

## PARA DECISIÓN

Punto del orden del día provisional 3(a)  
**Informe del Secretario General**  
**Programa general de trabajo**

CE/109/3(a) rev.1  
Madrid, 18 de octubre de 2018  
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### Resumen ejecutivo

En su 108ª reunión, celebrada en San Sebastián (España), el Consejo Ejecutivo aprobó la visión de la Dirección propuesta por el Secretario General, en la que se especificaban objetivos y prioridades claras para el programa de trabajo de la Organización para el periodo 2018-2019 (documento A/22/10(II)).

El presente documento recoge algunos puntos estratégicos de la OMT y presenta los resultados preliminares logrados en cuanto a las prioridades programáticas, así como algunos elementos relacionados con el camino hacia delante.

La Secretaría ha puesto especial énfasis en la innovación a través de a) la firma de alianzas con interlocutores clave, b) el lanzamiento de un concurso de empresas emergentes (*start-up*), c) la organización de varios foros de innovación y d) la puesta en marcha de los Premios OMT a la Innovación y a la Sostenibilidad. Todo ello contribuye a mejorar el entorno empresarial, así como a fomentar inversiones y emprendimiento en el turismo.

En el ámbito de la educación, en mayo de 2018 se puso en marcha la Academia de la OMT (UNWTO.Academy). En estos momentos se está elaborando un plan estratégico. En el presente informe se da cuenta también de los avances realizados en materia de a) medición de la sostenibilidad en el turismo, b) la iniciativa One Planet, c) un próximo informe sobre turismo y cambio climático, d) las dimensiones sociales del turismo y e) el lanzamiento de la plataforma Tourism4SDGs (el turismo en favor de los ODS).

El Secretario General explica cuáles son las consecuencias para la OMT de la Reforma de las Naciones Unidas y de la pertenencia de la OMT al Grupo de las Naciones Unidas para el Desarrollo Sostenible (UNSDG), incluido el pasivo financiero potencial.

El Secretario General propone iniciar el proceso encaminado a presentar en la 23ª reunión de la Asamblea General de la OMT, en 2019, el plan estratégico de la OMT hacia 2030. Se plantea, por tanto, presentar un proyecto de plan estratégico preliminar en la 110ª reunión del Consejo Ejecutivo de la OMT, en 2019.

En los anexos I, II y III se compilan, respectivamente, listas de actos, publicaciones y actividades realizadas en el terreno de la OMT, incluidas las iniciativas de la Ruta de la Seda.

El Anexo IV versa sobre la Reforma de las Naciones Unidas: reposicionar el sistema de desarrollo de las Naciones Unidas, y las consecuencias que comporta para la OMT, como su pertenencia al UNSDG.

## **Actuación del Consejo Ejecutivo**

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### **Proyecto de decisión<sup>1</sup>**

*El Consejo Ejecutivo,*

*Habiendo examinado* el informe del Secretario General sobre el programa de trabajo,

1. *Toma nota* de las actividades realizadas y de los avances obtenidos; y
2. *Solicita* al Secretario General que informe en adelante al Consejo Ejecutivo sobre la Reforma de las Naciones Unidas, incluidas las obligaciones financieras y operativas relacionadas, así como los beneficios.
3. *Apoya* la propuesta del Secretario General de trabajar con todos los Miembros de la OMT en el plan estratégico de la OMT hacia 2030 y de presentar un proyecto de plan preliminar en la 110ª reunión del Consejo Ejecutivo de la OMT, en 2019.

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<sup>1</sup> El presente texto es un proyecto de decisión. Para consultar la decisión definitiva aprobada por el Consejo, le rogamos se remita al documento de decisiones que se publica al finalizar la reunión.

## I. El Turismo: un sector clave para la Agenda 2030

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1. Las principales líneas de actuación del programa de trabajo para 2018-2019, aprobado por los Miembros de la OMT en la 22ª reunión de la Asamblea General, están en plena consonancia con el alcance de la Agenda 2030 en cuanto a posicionar el turismo en la vanguardia del desarrollo.
2. Establecer el turismo como prioridad política se ha convertido en algo fundamental a) robusteciendo políticas y estructuras de gobernanza, a fin de garantizar un marco resiliente y bien definido de estrategias de desarrollo del turismo sostenible y b) forjando mejores políticas e instituciones.
3. La OMT debería estar al frente de la creación de conocimiento y de políticas, guiando la formulación de medidas y normas turísticas adecuadas para maximizar el valor socioeconómico del sector y minimizar sus posibles efectos negativos en la economía, la sociedad y el medio ambiente.
4. Una organización es fuerte cuando sus miembros son sólidos. La OMT debería obrar por garantizar un buen aporte de valor a sus Miembros, a fin de ampliar la membresía, consolidando el diálogo entre países, al tiempo que se refuerza la capacidad de la Organización de obtener resultados. Esto debería redundar en más y mejores servicios a los Miembros, apoyándolos en la incorporación del turismo en sus agendas nacionales.
5. Dicho proceso debería verse apuntalado por un aumento de recursos y alianzas. Para avanzar de forma decidida en términos de cooperación para el desarrollo, los decisores políticos, junto con la Secretaría, han de implicarse de forma estratégica en los mecanismos de desarrollo, tanto a nivel nacional como mundial. Este punto está relacionado, entre otras cuestiones, con la mejor integración de la OMT en el sistema de las Naciones Unidas como «organismo no residente», para beneficiar a sus Miembros. En el Anexo IV se exponen los antecedentes de la actual Reforma de las Naciones Unidas, las medidas emprendidas ya por la Dirección de la OMT, el estado de la cuestión y algunas recomendaciones.

## II. Prioridades programáticas

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6. A continuación se enumeran las cinco prioridades establecidas en la visión de la Dirección (documento CE/108/5(b) rev.1):

Prioridad 1: Hacer el turismo más inteligente: innovación y transformación digital

Prioridad 2: Incrementar nuestra ventaja competitiva: inversiones y emprendimiento

Prioridad 3: Crear más y mejores puestos de trabajo: educación y empleo

Prioridad 4: Potenciar la resiliencia y facilitar los viajes: viajes seguros y fluidos

Prioridad 5: Proteger nuestro patrimonio: sostenibilidad social, cultural y ambiental

### **Prioridad 1: Hacer el turismo más inteligente: innovación y transformación digital**

7. La Secretaría ha puesto especial énfasis en la innovación desde el comienzo de 2018, reuniendo a las principales partes interesadas, entre las cuales gobiernos, círculos académicos, corporaciones, pymes y empresas emergentes, inversores (*business* y *super business angels*, capital riesgo, etc.), así como agentes vinculados al desarrollo empresarial (aceleradores, viveros, etc.), a fin de impulsar la innovación y el emprendimiento.

### **Alianzas para la innovación**

8. Se ha dado un paso importante al forjar alianzas con líderes en innovación.
- (a) Se han firmado acuerdos con:
- IE Business School: promover la innovación y el emprendimiento, además de fortalecer el papel que desempeñan los círculos académicos en el sector turístico.
  - Vynn Capital: alentar a los agentes turísticos a que adopten una estrategia digital, incorporando la innovación y fomentando inversiones en tecnología turística.
  - Unidigital: potenciar la innovación y el emprendimiento en el turismo, así como establecer vínculos entre los ecosistemas de innovación y emprendimiento en las Américas.
  - Globalia: promover la innovación y la competitividad en el turismo e identificar las empresas turísticas emergentes más disruptivas.
  - Sony Music: pergeñar una estrategia innovadora para la promoción de la marca del destino.
  - Instituto Tecnológico Hotelero: nuevas tecnologías, operativa hotelera, eficiencia energética, medio ambiente e innovación.
  - Fútbol Club Barcelona: estimular sinergias entre el deporte y el turismo.
- (b) Además, en aras de a) robustecer las relaciones entre el sector privado y nuestros Estados Miembros, y de b) potenciar aún más el ecosistema de innovación y de emprendimiento, se han establecido colaboraciones preliminares con líderes en innovación tales como Amadeus, Google, Basque Culinary Center, Pacific Asia Travel Association (PATA), MasterCard y Booking.
- (c) Asimismo, se han consolidado los vínculos con Estados Miembros en lo que respecta la innovación, con objeto de elaborar un programa de trabajo que fomente una cultura de innovación y de inversión, al poner en contacto a emprendedores e inversores. Se han tejido alianzas con Portugal, Colombia, Baréin, Egipto, Tailandia, Chile, Brasil, Argentina, España y Georgia.

