



## **Commission de l'OMT pour l'Afrique**

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### **Point 3 de l'ordre du jour provisoire: Rapport du Secrétaire général**

#### **Point 3.3**

### **RAPPORT D'AVANCEMENT SUR LA MISE EN ŒUVRE DU PROGRAMME DE TRAVAIL POUR 2012-2013**

#### **Note du Secrétaire général**

Le Secrétaire général présente aux membres de la Commission des informations sur le rapport d'avancement sur la mise en œuvre du programme de travail pour 2012-2013.



## I. Introduction

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1. Le présent document constitue la fusion des rapports des deux Conseils exécutifs CE/94/3(I)(c) et CE/95/3(III)(b)). Il porte sur la période allant de mi-2012 à la fin mars 2013. Il est articulé autour des deux objectifs stratégiques de l'Organisation, à savoir la compétitivité et la durabilité. Les informations spécifiques relatives à l'assistance technique aux Membres sont présentées dans le document portant la cote CE/95/3 III) b) Annexe.

## II. Compétitivité

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### A. Publications

2. Le secrétariat a fait paraître six numéros du **Baromètre OMT du tourisme mondial** (mai, juillet, septembre et novembre 2012, volume 10 ; janvier et mars 2013, volume 11).

3. **Compendium des statistiques du tourisme et Annuaire des statistiques du tourisme, éditions 2012 et 2013**. La version électronique des données de ces deux publications est consultable et mise à jour régulièrement dans la bibliothèque électronique de l'OMT (*Factbook*).

4. **Les Faits saillants OMT du tourisme, édition 2012<sup>1</sup>**, ont été publiés en anglais, en français et en espagnol. Ils présentent de façon concise le tourisme international dans le monde en s'appuyant sur les résultats de l'année 2011 et donnent les principales tendances du tourisme international en 2011, les résultats par (sous)-région et pays de destination, les premières destinations touristiques du monde, le tourisme émetteur par région, les touristes les plus dépensiers et des prévisions à long terme.

5. **Le tourisme interne en Asie et dans le Pacifique** : cette étude réunit des statistiques sur le tourisme interne en provenance de plus de 15 pays de la région et en analyse les caractéristiques en se concentrant sur son impact socioéconomique et sa capacité de résilience.

6. **Comprendre le tourisme émetteur chinois – ce qui se dit dans la blogosphère chinoise à propos de l'Europe** : ce rapport élaboré par la CET et l'OMT fournit un éclairage intéressant sur les tendances, les thèmes et le comportement caractérisant les touristes chinois en Europe. Il s'appuie sur un travail de « netnographie », c'est-à-dire d'ethnographie adaptée à l'univers des communautés en ligne.

7. **Le marché émetteur chinois du voyage – Mise à jour 2012** : cette mise à jour présente les dernières tendances du marché émetteur chinois et fournit des indications utiles aux destinations et aux entreprises pour mieux comprendre la structure et le comportement de ce marché émetteur enregistrant l'une des plus fortes croissances au monde.

8. **La crise économique, la baisse du tourisme international et son impact sur les pauvres** : ce rapport préparé en collaboration avec l'OIT se concentre sur les répercussions de la crise de 2008 sur le secteur touristique en général et sur les pauvres en particulier. Il comprend trois études de cas à l'échelon national : Costa Rica, Maldives et Tanzanie.

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<sup>1</sup> Document disponible en ligne à l'adresse : <http://mkt.unwto.org/en/node/36701>

9. Rapports mondiaux des Membres affiliés<sup>2</sup> :

- a) **Vol. 4 : Le tourisme gastronomique** : ce rapport analyse la situation actuelle du tourisme gastronomique en s'appuyant sur une enquête auprès des Membres affiliés de l'OMT et sur les réflexions de professionnels possédant une vaste expérience des organisations internationales, de la gestion des destinations, des entreprises touristiques et des instituts de formation.
- b) **Vol. 5 : L'aviation** : le rapport explore les domaines suivants :
  - i. Qui vient en premier : l'expansion de la capacité ou la demande pour un itinéraire ?
  - ii. « Acheter » de la demande : pourquoi ça ne marche pas toujours
  - iii. Comment la révolution des transporteurs à faibles coûts a changé le tourisme en Europe et ailleurs
- c) **Vol. 6 : Le tourisme urbain** : ce rapport s'appuie sur une vaste étude réalisée par le programme des Membres affiliés de l'OMT dans 21 des villes les plus visitées au monde, et apporte un éclairage sur leurs stratégies et leurs priorités en matière de tourisme urbain.

10. **Simplifier les formalités de délivrance des visas pour stimuler la croissance économique et le développement grâce au tourisme.** Il s'agit d'une étude de l'OMT sur l'assouplissement des formalités de visa, qui s'appuie sur une évaluation des régimes de visas dans le monde.<sup>3</sup>

11. Traduction française du rapport : **L'évolution démographique et le tourisme**

## B. Événements

## a) Statistiques et compte satellite du tourisme : mesurer la contribution du tourisme

12. 2<sup>e</sup> atelier – programme de renforcement des capacités statistiques pour les pays de la CEI et la Géorgie, Bakou (Azerbaïdjan) (novembre 2012)

13. Coordination avec Eurostat et l'OCDE :

- i. Groupe de travail d'Eurostat sur les statistiques du tourisme, Luxembourg (septembre 2012)
- ii. 11<sup>e</sup> Forum mondial sur les statistiques du tourisme, Reykjavik (Islande) (novembre 2012)

14. Le premier séminaire *INRouTe sur le tourisme régional* a eu lieu à Venise (5-6 juillet 2012) avec le soutien de l'OMT et en coopération avec le Ciset / Université Ca' Foscari, CICtourGUNE (Centre de recherche coopérative sur le tourisme) et les autorités régionales de Vénétie. Le séminaire a été conçu autour d'un document fondamental<sup>4</sup> : *Measuring and Analyzing Regional Tourism: Towards a set of general guidelines (Mesure et analyse du tourisme régional : élaboration d'un ensemble de lignes directrices)*. Ce document ainsi que les autres contributions devraient constituer une avancée significative pour la conception et l'élaboration de systèmes d'information du tourisme régional.

<sup>2</sup>Tous les rapports mondiaux des Membres affiliés sont disponibles à l'adresse <http://platma.org/en/publications>

<sup>3</sup> Consultable à l'adresse <http://dtxtg4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto Visa Facilitation.pdf>

<sup>4</sup> Document disponible en ligne à l'adresse : [http://dtxtg4w60xqpw.cloudfront.net/sites/all/files/pdf/venice\\_abstract.pdf](http://dtxtg4w60xqpw.cloudfront.net/sites/all/files/pdf/venice_abstract.pdf)

**b) Tendances du tourisme**

15. *Forum OMT-PATA sur les tendances et les perspectives du tourisme*, Guilin (Chine) (octobre 2012)

**c) Marketing, techniques de promotion et développement des produits**

16. *Séminaire sur les stratégies de marque des destinations touristiques : constituer de nouvelles opportunités dans un monde connecté*, Batumi, Géorgie (10 mai 2012), dans le cadre de la cinquante-quatrième réunion de la Commission de l'OMT pour l'Europe. Ce séminaire a contribué à mieux sensibiliser les participants à la valeur ajoutée apportée par la conception, l'élaboration et la gestion efficace d'une marque.

17. *Conférence sur la Route de l'ambre*, Vilnius (Lituanie) (juin 2012)

18. *Atelier de l'OMT sur l'évaluation de l'efficacité de la promotion touristique*, Kuala Lumpur (Malaisie) (juillet 2012)

19. *Atelier sur le marketing*, Oulan-Bator (Mongolie) (juillet 2012)

20. *Atelier CET-OMT et Séminaire international sur les indicateurs clé de performance concernant le marketing des destinations*, Vienne (Autriche) (septembre 2012)

21. *Symposium de l'OMT sur le tourisme et les méga-événements*, Shanghai (Chine) (septembre 2012)

22. *Séminaire sur les médias et le tourisme*, Caracas et Porlamar (Venezuela) (septembre 2012)

23. *Atelier technique de l'OMT sur le marketing du tourisme*, Pyongyang (République populaire démocratique de Corée) (octobre 2012)

24. *Sommet mondial sur le tourisme urbain, catalyseur du développement économique et du progrès social*, Istanbul (Turquie) (novembre 2012)

25. *Atelier Stratégie de l'UE pour la région du Danube-OMT sur le développement de la mesure et de l'analyse du tourisme dans la région du Danube*, Bucarest (Roumanie) (décembre 2012)

26. *Symposium de haut niveau en Asie-Pacifique sur le tourisme de congrès*, Hangzhou (Chine) (décembre 2012)

27. *Atelier de l'OMT sur le tourisme et les médias*, Lusaka (Zambie) (mars 2013)

28. *Route de la soie*

a) *Groupe de réflexion sur la route de la soie* (Lausanne, Suisse, 4 juin 2012) : 170 futurs dirigeants du secteur de l'accueil ont présenté des stratégies innovantes pour optimiser le positionnement de dix États membres de l'OMT en tant que destinations sur la route de la soie.

b) *Les saveurs de la Route de la soie : conférence internationale sur la gastronomie, la culture et le tourisme*, Bakou (Azerbaïdjan) (septembre 2012)

- c) La Route de la soie au WTM de Londres (Royaume-Uni) (novembre 2012) :
  - i. *Un blog sur la Route de la soie en 40 minutes : atelier interactif*
  - ii. *Deuxième réunion de l'équipe de travail sur la Route de la soie*
  - iii. *La Route de la soie aux rencontres-express du WTM*
- d) La Route de la soie au FITUR de Madrid (Espagne) (janvier 2013) : *Gymkhana de la Route de la soie – manifestation conjointe OMT/FITUR*
- e) La Route de la soie à l'ITB 2013 de Berlin (Allemagne) (mars 2013) :
  - i. *3<sup>e</sup> réunion ministérielle de la Route de la soie de l'OMT,*
  - ii. *2<sup>e</sup> forum des voyageurs sur la Route de la soie*

#### **d) Renforcer la compétitivité**

29. *Quatrième réunion des ministres du T20<sup>5</sup> à Merida, Mexique (15-16 mai) : voir le document CE/94/3 l) b) : L'intégration du tourisme dans les priorités mondiales.*

30. *Protection des touristes/consommateurs et organisateurs de voyages : voir le document CE/94/3 l) e).*

31. *Conférence internationale sur le thème : saisir les opportunités commerciales dans le tourisme dans un contexte de changement rapide, mer Morte, Jordanie (5-6 juin 2012) : organisée en commun avec le Conseil mondial du voyage et du tourisme (WTTC - World Travel and Tourism Council) et le ministère du tourisme et des antiquités de Jordanie, la conférence abordait les questions suivantes : changements mondiaux et scénarios futurs, nouveaux consommateurs, croissance du transport aérien, promotion des investissements étrangers directs et des destinations compétitives*

32. L'OMT a organisé à Montego Bay, Jamaïque (15-16 juin 2012), le Sommet 2012 du tourisme des Caraïbes et le séminaire sur le futur du tourisme en commun avec la Caribbean Hotel et Tourism Association (CHTA), le Conseil mondial du voyage et du tourisme (WTTC), l'Organisation du tourisme des Caraïbes (CTO) et le ministère du tourisme de Jamaïque. Le sommet a eu pour thèmes, entre autres, le transport aérien et les politiques de facilitation, la révision des politiques d'interconnexion des lignes aériennes et les perspectives à court terme dans les Caraïbes.

