

UNWTO Commission for the Middle East

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

1. 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 2018-2019, as well as those planned for the rest of 2019, 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. Tourism and media Conference (Lebanon)	Oct 2019	Planned
	2. Tourism workshop on crisis communication : - Lebanon - Yemen	Oct 2019 Dates to be fixed	Planned On hold
Challenges – Strategic objectives	Activities	Dates	Status
B. Sustainable Tourism and development	1. Mainstreaming Tourism on the political agenda (SG's official visits) - Egypt - Bahrain - Saudi Arabia - UAE	May 2018 Oct-Nov 2018 Feb 2019 April 2019	Completed
	2. Advisory mission on Hotel Classification (Egypt)	Sept 2018	Completed
	3. Revision of the Hotel Classification Scheme in Egypt	Feb - May 2019	Ongoing
	4. Tourism Experience Awards Programme (Qatar)	2 nd half of 2019	Planned
	5. Arabian Hotel Investment Conference (Ras Al-Khaimah, UAE)	April 2019	Planned
	6. Workshop on roadmap for the development of Tourism Statistics for 2020 and Work Programme 2019 in the GCC .	Apr 2019	Planned
	7. Accessible Tourism Forum in the Arab Region, 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 (Cairo, Egypt)	Jun 2019	Planned

	8. Advisory mission on the Formulation of a Tourism law for UAE	Dates to be fixed	Ongoing discussions
	9. Technical assistance programme for the development of National Tourism Statistics (Oman)	Dec 2017 - Dec 2019	Ongoing
	10. Advisory mission on the development of private museums in Saudi Arabia	Dates to be fixed	TBC
	11. Hotel Classification Scheme Project (Oman)	Dates to be fixed	Ongoing discussions
	12. Review and evaluation of Marketing and Promotion activities Project (Oman)	Dates to be fixed	Ongoing discussions
	13. T20 meeting, back to back with G20 meeting (Saudi Arabia)	Dates to be fixed	Ongoing discussions
Challenges – Strategic objectives	Activities	Dates	Status
C. Technology and innovation	1. UNWTO-UAE Executive training Workshop on “Innovative Approaches to Destination branding” (UAE)	May 2018	Completed
	2. UNWTO Tourism Tech Adventure (Bahrain)	Oct 2018	Completed
	3. UNWTO Tourism Tech Adventure (Egypt)	Mar 2019	Planned

Challenges – Strategic objectives	Activities	Dates	Status
D. Institutional Building	1. UNWTO. Tedqual Seminar (Egypt)	May 2018	Completed
	2. Executive training workshops on: - Tour guiding Training (Bahrain) - Crisis Communication (Lebanon) - Regional Capacity Building on Tourism Statistics (Saudi Arabia)	Sept-Oct 2018 Dates to be fixed Dates to be fixed	Completed Ongoing discussions Ongoing discussions
	3. Executive training workshops on: - Leadership programme on sustainability on Tourism Destinations (UAE) - Destination Management (Saudi Arabia) - Tourism Policy and Strategy (Saudi Arabia)	9-11 April 2019 Dates to be fixed Dates to be fixed	Planned Ongoing discussions Ongoing discussions
	4. Establishment of a UNWTO Academy Headquarters in Saudi Arabia	Dates to be fixed	Ongoing discussions
	5. A 5 years project on academic and vocational training for officials and stakeholders of tourism industry (Saudi Arabia)	Dates to be fixed	Ongoing discussions
	6. Quality Assurance for Tourism Education Programmes (Syria)	Dates to be fixed	Ongoing discussions
	7. Quality Assurance for Tourism Education Programmes for Al-Hukeir Institute for Tourism and Hospitality (Saudi Arabia)	Dates to be fixed	Ongoing discussions
	8. Quality Assurance for Tourism Education Programmes for the Royal Commission for Al Ula (Saudi Arabia)	Dates to be fixed	Ongoing discussions