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Mise en œuvre du Programme général de travail 2016-2017

Note du Secrétaire général

Dans le présent document, le Secrétaire général présente aux membres de la Commission de l'OMT pour l'Afrique, un résumé des activités menées par l'Organisation entre août 2016 et février 2017.



Rapport du Secrétaire général

Programme général de travail

a) Exécution du programme général de travail pour la période 2016-2017

I. Introduction

1. Le présent rapport contient un résumé des activités menées par l'Organisation entre août 2016 et février 2017. Il s'inscrit dans la continuité, d'un point de vue chronologique, du document CE/104/5(a) présenté à Louxor (Égypte) en octobre 2016.
2. Les annexes au présent rapport sont les suivantes : [Annexe I](#) : Rapport du Comité du tourisme et de la compétitivité ; [Annexe II](#) : Rapport du Comité du tourisme et de la durabilité ; [Annexe III](#) : Rapport du Comité des statistiques et du compte satellite du tourisme ; [Annexe IV](#) : Activités de l'OMT dans le système des Nations Unies ; [Annexe V](#) : L'OMT sur le terrain (missions et projets de coopération technique, activités de la Route de la soie, etc.); et [Annexe VI](#) : Lignes directrices pour l'adoption des projets de conventions de l'OMT par l'Assemblée générale

II. Compétitivité et qualité

A. Partager connaissances et expériences et renforcer les capacités

3. Les liens qu'entretient l'œnotourisme avec la culture, l'histoire et les styles de vie et la contribution de ce segment au développement du secteur ont été amplement débattus lors de la **première Conférence mondiale de l'OMT sur l'œnotourisme** qui s'est tenue dans la région de Kakhétie, en Géorgie. L'espace de trois jours (7-9 septembre), cette conférence a réuni plus de 200 participants au nombre desquels des décideurs et des experts du tourisme venus de près d'une cinquantaine de pays. Au cours de la décennie écoulée, l'œnotourisme est devenu une composante essentielle du tourisme de gastronomie et un pilier des stratégies de diversification de nombreuses destinations. D'autres informations sont disponibles [en ligne](#), dont la [Déclaration de la Géorgie sur l'œnotourisme](#). Dans le droit fil de cet événement, l'OMT est en train de développer un prototype de tourisme œnologique en Espagne. Ce travail recouvre une analyse de l'œnotourisme par rapport à d'autres segments touristiques et la conception d'un modèle innovant de développement des produits visant à intégrer les exploitations viticoles dans le patrimoine culturel, économique, social et environnemental de leur zone d'influence.

4. **L'Atelier régional de l'OMT pour l'Afrique intitulé « Les clefs du succès en matière de développement de produits de qualité dans les destinations touristiques »,** qui s'est tenu à Addis Abeba (Éthiopie) du 15 au 17 septembre 2016, s'est principalement penché sur les façons de réussir à développer des produits de qualité dans les destinations touristiques africaines. Il a présenté une vision globale du positionnement de celles-ci ainsi que les nouvelles dynamiques et tendances sur l'ensemble des marchés. Il s'est aussi efforcé de trouver une optique et un dialogue communs pour faciliter l'adaptation au changement. Il a par ailleurs examiné comment l'innovation pouvait stimuler l'émergence de nouveaux produits et marchés de niche. Plus d'informations [en ligne](#).

5. Le tourisme et le sport constituent deux phénomènes sociaux du XXI^e siècle qui mobilisent des millions de personnes dans le monde entier. L'association de ces deux secteurs représente aussi l'une des plus grandes forces motrices de l'économie actuelle, avec un très vaste éventail de retombées

économiques potentielles. Voilà pourquoi l'OMT a organisé une **Conférence internationale sur le tourisme et le sport** avec le Ministère de la culture, du tourisme et des sports dans la ville de Da Nang (Vietnam) du 23 au 25 septembre 2016. Plus d'informations [en ligne](#).

