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### Point 4 de l'ordre du jour provisoire

#### Partie I : Rapport sur l'exécution du programme général de travail

#### Note du Secrétaire général

Dans le présent document, le Secrétaire général expose aux membres de la Commission de l'OMT pour l'Afrique un résumé des activités menées par l'Organisation pendant la période allant de juillet 2015 à mars 2016.



## Partie I : Exécution du programme général de travail

### I. Introduction

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1. Le présent rapport contient un résumé des activités menées par l'Organisation pendant la période allant de juillet 2015 à mars 2016. Il s'inscrit dans la continuité, d'un point de vue chronologique, du document CE/101/4 présenté à Medellín.

2. Le présent document couvre la clôture du programme de travail 2014-2015 [document A/20/5(I)(c)] et le démarrage du programme de travail et budget 2016-2017 [document A/21/8(I)(b)], ces deux documents étant structurés autour des mêmes objectifs stratégiques, à savoir a) Compétitivité et qualité, et b) Durabilité et éthique. Il est important de signaler que certains domaines de travail déjà traités en 2014 et 2015 ont pris un relief particulier en 2016, notamment a) Favoriser la sûreté et la fluidité des voyages, b) Accroître le rôle des technologies dans le tourisme, et c) Relier croissance et durabilité/Promouvoir le tourisme comme outil de développement. Au cours du premier trimestre 2016, le secrétariat a déjà commencé à se concentrer sur ces priorités, comme expliqué dans le rapport sur les priorités et la vision de la Direction [CE/103/3(c)].

3. Les annexes au présent rapport comprennent : a) les rapports des comités techniques de l'OMT (durabilité, compétitivité, statistiques et compte satellite du tourisme), b) les activités de l'OMT dans le système des Nations Unies, c) l'OMT sur le terrain, d) le rapport relatif au projet de convention de l'OMT sur la protection des touristes et des prestataires de services touristiques, e) les autorisations accordées d'utilisation du logo de l'OMT, et f) l'évaluation des événements de l'OMT.

### II. Compétitivité et qualité

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#### A. Échange de connaissances et de données d'expérience et renforcement des capacités

4. Le *Comité de l'OMT du tourisme et de la compétitivité* a tenu plusieurs réunions dans sa nouvelle composition, que ce soit en ligne ou « physiquement ». Le Comité a décidé de présenter des définitions (résultant d'un consensus) au Conseil exécutif pour aval. Le nouveau Président (Pérou) a proposé une nouvelle initiative aux membres du Comité ainsi qu'une recommandation concernant le règlement intérieur du Comité. Il est rendu compte de toutes les activités du Comité à l'annexe I.

5. La *Conférence régionale de l'OMT « Renforcer la marque Afrique, favoriser le développement du tourisme »* s'est conclue par un appel en faveur du renforcement de la coopération régionale et du développement de partenariats, afin de bâtir une image de marque plus solide pour l'Afrique [Accra (Ghana), 17-19 août 2015]. Plus d'informations [en ligne](#).

6. Le *premier Forum de l'OMT de développement du tourisme d'Afrique de l'Est* a rassemblé des ministres du tourisme et des représentants de l'Afrique de l'Est et des îles Vanille afin d'explorer les domaines se prêtant à une plus grande coopération régionale [Mombasa (Kenya), 20-22 août 2015]. Plus d'informations [en ligne](#).

7. La *vingt et unième session de l'Assemblée générale de l'OMT* a eu lieu à Medellín (Colombie) (11-17 septembre). Plus d'informations [en ligne](#). Outre les réunions du Conseil exécutif et

de ses organes subsidiaires et celles des six commissions régionales, l'OMT a organisé, à l'occasion de l'Assemblée, diverses manifestations parallèles sur la compétitivité et le tourisme :

- a) *Forum de l'OMT sur la valorisation des talents dans le tourisme : Investir dans la jeunesse/Réunion du Réseau de connaissances*
- b) *Forum de haut niveau OMT/OACI sur le tourisme et le transport aérien au service du développement* (voir la [Déclaration de Medellín et de plus amples informations à l'annexe IV](#))
- c) *Déjeuner du Réseau gastronomie*
- d) *Séance spéciale avec les lauréats du prix Ulysse de l'OMT*
- e) *Déjeuner sur le tourisme d'achats*

8. Autour du thème « Un milliard de touristes, un milliard de possibilités », la **Journée mondiale du tourisme 2015** a souligné l'impact du secteur sur la croissance économique, la création d'emplois et le développement. Plus d'informations [en ligne](#).

9. La **formation régionale OMT.Thémis au Mexique « Gestion des destinations touristiques : concevoir des expériences touristiques novatrices »** a été axée sur l'amélioration de la qualité, de la durabilité et de la compétitivité des destinations touristiques locales [Pachuca, Hidalgo (Mexique), 21-25 septembre 2015]. Plus d'informations [en ligne](#).

10. Le **quatrième Forum mondial sur l'économie du tourisme** était organisé, avec le soutien de l'OMT, sur le thème "Belt and Road Initiative: Unleashing the New Dynamics of Cultural Tourism" (Exploiter les nouvelles dynamiques du tourisme culturel dans l'espace formé par la ceinture économique et les routes historiques) [Macao (China), 12-14 octobre 2015].

11. Le **premier Séminaire international sur les routes touristiques multi-destinations** a réuni des experts et des acteurs du tourisme des secteurs public et privé afin de débattre des défis et des occasions à saisir de faire progresser l'intégration régionale dans le tourisme. Les routes touristiques peuvent aussi jouer un rôle fondamental pour promouvoir le développement et l'intégration à l'échelon régional [14-16 octobre 2015, Asunción (Paraguay)]. Plus d'informations [en ligne](#) (en espagnol).

12. La **deuxième Conférence eurasiatique des stations de montagne** « Assurer un bel avenir aux destinations de montagne » a porté principalement sur les questions d'accessibilité, les défis sociaux et démographiques, la problématique de la saisonnalité, ainsi que les connexions possibles avec les villes voisines dans les domaines de la gestion et du marketing [Ulsan (République de Corée), 14-16 octobre 2015]. Plus d'informations [en ligne](#).

13. Le **sommet ministériel OMT/WTM 2015** au World Travel Market de Londres a braqué les projecteurs sur le défi de plus en plus complexe que représente la définition des stratégies de marque des destinations [WTM de Londres (Royaume-Uni), le 3 novembre 2015]. L'OMT a organisé d'autres événements au WTM, dont le **Conseil des Membres affiliés de l'OMT**, la **Présentation de la première Conférence mondiale de l'OMT sur le tourisme œnologique**, la **séance OMT-PATA « En quoi se distinguent les jeunes voyageurs asiatiques ? »** et le **Séminaire 2015 #Social Silk Road** (La Route de la soie dans les médias sociaux) (voir l'[annexe V, partie C](#)). Plus d'informations sur le WTM [en ligne](#).

14. L'établissement de partenariats plus solides entre les destinations touristiques et les médias : tel fut le thème de la **quatrième Conférence internationale de l'OMT sur le tourisme et les médias : créer de nouveaux partenariats** (Tunisie, 12-13 novembre 2015). Plus d'informations [en ligne](#).
15. Le **Congrès sur le tourisme et la sécurité, forum de facilitation de la sécurité du tourisme en Amérique centrale et en République dominicaine** était organisé conjointement par le Ministère du tourisme de la République d'El Salvador et l'Office des Nations Unies contre la drogue et le crime (ONUDC), avec le soutien de l'OMT. Le Congrès a débouché sur la Déclaration de San Salvador « Tourisme, développement et sécurité pour tous 2015 » [San Salvador (El Salvador), 15-17 novembre 2015]. Plus d'informations [en ligne](#) (en espagnol).
16. La **quatrième Conférence internationale sur la mesure et l'analyse économique du tourisme à l'échelon infranational : Vers un ensemble de directives de l'OMT – MOVE 2015** avait pour finalité de faire progresser la mesure et l'analyse du tourisme à l'appui de l'élaboration des politiques, en fournissant des directives opérationnelles aux entités traitant avec des destinations touristiques à l'échelon infranational [San Juan (Porto Rico), 18-20 novembre 2015]. Plus d'informations [en ligne et à l'annexe IV](#).
17. Le **neuvième Forum OMT/PATA sur les tendances et les perspectives du tourisme** avait pour thème « Le tourisme et l'économie du voyage d'expérience » [Guilin (Chine), 19-21 octobre 2015]. Plus d'informations [en ligne](#).
18. Le **Practicum de l'OMT sur la communication de crise dans le tourisme** a permis aux participants de développer leurs connaissances et leurs compétences et de débattre de différents outils de communication de crise pour atténuer l'impact des situations de crise et accélérer le relèvement (Espagne et Andorre, 22-29 novembre 2015). Plus d'informations [en ligne](#).
19. On retiendra surtout du **Forum de tourisme international en Chine** la série d'interventions programmées par la Chine venant compléter le soutien qu'elle a apporté au redressement du Népal après le séisme [Kunming (Chine), 30 novembre 2015]. Plus d'informations [en ligne](#).
20. L'OMT et le Centre de recherches statistiques, économiques et sociales et de formation pour les pays islamiques (SESERIC) ont organisé l'**Atelier régional sur les comptes satellites du tourisme** [Almaty (Kazakhstan), 30 novembre-3 décembre 2015]. Plus d'informations [en ligne](#).
21. La **Conférence de l'OMT sur la valorisation des talents et l'éducation dans le tourisme** a permis de débattre des défis actuels en matière d'éducation dans le tourisme, du marché du travail du tourisme, de la valorisation des talents et de l'élaboration des politiques de tourisme et du travail [université de Deusto, Bilbao (Espagne), 1-2 décembre 2015]. Plus d'informations [en ligne](#).
22. La **Conférence régionale de l'OMT et Atelier de formation des cadres au marketing électronique dans le tourisme** a permis de proposer aux participants venus de la région de l'Afrique du Nord et du Moyen-Orient des connaissances, des compétences et des outils ainsi qu'un espace de discussion pour aborder les grands enjeux et les pratiques actuelles en matière de stratégie de marketing électronique [Doha (Qatar), 13-15 décembre 2015]. Plus d'informations [en ligne](#).
23. Le **quatrième Sommet mondial sur le tourisme urbain** a traité des questions suivantes : nouvelles tendances et préférences du marché en matière de tourisme urbain ; la connectivité comme composante importante de la compétitivité des destinations urbaines ; le patrimoine culturel accessible ; les espaces urbains de promenade ; les expériences de visite de qualité ; et l'impact de l'industrie des

congrès et des méga-événements [Marrakech (Maroc), 14-15 décembre 2015]. Plus d'informations [en ligne](#).

24. L'OMT a organisé plusieurs manifestations consacrées à la compétitivité au salon FITUR [Madrid (Espagne), 19-22 janvier 2016] :

a) ***Douzième édition des prix de l'OMT récompensant l'excellence et l'innovation dans le tourisme.*** [Dix-sept projets](#) en tout d'Afrique, d'Amérique latine, d'Asie et d'Europe ont été retenus comme finalistes sur un total de 109 candidats. Les projets ont été présentés lors du *Forum des prix de l'OMT* le 18 janvier. Les lauréats dans les quatre catégories [politiques publiques et gouvernance, recherche et technologies, entreprises et organisations non gouvernementales (ONG)] ont été annoncés le 20 janvier 2016 lors de la *Cérémonie de remise des prix de l'OMT et dîner de gala* au salon FITUR de Madrid (Espagne). Plus d'informations [en ligne](#).

b) La rencontre « ***Le tourisme accessible, choix commercial stratégique*** » a permis d'illustrer, à l'aide d'exemples, la façon dont le tourisme ouvert aux personnes handicapées, aux personnes âgées et aux familles avec des enfants en bas âge, en plus d'être un droit universel, offre d'importants débouchés économiques aux entreprises. Plus d'informations [en ligne](#).

c) Le ***Septième Forum d'affaires et d'investissement touristique pour l'Afrique INVESTOUR 2016*** avait pour principal objectif de promouvoir le développement du tourisme durable en Afrique tout en encourageant les échanges internationaux dans le domaine des investissements et des affaires. Plus d'informations [en ligne](#).

d) Les discussions lors de la ***Table ronde ministérielle de l'OMT et Casa Árabe sur les politiques et les stratégies de développement du tourisme dans la région de l'Afrique du Nord et du Moyen-Orient : Soutenir la croissance à travers les chocs*** ont porté sur les tendances actuelles et sur les perspectives à court terme du tourisme dans la région, dans un contexte régional troublé. Plus d'informations [en ligne](#).

e) Le ***Séminaire de l'OMT sur l'avenir du tourisme : innovation, gouvernance et évolutions critiques***, organisé en collaboration avec la Fondation Ulysse, a permis de débattre de scénarios qualitatifs concernant l'avenir du tourisme d'ici 2040 et au-delà. Plus d'informations [en ligne](#).

f) ***Atelier de l'OMT et ICF sur la connectivité aérienne.*** Des experts d'ICF Aviation Advisory (anciennement SH&E) ont abordé les techniques et les méthodologies à employer par les destinations pour « parler la même langue » que les compagnies aériennes en appliquant leur grille d'analyse, pour pouvoir leur faire des propositions globales incluant des études de viabilité et des ensembles de mesures incitatives et mobilisant les parties prenantes. Plus d'informations [en ligne](#).

g) La ***deuxième Conférence de l'OMT sur le tourisme d'achats*** a permis d'entendre d'importants acteurs du tourisme d'achats, du secteur public comme du secteur privé et à différents niveaux de la chaîne de valeur, présenter leur analyse. Plus d'informations [en ligne](#).

25. ***Réunion de haut niveau sur le tourisme et la sécurité.*** Des ministres du tourisme et des responsables de haut rang de 86 pays se sont réunis à Madrid afin de débattre de la mise en place de mécanismes permettant une collaboration plus étroite entre les administrations du tourisme et celles

chargées de la sécurité, pour avoir un cadre assurant la sûreté, la sécurité et la fluidité des voyages [siège de l'OMT, Madrid (Espagne)].

26. Seizième réunion du *Comité de l'OMT sur les statistiques et le compte satellite du tourisme* [Tbilissi (Géorgie), 26-27 janvier 2016]. Il est rendu compte des activités du Comité à l'[annexe III](#).

27. Le *groupe de discussion de l'OMT au salon du tourisme SATTE 2016* était axé sur l'importance des routes touristiques thématiques pour accroître la collaboration régionale et la prospérité et sur le potentiel touristique de l'Asie du Sud et de l'Asie du Sud-Est [New Delhi (Inde), 29 janvier 2016].