### **La red de Nodos de Innovación de la OMT**

9. Con vistas a crear, a medio plazo, una red de Nodos de Innovación de la OMT, en la que las empresas turísticas emergentes más disruptivas del mundo tengan la oportunidad de inspirarse de líderes en innovación turística y de ampliarse, la OMT, en colaboración con Globalia, el principal grupo de turismo en España y en América Latina, anunció la puesta en marcha del primer Concurso de empresas turísticas emergentes de la OMT. Consiste en la primera y más importante iniciativa mundial encaminada a identificar nuevas empresas capaces de propiciar la transformación del sector turístico. Se trata de detectar propuestas pioneras para aplicar tecnologías emergentes y disruptivas, así como empresas emergentes con nuevos modelos de negocio, tales como la economía circular. En este sentido, uno de los pilares del concurso es dar notoriedad a proyectos comprometidos para con la sostenibilidad en el turismo.

### **Difusión de soluciones innovadoras**

10. La OMT, a través de foros de innovación específicos de turismo, ha congregado a todos los agentes del ecosistema, a fin de potenciar la innovación, el emprendimiento y la inversión en el turismo. Se han presentado soluciones innovadoras en grandes actos e iniciativas:
- (a) La [II Conferencia Mundial de Destinos Turísticos Inteligentes](#), como congreso anual de expertos internacionales en turismo, en la que se debatieron las

oportunidades y los retos del sector turístico, especialmente de los destinos, como consecuencia del desarrollo, realización y gestión de productos y servicios innovadores basados en nuevas soluciones tecnológicas (Oviedo, España). Antes de la Conferencia se celebró el Primer hackatón de Destinos Turísticos Inteligentes, además de una jornada de investigación y desarrollo, en la que se reunieron empresas emergentes y académicos para dilucidar cómo encontrar soluciones sostenibles, innovadoras e inteligentes para el sector.

- (b) La OMT prestó su apoyo al Desafío de Turismo Innovador, que congregó a empresas emergentes e inversores para ponerlos en contacto y fomentar la innovación turística en Colombia.
- (c) El [4º Foro Mundial de Turismo Gastronómico](#) (Bangkok, Tailandia), en colaboración con el Basque Culinary Center, abordó cuestiones que abarcaban desde el papel de la tecnología a la hora de lograr el desarrollo sostenible, hasta la vinculación de toda la cadena de valor turística con la gastronomía.
- (d) A fin de concienciar sobre el aporte real y potencial del turismo al desarrollo sostenible (Budapest, Hungría), el [Día Mundial del Turismo](#) (DMT) de este año exploró las oportunidades que emanan de los avances tecnológicos logrados en turismo, tales como datos masivos (*big data*), la inteligencia artificial y las plataformas digitales. Entre los debates celebrados, que contaron con eminentes expertos internacionales de Booking, PATA, Moonrakers y Vynn Capital, las 20 empresas emergentes más disruptivas del 1<sup>er</sup> Concurso de empresas turísticas emergentes de la OMT presentaron las soluciones que habían ideado para revolucionar el sector turístico.
- (e) Dedicados al turismo que congrega a todos los agentes del ecosistema encaminado a potenciar la innovación, el emprendimiento y, especialmente, la inversión en turismo, los foros Tourism Tech Adventure incluyen actividades tales como talleres de alto nivel para ministros, campos de entrenamiento para empresas emergentes, reuniones de *networking* individuales entre empresas emergentes, corporaciones e inversores, hackatones y concursos de empresas emergentes. Estos actos se pueden adaptar a nivel local, regional o mundial, e incluso vertical, como, por ejemplo, el turismo deportivo. Entre los próximos foros se cuentan el [Tourism Tech Adventure: soluciones de big data para el turismo](#) (Manama, Baréin) y el [Tourism Tech Adventure: las Américas](#) (Buenos Aires, Argentina).
- (f) La convocatoria para la [15ª edición de los Premios de la OMT](#) está abierta desde mediados de agosto hasta finales de octubre. Estos premios reconocen la contribución de instituciones públicas y privadas, así como de ONG, al desarrollo de un sector turístico más sostenible, responsable y competitivo, así como a un sector de turismo sostenible que avanza hacia la consecución de la Agenda 2030 de Desarrollo Sostenible. Se tienen en cuenta iniciativas tanto a nivel local, nacional, regional e internacional. Los galardonados se darán a conocer en enero de 2019.

## Prioridad 2: Incrementar nuestra ventaja competitiva: inversiones y emprendimiento

### Mejorar el entorno empresarial

11. Las actividades de las que se ha dado cuenta en el apartado anterior sobre la prioridad 1 contribuyen también a esta prioridad, especialmente mejorando el entorno empresarial en los Estados Miembros de la OMT, además de estimulando el emprendimiento y las PYME en el turismo y en otros sectores a lo largo de la cadena de valor turística.

### **Red de capital riesgo**

12. La Secretaría está trabajando con Rakuten, K Fund, Portugal Ventures, Vynn Capital, Motive Partners y Zouyu Capital, entre otros, con vistas a potenciar una cultura de inversión en el turismo.

### **Promoción del turismo y atracción de inversiones**

13. A fin de prestar apoyo a los Estados Miembros a la hora de atraer inversiones a través de, entre otros, la promoción de líneas de turismo específicas, en los actos de la OMT se refuerzan productos o segmentos concretos, como por ejemplo:
  - (a) Turismo enológico, explorando cuestiones relacionadas con el desarrollo rural sostenible a través del turismo y, especialmente, propiciando el papel fundamental que puede desempeñar el turismo enológico en el fomento del desarrollo y de la inversión locales.
  - (b) Rutas turísticas, en aras de dar a conocer cómo promocionar y comercializar mejor los destinos y, en última instancia, atraer inversiones con experiencias y productos de turismo transnacional.
  - (c) Destinos urbanos como City Breaks, buceando en los segmentos innovadores y diversos que pueden reunir las ciudades, con especial énfasis en la tecnología, la gobernanza y los modelos de colaboración público-privada.
  - (d) Tecnología, creando oportunidades para una experiencia turística más fluida, una mejor promoción de marca de destino y una gestión más inteligente, que a su vez potencia la inversión.

### **Prioridad 3: Crear más y mejores puestos de trabajo: educación y empleo**

#### **UNWTO.Academy**

14. Como uno de los pilares dentro de esta prioridad, la OMT cuenta con la [UNWTO.Academy](#), que incluye centros internacionales y una plataforma de educación y de formación en línea para mejorar habilidades, la educación y programas de formación especializados. La academia de la OMT (UNWTO.Academy) se presentó en mayo de 2018, en el marco de la 108ª reunión del Consejo Ejecutivo, y sustituye a la Fundación UNWTO.Themis, que se creó hace 20 años.
15. Durante este periodo de transición, la Fundación se ha mantenido muy activa, ofreciendo sesiones de formación y cursos sobre distintas cuestiones (ver Anexo I): gestión sostenible de destinos, gobernanza para el desarrollo local, diseño de una estrategia de promoción, turismo y economía circular, transformación digital, etc.

#### **Educación turística**

16. Consolidar la capacidad de los Miembros en términos de educación turística es una de las áreas de trabajo de la Academia, que brindará a) cursos presenciales adaptados a las necesidades de los Estados Miembros, a través de centros internacionales, que harán posible que la OMT cuente con una oferta educativa y formativa permanente en todo el mundo, así como b) cursos en línea en una plataforma de la UNWTO Academy que se está construyendo en la actualidad. El contenido de estos cursos está, y debería estar, creado conjuntamente con reputados Miembros de la OMT (tanto privados como de la academia). Los cursos en línea se presentarán e impartirán por miembros de la academia a través de la plataforma de la OMT (cuya puesta en marcha está prevista para enero de 2019).

### Creación de empleo

17. La OMT pretende también dar su apoyo a los Miembros en la elaboración de marcos y políticas encaminados a la creación de empleo. Un primer paso consiste en la creación de sólidos y activos grupos de trabajo que cuenten con la participación de todos los interlocutores del sector, tanto del sector público como privado (empresas líderes, de la academia), a fin de determinar cuáles son las necesidades actuales de la industria y de redactar, conjuntamente con los departamentos operativos de la OMT, documentos de políticas y contenidos para cursos educativos y de formación especializados que se impartirán en la Academia de la OMT (UNWTO Academy).
18. En consonancia con lo anterior, la OMT alentará la investigación sobre el impacto del turismo en el trabajo y en el futuro del empleo en el sector. Tal y como se solicitó en la 8ª reunión de los ministros de turismo del G20, que se celebró en Argentina, la OMT presentará un informe al respecto en la 9ª reunión, que se celebrará en Japón en octubre de 2019.

### Desarrollo del talento e imagen del empleo en el turismo

19. La labor de la Organización se puede ilustrar con un seminario regional que se celebró en Oriente Medio (Egipto), en el que se abordaron políticas y estrategias orientadas a cuestiones fundamentales en la región, tales como a) la creación de empleo de calidad y reducción de la brecha en trabajo decente, b) desarrollo de habilidades, c) estimulación del empleo juvenil y de la participación de las mujeres en el mercado laboral turístico, y d) apoyo a las MIPYME para generar crecimiento económico y crear puestos de trabajo.
20. Además, la OMT trabaja activamente en iniciativas de desarrollo del talento, que se pondrán en marcha en 2019: la plataforma para el desarrollo del talento, los foros de desarrollo del talento (incluida una jornada sobre trayectoria profesional para estudiantes), una liga mundial de estudiantes de turismo, así como iniciativas para incluir mejor a todos los agentes principales en las conferencias de la OMT.
21. A tal fin, la OMT estudia la posibilidad de ofrecer clases en línea sobre innovación turística para promover el desarrollo de capacidades en el turismo, en colaboración con la escuela de negocio IE Business School.

