

## تقرير الأمين العام

### الجزء الأول. الوضع الراهن والأنشطة الجارية

#### (ج) تنفيذ برنامج العمل للعام للفترة ٢٠١٤-٢٠١٥

المحتويات	
أولاً. مقدمة	1
ثانياً. التنافسية	1
ثالثاً. الإستدامة	3
المرفق الأول. تقرير لجنة السياحة والتنافسية	5
المرفق الثاني. تقرير لجنة السياحة والإستدامة	6
المرفق الثالث. وحدة منظمة السياحة العالمية الإستشارية المعنية بالسياحة والتنوع البيولوجي	8
المرفق الرابع. بعثات المساعدة التقنية خلال عام ٢٠١٤	11
المرفق الخامس. مشاريع التعاون التقني	13
المرفق السادس. حافظة مشاريع مؤسسة السياحة المستدامة والقضاء على الفقر (ST-EP)	19
المرفق السابع. برنامج طريق الحرير	28

#### أولاً. مقدمة

١. يستعرض هذا التقرير ما نفذته المنظمة من أنشطة من شهر نيسان/أبريل حتى شهر تموز/يوليو ٢٠١٤. وهو يأتي من حيث التسلسل الزمني كتتمه للوثيقة CE/98/3(I)(e)، ويتمحور حول الهدفين الإستراتيجيين الإثنين للمنظمة، أي التنافسية والإستدامة.

#### ثانياً. التنافسية

#### ألف. الفعاليات

٢. الإجماع السابع والخمسون للجنة منظمة السياحة العالمية لأوروبا والندوة حول تطوير تجمعات سياحية فعالة: عرضت الندوة لتجارب عملية وقائمة على الأدلة في مجال تطوير التجمعات، وهي قد أتاحت للمشاركين فرصة الإنخراط



في نقاشٍ حول العوامل الرئيسية الضامنة لتأسيس وإدارة تجمّعات سياحية ناجحة (باكو، أذربيجان، ٣-٤ نيسان/أبريل ٢٠١٤).

٣. شكّلت **القمة العالمية الثامنة لسياحة التزلج والجبال** منبراً دولياً للحوار ما بين مختلف أصحاب المصلحة وتمخّضت عن رؤيةٍ مشتركة بشأن كيفية بلورة نهج إستراتيجي وإتخاذ إجراءات من أجل تعزيز إمكانات المقاصد الجبلية في السياحة الصيفية. ولقد تم تسليط الضوء على قصص لنجاحاتٍ حقّقت في مناطق مختلفة وبخاصة من المقاصد الجبلية الصاعدة (أندورا لافيا، أندورا، ٩-١٠ نيسان/أبريل ٢٠١٤).

٤. شدّدت الدول الأفريقية الأعضاء في منظمة السياحة العالمية والتي اجتمعت لمناسبة **الندوة الإقليمية حول السياحة والربط الجوي في أفريقيا في إطار الاجتماع السادس والخمسين للجنة منظمة السياحة العالمية لأفريقيا** على ضرورة التنسيق بشكل أفضل بين السياسات السياحية وسياسات النقل الجوي بهدف الإستفادة إلى أقصى حدّ من إمكانات القطاع السياحي بغية تحقيق النمو والتنمية في القارة (لواندا، أنغولا، ٢٨-٣٠ نيسان/أبريل ٢٠١٤).

٥. **المؤتمر الأوّل للأعضاء المنتسبين إلى منظمة السياحة العالمية حول المقاربات المبتكرة الآيلة إلى التغلب على الموسمية: نموذج بونتال دل إستي المعياري**: عرض المؤتمر دراسات لحالات معيّنة وناقش البعد العملي لتطوير شراكة متكاملة وناجحة من أجل تشجيع وتمكين التعاون ما بين الشركاء في معرض مواجهة الموسمية (بونتال دل إستي، الأوروغواي، ١-٣ أيار/مايو ٢٠١٤).

٦. **مدّت دورة مؤسسة تيميس الإقليمية لبناء القدرات في مجال الإستراتيجيات السياحية** المشاركين بالمعارف والمهارات والأدوات اللازمة وأتاحت حيزاً للنقاش بشأن الإستراتيجية السياحية على مستوى المقصد (الدوحة، قطر، ١١-١٥ أيار/مايو ٢٠١٤).

٧. **إنعقد المنتدى العالمي الثاني لشبكة المعارف التابعة لمنظمة السياحة العالمية** تحت عنوان: **الابتكار في السياحة: ردم الهوة بين النظرية والممارسة، وركّز على الابتكار في التكنولوجيا المتصلة بالسياحة، وعلى التحوّلات في الأسواق، وتطوير المنتجات، والحوكمة**. كما شدّد المنتدى على الدور المحوري الذي ينبغي للشركات بين القطاع العام والقطاع الخاص أن تضطلع به على كافة مستويات التنمية السياحية، العالمية منها والإقليمية والمحلية (مدينة مكسيكو، المكسيك، ٢٨-٣٠ أيار/مايو ٢٠١٤).

٨. تم تنظيم كلّ من **ندوة الأعضاء المنتسبين إلى منظمة السياحة العالمية حول الشراكات بين القطاع العام والقطاع الخاص: تطوير منتجات سياحية تخصّصية، والمنتدى الدولي حول التنمية السياحية المستدامة والابتكار**، وذلك في إطار **الاجتماع السابع والخمسين للجنة منظمة السياحة العالمية للأمريكيتين** (كارتاخينا دي إندياس، كولومبيا، ٢٣-٢٥ حزيران/يونيو ٢٠١٤).

٩. **عقد الاجتماع الرابع لفرقة عمل منظمة السياحة العالمية المعنية بطريق الحرير** بالتزامن مع الدورة الأولى **لرؤوب طريق الحرير**. ولقد وفّرت هذه الفعالية المنبر الأمثل للمطارات وشركات الطيران والهيئات السياحية وغيرها من أصحاب المصلحة من أجل التشبيك والقيام بأعمال تجارية وتحسين شبكات النقل الجوي (تبليسي، جورجيا، ٧-٨ تموز/يوليو ٢٠١٤).

## باء. المنشورات

١٠. **بارومتر السياحة العالمية الصادر عن منظمة السياحة العالمية والمرفق الإحصائي**، الجزء ١٢، عدد حزيران/يونيو ٢٠١٤: يتضمن هذا العدد والمرفق الإحصائي الملحق به تحليلاً عن النتائج الأولية للسياحة الدولية للفترة الممتدة بين شهري كانون الثاني/يناير ونيسان/أبريل ٢٠١٤، بناءً على المعطيات عن أعداد الوافدين والإيرادات المسجّلة في المقاصد في كافة أنحاء العالم. إلى ذلك، يضم العدد التوقعات بشأن الفترة الممتدة بين شهري أيار/مايو وآب/أغسطس بالإستناد إلى فريق الخبراء التابع لمنظمة السياحة العالمية وبيانات حجوزات النقل الجوي المستقاة من الأداة الإستقصائية التجارية ForwardKeys.

١١. **تقدّم نسخة عام ٢٠١٤ من كتيب أبرز الحقائق في القطاع السياحي الصادر عن منظمة السياحة العالمية** لمحّة موجزة عن السياحة الدولية في العالم إستناداً إلى نتائج عام ٢٠١٣. وينطوي الكتيب على الإتجاهات الرئيسية في السياحة الدولية لعام ٢٠١٣، إضافةً إلى النتائج وفقاً للأقاليم (الفرعية) وبلدان المقصد، وأفضل المقاصد السياحية في العالم، فضلاً عن السياحة المغادرة بحسب الإقليم وأهم المنفقين، والتوقعات الطويلة المدى أي السياحة بطول العام ٢٠٣٠.