28. Lors du *neuvième Congrès mondial sur le tourisme de neige et de montagne*, des experts internationaux de renom ont échangé connaissances et données d'expérience concernant la nécessité de diversifier les produits en développant le tourisme sportif et d'aventure, ce qui permet aussi d'atténuer les problèmes de saisonnalité et d'améliorer la performance [Sant Julià de Lòria (Andorre), 2-4 mars 2016]. Plus d'informations [en ligne](#).

29. L'OMT a organisé plusieurs manifestations consacrées à la compétitivité au salon ITB [Berlin (Allemagne), 9-13 mars 2016] :

a) *Activités conjointes ITC/OMT au salon ITB de Berlin 2016 : Placer l'État de Kayah, au Myanmar, sur la carte du tourisme*. Plus d'informations [en ligne et à l'annexe V, partie C](#).

b) *Sixième réunion des ministres de la Route de la soie*. Cette édition s'est concentrée sur l'importance des partenariats public-privé pour le développement du tourisme le long de la Route de la soie. Plus d'informations [en ligne](#).

c) Le *cinquième Forum des voyageurs de la Route de la soie* a aidé les voyageurs à se faire une idée plus claire du public cible de leurs actions de marketing et à choisir de manière plus stratégique leurs agents et canaux de distribution [10 mars 2016, ITB de Berlin (Allemagne)]. Plus d'informations [en ligne](#).

30. Toutes les activités relatives à la *Route de la soie* sont présentées à l'[annexe V, partie C](#).

31. Le *Séminaire de l'OMT sur les tendances modernes en matière de stratégies de marque dans le tourisme : pratiques russes et internationales* a réuni des organismes régionaux et locaux de gestion des destinations de la Fédération de Russie et d'autres acteurs locaux et internationaux du secteur du tourisme. Il avait pour objet de débattre des grandes tendances, des défis et des possibilités en ce qui concerne les stratégies de marque des destinations [21 mars 2016, Moscou (Russie)].

32. Le *Symposium de l'OMT « Le potentiel du marché émetteur chinois pour les destinations d'Amérique latine »* s'est déroulé au WTM Amérique latine, avec pour finalité de mieux cerner les possibilités, les défis et les enseignements tirés en ce qui concerne l'exploitation du marché émetteur chinois dans les destinations latino-américaines [29 mars 2016, Sao Paulo (Brésil)]. Plus d'informations [en ligne](#).

33. *Dixième Programme de l'OMT de formation des cadres d'Asie-Pacifique sur les politiques et les stratégies de tourisme*. Depuis 2006, l'OMT organise un programme de formation des cadres d'Asie-Pacifique sur les politiques et les stratégies de tourisme. Cette année, le Programme était axé sur le développement du capital humain dans le tourisme (29 mars-2 avril 2016, Séoul (République de Corée)). Plus d'informations [en ligne](#).



## B. Données, recherches et orientations

34. L'OMT a fait paraître cinq numéros du *Baromètre OMT du tourisme mondial et Annexe statistique* au cours de la période couverte par le présent rapport. On y trouve une analyse à jour des résultats du tourisme international d'après les données sur les arrivées et les recettes telles qu'elles ont été communiquées par les destinations à travers le monde et les données relatives aux dépenses du tourisme international des marchés émetteurs partout dans le monde. Plus d'informations [en ligne](#).

35. *Compendium des statistiques du tourisme et Annuaire des statistiques du tourisme, données 2010-2014, éditions 2016*. Il est crucial de disposer d'informations statistiques sur les multiples facettes du tourisme pour faire avancer la connaissance du secteur, suivre les progrès, promouvoir la gestion axée sur les résultats et mettre en lumière les questions stratégiques pour arrêter les politiques à mener. Les éditions 2016 contiennent des données sur 200 pays et territoires de 2010 à 2014, lesquelles sont accompagnées de notes méthodologiques en anglais, espagnol et français. Plus d'informations [en ligne](#).

36. *Série de monographies sur les statistiques et le compte satellite du tourisme (CST) :*

a) *Tourism Statistics and TSA Compilation Methods in Asian Countries* (Statistiques du tourisme et méthodes d'élaboration de CST dans les pays d'Asie). Le principal objectif de cette monographie est d'apporter des éclaircissements sur la façon dont les CST sont élaborés dans différents pays d'Asie. Pour cette recherche, une enquête ciblant 11 pays d'Asie a été réalisée sous forme de questionnaire afin d'établir l'état d'avancement des CST, des statistiques du tourisme, des systèmes de comptabilité nationale et des tableaux entrées-sorties. Rapport disponible [en ligne](#).

b) *Computable General Equilibrium Modelling for Tourism Policy: Inputs and Outputs* (Modèle d'équilibre général calculable pour les politiques de tourisme : entrées et sorties). Ce rapport met en évidence différentes caractéristiques de l'économie qui déterminent l'ampleur des impacts économiques d'un choc donné sur la demande touristique. Le modèle d'équilibre général calculable est donc une technique particulièrement indiquée pour analyser l'impact économique. Rapport disponible [en ligne](#).

37. À l'aide d'un large éventail d'études de cas, le *volume 11 des Rapports mondiaux des Membres affiliés de l'OMT 'Public-Private Partnerships: Tourism Development'* (Les partenariats public-privé et le développement du tourisme) démontre à l'aide de preuves solides l'importance de partenariats public-privé performants dans le tourisme et illustre la façon dont les partenariats entre destinations différentes et divers segments de marché peuvent être utilisés comme outils de développement. Rapport disponible [en ligne](#).

38. Le *volume 13 des Rapports mondiaux des Membres affiliés « La force du tourisme jeune »* a été préparé cette fois encore en collaboration avec WYSE Travel Confederation. On y explore la dynamique du tourisme jeune, avec des exemples de meilleures pratiques d'initiatives public-privé pouvant aider les destinations à tirer pleinement parti des possibilités immenses qu'offre le tourisme jeune.

39. *Le volume 14 des Rapports mondiaux des Membres affiliés de l'OMT : Global Report on The Transformative Power of Tourism: A paradigm shift towards a more responsible traveller* (Le tourisme, vecteur de transformation : le changement de paradigme vers un voyageur plus responsable) vise à mettre en lumière le tourisme comme phénomène porteur de transformation pour promouvoir des pratiques durables et des modes de vie plus respectueux de la planète. Le rapport fournit les données

les plus récentes de travaux universitaires et du secteur sur ces tendances de marché. Rapport disponible [en ligne](#).

40. **UNWTO Visa Openness Report 2015** (Rapport 2015 de l'OMT sur l'ouverture au tourisme d'après les régimes de visa). Ce rapport va plus loin dans l'analyse des politiques en matière de visas et des progrès accomplis pour faciliter la délivrance des visas ces sept dernières années. Il apporte aux destinations des données factuelles à l'appui de l'élaboration des politiques et de l'établissement des priorités d'action en ce qui concerne la facilitation. Rapport disponible [en ligne](#).

41. L'étude de la CET et de l'OMT **The Decision-making Process of Meetings, Congresses, Conventions and Incentives Organizers** [Le processus de prise de décision des organisateurs de réunions, congrès et activités de motivation] est destinée aux organismes de gestion des destinations, organisations nationales du tourisme et administrations nationales du tourisme. L'étude offre un vaste tour d'horizon des segments de l'industrie des réunions, congrès et activités de motivation (MCCI) et une analyse exhaustive des besoins et des attentes des planificateurs concernant le choix d'une destination et d'un lieu de réunion. L'étude comprend également plusieurs exemples de meilleures pratiques de bureaux nationaux des congrès situés en Europe, Amérique du Nord, Amérique du Sud et Asie. Rapport disponible [en ligne](#).

42. **UNWTO Mediterranean Tourism Trends, 2015 edition** (Les tendances du tourisme en Méditerranée, édition 2015). Cette publication de l'OMT a été préparée à l'occasion de la deuxième Conférence sur la gestion des destinations en Méditerranée qui s'est tenue à Budva (Monténégro), du 22 au 24 juin 2015. Rapport disponible [en ligne](#).

43. La deuxième édition du **UNWTO/GTERC Annual Report on Asia Tourism Trends** (Rapport annuel de l'OMT et du GTERC sur les tendances du tourisme en Asie) contient une analyse des tendances récentes du tourisme en Asie et des liens entre les marchés d'Asie et d'Amérique latine, en mettant plus particulièrement l'accent sur les pays de l'Alliance du Pacifique, lesquels restent encore à explorer pour y poursuivre l'expansion et la promotion du tourisme. Plus d'informations [en ligne](#).

44. Le **document de travail de la CET et de l'OMT sur le tourisme de santé Exploring Health Tourism** est la première tentative de la part de ces deux organisations d'arrêter une terminologie uniforme permettant de définir et de décrire l'ensemble complexe que constituent les voyages pour motifs de santé. Ce travail, qui en est au stade de l'approche, est destiné à servir de base de discussion. Document disponible [en ligne](#).

45. Pendant la période couverte par le présent rapport, l'OMT et PATA ont fait paraître trois numéros de **UNWTO/PATA Tourism Updates – Global Trends Shaping Tourism in Asia and the Pacific** (Point de la situation concernant les tendances mondiales à l'œuvre influant sur le tourisme en Asie et dans le Pacifique). Ils s'inscrivent dans une démarche d'établissement de synergies entre les travaux menés par les deux organisations dans la région. Rapports disponibles [en ligne](#).

46. Le **Manual práctico de gestión integral de la calidad de los destinos turísticos - Conceptos, implementación y herramientas para autoridades, instituciones y gestores de destinos** (Manuel pratique de gestion globale de la qualité des destinations touristiques – Concepts, application et outils à l'usage des autorités, institutions et gestionnaires de destinations) expose une conception intégrée et pragmatique de la qualité des destinations et ses différentes composantes. Plus d'informations [en ligne](#) (uniquement en espagnol).

47. **Uzbekistan Tourism Insight: Findings from the Uzbekistan International Visitor Survey 2014** (Analyse du tourisme en Ouzbékistan : résultats de l'enquête auprès des visiteurs internationaux



en Ouzbékistan 2014). C'est un rapport « pilote » pour mieux connaître le marché des voyageurs internationaux : démographie, comportement, styles de planification et perception de l'Ouzbékistan comme destination touristique de la Route de la soie. Plus d'informations à l'[annexe V, partie C](#).

48. *Report on Mekong River-based Tourism Product Development* (Rapport sur le développement de produits de tourisme fluvial sur le Mékong). Ce rapport fournit un cadre stratégique et un plan d'action pour améliorer la qualité du tourisme fluvial le long du Mékong.

49. *A Closer Look at Tourism: Sub-national Measurement and Analysis - Towards a Set of UNWTO Guidelines* (Le tourisme de plus près : mesure et analyse à l'échelon infranational – Vers un ensemble de directives de l'OMT). Une traduction est maintenant disponible en [français](#) et en [espagnol](#).

### III. Durabilité et éthique

#### A. Échange de connaissances et de données d'expérience et renforcement des capacités

50. Le *Comité de l'OMT du tourisme et de la durabilité* a tenu plusieurs réunions, que ce soit en ligne ou « physiquement ». Il est rendu compte des activités du Comité à l'[annexe II](#).

51. L'Assemblée générale des Nations Unies a approuvé la proclamation de l'année 2017 *Année internationale du tourisme durable pour le développement*. De plus amples informations sont fournies dans le document CE/103/3(d). Toutes les autres activités avec le système des Nations Unies sont présentées à l'[annexe IV](#), dont a) la participation aux réseaux des Nations Unies, y compris aux réunions des organes subsidiaires du Conseil des chefs de secrétariat, b) les activités dans le contexte du Programme de développement durable à l'horizon 2030 et dans le cadre des 17 objectifs de développement durable, c) le programme sur le tourisme durable du Cadre décennal de programmation concernant les modes de consommation et de production durables, et d) la contribution de l'OMT à l'action mondiale engagée pour faire face au virus Zika et à d'autres risques analogues de portée mondiale.

52. L'[annexe VI](#) résume les activités en rapport avec la *convention de l'OMT sur la protection des touristes et des prestataires de services touristiques*. Le secrétariat, avec le groupe de travail ad hoc, va de l'avant dans l'élaboration d'un texte final à présenter à l'Assemblée générale à sa vingt-deuxième session pour approbation.

53. Le *Séminaire international sur les indicateurs environnementaux et sociaux du tourisme pour mesurer le développement du tourisme* a permis à des professionnels de se familiariser avec des méthodes d'identification d'indicateurs de suivi des résultats et du développement sous l'angle de la durabilité [université Modul, Vienne (Autriche), 10-11 septembre 2015].

54. Lors de la vingt et unième session de l'Assemblée générale de l'OMT, il y a eu des manifestations parallèles consacrées à la durabilité et à l'éthique :

- a) *Déjeuner ministériel sur le tourisme, outil au service de la paix et de l'inclusion sociale*
- b) *Événement sur le financement du tourisme pour le développement*
- c) Réunion du Groupe de travail sur l'aide publique au développement

55. L'OMT a soutenu la première *Semaine de la gastronomie russe* jamais organisée en Espagne. Cette célébration de la culture et de la gastronomie russes était organisée par l'Ambassade de la

Fédération de Russie à Madrid, l'Agence fédérale de tourisme de la Fédération de Russie (Rosturism) et l'International Centre of Wine and Gastronomy (ICWAG) [Madrid (Espagne), 1-6 octobre 2015]. Plus d'informations [en ligne](#).

56. La *quatrième Conférence annuelle des observatoires du tourisme durable de l'OMT « Le tourisme mondial dans un monde en pleine évolution »* a eu lieu à Zhengzhou (Chine) du 14 au 16 octobre 2015.

57. La *Conférence internationale sur le développement de circuits durables et inclusifs de pèlerinage et de découverte du patrimoine bouddhiste sur les terres historiques du bouddhisme d'Asie du Sud* a dressé un état des lieux en ce qui concerne la conservation, la planification, le développement, le marketing et l'impact du tourisme bouddhiste transfrontières en Asie du Sud [Dacca (Bangladesh), 27-29 octobre 2015]. Plus d'informations [en ligne](#) et à l'[annexe V](#).

58. Le *premier Séminaire régional sur la contribution de la culture islamique et son impact sur le marché asiatique du tourisme* avait entre autres objectifs de jeter des passerelles entre populations musulmanes et non musulmanes et de promouvoir une culture de la paix, la stabilité et l'entente entre les peuples [Bandar Seri Begawan (Brunéi Darussalam), 16-17 novembre]. Plus d'informations [en ligne](#).

