com	SNV ST-EP Foundation

MIDDLE EAST			
Country	Project Title	Current Status and Main Results	Main Contributions
Yemen	Handicrafts, Heritage and Employment in the Highlands of Al-Mahweet	A building is being renovated to host the visitor centre that will provide tourist information, handicraft sales, a base for guides and catering using local produce. Detailed plans for the training for handicraft producers and service providers and the organisation of promotional activities have been prepared.	ST-EP Foundation

The following two ST-EP projects that had been included in the overview presented to the 91st session of the Executive Council will not be launched as originally designed and have been deleted from the list of ST-EP projects:

- **Mali** – Strengthening the Capacities of Tourism Stakeholders at Douentza and d'Hombori within the Framework of Ecotourism Development and Promotion of the Elephants of Gourma. With a contribution from the World Bank, the ecotourism planning component of this project has been implemented and has been included as a Technical Cooperation projects.
- **Bolivia** – Strengthening Community-based Tourism. UNWTO is making final arrangements with the Europa Mundo Foundation to receive a contribution for a similar ST-EP project in Bolivia.

New developments for 2012:

Country	Project Title	Current Status and Main Results	Main Contributions
Bolivia	Consolidation of the product "Misterios del Titikaka" within the Inca Trail	The project builds on the experience of a previous intervention in the area of Titikaka lake which enabled local communities to operate the one day tour "Misterios del Titikaka". The project aims to further strengthen the capacities of the communities of Pata Patani, Quehuaya and Tiraska to provide quality services to tourists and increase the length of stay of tourists. Equipment will be provided and promotional activities carried out to enhance the visibility of the product. www.misteriosdeltitikaka.com	Fundación Europamundo

Country	Project Title	Current Status and Main Results	Main Contributions
Burundi	Enhancing Participation of Youth and Women in Tourism Sector	The project will collaborate with selected hotels in Bujumbura and along the lake shores to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. In collaboration with local training institutes, a tailor made training course will be provided to the selected staff members of the participating hotels. The project will further work with selected young and female entrepreneurs to support them through training, business advice and small subsidies to enhance existing tourism SMEs (mainly restaurants and small accommodations). The project will especially focus on supporting tourism SMEs that can help generate additional local employment for youth and women.	ST-EP Foundation
Jordan	Youth Career Initiative	The Youth Career Initiative (YCI) was designed to empower disadvantaged, vulnerable young people by equipping them with relevant life and work skills and expose them to a successful business environment and professionals that will enable them to make informed career choices and become employable. The program strategy focuses on raising awareness on the employment opportunities in the hotel industry among youth, encourage youth and their parents to consider working in hotels and empower young people by providing them with the necessary life and employability skills. The project aims to provide 80 participating youth with an adequate pool of new skills to enhance their opportunities for employment in the hotel industry in three tourism destination areas: Amman, Aqaba and the Dead Sea.	ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees	Project activities will include: carrying out a training analysis for the tourism sector; developing a curriculum for the required training and identify at least two institutes in the country that could provide the training. The project will then assist the two selected institutes to develop and carry out a train-the-trainers programme and supplying the institutes with suitable training materials. The main objective is that the training institutes will deliver courses for employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector.	ST-EP Foundation Government of Macau S.A.R.