### Prioridad 4: Potenciar la resiliencia y facilitar los viajes: viajes seguros y fluidos

22. La Secretaría de la OMT analizó las políticas de visado aplicadas a nivel mundial y los avances logrados en cuanto a una tramitación de visado más sencilla a lo largo de los últimos 10 años, apoyando a los destinos con una formulación de políticas basadas en datos y ayudando a priorizar actividades dentro de sus políticas de facilitación. El grado de apertura medio mundial de los destinos siguió al alza en 2018 hasta alcanzar la cifra de 37, en una escala en la que 100 es valor máximo y 0, el mínimo.
23. En su segunda reunión, se han presentado ante el grupo técnico asesor los resultados de la labor realizada por la Secretaría sobre el programa de identificación de viajeros de la Organización de Aviación Civil Internacional.
24. La OMT colaboró con el grupo de trabajo sobre viajes, turismo y brotes del Foro Económico Mundial (FEM), cuyo objetivo es mejorar la preparación ante pandemias y transmisiones relacionadas, a fin de prevenir y reducir las consecuencias de brotes de enfermedades transmisibles.

### Prioridad 5: Proteger nuestro patrimonio: sostenibilidad social, cultural y ambiental

#### Medición de la sostenibilidad en el turismo

25. [La Iniciativa de Medición de la Sostenibilidad en el Turismo](#) (MST) amplía el ámbito de los datos estadísticos en turismo más allá de la medición volúmenes y del impacto económico para incluir también aspectos medioambientales y sociales. La labor técnica

corre a cargo del Grupo de Trabajo de Expertos en MST, creado en 2015 y compuesto por 70 interlocutores de administraciones turísticas nacionales, institutos de estadística y organizaciones internacionales, junto con la División de Estadística de la ONU. [El grupo de trabajo sobre MST](#) se reunió en octubre para tratar áreas de investigación, desarrollar aún más el contenido del marco estadístico de la MST y acordar una estrategia de ejecución, así como herramientas para fines de comunicación. El objetivo es que la Comisión de Estadística de las Naciones Unidas (CENU) adopte el marco estadístico de la MST como tercer estándar internacional en estadísticas de turismo y que el departamento de estadística de la OMT asuma la coordinación estadística junto con la CENU y los órganos pertinentes de la ONU, como el Consejo Económico y Social (ECOSOC). En el marco de la iniciativa MST, la OMT está conceptualizando y elaborando indicadores estadísticos para medir los Objetivos de Desarrollo Sostenible (ODS), en coordinación con el proceso oficial de Naciones Unidas del Grupo de Expertos Interinstitucional sobre los Indicadores de los ODS. Con respecto a la ejecución de estándares internacionales, la OMT continúa realizando actividades sobre datos estadísticos básicos de turismo, así como de desarrollo de capacidades relacionadas con la CST, especialmente en [África](#). La OMT tiene el mandato de recabar y difundir datos estadísticos de turismo de países de todo el mundo y actualmente está terminando su actualización con los datos correspondientes a 2017.

### **Consumo y producción sostenibles en el sector turístico**

26. Desde infraestructura y comunicación hasta producción alimentaria y transporte, el turismo y la construcción desempeñan un papel fundamental en un marco de economía circular en pro del desarrollo sostenible. La OMT, junto con el Programa de Edificios y Construcción Sostenibles de la red One Planet, abordó este desafío durante el Foro Político de Alto Nivel sobre el Desarrollo Sostenible (Nueva York, EE.UU.). Las mejores prácticas en el planteamiento de la economía circular que puedan propiciar un cambio en estos grandes sectores económicos hacia el consumo y producción sostenibles fueron el tema principal del acto [‘Turismo y construcción: soluciones de la economía circular para el ODS12’](#). En esta ocasión, la OMT presentó además su tercera edición anual de la [Revista anual del Programa de Turismo Sostenible 2017/2018](#).

### **Gestión de la saturación turística**

27. En aras de brindar apoyo a los Miembros y al sector en general en la gestión de la saturación turística en destinos urbanos, la OMT publicó el informe *‘Overtourism? Understanding and managing urban tourism growth beyond perceptions’* (¿Sobreturismo? Comprender y gestionar el crecimiento turístico más allá de las percepciones) y organizó la [7ª Cumbre Mundial de la OMT](#), que congregó a representantes de alto nivel de ciudades, administraciones turísticas nacionales, el sector privado y organizaciones internacionales para difundir experiencias y conocimiento especializado, así como para establecer una visión 2030 sobre turismo urbano compartida, que aborde los desafíos actuales ligados a la gestión del aumento del turismo en ciudades a través de la innovación, la transformación digital y la sostenibilidad.

### **Turismo y cambio climático**

28. El Secretario General de la OMT apeló al sector turístico para que emprendiera más medidas de lucha contra el cambio climático y la pérdida de diversidad biológica durante la [30ª reunión conjunta de las Comisiones para Asia Meridional y Asia-Pacífico](#) celebrada en Fiyí. Es menester que los países insulares en desarrollo colaboren en términos políticos viables, con resultados cuantificables, para abordar el cambio climático y la protección de la diversidad biológica en el sector turístico. La OMT se compromete a concienciar más acerca de las consecuencias y efectos del cambio climático en el turismo a través de oportunidades educativas y de desarrollo de capacidades.
29. La OMT, junto con el Foro Internacional de Transporte, trabaja en un cálculo actualizado, desde el punto de vista del transporte, de la contribución general del sector turístico a las



emisiones de GEI con recomendaciones políticas viables. Se espera contar con los resultados de este estudio para finales de 2018.

### **Dimensiones sociales del turismo**

30. La importancia de la igualdad entre los géneros y el empoderamiento de las mujeres y de las niñas se resaltan en el Objetivo de Desarrollo Sostenible 5, a saber, lograr la igualdad entre los géneros y empoderar a todas las mujeres y niñas para 2030. Como parte de su labor para insistir en la dimensión social del turismo, la OMT y la Secretaría Nacional de Turismo (SENATUR) organizaron conjuntamente el [Seminario internacional sobre el empoderamiento de la mujer en el sector turístico](#) (Paraguay), en el marco de la 63ª Comisión Regional de las Américas. La paridad implica tener una sociedad en la que las mujeres y los hombres tengan las mismas oportunidades, salidas, derechos y obligaciones, en todas las esferas de la vida.
31. Un aspecto fundamental en la promoción de la igualdad entre los géneros es el empoderamiento de las mujeres, con especial énfasis en identificar y corregir desequilibrios de poder y en dotar a las mujeres de total autonomía para gestionar su propia vida. En la 61ª reunión de la Comisión para la región de África, la Comisión hizo suya la Agenda para África, en la que se incluyen varias áreas prioritarias, tales como el empoderamiento de los jóvenes y de las mujeres a través del turismo. A tal fin, la OMT ha elaborado una [nota conceptual](#) con objetivos y metas claras, además de con actividades y resultados para esta iniciativa.
32. La convocatoria para el [Premio de Ética de la OMT 2019](#) se abrió a finales de agosto y se cerrará el 31 de octubre de 2018. Pueden optar a este galardón todas las empresas y asociaciones que sean firmantes oficiales del [Compromiso del sector privado con el Código Ético Mundial para el Turismo de la OMT](#) y que hayan dado cuenta de su aplicación.
33. De cara a preparar la [3ª Conferencia Mundial de la OMT](#) y la UNESCO sobre Turismo y Cultura, la OMT está incidiendo en dos cuestiones fundamentales: 1) crear alianzas más inclusivas entre interlocutores de los sectores del turismo y de la cultura, que contribuyan a la ejecución de los ODS; y 2) promover el desarrollo turístico que aliente a la interacción cultural y garantice que todas las comunidades implicadas disfruten de los beneficios.
34. En cumplimiento del mandato recibido de la Asamblea General en su 22ª reunión (Chengdu, China, septiembre de 2017) y tal y como se solicita en la resolución 707(XXII), la Secretaría ha difundido entre los Estados Miembros versiones en árabe, francés, ruso y español del proyecto de Convención Marco sobre Ética en el Turismo, aprobado por la Asamblea General, para que los Estados Miembros puedan formular sus comentarios y coordinará su validación de cara a la futura adopción de la Convención en todos los idiomas oficiales, tal y como se solicita en la resolución 707(XXII). Con respecto a la redacción de la Convención de la OMT sobre la Protección de los Turistas y los Derechos y Obligaciones de los Prestadores de Servicios Turísticos, tal y como se indicó en la 108ª reunión del Consejo Ejecutivo, el Secretario General procederá a nuevas consultas con los Estados Miembros acerca del futuro de este proyecto de Convención, a través de la próxima encuesta sobre el programa de trabajo y elevará al próximo Consejo Ejecutivo los resultados de dicha consulta.