59. La véracité et la fiabilité des évaluations publiées sur internet par les consommateurs ont été au cœur des débats de la *seizième réunion du Comité mondial d'éthique du tourisme*. Le Comité a également abordé la question de la protection de l'enfance dans le tourisme et des vacances tout compris [Paris (France), 16-17 novembre 2015]. Plus d'informations [en ligne](#).

60. La tenue de l'*Atelier sur le développement du tourisme fluvial sur le Mékong* s'inscrivait dans le cadre de la coopération entre l'OMT et l'ASEAN [Da Nang (Viet Nam), 19 novembre 2015]. Plus d'informations [en ligne](#).

61. La *première réunion du groupe de travail de la Division de statistique de l'ONU et de l'OMT sur la mesure du tourisme durable* [San Juan (Porto Rico), 20 novembre 2015] avait notamment pour finalité de convenir d'un plan de travail aux fins de l'élaboration d'un cadre statistique pour le tourisme durable. Plus d'informations [en ligne](#).

62. L'OMT a organisé dans le cadre de FITUR [Madrid (Espagne), 19-22 janvier 2016] les événements suivants en rapport avec la durabilité et l'éthique :

a) *Réunion du groupe de travail restreint sur la Route des Phéniciens*. Il s'agissait d'une réunion consultative du groupe de travail restreint aux fins de la mise au point d'un programme d'itinéraires de tourisme culturel le long de la Route des Phéniciens.

b) L'événement *Entreprises espagnoles à la pointe du tourisme responsable* a permis d'analyser les politiques et les stratégies du secteur en matière de responsabilité sociale des entreprises et leur manière d'aborder les principaux défis de demain, d'après le Programme de développement durable à l'horizon 2030.

c) La *Conférence internationale neZEH 2016 « Hôtels presque zéro énergie : le potentiel de changement »* (dans le cadre de FITUR Vert 2016) a permis de présenter l'initiative des Hôtels presque zéro énergie (neZEH) et la façon dont elle aide l'industrie de l'hébergement à relever les principaux défis posés par le passage à une consommation d'énergie quasi nulle, notamment avec le nouvel outil de mobilisation du secteur du tourisme sur les questions de rendement énergétique dont le prototype a été dévoilé pendant l'événement. Des solutions

d'actualité pour l'exploitation commerciale et la croissance économique ont été étudiées. Plus d'informations [en ligne](#).

63. L'événement de haut niveau neZEH « *Des Hôtels presque zéro énergie pour une croissance à faible émission de carbone en Europe* », événement final du projet, était accueilli par la Députée européenne Maria Grapini [17 mars 2016, Bruxelles (Belgique)]. Pendant cette séance d'une demi-journée, les participants ont débattu des mesures d'appui que peuvent prendre les décideurs aux échelons régional, national et européen pour une croissance non consommatrice d'énergie dans le secteur du tourisme, par une réduction des obstacles législatifs et la mise en place de mesures d'accompagnement. Plus d'informations [en ligne](#).

64. *Trente et unième réunion du Réseau mondial sur la protection des enfants dans le tourisme*. La réunion de cette année a porté plus particulièrement sur les stratégies commerciales responsables et la protection des enfants dans le tourisme, en mettant en avant les bonnes pratiques défendues par le secteur du tourisme [ITB de Berlin (Allemagne), mars 2016].

## B. Données, recherches et orientations

65. Le compte rendu de la *Conférence mondiale de l'OMT et de l'UNESCO sur le tourisme et la culture : construire un nouveau partenariat* qui s'est tenue à Siem Reap (Cambodge) en février 2015, réunit les exposés, les discussions et les conclusions de cet événement important qui a rassemblé plus de 600 participants, parmi lesquels plus de 40 ministres et vice-ministres du tourisme et/ou de la culture du monde entier. Compte rendu disponible [en ligne](#).

66. *Módulo V del Manual sobre Turismo Accesible Para Todos: Principios, herramientas y buenas prácticas* (Module V du Manuel de tourisme accessible à tous : principes, outils et bonnes pratiques). Ce module, fruit d'une collaboration avec la Fondation ONCE et ENAT, fournit un ensemble d'études de cas et de bonnes pratiques ayant fait leurs preuves pour assurer l'accessibilité universelle dans le tourisme en agissant dans différentes directions, par exemple : promotion, études de marché, agences de voyages, transport, hébergement, formation et renforcement des capacités, gestion des destinations. Disponible [en ligne](#) (uniquement en espagnol).

67. *UNWTO Recommendations on Accessible Information in Tourism* (Recommandations de l'OMT sur une information touristique accessible). Les Recommandations soulignent l'importance de fournir des informations utiles, exactes et mises à jour régulièrement concernant l'accessibilité réelle des installations et des services touristiques à toutes les parties intéressées, notamment aux personnes handicapées et aux personnes ayant des besoins particuliers. La publication d'une brochure facile à lire fait suite à la résolution A/RES/669(XXI) adoptée par l'Assemblée générale de l'OMT en 2015. Plus d'informations [en ligne](#) (disponibles actuellement en anglais et en espagnol).

68. Le *volume 4 des Rapports régionaux des Membres affiliés 'Tourism in Africa: A Tool for Development'* (Le tourisme en Afrique, outil de développement) examine de plus près les liens entre le développement de produits touristiques et son application directe en Afrique. Le rapport passe en revue les perspectives que le développement du tourisme ouvre aux pays africains et les défis qu'il pose, décrit une méthode particulière de développement de produits touristiques singuliers et contient des études de cas de projets spécifiques. Rapport disponible [en ligne](#).

69. Le *volume 12 des Rapports mondiaux des Membres affiliés 'Cultural Routes and Itineraries'* (Routes et itinéraires culturels) est le résultat d'une collaboration avec un Membre affilié, Agencia de Turismo de Las Islas Baleares (ATB). Ce rapport, qui met en évidence les tendances

actuelles en matière de tourisme culturel, permet de comprendre comment les routes et itinéraires culturels contribuent au développement du tourisme. Rapport disponible [en ligne](#).

70. « *Le tourisme à l'ordre du jour de l'Aide pour le commerce – Maximiser les possibilités de financement avec le Cadre intégré renforcé en faveur des pays les moins avancés* ». Rapport disponible [en ligne](#) en anglais et en français.

71. *Sustainable Cruise Tourism Development Strategies – Tackling the Challenges in Itinerary Design in South-East Asia* (Stratégies de développement durable du tourisme de croisière : relever les défis associés à la conception des circuits en Asie du Sud-Est). Cette étude, préparée en coopération avec le *Bureau d'appui régional de l'OMT pour l'Asie et le Pacifique*, vise à faire connaître plus largement le développement durable du tourisme de croisière, à favoriser la collaboration à l'échelle de toute la région et à encourager l'application stratégique de pratiques optimales et d'innovations. Étude disponible [en ligne](#).

72. *Tourism Stories – My Story, My Community, Our Future* (Témoignages autour du tourisme : mon histoire, ma communauté, notre avenir). Cet ouvrage montre comment le travail d'un individu peut, de manière créative, activer les chaînes de valeur communautaires, être une source d'inspiration et de fierté du point de vue de l'émancipation des femmes et faire revivre l'histoire et des traditions du passé pour jeter les bases de l'avenir. Rapport disponible [en ligne](#).

73. *Case Studies of Traditional Cultural Accommodations in the Republic of Korea, Japan and China* (Études de cas d'hébergements culturels traditionnels en République de Corée, au Japon et en Chine). Les hébergements culturels sont en train d'apparaître comme un produit touristique à fort potentiel pour attirer des touristes en combinant des services d'accueil traditionnel à des expériences culturelles authentiques inspirées du mode de vie traditionnel des communautés réceptrices. Rapport disponible [en ligne](#).

74. *Alianza entre turismo y cultura en el Perú – Modelos de colaboración entre turismo, cultura y comunidad* (Le partenariat tourisme-culture au Pérou : des modèles de collaboration associant tourisme, culture et communauté). Ce document analyse l'importance de la coopération dans trois domaines essentiels pour le développement durable des destinations touristiques : le tourisme, la culture et la communauté. À partir d'un cadre général de référence, cette étude va plus loin dans l'analyse en examinant le cas du Pérou, exemple internationalement reconnu de pays s'étant beaucoup occupé de tourisme culturel et de gestion touristique du patrimoine culturel. Rapport disponible [en ligne](#) (uniquement en espagnol).

## Annexe I. Report of the Committee on Tourism and Competitiveness

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### I. Background:

1. It is recalled that the **Committee on Tourism and Competitiveness**, as a subsidiary organ of the Executive Council, was established at the 95th session of the Executive Council (Belgrade, Serbia, May 2013) (CE/DEC/7(XCV), with the aim of replacing the former Market and Competitiveness Committee (MCC).
2. Its Rules of Procedure and composition were approved by the Council at its 96th session (Victoria Falls, Zimbabwe, August 2013).
3. During the 21st Session of the General Assembly (Medellin, Colombia, September 2015) the new Members of the CTC were elected for the period 2015 -2019. Following the appointment of the CTC Members (CE/102/2(c)), Peru and Italy were elected as chair and Vice Chair respectively.
4. The CTC held the following meetings:
  - (a) The 3<sup>rd</sup> presential meeting chaired by Mexico during the 21<sup>st</sup> Session of the General Assembly in Medellin, Colombia (13 September 2015) with the participation of the former CTC members (2013-2015) and the nominated members (2015-2019) proposed by the Regional Commissions prior to the decisions of the Executive Council with the aim of exchanging knowledge and information on the work already achieved.
  - (b) The 4<sup>th</sup> presential meeting chaired by Peru on the occasion of FITUR (22 January 2016) in Madrid, Spain, which provided a follow-up of the progress already achieved and to discussed the proposal made by Peru regarding the activities of the CTC under its new composition.

### II. Priorities:

5. The new members of the CTC fully agree upon the key principles related to the work priorities of the Committee:
  - (a) Support the Organization in fulfilling its normative role;
  - (b) Provide a dialogue mechanism between the public and private tourism stakeholders and the academia within a coherent framework to give guidance in building and strengthening tourism competitiveness policies and strategies;
  - (c) Build synergies and strategic alignments in the harmonization of the related activities of the Secretariat as well as other collaborating organizations/entities to ensure consistency and consensus in the delivery of the outputs and reinforce the official position of the Organization.

### III. Definitions:

6. Since its establishment, in 2015, the CTC focused its work mainly on assessing the state of knowledge on the basic concept of "tourism competitiveness" and identifying its key factors. This process has also included identifying, developing and harmonizing concepts, models and operational definitions used in the tourism value chain within a hierarchal structure, from general to the specific. This should lead to a validation process which will reinforce the normative role of the Organization while the

technical outputs and recommendations can be used by the UNWTO members for different purposes such as measuring, labelling and/or benchmarking.

7. In that regard, the CTC decided to submit the following definitions (elaborated by consensus) to the 103<sup>rd</sup> Session of the Executive Council for endorsement. These definitions were already presented to the 100<sup>th</sup> Session of the Council for information.

(a) **Tourism Destination:** The following definition is based on the initial definition of "Tourism Destination" which dates back to 2002 as a result of the work of the WTO Think Tank on Destination Management (Madrid, Spain)

***A Tourism Destination** is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness.*

(b) **Destination Management/Marketing Organization (DMO):**

***A Destination Management/Marketing Organization (DMO)** is the leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates tourism sector partnerships towards a collective destination vision. The governance structures of DMOs vary from a single public authority to a public/private partnership model with the key role of initiating, coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.*

The functions of the DMOs may vary from national to regional and local levels depending on the current and potential needs as well as on the decentralization level of public administration. Not every tourism destination has a DMO.

(c) **Tourism Product:**

***A Tourism Product** is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle.*



(d) **Tourism Value Chain:**

***Tourism Value Chain** is the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain.*

Support activities involve transport and infrastructure, human resource development, technology and systems development and other complementary goods and services which may not be related to core tourism businesses but have a high impact on the value of tourism.

(e) The definition of **Quality of a Tourism Destination** represents a combination of the definition proposed by the former UNWTO Quality Support Committee at its sixth meeting (Varadero, Cuba, 9-10 May 2003) and the inputs of the CTC.

***Quality of a Tourism Destination** is the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment.*

Quality, as one of the key drivers of tourism competitiveness, is also a professional tool for organizational, operational and perception purposes for tourism suppliers.

(f) **Innovation in Tourism:**

***Innovation in Tourism** is the introduction of a new or improved component which intends to bring tangible and intangible benefits to tourism stakeholders and the local community, improve the value of the tourism experience and the core competencies of the tourism sector and hence enhance tourism competitiveness and /or sustainability. Innovation in tourism may cover potential areas, such as tourism destinations, tourism products, technology, processes, organizations and business models, skills, architecture, services, tools and/or practices for management, marketing, communication, operation, quality assurance and pricing.*

(g) **Competitiveness of a Tourism Destination:**

***The Competitiveness of a Tourism Destination** is the ability of the destination to use its natural, cultural, human, man-made and capital resources efficiently to develop and deliver quality, innovative, ethical and attractive tourism products and services in order to achieve a sustainable growth within its*

*overall vision and strategic goals, increase the added value of the tourism sector, improve and diversify its market components and optimize its attractiveness and benefits both for visitors and the local community in a sustainable perspective.*

8. The UNWTO Secretariat will propose to the CTC further definitions, such as tourism image, tourism brand, accessibility, accommodation types, tourism and/or product typologies (i.e. urban/city tourism, ecotourism, rural tourism, coastal tourism, cruise tourism, adventure tourism, cultural tourism, religious/spiritual tourism, wellness/spa tourism, medical/health tourism, mega-events tourism, meetings industry etc.) for review and consensus.

9. The Secretariat drafted a provisional list of relevant quantitative and qualitative factors which help professionals more clearly understand destination competitiveness. These factors will be subject to further discussions in terms of their relevance and priority within the CTC before moving towards detailed research.

#### IV. Work Programme and Future Action:

10. During its 4th Presential Meeting (Madrid, January 2016), the CTC discussed and supported the proposal of Peru (Chair) on a new initiative which aims at elaborating a series of technical publications which analyse and conceptually define the quantitative and qualitative factors of destination competitiveness and at the same time showcase a number of destinations at local, national, regional which already developed efficient methodologies, tools and indicators to evaluate their competitiveness, given some of the related factors/variables.

11. This project will enable the Member States enhance their understanding of the factors that explain destination competitiveness in their efforts to promote public tourism policies that foster competitiveness and a sustainable development. The project involves a participatory approach and a holistic vision of the concept of destination competitiveness and will have sequential phases of research each of which will be accompanied by technical documents including guidelines and case studies from the UNWTO Members States.

