



Regional Commission for the Middle East

7 - 9 JUNE 2023, DEAD SEA, HASHEMITE KINGDOM OF JORDAN

Survey Findings on Members' Priorities for the UNWTO Programme of Work (PoW) 2024-2025 and the Long-term Vision

Rationale of the Survey

- Define short and long-term approaches in terms of the sector's development vision and the required reforms for the Organization
- Identify member and non-member States' primary needs, challenges, and viewpoints for the UNWTO to address tailored services
- Consolidate feedback from the public sector and the industry stakeholders to reflect as a unified voice in the PoW



Characteristics of the Survey

- Planning and implementation phases and the rigor and transparent process
- Robust and reliable qualitative data derived and inductive method employed
- Closed and open-ended questions
- Diversity of focus: global, regional, sub-regional and national

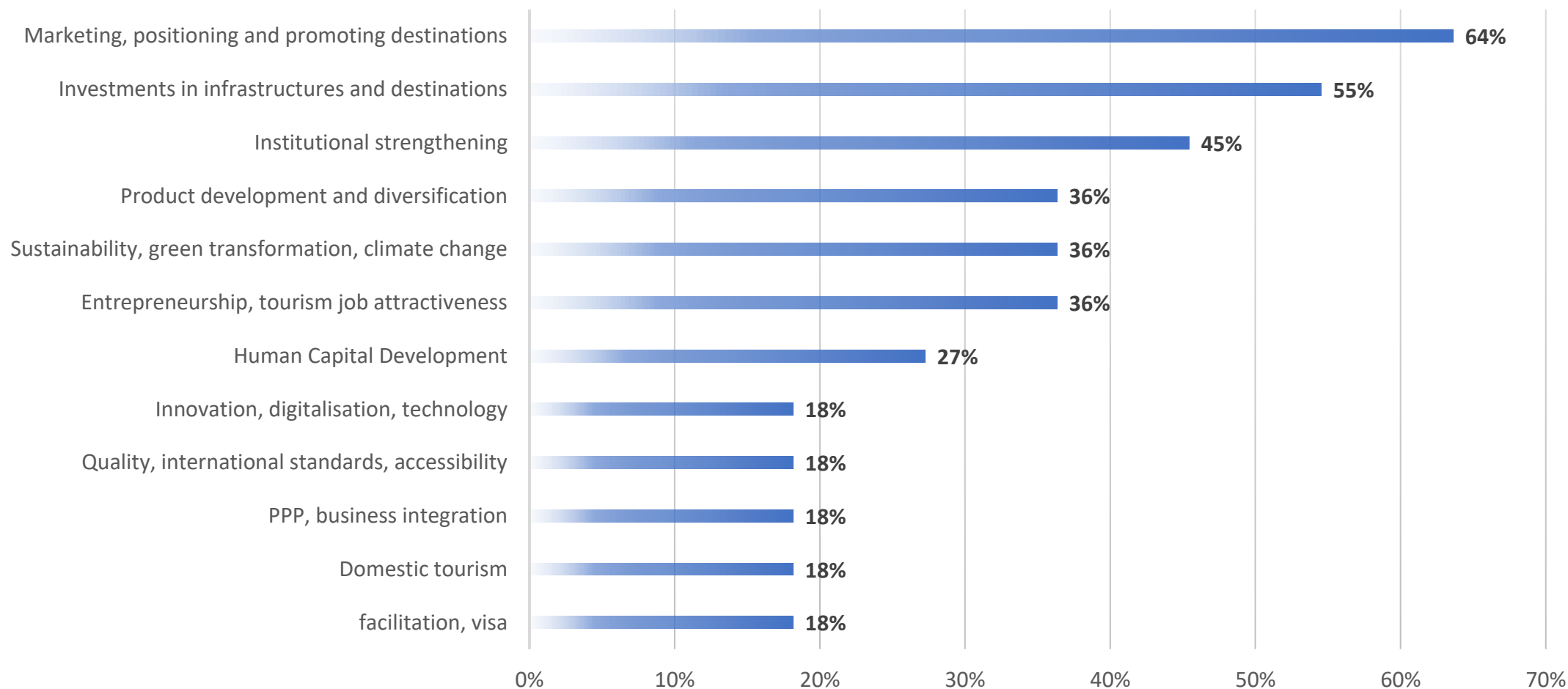


Level of Performance

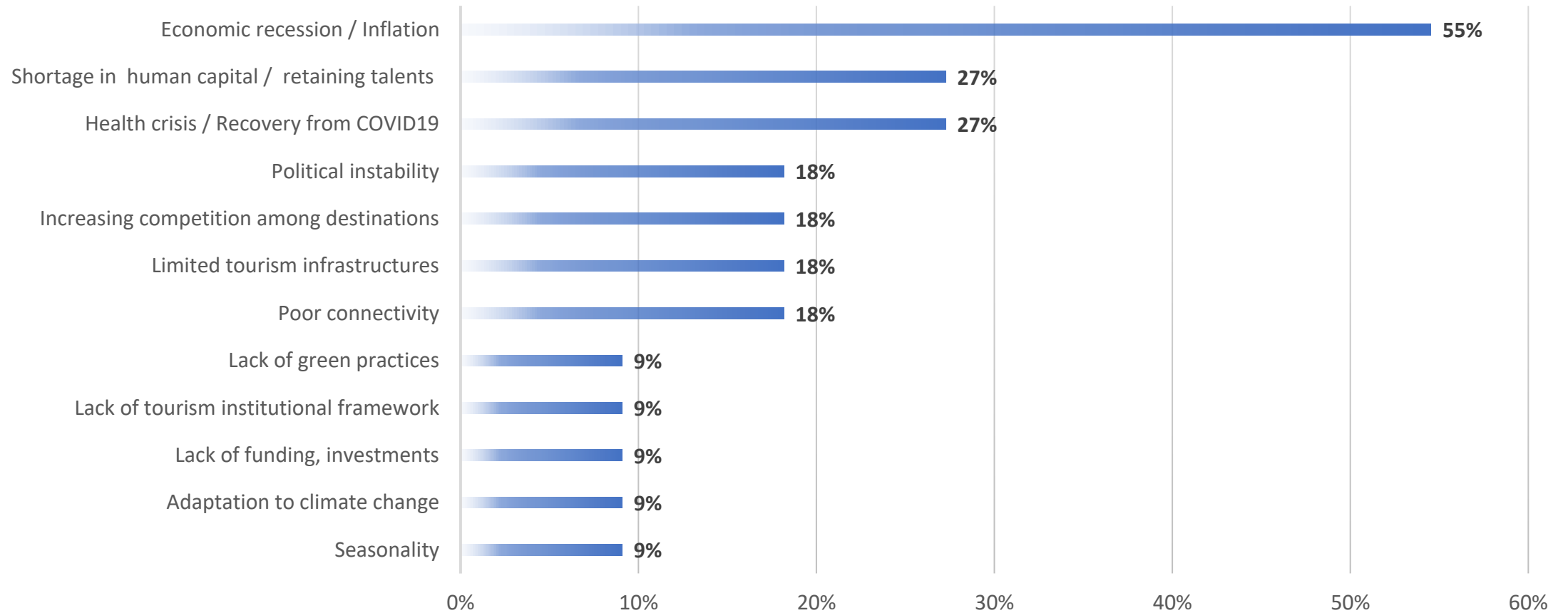
- 132 Member States and 4 Associate Members
- 82% of coverage of the entire membership (Full and Associate)
- Contributions received from 11 Middle East States, i.e. 85%
- Contributions received from 7 non-member States (worldwide)



Members Priorities for 2024-2025 (Middle East)



Short-term Challenges and Threats (Middle East)