6. L'Égypte a accueilli au Caire (25-29 septembre 2016) un **Atelier de l'OMT de renforcement des capacités en matière de gestion des crises**, coorganisé avec la Fondation OMT.Thémis grâce auquel les participants ont acquis des connaissances et des capacités et participé à un forum de discussion et de réflexion sur les instruments de gestion de crises. À la fin de l'atelier, les assistants pouvaient concevoir et mettre en œuvre des plans capables d'atténuer l'impact de situations de crise et d'accélérer la reprise.

7. L'Organisation mondiale du tourisme (OMT) et la Banque européenne pour la reconstruction et le développement (BERD), en coopération avec le Ministère du tourisme et des antiquités de la Jordanie, ont organisé une **conférence régionale sur le thème : Investir dans le tourisme pour un avenir où chacun aura sa place : enjeux et possibilités**. La conférence a eu lieu les 26 et 27 octobre 2016 dans la ville de Petra (Jordanie), classée au Patrimoine mondial. Elle a abouti à l'élaboration du projet de [Déclaration de Petra](#) sur l'investissement dans le tourisme pour un avenir où chacun aura sa place. Plus d'informations [en ligne](#).

8. La Malaisie a accueilli la **Quatrième édition de la Conférence mondiale sur le tourisme** à Penang (17-19 octobre 2016) coorganisée par l'OMT et le Ministère malaisien du tourisme et de la culture. Avec pour thème « Curiosités touristiques : le pouvoir de surprendre », la Conférence s'est penchée sur les stratégies d'amélioration des expériences de visite suivant le principe consistant à mettre le touriste au premier plan. Les tables rondes « Le tourisme, secteur d'avenir ? » et « Expériences touristiques : percées » ont permis de débattre des tendances du tourisme au-delà de 2030 et des moyens de réinventer le secteur en ayant le souci du client. Plus d'informations [en ligne](#).

9. L'OMT, l'Association des voyages de la région Asie-Pacifique (PATA) et le Gouvernement populaire de Guilin, en Chine, ont tenu du 20 au 22 octobre 2016 le **dixième Forum OMT/PATA sur les tendances et les perspectives du tourisme**. Le thème de cette édition spéciale, pour les dix ans du Forum, était « Tourism 10:10 - Looking back to look forward » (Analyser le chemin parcouru pour mieux se projeter vers l'avenir). Le Forum, fruit d'une collaboration avec la Polytechnic University of Hong-Kong, Membre affilié de l'OMT, s'est imposé au cours de ces dix dernières années comme un rendez-vous de référence sur les tendances mondiales et régionales du tourisme. Plus d'informations [en ligne](#).

10. Le **cinquième Sommet de l'OMT sur le tourisme urbain**, qui s'est tenu à Louxor (Égypte), a rassemblé quelque 400 experts en provenance de 40 pays sur le thème « Les villes, viviers de culture locale pour les voyageurs du monde ». La rencontre, organisée par l'OMT et le Ministère égyptien du tourisme, parallèlement à la **104^e session du Conseil exécutif de l'OMT**, a conclu sur l'importance d'assurer une coordination étroite des plans d'urbanisme et du développement du tourisme urbain. L'authenticité, la culture locale, la mobilisation des communautés locales et l'utilisation des technologies ont été citées comme autant de facteurs clés de réussite pour le tourisme urbain. Plus d'informations [en ligne](#).

11. Des ministres du tourisme de près de 60 pays et des dirigeants du secteur ont participé au Sommet ministériel organisé par l'OMT et le World Travel Market à Londres (9 novembre 2016). La **dixième édition du Sommet ministériel** avait pour thème « **Tourisme et sécurité : promouvoir des voyages sûrs et fluides** ». La rencontre a permis d'aborder les différents risques auxquels les voyages et le tourisme sont exposés : alertes sanitaires, catastrophes naturelles, changements géopolitiques et

terrorisme. Il a été recommandé d'intégrer pleinement le tourisme aux structures nationales de crise et d'urgence. Plus d'informations [en ligne](#).