12. The CTC also made recommendations on:

- (i) Assignment of a focal point by each member of the CTC to maintain consistency in communication,
- (ii) Launch of an electronic platform exclusively for the CTC Members to exchange knowledge and documents,
- (iii) Submission of the output of the work of the CTC at its different processing stages to the statutory bodies of the Organization for discussion, information, endorsement and adoption,
- (iv) Review of the Rules of Procedure and submission of a revised version to the 104th Session of the Executive Council.

## Annex II. Report of the Committee on Tourism and Sustainability

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1. The Committee on Tourism and Sustainability (CTS) had its fifth meeting, in Medellín, Colombia, in the framework of the 21<sup>st</sup> session of the UNWTO General Assembly.
2. The meeting gathered the CTS members as well as the newly nominated members by the Regional Commissions prior to the 101<sup>st</sup> session of the Executive Council. The new composition of the Committee for the period of 2015-2019 was approved by the 102<sup>nd</sup> session of the Executive Council.
3. The meeting provided a follow-up to the progress already achieved and served as a platform to discuss the future activities of the Committee. Representatives from the following countries participated in the meeting: Bhutan, Botswana, Brazil, Colombia, Honduras, Lithuania, Montenegro, Morocco, Sultanate of Oman, Uganda and Uruguay.
4. The Secretariat presented the current areas of work in the field of sustainability, which included the following initiatives, activities and projects:
  - (a) UN General Assembly Resolution 69/233 on “Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection”.
  - (b) [Measuring the Economic Value of Wildlife Watching Tourism in Africa.](#)
  - (c) [Improving evidence-based decision making in the tourism sector, presented for discussion in 2014 at the Statistics workshop of OECD and UNWTO in Nara, Japan.](#)
5. The Secretariat also informed the Members of the Committee of the Sustainable Tourism Programme of the 10-Years Framework of Programmes, which has the UNWTO as the Lead Actor and France, the Republic of Korea and Morocco as Co-Leads, and its four working areas:
  - (a) Integrating SCP into tourism related policies and frameworks;
  - (b) Collaboration among stakeholders for the improvement of the tourism sector’s performance;
  - (c) Fostering the application of guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders;
  - (d) Enhancing sustainable tourism investment and financing.
6. A document informing the Members of the procedures for the election of the Committee’s Chair and Vice-Chair was circulated before the CTS meeting. On 27 October 2015, the newly elected members of the CTS were invited to submit their candidatures as Chair and Vice Chair of the Committee.
7. Within the established procedures, **no** candidature was presented to the Secretariat for the position of **Chair** and **Colombia** was elected as its **Vice-Chair**.
8. The sixth meeting of the Committee is to take place during the first week of March 2016.

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**Annex III. Report of the Committee on Statistics and Tourism Satellite Account**

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**Sixteenth meeting**  
Tbilisi, Georgia  
26 – 27 January 2016

**Election of a new chairperson and vice-chairperson**

1. The committee members agreed that Austria will chair the committee for the period 2016-2017, Spain will chair the committee for the period 2018-2019, Georgia will act as vice-chair for the period 2016-2019.

**UN statistical activities**

2. UN Member States referred to “the global indicator framework, to be developed by the Inter-Agency and Expert Group on Sustainable Development Goal Indicators (IAEG-SDGs)”. National statistical offices play the leading role in the IAEG-SDGs and thus in development of the indicator framework to ensure national ownership, however, regional and international organizations agencies, e.g. UNWTO, are included as observers.

**UNWTO/STSA Programme of work**

3. Participants welcomed the programme of work, however some Members and other participants criticized UNWTO's restricted data policy. An open data policy is seen more adequate in an era of ubiquitous data availability. The current UNWTO data policy leads to an underutilization of UNWTO's data and a decreased influence, visibility and reputation. Experience by countries and other organizations with regard to free access show that this has actually been very welcome by members and users, and that it actually leads to savings at the organizational level.

**Measuring Sustainable Tourism (MST) Project**

4. UNWTO, jointly with the UN Statistics Division, have set up a Working Group that will lead the development of the MST project, which has three main objectives: (1) develop and secure tourism indicators in the formal SDG indicator framework, (2) link the Tourism Satellite Account with environmental accounts (so-called System of Environmental Economic Accounts, SEEA) to underpin a statistical framework for sustainable tourism, and (3) integration of national, regional (subnational), and local scales.

5. The Working Group will report to the UNWTO Committee on Statistics and Tourism Satellite Accounts and to the UN Committee of Experts on Environmental Economic Accounting.

6. Conclusion of the discussions:

- a) The committee welcomed the initiative.
- b) The committee supported the scope and proposed approach of the project, and encouraged the UNWTO secretariat to continue the work as outlined in the concept note.
- c) The committee acknowledged the long-term goal of the project to propose international statistical standards for measuring sustainable tourism.

d) In this effort, the committee noted the importance of agreeing on what is understood as sustainability and its scope within this project, and mentioned that some of the challenges include: integration of sub-national level, availability of data, and taking into account both quantitative and qualitative aspects.

### **Sub-national measurement of tourism and INRouTe**

#### **7. Conclusions:**

a) The committee welcomed the progress made by INRouTe in the preparation of the draft "Handbook on Regional Tourism". The draft handbook will be reviewed by UNWTO and circulated during 2016 for consultation.

b) The committee agreed to have UNWTO-STSA explore the possibility to present the final version of the "Handbook" as a background document to the UN Statistical Commission 2017 meeting and to the UNWTO General Assembly in 2017.

c) The committee agreed for UNWTO to explore what future collaboration with INRouTe could look like along the programme of work 2016-2017 and in the coming years in order to guarantee successful implementation of sub-national measurement and analysis of tourism.

## Annex IV. UNWTO in the United Nations system

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### Introduction

1. The World Tourism Organization (UNWTO) has continued forging strong links with the United Nations (UN) and its relevant entities and institutions, including but not limited to the UN General Assembly (UNGA) and its subsidiary bodies, the Economic and Social Council (ECOSOC) as well as various inter-agency mechanisms and networks. The aim is to ensure that tourism is recognized at the international level as a multidisciplinary sector, contributing to economic growth, sustainable development, poverty reduction and peace. The present report provides a summary of the main activities with regard to the UN system.

#### A. Participating in UN system substantive issues and activities

2. UNWTO has actively contributed to a wide variety of intergovernmental and inter-agency meetings and events held at UN Headquarters in New York, including but not limited to the Sustainable Development Goals (SDGs) Summit and the High-Level Group of 70th UNGA session. The SDGs Summit, held on 25 September 2015, included the formal adoption of the new framework "Transforming Our World: the 2030 Agenda for Sustainable Development", in which it is recalled that "Tourism" is included under Goals 8, 12 and 14. Several resolutions that were adopted, among others detailed later in the report, have relevance to tourism are as follows: "International Year of Tourism for Sustainable Development 2017" (IYSTD'17); "Sustainable tourism and sustainable development in Central America" and "Implementation of the Global Code of Ethics for Tourism".

3. In February 2016, UNWTO accepted the nomination to serve as an advisor to the International Health Regulation (IHR) Emergency Committee concerning the Zika Virus and neurological complications. In addition, UNWTO became member of the Travel and Transport Task Force on Zika Virus and monitored through regular teleconferences the situation in close contact with the World Health Organization (WHO), the International Civil Aviation Organization (ICAO), and the International Maritime Organization (IMO).

4. In November 2015, the UNGA unanimously adopted a draft decision submitted by the Assembly President entitled "Board of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns". It is recalled that the 10YFP Sustainable Tourism Programme (10YFP STP) is being implemented with UNWTO as its Lead Actor. In August 2015, the first call for proposals to the 10YFP Trust Fund for the 10YFP STP Catalytic Projects was launched earmarking USD 500,000 to fund between 2 and 3 projects. In January 2016, the 9th Meeting of Lead and Co-Leads (France, Morocco and the Republic of Korea) was held in Rabat, Morocco, in the context of the Moroccan Responsible Tourism Day, to discuss the evaluation process of catalytic projects the 10YFP STP next priorities in accordance with its Programme of Work 2015-2016.

5. The UNGA adopted, on 30 July 2015, an important resolution on "Tackling illicit trafficking in wildlife", which aligns with UNWTO's recent work on this issue. This wide-ranging resolution encourages Member States to adopt effective measures to prevent and counter the serious problem of crimes that have an impact on the environment, such as illicit trafficking in wildlife and wildlife products, including flora and fauna as protected by the Convention on International Trade in Endangered Species of Wild Fauna and Flora, and poaching. In line with UNWTO's 2015 report Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa, the resolution also urges that decisive steps be taken at the national level to prevent, combat and eradicate the illegal trade in wildlife, on both the supply and demand sides, including by strengthening the legislation necessary for the prevention, investigation and prosecution of such illegal trade.



6. In July 2015, the UNGA adopted a resolution entitled “United Nations Alliance of Civilizations”, reaffirming its support for the UNAOC as an initiative of the UN Secretary-General with a voluntary trust fund that had no financial implications for the regular budget. The text welcomed the collaboration between the UNAOC and relevant bodies within the UN system, to which UNWTO is a member of the “Group of Friends of the UNAOC”, to prevent extremism within their respective mandates.

7. Generously hosted by the UN Educational, Scientific, Cultural Organization (UNESCO) Tashkent Office and the Republic of Uzbekistan, and jointly organized by UNWTO, UNESCO and the World Federation of Tourist Guide Associations (WFTGA), the Enhancing Silk Road Interpretation and Quality Guides Training was an innovative and pioneering two-week training course (23 August - 7 September 2015, Khiva, Uzbekistan). More information in [Annex V Part C](#).

8. UNWTO participated in a Thematic Expert Consultation meeting on sustainable management of World Heritage properties of religious interest focused on South-Eastern and Mediterranean Europe (UNESCO, Paris, France, 16-18 February 2016). The objective of the meeting was to provide guidance for management of World Heritage properties of religious/sacred/spiritual interest.

9. The Joint UNWTO/ICAO High-Level Forum on Tourism and Air Transport for Development took place alongside the 21st session of the UNWTO General Assembly in Medellín, Colombia, to discuss and strengthen the path of cooperation of tourism and air transport by addressing today’s challenges related to policy convergence, connectivity, competitiveness and travel facilitation with a view to harnessing the full potential of these sectors to create jobs, drive inclusive growth and foster sustainable development and in support of the SDGs.

10. At ITB Berlin (March 2016, Berlin, Germany), UNWTO supported the International Trade Center (ITC) in several events aimed at showcasing Myanmar’s tourism potential. More information in [Annex V Part C](#).

11. Following the UNWTO GA resolution A/RES/652(XXI) approving the opening of the UNWTO Office in Geneva, the Secretariat is currently working towards formalizing this decision further through an official communication and in collaboration with the UN Office at Geneva (UNOG) for the preparation and signing of the Agreement between UNWTO and the Swiss Government.

12. UNWTO and the Global Compact Network in Spain joined forces in a project aimed at promoting Corporate Social Responsibility (CSR) among companies and business associations of the tourism sector as a way to foster the achievement of the UN Sustainable Development Goals. The project kicked off at FITUR Madrid in January 2015 with an event in which ten Spanish companies signed the Private Sector Commitment to the Global Code of Ethics for Tourism. Thirteen prominent tourism companies have engaged to participate in a compilation of good CSR practices of the Spanish tourism sector.

## B. Joint publications

13. UNWTO continued providing content and data as a contribution to the UN DESA World Economic Situation and Prospects 2016 and also participated in discussions on items related to the report (global and regional economic situation and outlook, including international tourism trends).

14. UNWTO has developed a partnership with the International Trade Centre (ITC) outlined in a Memorandum of Understanding. An initial deliverable under this framework was the publication of a UNWTO-ITC Policy Paper entitled “Tourism and Trade: A Global Agenda for Sustainable Development”,

which was launched during the UNWTO General Assembly at its 21st session by both the UNWTO Secretary-General and the ITC Executive Director.

### C. Participation in UN meetings

15. UNWTO participated in the Inter-Agency and Expert Group meetings on Sustainable Development Goal Indicators (IAEG-SDGS), and was present at the UNESCO Institute of Statistics Satellite Account Experts meeting.

16. At the 1st meeting of the UNSD-UNWTO Working Group on Measuring Sustainable Tourism (San Juan, Puerto Rico, 20 November 2015), the Working Group on Measuring Sustainable Tourism was launched and held its first physical meeting. The WG will lead the development of the UNWTO Measuring Sustainable Tourism project, which has three main objectives: (1) develop and secure tourism indicators in the formal SDGs indicator framework, (2) link the Tourism Satellite Account with environmental accounts (the so-called System of Environmental Economic Accounts, SEEA) to underpin a statistical framework for sustainable tourism, and (3) integrate national, regional (subnational) and local scales. The Working Group reports to the UNWTO Committee on Statistics and Tourism Satellite Accounts and to the UN Committee of Experts on Environmental Economic Accounting.

### D. CEB and its subsidiary structure working groups

17. The regular sessions of the CEB (Chief Executives Board for Coordination), HLCP (High-level Committee on Programmes) and HLCM (High-level Committee on Management) sessions included the participation of UNWTO. The first two bodies addressed, per their respective mandates, UN system-wide issues that included developing, among others, a UN System-Wide Policy and Joint Plan on Addressing Inequalities and Human Rights for Sustainable Development and a Strategy for the Global Initiative on Decent Jobs for Youth.

18. UNWTO continued to selectively attend subsidiary HLCM network meetings, to keep abreast of developments in the UN system. In particular, through the HR network it followed up the approval by the UN General Assembly of the International Civil Service Commission's (ICSC) new conditions of service and retirement age of staff and through the information communication technologies (ICT) it continued its work in the way technology in the UN should best support the implementation of the Sustainable Development Goals. Further, the UNWTO hosted the Finance and Budget Network in the last quarter of 2015, where issues like the coverage of After Service Health Insurance liabilities in the UN system were discussed.

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## Annex V. UNWTO on the ground

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### A. Technical cooperation missions

1. **Bangladesh: *Assessment of the range and quality of Bangladesh on developing its Buddhist Tourism Attractions*** – 1st September to 15 November 2015: Although significant strides have been made in the past decade to work within a cooperative framework among the Buddhist Heartland countries of South Asia to address barriers in developing sustainable multi-country Buddhist tourism circuits and routes, there is a need to create a forum to discuss these issues, share international best practices, and review the roles of government, private sector, civil society, community-based organizations and development partners in the sustainable development and promotion of cross-border Buddhist tourism in South Asia.