### **El turismo y los ODS**

35. A fin de acelerar y ampliar la consecución de los ODS gracias al turismo, la OMT, con el apoyo de la Secretaría de Estado de Asuntos Económicos de Suiza, puso en marcha una innovadora herramienta en línea, diseñada para dotar a la comunidad mundial de un espacio de creación conjunta y de compromiso para lograr la Agenda 2030 a través del turismo. La plataforma [Tourism4SDGs.org](#) (el turismo en favor de los ODS) se inauguró en el marco del Foro Político de Alto Nivel para el Desarrollo Sostenible. Se trata de un espacio de creación conjunta, gracias al que los usuarios pueden acceder a un amplio abanico de recursos, añadir sus propias iniciativas, conclusiones y proyectos, entablar

debates y lazos de colaboración, así como difundir contenido relacionado con el turismo y el desarrollo sostenible, con lo que se constituye una hoja de ruta hacia 2030 para el sector turístico, en aras de forjar un sector más inteligente, competitivo, inclusivo y sostenible para las personas y para el planeta.

### **III. El camino hacia delante: el plan estratégico de la OMT hacia 2030**

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36. Al tiempo que el mundo establece una agenda universal para el desarrollo sostenible, la OMT y sus Miembros tienen la oportunidad de configurar la agenda turística para los próximos 10 años. La OMT publicó recientemente su emblemático informe «Turismo para el Desarrollo» y apeló a ser más conscientes acerca de la sostenibilidad en políticas turísticas y prácticas empresariales, así como en el comportamiento de los turistas.
37. A la luz de este y de otros trabajos de la OMT, tal y como la plataforma Tourism4SDGs.org (el turismo en favor de los ODS), la OMT, en un esfuerzo conjunto de la Secretaría y de los Miembros, está elaborando un plan estratégico hacia a 2030, en el que se recogen las características específicas de nuestro sector, un modelo de negocio en vertiginoso cambio, nuevos desafíos emergentes a nivel mundial y la Reforma de las Naciones Unidas.
38. Este plan debería establecer una minuciosa agenda para atenuar los desafíos mundiales y constituir una hoja de ruta para la Secretaría y para todos los interlocutores acerca de cómo lograr un turismo más inteligente, más competitivo y más responsable, al colocar a las personas, el planeta y la prosperidad en su centro. Tal y como se menciona en la visión de la Dirección, el Secretario General propone iniciar el proceso encaminado a presentar el plan estratégico de la OMT hacia 2030 en la 23ª reunión de la Asamblea General de la OMT, en 2019. Por tanto, se propone presentar un proyecto de plan estratégico preliminar en la 110ª reunión del Consejo Ejecutivo de la OMT, en 2019.

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**Annex I: List of UNWTO events****April - December 2018**

| <b>April</b>    |  |                                |  |
|-----------------|--|--------------------------------|--|
| 3-6             | Workshop on Communications and Media Relations on Wildlife and Sustainable Tourism   | Kinshasa, Congo                |  |
| 12-13           | Regional Conference on Capacity Building on Tourism Development and Biodiversity Protection in West and Central Africa<br>International Seminar on Women's Empowerment in the Tourism Sector | Asunción, Paraguay             |  |
| 25              | 63rd meeting of the UNWTO Regional Commission for the Americas<br>ETC-UNWTO Webinar: on Marketing Transnational Tourism Themes and Routes  | Online                         |  |
| <b>May</b>      |  |                                |  |
| 1-3             | UNWTO-UAE Executive Training Workshop on "Innovative Approaches to Destination Branding"   | Dubai, United Arab Emirates    |  |
| 5               | UNWTO.TedQual Seminar  | Cairo, Egypt                   |  |
| 8-9             | 44th Meeting of the UNWTO Commission for the Middle East<br>UNWTO Regional Conference on Human Capital Development in Tourism: New Perspectives  | Sharm el Sheikh, Egypt         |  |
| 24-31           | UNWTO-IFT Global Centre for Tourism Education and Training Workshop  | Macao SAR, China               |  |
| 30 May - 1 June | 4th UNWTO World Forum on Gastronomy Tourism  | Bangkok, Thailand              |  |
| <b>June</b>     |  |                                |  |
| 4-6             | Seminar on "Tourism Statistics: A Catalyst for Development"<br>61st Meeting of the UNWTO Commission for Africa   | Abuja, Nigeria                 |  |
| 11-13           | 63rd Meeting of the UNWTO Regional Commission for Europe   | Prague, Czech Republic         |  |
| 18-20           | 30th joint meeting of its Commissions for South Asia and Asia-Pacific<br>UNWTO Regional Seminar on Climate Change, Biodiversity & Sustainable Tourism Development                            | Nadi, Fiji                     |  |
| 25-27           | 2nd World Conference on Smart Destinations   | Oviedo, Spain                  |  |
| <b>July</b>     |  |                                |  |
| 18              | Tourism for Sustainable Development Goals Platform Launch<br>High-Level Political Forum on   | UN HQ, New York, United States |  |

Sustainable Development (Side Event) -  
Tourism & Construction: Circular  
Economy solutions for SDG12

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**August**

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**September**

|                 |   |                                   |
|-----------------|---|-----------------------------------|
| 6               | 3rd UNWTO Global Conference on Wine Tourism   | Chisinau, Republic of Moldova     |
| 12-13           | Active UNWTO support to the 1st Ibero-American Conference of Ministers of Finance and Tourism | Guatemala                         |
| 12-14           | Capacity Building Workshop with the support of UNWTO on "Leadership In Tourism"               | Trakai region, Lithuania          |
| 16-19           | 7th UNWTO Global Summit on Urban Tourism  | Seoul, Republic of Korea          |
| 17-21           | UNWTO.QUEST: Tourism Governance for Local Development   | Corrientes, Argentina             |
| 18Sept – 30 Oct | UNWTO Training Programme on Tour Guiding  | Manama, Bahrain                   |
| 24-26           | UNWTO Regional Workshop on Tourism marketing: designing a promotional strategy                | Bucharest, Romania                |
| 24-28           | UNWTO.Themis Regional Course on "Tourism Strategy"  | Sipopo, Malabo, Equatorial Guinea |
| 27              | Official Celebration of World Tourism Day 2018 - Tourism and the digital transformation       | Budapest, Hungary                 |
| 27-29           | Regional Statistics Capacity Building Programme - Second Workshop                             | Algiers, Algeria                  |

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**October**

|  |  |                                   |
|--|--|-----------------------------------|
| Oct. 2018 – July 2020 2 <sup>nd</sup> week | UNWTO-UOC Master course on "Strategy and Sustainable Management of Tourism Destinations" at the Open University of Catalonia | Spain                             |
| 10-12                                      | UNWTO Workshop on Tourism Growth Management  | Mongolia                          |
| 10-12                                      | 8th UNWTO International Meeting on Silk Road Tourism   | Thessaloniki, Greece              |
| 15-16                                      | UNWTO Conference on City Breaks: Creating Innovative Tourism Experiences   | Valladolid, Spain                 |
| 22-23                                      | Global INSTO Meeting   | UNWTO Headquarters, Madrid, Spain |
| 24-25                                      | Second Meeting of the Working Group of Experts on Measuring the Sustainability of Tourism                                    | UNWTO Headquarters, Madrid, Spain |
| 25-27                                      | 12th UNWTO/PATA Forum on Tourism Trends and Outlook  | Guilin, China                     |
| 30-31 Oct. 31 Oct. – 1 Nov.                | Executive Council - 109th session<br>UNWTO Tourism Tech (Ad)venture Forum  | Manama, Bahrain                   |

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**November**

|       |   |                             |
|-------|---|-----------------------------|
| 5-9   | UNWTO course - Tourism and Digital Transformation: Impact on the Development of the Tourism Model | Zacatecas, Mexico           |
| 6     | UNWTO & WTM Ministers' Summit 2018  | WTM, London, United Kingdom |
| 12-14 | International Seminar on Harnessing Cultural Tourism through Innovation and Technology            | Hamedan, Iran               |

|                 |       |   |                         |
|-----------------|-------|---|-------------------------|
|                 |       | 40th UNWTO Affiliate Members Plenary Session  |                         |
|                 | 15-16 | 2nd International Congress on World Civilizations and Historic Routes   | Sofia, Bulgaria         |
|                 | 26-28 | UNWTO/Chimelong Sub-region Capacity Building Workshop on Nature based Tourism for Mekong Sub-region Countries | Pakse, Lao PDR          |
| <b>December</b> |       |   |                         |
|                 | 3-5   | 3rd UNWTO/UNESCO World Conference on Tourism and Culture: Benefits for All                                    | Istanbul, Turkey        |
|                 | 11-12 | UNWTO Tourism Tech Adventure: The Americas  | Buenos Aires, Argentina |

**Annex II: List of UNWTO Publications in 2018**

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[European Union Tourism Trends](#)

The European Union Tourism Trends report provides a comprehensive overview of tourism in the European Union and constitutes a tool for policy makers and other tourism stakeholders for developing market strategies and enhancing the knowledge base of the EU Virtual Tourism Observatory. The report is the result of a cooperation agreement between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW) and is part of the 'Enhancing the Understanding of European Tourism' initiative.