١٢. **التقرير العالمي حول قطاع الإجتماعات**: صدر هذا التقرير باللغتين الإنكليزية والإسبانية، وهو المجلد السابع من تقارير الأعضاء المنتسبين إلى منظمة السياحة العالمية والتي تتناول مجالات حيوية بالنسبة للقطاع السياحي من منظور التعاون والشراكات بين القطاع العام والقطاع الخاص. يقدم التقرير لمحةً شاملة عن القضايا الأساسية الماثلة أمام المقاصد التي تصبو إلى بناء قطاع إجتماعات تنافسي، كما يتضمن دراسات لحالات من مختلف أنحاء العالم.

١٣. **يقدم التقرير العالمي حول سياحة التسوق** مجموعة من الإرشادات العملية والمبادئ التوجيهية لكافة المقاصد التي تبدي إهتماماً بتطوير سياحة التسوق. ويضم المجلد الثامن من سلسلة تقارير الأعضاء المنتسبين إلى منظمة السياحة العالمية مروحةً واسعة من دراسات الحالة المُعدّة من قبل أصحاب المصلحة في قطاع السياحة من مختلف أنحاء العالم. ونظراً لأنه جزءٌ من مشروع المدن التابع للمنظمة، ينظر التقرير في الأثر الإقتصادي لسياحة التسوق ويوفّر لمحة عن الإستراتيجيات والأولويات التي تستخدمها الجهات المعنية بالسياحة بغرض الإرتقاء بالنمو المستدام وتعزيز التمايز بين العروض السياحية في المقاصد.

١٤. صدرت ترجمتان لمنشوراتٍ سابقة خلال الفترة المشمولة بالتقرير:

(أ) **دليل حول تطوير المنتجات السياحية** (بالفرنسية)

(ب) **دليل عملي لإدارة المقاصد السياحية** (بالفرنسية)

### ثالثاً. الإستدامة

١٥. إحتلت الحاجة إلى تعزيز قدرة القطاع السياحي على مواجهة التغيّر المناخي الصادرة في **المؤتمر الدولي حول السياحة والتغيّر المناخي** المُنظّم بالإشتراك ما بين منظمة السياحة العالمية ورابطة أمم جنوب شرق آسيا (ASEAN). ولقد عُقد المؤتمر بالتزامن مع **الإجتماع المشترك السادس والعشرين للجنة شرق آسيا والمحيط الهادئ ولجنة جنوب آسيا** (ليجازي، الفلبين، ١٨-٢٠ أيار/مايو ٢٠١٤).

١٦. عُقدت **الندوة حول الشراكات بين القطاع العام والقطاع الخاص: التراث الملموس وغير الملموس والمنتجات السياحية الابتكارية** في إطار **الدورة الثامنة والتسعين للمجلس التنفيذي لمنظمة السياحة العالمية**، وذلك بالتعاون مع منظمة مدن التراث العالمي في إسبانيا التابعة لليونسكو، وهي من الأعضاء المنتسبين. وركّز المؤتمر على تطوير المنتجات السياحية وشهد مداخلات لمسؤولين حكوميين رفيعي المستوى تشاطروا الممارسات الفضلى (سانتياغو دي كومبوستيلا، إسبانيا، ٦ حزيران/يونيو ٢٠١٤).

١٧. **مؤتمر منظمة السياحة العالمية ومكتب التنسيق السياحي في ميكونغ (MTCO) حول السياحة وحماية التراث**: شكّل هذا المؤتمر مدخلاً إلى العلاقة ما بين التراث والسياحة المستدامة، إذ أشار إلى دراسات حالة حول الممارسات الفضلى في مجال المحافظة على التراث في بلدان من آسيا وأوروبا. ومن النقاط الأساسية التي ركّز عليها المؤتمر النقاش حول كيفية صياغة السياسات في ما يخص الإدارة المستدامة للمواقع التراثية الثقافية التي تزخر بها ميانمار وكيفية حماية هذه المواقع والحفاظ عليها على المدى الطويل (ماندالاي، ميانمار، ١٢ حزيران/يونيو ٢٠١٤).

١٨. **نُظّم الإجتماع الوزاري حول الفعاليات الكبرى من أجل التنمية السياحية المستدامة** بالإشتراك ما بين الوكالة الإتحادية للسياحة في الإتحاد الروسي ومنظمة السياحة العالمية، وكان الغرض منه مناقشة التحديات والفرص الماثلة أمام المقاصد السياحية في ما يتعلّق بإستضافة الفعاليات الكبرى (سوتشي، إقليم كراسنودار، الإتحاد الروسي، ١٦-١٧ حزيران/يونيو ٢٠١٤).

### رابعاً. الإجراءات الواجب اتخاذها من قبل المجلس التنفيذي

١٩. يُطلب من المجلس التنفيذي أن:

(أ) يحيط علماً بهذا التقرير؛

(ب) ويصادق على انضمام الفلبين كعضو جديد في لجنة السياحة والتنافسية، عملاً بتوصية لجنة شرق آسيا والمحيط الهادئ خلال الاجتماع المشترك السادس والعشرين للجنة شرق آسيا والمحيط الهادئ وجنوب آسيا الإقليمية؛

(ج) ويوافق على مشاركة المعهد الوطني للمواصفات والملكية الصناعية (تونس) ومعهد التنافسية السياحية (المكسيك) في لجنة السياحة والتنافسية بصفة مشاركين مدعويين.

The Committee on Tourism and Competitiveness has held 2 virtual meetings (27 March, 2014 and 3 July, 2014, respectively) since its composition (from Full, Associate and Affiliate Members, and invited participants) were formally approved by the 96<sup>th</sup> Session of the Executive Council. (CE/DEC/9(XCVI) Victoria Falls, Zimbabwe, August 2013).

2. The list of the invited participants by the UNWTO Secretary - General (as has been stipulated in the Rules of Procedure of the Committee) was also endorsed at the 98<sup>th</sup> Session of the Executive Council ((CE/DEC/6(XCVIII) Santiago de Compostela, Spain, June 2014). The following list of entities and/or individuals expressed interest in contributing to the work of the Committee: i) **AENOR** (Spanish Association for Standardization and Certification and representative of the ISO Technical Committee – ISO/TC 228 on Tourism and Related Services ), ii) **IH&RA** ( International Hotel and Restaurant Association),iii) **INRouTe** (The International Network on Regional Economics, Mobility and Tourism), **Prof. Geoffrey I. Crouch** ( La Trobe Business School, Melbourne, Australia)

3. Philippines joined the Committee as a new member, representing the region of Asia and the Pacific.

4. Representatives from Mexico (Chair), Croatia, Tunisia, Flanders (Associate Member) and ICTE, Spain (Affiliate Member) participated in the **1<sup>st</sup> virtual meeting** of the Committee (27 March, 2014). The deliberations of the meeting mainly focused on its priority activities which aim at supporting the UNWTO in fulfilling its normative role.

5. Pursuant to the recommendation of Mexico (Chair), the Committee agreed to pool efforts and build synergies to compile information about the prevailing concepts and operational definitions, which form the key determinants of tourism competitiveness. The UNWTO Secretariat will gather comments and observations of the Committee Members as well as other relevant experts, institutions and private sector representatives on establishing a baseline understanding and consensus as regards the concepts and definitions.

6. Representatives from Mexico (Chair), Tunisia, Flanders (Associate Member), ICTE, Spain (Affiliate Member) AENOR and INRouTe (invited participants) participated in the **2<sup>nd</sup> virtual meeting** (3 July, 2014).

