



UNWTO Commission for the Middle East

Forty- fourth meeting
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4- Implementation of the General Programme of Work

(a) Update on Regional Activities

1. 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 2017-2018, as well as those planned for the rest of 2018, 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. Ministerial Forum on Consolidating Tourism’s recovery in the Middle East and North Africa and Sustaining its Growth (FITUR - Madrid)	January 2018	Completed
	2. Snapshot reports series on MENA tourism market performance and prospects - 2018 edition	April 2018	Completed
	3. Tourism and media Conference Lebanon	October 2018	Planned
	4. Tourism workshop on crisis communication : - Lebanon - Yemen	October 2018 Dates to be fixed	Planned Planned
Challenges – Strategic objectives	Activities	Dates	Status
B. Sustainable Tourism and development.	1. Mainstreaming Tourism on the political agenda (SG's visits) a. Egypt b. Bahrain c. Saudi Arabia	May 2018 November 2018 November 2018	Planned
	2. Regional Conference on Tourism in MENA Cities: Competitiveness for Sustainable Growth, Amman, Jordan	November 2017	Completed
	3. Second International Conference on Tourism and Culture (Muscat, Oman)	December 2017	Completed
	4. UNWTO Regional Conference on Human Capital Development in Tourism: New Perspectives, Sharm El Sheikh, Egypt	May 2018	Planned
	5. Study on the economic impact of MICE Tourism in Saudi Arabia	Dates to be fixed	On hold

	6. Advisory mission on the development of private museums in Saudi Arabia	Dates to be fixed	On hold
	7. Hotel Classification scheme, Oman	Dates to be fixed	On hold
	8. Review and evaluation of Marketing and Promotion activities, Oman	Dates to be fixed	On hold
	9. Accessible Tourism Forum in the Arab Region to be organized jointly with the League of Arab States, Egyptian Ministry of Tourism, the Arab Tourism Organization and the Arab Academy for Science, Technology and Maritime Transport, Egypt	September 2018	Planned
	10. Technical Assistance Programme for the development of National Tourism Statistics (Oman)	December 2017- December 2018	Ongoing
	11. UAE (Statistics) Sustainable tourism positioning for Ras AL Khaimah, Tourism Development Strategy for Um Al Quwain, (Additional Projects in pipeline: Ajman, Fujairah)	February 2017 November 2017 November 2017 Dates to be fixed	Ongoing
	12. Roadmap for the development of Tourism Statistics for 2020 and Work Programme 2018 in the GCC	March 2017	Ongoing
	13. Tourism Experience Awards Programme, Qatar	February 2018	Ongoing
	14. National Tourism Strategy and Master Plan 2030, Egypt	April 2017	On hold
	15. Advisory mission on Hotel Classification, Egypt	Dates to be fixed	Planned
	16. 1st Meeting for Arab Ministers of Tourism in the Arab and South American Countries, GA 23 rd Meeting, Russia	2 nd half of 2019	Planned
Challenges – Strategic objectives	Activities	Dates	Status
C. Technology and innovation	1. Travel Tech Middle East Conference (Dubai, UAE)	Dates to be fixed	Planned

	2. Course on Digital Marketing in Tourism (Dubai, UAE)	November 2017	completed
Challenges – Strategic objectives	Activities	Dates	Status
D. Institutional Building	Executive training workshops on: - Tour guiding Training (Bahrain) - Crisis Communication (Lebanon) - Regional Capacity Building in Tourism Statistics (Saudi Arabia)	June- July 2018 October 2018 Dates to be fixed	Planned
	Executive training workshops on: - Leadership and innovation programme in Tourism (UAE) - Destination Management (Saudi Arabia) - Tourism Policy and Strategy (Saudi Arabia)	Dates to be fixed Dates to be fixed Dates to be fixed	Planned On hold On hold
	Quality Assurance for Tourism Education Programmes: Syria	2 nd half of 2018	Planned
Challenges – Strategic objectives	Activities	Dates	Status
	1. Implementation of the Cooperation Agreement between UNWTO and International Labour Organization (ILO) and its scope of work	June 2018	Planned