

UNWTO Commission for the Middle East

Forty second meeting
Dubai, United Arab Emirates, 24 April 2017 (10:00- 13:00)

CME/42/4(a)
Madrid, March 2017
Original: English

4. Implementation of the general programme of work for 2016-2017

(a) Global activities

Introduction

1. This document contains extracts from the Secretary-General's reports to the 104th and 105th sessions of the Executive Council (October 2016 and May 2017), on the implementation of the general programme of work for 2016-2017.
2. Part A of the report covers the activities chronologically carried out by the Organization during the period April - August 2016 and part B covers the period August 2016 - February 2017.

Part A

Activities carried out by the Organization during the period April - August 2016 (as presented in the Secretary-General's reports to the 104th session of the Executive Council.

A.1. Competitiveness and quality

A.1.1. Sharing knowledge and experiences and building capacity

3. The **2nd UNWTO World Forum on Gastronomy Tourism** (Lima, Peru, 27-29 April 2016) stressed the role of gastronomy tourism as a tool for promoting all kinds of resources and highlighted the need of research into this field. More information [online](#).
4. The **60th meeting of the UNWTO Commission for the Americas** took place in Havana, Cuba, on 3-5 May 2016. The meeting included a Seminar on Tourism and Culture. More information [online](#).
5. The China National Tourism Administration, the UNWTO and the People's Government of Henan Province organized the **2016 International Mayor's Forum on Tourism (IMFT)**, which explored the role of tourism in accelerating the interaction between cities (Zhengzhou City, China, 24-26 May 2016). More information [online](#).
6. The **60th meeting of the UNWTO Commission for Europe** and the **Seminar on New Business Models** were held in Vilnius, Lithuania, on 25-26 May 2016. Discussions focused on the European regional priorities and the seminar explored the impacts of new business models. In this regard, participants agreed on the need for measures to ensure both a level playing field and the protection of consumers. More information [online](#).

7. The UNWTO, together with the Themis Foundation and the Ministry of Tourism of the Sultanate of Oman, organized two workshops on **Tourism Strategic Planning** and on **MICE Product Development** in Oman from 29 May to 2 June 2016. More information [online](#).

8. The **28th joint meeting of the UNWTO Commissions for East Asia and the Pacific and for South Asia** and the **UNWTO Conference on Tourism & Technology** were held in Nara, Japan, from 1 to 4 June 2016. The conference examined current emerging technologies of primary relevance to the tourism sector. It also sought to raise awareness in other sectors of the economy about the potential of new technological applications in different sectors of tourism. More information [online](#).

9. The UNWTO, at the kind invitation of the Ministry of Economy, Trade and Tourism of Romania, organized the **International Conference on Integrated Quality Management in Tourism Destinations** in Bucharest (23-24 June 2016). This conference aimed at exchanging experience and expertise among different types of destinations on how to build the culture of quality, discuss quality indicators, launch customer surveys and develop the necessary tools for monitoring. More information [online](#).

10. The roundtable **Exploring Health Tourism** gathered a group of international experts to better understand and explore the growing segment of wellness and medical tourism. The meeting was convened by UNWTO and the European Travel Commission (ETC), as part of their joint research programme, with the support of the Hungarian Tourism Agency. Participants debated the taxonomy proposed in the research to agree on a consistent terminology to define and describe the system of travelling for health purposes. The final report establishing common grounds for health-related tourism taxonomy will be published by the end of 2016 (Budapest, Hungary, 28-29 June 2016).

11. The 4th online meeting of the **UNWTO Committee on Tourism and Competitiveness** (CTC) chaired by Peru (21 April 2016) provided a follow-up of the progress already achieved and a platform to discuss the future activities of the Committee. The Ministry of Foreign Trade and Tourism of Peru, as the Chair of the Committee, drafted a working paper (Progress Report to the UNWTO Committee on Tourism and Competitiveness) which identifies a list of definitions corresponding to the selected factors of destination competitiveness and at the same time illustrates a few case studies related to those factors. The UNWTO Secretariat is coordinating the contributions and the technical inputs among the CTC members for achieving consensus on concepts and definitions which will ultimately be submitted to the statutory bodies of the Organization for endorsement.

12. In the context of celebrating the golden jubilee of the establishment of Sri Lanka Tourism, UNWTO held the conference **Tourism, a Catalyst for Development, Peace and Reconciliation** (Passikudah, Sri Lanka, 11-14 July 2016). On the occasion, five Sri Lankan companies signed the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism, pledging to uphold and promote the values of the Code. More information [online](#).

13. The **6th UNWTO Silk Road Task Force Meeting** discussed the key priorities for the Silk Road Action Plan 2016/2017. Representatives of 14 countries gathered in Urmia, Iran, on 24-25 April 2016 and agreed to advance joint marketing training, infrastructure, development and visa facilitation. More information [online](#).

A.1.2. Data, research and guidance

14. Two issues of the **UNWTO World Tourism Barometer and Statistical Annex** were published during the period covered by this report (issues 3 and 4 in May and July 2016). More information [online](#). The **UNWTO Tourism Highlights 2016** are also available [online](#).
15. The UNWTO Secretariat compiled all Recommendations and Declarations adopted by UNWTO up to 2016. Both publications - [Compilation of UNWTO Recommendations, 1975–2015](#) and [Compilation of UNWTO Declarations, 1980 – 2016](#) are available online.
16. Translation: the **Practical Guidelines for the Integrated Quality Management in Tourism Destinations** are now available in English.
17. **Enhancing the Understanding of European Tourism**: UNWTO started a new partnership with the European Union—represented by the Directorate-General for Internal Market, Industry, entrepreneurship and SMEs (DG GROW) of the European Commission—aiming at improving socio-economic knowledge of the tourism sector in the area of the European Union. To achieve its object, the project has four technical work lines: 1) training for the development of Tourism Satellite Accounts; 2) EU Tourism trends; 3) Western Silk Road Tourism Development and 4) International Congress on Ethics and Tourism. The project will run until early 2018.
18. UNWTO started a project document on the **Development of Ethical Guidelines and a Peace-sensitive Public Policy Framework regarding Tourism to Historical Conflict Sites**, jointly with the Flanders Department of Foreign Affairs. The project aims at developing a set of ethical guidelines for public and private sector site managers, tour operators, host communities and visitors, in order to create visitor experiences to conflict sites and landscapes that are most compelling, motivating and inspiring, as well as formulating recommendations that can be used by public authorities that have conflict sites and cultural landscapes on their territory, enabling and inspiring them to develop a peace-sensitive public policy framework that links ethical tourism and heritage with other policy areas, such as culture, media, scientific research and education.

A.2. Sustainability and ethics

A.2.1. Sharing knowledge and experiences and building capacity

19. The UNWTO Secretariat is actively working on the preparation of the [International Year of Sustainable Tourism for Development 2017](#) (IY2017). A Steering Committee for the IY2017 has been created, chaired by Samoa, which comprises Member States, international organizations, the private sector, academia and civil society to support the design and implementation of activities of the International Year..
20. The **58th meeting of the UNWTO Commission for Africa (CAF)** was held on 19-21 April 2016, in Abidjan, Côte d'Ivoire. The meeting included the **10YFP Sustainable Tourism Conference & Symposium on Accelerating the Shift towards Sustainable Consumption and Production Patterns (SCP)**. The technical event focused on the importance of sustainability in the agenda of tourism in Africa, and enhanced the role of investment and financing as well as collaboration among stakeholders to improve the tourism sector's performance. More information [online](#).
21. The **First World Conference on Tourism for Development** was held in Beijing, China, on 18-21 May 2016 and gathered 1000 participants from over 100 countries. This event, jointly

organized by the Government of the People's Republic of China and the World Tourism Organization (UNWTO), was aimed at advancing the contribution of tourism to development. The conference included three main panel sessions dedicated to the contribution of tourism to the Sustainable Development Goals (SDGs), to poverty alleviation and to peace. On this occasion, China, as chair of the G20, also hosted the **7th T20 Ministers' Meeting** under the theme "Sustainable Tourism – An Effective Tool for Inclusive Development". More information [online](#).

22. **UNWTO/PATA Ministerial Debate on Pacific Island Tourism** (Guam, United States of America, 21 May 2016): This high-level debate was organized within the framework of the 65th PATA Annual Summit 2016. It was co-organized by PATA and UNWTO and gathered representatives from both the public and private sector to share their views and insights on contemporary issues relevant to island tourism destinations in the Pacific.

23. A series of events, under the title **Connecting people and cultures through Tourism in the Mediterranean region**, were held in Beirut, Lebanon, on 29 and 30 May 2016. More information [online](#). These events, organized with the Ministry of Tourism of Lebanon, included:

(a) a Roundtable on Religious Tourism that agreed to establish a core network on religious tourism in the region that would work on the development and implementation of two pilot projects: *In the Footsteps of Mary: Queen of Peace* and *Bethlehem Christmas Destination*. ([project brief](#)); and

(b) the 2nd meeting of the Working Group on the Phoenicians' Route Cultural Tourism Programme that considered and approved the vision, roadmap and action plan proposed by the Secretariat for the development and promotion of three signature cultural tourism itineraries along the historical route of the Phoenicians. ([project brief](#))

24. With the objective to improve evidence-based decision making at the local, national and international levels, and to support the continuous efforts made by destinations to foster sustainable development of tourism, UNWTO continued the careful restructuring and expansion of the UNWTO **International Network of Sustainable Tourism Observatories (INSTO)**. As of July 2016, INSTO comprises 11 observatories, with the latest member being the Tourism and Events Observatory of the City of São Paulo (OTE), Brazil. More information [online](#).

25. UNWTO hosted at its headquarters the **INSTO Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development**, on 7 and 8 June 2016, aimed at supporting destinations in measuring tourism performance and enhancing comparability and relevance through the exchange of experiences. The two-day meeting covered, among others, the processes of measuring sustainable tourism at local level, common challenges and needs as well as opportunities deriving from traditional and non-traditional data sources.

26. The **UNWTO Committee on Tourism and Sustainability (CTS)** held a meeting on the 24 June. The CTS members received a report on the INSTO Open Consultation Meeting and discussed its outcomes. The members were also informed about the current developments of the 10YFP, especially related to the catalytic and flagship projects and the status of the preparations of the 2017 [International Year of Sustainable Tourism for Development](#).

27. The **Nearly Zero-Energy Hotels (neZEH) project** is an initiative supported by the Intelligent Energy Europe Programme of the European Commission, aiming to support hotels in Europe to comply with nearly-Zero Energy Buildings (nZEB) regulations, which all EU Member States are required to meet by 2020. After three years of research and development, the neZEH e-toolkit is ready to be used by the European accommodation industry that wish to evaluate the

energy performance of their properties and identify options for energy efficiency, including efficient use of non-renewable sources, while raising awareness on the topic through inspiring examples. UNWTO is a member of the consortium that developed neZEH that is built on UNWTO's Hotel Energy Solutions (HES) project concluded in 2011. More information [online](#).

