UNWTO Commission for the Americas
Fifty-forth meeting
Quito, Ecuador, 11 September 2012
Provisional agenda item 6.1.3

UNWTO Technical Product Portfolio
Presentation of the UNWTO Technical Product Portfolio
WHY UNWTO TECHNICAL ASSISTANCE?

• Over more than three decades of experience in implementing technical cooperation projects all over the world
• Expertise in wide range of subjects
• Impartial and neutral
• Non-profitable
• Brings together best practices and case studies from different regions
• Based on principles of environmental, economic and social sustainability
TWO-FOLD OBJECTIVE

- To familiarize the Members with the range of products and services including a broad overview of their contents
- To standardize the types of products and services, and their implementation methodologies
Second Edition of Product Portfolio

• First edition of the Technical Product Portfolio published in 2010

• Second edition enriched by inclusion of many more high-value products on subjects of contemporary interest and concern to Members
• Destination quality performance

• Tourism and biodiversity

• Hotel energy solutions

• Sub-national tourism measurement and analysis
A variety of capacity-building products focusing on:

- Risk and crisis management
- Application of standards for sustainable tourism
- Climate change adaptation and mitigation
- Regional executive training programmes
COST ESTIMATES AND FUNDING

• The cost of each individual product would be estimated based on the exact nature, scope and the duration of a project.

• With the mutual agreement between UNWTO and the Member State concerned, UNWTO can act as a facilitator in locating suitable donors/funding sources for the implementation of project(s).
TOURISM POLICY
Formulation of a tourism policy to guide tourism development in the long-term

TOURISM DEVELOPMENT MASTER PLANS
Formulation of long-term development framework for tourism (10-20 years) including short-term (3 years) action plan

TOURISM PHYSICAL PLANNING AND RESORT DEVELOPMENT
Guidelines for sustainable development of high-quality tourism infrastructure and superstructure
POLICY PLANNING AND ECONOMIC DEVELOPMENT

TOURISM LEGISLATION AND REGULATION
Legal and regulatory framework for sustainable development, protection and conservation of natural and cultural resources, and facilitation of the involvement of private sector and local communities in tourism development

INSTITUTIONAL STRENGTHENING AND PUBLIC-PRIVATE PARTNERSHIP
Identification of roles of public and private sectors, and recommendations for the improved operation of tourism boards, NTOs, and professional associations

VALUE CHAIN ANALYSIS AND LOCAL ECONOMIC DEVELOPMENT
Identification of the tourism value chain and the economic value generated, and formulation of actions to enhance the local economic impact of tourism
MANPOWER PLANNING FOR THE TOURISM SECTOR
Build up highly qualified and well-trained human resources to develop, manage and serve the tourism industry in accordance with international standards.

CAPACITY BUILDING IN TOURISM DEVELOPMENT AND MANAGEMENT
Intensive training in various disciplines of tourism development, management and promotion.

ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME
Study of current tourism policy and evaluation of strengths and weaknesses; insights on tourism policy options; and formulation of a more integrated model.
WORKSHOPS ON RISK AND CRISIS MANAGEMENT AND RECOVERY TECHNIQUES
Strengthen the overall capacity to systematically develop crisis management systems for the tourism sector and to effectively use recovery techniques at regional and national levels.

ADVANCED WORKSHOPS ON RISK AND CRISIS MANAGEMENT
In-depth knowledge and up-to-date techniques in thematic areas in order to strengthen the tourism sectors’ capacity at national and regional levels.
STATISTICS AND QUALITY STANDARDS

STATISTICAL STRENGTHENING AND DEVELOPMENT OF TSA
Understanding of the full economic and social dimension of tourism

SUB-NATIONAL TOURISM MEASUREMENT AND ANALYSIS ASSISTANCE
Guidance on developing tourism policy oriented measurement and analysis at sub-national levels

World Tourism Organization | a specialized Agency of the United Nations
QUALITY STANDARDS IN TOURISM SERVICES
Improvement of the overall quality of products and services within the tourism industry

PRACTICAL GUIDELINES FOR DESTINATION QUALITY PERFORMANCE
Practical tools for destination management organizations at regional and local levels to improve the quality of the visitor’s experience all through the supply chain

CAPACITY BUILDING IN HOSPITALITY SKILLS AND TOURISM BUSINESS DEVELOPMENT
Intensive training to private sector and local communities in various aspects of development and management of tourism businesses, and hospitality skills
CAPACITY BUILDING PROGRAMMES ON APPLICATION OF INDICATORS FOR SUSTAINABLE TOURISM
Training on sustainable tourism and indicators to public administrations and the tourism private sector at central, regional and local levels

OBSERVATORIES OF SUSTAINABLE TOURISM
Establishment of an observatory for a defined destination to monitor and evaluate the implementation of sustainable tourism policies

World Tourism Organization | a specialized Agency of the United Nations
SUSTAINABLE DEVELOPMENT

CAPACITY BUILDING PROGRAMMES ON CLIMATE CHANGE ADAPTATION AND MITIGATION
Strengthen the capacity of the tourism sector on adaptation to climate change and application of mitigation measures in order to respond to the challenges that global warming and its related impacts pose to the tourism sector.

CAPACITY BUILDING PROGRAMMES ON TOURISM MANAGEMENT AT HERITAGE SITES
Training for the development of policy and operational guidelines to handle tourists’ congestion at cultural and natural heritage sites, and to improve the ability to develop and present their destinations and heritage sites in a more comprehensive manner.
SUSTAINABLE DEVELOPMENT

DEVELOPMENT AND IMPLEMENTATION OF LOCAL PARTICIPATORY TOURISM MANAGEMENT PLANS FOR SUSTAINABLE USE AND CONSERVATION OF BIODIVERSITY

Sustainable use of biodiversity and how tourism can contribute to its safeguarding

DEVELOPMENT OF BIODIVERSITY-BASED TOURISM PRODUCTS

Creation of sustainable tourism products that increase the socio-economic welfare of the local community and destination, in line with the principles of sustainable use and conservation of biological diversity
SUSTAINABLE DEVELOPMENT

TRAINING AND CAPACITY BUILDING ON TOURISM AND BIODIVERSITY
Better understanding of the interdependence between tourism and biodiversity and how to implement biodiversity-based tourism products

HOTEL ENERGY SOLUTIONS (HES)
An easy-to-use and online mitigation toolkit to help hotels reduce their carbon footprint and operations costs, thus increasing business profits

1. Assess
   - Assess your energy performance by filling in the questionnaire

2. Act
   - Identify the best investment options to reduce your energy consumption and related impacts

3. Develop strategy
   - Invest in the energy technology solutions that offer the best ROI and market your commitment

4. Monitor
   - Measure the effect of your strategy years after years
MARKETING AND PROMOTION PLAN
Formulation of a detailed marketing and promotion plan including institutional mechanisms and public-private sector partnership

CAPACITY BUILDING ON TOURISM MARKETING PLANNING
Improved skills in specific areas such as strategic marketing planning; operational marketing; e-marketing; and evaluation of promotional activities
PRODUCT DEVELOPMENT AND DIVERSIFICATION
Enhancement of the competitiveness of the country’s tourism industry

TOURISM PRODUCT DEVELOPMENT SEMINAR
Fundamentals and principles of tourism product development and steps involved in the tourism product development process
THANK YOU

For more information and enquiries, please contact technical.products@unwto.org