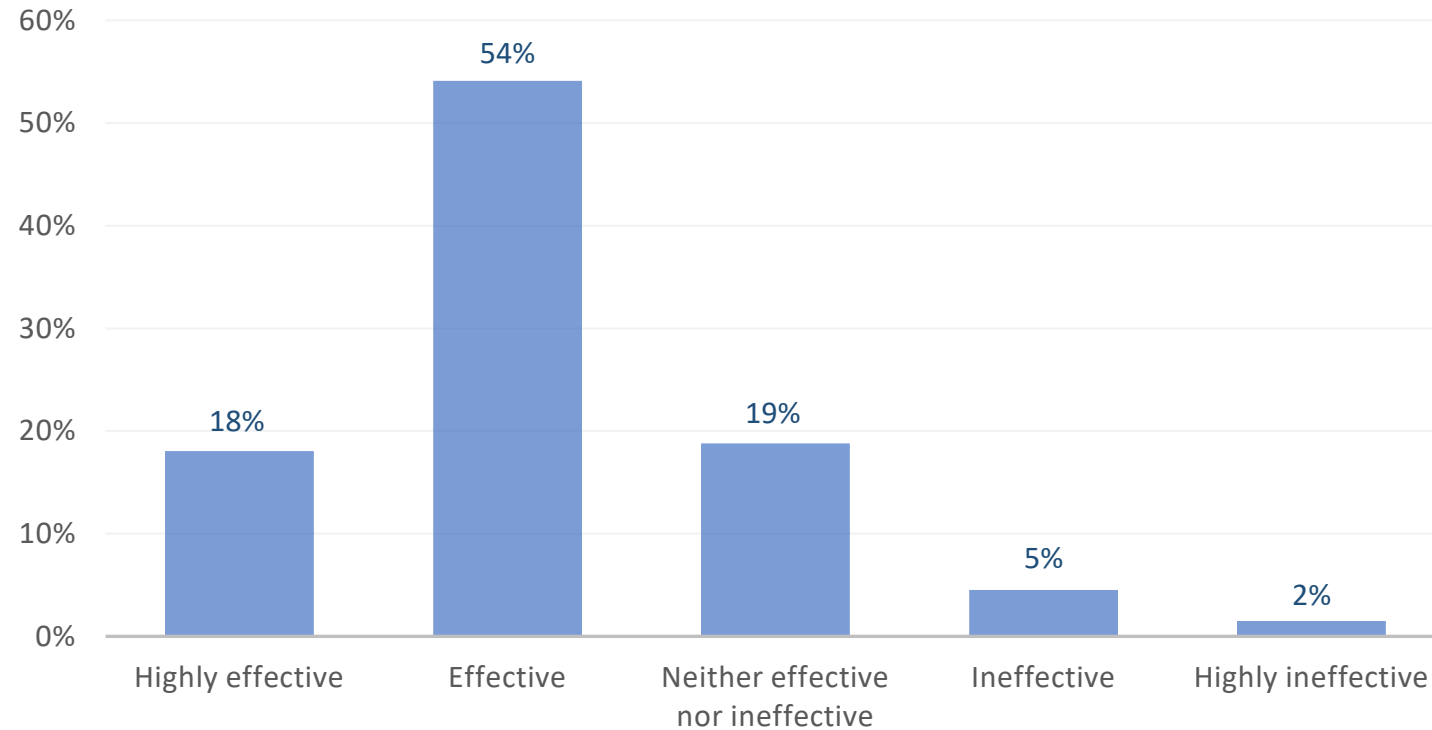


Opportunities for 2024-2025 (Middle East)