33. *1<sup>ère</sup> réunion du partenariat mondial de l'hôtellerie, Madrid (Espagne) (octobre 2012)*

34. *Formation régionale de l'OMT sur la compétitivité du tourisme au Mexique : planification et gestion touristiques, Oaxaca (Mexique) (octobre 2012)*

35. *5<sup>e</sup> réunion du groupe de travail sur la protection des touristes/consommateurs et des organisateurs de voyages, WTM de Londres (Royaume-Uni) (novembre 2012)<sup>6</sup>*

36. *Sommet ministériel OMT/WTM – Ouverture des frontières et ciel ouvert : faire tomber les obstacles aux voyages, WTM de Londres (Royaume-Uni) (novembre 2012)*

<sup>5</sup> Pour plus d'informations sur la quatrième réunion du T20, consultez : <http://t20.unwto.org/en/content/4th-t20-ministers-meeting-mexico-2012>

<sup>6</sup> Voir le document CE/95/3 l) c) pour plus d'informations sur la protection des touristes/consommateurs et des organisateurs de voyages.

37. *Forum international sur le tourisme – Le tourisme régional : État moderne, problèmes et perspectives*, Tachkent (Ouzbékistan) (novembre 2012)

38. *Forum d'investissement touristique et d'affaires pour l'Afrique – INVESTOUR, FITUR, Madrid* (Espagne) (janvier 2013). Deux tables rondes ont été organisées sur les thèmes suivants :

- *L'investissement et le financement touristique ;*
- *Connexion aérienne et développement régional ;*
- *Suivis par une séance B2B entre les porteurs de projet africains et les potentiels investisseurs espagnols*

#### e) **Gestion des risques et des crises**

39. *2<sup>e</sup> forum international sur l'intégration du tourisme et de la gestion des situations d'urgence*, Sydney (Australie) (septembre 2012)

#### f) **Éducation et formation/gestion des connaissances**

40. *Atelier OMT.Thémis de renforcement des capacités régionales pour le tourisme d'aventure*, Abha, Arabie saoudite (5-9 mai 2012) : Cet atelier portait sur l'élaboration de stratégies de gestion du tourisme d'aventure au niveau des destinations.

41. L'OMT a organisé une session spéciale de formation destinée aux professionnels des médias lors du Forum mondial des médias de Deutsche Welle, Bonn, Allemagne (25-27 juin 2012).

42. *Sixième programme de formation sur la politique et la stratégie du tourisme destiné aux dirigeants en Asie/Pacifique*, Paro, Bhoutan (25-28 juin 2012). Ce programme est spécialement conçu pour apporter un soutien aux décideurs politiques et aux dirigeants. Il vise à renforcer des politiques et stratégies efficaces qui répondent aux besoins et qui, à leur tour, doivent être adaptées à l'évolution des priorités et des intérêts au niveau national et des destinations.

43. *Cours universitaire sur le tourisme et la coopération internationale pour le développement*, Washington, États-Unis (20 août - 18 octobre 2012). Ce cours intensif, offert par la Fondation OMT.Themis en collaboration avec l'université George Washington, forme des diplômés universitaires et des professionnels dans des domaines liés au développement et à la coopération par le biais du tourisme et leur donne l'occasion de devenir membre du corps des volontaires OMT qui soutient les projets de coopération de l'OMT.

44. *Practicum OMT.Thémis 2012 – édition en anglais : Communications touristiques et médias sociaux* (Andorre et Espagne) (septembre 2012)

45. *Atelier de l'OMT sur le renforcement des capacités en matière de ressources humaines dans les secteurs public et privé* (Iran) (octobre 2012)

46. *1<sup>ère</sup> réunion du Réseau de connaissances de l'OMT dans la région des Amériques*, Campeche (Mexique) (novembre 2012)

47. *Séance du Réseau de connaissances de l'OMT et Symposium du Réseau de connaissances de l'OMT*, Istanbul (Turquie) (novembre 2012)

48. *Événements régionaux OMT.TedQual* :

- a) *Asie-Pacifique 2012*, Bandung (Indonésie) (décembre 2012)
  - b) *Europe 2012*, Coimbra (Portugal) (décembre 2012)
49. Atelier de validation du programme sur la formation et l'éducation dans le tourisme et l'hôtellerie à l'horizon 2020 dans les pays membres de l'UEMOA (Bénin, Burkina Faso, Côte d'Ivoire, Guinée-Bissau, Mali, Niger, Sénégal et Togo) à Lomé au Togo en mars 2013, organisé conjointement entre l'OMT et l'UEMOA

### C. Missions de conseil

50. Les missions de conseil technique suivantes ont été réalisées :
- a) Réforme de la gestion touristique aux Seychelles (juin 2012)
  - b) Le rôle des municipalités en ce qui concerne la sûreté et la sécurité dans les Amériques (Pérou) (juin)
  - c) Renforcement des capacités en matière de connaissance du marché (participation à la série de séminaires *Know your New Market*) (Jordanie) (juillet 2012)
  - d) Révision du projet de nouvelle législation sur le tourisme (Azerbaïdjan) (juillet 2012)
  - e) Détermination des besoins en matière de formation au tourisme et à l'hôtellerie dans les pays Membres de l'UEMOA : Bénin, Burkina Faso, Côte d'Ivoire, Guinée-Bissau, Mali, Niger, Sénégal et Togo (septembre-octobre 2012)
  - f) Développement/diversification des produits (tourisme sportif et de croisière et bateaux-restaurants) (Qatar) (août 2012, en cours)
  - g) Statistiques du tourisme, et plus spécialement les prévisions de croissance et de développement à l'horizon 2022 (Ukraine) (août-septembre 2012)
  - h) Sûreté et sécurité dans le tourisme (Arabie saoudite) (septembre 2012)
  - i) Reconstitution historique de la Route des perles (Bahreïn) (octobre 2012)
  - j) Législation et réglementation du tourisme (Qatar) (novembre 2012, en cours)
  - k) Révision de la législation sur le tourisme (Roumanie) (novembre 2012)
  - l) Réécriture de la nouvelle législation sur le tourisme (Azerbaïdjan) (février 2013)

## III. Durabilité

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### A. Observatoires

51. Première réunion annuelle des observatoires de l'OMT à Kanas (Chine) (septembre 2012)
52. Ouverture de l'*observatoire du tourisme durable* sous l'égide de l'OMT dans les îles de l'Égée (Grèce) (février 2013). Cet observatoire, le premier en Europe, assurera la surveillance des impacts

environnementaux, sociaux et économiques du tourisme dans l'archipel et servira de modèle à d'autres destinations.

## B. Publications

53. *Challenges and Opportunities for Tourism Development in Small Island Developing States (SIDS) (Défis et opportunités qui se posent au développement du tourisme dans les petits États insulaires en développement)* : cette publication fait le point sur la situation du tourisme des petits États insulaires en développement tout en démontrant l'importance du secteur pour le développement durable de nombreuses îles ainsi que pour la réalisation des OMD.

54. **Destination zones humides : pour un tourisme durable** : cette publication commune OMT/Ramsar a été lancée (en anglais, français et espagnol) lors de la onzième réunion de la Conférence des parties contractantes à la Convention de Ramsar sur les zones humides (COP11), qui s'est tenue à Bucarest, Roumanie (6-13 juillet). Quatorze études de cas démontrent comment les pratiques du tourisme durable dans les zones humides et à leur périphérie peuvent contribuer à la préservation, à la croissance économique, à la réduction de la pauvreté et au soutien des cultures locales. Le lancement de la publication cette année a coïncidé avec la célébration de la Journée mondiale des zones humides 2012 organisée sur le thème : zones humides et tourisme.

55. **Le tourisme dans l'économie verte – Rapport de fond** (anglais) : le Rapport de fond sur le tourisme est une version plus approfondie du chapitre consacré au tourisme dans le « Rapport sur l'économie verte ». On y défend l'idée qu'il convient d'investir dans un tourisme durable et plus vert pour créer des emplois, faire reculer la pauvreté et aussi améliorer les effets environnementaux.

56. **Tourisme et patrimoine culturel immatériel** (anglais) : cette publication présente des travaux de référence très complets sur les interconnexions entre le tourisme et ces expressions et savoir-faire qui constituent le patrimoine culturel immatériel de l'humanité.

### 57. Traductions :

- a) *Indicateur du développement durable des destinations touristiques- Guide pratique* : la version chinoise de cet ouvrage clé est maintenant disponible.
- b) La traduction en serbe de la publication *Boîte à outils pour la communication de crise dans le tourisme* fait partie des différentes adaptations de cet instrument important aux besoins et conditions spécifiques de chaque pays. Les États membres de l'OMT sont invités à suivre cet exemple
- c) **Développement durable du tourisme dans les déserts – Lignes directrices à l'intention des décideurs** (en arabe)
- d) **Guide pratique pour développer des produits touristiques liés à la biodiversité** (en français)
- e) **Le tourisme et la diversité biologique – Réaliser les objectifs communs en faveur de la durabilité** (en français)
- f) **Rapport mondial sur les femmes dans le tourisme 2010** (en espagnol)

## C. Événements



## a) Développement durable du tourisme

58. *Conférence régionale à haut niveau de l'OMT sur le tourisme vert* dans le cadre de la réunion conjointe de la Commission de l'Asie et du Pacifique et de la Commission de l'Asie du Sud à Chiang Mai, Thaïlande (3-5 mai 2012) : au cours de cet événement, plusieurs pays ont fait part de leur expérience nationale et ont montré dans quelle mesure le tourisme, s'il est correctement planifié et géré, peut être l'un des moteurs les plus prometteurs du développement socio-économique durable en Asie.

59. *Cours OMT-Themis sur l'excellence dans la gestion du tourisme : gestion du domaine public dans les zones protégées*, Puerto Madryn, Argentine. Le cours visait à faire connaître les critères techniques de planification, de conception et de mise en œuvre des activités touristiques dans les zones protégées.

60. *Conférence internationale sur le rôle des municipalités dans le développement et la sécurité du tourisme dans les Amériques*, Lima, Pérou (18-20 juin). L'événement avait pour but d'inscrire le tourisme dans les différents processus de planification et dans l'élaboration des politiques locales concernant tant les questions de durabilité que de sécurité.