7. The Committee welcomed the invited participants and once again recognized the importance of the dialogue mechanism among the different partners of this platform in the process of exchanging information and expertise in order to ensure consistency and global consensus on specific concepts and terminology. Within this context, entities like AENOR (Spain), INNORPI (Tunisia), Instituto de Competitividad Turística (Mexico) and InRouTe (Spain) will share the output of the current initiatives at national and/or international level with the Committee Members.

8. The Committee suggested that the UNWTO Secretariat, in cooperation with InRouTe and AENOR, elaborates a draft list of concepts and operational definitions within a hierarchal structure from the general to the specific as a reference framework.

9. The Committee requested the UNWTO Secretariat to submit a working document to the CTC members before the next virtual meeting.

1. The **second meeting** of the Committee on Tourism and Sustainability (CTS) took place on 21 March 2014, with the participation of the UNWTO Secretary-General and of representatives from Bahamas (Chair), Iraq, Serbia, Flanders (Associate Member) and ICTE, Spain (Affiliate Member). The Committee Members recommended the following actions:
  - a. To include relevant regional and international players as well as experts to these virtual meetings. Members of the Committee were invited to provide suggestions which will be submitted to the Executive Council through the Secretary-General for approval
  - b. To share with the Members the Bahamas Declaration, outcome of the International Conference: Tourism as a Key Factor for Development in Island States, held in Nassau, Bahamas, in February 2014
  - c. To send to the Members the 10YFP matrix (concept note)
  - d. To circulate a paper on sustainable development indicators measurements for enterprises to get the Committee's guidance. UNWTO will share with the participants the initial lines of the suggested focus
  - e. To share with Members within the next week the document on the functioning of the observatories
  
2. The **third meeting** of the Committee was held on 14 April 2014 with the participation of Bahamas(Chair), Iraq, Israel(Vice-Chair) and Seychelles The main objective of the meeting was to brief the Members of the Committee on the establishment of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP).
  
3. The draft concept note on the establishment of the Sustainable Tourism Programme (one of the five initial programmes of the 10YFP) was circulated with the Members of the Committee prior to the meeting. Members were requested to submit a consolidated view on the concept paper during the phase of the public consultation.
  
4. In reference to the Note Verbal of the UNWTO Secretary-General SDT/278/2014 of 20 May 2014 requesting Member States to participate in a survey on the Promotion of Ecotourism for Poverty Alleviation and Environmental Protection, Members of the Committee were asked on 3 June 2014 to complete the survey.
  
5. Members of the Committee were informed that this survey responds to a request of the United Nations General Assembly to provide inputs to the UN Secretary General report on the implementation of the UNGA resolution 67/223 entitled "Promotion of ecotourism for poverty eradication and environmental protection", including recommendations on ways and means to promote ecotourism as a toll for fighting poverty and promoting sustainable development.
  
6. The Committee had the opportunity to revise the draft report before its submission to the UNGA.
  
7. On 2 July 2014, Members of the Committee were asked to provide a list of experts from international organizations, public and private sectors as well as individual experts to be invited at the Committee's meetings for the following thematic areas (see paragraph 20/a):
  - a. Biodiversity
  - b. Observatories of Sustainable Tourism
  - c. Protected Areas
  - d. Wildlife and Endangered Migratory Species
  - e. Economic Sustainability

- f. Certification Systems
  - g. Social, Economic and Cultural Sustainability
  - h. Renewable Energy
  - i. Climate Change
8. As of end of July, the Secretariat received replies from Bahamas, Israel and Seychelles.

**Country: Indonesia**

**Project Title: "Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran (STREAM)"**

**Duration: 1 January 2011 – 31 May 2014**

**Objectives:** To implement an approach to low carbon tourism development in Pangandaran by showcasing effective climate change mitigation and adaptation measures. STREAM serves as a lighthouse project to demonstrate the importance of holistic thinking and planning in the context of climate change and tourism, including the implementation of energy efficiency and renewable energy measures in tourism facilities, and the restoration of coastal ecosystem, as carbon sinks to enhance the adaptive capacity in Pangandaran.

**Results achieved as of 31/05/2014:**

- **Pilot interventions with Hotels and Restaurants:** 5 types of energy efficient and renewable energy technologies were implemented in 9 hotels and 2 restaurants. The pilot interventions consist of Solar Water Heater, inverter technology air conditioning (AC) system, using hydrocarbon based AC refrigerant, LEDs and motion sensors. Together with management trainings on energy saving measures, the total annual energy is estimated to reduce 123 MWh per year, corresponding to 74 tons of GHG emission reduction.
- **Green Energy Concept (GEC) as new attraction:** As part of the vision to develop a new low carbon tourism attraction in Pangandaran, STREAM inaugurated the Community based Green Energy Concept at Bulaksetra (site of STREAM mangrove planting) by showcasing the link of renewable energy to tourism development. Interventions included solar and wind powered tourism boat, lifeguard radio systems, lightings, information signage, among others.
- **Mangrove rehabilitation program:** 38,000 mangroves planted, 11,000 mangrove seedlings self-nurtured. It is estimated that at the end of 2013, 21 tons CO<sub>2</sub>eq carbon sink from the mangroves was captured, and at the end of 2014, approximately 53 tons CO<sub>2</sub>eq in total since the beginning (end of 2012) will be captured. The mangrove program has now more than 2000 people involved.
- **Mangrove Ambassador program:** 18 local schools integrated the mangrove programme to their curricular and educational studies, with more than 450 students as Mangrove Ambassadors. In the recent sessions of the Mangrove Ambassador program, most of the interpretation and facilitation have been taken over and done by local groups and teachers; STREAM expert team only maintained a distanced supervision. This is part of the handover operations from STREAM to the local community. Since the end of 2013 and throughout 2014, schools conducted their monitoring activities on their own (without financial support from STREAM).
- **Independent management of Mangrove Tours:** As a handover mechanism to local institutions, Babakan village government (owner of the Mangrove area) established an institutional council to manage and implement the mangrove programme. Ilalang is appointed as the local environment group to manage the mangrove area and handle the mangrove tours. These tours are currently fully managed by Ilalang; STREAM expert team only maintained close supervision or sometimes interpretation whenever necessary. More than 200 commercial tourists have participated in adopting their own mangroves. Mangrove Pangandaran social media program has 410 members and growing. As a product diversification of the mangrove tour, STREAM combined mangrove planting with bike tour through villages. 2 bamboo bike prototypes were constructed with participants from local community groups, local woodman and carpenter.
- **Coral reef rehabilitation:** Total of more than 1400 coral fragments were planted. 4 monitoring sessions were conducted jointly with BKSDA (Local government for environment), and the next monitoring will be done by BKSDA independently. Coral showed a survival rate of an average 94%
- **Stimulating Behavior Change through Rewarding Concept:** STREAM inaugurated the pilot initiative to incentivize and encourage consumer towards environmental and climate friendly actions.



The initiative explores how behavioral science positively influences and nudges guests through rewarding schemes that includes measure benefiting the locals.

- **STREAM Delivery Conference 5-7 May, 2014, Jakarta:** STREAM organized the Conference on Sustainable Tourism and Climate Change to deliver the achievements and approaches of the project for replication purposes, while also conducted forums and technical sessions on the linkages of climate change and tourism.

