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Report of the Secretary-General

Part I. Current situation and activities

(c) Implementation of the general programme of work for 2014-2015

Annex IV. Technical Assistance Missions in 2014

Addendum

1. In addition to the technical assistance missions presented in Annex IV of document CE/99/3(c), the Secretary-General would like to bring to the attention of UNWTO Members the following five missions:

(a) **Ghana** (March 2014): In 2012, in collaboration with the United Nations Development Programme (UNDP) and the United Nations Economic Commission for Africa (UNECA), UNWTO implemented a project to review the existing National Tourism Development Plan of Ghana to assess the status of implementation and lessons learnt, and to formulate a new and updated Tourism Plan reflecting current realities and development paradigm to ensure that the tourism sector plays its rightful role in Ghana's shared growth agenda. An updated National Tourism Development Plan, 2013- 2027 was formulated which built on the foundations set by the previous Plan by identifying barriers that are still impeding growth of certain markets and recommending solutions, particularly through proposed phased spatial development. Given the Government's desire to implement the priority recommendations of the Master Plan, UNWTO deployed a project formulation mission in March 2014 to prepare an integrated project document for the implementation of the Master Plan, revolving on three priority areas of the Government, including feasibility studies for 5-6 priority tourism development projects; marketing and promotion; and upgrading of the Hotel Tourism and Training Institute and overall skills development programme.

(b) **Côte d'Ivoire** (April 2014): As part of its efforts to revamp the tourism sector in the country, the Government of Côte d'Ivoire requested UNWTO's technical assistance to conduct a detailed evaluation of the current state of services of the hotel and restaurant sector in the country and prepare a project document for the upgrading of quality services through the establishment of a national classification system. The mission was conducted from 7-11 April 2014 and covered the following aspects: review of the current criteria and norms for accommodation establishments and restaurants, undertake a detailed evaluation of the current quality standards, and, evaluate the capacities of the Ministry of Tourism to undertake inspections and enforce existing norms and standards. Based on this evaluation, UNWTO prepared a detailed project document for the formulation of updated classification criteria and the implementation of this new system. The project document was approved by the Government, which is now seeking donor support to implement the project.



(c) **Nicaragua** (June 2014): The Government of Nicaragua has made significant progress, over the past few years, in the improvement of its national system of tourism statistics and has even prepared its first Tourism Satellite Account (TSA). Nevertheless, a national system of tourism statistics is a constantly evolving process and the Government of Nicaragua requested UNWTO's technical assistance to undertake a detailed evaluation of the progress it has made in terms of tourism statistics and assess the quality of its TSA. The UNWTO mission was deployed on 15-24 June and the draft report was submitted to the Government in August and is currently being reviewed by it.

(d) **Cambodia** (July 2014):

(i) Tourism is already an important component of the Cambodian economy and the Royal Government of Cambodia has identified tourism as a priority sector for the promotion of sustainable socioeconomic growth in the country. However, for tourism development to be both sustainable and competitive, the Government needs to have a thorough understanding of its tourism sector and its role in the economy. This can only be achieved through a reliable and accurate System of Tourism Information (STI). At the request of the Royal Government of Cambodia, UNWTO organized a National Statistics Workshop geared towards representatives of the Ministry of Tourism, the National Statistics Office, Central Bank and Provincial Authorities to review the current progress, challenges and constraints of the national tourism statistical system and provide recommendations for the strengthening of the statistical system and for the establishment of sustainable and effective intergovernmental partnerships for the collection and analysis of tourism-related statistics and data. The National Statistics Workshop was held in Siem Reap on 21-25 July 2014.

(ii) UNWTO and the Ministry of Tourism of the Royal Government of Cambodia jointly organized a Regional Workshop on Tourism Statistics and Tourism Satellite Account (TSA) for the Mekong River countries in Siem Reap on 26-30 July 2014. The workshop focused on delivering training on international standards in tourism statistics and the Tourism Satellite Account which UNWTO has developed in recent years with particular emphasis on methodology, concepts and international best practices. Additionally, the event provided an excellent forum for tourism and statistics officials from the region to review the state of their own respective systems of tourism statistics, discuss the current challenges faced and exchange knowledge and experiences. This workshop was particularly valuable for the Mekong River region, as intraregional tourism flows constitute a major source of tourism expenditure for countries in the Mekong River area, and better regional collaboration in terms of developing regional tourism statistics is essential for assist the Mekong River countries' tourism administrations in formulating regional tourism policy, development and marketing initiatives.

2. In total, through its Technical Cooperation and its Regional Programmes, the Secretariat has fielded 17 priority missions in 2014 based on requests received from Member States. As of the end of August, 13 missions have been fully completed.