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

Tourism Statistics and Quality Standards

Policy Development and Master Planning

Human Resources Development and Institutional Strengthening

Marketing, Branding and Promotion

Crisis Communication

Product Development and Enhancing Local Economic Impact
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.

Training Methodology Includes:

- Activities
- Instructor Led Training
- Interactive Discussions
- Writing Exercises
- Handouts & Self-Assessment
Marketing, Branding and Promotion

- Marketing and Promotion Plan.
- Marketing Strategies for Specific Source Markets.
- Digital Marketing Strategy
- 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 groups)
In May 2020, TCSR launched the UNWTO 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 three main pillars:

1) Economic Recovery
2) Marketing and Promotion
3) 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
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 THE PACIFIC
- China (4)
- Maldives
- Mongolia
- Nepal
- Sri Lanka
- Timor-Leste

MIDDLE EAST
- Egypt
- Jordan
- Qatar
- Saudi Arabia
- UAE

AMERICAS
- Dominican Republic
- Paraguay

EUROPE
- 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
Governments
European Bank for Reconstruction and Development (EBRD)
African Development Bank
Asian Development Bank
Inter-American 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