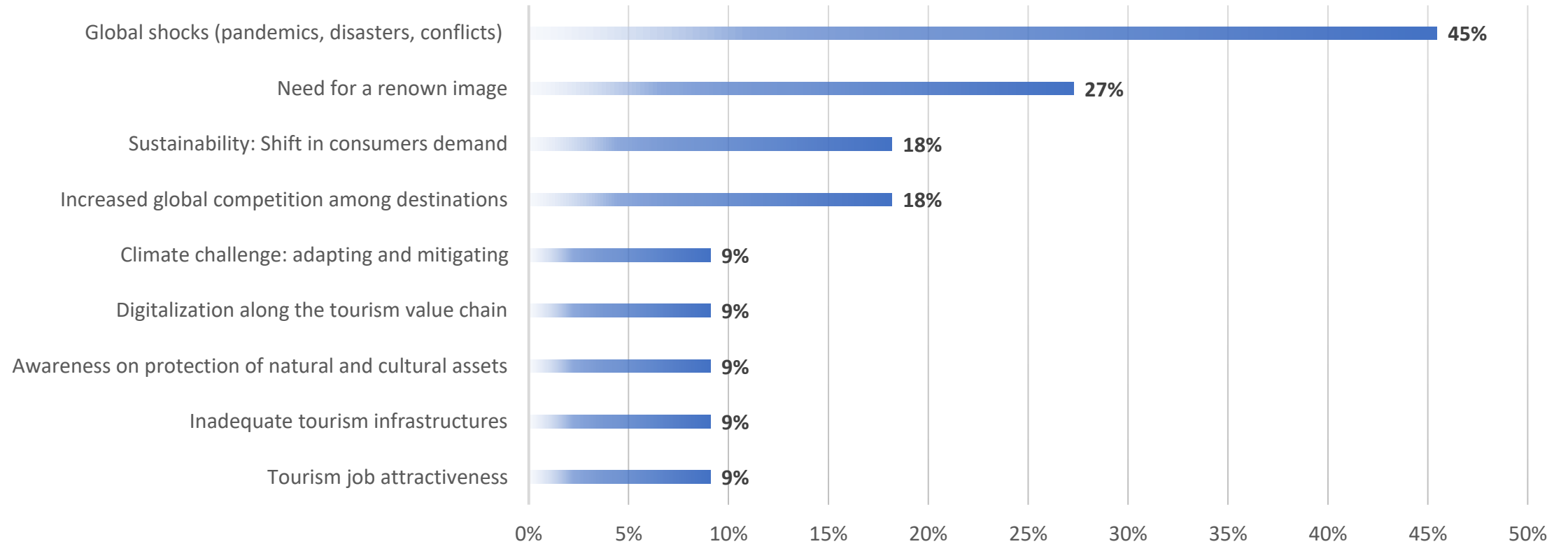
Diversification of, or proximity with, source markets	45%
Favourable investment, PPP and business environments	45%
Domestic tourism	27%
Reform of tourism legal and policy framework or governance model	18%
Growing demand for specific destinations and products	18%
Diversification / differentiation of tourism offer	18%
Emblematic World or regional events (e.g. Football, Olympics)	18%
Increasing support by communities and tourism stakeholders	18%



Measuring the UNWTO Effectiveness



The sector's long-term development patterns and challenges (Middle East)