In this context, UNWTO provided its technical assistance to Bangladesh to undertake an evaluation mission to review and assess, the range and quality of Bangladesh on developing its Buddhist Tourism Attractions; and, to provide assistance to the Government in the conceptualization and organization of a *Conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuits in South Asia's Buddhist Heartland* which was held in Dhaka, Bangladesh, from 27 to 28 October 2015

2. **Bahrain: *Updating the Tourism Development Strategy*** – 30 January to 5 February 2016: In response to a request from the Government of Bahrain to review and update the country's tourism strategy to take into the rapidly evolving market trends and product developments as well as policies and institutional and regulatory frameworks currently taking place, UNWTO conducted a project formulation mission to review the existing situation of tourism in the country and identify issues to be addressed through the preparation of an updated Tourism Development Strategy. Recommendations were provided to develop immediate objectives and to introduce performance measurement indicators. A detailed work plan was designed to determined roles and responsibilities of Bahrain.

3. **Belarus: *Improvement of Tourism Statistics and Development of a TSA*** – 8 August to 8 September 2015: A technical assistance mission was requested by the Republic of Belarus to review and assess the current system of tourism statistics with a view to developing a Tourism Satellite Account for the country. An analysis of the existing inter-institutional platform in the field of tourism statistics was made and recommendations on the allocation of responsibilities for the development and implementation of a TSA were provided. A detailed work plan was designed for immediate/short and long term development with tasks, actions, timelines, clear roles and responsibilities of the Republic of Belarus.

4. **Belarus: *Revision of the National Tourism Law*** – 6 to 24 July 2015: A technical assistance was requested by the Republic of Belarus to revise its National Tourism Law. The objective of this 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. An exhaustive review of the current law was made and recommendations were provided to safeguard the quality of services and ethical business practices. Particular emphasis was given on tourism classification to ensure quality standards and services.

5. **China: *Development of the Shandong Provincial Tourism Industry (2016 – 2025)*** – 21 to 28 October 2015: A project formulation mission was undertaken to prepare the detailed terms of reference, work plan and budget for the formulation of a Tourism Development Master Plan for Shandong Province whose objective is to commit to a sustainable approach to development and to broaden the image of the region's "sun, sand and sea" attractions. A project document was elaborated describing the process,

costs and timeframe and topics to be covered as well as specific direction to investors and other stakeholders involved in the tourism sector.

6. **Egypt: *Development of a risk assessment and crisis management system for tourism*** – 28 November to 4 December 2015: At the request of the Government of Egypt, technical assistance was provided for the development of a comprehensive risk assessment and crisis management system for tourism. In a first step, an analysis of the current situation was made and a set of policy recommendations was formulated to develop a risk assessment-crisis management system. Secondly, based on UNWTO's crisis communication toolkit, a training workshop was carried out on the implementation of new strategies and a tailor-made crisis communications and PR campaign.

7. **Egypt: *Upgrading the Tourism Development Strategy*** – 13 to 19 February 2016: The Government of Egypt has identified the need to update its tourism development strategy which was prepared in 2009 taking into account the evolving situation of the country's tourism industry over the past few years. As a result, UNWTO conducted a needs assessment mission to carry out a comprehensive situation analysis of the country by reviewing, updating and completing existing analyses of the sector's strengths and weaknesses, opportunities and threats. The implementation of the tourism development strategy, and related action plan, prepared in 2009 by the Ministry of Tourism, was assessed particularly with respect to institutional framework, safety and security, infrastructure and superstructure, quality of services, and markets' promotion. Then, a comprehensive project proposal was elaborated to update the key issues such as sustainable development, potential resources, destination branding, public-private partnership, and local communities, among others.

8. **Guatemala: *Consolidation of the Tourism Satellite Account*** – 10 to 18 March 2015: A technical assistance was requested by Guatemala to carry out the necessary measurements to consolidate a tourism satellite account whose creation started in 1999; its main objective is to evaluate the real impacts of tourism sector in comparison with other economic activities of the country. For this purpose, series of statistics indicators were reviewed and validated.

9. **Haiti: *Awareness Campaign*** – 15 to 31 March 2015: UNWTO provided its technical assistance to Haiti to prepare a road map for the implementation of a Tourism Awareness Campaign at national level. The objective of this campaign is to sensitize the Government, service sector, students and general population on the importance of tourism and attitude towards tourist for the socio-economic development of the country. Another important aspect of the campaign is the role of the media as an important tool for projecting a positive image of the country.

10. **India: *Formulation of a Tourism Development Master Plan for the city of Chandigarh*** – 15 to 25 September 2015: For the past few years, UNWTO has been providing its technical assistance to the State of Punjab, India – firstly, in the formulation of the Tourism Development Master Plan for the State, and, secondly, in the implementation of the main recommendations of the Master Plan. The State Government has since requested UNWTO's technical assistance to prepare a specific Tourism Development Master Plan for the capital city of the State – Chandigarh. The objective of the mission was to prepare a project document for the consolidation of a sustainable and competitive tourism sector which would not only diversify the city's economic profile and provide alternative sources of employment, but which would also provide a wider range of entertainment and other related facilities for the residents of the city. Potential tourism resources were reviewed with particular reference to cultural, natural and special interest resources such as cuisine, arts and crafts, folklore and performing arts. Then, a project document was elaborated in view to implement a Tourism Development Master Plan for Chandigarh.

11. **Iran:** 31 October to 2 November 2015: In line with UNWTO's on-going efforts to assist its Member States to improve on the collection and compilation of basic tourism statistics and to map out a specific course of action towards the establishment of a full-fledged TSA, UNWTO organised a ***National Workshop on Tourism Satellite Account*** the workshop in collaboration with Iran Cultural Heritage and Tourism Organization (ICHTO). The overall objective of the technical mission was to assist Iran in the initiation of the Tourism Satellite Account development process. The Workshop attracted the participation of the various institutions (Central Bank, National Institute of Statistics, Immigration and ICHTO) whose collaboration is imperative for the development of TSA for Iran. More information [online](#).

12. **Lithuania:** 23 to 25 November 2015: The ***UNWTO.Themis Executive Workshop on Tourism Marketing: from Products to Experiences*** aimed at providing the participants with state-of-the-art approaches to assess the performance of their destination, evaluate markets' potential, and transform insights into actionable and targeted marketing tactics (Bristonas, Lithuania). More information [online](#).

13. **Romania: *Review of the National System of Tourism Statistics*** – 16 to 20 March 2015: A technical assistance mission was requested by Romania to review the national system of tourism statistics in view to establish a Tourism Satellite Account. The necessary analysis of tourism statistics data was made; the benefits of this compilation consisted in providing, for the first time, official information on the contribution of the tourism sector to the economy, offering to the private sector and government officials an important tool for improving business tourism sector. Then, examples of best practices were provided regarding the implementation of a TSA.

14. **Saudi Arabia:** 6 - 13 October 2015: The ***UNWTO.Themis Executive Training Courses on Tourism Destination Management and Marketing***, in Abha and Taif, aimed at providing the participants with knowledge, skills, tools and a forum for discussion and reflection on tourism destination management and marketing applied to accommodation, tour operators, travel agencies and museums. More information [online](#).

15. **Seychelles: *Implementation of a National Hotel Classification Scheme*** – 15 to 23 November 2015: At the request of the Ministry of Tourism and Culture of the Seychelles, a project formulation mission was deployed to review the progress achieved to date with regard to the hotel classification criteria for building and construction of the establishment, security, exterior and ground, public areas, bathrooms, catering services and guest facilities, among others. The current procedures for registering new hotels and accommodation establishments were reviewed. A proposal was developed to strengthen the institutional capacity for the overall management of the system on a day-to-day basis, and identify future training requirements for national inspectors. Then, a project document was formulated to establish an effective classification system to maintain and enhance quality standards in the sector.

## B. Technical cooperation projects

### **Country: Aruba**

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

**Duration:** December 2014 – June 2016

**Objectives:** With the support of the Foundation Fondo Desaroyo Aruba, UNWTO is providing its technical assistance to the Central Bureau of Statistics (CBS) of the Ministry of Economic Affairs, Communication, Energy and Environment for the development of a System of Tourism Statistics (STS) with a view to establish a Tourism Satellite Account (TSA). Tourism is one of the major economic



activities in Aruba. In 2012, a UNWTO needs assessment mission determined that while there was a great level of consistency of information in terms of tourism statistics, technical assistance was needed to further strengthen the existing national statistical system to obtain all the data for establishing a TSA. In particular, the project will focus on:

1. The strengthening of the System of Tourism Statistics (STS) with a view to enhancing the range of available statistical information for the period 2006-2013.
2. The delivery of training and capacity building for CBS statisticians and other specialists as well as for the institution as a whole in each of the technical issues that are required for the development of a TSA.
3. The implementation of activities to improve the capacity of the STS in order to prepare new statistical compilations with particular emphasis on updating National Accounts with more demand and supply side data.

**Results achieved:**

- To date, UNWTO has undertaken five missions to Aruba reviewing data collected by CBS, providing capacity building to enable CBS to collect and analyse the next set of data prior to the next UNWTO mission.

**Country: Burundi**

**Project Title:** Identification and Evaluation of Tourism

**Duration:** September 2014 – December 2015

**Objectives:** Under the Enhanced Integrated Framework, UNWTO, in collaboration with the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization of Burundi, implemented a project to undertake an exhaustive identification and evaluation of the tourism sites in Burundi with a view to their categorization and prioritization according to national development objective and market trends. The project will also contribute to the development of signage and interpretation boards at key tourism sites and will prepare a draft law of the delimitation and protection of tourism sites in the country.

**Results achieved:**

- Identification, classification and cadastral delineation of more than 100 tourism sites in Burundi.
- Product/market matching for the classified tourism sites and recommendations for the development of tourism circuits.
- Formulation of brochures on key tourism attractions of Burundi as well as a brochure on cultural tourism.
- Design, production and instalment of interpretation boards (in English and French) of 50 tourism sites.
- Design, production and instalment of signage at key tourism sites.
- Draft Law for the protection of tourism sites in Burundi.

**Country: Cameroon**

**Project title:** Ecotourism Development at Kribi

**Duration:** October 2012 – December 2016



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

**Results achieved:** A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized. It is expected that existing and new entrepreneurs engaged in tourism and tourism-related businesses will improve their performance as a result of the capacity building activities and support provided by the project. The project recently started the construction of small tourism facilities to be managed by local groups.

### **Country: Ethiopia**

**Project Title:** Implementation of Hotel Classification Scheme

**Duration:** December 2014 – June 2016

**Objectives:** Through funding from the World Bank, the Ministry of Culture and Tourism of Ethiopia, through the Ethiopia Sustainable Tourism Development Project developed a new Classification and Grading system for the accommodation sector and has requested UNWTO's technical assistance to implement this scheme and thereby launch Ethiopia's first comprehensive hotel classification programme. The overall purpose of the Ethiopia Classification and Grading Star Grading programme is to improve the quality of hotels and accommodations in Ethiopia. The implementation of this programme will a) provide guidance to new accommodation developments in order to develop physical as well as managerial systems which are up to international standards and criteria; b) aim at creating a healthy business competition among the accommodation establishments motivating them to develop higher levels of service quality and facility standards; and, c) provide assurance to the international tourism community on the quality of Ethiopia's accommodation sector thereby making Ethiopia a more competitive destination.

**Results achieved:**

- Training of 53 national inspectors in the new classification criteria and new evaluation system.
- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Ancillary training to Government officials responsible for food safety and hygiene, and, accommodation safety and security.
- Over 370 hotels assessed in Ethiopia under the new classification system.

### **Country: The Islamic Republic of The Gambia**

**Project title:** Kartong Ecotourism Project

**Duration:** November 2014 – February 2016

**Objectives:** To develop new and sustainable community-based tourism activities and SME development in line with community ecotourism development goals and create pro-poor employment opportunities.

**Results achieved:**

The project carried out renovation and upgrade to the Tesito camp site in Kartong village and produced promotional materials in an effort to facilitate half-day excursions to Kartong with lunch at the Tesito camp site. A programme "Taste of Kartong" was designed, which showcases the lives of Gambian women at work and gives visitors a real taste of the Gambian culture including innovative art works and the delicious Gambian cuisine.

Gambia Tours has promised to start selling the Taste of Kartong from this month and the initiative has already started to improve the lives of the community with the creation of two full time jobs (a caretaker and a night watchman) and three part time jobs (a cook and two helpers). The number of beneficiaries is expected to grow when the business attracts more customers.

**Country: Ghana**

**Project title:** Savannaland Destination Tourism Programme

**Duration:** September 2008 (Phase I) – June 2016 (Phase II)

**Objectives:** To contribute to enhanced income levels of households in the South Western part of Savannaland through the development, promotion and marketing of the destination.

**Results achieved:****1. Product development and management:**

-Awareness raising with communities: 3 workshops/ 3 days/ 179 participants

-Various locations prioritized for product development:

- Mole: 30Km bush hike; Brugbani Camp; trail from Muguru Camp to spring;
- Sonyo: Information and Receptive Centre; ablution facility; guided walk;
- Kulmasa: Information Centre; ablution facility; guided walk;
- Larabanga: Information and Receptive Centre; ablution facility;
- Tamale: Information Centre; and Bole: Information Centre

-Income generating activities identified: handicrafts, agro-business, transport, etc

-Training on tourism management and quality services for SMEs (F&B, home-stays, crafts, shops, dance groups) and Community Tourism Management Committees (CTMTs): 8 courses/ 24 days/ 305 participants (203 women)

-Post training assessment and business development services identified for follow-up

**2. Marketing:**

-Marketing strategy completed in April 2010

-Photo bank, signage, poster and website ([www.savannatourism.com](http://www.savannatourism.com)) produced

-Participation at World Tourism Day fair in 2009 and SITHO 2010 (Burkina Faso).

**3. Destination management:**

-Destination Management Team (DMT) constituted: Economic Planning Officer, Ghana Tourist Board (GTB) Tamale, Mole National Park, West Gonja District Assembly (DA), Sawla Tuna Kalba DA, Bole DA, Northern Region Hotels Association, Rural and Social Foundation, A Rocha Ghana, CBT Representatives, SNV

-Destination management training: 4 modules/ 8 days/ 25 CTMC members and DMT

**Country: Haiti**

**Project title:** Enhancement of the Economic Impact of Tourism Development Towards the Poor

**Duration:** August 2014 – October 2016

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

**Results achieved:**

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

**Country: India**

**Project Title:** Implementation of the Tourism Development Master Plan for Punjab

**Duration:** March 2009 – March 2016

**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 three phases to include the implementation of the Master Plan's recommendations in a time-bound manner in accordance with an Action Plan.