[European Union Short-Term Tourism Trends, Volume 2, 2018-2](#)

This release of the European Union Short-Term Tourism Trends presents preliminary full year data for 2017 on outbound tourism in the European Union (EU-28) and in the UNWTO region Europe at large, specifically on international tourism expenditure. The report also includes updated results on international tourist arrivals for 2017.

[UNWTO World Tourism Barometer and Statistical Annex - Volume 16](#)

- [March/April 2018](#): Analysis of outbound tourism based on international tourism expenditure and departures data for source markets for 2017. Additionally, it updates of the preliminary results for international tourist arrivals and receipts in 2017 reported by destinations around the world included in the January 2018 Advance Release. Furthermore, this issue includes an analysis of airline results and of hospitality markets in 2017.
- [June 2018](#): International tourism remains strong in the first four months of 2018. International tourist arrivals grew 6% in January-April 2018 compared to the same period last year.
- [September 2018](#): Evaluation of international tourist results in the first six months of 2018.

[UNWTO Tourism Highlights, 2018 Edition](#)

The UNWTO Highlight, 2018 Edition, provides an overview of global trends in international tourism including international tourist arrivals and international tourism receipts per region and subregion, top tourism destinations and outbound tourism.

[UNWTO/GTERC Annual Report on Asia Tourism Trends – 2018 Edition](#)

The fifth edition highlights the importance of the rapidly growing tourism sector of Asia and the Pacific. In recognition of 2018 as the EU-China Tourism Year, the report examines the tourism flows between the two regions. It also features a chapter on the development of the Greater Bay Area in China and its impact on the tourism sector of the region.

[Tourism for Development – Volume I: Key Areas for Action and Volume II: Good Practices](#)

How can tourism effectively contribute to the 2030 Agenda for Sustainable Development? This flagship report addresses the changes needed in policies, business practices and consumer behaviour. Showcased along 23 case studies from around the world, this two-volume report examines the role of tourism in each of the five pillars of the International Year of Sustainable Tourism for Development, 2017: 1. Sustainable economic growth; 2.

Social inclusiveness, employment and poverty reduction; 3. Resource efficiency, environmental protection and climate change; 4. Cultural values, diversity and heritage; and 5. Mutual understanding, peace and security.

### [Third annual edition of the Sustainable Tourism Programme Annual Magazine 2017/2018](#)

The magazine presents the highlights of the network's activities during 2017-2018 and applies the new strategy 2018-2022 "One Plan for One Planet".

### [UNWTO Annual Report 2017](#)

2017 was the International Year of Sustainable Tourism for Development, a global recognition of tourism's transformative contribution to the development agenda. It served to raise awareness worldwide of the sector's potential to lead economic growth, social inclusion and cultural and environmental preservation

### [Compendium of Tourism Statistics, Data 2012 – 2016 \(2018 Edition\)](#)

Deriving from the most comprehensive statistical database available on the tourism sector, the trilingual Compendium of Tourism Statistics provides data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, their number of employees and macroeconomic indicators on international tourism. The 2018 edition presents data for 202 countries from 2012 to 2016.

### [Yearbook of Tourism Statistics, Data 2012 – 2016 \(2018 Edition\)](#)

Presenting data for 196 countries from 2012 to 2016, the Yearbook of Tourism Statistics, 2018 Edition, focuses on inbound tourism data by country of origin. The data displays total arrivals and overnight stays, derived from the most comprehensive tourism statistical database available.

### [Tourism and Culture Synergies](#)

The UNWTO report on Tourism and Culture Synergies highlights the symbiotic relationship between tourism and culture and the interdependency of the two sectors. The report, undertaken through a survey of UNWTO member states and expert opinion, reveals that the sub-sector, in keeping with the changes to tourism as a whole, has been transformed by changing lifestyles, new forms of culture and creativity, and evolution and innovation in technology.

### [Western Silk Road Roadmap](#)

The Western Silk Road Roadmap presents a common tourism development plan for European countries interested in developing their Silk Road heritage. The document contains a summary of the work conducted by UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG Grow) of the European Commission (EC), and includes research into the existing usage of the Silk Road identity, connections between key destinations through tangible and intangible heritage, and the potential of a Western Silk Road tourism brand.

### [Tourism and the Sustainable Development Goals – Good Practices in the Americas](#)

This joint publication between UNWTO and the Organization of American States highlights case studies from across the Americas that showcase the contribution of tourism to sustainable development in line with the 17 universal SDGs. It shows how a

common multi-stakeholder approach to tourism development can catalyse sustainable growth through our sector.

#### [UNWTO/WTCF City Tourism Performance Research](#)

The UNWTO/WTCF City Tourism Performance Research brings forward the success stories of 15 different cities worldwide with the objective of enabling other cities to observe and learn from them. The research also includes a summary of UNWTO's report on New Platform Tourism Services (or the so-called Sharing Economy), considering the impact of the same in urban tourism and development overall.

#### [Overtourism? Understanding and managing urban tourism growth beyond perceptions](#)

The report discusses the impact of growing tourism flows in cities and its impacts, particularly looking into the attitudes of residents towards tourism. It integrates research from surveys conducted among residents and stakeholders of eight European cities and presents a series of policy recommendations along with 12 strategies and 68 corresponding measures to manage growing tourism flows and congestion management in urban destinations.



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**Annex III: UNWTO on the ground**


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**Technical Cooperation**


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**Country: Algeria**


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**Project Title:** Formulation of a Tourism Marketing and Promotion Strategy

**Duration:** June 2018 – March 2019

**Objectives:** At the request of the Ministry of Tourism and Handicrafts and, in collaboration with UNDP Algeria, UNWTO is extending its technical assistance in the Formulation of a Strategy for Marketing of the Tourism Sector and Promotion of the Image of Algeria. The objective of the project is to not only produce a tourism marketing and branding strategy but also prepare a project document for the implementation of 3-4 priority actions of the marketing strategy.

**Results achieved:** An initial mission was conducted in June-July 2018 to undertake an initial review and assessment of the country's tourism sector, existing and potential markets, existing and potential products, as well as assess the image of Algeria as a tourism destination. A draft assessment report will be presented to the Government and stakeholders in end September-early October which would serve as the basis of the Marketing Strategy.

**Country: Aruba**


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

**Duration:** December 2014 – December 2018

**Objectives:** With the initial support of the Foundation Fondo Desaroyo Aruba, UNWTO provided 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 particular, the project focussed 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.
- During 2018, project activities focused on the development and review of national accounts and compilation of a TSA.
- A workshop will be held in December 2018 to officially present the TSA to all stakeholders.

**Country: Botswana**

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**Mission Title:** Formulation Mission for the Preparation of a Tourism Strategy

**Duration:** July 2018

**Objectives:** The Government of Botswana is in the process of finalizing its Tourism Policy which will elevate the status of tourism as a priority growth sector in Botswana. In anticipation of the approval of the Policy by the Parliament, the Government requested UNWTO's technical assistance in the formulation of a National Tourism Development Strategy and Master Plan which will operationalise the Tourism Policy..

The project document will clearly define the Strategy and Master Plan framework and its major elements including objectives, outputs, and activities, the respective roles and responsibilities of key partners/stakeholders, timelines for the implementation of various activities, a criteria for measuring the success (both qualitative and quantitative) of each activity, job descriptions of experts and a detailed budget. The project document would also detail the organization of stakeholder workshops/seminars and review and monitoring modalities.

**Results achieved:**

- In order to prepare the Strategy and Master Plan, a project formulation mission was undertaken in July 2018 to undertake a situation analysis of the current status of the tourism sector in Botswana in terms of institutional organization, governance issues, product development and diversification, marketing and promotion, investment in tourism, and, human resources and skills development, amongst other issues.
- A project document for launching a full-scale project for the preparation of a Tourism Development Strategy and Master Plan will be submitted to Government and UNDP in September.

**Country: Botswana**

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**Project Title:** Preparation of the BTO Strategy

**Duration:** August – December 2018

**Objectives:** The Botswana Tourism Organization (BTO) is mandated to market and position Botswana as a premier tourist destination; promote investment and product diversification in the tourism industry; and, ensure all tourism facilities are graded, classified and certified. The current Corporate Strategy of the BTO runs from 2013-2018. With a view to reviewing the roles and responsibilities of the BTO, in line with its mandate, and aligning BTO's programme of work with national development policies and plans, and, to enable BTO to develop and promote Botswana as a premium quality tourism destination, the BTO approached the UNWTO to provide technical assistance in updating the BTO Corporate Strategy 2018-2020. .