The value of UNWTO in terms of outputs: Long-term approach

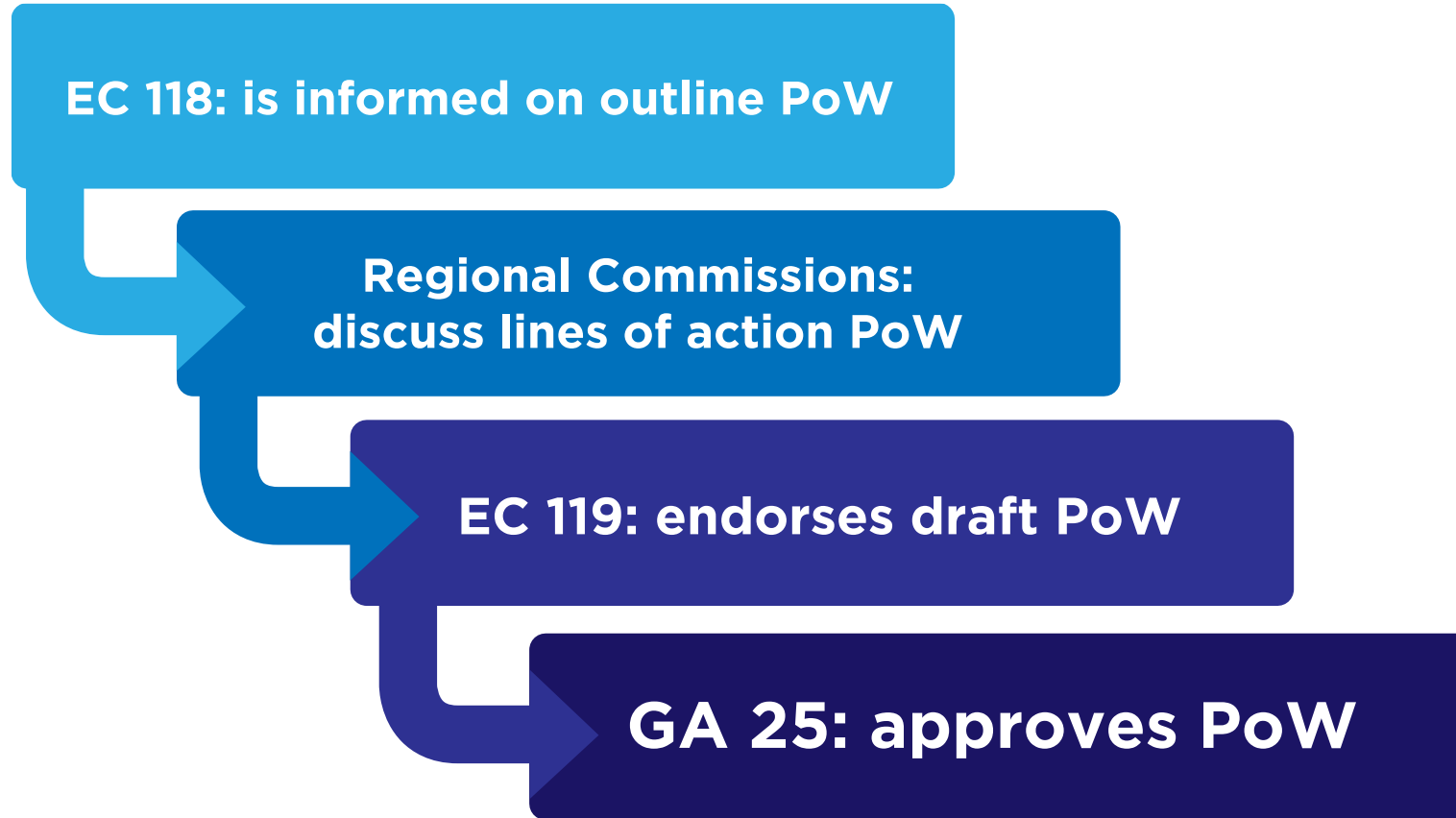
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- **Creating and disseminating knowledge: policy guidance, standards, regulatory frameworks, data, market intelligence**
 - Mainstreaming tourism in the global, regional and national agenda: Advocating the value of tourism on a political level and in different fora
 - Supporting Members in their efforts on the ground to develop and promote the tourism sector: technical cooperation, training, etc.
 - Building partnerships in tourism: Engaging with the private sector, NGOs, academia and research institutions, civil society and the UN system
 - Mobilizing resources for development through tourism

Desirable Changes for the UNWTO's Internal and External Environments (Middle East)

More training and capacity-building courses on demand, including online	36%
More involvement of Members' delegates in activities	27%
Specific technical assistance by experts	27%
Better communication on and access to content of UNWTO activities and data	18%
Apply innovation at Secretariat and support MS with its implementation	18%
Strengthen resilience capacity	18%



An Extensive Consultative Process





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