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5. Implementation of the General Programme of Work for 2014-2015:

a) Global activities

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I. Introduction

1. This report presents a summary of the activities carried out by the Organization from August 2014 to March 2015. It is structured along the Organization's two strategic objectives: (a) Competitiveness and Quality and (b) Sustainability and Ethics.
2. [UNWTO activities on the ground](#) are presented in Annex I.

II. Competitiveness and Quality

A. Sharing knowledge and experiences and building capacity

3. The ***fifteenth meeting of the Committee on Statistics and Tourism Satellite Account*** (14-15 January 2015, UNWTO Headquarters, Madrid, Spain) discussed several issues, including (a) the UN Post-2015 Development Agenda and the need for UNWTO to advance in the internationally comparable measurement of sustainability in tourism as a means to inform policy and decision-making in the framework of the Sustainable Development Goals, (b) the UN resolution with regard to data, (c) the monitoring of IRTS 2008 implementation and (d) the sub-national measurement of tourism in collaboration with INRouTe.
4. Several capacity-building, networking and promotional activities have taken place in the framework of the ***Silk Road Initiative***. Details on the different events and publications are contained in Annex I of the present report.
5. The ***International Conference on Tourism Safety and Security in the Middle East and North Africa*** was held in the framework of the 39th UNWTO Commission for the Middle East (14-15 September 2014, Cairo, Egypt). The documents of both meetings and the Cairo Declaration are available [online](#).
6. Given the relevance and complexity of seasonality in tourism, the Ministry of Urban Development and Tourism of Albania and the World Tourism Organization (UNWTO) jointly organized an ***International Conference on "Managing Seasonality in Tourism"*** (20 October 2014, Tirana, Albania). More information [online](#).
7. The ***8th UNWTO/PATA Forum on Tourism Trends and Outlook Enhancing Connectivity in Tourism*** provided a platform for governments, industry and academics to share information, to analyse global trends and the broader environment impacting on tourism, and to map out the appropriate course of actions (13-15 October 2014, Guilin, China). More information [online](#).
8. Macao Special Administrative Region in collaboration with the UNWTO hosted the ***3rd Global Tourism Economy Forum (GTEF)***. The event followed the theme "Maritime Silk Road - From Macao We Begin" and focused on using trade and tourism as tools to strengthen both the historic and modern maritime routes (27-29 October 2014, Macao S.A.R., China).
9. The eighth edition of the ***UNWTO/World Travel Market (WTM) Ministers' Summit*** gathered tourism ministers and leading tourism experts from all over the world to debate the key issues around tourism and mega events. The impact of public exposure during international events, coupled with investments in infrastructure, represents one of the key long-term potentials of mega events (4 November 2014, London, United Kingdom).

10. The World Tourism Organization (UNWTO) and the China National Tourism Administration (CNTA) co-organized the **China International Tourism Forum** (14 November, China International Travel Mart (CITM), Shanghai, China).

11. The **International Mayors' Forum on Tourism** aimed at bringing together mayors and experts from international organizations. Under the theme "Tourism, Soft Power of City Development", it explored the role of tourism in accelerating the sustainable development of cities (15-17 November 2014, Zhengzhou, China).

12. The **UNWTO Special Workshop on Tourism Statistics** provided an intensive and practical experience on a number of selected and highly relevant issues in applied tourism statistics: (a) measurement of tourism for policy purposes, (b) Towards a Framework for Measuring the Sustainable Development of Tourism and (c) institutional and technical requirements for successful TSA implementation (20-21 November 2014, Nara, Japan). More information [online](#).

13. The **E-Marketing Master Class: What's next for the Baltic Sea tourism in a dynamic digital environment** was designed for tourism professionals who strive for excellence in delivering truly integrated, multi-channel strategies and managing strong brands in a rapidly changing digital environment (18-20 November 2014, Druskininkai, Lithuania). The Master Class was based on the UNWTO [Handbook on E-Marketing](#).

14. **Punta del Este 365** is an initiative that brings together the public and the private sectors of Punta del Este in Uruguay to develop and implement new tourism products aimed at overcoming seasonality. The project, developed by UNWTO together with the Ministry of Tourism and Sports of Uruguay, the Regional Government of Maldonado and Destino Punta del Este, was presented during World Travel Market (London, United Kingdom, 5 November 2014). More information on the prototype available [online](#).

15. The ongoing urban and travel revolutions create a unique opportunity to make of city tourism a strong driver of smarter, more sustainable and inclusive cities. According to the conclusions of the **3rd Global Summit on City Tourism** (Barcelona, Spain, on 9-10 December 2014), the new paradigms for city tourism must address key issues: community engagement, better research and data to guide planning and management, public-private partnerships, the creation of clusters and the streamline of technology, innovation and sustainability. Presentations of the Summit are available [online](#).

16. The Statistical Economic and Social Research and Training Centre for Islamic Countries (SESRIC) organized, in collaboration with UNWTO, the **Regional Workshop on Tourism Statistics and Tourism Satellite Accounts** (2-4 December 2014, Ankara, Turkey). Documents and final report available [online](#).

17. The **11th UNWTO Awards Symposium** (27 January 2015, FITUR, Madrid, Spain) included presentations by the finalists of the UNWTO Awards for Excellence and Innovation in the various categories: Public Policy and Governance, Enterprises, Non-Governmental Organizations and Research and Technology. More information online on the 11th UNWTO [awardees](#).

18. The **Tourism Investment and Business Forum for Africa, INVESTOUR**, organized by UNWTO together with FITUR and Casa África, held its sixth edition at FITUR 2015 (29 January 2015, Madrid, Spain). The Forum promoted investment and business opportunities in Africa by bringing together African tourism project leaders with potential international partners and investors in a business-to-business (B2B) session. Final report available [online](#).

19. Shopping tourism is becoming an increasingly relevant component of the tourism value chain. The **First UNWTO Conference on Shopping Tourism**, organized together with FITUR Shopping, provides a platform for participants to analyse trends in shopping tourism and exchange innovative and creative experiences from all over the world through the participation of city representatives from London, Madrid and New York (29 January, FITUR Madrid, Spain). Associated report is available [online](#).

20. Organized jointly by UNWTO and Casa Árabe, the **UNWTO & Casa Árabe Ministerial Round Table on Tourism Development Policies and Strategies in the MENA region** focused on the current situation and prospects of tourism in the Middle East and North Africa (29 January 2015, FITUR Madrid, Spain).