**Results achieved:**

- 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).

- Six tour guide training programmes at key tourism destinations of Punjab.
- 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, formulation of a marketing action plan with annual budgets, and, production of a Marketing and Sales Manual, and other related activities.
- A destination development plan for Amritsar has been formulated and approved.
- A destination development plan for Patiala was also formulated and approved.
- A tour operators' workshop was conducted.
- A Rural Tourism Conference was organized in December 2015.

### **Country: Kenya**

**Project title:** Enhanced Market Access for Community-based Tourism Products

**Duration:** September 2008 (Phase I)- June 2016 (Phase II)

**Objectives:** To strengthen and promote viable community tourism enterprises in South and North Rift and Northern Kenya by instilling business skills to the local community actors, developing benchmarks and standards of community tourism products

#### **Results achieved:**

##### **1. SME development:**

- 36 Tourism SMEs selected and receiving matching grants to improve products and facilities
- Training on customer service and business management: 3 courses involving selected SMEs that received grants
- Identification of capacity building needs and mentoring on customer service and business management

##### **2. Vocational training centre:**

- Feasibility study carried out to define most cost efficient and sustainable way to organize vocational training
- Business plan drafted and under revision
- Final selected option: to provide vocational training in collaboration with existing tourism institutes (Moi University)

##### **3. Destination management and marketing:**

- Marketing materials developed by the various SMEs and used in tourism fairs
- Marketing strategy prepared and implemented
- Laikipia Wild Life Forum ([www.laikipia.org](http://www.laikipia.org)) and Mid-Rift Forum ([www.greatrifttourism.org](http://www.greatrifttourism.org)) are promoting SMEs

### **Country: Lesotho**

**Project title:** Kome Rural Homestays

**Duration:** October 2012 – June 2017

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

**Results achieved:** Training seminars were organized for excursion providers, tour guides, rural homestay providers, and crafters, and a tourist map was developed with hiking, biking, and pony trekking routes, linking the three project areas. The seminar for excursion providers was attended by 11 small entrepreneurs. The seminar aimed to support the participants to start and/or grow an excursion enterprise, by building their capacity to develop excursions and to get access to tourism markets. The seminar provided the participants with valuable insights on how to develop new excursions or improve existing ones, making optimal use of the attractive natural and cultural heritage of the destination. It also gave detailed guidance to the excursion providers on marketing their products to individual tourists and establishing business linkages with foreign tour operators.

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

### **Country: Mongolia**

**Project title:** Capacity Building for Tourism Employees

**Duration:** March 2015 – December 2016

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

**Results achieved:** The project conducted a rapid assessment on curriculum development based on the needs of the private sector and developed two training modules on service and hospitality areas and tourism management. A train-the-trainers programme was launched for hospitality service trainers and subsequent trainings were carried out for front office staff and housekeeping for unemployed youth. The project provides training on hospitality service and management to at least 200 participants of which at least 50% are from disadvantaged families. It is expected that a minimum of 50% of previously unemployed training participants will manage to obtain employment in the tourism sector within 6-12 months after the training.

### **Country: Morocco**

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

**Duration:** June 2013 – December 2018

**Objectives:** In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- Improve the quality of tourist accommodation establishments.
- Facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development.
- Adapt the classification system to the evolution and diversification of the tourist demand.

- Develop a Guarantee involving regulatory standards and quality frameworks.
- Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

#### Results achieved:

- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.
- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is scheduled to be completed in August 2014. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.
- Pilot testing of 150 mystery guest visits.
- Manual for interpreting new hotel classification criteria.

#### **Country: Mozambique**

**Project title:** Strategic Tourism Development Plan

**Duration:** May 2014 – February 2016

**Objectives:** In March 2014, UNWTO signed an agreement (English version) with the Ministry of Tourism of Mozambique for the preparation of the new Strategic Tourism Development Plan for the country. The previous Strategic Plan for the Development of Tourism in Mozambique for 2004 to 2013 was the country's first tourism strategy and set the tone for tourism development over the past decade. The planning term has expired and the Ministry of Tourism with support from the World Bank has commissioned UNWTO to develop a new Strategic Tourism Development Plan to guide the growth of the industry over the next ten years. The overall project goal is to provide the Ministry of Tourism with a documented tourism growth strategy and implementation plan for developing the tourism industry as a key catalyst for rapid economic growth and job creation, in support of the Government of Mozambique's economic development goals.

Important aspects to be included in the tourism strategy are:

- Institutional development of the sector
- Marketing and branding
- Business development
- Land use planning
- Human resources development
- Hospitality quality
- Sustainable tourism development, in particular in protected areas

**Results achieved:** In June 2014, the team of experts carried out field missions to the main tourism development zones in the country in order to collect information for the situation analysis, and meet with stakeholders to discuss the constraints and opportunities for tourism development, as well as the future directions to take. The findings of the field missions and the analysis of available information and data were presented in a situation analysis report that included a SWOT analysis of the sector, and summarized priority aspects to take into account in the new strategy. The Strategic Tourism



Development Plan was completed and submitted to the Government in the first semester of 2015, and approved by the Council of Ministers in the second semester of 2015. A Validation Workshop was organized in March 2015, and training seminars for government officials on the implementation of the plan were delivered in February 2016.

**Country: Mozambique**

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

**Duration:** May 2011 (Phase I) – December 2016 (Phase II)

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

**Results achieved:** The project builds on the experience of the previous project in the region. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 600 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole. For SME development, training on business management has been provided to 21 owners/managers of small tourism enterprises. Further, the project has provided micro finance to 9 small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours and preparation of local meals. Successes have especially been booked with establishing business linkages for the local supply of agricultural products to hotels and restaurants, and with assisting handicraft producers to get better access to the tourism market. A group of 20 handicraft producers has been supported by providing a space where they can sell their souvenirs to tourists.

**Country: Mozambique**

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

**Duration:** November 2011 (Phase I) – June 2017 (Phase II)

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

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

1. Employment in tourism enterprises
2. Supply of goods and services to tourism enterprises
3. Direct sales of goods and services to visitors
4. Establishment and running of tourism enterprises

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016, which forms the basis to deliver vocational training seminars in the first semester of 2016. In the second semester of 2016, additional activities will be planned and implemented to support tourism SMEs to generate enhanced income from the sale of goods and services to tourists and larger tourism enterprises. Within the framework of the project, support has also

been provided to preparing the new Strategic Plan for the Development of Tourism in Mozambique; especially to ensure that sustainability aspects are well covered in the plan.

### **Country: Oman**

**Project Title:** Development of Tourism Statistics

**Duration:** April 2015 – September 2016

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

#### **Results achieved:**

- To date, UNWTO has undertaken three missions to Oman to review data collection processes, design new processes and provide capacity building to the Ministry and other national partners in the design and implementation of statistical collection procedures, and, analysis and evaluation of results obtained.

### **Country: Qatar**

**Project Title:** Phased Implementation of the New Tourism Strategy and Action Plan

**Duration:** May 2013 – August 2016

**Objectives:** In May 2013, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan – and the said Agreement was further amended in February 2014 to include more areas of cooperation. In total, UNWTO would provide technical assistance to the Qatar Tourism Authority in the implementation of key activities outlined in the Tourism Strategy, particularly in the following areas:

- Legislation, Regulations and Institution Building
- Statistics and TSA Development
- Visa Facilitation
- Capacity Building Programme for Tourism Stakeholders implemented through the UNWTO-Themis Foundation
- Capacity building programme in product development
- Capacity building programme in investment promotion
- Internships at UNWTO Headquarters within the Experts on Loan programme
- Formulation of a guide training programme
- Marketing and promotion

#### **Results achieved:**

- Regulations and By-Laws on Desert Safari Camps and Desert Safaris, Tourist Guides, Travel Agents and Tourism Operators, Events, Conferences and Exhibitions, Package Travel, Package Holidays and Package Tours for Outbound Travel Agents.
- Assessment Report on the current state of national tourism statistics with a view to developing a project for the preparation of a tourism satellite account for Qatar.

- Capacity building in product development included activities related to creation of an inventory of tourism products, evaluation of quality and standards of tourism products, design of visitor surveys to determine visitor profile, product-market matching, and, institutional coordination and implementation for product development.
- Report on visa facilitation which focused on an analysis of the entry visa requirements for temporary visitors to Qatar, the identification of visa facilitation opportunities and the formulation of recommendations for addressing them through appropriate policies and procedures.
- UNWTO-Themis capacity building courses on Tourism Strategy, Cultural Tourism Product Development, and Tourism Project Development successfully conducted in 2014, and, courses on Human Capital Development: a factor for quality service, and, Executive Training Workshop on e-Marketing in Tourism, successfully conducted in 2015.
- Formulation of a long-term Tour Guide Policy and Strategy for Qatar Tourism Authority (QTA) to streamline the process for selection and training of professional guides in the field of tourism for Qatar. In addition, preparation of specific thematic tour guide training modules were prepared on a variety of types of tourism products (culture, nature, history and archaeology, human-made attractions) and types of tours (walking tours, tours on a moving vehicle, language training, etc.).
- Activities on investment promotion and marketing commenced in the second quarter of 2015 and are scheduled to be completed in 2016.

### **Country: Republic of Congo**

**Project Title:** Sustainable Tourism Development Plan

**Duration:** December 2014 – October 2015

**Objectives:** In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo for the formulation of a Sustainable Tourism Development Plan for the country. In its 2012 Strategy for Growth, Employment and Poverty Reduction, the Government of the Republic of Congo identified tourism as a priority industry to stimulate economic growth while providing means for the creation of sustainable livelihoods. The objective of the project is to undertake an exhaustive analysis of the country's tourism sector (resources, infrastructure, institutions, human resources, source markets and tourism services) and formulate a Tourism Development Policy, Strategy and Master Plan which will stimulate the competitive yet sustainable growth of the tourism sector as a motor for stimulating economic growth in the country. In particular, the Master Plan will provide a detailed framework for the systematic planning of the tourism sector, distribution and prioritisation of tourism resources, and better coordination amongst the various stakeholders in the management of the sector.

**Results achieved:**

- Detailed situation analysis of the current opportunities and challenges facing sustainable tourism development in the Republic of Congo.
- Formulation of a Tourism Policy which was approved by the Government and UNDP.
- Formulation of a sustainable Tourism Development Strategy and Master Plan which was approved by the Government and UNDP.

### **Country: Republic of Congo**

**Project Title:** Needs Assessment for the Development of a Hotel Classification System

**Duration:** August 2015

**Objectives:** In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo to conduct an in-depth analysis for the design and

implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

**Results achieved:**

- Detailed situation analysis of the current opportunities and challenges facing quality assurance in tourism accommodation establishments.
- Formulation of a project document for the design and implementation of a Hotel Classification System in the Republic of Congo.

**Country: Timor Leste**

**Project title:** Capacity Building for Tourism Employees in Dili

**Duration:** September 2012 – December 2016

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

**Results achieved:** Two training institutes in the country have been identified to deliver training for tourism employees. The project assists the two selected institutes to develop and carry out a train-the-trainers programme and supplies 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.

Capacity building activities are about to start and the following project components have been planned:

- Curricula development and training for the trainers
- Training courses and internships

Arrangements have been made with two local training institutes to deliver the training and arrangements have been made with the Ministry and the Association of Tourism Enterprises of Timor-Leste regarding their coordinating and monitoring role.

**Country: Uganda**

**Project Title:** Support for Development of Inclusive Markets for Tourism

**Duration:** September 2013 – March 2016

**Objectives:** The tourism sector is currently Uganda's fastest growing industry with an average annual growth rate of 21%. The vast majority of Uganda's poor live in rural areas and Uganda's main tourism products are also located in rural Uganda. The United Nations Development Programme (UNDP) is supporting the Government of Uganda through a project on development of inclusive markets in tourism, focusing on the participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. It aims to empower the poor to increase benefits from the tourism industry and improve their livelihoods through access to labor and markets, and increased opportunities for decent work and incomes.

The project has three main outputs: development and operationalization of market linkages; development and promotion of innovative pro-poor tourism products; and, capacity building of tourism business enterprises and selected tourism support institutions.

**Results achieved:**

- Identification for three priority tourism development areas in rural Uganda and key market actors from the tourism sector.
- Implementation of an innovative Business Development Service programme which combines fostering the creation of business linkages between tourism MSMEs in Uganda while providing specific capacity building to MSMEs in a vast array of business development services.
- Manual on innovative pro-poor business models which can be replicated in other parts of Uganda.
- Formulation of a strategic marketing action plan.
- Organization of familiarization trips: for Kampala-based tour operators to one of the project pilot areas to better understand the new tourism products and services which could be added to their tour packages; and, combined training programme and familiarization trip aimed at Ugandan media and travel writers to capacitate them to showcase the Ugandan tourism industry and to familiarize them with the new products which were being developed through the project.
- In 2015, project activities were extended to include further capacity building to the Uganda Tourism Board in implementing their programme of work, and, to further support selected MSMEs and business linkages in developing and marketing regional tourism products and services.

**Country: Zambia**

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

**Duration:** 2008 – December 2016

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

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

**Country: Zimbabwe**

**Project title:** Enhancing Participation of Youth and Women in Tourism

**Duration:** October 2015 – June 2017

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

**Results achieved:** It is expected that the vocational training for existing and new tourism employees will enable participants to get increased income because of better positions they could obtain after the training, or to assist unemployed young people to obtain new or vacant positions in the tourism sector. The project also hopes to provide business and financial services to tourism SME's resulting in improved performance of the SMEs and increased earnings for the SME employees.

