UNWTO Commission for the Americas
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Agenda Item 9

UNWTO on the ground: Technical Assistance Missions

A. Technical Cooperation Projects and missions

Country: Aruba

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

Duration: December 2014 – June 2018 (Phase I and Phase II)

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 has focused 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:

- The project has been completed in terms of strengthening the STS and capacity building of CBS statisticians and other specialists in TSA development and compilation.

- However, due to a delay in production of national accounts, it was not possible to calculate the TSA for the reference year in question.

- As a result, it has been decided to extend the project to 2017 to include two additional missions which will calculate the TSA and organize a national seminar to officially present the TSA.
Country: Bahamas

Mission Title: Review of the Bahamas Building Code

Duration: December 2016

Objectives: To enhance the Bahamas Building Code in the following areas: energy Efficiency (how buildings are designed); sustainability (including long term lifecycle of buildings); renewable Energy (solar, hydro, wind, etc.); and climate change (design for flooding from sea level rise; stronger and more frequent hurricanes; address the increased costs of construction that may result from mitigating the effects of greater storm surges).

Results achieved:
- Research: reviewed initiatives that make reference to the Bahamas Building Code, as well as reports on sustainability and energy efficiency for The Bahamas
- Consultation: interviews and meetings conducted with key stakeholders to ascertain ideas about code amendment possibilities and to learn about cultural, architectural and environmental particularities of The Bahamas.
- Feedback: reviewed preliminary findings with stakeholders for further input and process refining
- Recommendation: identified which of the two options (complete code overhaul or addendum to the code) would be the best solution for the Bahamian built environment and drafted Final Report with final recommendations for the Bahamas Building Code.

Country: Cuba

Project title: Formulation mission for the Implementation of a National Hotel Classification System and TSA.

Duration: 21 to 28 May 2016

Objectives: Evaluation mission for the development of a national tourism statistical system and the elaboration of a Tourism Satellite Account: evaluation of macroeconomics indicators as well as taxation and administrative data for the development of tourism statistics in terms of supply and demand, and creation of employment within the tourism sector.

Results achieved:
- Current tourism situation of the country analyzed.
- Institutional platform evaluated.
- Quality of surveys evaluated.
- Preparation of a project document for the implementation of a national tourism statistics systems and TSA.

Country: Haiti

Project title: Enhancing local economic impact from tourism development in Jacmel

Duration: August 2014 – December 2017
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.

As the project area was severely hit by hurricane Matthew, the Government has recently focused on recovery efforts and expects to continue project activities in 2017.

Country: Haiti

Project title: Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

Duration: May – August 2016

Objectives: Under the framework of the project of the Inter-American Development Bank (IADB) to develop sustainable coastal tourism in the country, the Ministry of Tourism and Creative Industries requested UNWTO's technical assistance to undertake a detailed evaluation of the current tourism statistics system in the country and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

Results achieved:
- Needs assessment mission completed.
- Project document for a three-year project to improve and strengthen the national tourism statistical system and develop an experimental TSA submitted to the Government and the IADB for approval and funding.
Country: Honduras

Project Title: Review of Methodologies Used in the Compilation of Basic Tourism Statistics

Duration: November - December 2016

Objectives: Through funding from the Instituto Hondureño de Turismo (IHT), UNWTO provided technical assistance for the review of currently survey methodologies developed and implemented by the IHT for calculating tourism expenditure (inbound and outbound) as well as determining market profiles.

Results achieved:
- Conduct a detailed evaluation of the current methodologies used by the IHT in conducting surveys to determine market profiles and visitor spend (both inbound and outbound).
- Provide capacity building to technical level offices on how to improve the methodologies to expand the range of data obtained.
- Propose a series of models to be used by the IHT to forecast tourism trends in the country.
- Propose recommendations to the IHT on the development of quality indicators.

Country: Paraguay

Mission Title: Update of the Sustainable Tourism Development Plan

Duration: November 2016

Objectives: To formulate a project document and a corresponding Work Plan for the update of the Sustainable Tourism Development Plan for Paraguay.

Results achieved:
Detailed assessment made on the current status of tourism in Paraguay and on the needs to update the Tourism Development Plan. A proposal for the updating of the Tourism Development Plan was prepared and shared with the Government for review and funding.

Country: Paraguay

Project Title: Strengthening of Tourism Statistics

Duration: November 2016

Objectives: At the request of the Secretaría Nacional de Turismo de Paraguay (SENAUT) and, in association with the Asunción Convention and Visitors Bureau, UNWTO provided technical assistance to review and evaluate the current national system of tourism statistics with particular emphasis on supply-side data.

Results achieved:
- A detailed review of the current national system of tourism statistics with particular emphasis on supply-side data.
- Identification of key data gaps and recommendations on processes to be developed for data collection and analysis.
- Review of current level of institutional partnership in the tourism statistical process.
• Preparation of a proposal for further technical assistance in strengthening the national tourism statistical system.

**SITCA (Central America Tourism Association)**

**Title:** Regional Workshop on Statistics for SITCA Member States

**Duration:** 23 to 27 May 2016, in Tegucigalpa (Honduras)

**Objectives:** UNWTO provided its technical assistance to SITCA in the organization of a regional Workshop on Statistics to provide capacity building to SITCA Member States to strengthen their respective national tourism statistical systems with a view towards harmonizing the Central American tourism statistical system.

**Results achieved:**

• National methodologies compared for a better understanding of the regional tourism statistics indicators.
• Individual country road maps prepared for improvements to the respective national tourism statistical processes.
• Project proposal submitted to SITCA for the organization of a series of 6 workshops to further strengthen national capacities in various statistical processes with a view to developing TSAs.
• A first workshop, from the recommended series of 6 workshops, will be held in Antigua Guatemala, Guatemala, from 10-13 July 2017.

**Country: Uruguay**

**Mission title:** Technical assistance in the design of visitor surveys

**Duration:** 2 to 8 May 2017

**Objectives:**

• Establish indicators for entry and exit;
• Prepare sample of surveys for each border posts;
• Selection of sample techniques.

**Results achieved:**

• Recommendations to enhance the current statistics methodology;
• Detailed planning for the design and implementation of surveys and indicative budget.
• Evaluation and recommendations on next steps to further improve tourism statistical data with a view to developing a TSA.