A PRESENTATION – UNE PRÉSENTATION – UNA PRESENTACIÓN

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Why UNWTO’s Technical Assistance?

• Over more than three decades of experience in implementing technical cooperation projects all over the world
• Expertise in wide range of subjects
• Impartial and neutral
• Non-profitable
• Brings together best practices and case studies from different regions
• Based on principles of environmental, economic and social sustainability
Two-fold Objective

• To familiarize the Members with the range of products and services including a broad overview of their contents

• To standardize the types of products and services, and their implementation methodologies
TOURISM POLICY

OBJECTIVE
Formulation of a tourism policy to guide all tourism development to assist the Government in meeting immediate and long-term objectives for the tourism sector.

DELIVERABLES
A tourism policy which identifies tourism as a key economic growth sector and guides its development over the long-term.

METHODOLOGY
A six phase approach:
Phase I: Preparation of an Issues Paper
Phase II: Workshops for all stakeholders
Phase III: Formulation of a draft tourism policy
Phase IV: National workshop for feedback
Phase V: Finalization of the tourism policy
Phase VI: Formulation of an Action plan to implement recommendations

DURATION
3-6 months

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TOURISM DEVELOPMENT MASTER PLANS AND STRATEGIC DEVELOPMENT PLANS

OBJECTIVE
Formulation of long-term development framework for tourism (10-20 years) including short-term (3 years) action plan

METHODOLOGY
Three phase approach:
Phase I
Project formulation and situation analysis
Phase II
Preparation of the tourism development master plan
Phase III
Implementation of the master plan

DURATION
4-12 months, depending upon the nature and scope of the project

DELIVERABLES
A tourism development master plan which provides a structured framework for tourism development and promotion

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TOURISM PHYSICAL PLANNING AND RESORT DEVELOPMENT

OBJECTIVE
Provide practical guidelines for sustainable development of high-quality tourism infrastructure and superstructure

METHODOLOGY
• Analyse the current scenario (infrastructure, urban planning and environmental management)
• Extensive surveys to determine tourism zones and recommend specific development for each zone
• Develop design guidelines for each zone (type, scale and character)
• Planning and control system to support tourism zone structure and development plans
• Active involvement of all stakeholders in the planning and development process

DURATION
3-6 months

DELIVERABLES
Comprehensive general and area-specific development guidelines for tourism zones with specific urban designing, land-use planning and infrastructure planning

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OBJECTIVE
Formulation of a legal and regulatory framework for sustainable development, protection and conservation of natural and cultural resources, and facilitation of the involvement of private sector and local communities tourism development.

METHODOLOGY
• Identify the role of legislation in tourism
• Build consensus for tourism legislation
• Address issues of enforcement
• Build in quality assurance and foster professionalism
• Identify the roles and responsibilities of various government agencies
• Organize workshops at national and local levels to disseminate the tourism law

DURATION
3-6 months

DELIVERABLES
A logical and well-defined legal and regulatory framework for tourism

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INSTITUTIONAL STRENGTHENING AND PUBLIC-PRIVATE PARTNERSHIP

OBJECTIVE
Identify and clarify the current and future roles of public and private sectors, and recommend improvements on the operation of tourism boards and professional associations

DELIVERABLES
Improved institutional framework for tourism development and a public-private participatory model for decision and policy making process

METHODOLOGY
• Review institutional and organizational structures in tourism, including public-private partnership
• Formulate recommendations on development participatory model
• Raise awareness of the benefits of public-private and community partnerships
• Recommend improved arrangements for the organization of the tourism sector

DURATION
3 months

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VALUE CHAIN ANALYSIS AND LOCAL ECONOMIC DEVELOPMENT

OBJECTIVE
Investigate the structure and working of the tourism value chain and the economic value generated, and plan and execute actions to enhance the local economic impact of tourism

METHODOLOGY
Two phase approach:

Phase I
Initial mission to investigate the structure of tourism value chain, and prepare an action plan to enhance the local economic impact from tourism

Phase II
Execution of the action plan through a local organization, and capacity building among key stakeholders

DURATION
Value chain analysis: 2-6 weeks
Execution of full-scale action plan: 1-3 years

DELIVERABLES
Creation of a tourism value chain and enhanced capacities of local stakeholders

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MANPOWER PLANNING FOR THE TOURISM SECTOR

OBJECTIVE
Build up highly qualified and well-trained human resources to develop, manage and serve the tourism industry in accordance with international standards

METHODOLOGY
Two phase approach:

Phase I
Review of policies and strategies for HRD, and qualitative and quantitative evaluation of the existing tourism and hospitality education and training programmes

Phase II
Preparation of a complete manpower development plan for public and private sectors in tourism including curricula and training modules, and an accreditation and quality standardization system

DURATION
2-4 months

DELIVERABLES
A well-structured manpower plan, improved capacities for HRD management, strengthened education and training facilities, and establishment of an accreditation and quality standard system

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CAPACITY BUILDING PROGRAMMES IN TOURISM DEVELOPMENT AND MANAGEMENT

OBJECTIVE
Provide intensive training in various disciplines of tourism development, management and promotion

METHODOLOGY
• Formulation of training modules based on manpower plan and needs assessment
• Delivery of intensive courses aimed at strengthening the capacities of officials at national and local level as well as local communities

DURATION
1-3 months (depending on the number of courses)

DELIVERABLES
Improved capacities of government officials and local communities to develop, manage and promote tourism

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CAPACITY BUILDING PROGRAMMES IN HOSPITALITY SKILLS AND TOURISM BUSINESS DEVELOPMENT

OBJECTIVE
Provide intensive training to private sector and local communities in various aspects of development and management of tourism businesses, and hospitality skills

DURATION
1-3 months (depending on the number of courses)

METHODOLOGY
Formulation of training programmes
Delivery of intensive courses

DELIVERABLES
Improved capacities of private sector and local communities in tourism businesses and hospitality skills
MARKETING AND PROMOTION PLAN

OBJECTIVE
Formulate a detailed marketing and promotion plan including institutional mechanisms and public-private sector partnership

DELIVERABLES
Strategic positioning of the country as a tourism destination and identification of tourist patterns and priority source markets and segments

METHODOLOGY
• Review the quality of the tourism product
• Analyse past and present tourist patterns and conduct several visitor surveys
• Develop profiles of source markets
• Evaluate the existing marketing plans and promotional materials
• Review the existing institutional framework
• Prepare a medium and long-term marketing strategy
• Prepare a short-term marketing and promotional programme for first 3-5 years

DURATION
1-3 months

DELIVERABLES
Strategic positioning of the country as a tourism destination and identification of tourist patterns and priority source markets and segments

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PRODUCT DEVELOPMENT AND DIVERSIFICATION

OBJECTIVE
Enhance the competitiveness of the country’s tourism industry

METHODOLOGY
• Review and assess the current quality and standard of the country’s tourism product
• Analyse current and future market trends to the country and undertake visitor surveys
• Prioritize the initial areas of tourism development potential
• Formulate recommendations for the short, medium and long-term tourism product development and diversification

DURATION
2-4 months

DELIVERABLES
Potential products identified to facilitate diversification

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STATISTICAL STRENGTHENING AND DEVELOPMENT OF TOURISM SATELLITE ACCOUNT (TSA)

OBJECTIVE
Facilitate the understanding of the full economic and social dimension of tourism

METHODOLOGY
Two phase approach:
Phase I
Evaluation mission for a detailed assessment of the current status of collection and analysis of tourism-related statistics, and recommendation on tourism data
Phase II
Long-term activities focusing on either strengthening the entire system of tourism statistics including capacity building and/or development of an experimental TSA

DURATION
Phase I: 10 days
Phase II: 1-3 years

DELIVERABLES
A regular, competitive and reliable source of tourism statistics and related economic and social data

Capacities built among officials of NTAs, central banks and national statistics offices, and establishment of an experimental TSA

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QUALITY STANDARDS IN TOURISM SERVICES

OBJECTIVE
Improve the overall quality of products and services within the tourism industry

METHODOLOGY
A modular approach:
Module 1: Review of existing criteria for tourism-related accommodation
Module 2: Establishment and formulation of new criteria
Module 3: Implementation and assessment of criteria
Module 4: Capacity building of national criteria assessors/inspectors
Module 5: Communication of criteria
Module 6: Criteria and quality control

DURATION
Module 1: 1 month
Module 2: 3 months
Module 3: 6-12 months
Modules 4-6: 12-18 months

DELIVERABLES
Classification system established and information available to stakeholders. Capacities built among local inspectors to apply classification criteria

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Cost Estimates and Funding

- The cost of each individual product would be estimated based on the exact nature, scope and the duration of a project after a formulation mission is fielded.

- With the mutual agreement between UNWTO and the Member State concerned, UNWTO can act as a facilitator in locating suitable donors/funding sources for the implementation of project(s).
THE UNWTO TECHNICAL COOPERATION TEAM

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THANK YOU

For more information and enquiries, please contact
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