*In January 2016, an agreement was signed between the Korea Tourism Organization, the ST-EP Foundation, and UNWTO for the funding and implementation of 7 new projects as follows:*

Region/Country	Titre
<b>Africa</b>	
Ghana	Nzulezu project <i>To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.</i>
Tunisia	CNN project/ Image Campaign for Tourism Recovery <i>To support Tunisia's tourism recovery and thus employment in the sector, in particular for poorer groups of the society, by strengthening the image of the country as a preferred tourism destination through an innovative international image campaign.</i>
Uganda	Kisiizi falls project <i>To develop accommodation facilities, a local museum and excursions at the Kisizi falls with a view to enhance opportunities for local people from tourism development.</i>
Zambia/ Zimbabwe	UNWTO General Assembly Legacy Parks Project <i>To build the UNWTO General Assembly Parks in the cities of Livingstone in Zambia and Victoria Falls in Zimbabwe, as UNWTO and tourism importance awareness centers.</i>
<b>Asia</b>	
Timor-Leste	Marketing of Community-based Ecotourism in Timor-Leste <i>To strengthen the marketing of community-based ecotourism (CBET) initiatives in Timor-Leste with a view to attracting more visitors to community-based ecotourism enterprises in the country and increasing the revenue of the local enterprises.</i>
<b>Europe</b>	
Bosnia and Herzegovina	Adventure Park for Children in Nature <i>To develop new tourism attractions and activities, including an adventure park, in the Olympic Centre of Jahorina in order to create the right conditions for further tourism development and increase of employment and income, particularly for the non-winter periods.</i>
<b>Middle East</b>	
Lebanon	Conserving Heritage and Increasing Economic Opportunities on the Lebanon Mountain Trail <i>To develop and expand the guesthouses network along the Lebanon Mountain Trail, and improve conservation, mapping and accessibility of the trail and the cultural heritage sites along the trail.</i>

### C. Silk Road – Special Field Projects



## Field Projects

- **UNWTO/UNESCO Silk Road Heritage Guides Training Course**

Khiva (Uzbekistan); 23 August-7 September 2015

Generously hosted by the UNESCO Tashkent Office and the Republic of Uzbekistan, and jointly organized by UNWTO, UNESCO and the World Federation of Tourist Guide Associations (WFTGA), the Enhancing Silk Road Interpretation and Quality Guides Training was an innovative and pioneer two-week training course aimed at the five countries participating in the UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan).

The training course provided heritage guides operating across the Silk Road with a unified set of guiding skills and specialised know-how on site-interpretation, presentation and management. Furthermore, the successful participants received WFTGA official certification as “Silk Road Heritage Guides” and “Silk Road Heritage Guide Trainers”, which will allow them to train and establish national pools of Silk Road heritage guides.

As UNWTO and UNESCO intend to replicate the training course across the Silk Road in an effort to improve the quality of sites located along the heritage corridors, a joint handbook was developed that will be used as the main reference material at future training courses.

Overall, the training course was a further step towards achieving the goals outlined in the UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy, a joint project aimed at guaranteeing a balance between tourism promotion and heritage protection along the Silk Road heritage corridors.

Additional information:

UNWTO/UNESCO Silk Road Heritage Guides Training – website: <http://silkroad.unwto.org/news/2015-09-02/first-ever-silk-road-training-course-heritage-guides-taking-place-khiva-uzbekistan>

## Events at Travel and Tourism Fairs

- **6<sup>th</sup> UNWTO Silk Road Ministers’ Meeting at ITB Berlin**

ITB Berlin, Berlin (Germany); 9 March 2016

The 6<sup>th</sup> UNWTO Silk Road Ministers’ Meeting at ITB Berlin 2016 focused on the important topic “*Achieving Sustainable Growth through Public-Private-Partnerships (PPP)*”.

Public-private partnerships (PPPs) are integral for tourism, particularly when resources are limited and competition is strong. With the importance of PPPs officially recognized in the Sustainable Development Goals, launched in 2015, Silk Road tourism ministers and high-officials convened to share experiences and viewpoints on how PPPs can be most effectively implemented in order to achieve the objectives outlined in the UNWTO Silk Road Action Plan. The meeting assessed the valuable role of PPPs in marketing and promotion, infrastructure, heritage management, aviation, major events and risk management, amongst other development imperatives.

Additional information:

- 6<sup>th</sup> UNWTO Silk Road Ministers’ Meeting website: <http://silkroad.unwto.org/event/6th-unwto-silk-road-ministers-meeting-itb-berlin>

- **5<sup>th</sup> UNWTO Silk Road Tour Operators Forum at ITB Berlin**

ITB Berlin, Berlin (Germany); 10 March 2016

For the first time at ITB Berlin, UNWTO organized a 2 hour workshop designed to empower inbound Silk Road tour operators to better understand, engage and work with the international travel trade. Run by Mr. Roger Grant, Director of Australia's Great Southern Touring Route (GSTR), the workshop helped tour operators gain a clearer understanding of their marketing aims, and enabled them to be more strategic when selecting agents and distribution channels.

Additional information:

5<sup>th</sup> UNWTO Silk Road Tour Operators Forum at ITB Berlin website: <http://silkroad.unwto.org/event/5th-unwto-silk-road-tour-operators-forum-itb-berlin>

- **UNWTO supported the International Trade Centre (ITC) in promoting Myanmar at ITB Berlin**

ITB Berlin, Berlin (Germany); 9-13 March 2016

At ITB Berlin 2016, UNWTO supported several events aimed at showcasing Myanmar's tourism potential. Organized by the International Trade Center (ITC), and with an emphasis placed on Kayah State, supported events included: a high-level panel discussion addressing the key issues of authenticity and sustainability in tourism, a B2B meeting and seminars aimed at the private travel trade, a stage event focused on Kayah State's niche tourism potential, plus an informal get-together at the Myanmar stand. Also, Myanmar participated at this year's Golden City Gate Awards with a film-clip directed by Max Kerkhoff.

In support of an inclusive tourism approach beneficial to the local industry and communities, ITC has been implementing the "NTF III Myanmar: Inclusive Tourism focussing on Kayah State" project since August 2014. The events at ITB Berlin were organized as part of this project.

Additional information:

- Overview of activities held at ITB Berlin: <http://silkroad.unwto.org/event/itcunwto-joint-activities-itb-berlin-2016-placing-kayah-state-myanmar-tourism-map>
- Information on the "NTF III Myanmar: Inclusive Tourism focussing on Kayah state project": <http://www.intracen.org/project/NTF-III-Myanmar---Inclusive-Tourism-Focussing-on-Kayah-State/>

- **#Social Silk Road Seminar 2015: The rise of experiential travel and the booking revolution**

WTM London, London (UK); 4 November 2015, 10:30-12:00,

As a continuation of last year's seminar that focused on the relevance of the traditional travel guidebook in a digital age, #The Social Silk Road Seminar 2015 assessed the changing traveller trends that are shaping the booking process. The panel session looked at the modern path to purchase and discuss how Silk Road destinations can leverage from the increasing number of consumers seeking personalised, local and transformative travel experiences.

Speakers included representatives from Travel Perspective, BBC Advertising Asia, Amadeus, Toposophy, Gogobot and China Tours.

For additional information, please visit: <http://silkroad.unwto.org/event/social-silk-road-seminar-2015-rise-experiential-travel-and-booking-revolution>

## Publications

- **TripAdvisor's Travel Trends Guide for the Silk Road now available**  
Released August 2015

At the 7th UNWTO International Meeting on Silk Road Tourism held in Xi'an on 18-20 June 2015, the TripAdvisor Travel Trends Guide for the Silk Road 2015 was launched by Ms. Sarah Mathews, Head of Destination Marketing APAC for TripAdvisor. The free Guide is now available online and shares insight on how Silk Road countries rate on the world's largest travel site.

To access the guide, please click here: <http://silkroad.unwto.org/news/2015-08-18/tripadvisor-s-travel-trends-guide-silk-road-now-available>

- **Uzbekistan Tourism Insight: Findings from the Uzbekistan International Visitor Survey 2014** (Published December 2015)

The Uzbekistan Tourism Insight is a report providing an overview of the findings of the Uzbekistan International Visitor Survey 2014, prepared Monash University, Australia, and commissioned by the UNWTO in collaboration with the United Nations Organization for Education, Science and Culture (UNESCO) and the National Company Uzbektourism. This initiative was supported by the UNESCO/Netherlands Funds in Trust.

The report provides market intelligence on international traveller demographics, behaviour, planning styles and perception of Uzbekistan. UNWTO commends the work carried out by Uzbektourism in cooperation with the Tashkent State University of Economics, the Samarkand Institute of Economics and Service, the Urgench State University and the Bukhara State University for their assistance in collecting relevant data. UNWTO intends to replicate this exercise in other Silk Road destinations in 2016. The report is available on [silkroad.unwto.org](http://silkroad.unwto.org).

### Silk Road Marketing and Promotion

UNWTO has worked in collaboration with major production companies over the years to produce a number of television documentary series promoting travel on the Silk Road. These include:

- **'David Baddiel on the Silk Road'**

UNWTO Silk Road Programme was pleased to collaborate with Pioneer Productions and Discovery Networks International on the production of the four part series 'David Baddiel on the Silk Road'. The first episode was aired on 21 February on Discovery Channel UK.

Discovery Networks International has a reach of 2.8 billion global subscribers in more than 220 countries and territories. The series follows a journey across 7 Silk Road countries: Kazakhstan, Turkey, China, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey, presented by one of the UK's top comedians and writers Mr. David Baddiel.

- **Joint collaboration between BBC4 and the UNWTO Silk Road Programme**

Two documentary series with BBC4 on the Silk Road, presented by the historian, writer and broadcaster Dr. Sam Willis, will be broadcasted in 2016. The documentaries will feature 6 Silk Road countries: Tajikistan, Uzbekistan, Iran, Turkey, Italy and China, with a special focus on the arts, heritage, culture and the daily lives of Silk Road artisans. BBC World operates in over 120 territories and their international channels attract over 152 million subscribers worldwide.

### Additional Silk Road Events

- **Routes Silk Road event took place for second consecutive year in Tbilisi, Georgia**  
July 2015

In line with the Silk Road Action Plan, UNWTO is also working to boost air connectivity and promote open sky policies across the region. In 2014, UBM Routes, an Affiliate Member of UNWTO, launched its first ever Routes Silk Road event in Tbilisi, Georgia. The decision to brand and promote this new event as Silk Road was made in collaboration with UNWTO, and was such a success that the event was repeated in Tbilisi in July 2015. UNWTO Silk Road Programme Manager, Ms. Alla Peressolova, delivered a presentation at this edition focused on the value and opportunities of developing Silk Road tourism in the region and participated in the discussion panel of the Strategy Forum, moderated by IATA.

Additional information:

- Press releases from Routes Silk Road: <http://www.routesonline.com/events/177/routes-silk-road-2015/news/#mainContent>

- **UNWTO hosted the 3rd Meeting of the Joint Working Group of the Almaty-Bishkek Corridor Initiative (ABCI)**

UNWTO Headquarter, Madrid (Spain); 19-20 October 2015

The cities of Almaty and Bishkek signed a Memorandum of Understanding (MoU) in November 2014 to jointly work on the development of the Almaty-Bishkek Corridor Initiative (ABCI). As part of the MoU, a Joint Working Group was established to guide, monitor and implement the ABCI with the support of the Asian Development Bank (ADB) under the Central Asia Region Economic Cooperation Program. As the ABCI represents a section of the greater Chang'an-Tian-shan Silk Road Corridor, a Silk Road heritage corridor that was inscribed on the UNESCO World Heritage List in 2014, representatives of the Joint Working Group agreed to convene their third meeting at the UNWTO Headquarters. The potential of tourism routes and the joint work carried out by UNWTO and UNESCO on the Silk Road heritage corridors were key topic discussed at the meeting.

For additional information, please see:

- UNWTO Silk Road Programme news-story: <http://silkroad.unwto.org/news/2015-10-21/unwto-hosts-3rd-meeting-joint-working-group-almaty-bishkek-corridor-initiative-abci>
- Information on the Almaty Bishkek Corridor Initiative (ABCI): <http://www.carecprogram.org/index.php?page=almaty-kazakhstan-and-bishkek-kyrgyz-republic-to-develop-first-carec-economic-corridor>
- Information on the UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy project: <http://silkroad.unwto.org/project/unwto-unesco-silk-road-heritage-corridors-tourism-strategy-project>

UNWTO also promoted Silk Road tourism development at the following key forums and events:

- **The Council of Europe Cultural Routes Annual Advisory Forum (Aranjuez, Spain, 29-30 October 2015)**

The 2015 Council of Europe Cultural Routes Advisory Forum was co-organised by the Ministry for Education, Culture and Sport of Spain, the Council of Europe Enlarged Partial Agreement on Cultural Routes (EPA) and the European Institute of Cultural Routes (EICR). UNWTO Silk Road Programme Manager, Ms. Alla Peressolova, presented the work of the Programme and delivered a key note speech in the discussion panel on the role of international organization on the development of cultural routes.

- **"Community Based Tourism in Central Asia: Potential drivers for regional development and integration" (Dushanbe, Tajikistan; 16 October 2015)**

Event organized by Agency for Technical Cooperation and Development (ACTED), with the contribution of the European Union, OSCE Tajikistan Office, CESVI and other Tajik and Central Asian organizations, and in collaboration with the Committee for Youth Affairs, Sports and Tourism under the Republic of Tajikistan. UNWTO Silk Road Programme Technical Coordinator Ms. Johanna Devine delivered keynote presentation on Silk Road and conclusions at “Community Based Tourism in Central Asia: Potential drivers for regional development and integration”.

- **3rd European Summer School on Leadership and Governance for Sustainable Tourism for PM4SD (Vitoria, Spain, 30 June-3 July 2015)**

Event, organized by Foundation for European Sustainable Tourism (EST) and ETC, hosted by Basquetour, was focused on good practices in sustainable development of tourism. UNWTO Silk Road Programme Manager, Ms. Alla Peressolova, presented the governance models of the UNWTO SR Programme.

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## Annex VI. UNWTO Convention on the Protection of Tourists and Tourism Service Providers

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### I. Introduction

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1. This document follows the previous reports made to the 88<sup>th</sup>, 89<sup>th</sup>, 90<sup>th</sup>, 93<sup>rd</sup>, 94<sup>th</sup>, 95<sup>th</sup> and 100<sup>th</sup> sessions of the Executive Council and to the 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> sessions of the General Assembly recalling the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and tourism service providers. It further refers to the decision CE/DEC/11(LXXXIX) issued during the 89<sup>th</sup> EC session calling for the constitution of a working group "to define the scope and level of the proposed legal instrument".
2. The UNWTO Executive Council during its 100<sup>th</sup> session (Rovinj, Croatia, 27-29 May 2015) requested the UNWTO working group on the protection of tourists and tourism service providers to continue the elaboration of the text of the Convention and to report on future necessary steps.
3. Likewise, the General Assembly during its 21<sup>th</sup> session (Medellin, Colombia 12-17 September 2015) decided to continue with the elaboration of the text of the Convention, to present the final text of the Convention to the next General Assembly for its approval and to inform about any other related matters that may arise in relation to this Convention and/or the protection of tourists and tourism service providers.
4. The present report summarizes the recent activities in this field since the last session of the Executive Council. The last version of the draft convention is enclosed to this report for further comments and consideration by the Executive Council.