21. The Ministry of Tourism of the Kingdom of Morocco and the World Tourism Organization jointly organized an **International Conference on the Atlantic Initiative for Tourism** (11-13 March 2015, Rabat, Morocco). The event aimed at sharing experiences in the tourism sector and creating a multi-party roadmap for the development of tourism on both sides of the Atlantic Ocean. The *Rabat Declaration* is available [online](#).

22. **Seminar on “How to Meet the Expectations of Today's Traveller” - Best Russian and International Practices** (16 March 2015, Moscow, Russian Federation). Co-organized by the Federal Agency for Tourism (Russian Federation) and UNWTO, the seminar gathered over 250 Russian tourism industry stakeholders as well as representatives from UNWTO Member States aiming at discussing best Russian and international practices on how public and private sectors should work together to meet the expectations of visitors and how quality ensures sustainable growth of tourism destinations.

23. The World Tourism Organization (UNWTO), the UNWTO Themis Foundation and the Ministry of Tourism and Hospitality Industry of Zimbabwe organized a regional capacity building **Course on eMarketing** (23-27 March 2015, Harare, Zimbabwe). The course was open to executive officials and stakeholders of Zimbabwe and the SADC region who have responsibility for the design, implementation and monitoring of e-Marketing in the tourism sector.

B. Data, research and guidance

24. UNWTO World Tourism Barometer and Statistical Annex:

(a) **August 2014:** This issue includes an analysis of results for international tourism for the first half of 2014 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets around the world. Furthermore, it includes data on hotel performance and the meetings industry. See abstract [online](#).

(b) **October 2014:** This issue includes an analysis of results for international tourism for the first eight months of 2014 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets. Furthermore, it includes an evaluation of the May-August period and an outlook for the period September-December based on the UNWTO Panel of Experts and air transport bookings data from business intelligence tool ForwardKeys. See abstract [online](#).

(c) **December 2014:** This issue includes an analysis of results for international tourism for the first ten months of 2014 based on arrivals and receipts data reported by destinations around the world, as well on international tourism expenditure data for source markets. Furthermore, this issue includes an analysis of cruise tourism trends. See abstract [online](#).

- (d) **January 2015:** This issue presents full year results for international tourism in 2014 based on preliminary data for international overnight visitors reported by destinations around the world. This analysis is complemented by data on receipts from international tourism reported by destinations around the world, as well on international tourism expenditure data for source markets for the first part of 2014. See abstract [online](#).
25. ***Yearbook of Tourism Statistics, Data 2009-2013 (2015 Edition)***: Understanding, for each country, where its inbound tourism is generated is essential for analysing international tourism flows and devising marketing strategies, such as those related to the positioning of national markets abroad. The 2015 Edition presents data for 198 countries from 2009 to 2013, with methodological notes in English, French and Spanish. More [information](#).
26. ***Compendium of Tourism Statistics, Data 2009-2013 (2015 Edition)***: Statistical information on tourism's multiple facets is pivotal in advancing knowledge of the sector, monitoring progress, promoting results-focused management, and highlighting strategic issues for policy decisions. The 2015 edition presents data for 203 countries from 2009 to 2013, with methodological notes in English, French and Spanish. More [information](#).
27. The report ***Online Guest Reviews and Hotel Classification Systems: An Integrated Approach***, jointly prepared by UNWTO and Norwegian Accreditation, an agency of the Ministry of Trade, Industry and Fisheries of Norway, through its QualityMark Norway programme, looks into how hotel classifications and online guest reviews can be incorporated to reduce the gap between guests' expectations and experiences. Report available [online](#).
28. The new UNWTO report ***Hotel Classification Systems: Recurrence of Criteria in 4 and 5 Star Hotels***, identifies the common criteria among 4 and 5 star hotels, providing valuable insights for destinations wishing to revise existing or establish new hotel classification systems. Report available [online](#).
29. The ***UNWTO Global Report on Adventure Tourism***, published jointly with the Adventure Travel Trade Association (ATTA), is a first approach by UNWTO on the topic of adventure tourism. The report provides insight into the close relation between adventure tourism and responsible tourism. Report available [online](#).
30. The ***Global Benchmarking for City Tourism Measurement Report*** studies the importance of measurement tools for cities, as many of them become increasingly interested not only in monitoring and evaluating their tourism performance but also acknowledging the economic impact it has, as well its social and environmental indicators. Report available [online](#).
31. The International Labour Organization (ILO) and the World Tourism Organization of the United Nations (UNWTO) have co-launched a new [report](#) entitled ***Measuring Employment in the Tourism Industries – Guide with Best Practices***, which shows that statistical data are indispensable tools for evidence-based decision-making, planning, implementation and monitoring of policies and programmes.
32. Visa facilitation has experienced strong progress in recent years, particularly through the implementation of visa on arrival policies according to the latest ***UNWTO's Visa Openness Report***. This largely reflects an increased awareness among policymakers of the positive impacts of visa facilitation on tourism and economic growth. Report available [online](#).
33. The publication ***Air Connectivity and its Impact on Tourism in Asia and the Pacific*** includes a series of case studies from cities in Asia and the Pacific that illustrate the crucial role of air transport as

an engine of economic growth and job creation while emphasizing the role of low-cost carriers (LCCs) in the transformation of air transport in the region. The study was developed by UNWTO, the Pacific Asia Travel Association (PATA) and the Tourism Promotion Organization for Asia and the Pacific Cities (TPO), with the financial support of the Ministry of Culture, Sports and Tourism of the Republic of Korea. More [information](#).

34. **Understanding Russian Outbound Tourism – What the Russian Blogosphere is saying about Europe:** This joint ETC/UNWTO report provides useful insight into trends, themes and behaviour of Russian tourists to Europe based on ‘netnographic’ research – or ethnography adapted to the online social world. The study analyses the Russian consumer mindset with regard to preferred destinations, travel planning and segments, through the analysis of online blogs, posts and Internet searches, to provide tips on tapping the world’s fourth largest outbound tourism market. [Get the report](#).

III. Sustainability and Ethics

A. Sharing knowledge and experiences and building capacity

35. In light of the growing importance of pilgrimages and spiritual routes to tourism development around the world, UNWTO, the Ministry of Industry, Energy and Tourism of Spain and the Regional Government of Galicia organized the **First International Congress on Tourism and Pilgrimages** (17-20 September 2014, Santiago de Compostela, Spain). The *Santiago de Compostela Declaration on Tourism and Pilgrimages* and other proceedings of the Congress are available [online](#).

36. The **World Tourism Day (WTD) 2014** drew special attention to the role of tourism in contributing to one of the building blocks of a more sustainable future for all: Community development. This focus was chosen to be in line with the global transition to the Sustainable Development Goals as the guiding principle promoted by the UN from 2015 and beyond. These 2014 official celebrations took place in Guadalajara, Mexico and included a high-level Think Tank. Official messages and other resources available [online](#).

