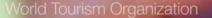


65TH UNWTO REGIONAL COMMISSION FOR AFRICA 2022



UNWTO

UNWTO TECHNICAL COOPERATION ACTIVITIES



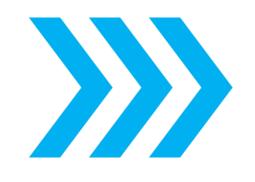
Environmental Sustainability





Driver of Economic Growth

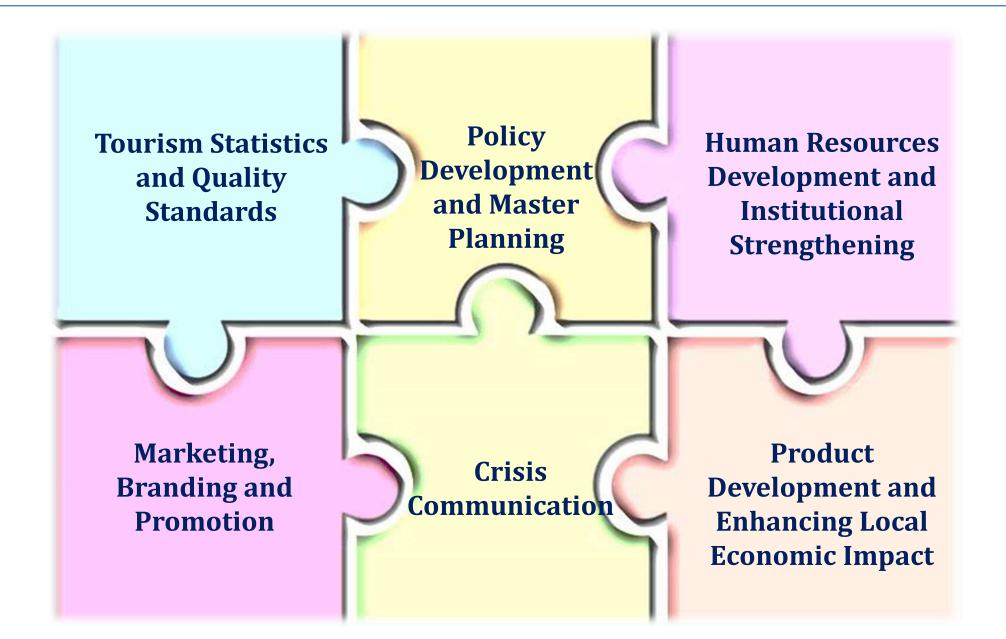
Enhancing the contribution of tourism in the advancement of SDGs



TECHNICAL COOPERATION is at the very heart of UNWTO's programme of work, supporting Member States in their efforts to enhance competitiveness and sustainability in the tourism sector



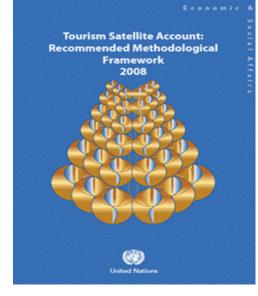
MAJOR AREAS OF TECHNICAL ASSISTANCE

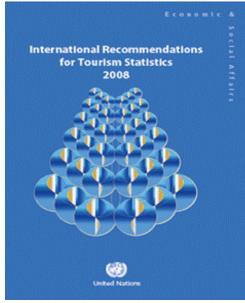


MAJOR AREAS OF TECHNICAL ASSISTANCE

Statistics and Quality Standards

- Statistical Strengthening and Development of a Tourism Satellite Account (TSA) – making use of ample experience in UNWTO as the custodians of the TSA methodology
- Measurement of Sustainable Tourism
- Quality Standards in Tourism Services (Hotel Classification Systems)







MAJOR AREAS OF TECHNICAL ASSISTANCE

Policy Development and Master Planning

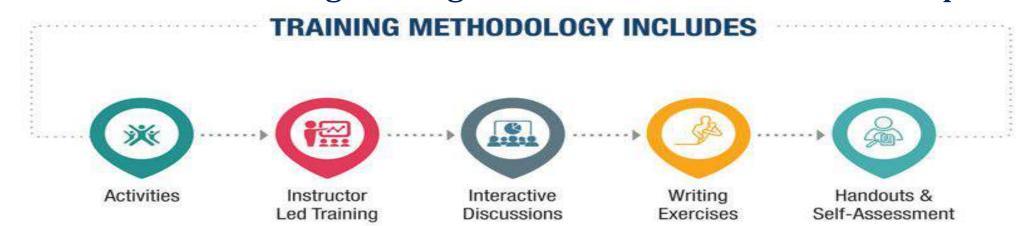
- Tourism Policy
- Tourism Development Master Plans and Strategic Development Plans
- Tourism Physical / Land Use
 Planning
- Destination Management Planning
- Tourism Legislation and Regulation





Human Resources Development and Institutional Strengthening

- Human Resources Planning for the Tourism Sector.
- Capacity Building Programmes in Tourism Development and Management.
- Capacity Building Programmes in Hospitality Skills and Tourism Business Development.
- Institutional Strengthening and Public-Private Partnership.