### II. Activities towards the adoption of an international convention on the protection of tourists and tourism service providers

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5. The Executive Council was assured during the 94<sup>th</sup> session that the Convention would be complementary to other instruments that are being elaborated by regional institutions, in particular, the European Union. Following this mandate, the working group agreed during the 6<sup>th</sup> working group meeting not to come to any firm decision on Annex II of the Convention which deals with Package Travel issues until the revision process of the new Package Travel Directive is completed. In addition, some European States members of the working group expressed to the Secretariat their concern on Annex II arguing that they could not ratify any Convention which contradicts the European rules which are legally binding for all European States.
6. The new Package Travel Directive, which contains significant developments to be analyzed and discussed within members of the working group, was finally approved by the European Parliament in October 2015.
7. During November 2015, the Secretariat deeply analyzed the new Directive and made direct contacts with representatives of the European Commission in order to adapt Annex II of the Convention to the new Directive. Representatives of the European Commission expressed their interest to participate in the Convention and to cooperate in the harmonization of Annex II of the Convention with the new Directive.
8. A bilateral meeting took place in the European Commission premises in Brussels, December 2015, between representatives of the European Commission and representatives of the Secretariat to further discuss the Directive and Annex II of the Convention. After the meeting, the Secretariat



continued drafting the Convention, and reached an agreement with representatives of the European Commission on the text of the said Annex II.

9. Subsequently, the Secretariat sent the 6<sup>th</sup> draft text of the Convention to members of the working group the 16<sup>th</sup> February 2016. This new draft text was based on the comments received by members of the working group and the new Package Travel Directive.

10. The 23<sup>th</sup> and 24<sup>th</sup> March took place the 7<sup>th</sup> working group through a videoconference meeting aimed at discussing the most important and controversial issues together with the new Annex II.

### III. Upcoming activities

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11. The 8<sup>th</sup> working group will take place in Madrid on 29 June 2016. The target of this meeting is to reach a consensus on the main issues of the Convention.

12. A copy of the draft Convention will be sent to all UNWTO Members States in July 2016 to allow them, as potential parties of the Convention, to communicate their views on the Convention. All members States will have, therefore, the possibility to consult the draft Convention with their relevant national authorities and will be requested to provide the Secretariat with their comments until October 2016.

13. After this public consultation with all UNWTO Member States, the working group will continue with the discussions on the Convention and will prepare the final draft of the Convention with the aim of presenting a final text during the next General Assembly in 2017.

## Annex VII. Authorizations granted for the use of the UNWTO logo

1. In accordance with the 89th Council decision (CE/DEC/8 (LXXXIX) and the 19th General Assembly resolution A/RES/601(XIX), the Secretariat hereby reports to the Executive Council the authorizations granted for the use of the UNWTO signs between May 2015 and January 2016.

2. In the period under review, the Secretariat has granted permission for the use of the UNWTO signs to the entities listed below.

Organisation	Pays	Use	Full/ Associate/ Affiliate Member
<b>May 2015-September 2015</b>			
Ministry of Tourism	Argentina	Event	Full
Ministry of Tourism	Republic of Congo	Event	Full
Sustainable Tourism Partnership Program	South Africa	Publication	Affiliate
Ministère de du Tourisme et des Industries Program	Haiti	Event/Publication	Full
City of Venice	Italy	Event	Affiliate
The Samuel Lindow Foundation	UK	Event	No
Visit Flanders	Belgium	Event	Associate
Foundation for Environmental Education (FEE)	Denmark	Website	Affiliate
Fundación ONCE	Spain	Website	No
Hodder Education	UK	Scholar publication	No
Centro UNESCO Valencia	Spain	Event	Affiliate
Sustainable Tourism Partnership Program	South Africa	Publication	Affiliate
CNN / Ministry of Tourism in India	India	Event	No
JATA Tourism EXPO Japan Promotions Office	Japan	Event	Affiliate
OHL Desarrollos	Spain	Publication	Affiliate
Thailand Convention and Exhibition Bureau	Thailand	Event	Affiliate
University of Montenegro	Montenegro	Publication	Affiliate
CNN Task	UK	Event	No
Universidad Internacional de la Rioja	Spain	Marketing	Affiliate
Student Marketing	Slovakia, China, Austria	Website	Affiliate
OSTELEA School Tourism & Hospitality	Spain	Website	Affiliate
G-T Active	South Africa	Website	Affiliate
Ministerio de Turismo	Ecuador	Event	Full
ACTED	Tajikistan	Event	Full
Sustainable Tourism	Spain	Event	Affiliate
Congresso Internacional de Turismo Familiar	Spain	Event	Affiliate
SUS-Tour	Germany	Brochure	No
World Tourism Conference 2016	Malaysia	Event	Full
Themis Course in Pachuca	México	Event	Full
2 <sup>nd</sup> Euro-Asian Mountain Resorts Conference	Republic of Korea	Event	No
Saudi Commission for Tourism and National Heritage	Saudi Arabia	Event	Full

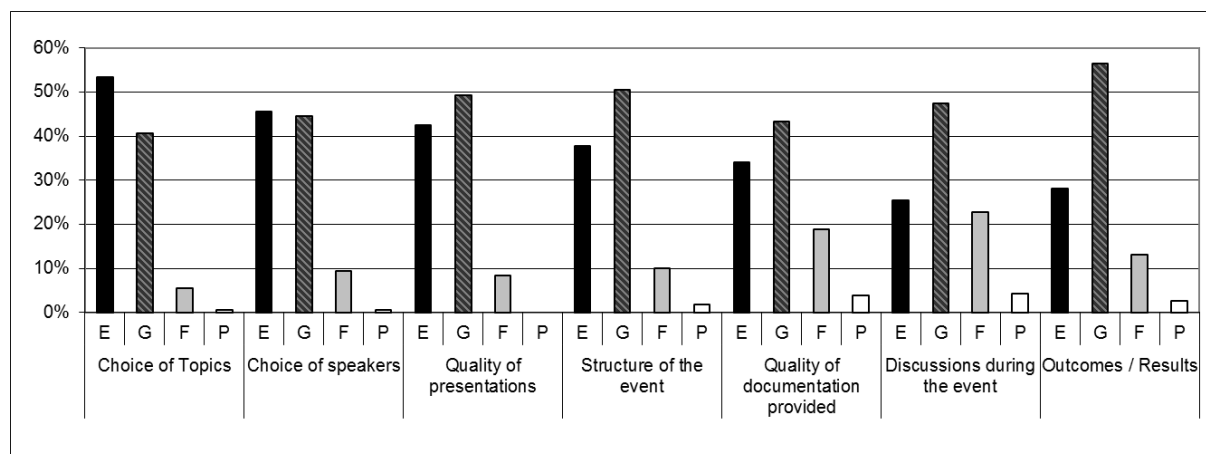
Organisation	Pays	Use	Full/ Associate/ Affiliate Member
<b>September 2015 – January 2016</b>			
IMF	Spain	Website	Affiliate
Finnish Santa Claus Foundation	Finland	Business Card	Affiliate
Interface Tourism	France	Website	Affiliate
Universidad de Medellin	Colombia	Video and e-mail signature	Affiliate
2º Taller GSTC 2015 México	México	Powerpoint	Affiliate
UNWTO football team logo	Spain	Website	
Ministerio de Economía Fomento y Turismo	Chile	Powerpoint	Full
Greek Tourism Confederation	Greece	Event	Affiliate
IMEX Group	Germany	Event	Affiliate
Escuela de Hospitalidad y Turismo	Ecuador	Website, fb, cards	Affiliate
Freixenet	Spain	Website and Signature	Affiliate
Secretaria Municipal de Turism	Porto Alegre	Website	Affiliate
Fairleigh Dickinson University	US	Website	Affiliate
Camera Argentina de Turismo	Argentina	Brochure	Affiliate
Cocal	México	Website	Affiliate
Ministère du Tourisme Tunisia	Tunisia	Event	Full
ST-EP Project in Mongolia	Mongolia	Event	No
Deusto University	Spain	Event	Affiliate
STEP Project Namibia	Namibia	Project	Full
Cluster Turismo de Montaña	Spain	Website	Affiliate
Museo Turismo Calella	Barcelona	Event	No
Tea Cegos	Spain	Event	Affiliate
Encuentro de Capital Humano Turístico	Chile	Event	Member
KOTFA World Travel Fair	Korea	Event	Non-Member
Vienna Tourist Board	Austria	Website/Pub	Affiliate
Kalam	Spain	Business Cards etc	Affiliate
Secretaria Municipal de Turismo	Porto Alegre	Website, Cards etc.	Affiliate
Iran Cultural Heritage & Tourism Organization	Iran	Event	Member
Czech Republic	Czech Republic	Event	Member
Generalitat Valenciana	Spain	FITUR	Affiliate

## Annex VIII. Evaluation of UNWTO events

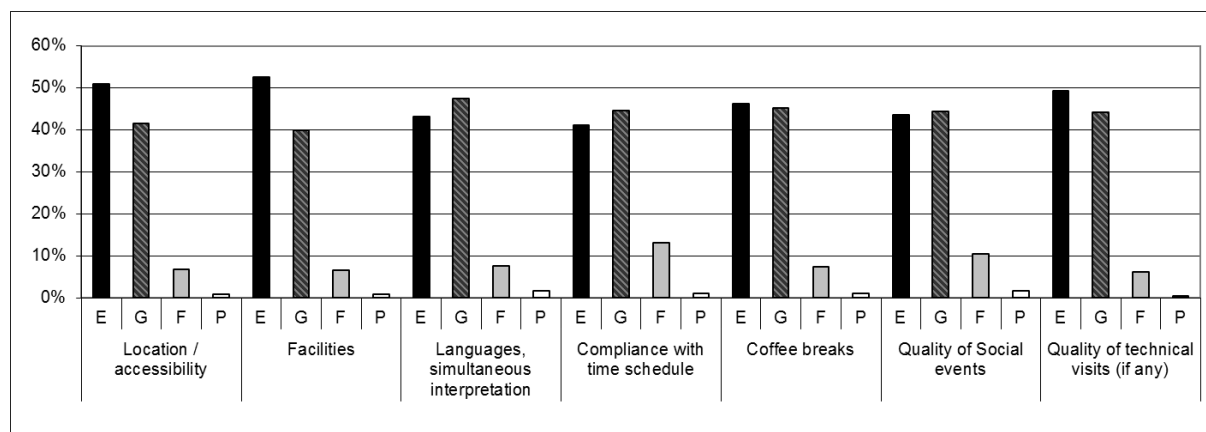
1. Since January 2008, the Secretariat has put in place an evaluation process of UNWTO's events. For the period covered by the present report, the results of such evaluation are based on the collection of questionnaires filled in by more than 800 participants during 28 events and are summarized in the following tables and graphs.

2. Respondents are mostly composed by national or local government agency, then private sector businesses or associations, followed by research institutes.

3. Contents and structural aspects of the events are rated as follows:



4. Logistical aspects of the events are rated as follows:



5. The overall rating of the events shows a global satisfaction from respondents (43% rating them as "excellent" and 50% as "good"). However, the aim of the Secretariat remains to increase the proportion of participants rating UNWTO events as "excellent".

6. The events evaluated are listed below. The details regarding the evaluation of each event are available upon request to the Secretariat. The Secretariat is continually taking these results into account in preparing its events and would like to seize this opportunity to thank all NTA officials and other people attending UNWTO events who kindly participated in this evaluation process.

UNWTO Event Title	Place (City, country)
UNWTO Knowledge Network Symposium	Madrid, Spain, 23 January 2014
29th Meeting of the World Tourism Network on Child Protection	ITB, Berlin, Germany, 7 March 2014
Training Seminar on Tourism and Biodiversity	Bagamoyo, Tanzania, 18-20 March 2014
Andorra World Congress Snow Mountain Tourism	Andorra, 9-10 April 2014
8TH UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	Bali, Indonesia, 28 April – 1 May 2014
Training Seminar on Tourism and Biodiversity	Ada, Ghana, 13-15 May 2014
UNWTO/ASEAN International Conference On Tourism And Climate Change	Legazpi City, Philippines, 19-20 May 2014
Executive Council - Ninety-eighth session	Santiago de Compostela, Spain, 4-6 June 2014
UNWTO International Conference on Tourism and Heritage Protection	Mandalay, Myanmar, 12 June 2014
UNWTO/ETC International Seminar on Knowledge Sharing for Tourism Destinations 'From Data To Action	Vienna, Austria 2014, 11-12 September 2014
Executive Council - Ninety-ninth session	Samarkand, Uzbekistan, 1-4 October 2014
3rd Global Summit on City Tourism - "New Paradigms in City Tourism Development"	Barcelona, Spain, 9-10 October 2014
8th UNWTO/PATA Forum on Tourism Trends And Outlook	Guilin, China, 13-15 October 2014
Lithuanian Ministry of Economy & UNWTO Master Class on E-Marketing - What's Next for the Baltic Sea Tourism in a Dynamic Digital Environment	Vilnius, Lithuania, 17-20 November 2014
1st UNWTO Conference on Accessible Tourism in Europe	San Marino, 19-20 November 2014
Technology at the service of Tourism for All	FITUR, Madrid, Spain, 29 January 2015
UNWTO / UNESCO World Conference on Tourism and Culture: Building a New Partnership	Siem Reap, Cambodia, 4-6 february 2015
Community Empowerment through Creative Industries and Tourism - Special focus on Women, Youth, Indigenous Communities and People Disabilities	ITB Berlin, Germany, 6 March 2015
30th Meeting of the World Tourism Network on Child Protection	ITB Berlin, Germany, 6 March 2015
The Atlantic Initiative For Tourism 2015	Rabat, Morocco, 11 March 2015
9th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	Bohol, Philippines, 28 April – 1 May 2015
Workshop on the Application of Sustainable Tourism Indicators	Muscat, Sultanate of Oman, 11 – 13 May 2015
Cours régional de capacitation de l'OMT: La politique et stratégie pour le tourisme	Kinshasa, République démocratique du Congo, 18-22 May 2015
The 27th Joint Meeting of the UNWTO Commissions for East Asia and Pacific & South Asia & UNWTO Regional Ministerial Conference	Bandos Island Resort, Maldives, 3-5 June 2015
ETC-UNWTO International Seminar on the Decision-Making Process of Meetings, Congresses, Conventions and Incentives Organisers	Antwerp, Belgium, 11-12 June 2015
Enhancing Silk Road interpretation and quality guides training	Khiva, Uzbekistan, 24 August – 6 September 2015
UNWTO General Assembly - Twenty-first session	Medellin, Colombia, 12-17 September 2015
9th UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China, 16-18 October 2015