A.1.2. Data, research and guidance

28. UNWTO has launched, with the support of the United Nations Statistics Division (UNSD), the *Measuring Sustainable Tourism (MST)* initiative which already counts on the involvement of some countries. The aim is to develop a system-wide, international statistical framework for measuring tourism's role in sustainable development, including environmental dimensions. A pillar of the framework is the linking of two UN standards: the Tourism Satellite Account (TSA) with the System of Environmental Economic Accounting (SEEA). By integrating tourism with other economic, social and environmental measurement standards, the framework aims to provide a common language and organizing structure for more effective data production and for exploiting the richness of data already available in order to better inform on sustainable tourism. Such a standards-based framework can further support the credibility, comparability and outreach of various measurement and monitoring programmes pertaining to sustainable tourism, including SDG indicators and those of UNWTO's International Network of Sustainable Tourism Observatories (INSTO).

29. The ***Annual Magazine on the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns*** was released in July 2016. The 10YFP STP serves as a collaborative platform to bring together and scale up existing initiatives and partnerships to accelerate the shift to sustainable consumption and production. The Annual Magazine contains a series of interviews, case studies and reports from actions on the ground that showcase the implementation of sustainable initiatives to accelerate the shift towards SCP in the tourism sector across the globe. Report available [online](#).

30. Translation: The report ***Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa*** is now available in French. Report available [online](#).

Part B. Activities carried out during the period August 2016 – February 2017(as extracted from the Secretary-General's report to the 105th session of the Executive Council)

Introduction

1. This report presents a summary of the activities carried out by the Organization from August 2016 to February 2017. It is the chronological continuation of document CE/104/5(a) presented at Luxor, Egypt, in October 2016.
2. Annexes hereto include: [Annex I](#): UNWTO activities in the United Nations system; [Annex II](#): UNWTO on the ground (Technical cooperation missions and projects, Silk Road activities, etc.);

B.1. Competitiveness and quality

B.1.1. Sharing knowledge and experiences and building capacity

3. The link between wine tourism and culture, history and lifestyle and the contribution of this segment to the development of the sector was widely discussed during the **1st UNWTO Global Conference on Wine Tourism** held in the Kakheti region in Georgia. During three days (7-9 September 2016) the event convened over 200 participants including policymakers and tourism experts from nearly 50 countries. In the last decade, wine tourism has become a key component of gastronomy tourism and a pillar in the strategies of diversification of many destinations. More information [online](#), including the [Georgia Declaration on Wine Tourism](#). In line with this event, UNWTO is developing a Wine Tourism Prototype in Spain. The Prototype includes an analysis of wine tourism, in comparison with other tourism segments, and the design of an innovative product development model focused on the integration of the wineries into the cultural, economic, social and environmental heritage of their area of influence.
4. The **UNWTO Regional Workshop for Africa: "Keys to Success in Quality Product Development in Tourism Destination"** held in Addis Ababa, Ethiopia, on 15-17 September 2016 mainly focused on the ways to achieve success in quality product development in tourism destinations in Africa. The Workshop provided a global insight into the positioning of African destinations along with the new dynamics and trends in the overall marketplace and tried to set a shared vision and dialogue for adapting to change. It also explored the ways of how innovation can stimulate new products, niche markets. More information [online](#).
5. Tourism and sports are two social phenomena in the 21st century that mobilize millions of people over the world. Together, the two sectors also represent one of the most powerful economic driving forces of society today with enormous potential to generate a very wide range of economic spin-offs. In this context, UNWTO organized the **International Conference on Tourism and Sports** jointly with the Ministry of Culture, Tourism and Sports in Da Nang City, Viet Nam, from 23 to 25 September 2016. More information [online](#).
6. Egypt hosted in Cairo (25-29 September 2016) the **UNWTO Capacity Building Workshop on Crisis Management**, co-organized with the UNWTO.Themis Foundation. This provided participants with knowledge, skills and a forum for discussion and reflection on the various crisis management tools so that, by the end of the course, they will be able to plan and implement crisis management plans that mitigate the impact of crisis situations and accelerate recovery.

7. The World Tourism Organization (UNWTO) and the European Bank for Reconstruction and Development (EBRD) in cooperation with the Ministry of Tourism and Antiquities of Jordan organized a **regional conference on 'Investing in Tourism for an Inclusive Future: Challenges and Opportunities'**. The Conference took place in the world heritage city of Petra, Jordan, on 26-27 October. The Conference drafted the [Petra Declaration](#) on Investing in Tourism for an Inclusive Future. More information [online](#).
8. Malaysia hosted the **4th edition of the World Tourism Conference (WTC)** in Penang (17-19 October 2016) jointly organized between UNWTO and the Ministry of Tourism and Culture Malaysia (MOTAC). Under the theme "Tourism Delights: Delivering the Unexpected", the Conference focused on strategies to enhance the visitors experience under the principle of "tourists first". The round tables on 'Tourism a Sunrise Industry?' and 'Tourism Experiences: Breaking New Grounds' debated tourism trends beyond 2030 as well as how to reinvent the sector with a customer-oriented focus. More information [online](#).
9. UNWTO, the Pacific Asia Travel Association (PATA) and the People's Government of Guilin of China held on 20-22 October the **10th UNWTO/PATA Forum on Tourism Trends and Outlook**. The theme of this special 10th anniversary edition was "Tourism 10:10 - Looking back to look forward". With the collaboration of the Hong Kong Polytechnic University, a UNWTO Affiliate Member, the Forum has become over the last 10 years a reference platform on global and regional tourism trends. More information [online](#).
10. The **5th UNWTO City Tourism Summit** in Luxor, Egypt, gathered around 400 experts from 40 countries to discuss the theme "Cities: Local culture for a global traveller". The event, organized by UNWTO and the Ministry of Tourism of Egypt, back-to-back with the **104th UNWTO Executive Council**, concluded on the importance of ensuring urban planning and city tourism development are fully coordinated. Authenticity, local culture, the engagement of local communities and the use of technology were pointed out as key success factors for city tourism. More information [online](#).
11. Ministers of Tourism from nearly 60 countries and industry leaders gathered at the Ministers' Summit organized by UNWTO and World Travel Market in London (9 November 2016). The **10th edition of the Ministers' Summit** was held under the title "**Tourism and Security: Promoting Safe and Seamless Travel**". The event discussed the various risks affecting travel and tourism - health scares, natural disasters, geopolitical changes and terrorism – and called for full integration of tourism into national crisis and emergency structures. More information [online](#).
12. The **Regional Executive Training on Crisis Communication in Tourism** organized by UNWTO and the UNWTO.Themis Foundation (Khartoum, Sudan, 15-17 November, 2016), brought together nearly 60 communications professionals from eleven African countries. During three days, participants increased their capacities on crisis communications preparedness and management and exchanged experiences in managing crises. More information [online](#).
13. UNWTO and the European Travel Commission (ETC) co-organized a working session with European countries to discuss **crisis communications in tourism**. The event was held at UNWTO headquarters in Madrid. One of the goals of the meeting was to advance crisis communications coordination and preparedness for all destinations. The meeting discussed crises of different types, ranking from natural disasters to political instability and health-related pandemics.
14. In the context of FITUR 2017, the **8th Tourism Investment and Business Forum for Africa (INVESTOUR)** was held with a new format designed to promote participation in

discussions that produce ideas on how to increase the potential of African tourism at the regional and global levels. It features two round tables on the themes “Technology and the design of new tourism products” and “Skills development, youth and woman employment in tourism”. More information [online](#).

15. The ***Fifth Annual Ministerial Roundtable on the Current State and Future of Tourism in the Middle East and North Africa*** - jointly held with the Casa Árabe – was held within the framework of FITUR (19 January 2017). The discussion revolved around the dual themes of the industry’s resilience in the face of ongoing and evolving geopolitical and security challenges, as well as short-term prospects and strategies to enhance the resilience of the tourism sector to external shocks.

16. Two successive meetings of the ***UNWTO Committee on Tourism and Competitiveness (CTC)*** – (a) 5th Face-to-Face Meeting (20 January 2017) and (b)) 5th Virtual Meeting (2 March 2017) – provided a follow-up on the progress already achieved by the Committee. During both meetings, the CTC members reviewed the working document which outlined the potential lines of action regarding the draft list of quantitative and qualitative factors for destination competitiveness and discussed the list of definitions on some of the selected tourism types. The Chair also presented a proposal for the work plan to be put in place for the period of 2018-19 which mainly focuses on developing technical guidelines with the aim of assisting the UNWTO Members in their efforts to measure the competitiveness factors which they consider relevant to their situation. Once consensus is reached amongst its members, the CTC will submit the definitions on the prioritized tourism types to the statutory bodies of the Organization for endorsement.

17. The ***UNWTO Committee on Statistics and Tourism Satellite Account (CSTSA)*** held its 17th meeting (UNWTO Headquarters, Madrid, Spain, 24-25 January 2017) engaging over 50 representatives from 18 UNWTO Members States as well as Canada and Sweden, various UNWTO Affiliate Members and other representatives from academia, the private sector, regional tourism administrations and tourism observatories, in addition to the UN Statistics Division (UNSD), ILO, OECD and Eurostat. The primary focus of the discussions was on the work towards a Statistical Framework for Measuring Sustainable Tourism which received enthusiastic support.

18. The continuous growth of the tourism sector and its current trends and challenges, including those related to safety and security and the expansion of new businesses models, require an adaptation of the global legal framework. In this regard, the World Tourism Organization (UNWTO) has been working since 2011 on the development of an international convention to protect tourists and ensure confidence in the tourism sector, an initiative now in its final phase. The ***11th meeting of the Working Group on the International Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers’*** took place on 28-29 March 2017. The meeting was focused on advancing the draft Convention by incorporating the comments of UNWTO Member States received in the framework of the Public Consultation made between August and November 2016 together with the comments of members of the Working Group. In view of the eventual consideration, approval and adoption of the Convention at the 22nd session of the General Assembly in Chengdu, China, the Secretariat has prepared a set of special guidelines for the adoption of draft UNWTO Conventions by the General Assembly that are hereby submitted to the Executive Council for its endorsement.

19. UNWTO and Algeria launched the ***Regional Capacity Building Programme on Tourism Statistics*** for the period 2017-2019 covering a series of three workshops and a regional seminar. The first workshop was held on 13-15 February 2017 in Algiers. It gathered over 80 participants from 15 African countries. The three-day workshop was organized in a structured manner with

harmonized support material to guide countries in better understanding the current status of their national [Systems of Tourism Statistics](#). The workshop fostered collaboration and cooperation between the countries' institutions involved with tourism statistics mainly NTAs, NSOs, central banks and immigration. More information [online](#).

20. Advancing and shaping a tourism model for the 21st century based on innovation, technology, sustainability and accessibility were the aims of the **World Conference on Smart Destinations** held in Murcia on 15-17 February, organized by UNWTO, the Ministry of Energy, Tourism and Digital Agenda of Spain, and the Region of Murcia. Topics such as smart destination systems for regular and timely measurement, intelligent promotion of tourist sites and digital accessibility formed part of the parallel presentations given over the three days. More information [online](#).

B.1.2. Data, research and guidance

21. **UNWTO World Tourism Barometer**. Three volumes were released in the period of reference: September 2016, November 2016 and January 2017 that includes preliminary full year results for international tourism in 2016 based on data for international overnight visitors, as well as an outlook for 2017 based on current trends and the assessment by the UNWTO Panel of Tourism Experts. More information [online](#).

22. **European Union Short-Term Tourism Trends**. This release is the first one in 2017 of a regular reporting on European Union Short-Term Tourism Trends by UNWTO as part of an agreement with the European Commission. Based on preliminary data available in January 2017, this is a first assessment of the trends regarding International Tourist Arrivals (overnight visitors) in the EU in 2016. More information [online](#).