37. UNWTO.Themis Course Cultural Tourism Product Development and UNWTO.Themis Regional Capacity Building Course on Sustainable Tourism Project Development (21-25 September and 7-11 December 2014, Doha, Qatar). Both courses provided officials of national tourism administrations with knowledge, skills, tools, and a forum for discussion and reflection.

38. The importance of building new partnership models for the sustainable development of cultural tourism gained particular relevance at the **99th session of the UNWTO Executive Council** meeting (Samarkand, Uzbekistan, 1-4 October 2014).

39. **UNWTO.Themis Regional Course on “Tourism competitiveness as a driver for community development”.** The course was intended to provide the participants with knowledge, tools, skills and opportunities and put into practice relevant topics of tourism competitiveness for community development (26 October-1 November 2014, Puebla, Mexico).

40. To promote the importance of universal accessibility in tourism, UNWTO and the Government of the Republic of San Marino jointly organized the **First UNWTO Conference on Accessible Tourism in Europe**. The Conference was held in collaboration with Village for All (V4A) and the ONCE Foundation to advance the social inclusion of people with disabilities (San Marino, 19-20 November 2014). The *San Marino Declaration on Accessible Tourism* and other proceedings of the Conference are available [online](#).

41. The **14th meeting of the World Committee on Tourism Ethics** (Rome, Italy, 17-18 November 2014) commended the efforts of UNWTO and its partners to advance Accessible Tourism for All. Besides the issue of accessibility, the [Committee](#) also debated the ethical implications of the promotion of fair models of all-inclusive holidays, the impact on tourism of unfounded ratings on travel portals and the effect of the rise of sharing economy in tourism.
42. The **sixth meeting of the UNWTO Working Group on the Protection of Tourists and Tourism Service Providers** was held on 28 November 2014. The delegates had a detailed debate on the fourth draft text of the UNWTO Convention on the protection of tourists and tourism service providers.
43. Sustainable development of tourism at religious heritage sites was in focus at the **International Conference on Religious Heritage and Tourism: Types, trends and challenges**, jointly organized by UNWTO, the Ministry of Industry, Energy and Tourism of Spain and the City Hall of Elche (27-28 November 2014, Elche, Spain). More information available [online](#).
44. The sixth edition of **FITUR GREEN** (28-30 January 2015, FITUR Madrid), jointly organized by UNWTO, the Instituto Tecnológico Hotelero (ITH) and FITUR, was held under the theme "Towards sustainable consumption and production in the tourism sector". Over the course of three days, the event featured existing national and international initiatives of sustainable tourism through roundtables, presentations and workshops, giving particular emphasis to the recently established 10YFP Programme on Sustainable Tourism, led by UNWTO.
45. The workshop **Children Rights and Corporate Social Responsibility in Tourism**, organized by the UNICEF Spanish Committee with the support of UNWTO (28 January 2015, FITUR Madrid, Spain), showcased the commitments developed by leading tourism companies to incorporate [child protection](#) and the fight against all forms of child exploitation in their social policies and strategies.
46. The **30th Meeting of the World Tourism Network on Child Protection** brought together the UNWTO, governments, the tourism sector, international organizations, NGOs and media associations to curb the exploitation of children in the tourism sector. This year's Special Session focused on policing and law enforcement, while the Reporting Session was an open platform for exchanging good practices in the protection of children and youth in tourism (6 March, ITB Berlin, Germany). More information on the [Network](#).
47. The event **Technology at the service of Tourism for All**, organized by UNWTO, Fundación ONCE and PREDIF in collaboration with IFEMA and Vodafone España, highlighted good practices in the development and use of new technologies in the fields of travel, tourism and leisure. It also addressed the major challenges for generalizing the use of these technologies in the various links of the accessibility chain in tourism. (29 January 2015, FITUR Madrid, Spain). More information on the work on accessible tourism available [online](#).
48. Panel on Community Empowerment through Creative Industries and Tourism: Special focus on Women, Youth, Indigenous Communities and People with Disabilities: Participants shared good practices to improve the livelihoods of communities through concrete business opportunities and an inclusive tourism value chain linked to creative industries and the hospitality sector (6 March 2015, ITB Berlin, Germany).
49. Over 900 participants, including over 45 Ministers and Vice Ministers of Tourism and Culture, international experts, speakers and guests from 100 countries, gathered at the **UNWTO/UNESCO World Conference on Tourism and Culture** in Siem Reap, Cambodia, to explore and advance new

partnership models between tourism and culture (4-6 February 2015). The *Siem Reap Declaration on Tourism and Culture*, as well as keynote speeches and presentations are available [online](#).

50. The ***Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production*** was launched on 5 November 2014 within the framework of World Travel Market. UNWTO is the Lead of the 10YFP Sustainable Tourism Programme (STP) with the Governments of France, Morocco and the Republic of Korea as Co-leads. The 10YFP STP provides an optimal framework to build on the experience of the Global Partnership for Sustainable Tourism while responding to the mandate from Rio+20 to accelerate the shift towards sustainable consumption and production patterns in the tourism sector through evidence-based decision-making, efficiency, innovation and collaboration among stakeholders.

51. The STP Programme of Work is currently under formulation in collaboration with the Multi-Stakeholder Advisory Committee (MAC), which is composed by 22 members representing governments, private sector, NGOs and academia, as well as with the Partners. It includes four areas: 1) integrating sustainable consumption and production (SCP) patterns in tourism related policies and frameworks; 2) collaboration among tourism stakeholders for the improvement of the tourism sector's SCP performance; 3) fostering the application of guidelines, instruments and technical solutions to prevent and mitigate tourism impacts and to mainstream SCP patterns among tourism stakeholders; and 4) enhancing sustainable tourism investment and financing. More information [online](#).

B. Data, research and guidance

52. The [report](#) ***Responding to Climate Change: Tourism Initiatives in Asia and the Pacific*** explores the general causes and effects of climate change on tourism at a global and regional level. Presenting specific case studies from Asia and the Pacific, the publication examines tourism's contribution to greenhouse gas emissions, ultimately calling for greater mitigation and adaptation measures from the public and private sector.

53. In support of international efforts to tackle unprecedented levels of poaching and to strengthen the role of tourism vis-à-vis wildlife crime, UNWTO is spearheading efforts to increase knowledge on the economic value of wildlife watching in Africa. ***Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa*** provides a first overview of this segment, its economic impact and the current involvement of tourism in anti-poaching measures. Briefing paper available [online](#).

