



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO Commission for the Middle East

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

CME/42/4b/REV1
Madrid, March 2017
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4. Implementation of the general programme of work for 2016-2017

(b) Regional Activities

1. It is recalled that the Organization's programme of activities in the region is built around the following five strategic objectives, as streamlined by the Commission at its 40th meeting, held in Dubai in May 2015:
 - A. Enhance tourism's Safety and Security in the region, strengthen the sector's resilience to external shocks, accelerate its recovery and sustain its growth.
 - B. Promote sustainable Tourism policies and practices and mainstream the sector in the political agenda for socio-economic development. Support the establishment of strategic frameworks and the development of measurement tools and management processes.
 - C. Harness the use of technology in developing and marketing innovative product offerings and in delivering smart Tourism solutions. Share successful business and service models.
 - D. Strengthen National Tourism Administrations institutional capabilities, adapt legislative and regulatory frameworks and develop the sector's Human Resources.
 - E. Promote and facilitate public-private partnerships in achieving these objectives.

2. The activities carried out by the Organization in the Middle East during the period under review, as well as those planned for the rest of 2017, in implementation of the Organization's general programme of work, are summarized in the attached table, under each of the strategic objectives listed above.

Challenges – Strategic objectives	Activities	Dates	Status
A. Safety, security and resilience to external shocks.	1. Snapshot reports series on MENA tourism market performance and prospects. 2017 edition will be included as addendum to this report.	February 2016 April 2017	Ongoing
	2. Ministerial roundtables on Tourism policies and strategies for sustaining growth through shocks - (FITUR - Madrid)	January 2016 and 2017	Completed
	3. Capacity building workshop on crisis management (Egypt)	September 2016	Completed
	4. Technical support in Communications (Egypt and Lebanon)	September 2016 January - May - November 2016	Completed
Challenges – Strategic objectives	Activities	Dates	Status
B. Sustainable Tourism and development.	1. Mainstreaming Tourism on the political agenda (SG's visits) <u>1.1 Carried-out</u> Bahrain Egypt Lebanon	February 2016 February 2016 May 2016	Completed
	<u>1.2. Planned</u> Saudi Arabia UAE Qatar Iraq Oman Kuwait	April 2017 April 2017 September 2017 September-October 2017 December 2017 Dates to be fixed	Planned

	2. Advisory missions on Tourism strategies - project formulation and implementation (Bahrain, Egypt, Qatar, UAE and League of Arab States)	January – February 2016 February 2016 January 2016 July 2016 September 2016	Ongoing
	3. Roundtable on religious Tourism development (Beirut, Lebanon)	May, 2016	Completed
	4. Conserving Heritage and Increasing Economic Opportunities on the Lebanon Mountain Trail - ST-EP project	January 2016	Ongoing
	5. Ministerial Conference on Tourism and climate change (Casablanca, Morocco)	July 2016	Completed
	6. Regional Conference on Investing in Tourism for an inclusive future (Petra, Jordan)	October 2016	Completed
	7. Fifth City Tourism summit (Luxor, Egypt)	October 2016	Completed
	8. Symposium on the promotion of sustainable cultural and religious tourism in Palestine , Washington DC	October 2016	Completed
	9. Workshops on the development and promotion of sustainable cultural Tourism itineraries along the historical routes of the Phoenicians (Madrid, Beirut - Lebanon and London)	January, May and November 2016	Completed
	10. Review of the study on measuring and optimizing the benefits of heritage in the Kingdom of Saudi Arabia	December 2016	Completed
	11. Study on the economic impact of MICE Tourism in the Kingdom of Saudi Arabia	Dates to be fixed	Planned
	12. Advisory mission on the development of private museums in the Kingdom of Saudi Arabia	Dates to be fixed	Planned

	13. Ministerial Forum on Tourism's contribution to sustainable and inclusive economic growth and diversification in the MENA region, (Dubai, UAE)	April 2017	Scheduled
	14. Regional Conference on Tourism in MENA Cities, Amman (Organized by MOTA Jordan and supported by UNWTO)	September 2017	Scheduled
	15. World Tourism Day 2017 – Forum on Sustainable Tourism, a tool for development (Doha, Qatar)	September 2017	Scheduled
	16. Second international conference on Tourism and culture (Muscat, Oman)	December 2017	Scheduled
Challenges – Strategic objectives	Activities	Dates	Status
C. Technology and innovation	1. UAE Tourism and Innovation Forum (Dubai, UAE).	November 2016 November 2017	Completed Planned
	2. Workshop on Tourism market intelligence (Dubai, UAE).	November 2016	Completed
Challenges – Strategic objectives	Activities	Dates	Status
D. Institutional Building	Executive training workshops on: <ul style="list-style-type: none"> - MICE Product development (Oman) - Tourism strategic planning (Oman) - Tourism for diplomats (Egypt) - Leadership in Tourism (UAE) - Heritage management (Saudi Arabia) - MICE Tourism (Saudi Arabia) - Tourism strategy (Saudi Arabia) 	May - June 2016 May - June 2016 October 2016 October - November 2016 November 2016 November 2016 November 2016	Completed

D. Institutional Building	<ul style="list-style-type: none"> - Crisis communication (Egypt) - Leadership and innovation programme in Tourism (UAE) - 3 courses - Quality management in tourism destinations (Qatar) - MICE product development (Qatar) - Destination Management (Saudi Arabia) - Tourism Policy and Strategy (Saudi Arabia) 	May - November 2017	Planned
Challenges – Strategic objectives	Activities	Dates	Status
E. Public-private partnerships	1. Middle East & Africa Duty Free Association - MEADFA Conference (Dubai, UAE).	November 2016	Completed
	2. Kuwait Youth Tourism forum - Trends and opportunities, organized jointly by Leaders Group and the Ministry of Information and Youth Affairs of Kuwait and supported by UNWTO.	March 2017	Scheduled
	3. Regional conference - Adventure Next Near East (Dead Sea, Jordan), organized by Adventure Travel Trade Association (ATTA) jointly with the Jordan Tourist Board (JTB) and supported by UNWTO.	May 2017	Scheduled
	4. High level roundtable on harnessing the transformative power of Tourism in building the future of Iraq.	September-October 2017	Planned