### Country: Georgia

**Project Title: "Support for Georgia in the Field of Protected Area Development"**

**Duration: 1 March 2012 – 30 April 2014**

**Objectives:** The aim of the project was to support the national nature protection and tourism authorities by the implementation of progressive strategies and regulations for protected area management and sustainable tourism development. It included the following specific objectives:

1. Establishment of a network of ecosystem-based tourism products
2. Increase of the capacities of local people, park staff and tourism stakeholders for the development and operation of biodiversity-based tourism products
3. Development and implementation of marketing strategies for each conservation area for specific target groups

### Results achieved as of 30/04/2014:

- A consortium of partners for the implementation of the project was established involving the Georgian National Tourism Administration (GNTA), the Agency of Protected Areas of Georgia (APA), the Georgian Tourism Association (GTA) and the Centre for Biodiversity Conservation and Research (NACRES) and UNWTO.
- In consultation with partners, a set of criteria for the selection of protected areas was completed and the following areas selected for project implementation: Lagodekhi Protected Areas (Mountain ecosystem), Vashlovani National Park (Semi-arid/Freshwater ecosystems), Kolkheti National Park (Freshwater ecosystem), Mtirala National Park (Mountain ecosystem) and Tbilisi National Park (Low Mountain Ecosystem).
- UNWTO provided detailed guiding papers to the Georgian partners for developing rapid assessments of the sites, detailed SWOT analyses, detailed data collection and site management plans.
- The planning and full implementation of 9 biodiversity-based tourism products in the 5 Protected Areas were accomplished successfully, focussing on interpretative trails in Lagodekhi and Vashlovani, and sports-based activities in Mtirala, Kolkheti and Tbilisi National Parks (Zip-line, Canyoning, Eco-paddling, Mountain-biking). The 9 biodiversity-based tourism products were also promoted with brochures, maps and internet presentation.
- The marketing strategies for 4 of the protected areas have been finalized, as well as the Georgian Eco-label for the branding of the 9 biodiversity-based tourism products.
- The biodiversity-based tourism products were presented with promotional material at the International Tourism Fair in Berlin in March 2014.
- A delivery ceremony and conference took place on 7 April 2014 with broad participation of stakeholders from Georgia and the neighbouring countries.

### Regional Project: China, Egypt, Germany, India, Kazakhstan, Republic of Korea, Senegal and Tanzania

**Project Title: Sustainable Tourism along Migratory Bird Flyways**

**Duration: 1 June 2012 – 31 May 2014 (Preliminary Phase)**

**Objectives:** In 2012, a record one billion tourists crossed international borders, a true milestone in international travel and a clear sign of the strength of the tourism sector. The project channels this strength into a force for global biodiversity conservation and enhanced livelihoods for local communities

by developing a network of sustainable and resilient destinations across four flyways: East Atlantic, West Asian East African, Central Asian, East Asian Australasian. Through the project, tourism will be showcased as an innovative approach to promote the sustainable and resilient development of vital habitats for migratory birds. By providing an adequate framework for sustainable tourism management and diversifying the tourism offer along the flyways, the project will generate revenue for improved management of biodiversity and spread the benefits of tourism to local communities, while creating attractive experiences for tourists. The project will also contribute to the broader goals of sustainable development of the Convention on Biological Diversity (CBD), the Convention on Migratory Species (CMS), the Ramsar Convention and related Multilateral Environmental Agreements.

#### **Results achieved at 31/05/2014 (preliminary phase):**

- **Key partners** with sound experience in the field of conservation and tourism have joined forces to implement the preliminary phase of the project. The Secretariat of the Convention on Migratory Species (UNEP/CMS), the Agreement on the Conservation of African – Eurasian Migratory Waterbirds (AEWA), Wetlands International, BirdLife International and the World Tourism Organization (UNWTO) are the implementing partners. UNWTO is also ensuring the overall coordination of activities. The World Heritage Convention Secretariat (UNESCO/WHC) and the Man and the Biosphere Programme (UNESCO/MAB) of UNESCO, the Ramsar Convention Secretariat and the Secretariat of the Convention on Biological Diversity (SCBD) are involved in the project as advisory partners. The International Union for the Conservation of Nature (IUCN) is participating as an observer.
- A set of criteria was developed for the **selection of sites** with the aim to ensure that the project would target sites with different specificities, and which are facing different threats, with a view to testing a variety of strategies and the following sites were preselected: in the East Atlantic Flyway, the Wadden Sea Biosphere Reserve – Schleswig Holstein (Germany) and the Djoudj National Bird Sanctuary (Senegal); in the East Asian – West African Flyway, Ras Mohamed National Park (Egypt) and Lake Natron (Tanzania); in the Central Asian Flyway, Korgalzhyn State Nature Reserve (Kazakhstan) and Chilika Lake (India); and in the East Asian – Australasian Flyway, Seocheon and Geum River (Republic of Korea) and Chongming Dongtan Nature Reserve (China).
- A **methodology** was developed to carry out the assessment of the project sites. It consists of desk research, consultation with stakeholders and formulation of recommendations and it was agreed by all partners during the 2<sup>nd</sup> Steering Committee meeting. The methodology was used for the formulation of eight **site reports** assessing the strengths, weaknesses, opportunities and risks of the destinations involved and identifying the specific tourism-related interventions that the project should target during its potential main phase. The reports were formulated in a participatory manner integrating the comments of the local stakeholders consulted. A project proposal compiling the findings of all the 8 site reports is under formulation and will be used to fundraise.
- The partners **showcased** the project in a variety of international events; leaflets and a logo were produced and a theme on tourism was selected for the celebration of the World Migratory Bird Day (WMBD). The celebrations of the WMBD included a photo story competition organized by CMS and AEWA in partnership with UNWTO which focused on raising awareness of the interactions and potential of the link between tourism and migratory birds.

**Albania** (May 2014):

- Review of Draft Tourism Law: Upon request by the Government of Albania, through its Ministry of Urban Development and Tourism, UNWTO carried out a review of Draft Tourism Law of Albania in order to ensure compliance of the draft Law with international best standards, practices and comparability, while also ensuring that it meets the needs and requirements of the Albanian tourism industry.
- Statistics Capacity Workshop: UNWTO organized a technical workshop to provide practical assistance to equip officials from the Ministry of Urban Development and Tourism and relevant stakeholders in Albania with knowledge on formulation and implementation of tourism statistics methodology.

**Bhutan** (7-14 January 2014): A technical assistance mission on tourism statistics and tourism satellite account was carried out in order to set up a system of Tourism Statistics that includes all basic information necessary to embark on a process that would lead eventually to an experimental TSA for Bhutan.

**Egypt** (26-29 April 2014): Revival of the Holy Family's Path: In an effort to create new niche tourism products, the Ministry of Tourism requested UNWTO's advice in developing the Holy Family's Path by reviving and giving prominence to all the religious landmarks - along 3500 Km, crossing 25 historical sites - which constitute the spiritual heritage of the holy family trip to Egypt. Drawing upon the unique experience of the St. James Way (Camino de Santiago), this short-term preparatory mission carried out an overall assessment of the existing attractions, resources and facilities, as well as the feasibility of developing and promoting tourist routes connecting 25 historical sites.

**Kuwait** (14-19 June 2014): Classification and grading system for accommodation establishments: At the request of the Tourism Sector (TS) at the Ministry of Commerce and Industry (MOCI), UNWTO fielded an advisory mission to review, update and develop the classification and grading system for accommodation establishments in Kuwait. To this end, a detailed assessment of the current system was carried out in consultation with the Government and key industry stakeholders, and recommendations on ways and means of enhancing quality standards within the sector and strengthening monitoring, inspection and enforcement processes, were formulated.

**Myanmar** (6-10 January 2014): The overall objective of the mission was to assist Myanmar in initiating the TSA development process. To achieve this objective, meetings and workshops were held with the local team (including the institutions related to tourism, either as users of System of Tourism Statistics (STS) or as providers of basic data) to assess the existing STS; and to introduce tourism statistics collection, management and TSA. Based on their evaluation, the experts provided recommendations for further technical assistance and work plan for the future.