54. ***Tourism at World Heritage Sites – Challenges and Opportunities***: proceedings of the International tourism seminar Çeşme (Izmir), Turkey, 26 March 2013. Access to the [report](#).

55. ***Manual on Accessible Tourism for All: Principles, Tools and Good Practices - Module I (definitions and concepts)***: UNWTO's second publication on universal accessibility co-produced with the Spanish ONCE Foundation for social inclusion of people with disabilities and the European Network for Accessible Tourism - ENAT. Report available [online](#).

56. Translations of existing publications:

(a) Translation from Spanish into English: ***Manual on Accessible Tourism for All: Public-Private Partnerships and Good Practices***: The first tangible outcome of a fruitful collaboration between the UNWTO and the ACS Foundation features the inclusion of both cultural and natural heritage assets into the accessible tourism value chain as well as the technical knowledge necessary for making tourism infrastructures and attractions accessible to all. Report available [online](#).

(b) Translation from English into French: ***Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations***: With the aim of contributing to the understanding of tourism as a tool for poverty alleviation and sustainable development, UNWTO jointly with SNV has produced this publication, which outlines some practical steps that can be taken in tourism destinations to shape and manage tourism in ways which deliver more benefits to disadvantaged individuals and communities. Report available [online](#).

Annex I. UNWTO on the Ground

A. Technical Assistance Missions**ALGERIA*****Evaluation of the National System of Tourism Statistics for the Elaboration of a Tourism Satellite Account – 24-30 November 2014***

Undertake a detailed analysis of the current system of tourism statistics (STS) including a review of the distribution of roles and responsibilities of the various agencies involved in developing the STS (Ministry of Tourism, National Statistics Office, Central Bank and Immigration). Based on the evaluation, formulate a project proposal for the further strengthening of the STS with a view to elaborating a Tourism Satellite Account.

Project Formulation Mission for the Revision of the Hotel Classification System – 23-28 November 2014

Undertake a detailed review of the current hotel classification system and identify gaps and constraints in its adaptability to regional and international best practices; and, review the implementation of the scheme including an analysis of the capacities of the Inspectors. Based on the review, formulate a project proposal for the improvement of the hotel classification scheme with updated criteria, training of Inspectors in the new criteria and implementation of the new hotel classification scheme.

CABO VERDE***Project Formulation Mission for a Strategic Plan for Tourism Development – 21-27 September 2014***

Undertake a detailed analysis of the country's tourism sector (resources, infrastructure, institutions, human resources, source markets and tourism services) and prepare a project document for the elaboration of a Tourism Development Master Plan which will provide a detailed framework for the systematic planning of the tourism sector, distribution and prioritisation of tourism resources, and better coordination amongst the various stakeholders in the management of the sector.

EGYPT

Follow-up mission for the phased development and promotion of the “Holy Family Path” in Egypt (6-9 December 2014): In an effort to create new niche tourism products, the Ministry of Tourism requested UNWTO's advice in developing the *Holy Family's Path* by reviving and giving prominence to all the religious landmarks - along 3500 Km, crossing 25 historical sites - which constitute the spiritual heritage of the holy family trip to Egypt. This follow-up mission built upon the outcomes of the overall assessment mission carried-out in April 2014 by furthering the implementation of the recommendations that resulted from the abovementioned assessment. It was undertaken a detailed analysis of the tourism resources, infrastructure, and tourism services in order to prepare a project document for the development of a tourism route on the concept of the “Holy Family Path”.

GUATEMALA***Technical Guidance for the Strengthening of the National System of Tourism Statistics for the Elaboration of a Tourism Satellite Account – 26 November-3 December 2014, and, 11-18 March 2015***

The Government of Guatemala, through the Instituto Guatemalteco de Turismo (INGUAT), is in the process of elaborating its Tourism Satellite Account. UNWTO provided its technical assistance through undertaking two missions to review and validate the data and information compiled, and provide capacity building to INGUAT on how to develop and measure new sets of data.

HAITI***Project Formulation Mission for Tourism Awareness Campaign – 15-20 March 2015***

Under the motto “Tourism must lead the way”, the Government of Haiti identified tourism as an engine to promote socio-economic development and create opportunities for sustainable livelihoods, while, at the same time, protect and preserve Haiti’s unique cultural and natural heritage. The Government is aware that the full potential of tourism in Haiti is not being exploited and a more holistic view of the country in terms of tourism development must be taken. Success thus depends not only on the quality of services offered, but also on the relations with the population and the attitude the population displays towards tourists. The objective of the mission is to undertake an assessment of the situation of tourism awareness in the country and prepare the terms of reference for the design and implementation of a Tourism Awareness Campaign.

JORDAN

Preparatory mission on the development of religious tourism (10-14 December 2014): The Ministry of Tourism and Antiquities requested UNWTO’s advice in assessing the potential for developing religious tourism trails around the theme “A journey to the origins of Christianity”, drawing upon the unique experience of the *St. James Way (Camino de Santiago)*. This short-term preparatory mission carried-out a SWOT analysis of existing attractions, resources and facilities, and formulated actionable recommendations for developing and promoting tourism trails connecting the historical sites of Jordan.

LEBANON

Tourism Communications Strategy for Lebanon (16 December 2014): In an effort to change the image of Lebanon as a tourist destination, the Ministry of Tourism of Lebanon requested UNWTO’s support in the implementation of the *Live Love Lebanon campaign*. This short-term mission conducted a detailed analysis of the situation of tourism in the country (markets and segments), defined corresponding communication needs and evaluated the current communications strategy based on consultations with public and private sectors’ stakeholders during a one day workshop.

MOLDOVA***Project Formulation Mission for the Revision of the National System of Tourism Statistics – 26 October-1 November 2014***

Undertake a detailed analysis of the current system of tourism statistics (STS) including a review of the distribution of roles and responsibilities of the various agencies involved in developing the STS (Ministry of Tourism, National Statistics Office, Central Bank and Immigration). Based on the evaluation, formulate a project proposal for the further strengthening of the STS.

NAMIBIA***Project Formulation Mission for Tourism Growth and Development Strategy – 21-27 September 2014***

Provide technical assistance to the Government of Namibia by reviewing the National Tourism Growth and Development Strategy, and, the National Tourism Investment Profile and Promotion Strategy; undertaking detailed benchmarking and analysing the strengths and weaknesses of the country as a tourism destination; and, providing recommendations on how to optimise the strengths and overcome the weaknesses in order to assist the Government in achieving its target to become one of the most competitive destinations in Sub-Saharan Africa by 2017.