**Results achieved:** Project activities commenced in August 2018 with an initial assessment mission for initial consultations with BTO, Ministry, other Government and private sector stakeholders on BTO mission and mandate; review of implementation of existing BTO Strategy 2013-2018; review of all existing documentation which impact on tourism development in Botswana; and, review of BTO organizational set-up, human and financial resources.

**Country: China**

**Project Title:** Development of an International Tourism Marketing Strategy for the Province of Yunnan

**Duration:** January 2017 and ongoing

**Objectives:** To formulate an International Tourism Marketing Strategy, including a destination brand approach, for the Yunnan Province for the period 2017 – 2022, as well as a 3-year detailed action plan and a specific destination market strategy for a selected source market.

**Results achieved:**

- A detailed project work plan has been drawn up and a project Inception Meeting took place in December 2017.
- Field research and destination site inspection have been carried out for an assessment of the current state of tourism, a detailed review of the existing tourism marketing and product development strategies, and identification of the strengths, weaknesses, opportunities and threats for the tourism marketing and branding in Yunnan.
- Market research has been undertaken to identify priority market segments and to target and promotional tools to reach them, and to assess product development and packaging requirements for these markets.
- An analysis is made to identify of public and private sector stakeholders involved in tourism marketing, the possibilities to create synergies between their activities, and the training needs to strengthen the capacities of tourism stakeholders to successfully plan and carry out marketing activities, including e-marketing.
- The Project Steering Committee Meeting was convened in April 2018 during which the draft International Tourism Marketing Strategy for Yunnan was officially presented. Feedback received during the Steering Committee Meeting was included in the final draft of the Marketing Strategy, which was subsequently presented to Yunnan for review and translation into Chinese.
- After the Steering Committee Meeting, in close consultation with the YPTDC, France was selected as the international priority market for the Specific Marketing Plan. Subsequently, a Marketing Support Expert conducted in-depth interviews with local tour operators in France that specialize in China, and Yunnan in particular, and carried out in situ market research activities to identify suitable outbound and online travel trade and media for the preparation of the Specific Marketing Plan for the French source market.
- The draft Specific Marketing Plan was submitted to the YPTDC for review at the end of August 2018.

**Country: China**

**Mission Title:** Project formulation mission for the Inclusive Tourism Development Master Plan and the Tourism Development Plan for the Ice and Snow Tourism Industry in Heilongjiang

**Duration:** May 2018

**Objectives:** To formulate a project document and a detailed framework for the development of the Inclusive Tourism Development Master Plan and the Tourism Development Plan for the Ice and Snow Tourism Industry in Heilongjiang for the period of 2019-2030

**Results achieved:**

- Study of the current Heilongjiang Province Tourism Development Master Plan (2003-2020) and the sub-plan for the ski industry was conducted to assess which aspects are still relevant and which aspects require special attention in the updated tourism development plans.

- Meetings convened with all relevant stakeholders from the public sector and private sector to identify and agree on key issues that need to be addressed in the formulation of the tourism development plans to be developed for the period 2019 - 2030.
- In conjunction and agreement with all stakeholders, a project document was developed which details the framework for formulating the tourism development plans and three year action plans, including an indication of the costs and timeframe required.
- The project document was approved and funding will be provided by the provincial tourism authority of Heilongjiang for the implementation of the project, and the corresponding cooperation agreement signed in September 2018.

### **Country: China**

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**Mission Title:** Project Formulation Mission for the development of the Jinan International Tourism Destination Plan

**Duration:** May 2018

**Objectives:** To formulate a project document for the development of the Jinan International Tourism Destination Plan

**Results achieved:**

- Visits conducted to tourism sites selected by Jinan tourism officials for of the Jinan International Tourism Destination Plan and input provided on their potential for tourism development
- Meetings convened with Jinan tourism officials on the main components of the Jinan International Tourism Destination Plan
- From the discussions held and the sites visited, a detailed project document was prepared for the development of the Jinan International Tourism Destination Plan, as well as the agreement for project implementation.
- The project document was submitted to the Jinan authorities in June 2018 and funding for project implementation by the provincial tourism authority has already been secured.

### **Country: China**

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**Mission Title:** Project Formulation Mission for a Tourism Development Strategy for Nanxun District

**Duration:** January 2018

**Objectives:** To formulate a project document and a detailed work programme for the creation of a tourism development strategy for Nanxun District.

**Results achieved:**

- Study of materials from Nanxun District and assessment on which aspects of rural tourism are relevant for tourism development and should be further elaborated in the tourism development strategy for the destination.
- Meetings with all relevant stakeholders from the public sector, private sector and knowledge institutes to identify and agree on key issues that need to be addressed in the formulation of a tourism development strategy to be developed for a ten year period.
- A detailed project document for the development of Tourism Development Strategy for Nanxun, which describes the process, costs, and timeframe and topics to be covered in

it, the Terms of Reference for the experts involved in the preparation of the strategy, with indication on which tourism development scenario(s) should be developed.

- The project document was approved and funding will be provided by Nanxun authorities for the implementation of the project, and the corresponding cooperation agreement signed in June 2018.

### **Country: Democratic Republic of Congo (DRC)**

**Project Title:** UNWTO/Chimelong Initiative on Sustainable Tourism and Conservation of Great Apes

**Duration:** November 2017 – November 2018

**Objectives:** In collaboration with the Ministry of Tourism and the African Wildlife Foundation, UNWTO is implementing a project for the development of sustainable tourism and the conservation of bonobos – an endangered species of Great Ape. The overall objective of the project is to enhance and create synergies between the conservation of the bonobos and the development of sustainable forms of tourism in protected areas in the Democratic Republic of Congo. The project activities aim at investing in capacity-building and equipment provision for the conservation of great apes and working with communities to raise awareness on the importance of biodiversity conservation and explore opportunities to develop sustainable forms of tourism in and around habitats of the Bonobos. The project is being implemented under the framework of the collaboration between UNWTO and the Guangzhou Chimelong Group Co.Ltd for the implementation of a portfolio of projects focused on sustainable tourism development and the protection of wildlife.

#### **Results achieved:**

- Project activities were launched in February 2018 with an initial review and assessment mission.
- Project activities have since continued with the procurement of equipment such as night binoculars and cameras for local guards to assist them in their daily tasks to supervise the habituation and protection of the bonobos.
- Capacity building to Government both at central level and local level on best practices for development and management of ecotourism.
- Development and implementation of a small grants scheme to support Lingunda's women's association in developing small businesses to provide a range of tourism services.
- An ecotourism plan for the area is currently being prepared.

### **Country: Egypt**

**Mission Title:** Review of the Implementation of the Hotel Classification Scheme

**Duration:** August 2018

**Objectives:** Between 2009 and 2012, UNWTO implemented a project for the Ministry of Tourism of Egypt to develop and implement a new Hotel Classification system for the country. The project consisted of several phases - the first phase comprised the revision of the existing norms related to hotel classification and, based on the revision, formulated New Norms (NN) for the upgrading of quality standards in the accommodation sector. Training programmes were also conducted with the Ministry inspectors to familiarise them with the NN. For a variety of reasons, the NN which were updated and prepared by UNWTO in 2013 were never

implemented. Since then, due to the development and progress of the global tourism sector and trends in terms of quality standards, the Ministry of Tourism of Egypt requested UNWTO's technical assistance to review the current status of hotel classification in the country with a view to raising quality standards and improving the overall tourism experience in Egypt.

**Results achieved:**

- A mission was conducted in August to undertake an exhaustive evaluation of the current status and quality standards in the tourism accommodation sector in Egypt and to identify the current gaps and challenges in implementing hotel classification.
- An assessment report, accompanied by a project document for the revision and implementation of a new hotel classification system, will be presented to the Government in September.

**Countries: Greater Tumen Initiative**

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**Project Title:** Training Workshop on Marketing and Promotion of Multi-Destination Tourism

**Duration:** August 2018

**Objectives:** The Greater Tumen Initiative (GTI) is a programme supported by UNDP which aims at fostering economic development through tourism, trade and investment amongst China (Jilin Province), Mongolia, Republic of Korea and the Russian Federation (Primorsky Territory). The GTI region is one of the fastest growing tourism regions of the world. In order to maximize the potential of tourism in the region of the GTI, it is necessary to promote it as a multi-destination tourism region for which it is necessary to develop a joint marketing and promotion strategy and creation of a unifying common brand, image and slogan.

**Results achieved:**

- With the support of GIZ (German Development Agency), UNWTO conducted a one-day training workshop for Government and private sector representatives from the four Member States, on marketing and promotion of multi-destination tourism including latest techniques and international and regional best practices. Another session focused on integrating the GTI into the UNWTO Silk Road Programme.