> Marketing, Branding and Promotion

- Marketing and Promotion Plan.
- Marketing Strategies for Specific Source Markets.
- Digital Marketing Stragegy
- Development of Tourism Awards Schemes.
- Branding.





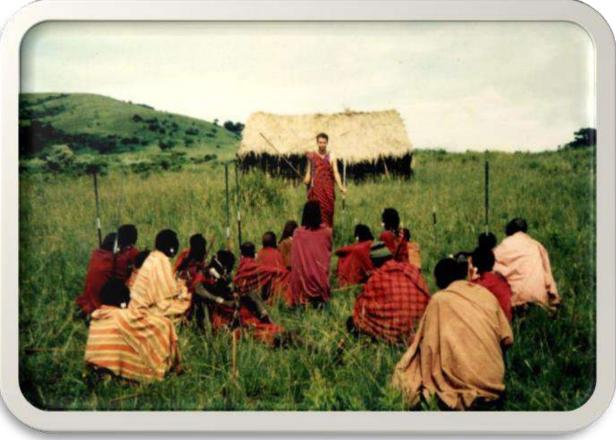
> Crisis Communications.

- Tourism and Security Protocols
- Crisis Communication Strategies
- Crisis Communication Tool Kits
- Media Training





- Tourism Product Development and Enhancing Local Economic Impact
 - Product Development/ Diversification Strategy
 - Tourism and Local Economic Development Strategy
 - Community-based Tourism
 - Vocational Training for Disadvantaged Groups (youth, women, lower income





In May 2020, TCSR launched the UNWTO COVID-19 Tourism Recovery Technical Assistance Package

https://www.unwto.org/news/unwto-releases-a-covid-19-technical-assistance-package-for-tourism-recovery

COVID-19 TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE



COVID-19 TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

Launched in May 2020, the Package includes a comprehensive list of technical assistance activities, both of a longer duration with a wide scope, and of a short duration with a specific focus.

Depending on the situation in a country, different technical assistance activities at various stages of the COVID-19 mitigation and recovery process may be needed.

The Package is structured around <u>three</u> main pillars:

Economic Recovery
 Marketing and
 Promotion
 Institutional
 Strengthening and
 Building Resilience





Technical Assistance Activities (Indicative)

- 1. Measurement of the impacts of Covid-19
- 2. Country-Specific Tourism Recovery Plans
- 3. Support Programme for Tourism MSMEs
- 4. Reorienting the value chain towards sustainability







Technical Assistance Activities (Indicative)

- 1. Review of Growth Scenarios and Priority Markets
- 2. Marketing Strategy (international, regional, domestic, thematic, digital)
- 3. Tourism Diversification Strategy
- 4. Incentives Programme to

Stimulate Travel



B INSTITUTIONAL STRENG-THENING AND BUILDING RESILIENCE

Technical Assistance Activities (Indicative)

- 1. Building Resilience of Tourism Enterprises to Adapt to the COVID-19 (including safety and hygiene)
- 2. Public-Private Partnership for Tourism Recovery (national level and for destination management organizations)
- 3. Crisis Response Communication Strategy and Media Training
- 4. Tourism Human Capital (strategy development and capacity building for tourism officials on accelerating recovery)
- 5. Strengthening participation of disadvantaged groups in tourism recovery and development (communities, women, youth)



DISTRIBUTION OF PROJECTS

50 projects under implementation or in final stages of conceptualization

AFRICA

Angola Benin (3) Botswana (2) Comoros * Lesotho Liberia Malawi Morocco (2) Republic of Congo Seychelles South Africa*

Tunisia Tanzania (2) Zambia (2) Zimbabwe (2)



ASIA AND MIDDLE EAST EUROPE THE PACIFIC

China (4) Maldives Mongolia Nepal Sri Lanka Timor-Leste

AMERICAS

Dominican Republic Paraguay

Egypt Jodan Qatar Saudi Arabia UAE Croatia Georgia Greece (2) Kazakhstan & Kyrgyzstan (2) Moldova Montenegro Tajikistan Turkey Uzbekistan (2)

* Projects implemented by other partners with in-kind contribution from UNWTO through input by TCSR

OUR MAIN DEVELOPMENT PARTNERS



















European Bank for Reconstruction and Development





Governments

European Bank for Reconstruction and Development (EBRD) African Development Bank Asian Development Bank (IDB) United Nations Development Programme (UNDP) World Bank International Trade Centre Enhanced Integrated Framework (EIF) Japan International Cooperation Agency (JICA) Guangzhou Chimelong Group





Thank you

Marcel Leijzer

Manager

Technical Cooperation and Silk Road Department