23. The **UNWTO/GTERC Asia Tourism Trends 2016 Edition**, the third annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. Tourism is a reflection of the socio-economic conditions of the region whose GDP has been growing much faster than the world's average. More information [online](#).

24. Translation into English: **Practical Guidelines for the Integrated Quality Management in Tourism Destinations** is intended to offer a comprehensive and pragmatic approach to the improvement of quality of tourism destinations, and the components that go into it. The handbook is a perfect tool for tourism managers, planners, academics, professionals, entrepreneurs and decision-makers. It clarifies and reflects upon tourism concepts with the aim at actualizing knowledge, learning from practical experiences and develops basic tools for improving quality at tourism destinations. More information [online](#).

25. UNWTO manages the most comprehensive statistical database on the tourism sector. This gives rise to the **Compendium of Tourism Statistics - 2017 Edition** that provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. It presents data for 201 countries from 2011 to 2015, with methodological notes in English, French and Spanish. More information [online](#).

26. **The Yearbook of Tourism Statistics - 2017 Edition** complements the Compendium and focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. It presents data for 198 countries from 2011 to 2015, with methodological notes in English, French and Spanish. More information [online](#).

B.2. Sustainability and ethics

B.2.1. Sharing knowledge and experiences and building capacity

27. Leading up to World Tourism Day, the island of Aruba hosted the **Happiness 360 Conference World Tourism Aruba**, an international symposium in partnership with the World Tourism Organization (UNWTO), on 13-14 September, highlighting industry trends and synergies between tourism, culture and happiness. More information [online](#).

28. Reaching universal accessibility in tourism is a shared responsibility of all parties involved in the tourism value chain, as well as a business opportunity for companies and destinations. About 500 delegates from 60 countries have convened in Bangkok, Thailand (27 September 2016), to take part in the Official Celebrations of the **World Tourism Day this year dedicated to the theme 'Tourism for all: Promoting Universal Accessibility.'** Policy frameworks, capacity building, business strategies and awareness raising have been some of the areas tackled during the week of events that commenced on the 26th September with a 'Tourism and the Media' Session. More information [online](#).

29. The **38th Plenary Session of the UNWTO Affiliate Members** took place in Yerevan, Armenia between 1 and 4 October 2016. The meeting discussed the latest tourism trends, public-private collaboration and promoting good practices in the sector. The event was held in parallel with the **43rd UNWTO Affiliate Members Board meeting**, which adopted the [Affiliate Members 2017 Action Plan](#). This year's session comprised debates on the key issues shaping the 2017 Action Plan: the future of tourism, cultural tourism, city tourism and the International Year of Sustainable Tourism for Development, 2017. More information [online](#).

30. Religious heritage tourism is today an international phenomenon, involving thousands of people of different nationalities from around the world. A conference on **Religious Heritage and Tourism: "How to increase religious heritage tourism in a changing society"** (5-7 October, Utrecht, the Netherlands), discussed how religious heritage sites enrich the attractiveness of destinations and how they drive international tourism and economic growth. More information [online](#).

31. UNWTO, together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the **International Silk Road Conference on Nomadic Tourism and Sustainable Cities** in Ulaanbaatar, Mongolia, on 13-15 October 2016. The conference gathered Ministers and high-level officials from nine UNWTO Silk Road Member States, official representatives from Silk Road regions, the United Nations Educational, Scientific and Cultural Organization (UNESCO), and UNWTO Affiliate Members to address the potential of nomadic and sustainable city tourism. More information [online](#). All Silk Road activities are reported in [Annex II, b](#).

32. An integral component of Mediterranean trade and culture, the Phoenicians' Route, links three continents, 18 countries and more than 80 towns. With the aim of revitalizing this itinerary as a tourism route, UNWTO, the Ministry of Tourism of Lebanon and Council of Europe launched the **Phoenicians' Route Cultural Tourism Programme**, which integrates public and private sector. During an event organized in the framework of the World Travel Market (7 November 2016), participants discussed the development and marketing of three pilot cultural tourism itineraries along the Phoenicians' Route. More information [online](#).

33. Policy experts and statisticians specialized in sustainable development, environment and tourism gathered to agree on the way forward in developing a statistical framework for

sustainable tourism. The meeting was held at UNWTO headquarters in Madrid last 20-21 October. The **first meeting of the Working Group of Experts on Measuring Sustainable Tourism (MST)** agreed that developing a statistical framework for sustainable tourism is a priority to support integrated policy responses at national and destination level, and urged UNWTO to lead this effort. More information [online](#).

34. The role of tourism in implementing the Paris Agreement was on the table on the occasion of the 22nd Session of the UNFCCC Conference of Parties (COP22). The **International Symposium of the Sustainable Tourism Programme of the United Nations 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)**, held during COP 22, discussed how to advance Sustainable Tourism in a Changing Climate. The Symposium aimed at increasing awareness on tourism and climate change-related issues and encouraging the sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda. More information [online](#).

35. The World Tourism Organization and the Ministry of Tourism of the Republic of Bulgaria jointly hosted the **International Congress on World Civilizations and Creative Tourism** on 29 November - 1 December 2016 in Sofia, Bulgaria. The Congress discussed how creative tourism can play a significant role in safeguarding and promoting tangible and intangible heritage as well as in generating socio-economic benefits. In 2015, almost 1.2 billion international tourists travelled the world and UNWTO forecasts continued growth in the years to come. UNWTO estimates that cultural tourism accounts for around 40% of all international tourist arrivals as per the report "Tourism and Culture Synergies". More information [online](#).

36. UNWTO, Amadeus IT Group, and the Ministry of Tourism of Kenya signed an agreement at WTM London 2016 aimed at promoting **inclusive local economic growth through travel and tourism** by providing youth and women of underprivileged communities with access to employment and entrepreneurship opportunities. The kick-off meeting of the pilot project took place in Nairobi in December 2016 in order to start developing a training curriculum under the leadership of Utalii College.

37. Nearly 600 participants attended the **Official Launch of the International Year of Sustainable Tourism for Development 2017** (FITUR, Madrid, Spain, 18 January). More information in document CE/105/3(d) and on the website of the Year: www.tourism4development2017.org/

38. Guanajuato's State Ministry of Tourism (Mexico), Carlson Rezidor Hotel Group (Belgium), Govardhan Ecovillage (India) and Dutch Travel Trade Association (Netherlands) were the winners of the **13th Edition of the UNWTO Awards for Excellence and Innovation in Tourism**. Nearly 150 initiatives from 55 countries applied for this edition. The UNWTO Awards paid tribute to the commitment of the tourism sector towards sustainability and innovation. The winning projects were announced during the UNWTO Awards Ceremony in the International Tourism Trade Fair (FITUR) in Madrid on 18 January 2017. Tony Wheeler and Maureen Wheeler, founders of the widely-known Lonely Planet Publications have received the 13th UNWTO Lifetime Achievement Award. The prize is conferred every year to individuals with visionary leadership and significant contributions to the global tourism sector. More information [online](#).

39. The Jury of the World Committee on Tourism Ethics (WCTE) awarded Ilunion Hotels with the **UNWTO Ethics Award**, created as a new category of UNWTO Awards. Its aim is to recognize tourism companies which have signed the *Private Sector Commitment to the Global Code of Ethics in Tourism* for their achievements in implementing the principles of the Code and developing solid Corporate Social Responsibility (CSR) actions. More information [online](#).

40. The draft text of the **Framework Convention on Tourism Ethics**, which aims at converting the Global Code of Ethics for Tourism into a legally binding treaty, has been thoroughly revised by the special Working Group established for this purpose by the Secretary-General as requested by A/RES/668(XXI). The Working Group agreed not to make changes to the core principles of the Code of Ethics as these were already approved by the General Assembly in 1999 and have received wide international acceptance. The Members of the Executive Council have been invited to submit their comments to the text and participate in the third meeting of the Working Group to be held on the 12 and 13 May in order to finalize a draft text that could be submitted to the General Assembly. The set of special guidelines for the adoption of draft UNWTO Conventions by the General Assembly will also apply to the consideration, approval and adoption of this Convention if endorsed by the Executive Council and approved by the 22nd session of the General Assembly in Chengdu, China.

41. In November 2016, the International Standardization Agency (ISO) approved a proposal submitted by UNWTO and its partners, the ONCE Foundation and the Spanish Standardization Agency (UNE), to develop a comprehensive **International Standard on Accessible Tourism for All** with concrete recommendations and requirements for the whole tourism value chain. A multi-stakeholder expert Working Group, chaired by UNWTO, was established under the aegis of ISO/TC228 to develop this project in the coming two to three years. The first meeting of the Working Group took place in Madrid in February 2017.

B.2.2. Data, research and guidance

42. **The tourism sector and the SDGs. Responsible tourism, a global commitment.** UNWTO and the United Nations Global Compact Initiative Spain joined forces in a project titled “Responsible tourism, a global commitment” that engaged 13 Spanish tourism entities. The aim of the project has been for tourism companies and trade associations to promote a tangible and lasting commitment to the ethical principles of responsible and sustainable tourism through their Corporate Social Responsibility (CSR) activities. Report available [online](#) in English and Spanish.

43. **Contribution of Islamic Culture and its Impact on the Asian Tourism Market** highlights the influence of Islamic culture on Asian history and heritage and the potential of the emerging market for Islamic tourism. The publication outlines characteristics of the Islamic tourism market in Asia and the Pacific featuring 19 country monographs and case studies. Political, economic and socio-cultural dimensions of Islamic tourism in the region are outlined in each monograph. Report available [online](#).

44. The report of the conference **Tourism – A Catalyst for Tourism Development, Peace and Reconciliation**, held in Passikudah, Sri Lanka, on 11–14 July 2016, summarizes the four major themes discussed during the event: the close links between tourism, peace and reconciliation; the position and contribution of local communities in the development of “peace sensitive tourism”; the potential of public-private partnerships with small and medium-sized enterprises in the development of tourism in areas recovering from conflict; and marketing and re-branding of post-conflict destinations. More information [online](#).

45. The publication **Tourism and Culture Partnership in Peru: Models for Collaboration among Tourism, Culture and Community** analyses the importance of collaboration among three essential elements for the sustainable development of tourism destinations: tourism, culture and the community. Starting with a general framework, this book explores the subject by studying the case of Peru, as a country that has distinguished itself in its links to cultural tourism and in the tourism management of its heritage. More information [online](#).

46. Translation into English: *Module I: Definition and Context* of the **Manual on Accessible Tourism for All: Principles, Tools and Good Practices**, co-produced with the ONCE Foundation and the European Network for Accessible Tourism (ENAT). This publication is intended to provide stakeholders with a useful tool to understand the needs of the tourism sector in terms of accessibility, the profile of its direct and indirect beneficiaries, as well as the competitive advantages that accessibility for all entails. More information [online](#).

47. The World Committee on Tourism Ethics (WCTE), the independent and impartial body responsible for overseeing the implementation of the Global Code of Ethics for Tourism, convened for its 18th meeting in February 2017. The Ethics Committee adopted a set of **Recommendations on the responsible use of ratings and reviews on digital platforms** related to the tourism sector. More information [online](#).