SENEGAL

Evaluation of the National System of Tourism Statistics – 6-10 October 2014

Undertake a detailed analysis of the current system of tourism statistics (STS) including a review of the distribution of roles and responsibilities of the various agencies involved in developing the STS (Ministry of Tourism, National Statistics Office, Central Bank and Immigration). Based on the evaluation, formulate a project proposal for the further strengthening of the STS.

UNITED ARAB EMIRATES

White Paper on Sustainable Tourism Growth in the United Arab Emirates (25 February 2015): UNWTO assisted The National Council of Tourism and Antiquities (NCTA) of the UAE in drafting a *White Paper on Tourism*, which was presented in a workshop to NCTA authorities, selected representatives of tourism departments of the seven Emirates and main private sector stakeholders and key role players, to gather inputs and contributions to ensure its fullest adoption and to transfer ownership of its recommendations to stakeholders and key role players.

B. UNWTO Consulting Unit on Tourism and Biodiversity

Regional Project: Africa

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

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

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

Results achieved as of 30/10/2014

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

- d. A typical wildlife watching tour involves on average a group of 6 people, lasts 10 days, has an average daily price per person of USD 433 and captures an additional USD 55 in out-of-pocket expenses per person, per day.
 - e. There are numerous ongoing efforts being carried out by African governments to monitor data that could be useful in estimating the economic value of the wildlife tourism segment. Nevertheless, further improvements are needed as these efforts are often not consistent and commonly lead to inconclusive results.
 - f. For the vast majority of the countries denoted in the paper, poaching is seen as a serious problem that has negative impacts on tourism that threaten the sector's long-term sustainability and its development opportunities. While a majority of protected area authorities are involved in anti-poaching measures, the tourism authorities are only involved to a minor extent and most do not distribute information on poaching to tourists. Of the participating tour operators about 50% are funding anti-poaching initiatives and/or engaging in nature conservation projects.
- **The findings suggest that guidance and capacity building in developing consistent monitoring of protected area visitors and receipts and subsequently putting together a framework for the analysis of these data are needed. Moreover, the survey results suggest that there is potential for mobilizing the tourism sector in anti-poaching campaigns, which is significant in that the sector can play a key role in raising awareness and potentially financing (or co-financing) anti-poaching initiatives.**

Country: Indonesia

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

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

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

Results achieved as of 31/05/2014:

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

distanced supervision. This is part of the handover operations from STREAM to the local community. Since the end of 2013 and throughout 2014, schools conducted their monitoring activities without financial support from STREAM.

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

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

Project Title: Sustainable Tourism along Migratory Bird Flyways

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

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

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

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

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

Country: Georgia

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

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

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

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

Results achieved as of 30/04/2014:

- A consortium of partners for the implementation of the project was established involving the Georgian National Tourism Administration (GNTA), the Agency of Protected Areas of Georgia (APA), the Georgian Tourism Association (GTA) and the Centre for Biodiversity Conservation and Research (NACRES) and UNWTO.
- In consultation with partners, a set of criteria for the selection of protected areas was completed and the following areas selected for project implementation: Lagodekhi Protected Areas (Mountain ecosystem), Vashlovani National Park (Semi-arid/Freshwater ecosystems), Kolkheti National Park (Freshwater ecosystem), Mtirala National Park (Mountain ecosystem) and Tbilisi National Park (Low Mountain Ecosystem).
- UNWTO provided detailed guiding papers to the Georgian partners for developing rapid assessments of the sites, detailed SWOT analyses, detailed data collection and site management plans.

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

C. ST-EP Projects

REVIEW OF ON-GOING ST-EP PROJECTS

Up to December 2014, out of the portfolio of **108 ST-EP projects**, 93 projects have already been successfully completed. The ST-EP projects are well spread around the world, with **54 projects for Africa** located in 21 countries (Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Gambia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Zambia and Zimbabwe) as well as in 2 sub-regions (West Africa and Southern Africa); **31 projects executed in 9 different countries in Latin America** (Bolivia, Colombia, Costa Rica, Ecuador, Guatemala, Haiti, Honduras, Nicaragua and Peru) as well as in 1 sub-region (Central America); **19 projects in Asia benefiting 8 countries** (Bhutan, Cambodia, China, Lao PDR, Mongolia, Nepal, Timor-Leste and Vietnam); **2 projects in Europe** located in Albania; and **2 projects in the Middle East** for the benefit of 2 countries (Jordan and Yemen).

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

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

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

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		programme of 180 hours was delivered to a group of 13 receptionists. A new 320 hours training programme for a group of 20 unemployed youth to become waiters was delivered from July to December 2014. Further, the project identified opportunities and developed a strategy for providing business development support to selected micro and small tourism enterprises, based on which small matching grants were provided to 9 small enterprises for investments in product development and marketing.	
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized. The project recently started the construction of small tourism facilities to be managed by local groups.	ST-EP Foundation UNIDO COAST Joint contribution :
Gambia	Kartong Ecotourism Project	The main objectives of the project are to develop new and sustainable community-based tourism activities and SME development in line with community ecotourism development goals and create pro-poor employment opportunities. Project activities are designed to develop and strengthen tourist attractions or tourism service enterprises, including: village tours, camping, Gambian home cooking, bicycle hiring, cross-village excursions, craft, sports	Europamundo

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		tourism, as well as training and awareness raising on sustainable environment management. The project builds on the activities carried out and results achieved in the COAST eco-tourism project in Kartong.	
Ghana	Savannaland Destination Tourism Programme	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. The project has fostered public private partnerships, especially through establishing tourism committees and a destination management team which takes the lead in carrying out marketing activities. www.savannatourism.com	SNV ST-EP Foundation (Partnership)
Kenya	Enhanced Market Access for Community-based Tourism Products	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. The following activities have been carried out: competitiveness of the guiding product by facilitating a guiding accreditation qualification for guides/scouts; competitiveness of the Taita and Maasai Mara by adapting innovative marketing strategies; market access for the community tourism product; institutional framework for governance and benefit sharing for the Maasai Mara Conservancies and the Taita Taveta tourism operation; capacity of the leadership and community members to engage in conservation efforts. As a final project activity, 9 women groups who are producing and selling basketry and other curios received marketing support and small matching grants to improve their businesses.	SNV ST-EP Foundation (Partnership)
	Kenya Coast Beach Management and Local Livelihoods	The project delivered a 3-month training programme covering a range of different topics including service standards, personal grooming, customer care, health and safety. The training was conducted in two ways: by hotel zone (delivering general training to beach operators working outside of specific hotels) and by trade-grouping (delivering trade specific training and capacity building to beach operators according to their trade. These	Travel Foundation ST-EP Foundation (Partnership)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		<p>training formed part of the first phase of the project and has benefited 580 beach operators. In its second phase, the project is supporting arrangements that allow for beach operators to display their wares inside the hotels' premises. The first of such successful arrangements was officially formalized through a Memorandum of Understanding (MoU) between the Travellers Beach Hotel and Club, one of the leading beach hotels in Mombasa, the Coast Beaches Curio Operators Association and the Mombasa and Coast Tourist Association. The MoU allows for 20 beach operators to display their wares inside the Travellers Beach Hotel and Club twice a week during given hours and on a rotational basis.</p>	
Lesotho	Kome Rural Homestays project	<p>The project focuses on community mobilization and awareness raising for participation in tourism. A cultural heritage route is going to be developed and promoted including the diversification of local crafts and improved production and sales of organic vegetable and fruits. Activities to improve community-based tourism within Pulane community are about to start and the following components have been planned: community mobilization and awareness raising for participation in tourism; development and promotion of cultural heritage route; diversification and enhancement of local crafts; improved production and sales of organic vegetable and fruits.</p>	ST-EP Foundation
Mozambique	Human resource and SME development for the tourism sector in Inhambane province	<p>The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major</p>	<p>Flemish Government</p> <p>Government of Macau S.A.R.</p>