**Palestine** (28 June – 4 July): Establishment of a Tourism PPP Advisory Board and Marketing Unit within the Ministry of Tourism and Antiquities: The Initiative for the Palestinian Economy (IPE), developed by the Office of the Quartet Representative (OQR), identified Tourism as one of eight key economic sectors that can act as catalysts for growth of a new Palestinian economy. At the request of the OQR, UNWTO prepared a short policy paper on the value and potential of tourism for the socio-economic development of Palestine. Furthermore, at the request of the Ministry of Tourism and Antiquities of Palestine, UNWTO prepared a comprehensive project proposal for the establishment of a Marketing Unit and a PPP Advisory Board, within the Palestinian Ministry of Tourism. The proposal identifies a formula for the creation of a professional destination marketing agency independent of the constraints of public sector regulations and able to draw on the collaboration of both public and private sectors, defines its role, its key staff and constitution, specifies its capacity building requirements and

introduces a mechanism to secure a sufficient annual budget to cover operational costs and fund annual marketing campaigns.

**Philippines** (1<sup>st</sup> to 31<sup>st</sup> August 2014): Technical assistance for the formulation of a project proposal: this is a follow-up to the technical assistance to the Philippines on Post-Disaster Recovery. The main objective is to use this project proposal to seek funds from USAID, UNDP and ADB in order to establish a learning centre of excellence in Tacloban (Philippines) on climate change for academic purposes and as a source of employment for the local communities.

**Saudi Arabia** (27 April – 1 May 2014): Review of the Existing Handicrafts Law: At the request of the Saudi Commission for Tourism and Antiquities (SCTA), UNWTO conducted a detailed review of the existing Law on Handicrafts, identified gaps and weaknesses and proposed appropriate amendments to the Law, in consultation with stakeholders. The proposed amended Law conforms to international standards and best practices.

**United Arab Emirates** (12-23 April 2014): White Paper on Tourism: UNWTO assisted The National Council of Tourism and Antiquities (NCTA) of the UAE in drafting a White Paper on Tourism. A core objective of the white paper was to examine a more inclusive and coordinated approach that actively engages all seven Emirates in developing and packaging comprehensive tourism product and service offerings and with reinforcing the tourism eco-system enablers by aligning the sector's strategic objectives with the national socio-economic development objectives of the UAE.

**Action Plan for the Implementation of the Arab Tourism Strategy (17-23 March 2014):** At the request of the Council of Ministers of Tourism of the League of Arab States (LAS), UNWTO provided technical advice to an ad-hoc LAS working group on streamlining the phased implementation of the *Arab Tourism Strategy*. To this end, a short technical support mission was fielded to Cairo to prepare a comprehensive project proposal for a five-year action plan for the implementation of the strategy. The proposal focuses on the development and promotion of intra-regional tourism (which roughly represents 40% of the total volume of international tourist arrivals to the Middle East and North Africa and has a strong growth potential) and is articulated around the following major work streams:

- 1- Facilitation of visa procedures (taking into account current security concerns)
- 2- Enhancing connectivity between source markets and destinations in the region
- 3- Development, diversification and promotion of Tourism Products, especially tailored for the intra-regional market
- 4- Development of quality standards for Tourism facilities and services
- 5- Development of Tourism statistics systems and implementation of the Tourism Satellite Account
- 6- Promote and incentivize Tourism investments between Arab countries
- 7- Capacity building programme for officials of National Tourism Administrations (NTAs), particularly targeting the abovementioned areas.

**Small Island Economies:** In response to an increasing number of requests for technical assistance in statistical strengthening from particularly small island economies over the past few years, UNWTO undertook a review of the island economies in Asia and the Pacific. The aim of the review was to adapt the current statistics capacity-building programme to the specific needs of island economies.

**Country: India****Project Title:** Implementation of the Tourism Development Master Plan for Punjab**Duration:** March 2009 – December 2014

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

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

**Results achieved:**

- Rural tourism development guidelines and rural tourism development strategy finalized in consultation with major stakeholders and the Punjab Heritage and Tourism Promotion Board (PHTPB). The guidelines and the strategy will serve as the foundation for the development and promotion of rural tourism in the State. Once the State Government is able to obtain funding from the Central Government for one model cluster, the action plan included in the strategy would be implemented and replicated at other locations.
- Tourism awareness programmes were organized in selected schools and colleges in four major districts of the State. These included train-the-trainers programmes. All training materials were produced in English and translated into Gurumukhi (local Punjab language).
- Six tour guide training programmes at key tourism destinations of Punjab.
- Advanced technical assistance was provided to the Research and Statistics Unit of the PHTPB through revised operating and application procedures with focus on structured compilation and analysis of tourism statistics. Workshops in this regard were conducted at four different locations in the State.
- Marketing and promotion activities commenced with the finalization of a work plan for the PHTPB's participation in major trade fairs and exhibitions, organization of road shows, marketing and PR kit, formulation of a marketing action plan with annual budgets, and, production of a Marketing and Sales Manual, and other related activities.
- A project steering committee meeting was held in May, and activities of the next phase of the project will continue in August 2014.

**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, and
- implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

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

#### **Results achieved:**

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

#### **Country: Mozambique**

**Project title:** Strategic Tourism Development Plan

**Duration:** May 2014 – September 2014

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

Important aspects to be included in the tourism strategy are:

- institutional development of the sector,
- marketing and branding,
- business development,
- land use planning,
- human resources development,
- hospitality quality,
- and sustainable tourism development, in particular in protected areas.

**Results achieved:** The project is implemented over a five month period, with the Strategic Tourism Development Plan to be presented mid-August 2014, and capacity building seminars on the implementation of the Plan to be organized at the end of August and the beginning of September. In

June 2014, the team of experts carried out field missions to the main tourism development zones in the country in order to collect information for the situation analysis, and meet with stakeholders to discuss the constraints and opportunities for tourism development, as well as the future directions to take. The findings of the field missions and the analysis of available information and data have been presented in a situation analysis report that includes a SWOT analysis of the sector, and summarizes priority aspects to take into account in the new strategy.

### **Country: Qatar**

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

**Duration:** May 2013 – March 2015

**Objectives:** In May 2013, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the phased implementation of the new Tourism Strategy and Action Plan, particularly in the following areas:

- Legislation, Regulations and Institution Building
- Development and Promotion of MICE Industry
- Destination Marketing
- Statistics and TSA Development
- Human Resource Development
- Sustainable Tourism Development

Within the first implementation phase of the project, priority was given to the area of Legislation, Regulations and Institution Building. Technical support, under this area, focused on reviewing the current legislation and regulations in Qatar and drafting and enforcing regulations governing the following main tourist activities: Tourist Guides, Event Management Companies, Tour Operators, Travel Agents, Ground-Handling Agents, Theme Parks and Desert Overland Safaris/Camps and related activities in order to bring them in line with contemporary legislative standards practice in international tourism.

In February 2014, UNWTO and the Qatar Tourism Authority signed an Agreement to support the Tourism Authority in the implementation of the Phase II of the new Tourism Strategy and Action Plan, inclusive of a Capacity Building Programme in Product Development and Investment Promotion.

#### **Results achieved:**

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

### **Country: Togo**

**Project title:** Tourism Development Management Plan

**Duration:** July 2013 - ongoing (June 2014)

**Objectives:** UNWTO, in cooperation with the United Nations Development Programme and the Government of the Republic of Togo, has initiated a project for the preparation of a tourism development and management Plan for Togo. An agreement was signed on 21 March 2013 between UNWTO and the Ministry of Tourism of Togo.