48. **Supporting Tourism for Development in Least Developed Countries**: Produced together with the International Trade Centre (ITC) and the Enhanced Integrated Framework (EIF) a multi-donor trust fund, which provides financial and technical support to build trade capacity in all LDCs, the publication provides: (a) a better understanding how the inclusion of tourism in trade export strategies can help leveraging technical assistance through Aid for Trade (AfT) resources; (b) a roadmap for making tourism part of an inclusive and sustainable growth strategy for LDCs. More information [online](#).

49. UNWTO continued the successful expansion of the **UNWTO International Network of Sustainable Tourism Observatories (INSTO)**, as crucial elements to monitor tourism development and ensure the sustainability of the tourism sector. As of December 2016, INSTO comprised 16 observatories. Indonesia joined INSTO, in September 2016, with the opening of three sustainable tourism observatories, which positioned Indonesia as a sub-regional hub for sustainable tourism practices. It was followed by the Croatian Sustainable Tourism Observatory (CROSTO), which became a member in October 2016. This Observatory, hosted by the Institute for Tourism in Zagreb, is responsible for monitoring sustainable tourism in the Adriatic Croatia. The latest member, The Blue Community Observatory hosted by the USF Patel College of Global Sustainability (PCGs) of the University of South Florida, USA, joined the network in December 2016. This Observatory monitors the impact of tourism in parts of the Pinella and Manatee Counties, two popular tourist destinations in Florida. More information on INSTO is available [online](#).

50. The first and second editions of the “**UNWTO on the ground**” are available online: [Issue 1](#) and [Issue 2](#). A brochure on “**Making tourism a tool to fight poverty: ten years of the ST-EP Initiative**” is also available [online](#). Additional information on projects and missions is reported in [Annex II.a](#).

ANNEXES

Annex I: UNWTO activities in the United Nations system

Introduction

1. The World Tourism Organization (UNWTO) has continued forging strong links with the United Nations (UN) and its relevant entities and institutions, including but not limited to the UN General Assembly (UNGA) and its subsidiary bodies, the Economic and Social Council (ECOSOC) as well as various inter-agency mechanisms and networks. The present report provides a summary of the main activities, including those of UNWTO's New York and Geneva Liaison offices, with regard to the UN system.

A. Participating in UN system substantive issues and activities

I. UNWTO has continued to actively participate in relevant intergovernmental and inter-agency meetings and events held at UN Headquarters in New York, including the ongoing sessions of 71st session of the UN General Assembly (UNGA 71), which included, among others, meetings of the six UNGA Committees and UNGA Fifth Review of the UN Global Counter-Terrorism Strategy. UNWTO was also present at the 2016 High-Level Segment of ECOSOC; preparatory meetings of major international conferences, including among others, HABITAT III, held in Quito, Ecuador in October 2016; the Global Conference on Sustainable Transport held in Ashgabat, Turkmenistan, on 26-27 November 2016 and the forthcoming Oceans Conference for the Implementation of SDG 14, to be held in New York in June 2017.

II. Among the numerous resolutions adopted during UNGA 71, three resolutions had direct relevance to tourism, namely: "Promotion of Sustainable Tourism, including ecotourism, for poverty eradication and environment protection" (A/RES/71/240), "New Urban Agenda" (A/RES/71/256) and "Sustainable Mountain Development" (A/RES/71/234).

III. In the margins of the Third UN Conference on Human Settlement (HABITAT III) held in Quito, Ecuador, UNWTO organized together with Ministry of Tourism of Ecuador de Turismo and CELTH Centre for Expertise – Leisure, Tourism & Hospitality a joint side event entitled *Sustainable Tourism on the New Urban Agenda*. The event was aimed at public authorities, urban planners, and interested stakeholders on the important role of placing sustainable tourism in the new urban agenda which ensures that cities, local citizens and stakeholders are prepared to adopt to the fast paradigm of change.

IV. UNWTO continues being the coordinating body of the UN System in Spain. The Spanish Ministry of Foreign Affairs and Cooperation (MEAC) has officially appointed the UNWTO Secretary-General as Dean of International Organizations in Spain. Following the decision, a meeting with all International Organizations was held in at UNWTO Headquarters on 10 October 2016. In addition, UNWTO and the 13 members of the UN offices represented in Spain came together in January 2017 to organize a seminar to review the outcomes of HABITAT III and assess the opportunities and potential implications on Spanish national and local stakeholders.

V. UNWTO participated in the International Symposium and Annual Conference of the 10YFP Sustainable Tourism Programme (STP) from 10-12 November 2016 that was hosted by the Ministry of Tourism of Morocco as a side-event of the twenty-second session of the Conferences of Parties (COP22) of the **UN Framework Convention on Climate Change (UNFCCC) and organized by the 10YFP STP**. The event aimed at increasing awareness on tourism and climate change-related issues and encourages the sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda.

VI. From 3-6 December 2016, UNWTO participated in the UN Biodiversity Conference COP13 in Cancun Mexico, which resulted in the Cancun Declaration on “Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-being”.

VII. At the International Travel Forum (ITF) annual consultation meeting of OECD held from, 14-15 December 2016, UNWTO was present with other international organizations to discuss the shaping of the 2017 annual summits themes of the ITF, which included Decarbonizing Transport, Governance of Transport and Transport Safety and Security.

B. Participating in UN meetings

VIII. UNWTO hosted the 1st Meeting of the UNSD-UNWTO Working Group on Measuring Sustainable Tourism at its Headquarters in Madrid, from 20-21 October 2016. As part of UNWTO’s initiative Towards a Statistical Framework for Measuring Sustainable Tourism (MST), which is being developed since 2015, there is support of the UN Statistical Division and the engagement of Austria, Fiji, Italy, Mexico, The Netherlands and Cardiff University (Wales).

IX. UNWTO participated in the Inter-Agency Support Group (IASG) meeting on disability, held on 2 November 2016. The meeting was informed that preparations were underway for the Conference of State Parties, in New York, from 13-15 June 2017. Following the meeting, the “Manual on Accessible Tourism for All: Principles, Tools and Good Practices”, prepared by UNWTO, was circulated among IASG members.

X. On 5 December 2016, UNWTO participated in the High Level Panel Discussions on “Targeting Heritage: in search of new paradigms – save heritage through dialogue” within the framework of the “Unite4Heritage” campaign of the United Nations Educational, Scientific and Cultural Organization (UNESCO). A presentation was made by UNWTO on its position about the promotion and protection of heritage through dialogue and tourism as well as about joint effort for resilience in cultural tourism in affected countries.

XI. UNWTO was present in the “One-Belt-One-Road inclusive and sustainable city exhibition and dialogue” hosted by the United Nations Industrial Development Organization (UNIDO) and co-organized by the Finance Centre for South-South Cooperation, Hong Kong, China from 17 - 21 October 2016 in Vienna.

XII. In July 2016, UNWTO took part in a meeting of the Committee on Trade and Development (CTD) of the World Trade Organization (WTO) in a session on the Small Economies Work Programme with a focus on tourism. Discussions touched on tourism’s value chains and recognized tourism as an important services export, which can support small economies with their economic development strategies.

XIII. At the World Export Development Forum, a flagship event of the International Trade Centre (ITC) held in Colombo, Sri Lanka on 13 October 2016, UNWTO was represented at the plenary session on Authenticity: The New Tourism Destination. The joint work between UNWTO and ITC on building tourism export strategies across the full value chain was presented, underlining how authenticity provides an opportunity for a more inclusive growth, allows the country to reposition itself and create new demand stimulating links to new segments of customers.

XIV. UNWTO took part in the WTO workshop “Promoting Connectivity – Exploring the Services Dimension” on 17 October 2016. The workshop discussed the need to address both restrictive policies and poor regulatory environments, which hinder the development of competitive services

sectors. ICT and digital technology, such as electronic visas, also offered opportunities to resolve travel facilitation bottlenecks.

XV.In October 2016, UNWTO was present at the First Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy organized and led by UNCTAD. Attention to tourism was given in the round table “Engaging stakeholders for the achievement of the Sustainable Development Goals – leaving no consumer behind”. On the first gathering of the IGE, an advance version of the Manual on Consumer Protection was launched. Tourism has a dedicated paragraph under Chapter 8, where several international cooperation practices are addressed.

XVI.In December 2016, UNWTO participated in a full day focus group meeting on the Global Initiative on Decent Jobs for Youth. The Global Initiative is the first-ever, comprehensive United Nations system-wide effort for the promotion of youth employment worldwide. It brings together the vast global resources and convening power of the UN and other global key partners to maximize the effectiveness of youth employment investments and assist Member States in delivering on the 2030 Agenda for Sustainable Development.

C. CEB and its subsidiary structure working groups

XVII.The regular sessions of the CEB (Chief Executive Board), HLCP (High-level Committee on Programmes) and HLCM (High-level Committee on Management) sessions included the participation of UNWTO, while the work UN Development Group (UNDG) was followed remotely.

XVIII.UNWTO chaired a session in November 2016 of the UNDSS Security Management Team Meeting for Spain in its headquarters, dealing with implementation of UN policies and relations and support on security by the Spanish authorities. UNWTO also attended as Designated Official for Spain the IASMN Steering Group held in Valencia (9-10 November) on the review of the Framework of Accountability for the United Nations Security Management System (UNSMS).

XIX.UNWTO attended the CEB/HLCM/FBN/Task Force on Accounting Standards on 14 October 2016 in Montreal, Canada dealing in particular with Revenue and Non-exchange Expenses projects, IPSAS-compliant treatment of Control, Joint control or Influence Arrangements in the UN System, ASHI accounting and valuation methodologies, and Co-ordination of Accounting Diversity.

XX.UNWTO also participated at the CEB/HLCM/FB Finance and Budget Network through a video Conference meeting on 21 November 2016, dealing with Management and funding of the ASHI liability, quantifying the cost of oversight and accountability mechanisms in the UN system, and jointly financed security costs for the UN system. Other contributions in the finance area includes the review of outputs produced by the UN working group on Treasury, the provision of budgetary and financial statistics to the UN “Annual CEB Statistical Reporting”, and the reply to UN surveys on budget and finance and administration issues.

XXI.UNWTO implemented the changes in the UN compensation package approved by the 103rd Executive Council, which were presented to UNWTO staff with details and explanations in September 2016. The CEO of UNJSPF (United Nations Joint Staff Pension Fund) and the Pension Board were contacted to accelerate payments and improved service/provision of information following change of IT system at the UN pension fund, which resulted in abnormally high delays in pension payments. Furthermore a MOU was signed between UNDP and UNWTO for receiving Junior Professional Officers (JPO) from various Member States with no costs to UNWTO.

XXII.The UN Women Global Meeting took place in Vienna, Austria on 11 – 13 October 2016 with the attendance of UNWTO. The aim of the meeting was to discuss and understand new indicators, as well as to exchange best practices in order to reach better gender mainstreaming in UN Organizations.

XXIII.The UNWTO also conducted the salary survey in Spain for assisting ICSC in the determination of salaries of P-level staff. This survey was conducted under close guidance by ICSC. Furthermore, the Clinics on Best Practices in HR in International Organizations at the XIII Career Development Roundtable 2016 took place in Helsinki, Finland with UNWTO's active participation. The main purpose was to gain insights on the best practices of other UN agencies by attending clinics focusing on recruitment process, performance management, staff well-being and conflict management.