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 500 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole.	
	Vocational Training and SME Development for the Tourism Sector in Maputo	The main objective of the project is to <i>“enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector”</i> . The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms: <ol style="list-style-type: none"> 1. Employment in tourism enterprises 2. Supply of goods and services to tourism enterprises 3. Direct sales of goods and services to visitors 4. Establishment and running of tourism enterprises 	Flemish Government
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women	In collaboration with the private sector, the project has identified women employees in tourism and is sponsoring their participation to tourism courses in hospitality and culinary arts. In addition, 8 micro tourism projects managed by women are receiving financial and business development services in order to deliver goods and services to tourists and tourism enterprises. Micro projects are implemented at various sites, focusing on the construction of handicraft centres and guest rooms, and the preparation of marketing materials. Training on Hotel Management and Culinary arts is provided to 30 women. A training for rural women to get employment in medium-sized and large tourism enterprises was conducted	AECID

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		in July 2014 The project was launched in September 2010, and will be completed in the course of 2015.	
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	Cultural Centres are under construction in Mafungautsi and Mwandu villages and capacity building activities are about to commence. Based on an internal assessment, the Ministry has prepared a revised work plan and started additional works, giving priority to the completion of the project activities in Mwandu, which is located near Livingstone.	ST-EP Foundation
Zimbabwe	Enhancing Participation of Youth and Women in Tourism	The project will collaborate with selected hotels at the Victoria Falls to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. Information has been exchanged with the Ministry about the project objectives, which will focus on the following activities: <ul style="list-style-type: none"> - Building capacities of women and youth people to make a career in tourism enterprises at the Victoria Falls and strengthen the capacity of tourism SME's in the area. - Identification staff members (youth and women) with low-paid jobs who have potential into better paid positions in the hotel after their training. - Tailor made courses will be elaborated. - Support selected young and female entrepreneurs to support them through training, business advice, and small subsidies to enhance existing tourism SMEs (mainly restaurants and excursions). 	ST-EP Foundation
AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Haiti	Linking small providers of goods and services with tourism enterprises	The project aims to strengthen the involvement of local people in the tourism supply chain in Jacmel through enhancing local employment, establishing business	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		<p>linkages between tourism enterprises and local producers, and diversifying the visitor offer by supporting local communities living up-country to develop new eco-tourism products. The following components are included in the project:</p> <ul style="list-style-type: none"> > Value chain analysis and training needs assessment > Product development and SME support > Capacity building <p>The TOR for a UNWTO Themis Volunteer to support the project has been prepared, and the Volunteer started working for the project in Haiti in August 2014. The project started with undertaking a value chain analysis, and delivering training to local guides and food producers.</p>	
ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Mongolia	Capacity Building for Tourism Employees	<p>The project aims to build capacities among tourism employees and unemployed young people to make a career in the tourism sector. Based on a training needs analysis, a curriculum will be developed and arrangements will be made with local institutes to provide tourism training, especially on these subjects for which there is a clear demand from the private sector. Capacity-building activities are about to start and the following project components have been planned:</p> <ul style="list-style-type: none"> > Curricula development and training for the trainers > Training courses and supply of training materials <p>Contacts have been established with the Dutch development agency CBI to create synergies with their support activities to the tourism sector in Mongolia. In collaboration with CBI and the Ministry of Tourism a detailed project work plan has been prepared. Project activities are to be launched during the first semester of 2015.</p>	ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	<p>Project activities include: two training institutes in the country have been identified to deliver training for tourism employees. The project will assist the two selected institutes to develop and carry out a train-the-trainers programme</p>	<p>ST-EP Foundation</p> <p>Government of Macau S.A.R.</p>

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

D. Technical cooperation projects**Country: Aruba****Project Title:** Development of a System of Tourism Statistics and Tourism Satellite Account**Duration:** December 2014 – December 2015

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

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

Results achieved:

- To date, UNWTO has undertaken two missions to Aruba reviewing data collected by CBS, providing capacity building to enable CBS to collect and analyse the next set of data prior to the next UNWTO mission.

Country: Burundi**Project Title:** Identification and Evaluation of Tourism**Duration:** September 2014 – February 2015

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

Results achieved:

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

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

Objectives: Through funding from the World Bank, the Ministry of Culture and Tourism of Ethiopia, through the Ethiopia Sustainable Tourism Development Project developed a new Classification and Grading system for the

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

Results achieved:

- Training of 30 national inspectors in the new classification criteria and new evaluation system.
- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Ancillary training to Government officials responsible for food safety and hygiene, and, accommodation safety and security.
- At this time, UNWTO is conducting the inspections and classifications of hotels in Addis Ababa region.

Country: India

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

Duration: March 2009 – December 2015

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

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

Results achieved:

- Rural tourism development guidelines and rural tourism development strategy finalized in consultation with major stakeholders and the Punjab Heritage and Tourism Promotion Board (PHTPB). The guidelines and the strategy will serve as the foundation for the development and promotion of rural tourism in the State. Once the State Government is able to obtain funding from the Central Government for one model cluster, the action plan included in the strategy would be implemented and replicated at other locations.
- Tourism awareness programmes were organized in selected schools and colleges in four major districts of the State. These included train-the-trainers programmes. All training materials were produced in English and translated into Gurumukhi (local Punjab language).
- Six tour guide training programmes at key tourism destinations of Punjab.
- Advanced technical assistance was provided to the Research and Statistics Unit of the PHTPB through revised operating and application procedures with focus on structured compilation and analysis of tourism statistics. Workshops in this regard were conducted at four different locations in the State.
- Marketing and promotion activities commenced with the finalization of a work plan for the PHTPB's participation in major trade fairs and exhibitions, organization of road shows, marketing and PR kit, formulation of a marketing action plan with annual budgets, and, production of a Marketing and Sales Manual, and other related activities.
- A destination development plan for Amritsar has been formulated and approved.
- Three guide training programmes were conducted.
- A further review of Research and Statistics Unit was completed.
- A tour operators' workshop was conducted.