The development of this Master Plan is intended to support the Togolese government's recent decision to make tourism development of a priority in its policies. Its objective is to define a coherent framework that lays down medium- and long-term guidelines and describes programmes of action to be implemented in order to achieve the established goals.

**Results achieved:**

A comprehensive report on the analysis and diagnostic of the current situation of the tourism sector in Togo has been elaborated. This report includes detailed information about different areas such as tourism statistics, tourism laws and regulations, investment, education, air transport and infrastructure.

Based on the results of the first phase of the project, a number of actions for short, medium and long terms were identified, which will serve as the basis for the implementation of the second phase of the project currently underway.

The second phase of the project has been validated during the workshop held on 30 July 2014 in Lomé, Togo, with the presence of UNWTO Secretariat. The Experts will submit the final report next 17 August 2014 before UNWTO presents it to Togo for their final approval.

**Country: Uganda**

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

**Duration:** September 2012 – February 2014

**Objectives:** The Government of Uganda, in its National Development Plan 2010-2014, identified tourism as a priority sector to promote socio-economic development in the country, foster the creation of sustainable livelihoods, and generate greater dividends in foreign exchange earnings while contributing towards the protection of Uganda's valuable and diverse cultural and natural heritage. As a result of this Plan, the Ministry of Tourism, Wildlife and Antiquities was also created in 2011 to oversee tourism policy, planning, development and management in the country.

UNWTO, in collaboration with the United Nations Development Programme (UNDP), implemented a project which provides policy and strategic guidance for tourism development in the country through the formulation of a Tourism Policy and a Tourism Development Master Plan.

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

Based on the Tourism Policy, a Tourism Development Master Plan was formulated to implement the Tourism Policy. The Master Plan was formally presented to the Government of Uganda in February 2014 and an official launch of the Master Plan, by the Government of Uganda, is scheduled for September 2014.

**Country: Uganda**

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

**Duration:** September 2013 – December 2014

**Objectives:** The tourism sector is currently Uganda's fastest growing industry with an average annual growth rate of 21%. The vast majority of Uganda's poor live in rural areas and Uganda's main tourism



products are also located in rural Uganda. The United Nations Development Programme (UNDP) is supporting the Government of Uganda through a project on development of inclusive markets in tourism, focusing on the participation of the poor and local communities in the tourism sector as entrepreneurs, employees and consumers. It aims to empower the poor to increase benefits from the tourism industry and improve their livelihoods through access to labor and markets, and increased opportunities for decent work and incomes.

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

#### **Results achieved:**

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

**Countries:** Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe

**Project title:** National Statistical Capacity-Building Programme (NSCBP) to RETOSA Members

**Duration:** October 2010 - December 2014

**Objectives:** UNWTO has developed the NSCBP to provide its support and expertise to Member States that wish to improve their national System of Tourism Statistics and Information with the perspective of developing a TSA. The NSCBP consists of two phases: firstly, an Evaluation Mission – which conducts a thorough evaluation on the country's system of tourism statistics and makes recommendations on what improvements need to be made; and, secondly, a long-term project in which UNWTO provides its technical assistance to the Government in implementing the recommendations made by the Evaluation Mission. Following an evaluation of the Systems of Tourism Statistics (STS) in each country, UNWTO has been implementing the project's second phase in close collaboration with RETOSA and its regional members with the principal objective to further strengthen knowledge of the TSA and tourism statistics through the delivery of regional training workshops, building on the outcomes and results of the evaluations carried out during the first phase. The training activities are therefore designed to be aligned to the needs of RETOSA members through transfer of knowledge and best practices, simulation of model TSAs and tackling common constraints faced by tourism authorities.

The 7<sup>th</sup> Regional Workshop was organized in Port Louis, Mauritius from 22-28 June 2014. The objective of this workshop was to continue to provide further capacity building to RETOSA Member States in the compilation of the various tables which comprise a Tourism Satellite Account. Delegations made detailed presentations on the progress they have made in the strengthening of their respective national

tourism statistical systems. Through this series of intensive workshops, RETOSA Member States have had the opportunity to address common challenges and constraints in developing their national tourism statistical systems while sharing solutions and best practices to overcome these challenges. UNWTO and RETOSA intend to organize similar workshops in 2015.

**Countries: ASEAN countries**

**Project title: River-based tourism project**

**Duration:** August 2014- January 2015

**Objectives:** To provide assistance for the implementation of ASEAN tourism marketing strategy for 2012-2015; to provide a comprehensive evaluation of the potential of river-based tourism development in the region in order to promote cooperation among them; and to facilitate cooperation in management and development of river tourism development among industry stakeholders.

By December 2013, out of the portfolio of 107 ST-EP projects, 87 projects had already been successfully completed. The ST-EP projects are well spread around the world, with 53 projects for Africa located in 20 countries (Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Zambia and Zimbabwe) as well as in 2 sub-regions (West Africa and Southern Africa); 31 projects executed in 9 different countries in Latin America (Bolivia, Colombia, Costa Rica, Ecuador, Guatemala, Haiti, Honduras, Nicaragua and Peru) as well as in 1 sub-region (Central America); 19 projects in Asia benefiting 8 countries (Bhutan, Cambodia, China, Lao PDR, Mongolia, Nepal, Timor-Leste and Vietnam); 2 projects in Europe located in Albania; and 2 projects in the Middle East for the benefit of 2 countries (Jordan and Yemen).

During the second semester of 2013 and the first semester of 2014, UNWTO invested a significant amount of time and resources to make pre-project preparations for new ST-EP projects and give follow up to on-going projects. Projects have been supported to prepare detailed work plans, formulate terms of reference for capacity building, marketing and policy development assignments, define indicators to measure results, and assess the quality of draft marketing materials and policy documents. UNWTO further actively monitors the progress of the projects, based on quarterly progress reports received from each project and selected review missions to beneficiary countries.

Below is a concise description of the ST-EP projects under implementation in the period 2013 Q3 – 2014 Q2.

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Burundi	Enhancing Participation of Youth and Women in the Tourism Sector	The project will collaborate with selected hotels in Bujumbura and along the lake shores to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. In collaboration with local training institutes, a tailor made training course will be provided to the selected staff members of the participating hotels. The project will further work with selected young and female entrepreneurs to support them through training, business advice and small subsidies to enhance existing tourism SMEs (mainly restaurants and small accommodations). The project will especially focus on supporting tourism SMEs that can help generate additional local employment for youth and women. UNWTO is already in contact with the Ministry of Tourism of Burundi to start project implementation and a work plan has been drafted. A UNWTO Themis Volunteer has been recruited and is expected to be deployed to the project in April 2014.	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operated tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized. Preparations are being made to start the construction of small tourism facilities to be managed by local groups.	ST-EP Foundation UNIDO COAST Joint contribution :
Ghana	Savannaland Destination Tourism Programme	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. The project has fostered public private partnerships, especially through establishing tourism committees and a destination management team which takes the lead in carrying out marketing activities. <a href="http://www.savannatourism.com">www.savannatourism.com</a>	SNV ST-EP Foundation (Partnership)
Kenya	Enhanced Market Access for Community-based Tourism Products	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. The following activities have been carried out: competitiveness of the guiding product by facilitating a guiding accreditation qualification for guides/scouts; competitiveness of the Taita and Maasai Mara by adapting innovative marketing strategies; market access for the community tourism product; institutional framework for governance and benefit sharing for the Maasai Mara Conservancies and the Taita Taveta tourism operation; capacity of the leadership	SNV ST-EP Foundation (Partnership)