XXIV.UNWTO attended the 127th Meeting of the CEB ICT Network in Geneva, Switzerland on 17-18 October 2016 being its objective the review and discussion of the UN ICT System Digital Agenda, mainly State of ICT Report/ICT Dashboard and Integration of Technology into UN-wide development frameworks.

XXV.Finally, the UNWTO withdrew from the UN procurement network in 2016, as costs to being part of such network was not seen justified for the time being.

a. *Technical Cooperation Projects and missions*

Country: Andorra

Project Title: Development of a Hotel Classification System

Duration: July 2016 – February 2017

Objectives: As a follow up to its new Law on Tourism Accommodation, the Government of Andorra intends to review and update its classification criteria for a variety of tourism accommodation establishments including hotels, apartment-hotels, homestays, etc. UNWTO undertook a detailed review of the criteria and updated them according to international best practices, with particular emphasis on the EU practices. As an innovative practice, and to ensure ongoing competitiveness and commitment to quality services, make proposals on how to include online reviews as part of the evaluation and scoring for hotel classification.

Results achieved:

- First draft of the revised criteria submitted to the Government for their review and approval.
- Series of Focus Groups established per type of accommodation category to review and approve revised criteria.
- Revise criteria based on comments received by Government and private sector represented in the Focus Groups.
- Submit to Government, for their review and approval, a proposal for the inclusion of online reviews in the scoring and evaluation of hotel classification.

Country: Aruba

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

Duration: December 2014 – December 2016

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:

- The project has been completed in terms of strengthening the STS and capacity building of CBS statisticians and other specialists in TSA development and compilation.
- However, due to a delay in production of national accounts, it was not possible to calculate the TSA for the reference year in question.
- As a result, it has been decided to extend the project to 2017 to include two additional missions which will calculate the TSA and organize a national seminar to officially present the TSA.

Country: Bahamas

Mission Title: Review of the Bahamas Building Code

Duration: December 2016

Objectives: To enhance the Bahamas Building Code in the following areas: energy Efficiency (how buildings are designed); sustainability (including long term lifecycle of buildings); renewable Energy (solar, hydro, wind, etc.); and climate change (design for flooding from sea level rise; stronger and more frequent hurricanes; address the increased costs of construction that may result from mitigating the effects of greater storm surges).

Results achieved:

- Research: reviewed initiatives that make reference to the Bahamas Building Code, as well as reports on sustainability and energy efficiency for The Bahamas
- Consultation: interviews and meetings conducted with key stakeholders to ascertain ideas about code amendment possibilities and to learn about cultural, architectural and environmental particularities of The Bahamas.
- Feedback: reviewed preliminary findings with stakeholders for further input and process refining
- Recommendation: identified which of the two options (complete code overhaul or addendum to the code) would be the best solution for the Bahamian built environment and drafted Final Report with final recommendations for the Bahamas Building Code.

Country: Bhutan

Mission Title: Rapid Carrying Capacity Assessment

Duration: November 2016

Objectives: To carry out a rapid carrying capacity assessment for one specific tourist site and one larger tourist destination in Bhutan, and to develop a concept proposal for a long term project on undertaking carrying capacity studies in the country and preparing site management plans for key tourist attractions.

Results achieved:

A rapid assessment of the carrying capacity for Taktsang Monastery and Paro Valley was carried out, based on which recommendations were made for improved site and destination management. The final report was presented to the Tourism Council of Bhutan and included concept proposals for in-depth carrying capacity studies and site management projects.

Country: Bosnia and Herzegovina

Project Title: Adventure Park of Children in Nature

Duration: May – November 2016

Objectives: To create preconditions for further tourism development in Jahorina, expanding the tourist season to all-year round, strengthening of local communities through tourism and increase economic opportunities and income.

Currently, the Olympic Centre of Jahorina is primarily concentrated on the winter season, with more than 4500 beds available in hotels and private accommodation units, 20 km of constructed slopes, ski lift capacities exceeding 10.000 skiers per hour. Consequently, Jahorina suffers from the seasonality effect, with the level of occupancy in non-winter periods on the negligible level. Development of tourist infrastructure for non-winter periods is identified as one of the strategic directions in the near future, with special tourism forms in main focus. Adventure park facilities, which are the subject of this project, will increase attractiveness of Jahorina in non-winter periods, for specific target group of visitors such as families travelling children.

Results achieved:

- Mapping of potential areas and surfaces for setting up of the Adventure park in Jahorina
- Creation of the construction plan with specification of works for Adventure park in Jahorina
- Preparatory activities related to the process of public procurement by the Law of Bosnia and Herzegovina for construction works service and equipment for adventure children park
- Company for the construction of the Adventure Park selected through a bidding process
- Installation of tubing track, conveyor belt (30m), and entrance ramp
- Test run of the tubing facility was conducted at the end of November 2016 in conjunction with the final Project Steering Committee meeting which UNWTO participated in to evaluate the progress of project activities.
- The grand opening of the Adventure Park was held mid-December in time for the start of ski season in Jahorina, and thus all project activities were successfully completed.

Country: Botswana

Project Title: Development of Tourism Clusters

Duration: July – September 2016

Objectives: Through funding from the Ministry of Environment, Wildlife and Tourism, UNWTO provided technical assistance for the development of tourism clusters in the country. In its endeavour to market Botswana as a tourist destination of choice, the Government of Botswana, has embarked upon initiatives to stimulate tourism product development and diversification with a view to spreading the socio-economic impacts and opportunities of the tourism sector to all parts of the country. With a view to extending visitor stay and, thereby, visitor expenditure, while, at the same time, spreading tourism development to all regions of the country. In order to achieve this, it is important that Botswana's tourism attractions and services are packaged into regional tourism clusters to enhance the overall visitor experience and broaden the traditional product mix.

However, there is a need to build institutional capacity in the regions to ensure that the various tourism activities and initiatives are coordinated for greater effectiveness. This requires collaboration between the public and private tourism sectors and the development of mutually beneficial cooperative alliances.

Results achieved:

- Provide capacity building to the Botswana Tourism Organization (BTO) to develop, mentor and manage the tourism cluster development process.
- Situation analysis of the need for tourism cluster development in three regions of Botswana: Kasane/Kazungula (Chobe District), North West Ngamiland (Ngamiland District) and Maun (Ngamiland District) – this included an analysis of the local economies and the current situation of tourism development in each region including identification of potential and constraints.
- Identification of potential leadership teams for each cluster.
- Guidelines for supporting the development of a specific cluster vision for each region.
- A report submitted to the Ministry and BTO for the continued technical support and mentoring of cluster development.

Country: Cameroon

Project title: Ecotourism Development at Kribi

Duration: October 2012 – December 2016

Objectives: To enhance quality and local benefits from tourism activities in Kribi through capacity building, sustainable planning and reinforced environmental management of coastal tourist sites, and promotion of SME development in the tourism supply chains.

Results achieved: 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.

Based on the Value Chain Analysis carried out, the project identified the following three ecotourism sites for development:

- The Lobe Falls Cultural Landscape;
- The Grand Batanga, the historic site of the former capital of the Batanga people; with attractive beaches; and
- The fishermen village of Londji.

The project formulated sustainable management plans for the ecotourism sites, with active consultation of communities, private sector, and local stakeholders. These plans gave good guidelines to develop ecotourism products and take measures to protect the sites beyond 2016, and formed the basis to develop small tourism facilities at the sites where local entrepreneurs can sell food, beverages and handicrafts.

The project also built the capacity of local Pygmy groups to develop tourism circuits and organize excursions in their area. Further, trainings were organized on agro-tourism, on-line marketing and environmental sustainability for hotels, and brochures were developed to promote the different tourism activities in Kribi. All activities of the project were successfully completed in December 2016.

Country: China

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

Duration: December 2016

Objectives: To formulate a project document for the formulation of an International Tourism Marketing Strategy, including a destination brand approach, for the Yunnan Province for the period 2017 – 2022, as well as a 3-year detailed action plan and a specific destination market strategy for a selected source market.

Results achieved:

The detailed project document was submitted to the Yunnan Provincial Government for review and funding.

Country: China

Project title: Shandong Province Tourism Development Master Plan 2016-2025

Duration: March – May 2017

Objectives: To formulate a strategic tourism development plan for Shandong Province for the period 2016-2025 as well as a 3-year detailed action plan and regional marketing strategies for Europe, Japan and South Korea.

Results achieved:

- Inception report within two weeks of the start of the project
- Mid-term review presentation after six weeks of the start of the project
- Validation workshop after three months of the start of the project
- Review of all documents and studies on tourism in Shandong
- Statistical analysis and in-country research
- Field trips around the Province. The inventory and evaluation of existing and potential tourism resources and attractions.
- Consultations with key public sector and private sector stakeholders
- Formulation of a vision, goals, principles and strategic guidelines for developing and promoting tourism in the short-, medium- and long-term with specific objectives and strategies for tourism development at the provincial and local level
- Formulation of a target market strategy that identifies a realistic range of segments as a departure point for an integrated development programme.
- Formulation of the Tourism development strategy
- Recommendation on improvement of collection and compilation of tourism statistics
- Economic forecasts
- Workshop to present the strategic ideas and adjust recommendations
- Demonstration projects for each strategic area

- A two-day workshop with staff of administrative organisations of Shandong Province delivered by the project team
- Market research carried out to prepare regional marketing strategies for Europe, Japan and South Korea
- In April 2017, a training seminar on the master plan and tourism planning and development will be organized for the Vice Mayors of all cities in Shandong Province and selected other senior government officials.

Country: Ethiopia

Project Title: Implementation of Hotel Classification Scheme

Duration: December 2014 – December 2016

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.

Project activities have continued in 2016 to provide additional training to the Ministry of Culture and Tourism in the implementation of hotel classification schemes.

Results achieved:

- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Organization of two capacity building programmes aimed at the hotel sector on i) maintenance planning, and, b) sustainability planning.

Country: Fiji

Mission Title: Development of a Sustainable Tourism Policy

Duration: December 2016

Objectives: To determine through field research in which and to what extent the current policy and strategy framework in Fiji facilitates the long-term sustainability of the tourism sector, including identification of gaps, needs and options for sustainable tourism governance and management, and to prepare a project document for the development of a new sustainable tourism policy.

Results achieved:

The assessment report on sustainable tourism governance in Fiji and the project document for the formulation of a sustainable tourism policy were submitted to the Ministry of Public Enterprises and Tourism for review and funding.

Country: Ghana

Project title: Improving Visitor Facilities and Interpretation of Nzulezu Village on Stilts

Duration: April– December 2016

Objectives: To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

Nzulezu is a village on stilts in the Jomoro District of the Western Region. The Ministry of Tourism, Culture and Arts wants to improve visitor facilities and services as its policy objective of redeveloping and conserving natural and cultural heritage to attract more visitations, whilst creating job and income opportunities for the people. Visitor facilities at Nzulezu Water on Stilts Village require improvement to enable tourists stay longer and spend money in the community, whilst social amenities need to be provided for the local people.

Results achieved:

The project built 10 toilets stalls with flush-system for use by visitors and locals alike, and implemented a training programme on cultural dance performance for 36 youth of the village. The village walkway and performance stage was also upgraded and about 20 litter bins have been installed in the village to discourage waste disposal into the water. Awareness-raising activities on sanitation and waste management were carried out, and other income generating opportunities discussed with the community, such as the sales of handicrafts and the traditional meals by women's group. In addition, the project mounted bill boards at two major road junctions en route to Nzulezu.