Country: Morocco

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

Duration: June 2013 – December 2018

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

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

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

Results achieved:

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

Country: Mozambique

Project title: Strategic Tourism Development Plan

Duration: May 2014 – June 2015

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

Important aspects to be included in the tourism strategy are:

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

Results achieved: The Strategic Tourism Development Plan has been completed and submitted to the Government. A Validation Workshop is scheduled for the first half of March 2015.

Country: Qatar

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

Duration: May 2013 – March 2015

Objectives: In May 2013, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan, particularly in the following areas:

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

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

In February 2014, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the implementation of the Phase II of the new Tourism Strategy and Action Plan, inclusive of a Capacity Building Programme in Product Development and Investment Promotion.

Results achieved:

- Regulations and By-Laws on Desert Safari Camps and Desert Safaris, Tourist Guides, Travel Agents and Tourism Operators, Events, Conferences and Exhibitions, Package Travel, Package Holidays and Package Tours for Outbound Travel Agents.
- Assessment Report on the current state of national tourism statistics with a view to developing a project for the preparation of a tourism satellite account for Qatar.
- Activities related to product development completed.
- Activities on investment promotion and guide training would commence in the second quarter of 2015.

Country: Republic of Congo

Project Title: Sustainable Tourism Development Plan

Duration: December 2014 – October 2015

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

Results achieved:

- Training of 30 national inspectors in the new classification criteria and new evaluation system.
- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Ancillary training to Government officials responsible for food safety and hygiene, and, accommodation safety and security.
- At this time, UNWTO is conducting the inspections and classifications of hotels in Addis Ababa region.

Country: Saudi Arabia**Project Title:** Development of National Handicrafts in Saudi Arabia**Duration:** March 2015 – September 2016

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

Technical support will focus on the following:

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

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

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

Country: Uganda**Project Title:** Improving Policies and Regulations to Support the Development of Markets in Tourism**Duration:** September 2012 – February 2014 (Master Plan officially launched on World Tourism Day 2014)

Objectives: The Government of Uganda, in its National Development Plan 2010-2014, identified tourism as a priority sector to promote socio-economic development in the country, foster the creation of sustainable livelihoods, and generate greater dividends in foreign exchange earnings while contributing towards the protection of Uganda's valuable and diverse cultural and natural heritage. As a result of this Plan, the Ministry of

Tourism, Wildlife and Antiquities was also created in 2011 to oversee tourism policy, planning, development and management in the country.

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

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

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

Country: Uganda

Project Title: Support for Development of Inclusive Markets for Tourism

Duration: September 2013 – December 2014

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

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

Results achieved:

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

Based on the success of the project, UNDP and UNWTO are currently in negotiations to extend the project in 2015.

E. Silk Road / Special Field Projects

OPERATIONAL ACTIVITIES

- **Silk Road Seminar at JATA Tourism Expo 2014** (26 September 2014): *“The Growth of Cultural Tourism on the Silk Road and Opportunities for the Japanese outbound market”*

At JATA Tourism Expo Japan 2014, the World Tourism Organization (UNWTO), Japan Association of Travel Agents (JATA) and Asia-Pacific Tourism Exchange Center (APTEC) organized a special seminar focused on the diversity of the Silk Road’s cultural tourism offer and the opportunities this creates for attracting the Japanese outbound market.

[Ms. Holly Morris, author, investigative reporter, filmmaker and tv host delivered the keynote speech at the Silk Road Seminar.](#) Ms. Morris was the presenter of two [Globe Trekker Silk Road episodes](#) that crossed Azerbaijan, China, Georgia, Kyrgyzstan, Turkey, Turkmenistan and Uzbekistan in 2012. UNWTO was pleased to work with Pilot Productions and the Silk Road countries on this production, the world’s most watched tv travel show with an audience 30 million viewers in 40 countries.

Additional information:

[Silk Road Seminar event page](#)

[UNWTO / Pilot Productions joint collaboration: Globe Trekker Round the World 20th Anniversary Special](#)

- **UNWTO Silk Road Seminar at WTM London 2014 (5 November 2014):** *“20 Years of Silk Road Tourism: What has been achieved and what’s in store for the future?”*

To commemorate the [20th Anniversary of the Samarkand Declaration on Silk Road Tourism](#), UNWTO invited industry leaders to discuss the achievements and challenges for developing tourism along the internationally acclaimed Silk Road route. Apart from discussing the relevance of today’s Silk Road and the trends that will affect tourism along the historic routes, the seminar also featured a [panel discussion](#) attended by representatives of TripAdvisor, Bradt Travel Guides, Minube and Travel Perspective focused on the future relevance of the tourist guide book.

Additional information:

[Silk Road Seminar event page at WTM London 2014](#)

- **5th UNWTO Silk Road Ministers’ Meeting at ITB Berlin 2015 (4 March 2015)**

The 2015 UNWTO Silk Road Ministers’ Meeting at ITB Berlin focused on ‘Strengthening Cooperation through Transnational Route Development’. Ministers and high level officials from over 25 Silk Road countries provided input on how tourism routes are creating opportunities for trans-boundary cooperation, collaborative destination marketing, product development, public-private partnerships, and the safeguarding of natural and cultural heritage.

Supported by presentations delivered by Universal College London (UCL) and the Adventure Travel Trade Association (ATTA), the meeting proved important in exchanging views and in gaining support for thematic tourism routes currently being developed across the Silk Road, which include: [the inscription of the first Silk Road Heritage Corridor on the UNESCO World Heritage List](#), the [VeRoTour Project](#), the Maritime Silk Road and [the Spice Route project](#).

Additional information:

[5th UNWTO Silk Road Ministers’ Meeting event page](#)

The meeting followed the decision of the UNWTO Executive Council to exchange experiences and explore the potential of new international and regional tourism routes, as agreed at its [98th Session held in Santiago de Compostela on 4-6 June 2014](#).