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		and community members to engage in conservation efforts. As a final project activity, in the first semester of 2014, 9 women groups who are producing and selling basketry and other curios receive marketing support and small matching grants to improve their businesses.	
	Kenya Coast Beach Management and Local Livelihoods	The project delivered a 3-month training programme covering a range of different topics including service standards, personal grooming, customer care, health and safety. The training was conducted in two ways: by hotel zone (delivering general training to beach operators working outside of specific hotels) and by trade-grouping (delivering trade specific training and capacity building to beach operators according to their trade. These training formed part of the first phase of the project and has benefited 580 beach operators. In its second phase, the project is supporting arrangements that allow for beach operators to display their wares inside the hotels' premises. The first of such successful arrangements was officially formalized through a Memorandum of Understanding (MoU) between the Travellers Beach Hotel and Club, one of the leading beach hotels in Mombasa, the Coast Beaches Curio Operators Association and the Mombasa and Coast Tourist Association. The MoU allows for 20 beach operators to display their wares inside the Travellers Beach Hotel and Club twice a week during given hours and on a rotational basis.	Travel Foundation  ST-EP Foundation (Partnership)
Lesotho	Kome Rural Homestays project	The project focuses on community mobilization and awareness raising for participation in tourism. A cultural heritage route is going to be developed and promoted including the diversification of local crafts and improved production and sales of organic vegetable and fruits. Activities to improve community-based tourism within Pulane community are about to start and the following components have been planned: community mobilization and awareness raising for participation in tourism; development and promotion of cultural heritage route;	ST-EP Foundation

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		diversification and enhancement of local crafts; improved production and sales of organic vegetable and fruits.	
Mali	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	An inventory of formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) was carried out in Mopti, Sangha and Djenné. A value chain analysis identified the best opportunities to develop business linkages. Support to access small equipment and training on business management, quality products and services. A website for the Mopti's craftswomen has been developed, and a handicrafts shop in Djenne has been built. The project was launched in June 2010, and successfully completed in December 2013.	AECID (Spanish Cooperation Agency)
Mozambique	Human resource and SME development for the tourism sector in Inhambane province	The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 500 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole.	Flemish Government  Government of Macau S.A.R.
	Voluntary Training and SME Development for the Tourism Sector in Maputo	The main objective of the project is to <i>"enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector"</i> . The project intends to create tangible benefits from tourism for 200 local households through	Flemish Government

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		<p>the following ST-EP mechanisms:</p> <ol style="list-style-type: none"> <li>1. Employment in tourism enterprises</li> <li>2. Supply of goods and services to tourism enterprises</li> <li>3. Direct sales of goods and services to visitors</li> <li>4. Establishment and running of tourism enterprises</li> </ol>	
Namibia	Training and Support for the Establishment of Small Tourism-related Businesses especially for rural women	<p>In collaboration with the private sector, the project has identified women employees in tourism and is sponsoring their participation to tourism courses in hospitality and culinary arts. In addition, 8 micro tourism projects managed by women are receiving financial and business development services in order to deliver goods and services to tourists and tourism enterprises.</p> <p>Micro projects are implemented at various sites, focusing on the construction of handicraft centres and guest rooms, and the preparation of marketing materials. Training on Hotel Management and Culinary arts is provided to 30 women.</p> <p>The project was launched in September 2010, and will be completed in the course of 2014. A training for rural women to get employment in medium-sized and large tourism enterprises will be given in July 2014</p>	AECID
Namibia	Initiatives Fund for Rural Women Entrepreneurs	<p>The project is complementary to the project above. Financial support and technical assistance is being provided to small enterprises run by women in order to deliver goods and services to tourists and tourism enterprises. Trainings in book keeping, basic marketing, weaving, negotiation skills, and English language have been carried out.</p> <p>The project was launched in July 2012, and will be completed in the course of 2014 with the construction of a local craft centre managed by rural women.</p>	Banesto Foundation
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	<p>Guidelines for establishing and operating cultural tourism activities, and quality standards and a monitoring system have been developed. Training has been provided to existing and new Cultural Tourism Enterprises in the fields of tour guiding, business management and quality services. The</p>	<p>SNV</p> <p>ST-EP Foundation</p> <p>(Partnership)</p>

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
		Tanzanian Association of Cultural Tourism Organizers (TACTO) has been strengthened and is playing an active role to represent and provide product development and marketing support to the current 41 Cultural Tourism Enterprises in the country. Exchange visits have been organized and marketing materials produced. <a href="http://www.tanzaniaculturaltourism.com">www.tanzaniaculturaltourism.com</a>	
Zambia	Development of Cultural Centres for Promotion of Community-based Tourism	Cultural Centres are under construction in Mafungautsi and Mwandu villages and capacity building activities are about to commence. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the completion of the project activities in Mwandu, which is located near Livingstone.	ST-EP Foundation
Zimbabwe	Enhancing Participation of Youth and Women in Tourism	<p>The project will collaborate with selected hotels at the Victoria Falls to identify staff members (youth and women) with low-paid jobs who have the potential to grow into better paid positions in the hotel after receiving further training. Information has been exchanged with the Ministry about the project objectives, which will focus on the following activities:</p> <ul style="list-style-type: none"> <li>- Building capacities of women and youth people to make a career in tourism enterprises at the Victoria Falls and strengthen the capacity of tourism SME's in the area.</li> <li>- Identification staff members (youth and women) with low-paid jobs who have potential into better paid positions in the hotel after their training.</li> <li>- Tailor made courses will be elaborated.</li> <li>- Support selected young and female entrepreneurs to support them through training, business advice, and small subsidies to enhance existing tourism SMEs (mainly restaurants and excursions).</li> </ul> <p>The TOR for a UNWTO Themis Volunteer to support the project has been prepared.</p>	ST-EP Foundation



AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Costa Rica	Market Access and New Technologies for Community-based tourism	<p>The project includes the following components: identification of technologies' needs for 7 local communities; purchase of computer equipment; technical assistance and capacity building for e-commerce; websites design; organization of famtour for tour operators.</p> <p>The project, on-going since April 2013, has carried out the following activities:</p> <ul style="list-style-type: none"> <li>- 13 tourism sites have an internet connection;</li> <li>- 7 computers were purchased, one for each of the rural tourism communities;</li> </ul> <p>Training sessions were given on software (basic and advanced levels);</p>	Europamundo Foundation
Central America	Market Access for Rural Tourism SMEs	<p>The project aims to contribute to the regional integration of rural tourism initiatives through joint marketing activities.</p> <p>A seminar on e-commerce for the members was carried out, and technical assistance to improve marketing tools and techniques as well as to develop e-commerce strategies and websites for the members of FEDECATUR and FACOT has been provided. Development of websites for the Network of Rural Tourism Accommodations and FACOT (Federation of Tour Operators) and mobile application for the Central American region were completed.</p>	ST-EP Foundation
Haiti	Linking small providers of goods and services with tourism enterprises	<p>The project aims to strengthen the involvement of local people in the tourism supply chain in Jacmel through enhancing local employment, establishing business linkages between tourism enterprises and local producers, and diversifying the visitor offer by supporting local communities living up-country to develop new eco-tourism products. To date, tourism Inventory was conducted for the Jacmel region and the following components were planned:</p> <ul style="list-style-type: none"> <li>&gt; Value chain analysis and training needs assessment</li> <li>&gt; Product development and SME support</li> <li>&gt; Capacity building</li> </ul> <p>The TOR for a UNWTO Themis Volunteer to support the project has been prepared.</p>	ST-EP Foundation