A project inception meeting and Project Steering Committee meeting took place in early and late April.

UNWTO carried out a project review mission from 26-30 April 2016 and concluded that the project was on the right track for timely completion. All project activities were completed successfully and a closing ceremony conducted in December 2016 with the presence of the former Minister of Tourism, Culture and Arts of Ghana.

Country: Guinea-Bissau

Mission Title: Review of the Tourism Sector

Duration: October 2016

Objectives: UNWTO conducted a mission to Guinea-Bissau to review the current situation of the tourism sector. Based on discussions held with the Ministry of Tourism and other partner agencies such as UNDP and the World Bank, it was decided that tourism could play a key role in diversifying the country's economy as well as provide a means of sustainable livelihoods, particularly for the large youth population.

Results achieved:

Project proposals on preparation of a Tourism Development Policy, Strategy and Master Plan; Tourism Law, Strengthening of National Tourism Statistical System; Hotel Classification; and, Development of a Hotel and Tourism Training Institute have been submitted to the Ministry and donors for their review and approval.

Country: Haiti

Project title: Enhancing local economic impact from tourism development in Jacmel

Duration: August 2014 – December 2017

Objectives: To enhance the economic participation of the local population into the tourism value chain by creating new long term job positions while ameliorating and diversifying the offer of existing tourism products as well as creating new sustainable ones.

Results achieved:

- 1) Capacity building covering several topics such as storytelling, sustainable product development, introduction to SME development including web page and marketing knowledge, waste management, food safety, lifeguard training, first aid, client service, basic restaurant service, personal development and handicraft product development. The total number of beneficiaries of these capacity building activities is 149.
- 2) Based on the skills obtained in the capacity building seminars, the project supports local people to develop and operate tourism businesses and excursions, e.g. through the provision of market intelligence, product presentations to potential travel agents, preparation of promotional materials and the creation of a network of tourism enterprises in the destination.
- 3) Improvement of the most visited tourism sites (three beaches and site of natural pools) by creating local site management organizations aiming to achieve a more transparent, professional, secure and sustainable management, and to achieve a self-sustained economic status. A Pilot Committee for Tourism in the South-East Department has been established in order to monitor and support the progress of the local site organizations. This committee is formed by representatives of several ministries, local authorities, private sector and local population, and supports the creation of standards and certificates for the management of beaches and protected areas.
- 4) Creation and improvement of new and existing excursions to help communities increase their income, fund reforestation for the area and add value to local products like sugar cane and coffee.
- 5) Development of 3-5 city circuits and activities that provide visitors with an opportunity to experience the culture, music, dance, arts and crafts, history, food, and people of Jacmel.

As the project area was severely hit by hurricane Matthew, the Government has recently focused on recovery efforts and expects to continue project activities in 2017.

Country: Haiti

Project title: Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

Duration: May – August 2016

Objectives: Under the framework of the project of the Inter-American Development Bank (IADB) to develop sustainable coastal tourism in the country, the Ministry of Tourism and Creative Industries requested UNWTO's technical assistance to undertake a detailed evaluation of the current tourism statistics system in the country and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

Results achieved:

- Needs assessment mission completed.
- Project document for a three-year project to improve and strengthen the national tourism statistical system and develop an experimental TSA submitted to the Government and the IADB for approval and funding.

Country: Honduras

Project Title: Review of Methodologies Used in the Compilation of Basic Tourism Statistics

Duration: November - December 2016

Objectives: Through funding from the Instituto Hondureño de Turismo (IHT), UNWTO provided technical assistance for the review of currently survey methodologies developed and implemented by the IHT for calculating tourism expenditure (inbound and outbound) as well as determining market profiles.

Results achieved:

- Conduct a detailed evaluation of the current methodologies used by the IHT in conducting surveys to determine market profiles and visitor spend (both inbound and outbound).
- Provide capacity building to technical level offices on how to improve the methodologies to expand the range of data obtained.
- Propose a series of models to be used by the IHT to forecast tourism trends in the country.
- Propose recommendations to the IHT on the development of quality indicators.

Country: Kenya

Mission Title: Seminar on Community-based Tourism in Kenya

Duration: February 2017

Objectives: To help facilitate a workshop on community-based tourism in Kenya, within the framework of an EU funded project, titled Enhancing Sustainable Tourism Innovation for Community Empowerment in Kenya, in which UNWTO participates as Associate Agency.

Results achieved:

- Opening and closing remarks were delivered at the workshop, a presentation was made on marketing of community-based tourism, and working sessions were facilitated on product development and improvement, promotional activities, and identification of support needs for community-based tourism in Kenya. The workshop was well attended by 45 participants who are actively involved in community-based tourism development in Kenya, and provided a good opportunity to share experiences and lessons learned, and to provide feedback and guidance to community-based tourism initiatives in Kenya.
- Feedback was provided on the marketing activities and materials of various county governments in Kenya.

Country: Lesotho

Project title: Kome Rural Homestays

Duration: October 2012 – June 2017

Objectives: To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.

Results achieved: Training seminars were organized for excursion providers, tour guides, rural homestay providers, and crafters, and a tourist map was developed with hiking, biking, and pony trekking routes, linking the three project areas. The seminar for excursion providers was attended by 11 small entrepreneurs. The seminar aimed to support the participants to start and/or grow an

excursion enterprise, by building their capacity to develop excursions and to get access to tourism markets. The seminar provided the participants with valuable insights on how to develop new excursions or improve existing ones, making optimal use of the attractive natural and cultural heritage of the destination. It also gave detailed guidance to the excursion providers on marketing their products to individual tourists and establishing business linkages with foreign tour operators.

Likewise, the seminars for tour guides, rural home stay providers and crafters focused on building the capacities to improve the products and services offered to tourists, and to strengthen their marketing skills. The seminars were attended by 16, 34 and 24 local participants, respectively. Following the training seminars, several participants directly started to put the lessons learned into practice by making improvements in the products and services offered to tourists and by establishing contacts with potential clients.

During 2017, the following additional activities will be carried out:

1. Guides training, especially at Malimong, and Thaba-Bosiu;
2. Familiarization tour for Tour Operators from Lesotho and Clarence in South Africa;
3. Roadshows to promote the tour route in Maseru city as well as to post adverts on television screens at Maseru Mall and Pionner Mall; and
4. Registration of the enterprise groups at Thaba-Bosiu, and Ha Baroana.

Country: Mauritania

Project Title: Formulation of a National Tourism Strategy

Duration: November 2016 – March 2017

Objectives: The United Nations Development Programme (UNDP) is currently providing assistance to the Ministry of Trade, Industry and Tourism in the formulation of a National Tourism Strategy. As a partner organization, UNWTO was invited to provide its technical assistance in the process by reviewing the draft deliverables of the project and provide inputs and best practices.

Results achieved:

- Review the draft Situation Analysis and draft National Tourism Strategy and provide inputs on improvements to be made.
- Participate in the Steering Committee Meeting to validate the final Tourism Strategy.

Country: Mongolia

Mission Title: Formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea

Duration: December 2016

Objectives: To prepare a project document for the formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea.

Results achieved:

The project document was submitted to the Ministry of Environment and Tourism for review and shared with donors for possible funding.

Country: Mongolia

Project title: Capacity Building for Tourism Employees

Duration: March 2015 – June 2017

Objectives: to build capacities among tourism employees and unemployed young people to make a career in the tourism sector

Results achieved: The project conducted a rapid assessment on curriculum development based on the needs of the private sector and developed two training modules on service and hospitality areas and tourism management.

The following trainings have been or are currently being implemented by the project:

- Train-the trainers training (30 trainers trained)
- Housekeeping, front office, and office management training
- Hospitality and tourism management training
- Advanced hotel operations training
- Tour guiding training
- Advanced tourism management training

So far, a total of 350 participants have joined the various training programmes, and constant contact is being made with the participants on their progress. Already 70 per cent of participants have gained employment in the tourism sector during the period of project implementation.

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.
- National Seminar on Hotel Classification in Morocco
- Pilot testing of 450 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.

Country: Mozambique

Project title: Human resource and SME development for the tourism sector in Inhambane province

Duration: May 2011 (Phase I) – December 2017 (Phase II)

Objectives: To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

Results achieved: The project builds on the experience of the previous project in the region. 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 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 600 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. For SME development, training on business management has been provided to 21 owners/managers of small tourism enterprises. Further, the project has provided micro finance to 9 small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours and preparation of local meals. Successes have especially been booked with establishing business linkages for the local supply of agricultural products to hotels and restaurants, and with assisting handicraft producers to get better access to the tourism market. A group of 20 handicraft producers has been supported by providing a space where they can sell their souvenirs to tourists.

Country: Mozambique

Project title: Vocational Training and SME Development for the Tourism Sector in Maputo

Duration: November 2011 (Phase I) – December 2017 (Phase II)

Objectives: To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector

Results achieved: The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms:

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

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016 with 7 participants, which formed the basis to deliver vocational training seminars in the first semester of 2016 to 40 local people to assist them to obtain employment in the tourism sector. In the second semester of 2016, additional activities will be planned and implemented to support tourism SMEs to generate enhanced income from the sale of goods and services to tourists and larger tourism enterprises. Within the framework of the project, support has also been provided to preparing the new Strategic Plan for the Development of Tourism in Mozambique; especially to ensure that sustainability aspects are well covered in the plan.

Country: Myanmar

Project title: Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

Duration: August - October 2016

Objectives: In collaboration with the International Trade Center (ITC) and under the framework of its project in Myanmar to develop inclusive tourism in the State of Kayah, UNWTO will provide its technical assistance by undertaking a detailed evaluation of the current tourism statistics system in the country and in the State of Kayah and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

Results achieved:

- Detailed assessment of current national tourism statistical system undertaken including identification of data gaps, current level of institutional coordination and partnership, and, areas for further capacity building amongst Government institutions for data collection and analysis.
- Organization of a 2-day national seminar on UNWTO statistical methodologies.
- Preparation of a report for further technical assistance in strengthening national tourism statistics. This proposal has been approved by the ITC and project activities will commence in August 2017.

Country: Namibia

Mission Title: Review of the Tourism Policy

Duration: December 2016

Objectives: At the request of the Ministry of Environment and Tourism, UNWTO provided technical assistance for the review of the Tourism Policy and the development of a Tourism Bill for Namibia.

Results achieved:

A report which recommended the preparation of a new Tourism Bill 2017 for Namibia which includes the proposal for the establishment of the Namibia Tourism Authority; proposal on the organizational structure of the NTA including roles and responsibilities – by streamlining those of the Ministry and Board, and, preparation of a series of Direction Statements which extract the

implementable actions and activities from the existing Policy and two Strategies to provide guidance and clarity to each entity as to their specific roles and responsibilities.

Country: Nigeria

Mission Title: Review and Updating of the Tourism Development Master Plan

Duration: December

Objectives: At the request of the Ministry of Information of Nigeria, UNWTO provided technical assistance to review the status of implementation of the Tourism Development Master Plan which had been prepared by UNWTO in 2006. Based on the review, UNWTO was requested to prepare a proposal for further technical assistance in the preparation of a new and updated Tourism Development Master Plan.

Results achieved:

- Conduct a detailed analysis of the level of implementation of the current Tourism Development Master Plan.
- Review the current tourism scenario – products, services, and source markets, and in relation to projected future growth, determine which elements of the Master Plan are outdated and need to be revised.
- Prepare a detailed project proposal for the Ministry of Information for the review and updating of the Master Plan including technical assistance for the implementation of key priority actions.