61. *Participation active au sommet de Rio+20<sup>7</sup> (juin)*

- a) *Manifestation parallèle – L'innovation verte dans le tourisme*, organisée conjointement par l'Organisation de coopération et de développement économiques (OCDE), le Programme des Nations Unies pour l'environnement (PNUE) et l'Organisation mondiale du tourisme (OMT) avec le soutien du ministère brésilien du tourisme et le Membre affilié de l'OMT CNC-SESC-SENAC. L'événement a souligné la valeur intrinsèque de l'innovation verte dans le tourisme pour les entreprises, les autorités publiques, les destinations et leurs communautés.
- b) *La Manifestation parallèle officielle sur le tourisme en vue d'assurer un futur durable* a été organisée par l'OMT et le ministère brésilien du tourisme. Elle a permis d'examiner le rôle du tourisme dans le développement durable et ses trois piliers, économique, social et environnemental.

62. *Séminaire régional sur le tourisme responsable : opportunités pour les femmes et les jeunes* dans le cadre de la cinquante-troisième réunion de la Commission de l'OMT pour l'Afrique, Calabar, Nigéria (26-27 juin 2012). Ce séminaire avait pour but de déterminer comment surmonter les obstacles à l'émancipation et à l'égalité des femmes et des jeunes dans le secteur du tourisme et il recommandait une coopération et une coordination renforcées entre les États, les organisations régionales et internationales, le secteur privé et les acteurs de la société civile.

63. *La onzième réunion du Comité mondial d'éthique du tourisme* s'est clôturée en recommandant de faire de la sécurité du tourisme côtier une priorité pour les destinations côtières dans le monde (Rome, Italie, 12-13 juillet). Enfin, les membres du Comité ont plus encore soutenu la position ferme de l'OMT contre la traite des êtres humains, notamment la traite d'enfants, dans le secteur du tourisme. Ils se sont également félicités de la signature par l'Organisation d'un accord de coopération avec l'Office des Nations Unies contre la drogue et le crime (UNODC) en avril 2012.

<sup>7</sup> Voir également le document CE/94/3(1)(b) : L'intégration du tourisme dans les priorités mondiales

64. 2<sup>e</sup> conférence internationale sur le tourisme « Changements climatiques et durabilité », avec l'université de Bournemouth, Bournemouth (Royaume-Uni) (septembre 2012)
65. Journée mondiale du tourisme sur le thème « Tourisme et énergie durable : propulser le développement durable », Grande-Canarie (Espagne) (27 septembre 2012)
66. Manifestations parallèles sur le tourisme à l'occasion de la 11<sup>e</sup> Conférence des Parties à la Convention sur la diversité biologique, Hyderabad (Inde) (octobre 2012)
67. Réunion des membres du Conseil d'administration de l'initiative Voyagistes pour un développement touristique durable (TOI)<sup>8</sup>, siège de l'OMT, Madrid (Espagne) (octobre 2012)
68. Formation *Tourisme et biodiversité : comprendre les tendances du tourisme et la conservation de la biodiversité pour des produits et un marketing innovants*, réserve de biosphère de la Rhön reconnue par l'UNESCO (Allemagne) (octobre-novembre 2012)
69. Première conférence panafricaine sur le tourisme durable dans les parcs nationaux d'Afrique, Arusha (Tanzanie) (octobre 2012)
70. Solutions énergétiques pour l'hôtellerie :
- a) *L'innovation verte dans le tourisme pour renforcer la compétitivité et réduire les coûts*, WTM de Londres (Royaume-Uni) (novembre 2012)
  - b) *Formation dans le cadre de la 3<sup>e</sup> conférence Pyrénées durables*, Andorre-la-Vieille (Andorre) (novembre 2012)
71. Manifestation parallèle *Tourisme et changements climatiques* dans le cadre de la conférence des Nations Unies sur les changements climatiques – 18<sup>e</sup> Conférence des Parties à Doha (Qatar) (novembre 2012)
72. Formation au système de gestion énergétique et climatique pour les hôtels et inauguration du projet pilote *STREAM d'adaptation aux changements climatiques de 25 000 plantes des mangroves*, Pangandaran (Indonésie) (novembre 2012)
73. *FITUR VERT 2013 L'énergie du tourisme*, co-organisé avec l'Institut de technologie hôtelière (ITH), FITUR et HABITAT FUTURA, Madrid (Espagne) (janvier 2013) :
- a) Table ronde : économies et gestion de l'énergie dans les hôtels. Exposé sur les Critères mondiaux du tourisme durable
  - b) Exposés de l'OMT sur *Le tourisme, la durabilité et l'économie verte* et *Plus vert pour grandir*
  - c) Table ronde sur le tourisme durable au XXI<sup>e</sup> siècle :
    - i. Efficacité énergétique, empreinte carbone et choix durables d'emplacement, de conception et de construction dans les Caraïbes mexicaines

<sup>8</sup> Pour en savoir plus sur les activités au titre de l'initiative Voyagistes, veuillez consulter <http://www.toinitiative.org/index.php?id=118>

ii. Analyse et perspectives concernant les choix et comportements durables des consommateurs

74. Séminaire *Le tourisme sur les sites du patrimoine mondial : défis et possibilités* dans le cadre de la 55<sup>e</sup> réunion de la Commission de l'OMT pour l'Europe, Izmir (Turquie) (mars 2013)

**b) Éthique et dimensions sociales du tourisme**

75. 2<sup>e</sup> Congrès international sur l'éthique et le tourisme, Quito (Équateur) (septembre)

76. Conférence internationale *Valeurs universelles et diversité culturelle au XXI<sup>e</sup> siècle : quel rôle pour le tourisme ?* Erevan (Arménie) (octobre 2012)

77. Séminaire sur le tourisme responsable, Goa (Inde) (octobre 2012)

78. *L'accessibilité, avantage concurrentiel pour les destinations touristiques* (organisé conjointement par l'OMT/Fondation ONCE et IFEMA), FITUR de Madrid (Espagne) (janvier 2013)

79. Conférence internationale sur l'accessibilité dans le tourisme : valeur éthique et possibilité commerciale, BIT de Milan (Italie) (février 2013)

80. Douzième réunion du Comité mondial d'éthique du tourisme, Madrid (Espagne) (mars 2013)

81. *Tourisme et patrimoine culturel immatériel : un partenariat gagnant*, ITB de Berlin (Allemagne) (mars 2013)

82. Comité exécutif du Réseau mondial sur la protection des enfants dans le tourisme et 28<sup>e</sup> réunion du Réseau mondial sur la protection des enfants dans le tourisme, ITB de Berlin (Allemagne) (mars 2013)

**c) Tourisme et réduction de la pauvreté**

83. *Practicum OMT.Thémis 2012 – édition spéciale pour les pays arabophones : tourisme durable et réduction de la pauvreté*, Madrid et Grenade (Espagne) (septembre 2012)

84. Tous les projets ST-EP sont présentés dans le document CE/95/3 III) b) Annexe.

**D. Missions de conseil**

85. Les missions de conseil technique suivantes ont été réalisées :

a) Étude sur le rôle du tourisme dans le développement des communautés locales – mission préparatoire (Arabie saoudite) (juillet 2012)

b) Conseils en vue de l'élaboration du plan directeur pour un tourisme durable au Guatemala (décembre 2012)

c) L'accessibilité à Colonia et Atlántida (Uruguay) (août-septembre 2013)

## Annex I: Technical Cooperation Projects

### I. Introduction

Annex I presents the work of the Organization on technical cooperation and constitutes a follow-up to the complete report CE/93/4(a) Annex presented at the 93<sup>rd</sup> session of the UNWTO Executive Council in Madrid, Spain (June 2012). It recalls the objectives of all technical cooperation projects, including MDGs ones, and gives a situation report regarding results achieved in 2012 and new developments for 2013.

### II. Technical Cooperation and MDGs Projects

#### Country: Azerbaijan

**Project Title:** Formulation of a New Tourism Law

**Duration:** November 2012 – March 2013

**Objectives:** The Government of Azerbaijan is in the process of developing its Tourism Law. The objective of the Law is to provide a sound legal framework to support the sustainable development and promotion of the industry while guaranteeing and safeguarding both the rights and responsibilities of the tourism service providers as well as the rights of the tourist. The first draft of Law was formulated on a consultative basis with local tourism stakeholders in early 2012 and UNWTO conducted a preliminary review of the draft Tourism Law. Several gaps and constraints were identified and the Government of Azerbaijan requested UNWTO to assist them in the re-formulation of a New Law in accordance with international standards and best practice.

**Results achieved at 28/02/2013:**

- Field mission to Baku to hold extensive discussions with the Ministry of Culture and Tourism of Azerbaijan and other public and private sector stakeholders.
- Review of the existing draft Law.
- Formulation of a new Tourism Law in accordance with international best practices and standards. The Law outlines the main definitions and interpretations regarding the tourism industry; provides the legal basis for the constitution of the Azerbaijan Tourism Authority; provides recommendations for the institutional framework to develop and manage tourism; and, outlines the roles, responsibilities and obligations of the entire range of tourism service providers. Finally, it sets out the monitoring and enforcement procedures for the Law.

**New developments for 2013:** The draft Law is scheduled to be submitted to the Ministry of Culture and Tourism of Azerbaijan in March 2013 for their review and approval.

#### Country: Burundi

**Project title:** Formulation of an Action Plan for the National Strategy for the Sustainable Development of Tourism

**Duration:** January – May 2012

**Objectives:** The Government of Burundi has identified tourism as a priority sector for development and requested a long-term tourism development strategy which would guide the sustainable development, marketing and promotion of tourism to the country. As a result, between 2009 and 2011, UNWTO and the United Nations Development Programme (UNDP), prepared a National Strategy for the Sustainable Development of Tourism which was approved in April 2011 and formally launched in September 2011. The Government of Burundi, keen to implement the Strategy requested further technical assistance from UNWTO/UNDP in 2012 for the formulation of a detailed Action Plan to guide the implementation process.

**Results achieved at 31/12/2012:**

- Formulation of a detailed Action Plan for the implementation of the National Strategy for the Sustainable Development of Tourism which identifies priority actions for the first three years of implementation, possible sources of funding, lead implementation agencies, and, a coordination, monitoring and evaluation framework for the implementation process.

**New developments for 2013:** The project is completed in all respects. The Government and UNDP have approached UNWTO for further technical assistance in the organization of a donor's conference to raise donor support for the implementation of the National Strategy through the Action Plan.

#### Country: Ecuador

**MDG Project title:** Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuní Biosphere Reserve.

**Duration:** April 2008 – January 2012

The Programme ended in operational and administrative stages at 31 January 2012.

#### Country: Ecuador

**MDG Project title:** Development and Cultural Diversity to reduce Poverty and promote Social Inclusion.

**Duration:** November 2008 – April 2012

The Programme ended in operational and administrative stages in April 2012.

#### Country: Egypt

**MDG Project title:** Mobilization of the Dahshour World Heritage Site for Community Development

**Duration:** April 2009 – April 2013

**Objectives:** Within the framework of the UN Millennium Development Goal Fund (MDG-F), the objective of the project is to support the reduction of human development disparities, with special reference to addressing the gender gap and achieving environmental sustainability. The project strategy works in two dimensions; first to reduce poverty of the local communities in Dahshour (an agricultural community comprising five villages to the south of Cairo), and second to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area (the Sneferu pyramids and Birket wetland). Tourism development is central to all the main project activities as it was determined that tourism can play a fundamental role in creating sustainable livelihoods for the local communities, and provide the framework for the sustainable use and management of cultural and natural resources, as well as fostering the practice of local lifestyles.

