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

b) Regional activities

1. It is recalled that the Organization's programme of activities in the region is built around the following ten strategic objectives, as adjusted by the Commission at its 39th meeting, held in Cairo in September 2014:
 - a) Enhance tourism's Safety and Security in the region and strengthen emergency preparedness and response capabilities of National Tourism Administrations.
 - b) Restore market confidence, build the image of destinations and accelerate tourism's recovery.
 - c) Mainstream tourism in the political agenda for socio-economic development of countries in the region.
 - d) Establish strategic frameworks, policies and management processes for the sustainable development of tourism. Promote investments.
 - e) Promote and facilitate intra-regional tourism, focusing on air connectivity, visa facilitation, investment promotion, product development and marketing and promotion.
 - f) Develop product offerings and improve the quality of services.
 - g) Strengthen the institutional capabilities of National Tourism Administrations and develop the sector's Human Resources.
 - h) Boost the competitiveness of tourist destinations in the region and enhance marketing and communication activities.
 - i) Maximize the socio-economic benefits of tourism on host communities and promote environmental sustainability.
 - j) Promote and facilitate public-private partnerships in achieving these objectives.
2. The activities carried out by the Organization in the Middle East during the period under review, as well as those planned for the rest of 2015, in implementation of the Organization's general programme of work, are summarized in the attached table, under each of the strategic objectives listed above.

Challenges – Strategic objectives	Main activities	Date of Commencement	Duration	Status
1. Enhance safety and security. 2. Restore market confidence and build the image of destinations.	<ul style="list-style-type: none"> Foras on the future of tourism in the region (FITUR, ATM) 	January 2014/2015 May 2015	3 month preparation	Completed
	<ul style="list-style-type: none"> Technical support in Communications and PR (Egypt, Jordan, Lebanon) 	January 2014 May 2015 December 2014		Completed for Egypt and Lebanon. Scheduled for Jordan.
	<ul style="list-style-type: none"> Snapshot reports on MENA tourism market performance and prospects (2014 and 2015 editions). 2015 edition includes insights into intraregional market. 	April 2014 April 2015	3 month preparation	Completed
	<ul style="list-style-type: none"> International Conference on Tourism Safety and Security (Cairo) 	September 2014	2 day-conference 3 month preparation	Completed
	<ul style="list-style-type: none"> Regional capacity building workshop on crisis management (Jordan) 	4 th quarter of 2015		Planned
3. Mainstream tourism in political agenda.	SG's audiences with Heads of States and Governments (Bahrain, Egypt, Kuwait, Lebanon, Oman, UAE-Sharjah)	March 2014	May 2015	Implemented in 5 countries Planned in 1 (may 2015)
4. Establish strategic frameworks for sustainable development. Promote investments.	<ul style="list-style-type: none"> Preparation-implementation of Tourism strategies: Bahrain, Iraq, Kuwait, Libya, Oman, Qatar, UAE. 	January 2014	December 2015	On-going
	<ul style="list-style-type: none"> Capacity Building programme in investment promotion (Qatar) 	May 2014	June 2016	On-going
	<ul style="list-style-type: none"> Participation in AHIC Conference-Forum and Saudi Travel & Tourism Investment Market 	May 2014 March 2014	3-day conferences	Completed
	<ul style="list-style-type: none"> Support <i>Sustainable Investment in Tourism in Egypt</i> (SITE) programme 	To be confirmed	5-year programme	In the pipeline

Challenges – Strategic objectives	Main activities	Date of Commencement	Duration	Status
5. Promote and facilitate intra-regional Tourism.	<ul style="list-style-type: none"> 5-year implementation plan for Arab Tourism Strategy 	February 2014	-	In the pipeline
	<ul style="list-style-type: none"> Ministerial Forum on intra-Arab tourism (ATM) 	May 2015	1-day Forum 3 month preparation	Planned
6. Develop product offerings and improve the quality of services. 7. Strengthen NTAs institutional capabilities and develop Human Resources.	<ul style="list-style-type: none"> Advisory missions on Tourism legislation (Libya, Qatar, Saudi Arabia) 	January 2014	June 2014	Completed
	<ul style="list-style-type: none"> Revival of Holy Family Path (Egypt) 	April and December 2014	2 week advisory mission	Completed
	<ul style="list-style-type: none"> Review of Hotel Classification System (Kuwait) 	June 2014	1 week advisory mission	Completed
	<ul style="list-style-type: none"> Executive Training courses on Tourism Principles and Practice for SCTA Licensed Operators (Saudi Arabia) 	May 2014	3-day courses	Completed
	<ul style="list-style-type: none"> Regional Executive Training programme for NTAs' Officials (Qatar) on: 2014: Tourism Strategy, Cultural Tourism Product Development and Sustainable Tourism Project Development 2015: Human capital development, Quality in tourism destinations, Product development and Tourism destination planning 	May 2014 May 2015	5-day courses 3 month preparation	2014: Completed 2015: On-going
	<ul style="list-style-type: none"> Marketing support programmes: <ul style="list-style-type: none"> - Palestine - Qatar 	June 2014 May 2015	1 week advisory mission 12 months	Completed In the pipeline
	<ul style="list-style-type: none"> Practicum sessions for NTA Officials at Headquarters 	September 2014 Fall 2015	-	Completed In the pipeline
	<ul style="list-style-type: none"> Development and promotion of religious tourism (Jordan) 	December 2014	1 week advisory mission	Completed