Country: Oman

Project Title: Development of Tourism Statistics

Duration: April 2015 – December 2017

Objectives: The Omani government is keen to promote the tourism sector as part of its diversification strategy. Currently, tourism plays a key role in the economy and has the potential for further development. Therefore, having reliable, sufficient and adequate statistics are essential for policymakers to make effective decisions and to monitor the tourism strategy performance. Hence, in collaboration with the Ministry of Tourism, UNWTO is providing its technical assistance to conduct a comprehensive assessment of tourism statistics in Oman; prepare and implement an action plan for development of tourism statistics; and, develop a Tourism Satellite Account for the country.

Results achieved:

- To date, UNWTO has undertaken four missions to Oman to review data collection processes, design new processes and provide capacity building to the Ministry and other national partners in the design and implementation of statistical collection procedures, and, analysis and evaluation of results obtained.
- A fifth mission is scheduled for April 2017 which will focus on data collection regarding employment in tourism and investment in tourism. Attention will also be paid to further improvements to the tourism database system.

Country: Paraguay

Mission Title: Update of the Sustainable Tourism Development Plan

Duration: November 2016

Objectives: To formulate a project document and a corresponding Work Plan for the update of the Sustainable Tourism Development Plan for Paraguay.

Results achieved:

Detailed assessment made on the current status of tourism in Paraguay and on the needs to update the Tourism Development Plan. A proposal for the updating of the Tourism Development Plan was prepared and shared with the Government for review and funding.

Country: Paraguay

Project Title: Strengthening of Tourism Statistics

Duration: November 2016

Objectives: At the request of the Secretaría Nacional de Turismo de Paraguay (SENAUR) and, in association with the Asunción Convention and Visitors Bureau, UNWTO provided technical assistance to review and evaluate the current national system of tourism statistics with particular emphasis on supply-side data.

Results achieved:

- A detailed review of the current national system of tourism statistics with particular emphasis on supply-side data.
- Identification of key data gaps and recommendations on processes to be developed for data collection and analysis.
- Review of current level of institutional partnership in the tourism statistical process.
- Preparation of a proposal for further technical assistance in strengthening the national tourism statistical system.

Country: Philippines

Mission Title: Review of the Draft National Tourism Development Plan (2016-2022)

Duration: August 2016

Objectives: To assess the formulation of the Draft National Tourism Development Plan (2016-2022) and the final draft, and provide further inputs on the recommended strategic directions and action programmes to attain the vision and targets outlined therein.

Results achieved:

- Based on in-depth stakeholder consultations and a field visit to Bohol, an assessment report of the formulation of the National Tourism Development Plan 2016-2022 was presented to Ministry, including recommendations on some strategic directions and programmes which could strengthen or supplement the Tourism Development Plan.
- Detailed guidance was provided on how to attain the full benefits of the Tourism Development Plan, including recommendations for thematic areas on which UNWTO could provide further technical assistance to help successfully implement the Plan.

Country: Republic of Congo

Project Title: Sustainable Tourism Development Plan

Duration: December 2014 – June 2016

Objectives: In collaboration with UNDP, UNWTO provided 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 Policy, Strategy and 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.

Under the framework of this project, the Government of the Republic of Congo requested UNWTO's technical assistance to train middle to senior representatives of the Ministry of Tourism on the Sustainable Tourism Development Plan and elaborate a work plan for the implementation of the National Tourism Forum (*assises nationales du tourisme*) tentatively scheduled for May/June.

Results achieved:

- Detailed situation analysis of the current opportunities and challenges facing sustainable tourism development in the Republic of Congo.
- Formulation of a Tourism Policy which was approved by the Government and UNDP.
- Formulation of a sustainable Tourism Development Strategy and Master Plan which was approved by the Government and UNDP.
- Preparation of a separate Executive Summary of the Strategy to be circulated to donors and stakeholders.

Country: Republic of Congo

Project Title: Development of a Hotel Classification System

Duration: July 2016 – June 2018

Objectives: In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo to conduct an in-depth analysis for the design and implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

Results achieved:

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.
- Review of the existing hotel classification system and first draft of revised criteria prepared.

Country: Republic of Congo

Project Title: Needs Assessment for the Training of Staff in Hotels in Brazzaville

Duration: July – September 2016

Objectives: Under the framework of the Project for the Support of Economic Diversification of the World Bank (PADE), UNWTO will conduct a needs assessment for training of staff employed in larger, more renowned hotels in Brazzaville with a view to improving the quality of services offered in the hotels while, at the same time, creating a framework for continuous skills development, thereby facilitating the access of local communities, especially women and youth. This project is a direct result of the awareness raised amongst the donor community to align their programmes with tourism in light of the formulation of the Tourism Development Strategy and Master Plan.

Results achieved:

Project document for a two-year project for training of Staff in hotels in Brazzaville has been submitted to the donor for approval and funding.

Country: Romania

Project Title: Development of Destination Management Organizations (DMOs)

Duration: January – April 2017

Objectives: As part of its continuous efforts to further develop and strengthen the Romanian tourism sector as a competitive destination, the Government of Romania requested UNWTO's technical assistance to recommend various options for the development of Destination Management Organizations (DMOs) in the country.

Results achieved:

- Analysis of the current situation of tourism organization and institutional structures available in Romania to coordinate tourism development, management and promotion;
- Presentation of various models of DMO development which could be adopted by Romania (especially at central/local level);
- Best practices for the organization of DMOs with particular emphasis at the central/local level; and
- A final report with proposals for DMO development in Romania.

Country: Saudi Arabia

Mission Title: Economic Impact of Cultural Heritage Tourism

Duration: December 2016

Objectives: As part of its Vision 2030 and National Transformation Plan, the Kingdom of Saudi Arabia (KSA) is actively pursuing economic diversification to grow and develop the country beyond its longtime dependence on petroleum. Tourism, especially cultural tourism, has been identified as a principal means of achieving this. However, among the hundreds, if not thousands, of historical and cultural heritage sites, further investment and development are needed for these sites to attract visitors. The KSA commissioned a report to propose methodologies on how to measure and optimize the benefits of heritage in the country with a view to ranking and prioritizing the country's vast cultural assets for attracting investment for the development and management of these sites/attractions. The KSA requested UNWTO to undertake a detailed evaluation of the report.

Results achieved:

Undertake a detailed evaluation of the report with a view to methodology used; analysis of the results; identification of gaps; identification of areas in the report which could be strengthened; and, recommendations to enhance the report.

Country: Seychelles

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

Duration: May 2016 – June 2017

Objectives: The tourism sector in the Seychelles offers a wide range of accommodation for tourists and requires standardization to preserve the trademark of the Seychelles as a tourism destination, to attract emerging markets and increase the presence of international operators while, at the same time, maintaining the competitiveness of the Seychelles tourism sector. During the project, UNWTO would review the draft criteria prepared by the Ministry of Tourism and Culture and review and refine according to international best practice. In addition, working sessions will be held with the trade to raise awareness on the new criteria and their interpretation. Finally, training will be provided to the Ministry assessors on the new criteria.

Results achieved:

- Review of the existing hotel classification system and final draft of revised criteria prepared.
- Training for Ministry assessors on the proposed revisions to the criteria and the impact that these will have on the inspection process.
- Five working sessions with the trade to inform on new hotel classification criteria.
- Preparation of an Assessors' Manual to provide guidance to Ministry assessors in interpreting criteria.

Country: Timor-Leste

Mission Title: Review of the Tourism Policy

Duration: October 2016

Objectives: To review the draft Tourism Policy and provide feedback at a meeting with the Minister of Tourism of Timor-Leste, a subsequently multi-stake holders review meeting, and carry out a second review of the final draft tourism policy.

Country: Timor-Leste

Project title: Capacity Building for Tourism Employees in Dili

Duration: September 2012 – December 2017

Objectives: to enhance local employment in the tourism sector in Dili through curriculum development and training of local people

Results achieved:

Two training institutes in the country have been identified to deliver training for tourism employees. The project has assisted the two selected institutes to develop and carry out a train-

the-trainers programme, and to prepare training curricula and has supplied the institutes with suitable training materials. The training institutes have delivered 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. Two local training institutes have been selected to deliver the training and, arrangements have been made with the Ministry and the national tourism business association regarding their coordinating role. Capacity building activities were initiated in the first semester of 2015. As the training is implemented by local training institutes, good opportunities exist that these institutes will be able to integrate the tourism components in their standard training curriculum.

Training participants were selected in close collaboration with the private sector to enhance the opportunities that a large percentage of the trainees can use the acquired skills to make a career in the tourism sector, as well as to grow into more senior positions in the tourism sector. It is expected that at least 100 of the total 180 beneficiaries will increase their average income with a minimum of US\$ 1000 per year.

During phase one of the project, which was completed mid- 2016, Youth Vision Training Centre (YVTC) and East Timor Development Agency (ETDA) were the main training programme providers. Training programme on management was provided by ETDA and hospitality training programme was provided by YVTC. A total number of 85 participants attended the management and hospitality courses, out of which 60 participants (19 males and 41 females) attended the hospitality training, and the 25 participants attended the training on management. The participants were from 13 municipalities in Timor-Leste.

Country: Timor-Leste

Project title: Marketing of Community-based Ecotourism Project

Duration: January – July 2017

Objectives: To strengthen the marketing of Community-based Ecotourism (CBET) initiatives in Timor-Leste and to develop a comprehensive community-based ecotourism marketing strategy for Timor-Leste

Results achieved: The project worked closely with the local stakeholders to build their capacity to market the Community-based Ecotourism offer of the country, and delivered a 28-days training seminar on marketing of Community-Base Tourism to Ministry Officials and other key stakeholders dealing with Community-Based Tourism Development. The project also formulated a marketing strategy for CBET and a brochure on CBET in Timor-Leste, and collaborated with a web designer from the Ministry to develop a tourism website on CBET in English for the Ministry of Tourism, Arts and Culture.

The Ministry of Tourism has identified a list of Community-Based Tourism projects in Timor-Leste (that may benefit from the outcomes of the project. This exercise provided the project with comprehensive background information to:

- advise the existing Community-Based Tourism projects on product improvement and diversification;
- define the marketing activities;
- based on the assessment, develop a full-fledged community-based ecotourism marketing strategy focusing, inter alia, on the promotion of small- and medium- size ecotourism enterprises with a clear focus on the local communities; and
- provide capacity building support for the implementation of the strategy and guidance on the development of marketing materials and activities.

Country: United Arab Emirates

Project Title: Assessment of Tourism Statistics for the Compilation of a Tourism Satellite Account

Duration: December 2016 – April 2017

Objectives: The Government of the United Arab Emirates (UAE) has made efforts to develop a Tourism Satellite Account (TSA) for the country. However, this exercise has initially been based on simulation models. Taking into account the challenges facing the compilation of a TSA in a country comprising seven Emirates, the Government requested UNWTO to provide its technical assistance to undertake a detailed evaluation of the entire tourism statistical system in the UAE with a view to developing a TSA for the country.