#### Results achieved at 31/12/2012:

- An audit of existing skills in the tourism sector was conducted, which served as the basis to prepare a training needs analysis (TNA).
- On the basis of the TNA, Train-the-Trainer courses were conducted (82 local people trained: 43 men and 39 women) and the subsequent training was held on: Waste Management; English Language; Tour Guiding/Customer Service; Basic Hospitality Skills; Tourism Awareness; and Tourism M/SME development (3,243 local people trained: 2,067 men and 1,176 women).
- The Strategic Spatial Framework for Sustainable Tourism Development, which is in line with the National Sustainable Tourism Development Plan and the Greater Cairo Development Project, was formulated (and officially approved in May 2011) in a consultative process, including the Ministry of Tourism, the local government, the local community and other stakeholders.
- An inventory of existing tourism attractions, resources and services was created.

#### New developments for 2013:

- Design and development of a Tourism Circuit in Dahshour including signage, landscaping, small support infrastructure, training of tourism service providers and local tour guides and setting up of a community-led

Tourism Coordination Unit which will continue to oversee the implementation of tours to Dahshour once project activities have completed.

- Design of a Dahshour tourism logo and brochures as well as guidance for the Dahshour tourism website (this activity is being undertaken by the national partner – Tourism Development Authority of the Ministry of Tourism).
- Organization of a familiarization tour of international and domestic tour operators and travel writers to Dahshour.

### Country: Egypt

**Project Title:** Review and Implementation of the New Hotel Classification System

**Duration:** April 2009 – December 2012

**Objectives:** To upgrade quality standards in the accommodation sector in Egypt; to develop a robust system for the assessment, monitoring and evaluation of standards in the sector; and to support the institutional capacities for the management of the new system by the government. The project would develop a fully updated hotel classification system with a highly trained team of national assessors equipped with the capacity to manage the system independently. It is envisaged that the new system will be fully validated by UNWTO and hotels will be assessed under the new system during the course of the project.

#### Results achieved at 31/12/2012:

- The project consisted of several phases comprising the original project and two extension periods. The first phase comprised the revision of the existing norms related to hotel classification and, based on the revision, formulate New Norms (NN) for the upgrading of quality standards in the accommodation sector. Training programmes were also conducted with the Ministry inspectors to familiarise them with the NN.
- The next phase focused on conducting pre-assessment visits to 850 hotels in the country, and this was followed by another phase to increase awareness of the New Norms (NN) classification system's standards, procedures and guidelines in the industry among service providers. In this period, the UNWTO project team also supported the system's implementation by individual hotels.
- A self-assessment form was introduced by UNWTO and distributed to hotels wishing to undertake a voluntary assessment of their physical product and service availability. The results were reviewed by the UNWTO project team and formed the basis of close consultations with the respective hotel management to provide advice on addressing major gaps and constraints that were identified.
- 196 on-site self-assessment visits were conducted by UNWTO at the request of individual establishments to help hotels determine any quality areas for improvement that would serve as the basis for further action by the respective establishment. In total, 464 hotels, presenting just over half of the official total number of hotels in the country, received voluntary technical support during the second extension phase.
- A help desk was established within the EHA Cairo office for its members to answer any queries from individual establishments on the NN system. This was supported by UNWTO through the provision of training for a Help desk Coordinator.
- There has been close engagement with other key stakeholders to improve awareness and facilitate partnerships, including with hygiene service suppliers, tour operators, travel agencies and hotel architects.

#### New developments for 2013:

- A Final Report was submitted by UNWTO to the Ministry of Tourism of Egypt and the Egyptian Hotel Association in January 2013 detailing the outcomes of the main activities carried out during the second extension phase.
- UNWTO has submitted a proposal to extend its technical assistance and support to the Government of Egypt and the private sector in 2013 during the period of transition to the new classification system.

**Country: Ghana****Project Title:** National Tourism Development Planning**Duration:** July 2012 – December 2012

**Objectives:** The Government of Ghana has set itself the target of increasing the country's per capita GDP to US\$3,000 and has formulated the Ghana Shared Growth and Development Agenda as a policy guide for achieving this goal. Tourism is considered an important vehicle to stimulate economic growth and social upliftment as the industry is known for its ability to create jobs, bolster foreign reserves, provide entrepreneurship opportunities, build skills and spread wealth to rural areas. In collaboration with the United Nations Development Programme (UNDP), the United Nations Economic Commission for Africa (UNECA), UNWTO implemented a project to review the existing National Tourism Development Plan of Ghana to assess the status of implementation and lessons learnt, and to formulate a new and updated Tourism Plan reflecting current realities and development paradigm to ensure that the tourism sector plays its rightful role in Ghana's shared growth agenda.

**Results achieved at 31/12/2012:**

- An updated National Tourism Development Plan, 2013 – 2027, which built on the foundations set by the previous Plan by identifying barriers that are still impeding growth of certain markets and recommending solutions, particularly through proposed phased spatial development .
- The Plan presents a 15-year spatial strategy that will strengthen and expand the range of products throughout the country, spreading economic benefits, extending the length of stay of visitors and contributing to poverty alleviation. This is supported by a strong marketing and brand development strategy, recommendations on improving the institutional and policy framework for tourism, on developing an accurate and effective statistical system and on improving the economic performance of the sector and encouraging investment, and the formulation of a human resources strategy to enhance the quality of tourism services.

**New developments for 2013:** The Government is keen to launch the second phase of the project which involves the implementation of the Plan through a range of catalyst projects that will address key success factors for leisure tourism growth such as promoting the country as a leisure tourism destination, improving statistics and research capacity, developing critical skills and human resources, planning for the development of main tourism attractions and identifying opportunities for improved airline access. UNWTO, UNDP and the Government are currently in discussions on this next phase.

**Country: India****Project Title:** Implementation of the Tourism Development Master Plan for Punjab**Duration:** March 2009 – December 2012

**Objectives:** In 2008, at the request of the Government of Punjab, India, UNWTO formulated a Tourism Development Master Plan for the State for the period 2008-2023. The Master Plan recognized the potential of Punjab to become a competitive tourist destination based on its rich cultural, religious and natural heritage. After the successful completion of the Master Plan, it was felt that further technical assistance was indeed required from UNWTO to ensure that tourism development and promotion was put on the right track and that capacities of the highest quality were developed for overseeing and managing sustainable tourism development.

The project was extended in two phases to include the implementation of the Master Plan's recommendations in a time-bound manner in accordance with an Action Plan.

**Results achieved at 31/12/2012**

- Rural tourism development guidelines and rural tourism development strategy finalized in consultation with major stakeholders and the Punjab Heritage and Tourism Promotion Board (PHTPB). The guidelines and the strategy will serve as the foundation for the development and

promotion of rural tourism in the State. Once the State Government is able to obtain funding from the Central Government for one model cluster, the action plan included in the strategy would be implemented and replicated at other locations.

- Tourism awareness programmes were organized in selected schools and colleges in four major districts of the State. These included train-the-trainers programmes. All training materials were produced in English and translated into Gurumukhi (local Punjab language).
- Advanced technical assistance was provided to the Research and Statistics Unit of the PHTPB through revised operating and application procedures with focus on structured compilation and analysis of tourism statistics. Workshops in this regard were conducted at four different locations in the State.
- Marketing and promotion activities commenced with the finalization of a work plan for the PHTPB's participation in major trade fairs and exhibitions, organization of road shows, marketing and PR kit and other related activities.

**New developments for 2013:** The second implementation phase will continue up to June 2013. Activities would include finalization of a marketing action plan with annual budgets, participation in at least one major trade fair, organization of a FAMTOUR, production of a Marketing and Sales Manual, and production of a PR Tool Kit. Under capacity building, six guide training programmes will be organized at different locations in the State while the daily operation and management of the PHTPB's Research and Statistics Unit would be further refined (institutional strengthening).

#### Country: Mali

**Project title:** Ecotourism Development Featuring Elephants in the Region of Gourma

**Duration:** June 2011 – March 2012

**Objectives:** Gourma is located between the river Niger, Mopti, Gao and Timbuktu and is endowed with some of the most beautiful landscapes of Mali, as well as with picturesque Dogon and Peulh villages, with rich fauna and avifauna and a population of over 400 elephants, which is the most northern population of pachyderms in Africa.

The project aims develop an Ecotourism Plan that will provide guidance to the National Tourism Office (OMATHO) to position Gourma as an ecotourism destination within Mali's main tourism circuit by enhancing and diversifying the existing offer while contributing to the conservation of the last population of elephants in Mali.

**Results achieved at 31/12/2012:** After a series of field visits to the region and a wide range of stakeholder consultations, a feasibility study and a socio-economic and environmental impact assessment were formulated by a team of national consultants. Subsequently, an Ecotourism Plan was completed and validated during a multistakeholder workshop. The Plan includes the following components: 1) conservation of natural heritage; 2) training and organization of tourism stakeholders; 3) product development and quality standards; and 4) marketing.

**New developments for 2013:** The project is complete in all respects and no further activities are planned for 2013.

#### Country: Morocco

**Project title:** Establishment of a new system of tourism hotel classification

**Duration:** The 5 years project duration is scheduled to start in April 2013 until December 2018.

**Objectives:** On 26 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 general objective is to contribute to the economic and social development of Morocco.



**Country: Nicaragua**

**MDG Project title:** Cultural Recovery and Creative Productive Development on the Caribbean Coast of Nicaragua.

**Duration:** March 2009 – June 2013

**Objectives:** Contribute to reduce equality gaps in the human, social and economic development of indigenous people and afro-descendants in the Caribbean Coast, through cultural rescue, productive development and the deepening in the knowledge about their material and immaterial heritage.

The project contains two complementary thematic cores: (a) cultural rescue and productive development that will promote heritage, cultural and natural diversity and productivity in cultural, creative and touristic industries in the Autonomic Regions of the Caribbean Coast, as a means to improve socio-economic development and employment creation; (b) Research, statistics and public policy.

Support cultural policies and their regionalization through research, systematization and dissemination of studies, statistics and socio-economic indicators and of cultural expressions in the Autonomic Regions of the Caribbean Coast.

**Results achieved in 2012:**

- Local tour operators' equipment grants were approved.
  - Tourism infrastructures in 2 local communities along tourism routes were built.
  - One historically and culturally relevant public building restoration was completed.
  - The Marketing Plan was implemented during 2012.
- Local Governments' Cultural Tourism Plans were completed by december 2012.

**New developments in 2013:**

- Project is expected to close in June 2013 due to time extension amendment approved by MDG-F Secretariat.
- Three additional cultural products sales and promotion venues to be built by May 2013.
- UNWTO will continue coordinating, as leading agency, the implementation and closure of this UN System Joint Program with national and regional governments by June 2013.