**Country: Madagascar**

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**Project Title:** Crisis Communications Strategy

**Duration:** February 2018 - February 2019

**Objectives:** In partnership with the World Bank, UNWTO is implementing a project in Madagascar to formulate a Crisis Communications Strategy. The project will focus on reviewing the current institutional set-up for communications and existing mechanisms and capacities within the Ministry and other stakeholders with a view to formulate a Strategy on Crisis Communications. The project will also provide training for the implementation of the Strategy and Media training for key players.

**Results achieved:**

- An initial mission was conducted in February 2018 to assess the current communication channel systems and protocols in place. Detailed consultations were held with key stakeholders and main challenges and opportunities for crisis communication in tourism

were identified. An assessment was also undertaken of training needs in communication.

- A second mission was undertaken in June to provide training to Government stakeholders on communication skills.
- A draft Crisis Communications Strategy was presented to all stakeholders in June and comments and feedback have since been received. A final Crisis Communications Strategy will be submitted to Government in September 2018.

### **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. 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.
- National Seminar on Hotel Classification in Morocco
- Pilot testing of 720 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.
- UNWTO, UNDP and the Government of Morocco are currently preparing the terms of reference for the extension of the project for an additional three year period.

### **Country: Nigeria**

**Project Title:** Review and Assessment of the National Tourism Statistical System

**Duration:** April – June 2018

**Objectives:** To formulate a project document for the strengthening of the National Tourism Statistical System in Nigeria.

**Results achieved:**

- Review and assessment of the current status of tourism statistics in Nigeria; identification of data gaps and constraints; and, evaluation of institutional partnerships for the collection, compilation and analysis of tourism statistics.
- A workshop to present the road map for the future strengthening of the Nigerian tourism statistical system was presented within the framework of the 61st Meeting of the UNWTO Commission for Africa which was hosted by Nigeria in Abuja on 4-6 June 2018 and which focused on “Tourism Statistics – a Catalyst for Development.”

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**Country: Oman**

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**Project Title:** Development of Tourism Statistics

**Duration:** April 2015 – December 2018

**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 five 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. Two more missions are scheduled to be undertaken before the end of the project.
- The fifth mission was conducted in August 2017 and focused on data regarding employment in tourism and investment in tourism, with further attention to improve the tourism database system.
- Significant progress has been made by the MOT in terms of implementing accommodation survey and cruise tourism surveys, and in managing other sources of data, which fall under their remit.
- A sixth mission will be conducted in the final quarter of 2018 to review the work done on the implementation of inbound and outbound visitor surveys and to review the new tourism statistical database which has been developed by the MOT. Training will be provided to the MOT on how to prepare and disseminate a variety of tourism statistical bulletins/reports on a monthly/quarterly basis for sharing of tourism and tourism-related data with all public and private sector stakeholders.

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**Country: Qatar**

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**Project Title:** Development of the Qatar Tourism Experience Awards



**Duration:** August 2018 – June 2019

**Objectives:** Over the past few years, Qatar has been one of the fastest-growing economies in the world. Nevertheless, the Government has made great efforts to diversify its economy with particular focus on the tourism sector. In complying with the Government's vision to improve the tourism sector by encouraging competitiveness between the different tourism entities and activities, the Qatar Tourism Authority (QTA) is in the progress of preparing an exclusive Annual Tourism Experience Awards Program in partnership with UNWTO. This Program will play a key role in highlighting successful tourism experiences and giving due recognition to the considerable efforts of a range of stakeholders in providing exceptional experiences to the visitors across the entire end-to-end visitor journey, as well as seeking to raise the importance of Qatar as a sustainable tourism destination.

**Results achieved:**

- Project activities were launched in August 2018. The first step will be to determine the categories of the future Awards and draft the awards' criteria as well as select potential renowned personalities, both globally and in Qatar, to be members of the jury.

**Country: Panama**

**Mission Title:** Update the Panama Master Plan for Sustainable Development of the Tourism Sector

**Duration:** April 2018

**Objectives:** To formulate a project document for the updating of the current Tourism Development Master Plan for Panama, and the identification of new project that contribute to the sustainable development of tourism in the country.

**Results achieved:**

- Review of the current Panama Tourism Master Plan and field visits conducted to assess which aspects are relevant for sustainable tourism development in the country and should be further elaborated in the updated Master Plan.
- Meetings with all relevant stakeholders from the public sector, private to identify and agree on key issues that need to be addressed in the in the new Master Plan.
- A detailed project document for the formulation of a new Sustainable Tourism Development Master Plan for Panama, which describes the process, costs, and timeframe and topics to be covered in it, the Terms of Reference for the experts involved in the preparation of the Plan.
- The project document was submitted to the Panamanian authorities in May 2018.

**Country: Republic of Congo**

**Project Title:** Development of a Hotel Classification System

**Duration:** July 2016 – July 2018

**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:**

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.
- Review of the existing hotel classification system and first draft of revised criteria prepared.
- First draft of the Manual for interpreting new hotel classification criteria submitted to Ministry for review and approval.
- The draft hotel classification criteria were presented to the Government and stakeholders at a workshop held in Brazzaville in May 2018. Subsequently, the final criteria were submitted to Government in July based on comments and feedback received from the May workshop.
- UNDP, Ministry and UNWTO are currently preparing terms of reference for the extension of the project to include two new elements: preparation of a Tourism Law which will provide the legal framework for the implementation of the hotel classification scheme; and, governance issues to build the necessary capacities within the Ministry to manage a long-term extensive programme such as the implementation of hotel classification.

**Country: Sri Lanka**

**Mission Title:** Identification Mission for the Development of Project Proposals

**Duration:** February 2018

**Objectives:** To formulate a series of project proposals aimed at supporting the Sri Lanka Tourism Strategic Plan (2017-2020)

**Results achieved:**

- A review of the Sri Lanka Tourism Strategic Plan 2017 – 2020 was carried out, and field visits and meetings were conducted with relevant parties, both internally at the Sri Lanka Tourism Development Authority and externally, in order to collect enough detailed information to prepare the project proposals.
- Study of the current tourism situation and status of each potential project, leading to further meetings with other stakeholders for discussions on how best to present the projects to the most relevant donors.
- Seven proposals were drawn up for the following projects:
  1. Scoping mission for a Tourism Master Plan
  2. Setting up the conditions to develop a Tourism Satellite Account for Sri Lanka
  3. Carrying Capacity Study at popular tourist sites to introduce a visitor management system
  4. Community Tourism Strategy for Sri Lanka
  5. Plan to expand tourism and hospitality training provision in Sri Lanka
  6. Recommendations on adapting Dutch forts and lighthouses for tourism use
  7. In-depth background analysis on priority and seasonal markets identified in the Strategic Plan
- Meetings with potential donors and development organizations were conducted for the presentation of the identified projects and to gauge funding opportunities for their implementation.

**Country: Zambia**

**Project Title:** Livingstone Community Sustainable Tourism Resource Centre

**Duration:** April 2016 and ongoing

**Objectives:** To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

**Results achieved:**

- The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure.
- Synergies have been created between this project and the Cultural Centres project in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism.
- Foundation and super structure for the resource centre was completed in October 2017 providing the basis for the construction of the reception area, library, and offices of the centre.
- The Southern Province Minister visited the project site in early November 2017 and expressed satisfaction on the completed super structure.
- The remaining construction of the resource centre will be completed with Tourism Development Funds from the Ministry of Tourism and Arts of Zambia.

**Country: Zimbabwe**

**Project Title:** Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe

**Duration:** January 2018 and ongoing

**Objectives:** To invest in wildlife conservation and game viewing facilities to avoid human-wildlife conflicts and improve visitor experiences; to work with communities to explore opportunities to gain additional income from nature tourism; and to raise awareness on the importance of biodiversity conservation in tourist destinations.

**Results achieved:**

- The cooperation agreement for project implementation was signed in January 2018 and a detailed work plan has already been drawn up.
- In March 2018, UNWTO met with the Ministry of Tourism and Hospitality Industry, Ministry of Environment, Zimbabwe National Parks, local government and associations to plan building and marketing of a game viewing platform, community campsite and ranger accommodation. The meeting also exchanged ideas on building the capacity of community members to develop and manage the campsite, and awareness-raising activities for tourism and biodiversity conservation.
- The game viewing platform will be built within the Hwange National Park, and the community campsite and activities will be created just outside of it in the Tsholotsho district.

## UNWTO on the ground: Silk Road

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### Introduction

UNWTO's Silk Road initiative functions as a collaborative platform designed to enhance sustainable tourism development along the historic Silk Road routes. 34 Member States from Europe, the Middle East and Asia and the Pacific, plus various UNWTO Affiliate Members, participate in the initiative. The Silk Road initiative aims to maximize the benefits of tourism development for local communities, stimulate investment and promote the conservation of the route's natural and cultural heritage by focusing on 4 key areas of work: (i) marketing and promotion; (ii) capacity building and destination management; (iii) travel facilitation, and (iv) Silk Road tourism research.