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Mongolia	Capacity Building for Tourism Employees	<p>The project aims to build capacities among tourism employees and unemployed young people to make a career in the tourism sector. Based on a training needs analysis, a curriculum will be developed and arrangements will be made with local institutes to provide tourism training, especially on these subjects for which there is a clear demand from the private sector. Capacity-building activities are about to start and the following project components have been planned:</p> <ul style="list-style-type: none"> <li>&gt; Curricula development and training for the trainers</li> <li>&gt; Training courses and supply of training materials</li> </ul> <p>Contacts have been established with the Dutch development agency CBI to create synergies with their support activities to the tourism sector in Mongolia. In collaboration with CBI and the Ministry of Tourism a detailed project work plan is being prepared</p>	ST-EP Foundation
Timor-Leste	Capacity Building for Tourism Employees in Dili	<p>Project activities include: two training institutes in the country have been identified to deliver training for tourism employees. The project will assist the two selected institutes to develop and carry out a train-the-trainers programme and supplying the institutes with suitable training materials. The main objective is that the training institutes will deliver courses for employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector.</p> <p>Capacity building activities are about to start and the following project components have been planned</p> <ul style="list-style-type: none"> <li>• Curricula development and training for the trainers</li> <li>• Training courses and internships</li> </ul> <p>Arrangements have been made with two local training institutes to deliver the training and final arrangements are made with the Ministry regarding their coordinating role.</p>	<p>ST-EP Foundation</p> <p>Government of Macau S.A.R.</p> <p>Joint contribution :</p>

MIDDLE EAST			
Country	Project Title	Current Status and Main Results	Main Contributions
Jordan	Youth Career Initiative	<p>The Youth Career Initiative (YCI) was designed to empower disadvantaged, vulnerable young people by equipping them with relevant life and work skills and expose them to a successful business environment and professionals that will enable them to make informed career choices and become employable.</p> <p>Awareness raising activities are on-going to promote the tourism sector as a favourable employment opportunity among local youth. Capacity building on relevant tourism skills is taking place in Amman and Aqaba for the participants selected in collaboration with the participating hotels. In June 2013, 29 participants, within this Youth Career Initiative in Amman, have graduated. This first training cycle consisted in day-to-day operations of full-service hotel; English language and computer skills; trainings and on-ground activities for civic and volunteerism engagements. A second training cycle will be organized in 2014, which will target 48 participants (with special focus on women). This new program will start with a 5-days preparation camp for the youth in order to expose them to the requirements for working in the hotel sector.</p>	ST-EP Foundation

## OPERATIONAL ACTIVITIES

- **4th UNWTO Silk Road Task Force meeting, 7-8 July 2014, Tbilisi, Georgia**

Jointly organized with the Georgian National Tourism Administration, and held in collaboration with the first ever edition of the Routes Silk Road (formerly Routes CIS, a major route development forum), the 4th annual gathering of the Silk Road Task Force proved decisive in addressing the priorities and strategies to be carried out for the biennium 2014-2015.

At the meeting, the new UNWTO Silk Road Action Plan 2014-2015 was launched, and participants including 17 Silk Road Member States, UNESCO and the World Federation of Tourist Guide Associations (WFTGA), actively shared ideas and experiences on how to promote sustainable tourism development along the Silk Road. By combining the Task Force meeting with Routes Silk Road, Task Force participants had the opportunity to network with aviation leaders and participate in a highly comprehensive programme of events focusing on aviation, route development and visa facilitation for the Silk Road.

As part of the programme, UNWTO worked in collaboration with Routes to demonstrate the importance of visa facilitation at the *Routes Silk Road Strategy Summit* on 7 July 2014. UNWTO organized a panel of high-level speakers from Georgia, Kazakhstan, Armenia and IATA to debate issues and share best practices highlighting the positive impacts of visa facilitation on tourism development.

The notes and attendance list of the meeting, plus additional relevant information, can be found here: <http://silkroad.unwto.org/event/4th-unwto-silk-road-task-force-meeting-routes-silk-road-2014>

- **UNWTO Silk Road Programme Update to Member States**

The Silk Road Programme Update is an informative note sent every two months to the Ministers of Tourism of all participating Silk Road Member States, with a copy furnished to the Minister's cabinet and the official Silk Road Task Force Representative. The update contains information on the progress of current Programme activities, which in the latest edition included:

- Upcoming meetings: Silk Road Seminar at JATA Tourism Expo 2014: 'The Growth of Cultural Tourism on the Silk Road' (26 September 2014, Tokyo, Japan)
- WTM London 2014: UNWTO Silk Road Seminar: '20 Years of Silk Road Tourism: What has been achieved and what's in store for the future?' (5 November 2014, World Travel Market, London), and the annual UNWTO/WTM Speed Networking Event
- Upcoming training events: The 'Enhancing Silk Road Interpretation and Quality Guides Training Initiative', a heritage guide training course focused on the five countries participating in the UNESCO/UNWTO Silk Roads Heritage Corridors Strategy Project
- Ongoing projects: Update on the VeRoTour project, a pilot maritime tourism initiative, focused on sustainable tourism products, along the western Silk Road

## PUBLICATIONS

- **UNWTO Silk Road Action Plan 2014-2015**

Officially launched at the 4th UNWTO Silk Road Task Force meeting in Tbilisi, Georgia, and available online in English and Russian, the newly updated Silk Road Action Plan contains the objectives and priority areas to be addressed for the biennium 2014-2015. The Action Plan was developed taking into

consideration the feedback provided by over 20 Silk Road Member States via a survey distributed throughout 2013-2014. It is designed to inspire engagement, collaboration and input from stakeholders interested in making a strong contribution to the sustainable growth of Silk Road tourism.

The Silk Road Action Plan 2014-2015 can be downloaded here: <http://silkroad.unwto.org/content/silk-road-action-plan>

- **Survey on Member States' priorities for UNWTO Silk Road Action Plan 2014-2015**

Carried out throughout 2013-2014, the Silk Road Programme launched a specialized survey to assess Member State interest and priorities for the biennium 2014-2015. The results were included in the updated Silk Road Action Plan 2014-2015 that was officially launched at the 4th UNWTO Silk Road Task Force meeting in Tbilisi, Georgia (7-8 July 2014). The survey covered the Silk Road Programme's three key areas of work and was developed in line with the decisions adopted at the 3rd Silk Road Task Force meeting which took place in Baku, Azerbaijan, in 2013.

To view the results and the output received, please view:

- Silk Road Action Plan 2014-2015: <http://silkroad.unwto.org/content/silk-road-action-plan>
- Conclusions and minutes of the 4th UNWTO Silk Road Task Force meeting: [http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/4th\\_unwto\\_sr\\_task\\_force\\_conclusions\\_and\\_minutes.pdf](http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/4th_unwto_sr_task_force_conclusions_and_minutes.pdf)

- **UNWTO Silk Road Programme website**

With the aim of modernizing and introducing user-friendly elements to the specialized website, the Silk Road Programme has been updating information and relevant links to all current projects and activities, including: the *VeRoTour project* and the *UNESCO/UNWTO Silk Roads Heritage Corridors Tourism Strategy Project*. Here, relevant project documents and event updates are updated regularly in order to foment joint participation and learning. Freely accessible reports focusing on specific Silk Road areas have also been uploaded, such as the *WTM Social Media Report – Silk Road*, a report analysing social media usage along the historic routes, and the *Tourism Visa Openness Report for Silk Road Countries*, a document assessing the possibilities of travel facilitation along the Silk Road, officially launched at the 4th UNWTO Silk Road Ministers' Meeting at ITB Berlin 2014.

One of the key results of the Silk Road Survey launched in 2013-2014 showed that the UNWTO Silk Road Programme website could function as a key information sharing point for all participating Member States, private-sector participants and other involved tourism stakeholders. Thus the Silk Road Programme actively encourages all participating stakeholders to make use of the website by sending UNWTO any Silk Road related news on events, activities and projects.

**Additional information:**

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Silk Road Programme website: <http://silkroad.unwto.org>