**Country: Nicaragua**

**MDG Project title:** National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People.

**Duration:** June 2009 – March 2013

**Objectives:** The project seeks to act in support of efforts already being made at national level towards improving the access of young people to decent employment, especially those living in socially vulnerable conditions in urban and rural areas of Nicaragua, and thereby helping to counteract the negative effects of the migration trend. Activities will be put in place to assist their labour and social integration, which will be systematically analysed in order to build comprehensive intervention models that will be sustainable at local level.

Institutional capacities will be strengthened in order to place youth employment and migration firmly on the national agenda. The programme will also be closely linked to ongoing national and local initiatives that are already being supported by cooperation agencies, national government and municipal authority agencies. Young people themselves will play a proactive role in the programme as a whole, in their capacity as social entities with rights of their own.

**Results achieved in 2012:**

- 196 youths (66% women and 34% men) have completed basic business management training during 2012.
- UNWTO and national authorities completed technical assistance process to 50 young entrepreneurs and formulated tourism and hospitality related business plans to access credit from the revolving seed fund with

the support of UNIDO and ILO.

- 50 tourism and hospitality micro businesses got access to the programme's credit and revolving seed fund for an amount of US\$ 210,500 by the end of 2012.
- UNWTO supported the design and implementation of the value chain strategy in local communities, creating linkages between young entrepreneurs' tourism initiatives and goods and services local production.

#### **New developments in 2013:**

- UNWTO and national authorities completed technical assistance to young entrepreneurs' micro businesses to develop local networks and improved collaboration at a local destination scale.
- Project has been completed in 30 March 2013

#### **Country: Panama**

**MDG Project title:** Entrepreneurial Opportunities Network for Poor Families

**Duration:** January 2010 – December 2012

**Objectives:** Reduce poverty levels, especially in rural and indigenous zones, supporting the poor population to initiate new sustainable micro-ventures with emphasis in the touristic and agricultural sectors.

Based on the principle of human development with distributive equality, the project is managed to cover the gap existing between the governmental programme of monetary transfers conditioned by the Opportunities Network and the programme *Impulse Panama* oriented to consolidate the middle size enterprises already existing.

The proposed joint programme, Entrepreneurial Opportunities Network for Poor Families, with intercultural focus includes: (1) adequate public policies, (2) access to productive resources, (3) costs and risks reduction, (4) greatest productivity and better work conditions, including integration to clusters of greater range and access to goods and services.

#### **Results achieved in 2012:**

- UNWTO supported the development of local tourism destination organizations with local municipalities and private tourism SMEs at provinces and communities level.
- UNWTO completed technical assistance to design and implement the programme's tourism strategy at local level. 187 people (33% men and 67% women) have participated in the basic tourism training program.
- UNWTO completed the formulation of the Rural Tourism Master Plan in coordination with the National Tourism Authority of Panama in a consultative process with the private sector and local beneficiaries.
- UNWTO has supported local tourism business management and gender approach training process, focused on local beneficiaries in coordination with UNDP.

#### **New developments in 2013:**

- UNWTO will continue to implement local tourist guides training, development of tourism small infrastructures in 4 communities along the routes, marketing activities and technical assistant to support local processes of development of micro-ventures in the rural tourism value chain.
- Project is expected to close in June 2013 due to time extension amendment approved by MDG-F Secretariat

#### **Country: Peru**

**MDG Project title:** Joint Program (JP): Inclusive Creative industries (CI), a tool for alleviating poverty in Peru.

**Duration:** December 2009 – Junio 2013

**Objectives:** The PC considered central the theme about development and sustainability of Creative Industries in Peru, creating a favourable policy and institutional framework for the development of Inclusive Business in Creative Industries and strengthening public-private structures in each region, with private entrepreneurs and strategic partners, achieving the inclusion of vulnerable groups into a formal system in order to articulate the

different markets; regional, domestic and export segment in a sustainable way. For that, the JP uses the experiences of six agencies participating in this program; ILO, UNWTO, UNIDO, UNDP, UNESCO, FAO and proposes to implement three components, which products and activities will achieve the direct effects of stimulation of the economy in the intervention regions, creating decent work and improved the quality of life of vulnerable groups and their families with better income generation.

#### **Results achieved at 28/02/2013:**

Support in Rural Community Tourism:

- It has been developed and validated methodology in training and technical assistance in RCT in order to strengthen local business units laying the groundwork to generate a competitive business development. This methodology allows to generate a strategic alliance with local universities in Cusco and Puno (areas with more potential for tourism), which allows for the participation of student volunteers from the last two cycles of racing administration, tourism, economics and accounting, who technically have been trained to assist the process of business management assistance to tourism business units. Technically they have been formed in the Cusco: 22 male students and 47 female students. In Puno: 30 male students and 58 female students. On the other hand it has provided specialized assistance during 4 months in Cusco: 9 men and 21 women and Puno: 13 men and 17 women.

Technical assistance in coordination with the ILO:

- The ILO has developed specific modules of Training of Trainers on RCT and Gastronomy therefore be implemented in a coordinated manner the 04 modules of training and technical assistance in RCT, with a total of 48 hours in the regions of Puno and Cusco. They have trained and technically assisted 54 women and 6 men.

Technical assistance in gastronomy:

- It has been developed the methodology "continuous improvement in food services." This methodology has been applied and validated in the four regions of the field of PC: Cusco, Puno, Ayacucho and Lambayeque. Due to high demand of the right holders of the PC, there have been two rounds of training and technical assistance in gastronomy. It has been assisted in the four regions: 58 women and 9 men.
- Certification by labor skills: have trained 70 cooks in the regions of Cusco, Puno, Ayacucho and Lambayeque. This certification will validate years of experience in this area, allowing the possibility to work in any restaurant in our country.

Implementation of improved stoves

- In the region of Ayacucho, Quinoa District; 53 improved stoves have been implemented at Cocharcas Virgin market. This implementation has helped improve the health of this group of women and improve care for visitors to the district.

Adequacy of craft workshops for tourism

- In the region of Ayacucho, Quinoa District; 10 craft workshops have been implemented for tourism. It is important to know that this activity is being worked in coordination with UNIDO.

**Further developments for 2013:** The project is expected to be completed in June 2013

**Country: Oman**

**Project Title:** Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan

**Duration:** December 2009 - May 2012

**Objectives:** With the tourism sector undergoing a structural expansion in Oman, one of the principal challenges is the significant increase in demand for tourism labour over the coming years. It is foreseen that the planned development of tourism infrastructure over the next ten years will put increased pressure on the tourism labour market in both traditional hospitality related positions and new services as the country's tourism offer further matures and diversifies. In this context the purpose of the study was to identify suitable strategies and actions to strengthen the future supply of human resources for the sector -in line with the Government's Omanisation Policy- in collaboration with the Government, private sector actors and higher education and training institutions. The project's principal objectives centred on undertaking an evaluation of the current state of human resources in Oman through quantitative and qualitative research; to identify the key challenges to be addressed in the medium term; and to offer strategic recommendations on developing a highly skilled workforce in the tourism sector of Oman through meeting future labour demand and the greater provision of education and training programmes.

**Results achieved at 31/12/2012:**

- A Tourism Manpower Needs Analysis was formulated which detailed the outcomes and results of six industry surveys and national consultations that were conducted during the project. Future quantitative projections in job creation were also made based on planned new developments. Other key themes that emerged included current skills availability and shortages, recruitment policies and practices, education and training provision, public image and perception of tourism within Omani society and career development opportunities.
- A Human Resources Development Action Plan was formulated based on the main results of the Tourism Manpower Needs Analysis. The Action Plan provides a strategic framework with targeted policies and actions towards meeting future labour demand, closing skills gaps and enhancing service quality, widening training provision, improving institutional coordination and increasing job opportunities for Omanis.
- Following a detailed consultation process with the Ministry of Tourism of Oman on the report's outcomes and findings, the Final Report was approved and presented at a national workshop in Muscat in May 2012 which was attended by government officials, private sector representatives and academics.

**New developments for 2013:** The project is complete in all respects and no further activities are planned for 2013.

**Country: Romania**

**Project Title:** Integrated Urban Development for the Rehabilitation and Modernization of Borsec, Baile Herculane and Sulina and formulation of a Tourism Law for Romania

**Duration:** December 2011 - December 2012

**Objectives:** With a view to provide technical assistance to the Government of Romania in the design and implementation of projects that respond to the objectives of the National Strategic Plan, UNWTO, in collaboration with the United Nations Development Programme (UNDP), implemented a project for the rehabilitation and modernization of three cities in Romania which have varying tourism resources which cater to different source markets. The objective of this project was to strengthen the decentralization process as regards to tourism development, engaging local communities in a participatory manner to be part of the tourism development process, and, to formulate tourism development strategies and pilot projects to develop tourism as a means to stimulate economic growth in these cities.

As project activities progressed, it was noted that there were issues which could only be addressed through the formulation of a Tourism Law for Romania. The Government of Romania was already engaging in this exercise and, as a result, UNWTO and UNDP extended the activities of the project in order to provide further technical assistance to the Government in the drafting of a tourism law and aligning it with international and EU best practices.

**Results achieved at 31/12/2012:**

- A tourism development strategy for each city including integrated urban development plans aimed at revamping the economies of each city through tourism. Each plan outlined specific actions, roles and responsibilities for central, regional and local public bodies and for non-public entities. The plans were wide-ranging, including buildings and infrastructure regeneration and development, management, community and social structures to provide for tourism development and tourism product diversification with benefits accruing to the wider population and, particularly, the younger population.
- A draft Tourism Law which provides a sound legal framework to support the sustainable development and promotion of the tourism industry while guaranteeing and safeguarding both the rights and responsibilities of the tourism service providers as well as the rights of the tourist.

**New developments for 2013:** The project is complete in all respects and no further activities are planned for 2013.

### Country: Saudi Arabia

**Project Title:** Study of the Role of Tourism in Economic Development of Local Communities

**Duration:** December 2012 – April 2013

**Objectives:** Tourism sector development is receiving growing attention in the Kingdom of Saudi Arabia as policymakers are increasingly aware of the sector's capacity to bring economic, social and cultural benefits to local communities, particularly through job creation and business opportunities. Job creation and the reduction of unemployment for Saudi nationals constitute one of the strategic pillars of the National Tourism Development Strategy. At the request of the Saudi Commission of Tourism and Antiquities, UNWTO will prepare a study on the role of tourism in the economic development of local communities in the Kingdom of Saudi Arabia through the creation of jobs and business opportunities, improved living conditions, increased investment and other related social benefits.