### Silk Road Programme Meetings

#### [8th UNWTO Silk Road Task Force Meeting \(26-27 April; Kayseri, Turkey\)](#)

The meeting, jointly organized by UNWTO and the Ministry of Culture and Tourism of the Republic of Turkey, brought Silk Road country representatives and UNWTO Affiliate Members together to discuss concrete strategies and priorities to be developed over the next years. The input received, together with flagship capacity building projects, trainings and a new Silk Road tourism research pillar presented by UNWTO during the meeting will be duly reflected within the new Silk Road Action Plan. Silk Road Programme trainings and workshops

### Silk Road Programme trainings and workshops

#### **The Silk Road Tourism Research Training supports the development of tourism intelligence in Uzbekistan**

UNWTO successfully conducted a Silk Road Tourism Research Training for the State Committee of the Republic of Uzbekistan on Tourism Development in May 2018. Attended by over 15 senior officials from the State Committees on Tourism Development and Statistics of Uzbekistan, the training offered contemporary know-how on mixed-method tourism research approaches aimed at supporting the country's collection of relevant quantitative and qualitative tourism data. The course also focused on the importance of correctly assessing the profile of the international traveller, an understanding that could help identify relevant tourism trends, and behaviours and attitudes related to the host destination. 50 university students from around the country also attended the training and acquired the necessary skills to conduct a tourism research initiative along the historic Silk Road cities of Uzbekistan this summer.

#### **Tourism Week on the Great Silk Road (Republic of Buryatia, Russian Federation; 17-21 July 2018)**

UNWTO contributed to the "Tourism Week on the Great Silk Road", a gastronomic tourism forum organized by the Ministry of Tourism of the Republic of Buryatia and supported by the Ministry of Culture of the Russian Federation and the International Center of Wine and Gastronomy. The forum highlighted the potential of common gastronomic heritage to develop tourism routes linking the Russian Silk Road regions with neighbouring countries such as Mongolia and China.

#### **7th GTI NEA Tourism Forum (Hunchun, Jilin Province, China; August 2018)**

UNWTO organized a capacity building workshop during the tourism forum focused on the potential of transnational tourism routes, and on how private sector tourism stakeholders, primarily tour operators, could benefit from increased cooperation in this area. The Tumen region, strategically connecting China, Russia, Mongolia and the Republic of Korea offers great opportunities for the development of transnational tourism initiatives.

## Annex IV: The United Nations Reform - Repositioning the United Nations development system and the implications for UNWTO

### Background:

1. The World Tourism Organization (UNWTO) has been incorporated into the United Nations (UN) system as a Specialized Agency since 2003 and given its staff size and budget, it is crucial for the Organization to explore and take full advantage of the opportunities that exist from being part of the UN system and the on-going UN reform process. Since several years already, United Nations Members States have expressed their concerns and needs for the UN to become more relevant, efficient and impacting, particularly in the context of the development agenda.
2. In line with the *2030 Agenda for Sustainable Development*, the UN Secretariat together with the UN Sustainable Development Group (UNSDG), in charge of country-level coordination and formerly the UN Development Group (UNDG), has responded to this call and has introduced a large-scale reform process and a transition plan towards a more streamline and effective UN system. An essential part of this is the need for a more “reinvigorated” Resident Coordinator (RC) system, which has been outlined and empowered by UN General Assembly (UNGA) resolution 72/279 (click [here](#)) in May 2018, entitled, *Repositioning of the United Nations development system in the context of the quadrennial comprehensive policy review of operational activities for development of the United Nations system*. The RC system is the global UN mechanism for implementation of the joint UN development assistance frameworks (UNDAF) and supports at the country level in their implementation of the 2030 Agenda on the ground.
3. For the UNSDG to successfully implement its mandate for reform and to continue supporting Member States, through empowering the RC system, among other actions, there is a need for a common, coherent and transparent funding source or mechanisms. As a result of several rounds of consultations, a joint cost-sharing mechanism between all UN entities - including UNWTO - was introduced and implemented starting from 2014 in order to “ensure integrated action towards the Sustainable Development Goals (SDGs)” at country-level, as such, serves as the system’s “raison d’être” in its support to countries. In addition, a Special Purpose Trust Fund (July 2018) has been created specifically for the transition to a fully functional and reinvigorated RC system.
4. As UNWTO is a “non- resident” agency (no presence at offices at country level), the RC system represents an important mean to strengthen its capabilities, relations and development support to its developing Member States and take full advantage of the resources and opportunities of the UN system on the ground. Furthermore it aligns and contributes to UNWTO’s mandate and programme of work (PoW). The current note provides a brief overview of the state of affairs on the UN Reform of UN development and its several implications for UNWTO.

### State of affairs:

5. Since UNWTO’s integration into the UN system and its membership within the Chief Executives Board for Coordination (CEB), the Organization has actively participated in meetings and related work of the UNSDG (formerly UNDG), in order to explore to provide assistance to its developing Member States.
6. In 2013, the UNDG introduced the RC cost-sharing scheme, which was applied to all CEB entities members, on the basis of several parameters that were not consistent

and agreed by all UN system members, particularly unfavourable for small, non-resident agency (NRA), such as UNWTO.

7. Given UNWTO's mandate and potential to benefit from the UNDG for its Member States through pooled resources at the country level with the UN system - as well as benefit from a strengthened RC system and more engagement on the country-level through UNDAFs - the Secretariat agreed to join the UNDG cost-sharing scheme for the period 2014/15, by signing an engagement up to 31 December 2015 and paid an exceptional annual contribution of 50,000USD/annum, as the smaller agencies (UNWTO, WMO, IMO) contribution was of 100,000USD/annum.
8. UNWTO has lobbied with other small agencies on several occasions in disagreement with the respective cost-sharing formulas, focusing always on the principle of "ability to pay and compensation for services provided" by the RC system, without success.
9. The subsequent biennium, 2016/17, a shortfall of contributions from the UN system was realized by UNDG and the contribution reduction from 50K USD for UNWTO was not applied). UNWTO expressed its disagreement with the contribution of 200,000USD for the period of two years period 2016-17 without however disengaging from UNDG, thus the absence of liability for that period requires further clarifications with the UN.
10. In the following biennium, 2018/19, UNSDG foreseen contribution for UNWTO, among other small entities, is of to 100,000 USD per annum, which represents 0,4 % of UNWTO's total annual budget.

#### Action taken by the Management

11. The Secretary-General participated in the last UNSDG meeting, chaired by the Deputy-Secretary General Amina Mohammed, in London during the CEB.
12. In June 2018, the UN Secretary-General informed the UNWTO Secretariat of the formal approval by UNGA res. 72/279, adopted in May 2018 by all UN Member States. The resolution confirms that the current UN Resident Cost sharing contribution for all UN entities has been doubled from 2019 onwards - *UN Resolution 72/279 Art II.9 (b) "...Doubling the current United Nations Development Group cost-sharing arrangement among United Nations development system entities"*. UNWTO annual contribution would be for 2019 to 200,000 USD (approx. 0,8 % of annual budget).
13. The Secretariat submitted a letter to the UN Deputy Secretary-General, who has been tasked to lead the reform process, to further clarify of UNWTO's position on the RC costing-sharing, aiming at finding a suitable solution for 2018 and 2019, until the issue of the UNSDG is brought for decision to UNWTO governing bodies, as requested in the UNGA res. 72/279 *"Art 12. Calls upon all Member States in the relevant governing bodies of all United Nations development system entities to ensure that all entities double their agreed contributions under the current United Nations Development Group costs sharing"*.
14. The letter reiterates the concerns related to the contribution amount and informs that such decision - on such large and non-budgeted expenditure in UNWTO biennium 2018-19 Program of Work and Budget approved by its General Assembly in 2017 - requires UNWTO's Member States informed decision to the proposed cost-sharing by the governing bodies and UNWTO General Assembly. No response to the letter has been received yet from the UN Deputy-Secretary General.

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Decisions / Recommendations:

15. The Secretary-General wishes to inform the members of the Executive Council that the UN Resident Cost sharing amount of 200,000 USD was not planned and included in the 2016-17 UNWTO programme of Work and Budget, nor was included for the biennium 2018-19. The potential liability for 2016-17 of 200,000 USD needs to be clarified and a solution found with the UNSDG.
  
16. Identically, the information of the costs and benefits of UNWTO Membership to the UNDG (until 2018, now called UNSDG) was not provided for consultation and decision to UNWTO Governing bodies.

In light of the above, the Secretariat proposes the following recommendation/decision:

17. The Secretary-General shall provide a clear note and information to the next session of Executive Council related to the UN Reform (UN Resolution 72/279), including the relevance for UNWTO to be part of the UNSDG – including its operational and financial obligations and related benefits - in order for UNWTO Members to take an informed decision to fully benefit from the UN Reform.
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