Challenges – Strategic objectives	Main activities	Date of Commencement	Duration	Status
	<ul style="list-style-type: none"> ▪ Executive Training Programme for MOT Officials (Oman) on: Tourism Policy and Strategy, Sustainable Tourism Destination Planning and Management, Tourism Marketing and Communications, Adventure Tourism and Heritage Tourism 	May 2015	12 months	In the pipeline
	<ul style="list-style-type: none"> ▪ Training Programme for tourist guides (Qatar) 	May 2015	3 months	Planned
	<ul style="list-style-type: none"> ▪ Development of the Phoenicians' route 	June 2015	2-day workshop	Planned
	<ul style="list-style-type: none"> ▪ Quality Management programme (Bahrain) 	May-June 2015	1-day workshop	Planned
	<ul style="list-style-type: none"> ▪ Conserving Heritage and Increasing Economic Opportunities on the Lebanon Mountain Trail 	June 2015	7 months	In the pipeline
	<ul style="list-style-type: none"> ▪ Executive Training Courses for the private sector on Tourism Destination Management and Marketing (Saudi Arabia) 	October 2015	3-day courses 3 month preparation	In the pipeline
	<ul style="list-style-type: none"> ▪ Executive Training Course (regional) on e-marketing 	December 2015	5-day course 3 month preparation	Planned
	<ul style="list-style-type: none"> ▪ Executive training courses for SCTA Officials on Tourism Strategy, Marketing, Heritage Management and MICE (Saudi Arabia) 	2 nd half of 2015	1 month	In the pipeline
	<ul style="list-style-type: none"> ▪ Tourism human resources development action plan (Iraq) 	2 nd half of 2015	-	In the pipeline
	<ul style="list-style-type: none"> ▪ Development of educational tourism and student travel programmes (UAE-Sharjah) 	2 nd half of 2015	3-day advisory mission	In the pipeline

Challenges – Strategic objectives	Main activities	Date of Commencement	Duration	Status
8. Boost the competitiveness of tourist destinations and enhance marketing and communication activities.	<ul style="list-style-type: none"> Tourism Statistics and economic impact measurement (Bahrain, Oman, Qatar and Saudi Arabia) 	April 2014 (Qatar) April 2015 (Oman) June 2015 (Bahrain) June 2015 (Saudi Arabia)	1 week advisory mission (Qatar and Bahrain) 12 months (Oman) 18 months (Saudi Arabia)	Completed (Qatar) On-going (Oman) Planned (Bahrain and Saudi Arabia)
	<ul style="list-style-type: none"> Capacity Building Programme in Product Development (Qatar) 	May 2014	December 2014	Completed
	<ul style="list-style-type: none"> Develop awards for Excellence and Innovation in Tourism (UAE-Sharjah and Saudi Arabia) 	July 2014	May 2015	On-going
	<ul style="list-style-type: none"> Promote intra-regional tourism in MENA 	October 2014	5-year programme	Planned
	<ul style="list-style-type: none"> Promote the participation of MENA countries in the 2nd conference on Destination Management 	June 2015	3-day conference	Planned
	<ul style="list-style-type: none"> Branding of Bahrain as tourist destination 	May-June 2015	3-day advisory mission	Planned
	<ul style="list-style-type: none"> Study of economic impact of MICE tourism (Saudi Arabia) 	May 2015	8 months	In the pipeline
	<ul style="list-style-type: none"> Marketing and promotion (Qatar) 	May 2015	12 months	In the pipeline
	<ul style="list-style-type: none"> Support in the implementation of the Lebanese diaspora tourism promotion programme (Ana) 	May 2015	December 2015	On-going
	<ul style="list-style-type: none"> Promote tourism flows and investment between Africa and the Arab World (Forum) 	November 2015	1-day Forum 3 month preparation	Planned

Challenges – Strategic objectives	Main activities	Date of Commencement	Duration	Status
9. Maximize socio-economic benefits of tourism on host communities and promote environmental sustainability.	▪ Destination Flyways project (Egypt)	May 2014	1 week advisory mission	Completed
	▪ Policy paper on Tourism and Biodiversity conservation in Oman	July 2014	-	Completed
	▪ Workshop on Tourism and Community Development (Practicum)	September 2014	5-day course	Completed
	▪ Workshop on application of sustainability indicators (Oman)	May 2015	3-day workshop	Planned
	▪ Advisory mission and capacity building workshop on heritage sites management (Jordan)	May 2015	1 week advisory mission 3-day workshop	In the pipeline
	▪ Support in the implementation of the rural tourism development strategy (Lebanon)	May 2015	December 2015	On-going
	▪ Handicrafts development (Saudi Arabia)	May 2015	18 months	In the pipeline
	▪ International Conference on Religious Tourism: <i>Fostering sustainable socio-economic development for host communities</i> (Bethlehem)	June 2015	2-day conference 3 month preparation	Planned (15-16 June 2015)

Challenges – Strategic objectives	Main activities	Date of Commencement	Duration	Status
10. Promote public-private partnerships	<ul style="list-style-type: none"> ▪ Provision of platforms for public-private sector dialogue on topical issues of common interest at major regional events ▪ Meetings with main industry representatives during field visits to explore areas of cooperation and develop relevant agendas ▪ Promotion of Global Code of Ethics and private sector commitment to Code on the occasion of Secretary-General’s official visits ▪ Participation in shaping UN-LAS and UN-OIC cooperation agendas in tourism ▪ Presentation of public-private partnership models in tourism to Ministerial Session at the 30th Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (November 2014) 	January 2014	December 2015	On-going