#### Results achieved at 28/02/2013:

- Identification of three case study locations: Al-Taif, Al-Khobar and Al-Ula. The areas represent a variety of urban and rural destinations in various stages of tourism development and which appeal to different kinds of tourism markets.
- Design of six different surveys to obtain data on the current scope of tourism in the pilot locations. The surveys focus on Community Readiness and Awareness; Tourism Firms (directed to Managers to obtain feedback on the type of employment offered); Tourism Sector Employees; Marketing and Promotion Officials; and, Visitor Survey to obtain feedback on visitor expenditure patterns.
- Based on the field visits, consultations, desk research, and survey responses, UNWTO prepared a study to assess the role and contribution of the tourism sector to the development of local communities, particularly in the area of job creation, and, put forward a series of practical tools and actionable policy recommendations to maximise the socio-economic benefits of tourism.
- ILO will also partner this study through reviewing and endorsing recommendations within its Decent Work Agenda.

**New developments for 2013:** The draft report is scheduled to be submitted to the SCTA in April 2013 for their review and approval.

**Country: Senegal****MDG Project title:** Promoting Initiatives and Cultural Industries in Senegal – MDG-F**Duration:** 2008 - 2012**Objectives:** within the framework of the UN Millennium Development Goals, the objectives of the project are as follows:

- Improving national productivity capacity in terms of competitiveness, quality products added value, creation of qualified jobs and investments.
- Increasing revenues of poor and vulnerable groups in the field of culture and development.
- Improving quality of life of vulnerable groups, and the sustainability of their revenues through environmental protection actions, and development of natural resources.
- Institutional capacity building in the field of culture and development, with emphasis on human rights and gender equity.
- Improving local communities and organizations capacity and resources to participate efficiently in the decentralization process and management of local development.

**Results achieved in 2012:** Due to several technical obstacles, the MDG-F Secretariat in New-York authorized the extension of the project until 31 December 2012; giving time to the Institutions involved achieving their objectives. During the year 2012, the UNWTO and the Ministry of Tourism of Senegal has pursued their collaboration and achieved the remaining activities:

- Formulation of bankable projects in the tourism sector
- Feasibility study on local supply chain for the benefit of tourism industries in the two regions
- Creation and updating of a Web site for the medium and small size tourism camps

**New developments for 2013:** The project is complete in all respects and no further activities are planned for 2013.**Country: Serbia****MDG Project title:** Sustainable Tourism for Rural Development in Serbia**Duration:** January 2010 – December 2012**Objectives:** Within the framework of the UN Millennium Development Goal Fund (MDG-F), this project contributes toward eight targets under three Millennium Development Goals; addresses three relevant Government strategies; and creates synergies with a number of Government and donor funded initiatives. It contributes specifically to “Sustainable development plans that effectively respond to the needs of people, communities and the private sector, and promote rural development and environmental protection.” The project has two key objectives: development of a legal and policy framework for supporting diversification of rural economy through tourism, and, the creation of better linkages and organization of local rural tourism and support industries, as well as improvement of local stakeholders’ capacity for developing services and products in line with national strategies.**Results achieved at 31/12/2012:**

- A Rural Tourism Master Plan was formulated (and approved in April 2011) in a very consultative process, including the Serbian Government, other national stakeholders, as well as other agencies’ inputs (UNDP, UNICEF, FAO, UNEP).
- More than ten stakeholder workshops (three of them on a national level) were conducted to (1) receive feedback and recommendations from the local stakeholders on the Master Plan and to (2) disseminate the final document.
- A Grants Scheme was developed for rural tourism development projects. This included defining the process, the call for grants, capacity building sessions for local stakeholders on the grants application process, and criteria for evaluation. UNWTO approved 37 grants. National ownership is being created by

collaborating with TOS to manage the granted projects.

- A concept note of rural tourism governance. As a result, the Ministry of Finance and Economy created a Rural Tourism Unit to supervise the implementation of the Rural Tourism Master Plan in Serbia.
- Intensive training and manuals on Project Formulation to assist rural tourism stakeholders on how to prepare project proposals to seek funding from donors, particularly the EU; Marketing and Promotion of rural tourism including recommendations on e-marketing, development of websites, public-private partnership and the development of rural tourism clusters to strengthen marketing activities; and, guidelines for the establishment of a voluntary upgrading of quality services for rural tourism accommodation providers.

**New developments for 2013:** The project is complete in all respects and no new activities are planned for 2013.

- The activity of institutional strengthening will continue.
- Workshops will be conducted for the public and private sector in the following areas: product development, strategies and management techniques for rural tourism, marketing and promotion of destinations, and quality standards for rural tourism providers.

### Country: Togo

**Project title:** Tourism Master Plan

**Duration:** 2013-2018

**Objectives:** Tourism development activities are part of the Togolese Government priorities. In this regard, UNWTO and the Government have signed in March 2013 a working agreement for the implementation of the Tourism Master Plan which aims to define a Tourism policy and an action plan to be implemented in the framework of the relaunch of the tourism development in Togo. The Master Plan will be jointly elaborated by international Consultants and Officials from the Togolese Tourism Administration, under the supervision of UNWTO, in its capacity as UN executing agency together with the Government of Togo.

The elaboration of the Master Plan will be in two phases. During the first phase, a diagnostic of the current situation of the tourism sector and the provisional strategic orientations will be done. The second phase will be dedicated to the preparation of a long term strategy and the programme of actions to be implemented within 5 years. The total project budget is USD 450,000 (USD 319,000 from UNDP and USD 131,000 from the Government of Togo).

### Country: Turkey

**MDG Project title:** Alliances for Culture Tourism in Eastern Anatolia

**Objectives:** The project contributes toward the realization of the first Millennium Development Goal by addressing Turkey's regional development disparities and taking into account the existing national tourism strategies. It aims at the enhancement of cultural tourism in Kars province and thereby contributing to community cohesion, employment creation and the reduction of socio-economic differences. National ownership is ensured by including strategic documents into the overall national development policies of Turkey. The project focuses on three key outcomes: (1) creation and implementation of a model for strategic direction, prioritization and safeguarding of tangible and intangible cultural heritage and cultural tourism delivery in Kars, (2) enhancement of community and enterprise capacities in Kars for income generation job creation in the culture based tourism sector, and (3) improvement of capacities of local authorities and civil society.

**Results achieved until 2012:**

- The Tourism Master Plan was formulated in cooperation with the Ministry of Culture and Tourism, partnering UN agencies, and local stakeholders from Kars (approved in December 2010).
- A training needs assessment was carried out with the objective to establish a baseline assessment of capacity building needs for training programmes in Kars. Consequently, capacity building activities were designed, including: training on promotion and information delivery and study tour to Spain in December 2009 (32 local stakeholders); participation in UNWTO's Practicum for four public and private sector

representatives in June 2010; tourism awareness-raising training (51 participants) and hotel operations training (24 participants) in December 2010; training in English language (62 participants) from February to April 2011; and business advisory services for SMEs (about 50 beneficiaries) in May 2011.

- An assessment of the institutional capacity to develop and manage tourism in Kars was carried out and the possible structure of a Tourism Governance Organization (TGO) elaborated.
- Marketing and promotion activities included: the formulation of a marketing strategy with a detailed 3-year Action Plan; the development of a logo and slogan for Kars; the development of promotional brochures for Kars; promotional support in participation at EMITT, ITB, and Kars Tourism Week in 2011; the organization of a familiarization tour in July 2011 (15 participants including 5 international tour operators and national public and private sector representatives); and the formulation of a report with detailed research on tourism website development for Kars and draft ToR for a potential designer.

**New developments in 2013:** The project is complete in all respects and no new activities are planned for 2013.

### Country: Uganda

**Project Title:** Improving Policies and Regulations to Support the Development of Markets in Tourism

**Duration:** September 2012 – July 2013

**Objectives:** The Government of Uganda, in its National Development Plan 2010-2014, has identified tourism as a priority sector to promote socio-economic development in the country, foster the creation of sustainable livelihoods, and generate greater dividends in foreign exchange earnings while contributing towards the protection of Uganda's valuable and diverse cultural and natural heritage. As a result of this Plan, the Ministry of Tourism, Wildlife and Antiquities was also created in 2011 to oversee tourism policy, planning, development and management in the country. UNWTO, in collaboration with the United Nations Development Programme (UNDP), is implementing a project which provide policy and strategic guidance for tourism development in the country through the formulation of a Tourism Policy and a Tourism Development Master Plan.

**Results achieved at 31/12/2012:** A draft Tourism Policy which provides a detailed overview of the tourism sector in Uganda; clearly defines the Government's development objectives through tourism; provides a vision for tourism in Uganda in 2024; and, provides policy guidance on how to achieve the vision and national development objectives through tourism in the disciplines of tourism management and regulation, tourism planning, product development and diversification, tourism infrastructure, protection and preservation of the natural and cultural heritages, tourism markets and marketing, tourism skills and training, and, financing of tourism activities.

**New developments for 2013:** Activities related to the second phase of the project – formulation of the Tourism Development Master Plan – are scheduled to commence in May 2013.

### Country: Ukraine

**Project Title:** Development of a System of Tourism Statistics and Regional Tourism Satellite Account in the Autonomous Republic of Crimea

**Duration:** October - December 2012

**Objectives:** In 2011, UNWTO, in collaboration with UNDP, delivered technical assistance to the Autonomous Republic of Crimea (ARC) of Ukraine to conduct an analysis of the current System of Tourism Statistics (STS) in the ARC. The mission assessed the existing systems, structure and practices of tourism data collection and statistical development and the feasibility of implementing a Tourism Satellite Account (TSA) in Crimea. A second mission was conducted in 2012 to provide additional technical assistance to the State and Regional tourism authorities in Crimea and the Ukraine with the objective of formulating a concept note on the implementation of a pilot project on strengthening the STS in Crimea.

**Results achieved at 31/12/2012:**

The mission was conducted both in Kiev and Simferopol – the idea being to assess to update the progress achieved in the development of STS in Crimea from the previous year as well as to hold discussions with authorities in Ukraine including the EU delegation which is currently implementing a large project on tourism



development which includes a component on tourism statistics to see how to link the Crimea statistics' activities as possible pilot projects within the statistics component. A detailed report was submitted which recommended several actions to be taken over the coming year, namely in form of visitor sample surveys and sample surveys of non-formal accommodation, to address the most important data gaps in the current STS of Crimea.

**New developments for 2013:** The project is completed in all respects and no future activities are foreseen for 2013.

#### **Regional Project: West African Economic and Monetary Union (UEMOA) Countries**

**Project title:** Determination of needs in Tourism and Hotel training

**Objectives:** Following the agreement signed in June 2011 between UNWTO and UEMOA, a mission has been conducted in 2012 to prepare a project proposal and report to assess the quantitative and qualitative needs in hospitality and tourism education towards 2020 in the eight Member States of the UEMOA (Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal and Togo).

The project proposal includes the elaboration of the following six actions: i) Implementation of training and education in tourism and hospitality industry; ii) Creation of an observatory on tourism occupations and elaboration of system of reference in tourism occupation and competences; iii) Implementation of a certification system for tourism training quality label; iv) Assistance in the implementation of Degree, Master and Doctorate; v) Creation of regional centres of Excellence one of them dedicated to training the trainers; vi) Implementation of virtual platform for e-learning and elaboration of learning tools for UEMOA area. The participants from the eight countries approved and endorsed the project proposal and six actions of the action plan, in the occasion of the validation meeting which took place in Togo in March 2013.

