



UNWTO Commission for the Middle East

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7. Update on regional activities

The attached table provides an update on the status of implementation of the various activities included in the Organization's Regional Programme of work for the Middle East. Activities carried out since the 40th meeting of the Commission (May 2015) and those on-going or planned during the fourth quarter of the year, are highlighted in the document.

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"> ▪ Technical support in crisis management and communications - PR <ul style="list-style-type: none"> - Egypt - Lebanon - Jordan (review and update of crisis management system and plan) <ol style="list-style-type: none"> 1. Needs assessment 2. Advisory mission 3. Training workshop 	<p style="text-align: center;">January 2014</p> <p style="text-align: center;">December 2014</p> <p style="text-align: center;">May 2015 July 2015 September 2015</p>	<p style="text-align: center;">5-day mission</p> <p style="text-align: center;">1-day mission</p> <p style="text-align: center;">2-day mission 1-week mission 3-day workshop</p>	<p style="text-align: center;">Completed</p> <p style="text-align: center;">Completed</p> <p style="text-align: center;">Completed Completed Planned</p>
	<ul style="list-style-type: none"> ▪ Foras on the future of tourism in the region (FITUR) 	January 2014/2015	1-day forum	Completed
	<ul style="list-style-type: none"> ▪ International Conference on Tourism Safety and Security (Cairo) 	September 2014	2 day-conference	Completed
	<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		Completed
3. Mainstream tourism in political agenda.	SG's audiences with Heads of States and Governments (Bahrain, Egypt, Kuwait, Lebanon, Oman and Palestine)	March 2014	June 2015	Completed
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

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	<ul style="list-style-type: none"> Participation in AHIC Conference-Forum and Saudi Travel & Tourism Investment Market 	May 2014 and 2015 March 2014	3-day conferences	Completed
5. Promote and facilitate intra-regional Tourism.	<ul style="list-style-type: none"> 5-year implementation plan for Arab Tourism Strategy 	February 2014	-	Prepared
	<ul style="list-style-type: none"> Ministerial Forum on intra-Arab tourism (ATM) 	May 2015	1-day forum	Completed
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 and Saudi Arabia) 	January 2014	June 2014	Completed
	<ul style="list-style-type: none"> Development of Quality Management programme (Bahrain) 	To be confirmed	1-day workshop	Proposal submitted Workshop planned
	<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"> Tourism human resources development action plan (Iraq) 	4th quarter of 2015	1-week needs assessment mission	Planned
	<ul style="list-style-type: none"> Development and promotion of religious tourism (Jordan) 	December 2014	1-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"> Development of the Phoenicians' route 	October/November 2015	2-day workshop	Planned
<ul style="list-style-type: none"> Assessment of Education and Training needs to support the implementation of the new Tourism strategy (Oman) 	To be confirmed	1-week advisory mission	Planned	

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	<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: 1. Human capital development 2. E-marketing 	<p style="text-align: center;">May 2014</p> <p style="text-align: center;">10-14 May 2015 6-8 December 2015</p>	5-day courses	Completed Completed Planned
	<ul style="list-style-type: none"> ▪ Training Programme for tourist guides (Qatar) 	May 2015	3 months	Completed
	<ul style="list-style-type: none"> ▪ Marketing support programmes: - Palestine: Establishment of a Destination Marketing Organisation - Qatar: Implementation of marketing strategy 	<p style="text-align: center;">June 2014</p> <p style="text-align: center;">August 2015</p>	1-week advisory mission 12 months	Completed Planned
	<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"> ▪ Executive Training Courses for private sector operators and SCTH Officials on Destination Management and Marketing (Saudi Arabia) 	6-13 October 2015	3-day courses	Planned
	<ul style="list-style-type: none"> ▪ Executive training courses for SCTH Officials on Tourism Strategy, Marketing, Heritage Management and MICE (Saudi Arabia) 	29 November – 8 December 2015	8-days	Planned

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8. Boost the competitiveness of tourist destinations and enhance marketing and communication activities.	▪ Branding of Bahrain as tourist destination	To be confirmed	3-day advisory mission	Planned
	▪ Support in the implementation of the Lebanese diaspora tourism promotion programme (Ana)	May 2015	December 2015	On-going
	▪ Capacity Building Programme in Product Development (Qatar)	May 2014	December 2014	Completed
	▪ Tourism Statistics and economic impact measurement - Qatar	April 2014	1-week advisory mission	Completed
	- Oman	April 2015	12-month technical assistance project	On-going
	- UAE	October 2015	1-week needs assessment mission	Planned
	▪ Study on economic impact of MICE tourism in Saudi Arabia	October 2015	12 months	Planned
	▪ Develop awards for Excellence and Innovation in Tourism (UAE-Sharjah and Saudi Arabia)	July 2014	May 2015	Completed
▪ Technical support for the development of a Family Tourism Index (UAE-Sharjah)	June 2015	December 2015	On-going	

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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
	▪ Preparation of an area development plan for the Ajloun heritage site (Jordan)	4 th quarter of 2015	1-week advisory mission	Planned
	▪ Conserving Heritage and Increasing Economic Opportunities on the Lebanon Mountain Trail (ST-EP project)	September 2015	7 months	Planned
	▪ Support in the implementation of the rural tourism development strategy (Lebanon)	September 2015	December 2015	Planned
	▪ Policy paper on Tourism and Biodiversity conservation in Oman	July 2014	-	Prepared
	▪ Workshop on application of sustainability indicators (Oman)	May 2015	3-day workshop	Completed
	▪ International Conference on Religious Tourism (Bethlehem, Palestine)	June 2015	2-day conference	Completed
	▪ National Handicrafts development (Saudi Arabia)	October 2015	15-months technical assistance project	Planned
	▪ Workshop on Tourism and Community Development (Practicum)	September 2014	5-day course	Completed

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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: <ul style="list-style-type: none"> - Egypt - Qatar - Lebanon ▪ 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 	<p style="text-align: center;">10 January 2014 24 February 2014 27 February 2015</p> <p style="text-align: center;">27 November 2014</p>	<p style="text-align: center;">1 day 1-week preparation</p>	Completed