Results achieved:

- In-depth evaluation of the entire tourism statistical system in the UAE including qualitative and quantitative evaluation of the human and financial capacities, hardware and software.
- Project proposal for overcoming data gaps and constraints, strengthening the Inter-Institutional Platform partnerships, and, above all, strengthening of capacities within the UAE Government agencies, in particular, the tourism authorities and the statistical authorities in order to reach the compilation of a Tourism Satellite Account.

Country: Uganda

Project title: Kisiizi Water Falls Tourism Development Plan

Duration: January – June 2017

Objectives:

- To enhance the attraction of the tourist area and develop facilities that support tourist activities.
- To enhance the visibility of the tourist area in terms of promotion and information availability.
- To develop the capacity of the site management to provide tourist services like guiding, food and accommodation services.
- To preserve the Natural Beauty of the Kisiizi Water Falls and surrounding environment through tourism and to facilitate the tourist visitation and utility of the Falls and its environment.
- To generate incomes to support the community, especially through the Good Samaritan Fund.

Results achieved:

- Design and approval of the project logo;
- Consultations with two groups of engineers regarding the construction of the bridge and monument were held; and building of the access paths to ascend the hill and go down into the gorge for the bridge which will be constructed by the project;
- Advice on the development of the zip wire system was sought from a group of field specialist
- Construction of the the Kisiizi Falls Visitor Centre and the monument is near completion

Country: Zambia

Project title: Development of Cultural Centres for Promotion of Community-based Tourism

Duration: 2008 – December 2017

Objectives: To provide local communities with a structured framework to participate in the tourism industry, thereby providing them with an opportunity to directly benefit from tourism through the creation of sustainable livelihoods.

Results achieved: Cultural Centres in Mafungautsi and Mwandi villages have been built and capacity building activities carried out linking the following areas: tourism hospitality and service; handicraft design and manufacturing; tour guiding, presentation of local dances and music shows; book keeping and business management. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the active promotion of the centre in Mwandi, which is located near Livingstone.

Based on this new work plan, a new cooperation agreement was drafted and is soon to be signed and remaining project activities to be implemented.

Country: Zambia

Project title: Livingstone Community Sustainable Tourism Resource Centre

Duration: January – June 2017

Objectives: To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

Results achieved: The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure.

Discussion were held with Ministry Officials to find synergies between this project and the Cultural Centres project to be implemented in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism.

Country: Zimbabwe

Project title: Enhancing Participation of Youth and Women in Tourism

Duration: December 2016 – June 2017

Objectives: To build the capacities of women and young people to make a career in tourism enterprises at the Victoria Falls and to strengthen the capacity of tourism SMEs in the area.

Results achieved: It is expected that the vocational training for existing and new tourism employees will enable participants to get increased income because of better positions they could obtain after the training, or to assist unemployed young people to obtain new or vacant positions in the tourism sector.

The project also hopes to provide business and financial services to tourism SME's resulting in improved performance of the SMEs and increased earnings for the SME employees.

The TOR for a UNWTO Themis Volunteer to support the project has been prepared early on in consultation with the Ministry. The project Agreement was signed in October 2016 and the UNWTO Themis Volunteer recruited and deployed to Victoria Falls in November 2016. Project activities were launched in December 2016.

A total number of 438 unemployed youth and women applied for the training programmes to be carried out by the project and the first and second screening of candidates are currently being carried out. The University of Harare and the School of Hospitality of Bulawayo are supporting the project in facilitating training to the final selected training candidates in tour guiding, house-keeping, Food&Beverage, and cooking, which are scheduled to start at the end of January 2017 over the course of 4-6 weeks period.

Country: Zimbabwe

Project title: Victoria Falls Community Swimming Pool Refurbishment

Duration: April – June 2017

Objectives: To provide a self-sustaining facility that will improve the livelihood of the local community both in terms of recreation and income generation; and to provide children in the township with a recreational, sports and training facility easily accessible to their communities.

Results achieved:

The Ministry is working with a local Trust (VFLPB), who has officially been established in June 2016 and is the lead in the project implementation at the local level

A UNWTO project review mission to Victoria Falls took place early June 2016, which was very helpful to encourage stakeholders to make rapid progress, to clarify some issues related to the agreement and the project implementation arrangements, including the need for VFLPB to be officially registered, which was done within one week after the mission.

The project refurbished male and female changing rooms, showers and toilet blocks; supply and installation of geysers and replacement of galvanized pipes; refurbished pool shell and surrounds; refurbished payment office

The renovation works are expected to be completed by June 2017.

a. Silk Road Activities

New Tourism Initiative: Get Involved!

The Western Silk Road Tourism Development Initiative is a joint UNWTO and EU tourism project focused on the development and diversification of the Western link of the Silk Road. The project aims to strengthen and diversify the tourism offer of the countries located along the Western link of the Silk Road through an innovative and transnational tourism strategy. Based on interlinking steps – a brand research and handbook, and two capacity building workshops out of which a collaborative platform is planned to evolve – the initiative will provide participating stakeholders with effective and competitive tools and resources to promote their destination. In April and June 2017, the two capacity building workshops will be taking place.

Events and Meetings:

#SilkRoadNOW: Sharing the Experience! Seminar at the World Travel Market in London 2016 (8 November 2016; London, United Kingdom)

In today's interconnected world, no marketing campaign can do without social media. Organized under the title "#SilkRoadNOW: Sharing the Experience", the Silk Road Seminar brought together National Tourism Organizations and social media marketing experts to discuss benefits,

challenges, and best-practice examples of social media campaigning. UNWTO would like to thank WTM London and Travel Perspective for their support.

If you were not able to attend the seminar, watch the full session on YouTube: https://www.youtube.com/watch?list=PLhVZKgyRW42u7ovfltdMx0tg51-eAcD_U&v=G17I-952kFk
Additional information, including the presentations, are available here: <http://silkroad.unwto.org/event/silkroadnow-sharing-experience-seminar-world-travel-market>

“One-Belt-One-Road inclusive and sustainable city exhibition and dialogue” (Vienna, Austria; 17-21 October 2016)

The UNWTO Silk Road Programme participated in the “One-Belt-One-Road inclusive and sustainable city exhibition and dialogue”, a meeting organized by the United Nations Industrial Development Organization (UNIDO), the Finance Centre for South-South Cooperation, Hong Kong, China, and the Austrian Economic Chambers, Vienna.

The Silk Road Programme participated in a thematic workshop focused on sustainable development and the potential of business partnerships along the Silk Road. As relevant outcome, both UNIDO and UNWTO agreed on the importance and potential of the International Year of Sustainable Tourism for Development 2017. Also, both organizations agreed that sustainability is key to the Silk Road region, especially due to the natural and cultural heritage that transcends individual countries. Thus, the importance of transnational cooperation was underlined.

International Silk Road Conference on Nomadic Tourism and Sustainable Cities (Ulaanbaatar, Mongolia; 13-15 October 2016)

The World Tourism Organization (UNWTO), together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the International Silk Road Conference on Nomadic Tourism and Sustainable Cities in Ulaanbaatar, Mongolia. The conference gathered over 350 participants from over 20 Silk Road countries, including Ministers, Vice-Ministers and high-level officials from Silk Road Member States, official representatives from Silk Road regions, the sister UN Agency the United Nations Educational, Scientific and Cultural Organization (UNESCO) and UNWTO Affiliate Members, to address the potential of tourism initiatives focused on nomadic tourism and sustainable city tourism. UNWTO would like to thank the co-organizers and all attending delegates for their great input and support during the event. All meeting information, including the official press release and the presentations held during the conference, are freely available on the event webpage: <http://silkroad.unwto.org/event/international-silk-road-conference-nomadic-tourism-and-sustainable-cities>

UNWTO Workshop for Inbound Tour Operators (Almaty, Kazakhstan; 1 October 2016)

Organized as part of the international conference “1000 years of Almaty on Silk Road: prospects for tourism”, UNWTO, together with the Great Southern Touring Route of Australia and Chinese Friendly International, organized a training workshop for inbound tour operators. The workshop consisted of two sessions: Mr. Roger Grant, Director of the Great Southern Touring Route, hosted the first workshop focused on product development for tour operators active along Almaty-Bishkek-Kashgar corridor, while the second session was conducted by Dr. Kurt Grötsch, CEO of Chinese Friendly International, who shared his insights on how to engage and successfully attract the Chinese tourism market. Additional information on the workshop is available here: <http://silkroad.unwto.org/project/unwto-workshop-inbound-tour-operators>

Enhancing Silk Road Interpretation and Quality Guides Training (Almaty, Kazakhstan; 27 September-10 October 2016)

As part of the *Enhancing Silk Road Interpretation and Quality Guides Training Initiative* focused on improving heritage interpretation and guiding skills along the Silk Road, the UNWTO Silk Road Programme, together with the Tourism and Foreign Affairs department of the city of Almaty and the World Federation of Tourist Guides Association (WFTGA), organized a two-week training course attended by local participants from the public and private tourism sector. Additional information on the Almaty training can be accessed here: <http://silkroad.unwto.org/project/enhancing-silk-road-interpretation-and-quality-guide-training>

Additional information on the Enhancing Silk Road Interpretation and Quality Guides Training Initiative, and the first training held in Khiva (Uzbekistan) can be accessed here: <http://silkroad.unwto.org/news/2015-09-02/first-ever-silk-road-training-course-heritage-guides-taking-place-khiva-uzbekistan>

Effective destination management maximizes tourism value and strengthens the national brand identity. By applying effective management strategies, destinations can foster economic growth, safeguard local arts and culture, diversify business and reduce visitor seasonality. Specialized Silk Road trainings and workshops can play an important role in supporting members to enhance the visitor experience.

Partners in the area of training include UNESCO, the World Federation of Tourist Guides Association (WFTGA) and the Spanish Institute for Quality Tourism. Upon interest, the Silk Road

Collaborative projects to raise the profile of the Silk Road Tourism Globally

Two important travel documentaries on the Silk Road continued to air to a global audience, thus raising awareness of the Silk Road as a transnational tourism route. With a reach of 2.8 billion global subscribers in more than 220 countries and territories, Discovery Channel released the four part series 'David Baddiel on the Silk Road'. UNWTO Silk Road Programme was pleased to collaborate with Pioneer Productions and Discovery Networks International on the production of this series focused on the cultural and historical significance of the Silk Road. The series features stunning landscapes and historical landmarks of China, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey.

Also, UNWTO was pleased to support BBC 4 in the elaboration of a two-episode documentary on the Silk Road hosted by renowned historian, Dr. Sam Willis. Focused on the arts, heritage and culture of the Silk Road, the series features the Silk Road countries of Tajikistan, Uzbekistan, Iran, Turkey, Italy and China. With broadcasting started in May 2016, the programme will be seen both in the UK and by the 152 million subscribers in 120 territories on BBC World

Follow us and contribute input to our Silk Road Programme social media sites!

In an effort to bring together the international travel trade with an interest in the Silk Road, the UNWTO Silk Road Programme has created Silk Road profiles on the main social media sites:

- Silk Road Programme on Facebook: <https://www.facebook.com/VisitSilkRoad/>
- Silk Road Programme on Vimeo: <https://vimeo.com/unwtosilkroad>
- Silk Road Programme on Flickr: <https://www.flickr.com/photos/unwto-silkroad>
- Silk Road Programme Tourism Network on LinkedIn: <https://www.linkedin.com/groups/3827715/profile>
- Silk Road Programme on YouTube: <https://www.youtube.com/channel/UCIVOWkGqzUk2tbj4ViBI2wA>