#### **Regional Project, countries: Angola, Botswana, Democratic Republic of the Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe**

**Project title:** National Statistical Capacity-Building Programme to RETOSA Member States

**Duration:** October 2010 – December 2012

**Objectives:** With the purpose of providing technical assistance to the Member States of the Regional Tourism Organization of Southern Africa (RETOSA) in the strengthening of the systems of collection and analysis of tourism statistics, UNWTO and RETOSA have embarked upon a project to implement the UNWTO National Statistical Capacity-Building Programme (NSCBP) to all RETOSA Member States.

UNWTO has developed the NSCBP to provide its support and expertise to Member States that wish to improve their national System of Tourism Statistics and Information with the perspective of developing a TSA. The NSCBP consists of two phases: firstly, an Evaluation Mission – which conducts a thorough evaluation on the country's system of tourism statistics and makes recommendations on what improvements need to be made; and, secondly, a long-term project in which UNWTO provides its technical assistance to the Government in implementing the recommendations made by the Evaluation Mission.

Following the completion of the project's first phase in 2010-11 which focused on undertaking an evaluation of the Systems of Tourism Statistics (STS) in each country, UNWTO has been implementing the project's second phase in close collaboration with RETOSA and its regional members. The principal objective of the second phase is to further strengthen knowledge of the TSA and tourism statistics through the delivery of regional training workshops, building on the outcomes and results of the evaluations carried out during the first phase, which identified the main statistical challenges and priorities of individual countries and as a region. The training activities are therefore designed to be aligned to the needs of RETOSA members through transfer of knowledge and best practices, simulation of model TSAs and tackling common constraints faced by tourism authorities.

**Results achieved at 31/12/2012:**

- A Second Workshop was organised in Masvingo, Zimbabwe in May 2012. The Workshop gave an introduction to the TSA and presented its fundamental components for NTA/NTO officials, government statisticians and economists. A total of 50 participants from 12 countries attended the workshop.
- UNWTO and RETOSA jointly organised a Third Workshop in Ezulwini Valley, Swaziland in September 2012 for RETOSA members. The Third Workshop, which was aimed at statisticians and economists with responsibility for the collection and analysis of national tourism data, focused on the processes required for developing TSA Tables 1-10. The Workshop provided an opportunity for country teams to prepare their respective tables under guidance and share practices with other RETOSA members. The Workshop was again widely attended by 40 participants from RETOSA members states.

**New developments for 2013:** A Fourth Workshop in this series is being organised in March 2013 in Dar Es Salaam, Tanzania. The theme of the workshop is the measurement of tourism supply and the reconciliation of demand and supply. Its aim is to deliver training to officials from government agencies engaged on key technical areas of developing the capacity of the system of tourism statistics and TSA. In line with the Third Workshop, the event is intended to statistics specialists, tourism economists, researchers and senior policy officers from Southern Africa with the objective of improving key skills and knowledge required for developing this component of the TSA.

## Annex II: ST-EP Projects Portfolio

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Burkina Faso	Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W)	Awareness raising activities and tourism training were carried out in the districts of Tambaga and Logobou. A tourist accommodation is operational in the town of Yobri which includes a handicrafts centre. Excursions to the Gobnagou cliffs and surrounding areas are offered by the local guides association "Biala". Promotional activities are ongoing in collaboration with Mowgli tour operator.	Italian Cooperation
Benin/ Burkina Faso/ Niger	Development of Birdwatching Tourism at Regional Park W	This project is complementary to the rest of activities in Park W which were funded by the Italian Cooperation in the previous years. It provided bird watching training to guides from the three countries, which are being followed by the construction of bird watching platforms and environmental awareness raising activities for communities living in the buffer zone of the park.	RAMSAR Swiss Fund for Africa
Burundi	Enhancing Participation of Youth and Women in the Tourism Sector	The project will collaborate with selected hotels in Bujumbura and along the lake shores to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. In collaboration with local training institutes, a tailor made training course will be provided to the selected staff members of the participating hotels. The project will further work with selected young and female entrepreneurs to support them through training, business advice and small subsidies to enhance existing tourism SMEs (mainly restaurants and small accommodations). The project will especially focus on supporting tourism SMEs that can help generate additional local employment for youth and women.	ST-EP Foundation
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been developed and training will be provided to local guides and tourism SMEs. Collaborative mechanisms among the local and national administration, the private sector and community are being fostered with a view to enabling effective destination management and the environmental management of tourist attractions.	ST-EP Foundation
Ethiopia	Chencha-Dorze Tourism and Handicrafts Development	In consultation with hotels, training was provided on quality services, handicrafts and guiding which has resulted in employment for 18 community members at hotels and the establishment of a cooperative of artisans. A handicraft sales centre has been completed. The District Tourism Office received destination management training and is promoting the integration of Chencha-Dorze in the Southern Circuit.	SNV (Netherlands Development Organisation)  ST-EP Foundation
Ghana	Savannaland Destination Tourism Programme	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. The project has fostered public private partnerships, especially through establishing tourism committees and a destination management team which takes the lead in carrying out marketing activities. <a href="http://www.savannatourism.com">www.savannatourism.com</a>	SNV  ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Kenya	Enhanced Market Access for Community-based Tourism Products	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. A marketing strategy has been developed, based on which marketing activities are being carried out.	SNV  ST-EP Foundation
	Enhancement of Local Employment in Amboseli Tourism Destination through Vocational Tourism Training	In partnership with the abovementioned project, a feasibility study to provide vocational training to local people from Amboseli was carried out and training was provided at Moi University to 30 local youth from the Amboseli area.	IUCN-NL (Netherlands Committee of the International Union for the Conservation of Nature)  ST-EP Foundation
	Kenya Coast Beach Management and Local Livelihoods	The project aims to agree localized beach management action plans to improve the livelihoods of local beach operators and their families, and to reduce the harassment of tourists along Kenya's beaches. Two multi-stakeholder workshops have been organized in the project areas, based on which detailed project activities have been defined. Based on several consultative meetings with the various groups of beach operators and the hotel managers, a training programme for beach operators has been prepared.	Travel Foundation  ST-EP Foundation
Lesotho	Kome Rural Homestays project	The project focuses on community mobilization and awareness raising for participation in tourism. A cultural heritage route is going to be developed and promoted including the diversification of local crafts and improved production and sales of organic vegetable and fruits.	ST-EP Foundation
Mali	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was carried out in Mopti, Sangha and Djenné. A value chain analysis identified the best opportunities to develop business linkages. Support to access small equipment and training on business management, quality products and services, networking and selling techniques are ongoing.	AECID (Spanish Cooperation Agency)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Mozambique	Community-based Lodges Training Programme	Community members from the area of Limpopo National Park (Massingir) and Maputo Special Reserve (Matutuine) have participated in awareness raising meetings and received training on tourism services, conservation and income generating activities. Circuits including the community-based lodges of Covane, Madjadjane and Tinti Gala were developed and joint ventures with the private sector established.	ST-EP Foundation  Flemish Government
	Human resource and SME development for the tourism sector in Inhambane province	The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector. Various courses on business skills and housekeeping techniques have already taken place.	Flemish Government  Government of Macau S.A.R.
	Initiatives Fund for Women Entrepreneurs of Mafalala	The project aims to reinforce the institutional capacity of the Municipality of Maputo to implement pilot projects that generate jobs in the area of tourism. Financial support and technical assistance is being provided to small enterprises run by women in the Mafalala historic neighbourhood of Maputo.	Banesto Foundation
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women	In collaboration with the private sector, the project has identified women employees in tourism and is sponsoring their participation to tourism courses in hospitality and culinary arts. In addition, 8 micro tourism projects managed by women are receiving financial and business development services in order to deliver goods and services to tourists and tourism enterprises.	AECID
	Initiatives Fund for Rural Women Entrepreneurs	The project is complementary to the project above. Financial support and technical assistance is being provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.	Banesto Foundation
Rwanda	Congo-Nile Trails: Bringing tourism to one of Africa's poorest and most beautiful regions	An inventory of attractions and a value chain analysis were carried out to identify income generating opportunities of the hiking product in the mountains along the Eastern side of Lake Kivu that separates Congo and Nile river watersheds. Awareness raising for service providers and communities, and training on business planning has taken place. A marketing strategy has been prepared, which forms the basis to carry out marketing activities for the trail.	SNV  ST-EP Foundation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	Guidelines for establishing and operating cultural tourism activities, and quality standards and a monitoring system have been developed. Training has been provided to existing and new Cultural Tourism Enterprises in the fields of tour guiding, business management and quality services. The Tanzanian Association of Cultural Tourism Organizers (TACTO) has been strengthened and is strategically managing the affairs of the current 41 Cultural Tourism Enterprises in the country. Exchange visits have been organized and marketing materials produced. <a href="http://www.tanzaniaculturaltourism.com">www.tanzaniaculturaltourism.com</a>	SNV  ST-EP Foundation
	Initiatives Fund for Women Entrepreneurs of Pangani	The project builds on the experience of a previous project in Pangani. Financial support and technical assistance is being provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises.	Banesto Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	Cultural Centres are under construction in Mafungautsi and Mwandi villages and capacity building activities are about to commence. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the completion of the project activities in Mwandi, which is located near Livingstone.	ST-EP Foundation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Bolivia	The Mysteryes of Titikaka	The project builds on the experience of a previous intervention in the area of Titikaka lake which enabled local communities to operate the one day tour "Misterios del Titikaka". The project aims to further strengthen the capacities of the communities of Pata Patani, Quehuaya and Tiraska to provide quality services to tourists and increase the length of stay of tourists. Equipment is being provided and promotional activities are ongoing to enhance the visibility of the product. <a href="http://www.misteriosdeltitikaka.com">www.misteriosdeltitikaka.com</a>	Europamundo Foundation
Central America	Market Access for Rural Tourism SMEs	The project aims to contribute to the regional integration of rural tourism initiatives through joint marketing activities. A seminar on e-commerce for the members was carried out and technical assistance to improve marketing tools and techniques as well as to develop me-commerce strategies and websites for the members of FEDECATUR and FACOT is ongoing.	ST-EP Foundation

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Cambodia	Enhancing the Mekong Discovery Trail	The Mekong Discovery Trail is a new ecotourism destination in northeast Cambodia, with themed visitor routes emanating from major gateway towns. Phases I to III prepared Tourism Master Plan for the Province of Kratie, planned the trail and its products and elaborated promotional tools. Phase IV has built on the progress achieved in previous phases - to further support the development and promotion of tourism in the region - with a stronger focus on infrastructure development; the roles of public and private sectors and commercially engaging the private sector with the Mekong Discovery Trail and further marketing. <a href="http://www.mekongdiscoverytrail.com">www.mekongdiscoverytrail.com</a>	AECID
China	Tourism and Handicraft Production in Guizhou Province	Training is being provided to handicraft producers in order to enhance the quality of products and sell them at the Tsingtao Beer Museum.	Tsingtao Brewery.Co.Ltd
Nepal	Great Himalaya Trail Development in West Nepal: Linking Enterprises to Tourism Markets	A value chain analysis was carried out and training for MSMEs on quality services and guiding took place. Tourism Committees have been established in Humla and Dolpa and a strategic tourism action plan and marketing strategy have been formulated, which are used as the basis for the implementation of product development and marketing activities. <a href="http://www.greathimalayatrail.org">www.greathimalayatrail.org</a>	SNV ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	Project activities will include: carrying out a training analysis for the tourism sector; developing a curriculum for the required training and identify at least two institutes in the country that could provide the training. The project will then assist the two selected institutes to develop and carry out a	ST-EP Foundation Government of Macau S.A.R.