- **UNESCO/UNWTO Silk Road Heritage Corridors Strategy follow-up meeting at ITB Berlin (4 March 2015)**

2014 was an important year for the Silk Road Heritage Corridors with [the inscription of the Chang'an-Tianshan Corridor on the World Heritage List](#). The Chang'an-Tianshan Corridor crosses China, Kazakhstan and Kyrgyzstan, whereas the second heritage corridor currently under assessment, the Amu Darya corridor, crosses Tajikistan and Uzbekistan. Attended by the five countries participating in the [UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy](#), this follow-up meeting served to discuss the objectives outlined in the [Roadmap for Development](#). The meeting also counted upon the attendance of major media representatives interested in contributing towards the project.

- **4th UNWTO Silk Road Tour Operators' Forum (5 March 2015): "Unlocking the Silk Road's Adventure Travel Potential"**

Building on the growing importance of adventure tourism, the 4th UNWTO Silk Road Tour Operators Forum provided an opportunity for adventure travel experts and Silk Road tour operators to discuss opportunities for joint product development and cooperative marketing activities. Attended by over 100 tourism stakeholders from both the public and private sector, and building on expert input provided by the Adventure Travel Trade Association (ATTA), the forum assessed how stakeholders can work together to raise the profile of the Silk Road as a world class adventure travel destination.

Additional information:

[4th UNWTO Silk Road Tour Operators Forum event page](#)

- **Promotion of Silk Road pavilions and Silk Road VIP Walk at ITB Berlin**

With the aim of engaging trade partners and consumers, UNWTO worked closely with ITB Berlin to promote the Silk Road through joint branding of the pavilions and prominent Silk Road signage. Also, on 4 March 2015, UNWTO and ITB organized a Silk Road VIP Walk, where UNWTO Secretary-General and senior members of Messe Berlin visited 10 countries, showcasing the Silk Road at the world's leading travel trade show.

CAPACITY BUILDING INITIATIVES

- **VeRoTour project:** successful conclusion of the first implementation phase and presentation of the project results during a two-day event in Bodrum and Istanbul, Republic of Turkey (17-18 October 2014)

The Ministry of Culture and Tourism of the Republic of Turkey, Bilkent University and Mocha Tours, in close cooperation with Veneto Region and UNWTO, organized a two-day event in Bodrum and Istanbul to present the conclusions of the first implementation phase of the VeRoTour project, a pilot maritime tourism route along the Venetian routes of the Silk Road. The event was a success, as all partners involved, a collaborative platform of over 20 stakeholders from seven countries, underlined their commitment to the further development of the initiative. By partnering with the Council of Europe Venice Office and the Veneto Region on the VeRoTour project, UNWTO seeks to support the development of transnational thematic tourism products and enhance competitiveness and sustainability along the Silk Road.

Additional information:

[VeRoTour official website](#)

[UNWTO Silk Road Programme webpage of the VeRoTour project](#)

- **Specialised Silk Road Training Handbook and Silk Road Interpretation and Quality**

Guides Training Course, part of the UNESCO/UNWTO Silk Road Heritage Corridors Strategy

With the aim of ensuring a high quality visitor experience along the two heritage corridors participating in [UNESCO/UNWTO Silk Roads Heritage Corridors Strategy](#), UNWTO, UNESCO and the World Federation of Tourist Guide Associations (WFTGA) are finalising a specialised Silk Road Training Handbook aimed at Tour Guides of the five participating countries – China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. Apart from providing specialised input on heritage presentation and interpretation, the Silk Road Training Handbook will also serve as the main course material for a Silk Road interpretation and quality guides training course, the framework of which is currently being developed by the project partners and which will be carried out in 2015. Both the specialised Silk Road Training Handbook and the training course will decisively contribute to the objectives outlined in the [Roadmap for Development](#) and ensure increased awareness of the Silk Road heritage corridors through professional and consistent interpretation, presentation and branding.

PUBLICATIONS AND PROMOTIONAL ACTIVITIES

- **UNWTO Silk Road Action Plan 2014-2015**

Officially launched at the [4th UNWTO Silk Road Task Force meeting in Tbilisi, Georgia](#), and available online in English and Russian, the newly updated Silk Road Action Plan contains the objectives and priority areas to be addressed for the biennium 2014-2015. The Action Plan was developed taking into consideration the feedback provided by over 20 Silk Road Member States via a survey distributed throughout 2013-2014. It is designed to inspire engagement, collaboration and input from stakeholders interested in making a strong contribution to the sustainable growth of Silk Road tourism.

Additional information:

[The Silk Road Action Plan 2014-2015 can be downloaded here](#)

[Click here to access the Member State survey which decisively contributed to the elaboration of the Silk Road Action Plan 2014/2015](#)

- **UNWTO Silk Road Programme website and social networks**

In-line with the Silk Road Action Plan survey results and with the aim of modernizing and introducing user-friendly elements to the specialized website, the Silk Road Programme has been updating information and relevant links to all current projects and activities. UNWTO actively encourages participating stakeholders to share relevant information on Silk Road events, activities and projects, which will also be promoted through our specialised social media outlets: [LinkedIn](#), [Twitter](#), [vimeo](#), [facebook](#) and [flickr](#).

Additional information:

[UNWTO Silk Road Programme website](#)

- **UNWTO Silk Road Programme Update to Member States**

The Silk Road Programme Update is an informative note sent regularly to the Tourism Ministries of the participating Member States, with a copy sent to the Minister's cabinet and the official Silk Road Task Force representative. The update contains relevant information pertaining to the Silk Road Programme, as well as best-practice examples currently being implemented across the historic routes. An adapted

version of the Silk Road update is sent to sister UN Agencies, selected UNWTO Affiliate Members and private tourism stakeholders. In order to achieve the highest possible outcome for joint Silk Road activities, we highly encourage participating Member States to share all relevant information with the Silk Road Programme at silkroad@unwto.org

ADDITIONAL PROMOTIONAL ACTIVITIES

- **Aquae Venice 2015:** an international exhibition organized by Expo Venice, the city of Venice and the Council of Europe – Venice Office, and under the patronage of the Milan Expo 2015

In-line with the strategic decisions included in the Silk Road Action Plan 2014/2015 focused on incrementing the visibility of the Silk Road by jointly participating and contributing to international fairs, festivals and events, UNWTO would like to inform Silk Road Member States of Aquae Venice 2015, an international exhibition and event programme to be held in the Silk Road city of Venice throughout May-October 2015. Silk Road Member States interested in participating in Aquae Venice 2015 and contributing to the programme of events, be this either through the organization of street festivals, a specialised Silk Road event or similar, are kindly advised to contact the Silk Road Programme at silkroad@unwto.org

Additional information:

[Click here for more detailed information on Aquae Venice 2015](#)