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
		train-the-trainers programme and supplying the institutes with suitable training materials. The main objective is that the training institutes will deliver 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.	

EUROPE			
Country	Project Title	Current Status and Main Results	Main Contributions
Albania	Korca Region Tourism Destination Development and Management Programme	A regional tourism database is operative since September 2009. An integrated product development and marketing strategy was elaborated, which formed the basis to establish the Korca DMO. The DMO has used the strategy to further develop tourism in the areas and carry out marketing activities, and has also used the experiences gained to provide advice on tourism development in other destinations in Albania. <a href="http://www.visit-korca.com">www.visit-korca.com</a>	SNV ST-EP Foundation

MIDDLE EAST			
Country	Project Title	Current Status and Main Results	Main Contributions
Jordan	Youth Career Initiative	The Youth Career Initiative (YCI) was designed to empower disadvantaged, vulnerable young people by equipping them with relevant life and work skills and expose them to a successful business environment and professionals that will enable them to make informed career choices and become employable. The program strategy focuses on raising awareness on the employment opportunities in the hotel industry among youth, encourage youth and their parents to consider working in hotels and empower young people by providing them with the necessary life and employability skills. Trainings are ongoing in Amman and Aqaba.	ST-EP Foundation
Yemen	Handicrafts, Heritage and Employment in the Highlands of Al-Mahweet	A building is being renovated to host the visitor centre that will provide tourist information, handicraft sales, a base for guides and catering using local produce. Detailed plans for the training for handicraft producers and service providers and the organisation of promotional activities have been prepared.	ST-EP Foundation

### New developments for 2013:

Country	Project Title	Current Status and Main Results	Main Contributions
Costa Rica	Market Access and New Technologies for Community-based Rural Tourism Initiative	The project aims to help remove technology gaps and improve market access of 15 rural community tourism ventures. Technologies will be introduced to improve connectivity and training and technical assistance will be provided for the marketing and administration of rural CBT business. Moreover, a marketing strategy to generate business opportunities with direct customers and European tour operators who specialize in sustainable tourism will be developed.	Europamundo Foundation

Country	Project Title	Current Status and Main Results	Main Contributions
Mozambique	Voluntary Training and SME Development for the Tourism Sector in Maputo	The main objective of the is to “ <i>enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector</i> ”. The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms: <ol style="list-style-type: none"> <li>1. Employment in tourism enterprises</li> <li>2. Supply of goods and services to tourism enterprises</li> <li>3. Direct sales of goods and services to visitors</li> <li>4. Establishment and running of tourism enterprises</li> </ol>	Flemish Government



## Annex III: Sustainable Tourism for Development Project

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(Situation as of March 2013)

### Enhancing capacities for sustainable tourism for development in developing countries

#### Scope

This project on **Sustainable Tourism for Development** (abbreviated title) is being undertaken by the World Tourism Organization (UNWTO) with co-financing from the European Union (EU Aid-for-Trade funds). It started on 27th December 2011 and it expected to be completed by 26th June 2013.

The overall objective of the project is to enhance common understanding of and commitment to sustainable tourism and the specific objective, to analyse how tourism can be a vehicle to foster economic and social growth, through the achievement of development imperatives, while minimizing negative social, cultural and environmental impacts. The main output is a guidebook on "Sustainable Tourism for Development" – that will enable EU services in Brussels and the EU Delegations in 180 countries and other development institutions to include sustainable tourism development in their programme cycles, thus contributing to UNWTO's systematic approach for resources mobilization with the European Commission.

#### Key features

The guidebook is structured in three sections - Guidance Note, Methodology and Situation Analysis. The draft of the first two sections is already being tested by the EU Delegations of six pre-selected pilot countries.

The **Guidance Note** relates the EU framework for development, e.g. the EU Agenda for Change and the Tourism pillars (methodology) and relates to EU priorities, building a parallel between tourism cross cutting nature and EU development priorities. It aims at providing guidance to EU services on the approaches required to ensure the effective implementation of priorities for sustainable tourism in developing countries.

The **Methodology** is designed to provide EU delegations with a systematic approach to understand the impact and value of the tourism sector in the country and the way it is managed and operated; identify challenges and opportunities; and to understand which actions are appropriate to improve the situation through tailored interventions. It is framed around five pillars:

- 1 Tourism policy and governance
- 2 Trade, investment, data and competitiveness
- 3 Employment, decent work and capacity building
- 4 Poverty reduction and social inclusion
- 5 Sustainability of the natural and cultural environment

The **Situation Analysis** describes the macro-economic dimensions of tourism; its contribution to improve the situation of a country and its relation with other sectors; policies in place to develop the sector and its contribution to sustainable development and reviews the existing policies and programmes aiming at developing sustainable tourism in DCs.

#### The pilot missions

The draft Methodology and Guidance Note are tested in 6 pilot developing countries: Kenya, India, Vietnam, Senegal, Botswana and Timor-Lest.

The field missions evaluate the material and approach in terms of their ability to facilitate the understanding and capacity of EU Delegations, as well as national tourism stakeholders from public and private sector's, in identifying priorities and appropriate actions for intervention in the field of sustainable tourism development. The lessons learned during the missions will be taken into account in improving and finalizing the Methodology and Guidance Note.

A **validation workshop**, aiming at initiating the process of validation of the handbook by other UN agencies experts and cooperation and development assistance institutions, took place in Geneva, 14-15 March 2013 – back-to-back to the “Expert Meeting on Tourism’s Contribution to Sustainable Development” organised by the United Nations Conference on Trade and Development (UNCTAD).

### **Current status**

The guidebook on “Sustainable Tourism for Development” will be **officially launched in Brussels, June 2013**, in a joint event UNWTO – EU, and will be disseminated through DEVCO services in Brussel and in 180 EU Delegations.

## Annex IV: Hotel Energy Solutions

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### Background

Tackling tourism's environmental impact is one of UNWTO's key priorities and the Organization is working closely with the hotel industry to bring this figure down, demonstrating that economic growth and sustainability can, and should, go hand in hand.

Since the public launch of Hotel Energy Solutions E-toolkit in August 2011 in Madrid and its presentation during the UNWTO Assembly in Korea, the HES project has been identified by different entities (national and local authorities, hotel associations, cooperation agencies, chambers of commerce ...), as a useful tool to enhance and optimize energy performance of the accommodation industry, while strengthening the brand identity of destinations in sustainable tourism.

The knowledge provided by the HES project offers a number of means (Energy school, Media Communication materials to sensitize guests, publications, and the HES E-toolkit) for helping hotelier to make the right decision and in investing in the best solutions to improve their energy management: benchmarks of performance in comparison with similar properties; proposition of adapted solutions, including a return on investment calculator.

Thousands of hoteliers have already registered to use the HES E-toolkit, the free online tool which evaluates the energy consumption of their hotel and identifies more sustainable energy options, thus helping hoteliers to cut costs and increase competitiveness. UNWTO is currently engaging in disseminating and adapting the tool globally.

### Current activities

HES project was selected by **Euronews**, (an independent media hub reaching 350 million homes in 155 countries, covering world news 24/7 with 400 journalists from more than 25 countries) as the perfect example and an innovative approach for its "Business Planet" programme, which is centred on small and medium sized companies and aimed at discussing entrepreneurs' success stories. The programme was broadcasted in May 2012.

The **Chamber of Commerce and Industry of the Haute-Savoie (CCI)** was responsible to conduct the pilot testing in the mountain destination on behalf of the HES partners. As a consequence of the successful experience, the CCI has signed a partnership with the regional Banque de Savoie (France) for 2012 which will offer favourable financial possibilities to the local SME hotels that decide to take improving measures in the field of Energy Efficiency and Renewable Energy using the HES e-toolkit as basis to build-up the loan dossier.

The **EU Eco-Management and Audit Scheme (EMAS)** published in June 2012 the first Sectorial Reference Documents for the Tourism sector. This reference document mentions HES several times, within the framework of Tourism best environmental management practice for Smart Destinations.

The theme of **World Tourism Day (WTD) 2012** was 'Tourism & Sustainable Energy: Powering Sustainable Development'. Celebrated every year on 27 September, WTD aims to increase understanding of the importance of tourism and its contribution to major challenges. HES was at the centre stage of the WTD were many countries worldwide presented the E-toolkit to their national and local stakeholders. The World tourism day was celebrated with the presence of the Secretary General in Canary Island where its Spanish version was launched.

The **Diputación Provincial de Valladolid (Spain)** has officially requested UNWTO to use the e-toolkit and a collaboration covenant has been signed to **translate the e-toolkit into Spanish language**. This version is already available online, free of charge. The Diputación de Valladolid is a partner in the ICER project financed by INTERREG IVC programme (EU regional funds).

During the **World Travel Market 2012**, UNWTO organized an interactive event on “Green Innovation in Tourism: enhancing competitiveness and reducing costs” (8 November, 2012). UNWTO presented the HES initiative as one of the steps the organization is taking to respond to the challenge of tourism sustain its responsible growth through innovative practices aiming at reducing its negative impact.

UNWTO presented the current activities and level of implementation of HES at Fitur Green, during the **FITUR 2013** (Madrid, January 2013), together with the Diputación Provincial de Valladolid (Spain), within a set of workshops on sustainability and green economy.

### **Future Activities**

Advanced discussions have been held with several countries and regions for adapting the HES E-toolkit to the local climate conditions and languages (namely, Republic of Serbia and the Municipality of Rimini).

UNWTO is a partner amongst Research Institutions, Energy Agencies, networks based in Greece, Italy, Sweden, Romania, Croatia, Belgium, Spain and France in the “**Nearly Zero-Energy Hotels**” (**NEHEZ**) project.

The Executive Agency for Competitiveness and Innovation (EACI) has selected NEZEH, conceived for targeting the priorities of the EU “Energy efficiency and renewable energy in buildings” in the Intelligent Energy Europe call for proposals.

The NEZEH project builds upon what has already been developed by Hotel Energy Solutions (HES). In this new initiative, the hotels will be guided and receive technical advice to reach a “Nearly Zero Energy” level. This methodology will be developed with committed properties in 8 EU member states, by using a combined approach of expertise and an adapted version of HES, for hotels to be able to reach the required level of energy efficiency and the use of renewable energy sources.

The project will start in May 2013 for EU member states, its duration will be of 36 months.