12. La **Formation régionale à la communication de crise dans le tourisme destinée à des cadres**, organisée par l'OMT et la Fondation OMT.Thémis à Khartoum (Soudan) du 15 au 17 novembre 2016, a réuni près d'une soixantaine de professionnels de la communication de 11 pays d'Afrique. La formation de trois jours a permis aux participants de renforcer les capacités dont ils ont besoin pour se préparer et savoir communiquer en temps de crise ainsi que d'échanger leurs expériences de gestion de crises. Plus d'informations [en ligne](#).

13. L'OMT et la Commission européenne du tourisme (CET) ont coorganisé une réunion de travail avec des pays européens pour débattre de la **communication de crise dans le tourisme**. La réunion s'est tenue au siège de l'OMT, à Madrid. L'un des buts de la réunion était d'améliorer la coordination et la préparation dans le domaine de la communication de crise pour tous les types de destinations. Des crises de différentes natures ont été abordées, allant des catastrophes naturelles jusqu'à l'instabilité politique en passant par les pandémies de santé publique.

14. Dans le cadre de FITUR 2017, le **8e Forum d'investissements et d'opérations touristiques en Afrique (INVESTOUR)** a adopté un nouveau format pour promouvoir la participation à des débats générateurs d'idées sur la façon de renforcer le potentiel du tourisme africain aux niveaux régional et mondial. Deux tables rondes ont été organisées sur « La technologie et la conception de nouveaux produits touristiques » et « Développement des capacités et emploi pour les jeunes et les femmes dans le secteur du tourisme ». Plus d'informations [en ligne](#).

15. La **Cinquième Table ronde ministérielle sur l'état actuel et l'avenir du tourisme au Moyen-Orient et en Afrique du Nord**, organisée conjointement avec Casa Árabe, s'est tenue dans le cadre de FITUR (19 janvier 2017). Le débat a porté sur les deux grands thèmes de la résilience du secteur face aux enjeux géopolitiques et de sécurité actuels et à venir, et des perspectives et stratégies à court terme pour accroître la résistance du secteur touristique aux chocs externes.

16. Deux réunions successives du **Comité du tourisme et de la compétitivité de l'OMT** – a) Cinquième réunion en face à face (20 janvier 2017) et b) Cinquième réunion virtuelle (2 mars 2017) – ont permis de suivre les progrès réalisés par ledit Comité. Au cours de ces deux réunions, les membres du Comité ont examiné le document de travail présentant de possibles lignes d'action concernant le projet de liste des facteurs quantitatifs et qualitatifs de la compétitivité des destinations et débattu la liste des définitions de certains des types de tourisme choisis. La Présidence a également présenté une proposition de plan de travail pour la période 2018-2019 principalement axé sur l'élaboration de lignes directrices techniques afin de contribuer aux efforts entrepris par les Membres de l'OMT pour mesurer les facteurs de compétitivité qu'ils estiment pertinents dans leur situation. Lorsqu'un consensus aura été dégagé parmi ses membres, le Comité présentera les définitions sur les types de tourisme prioritaires aux organes statutaires de l'Organisation pour approbation. Plus d'informations sur le Comité du tourisme et de la compétitivité en [Annexe I](#).

17. Le **Comité des statistiques et du compte satellite du tourisme de l'OMT (CST)** a tenu sa dix-septième réunion au siège de l'OMT à Madrid (Espagne), les 24 et 25 janvier 2017 en présence de plus de 50 représentants de 18 États membres de l'OMT ainsi que du Canada et de la Suède, de plusieurs Membres affiliés de l'OMT et d'autres représentants du monde universitaire, du secteur privé, d'administrations régionales du tourisme et d'observatoires du tourisme, sans oublier ceux de la Division de la statistique des Nations Unies (DSNU), de l'OIT, de l'OCDE et d'Eurostat. Les débats ont été principalement axés sur la nécessité d'œuvrer pour un cadre statistique permettant de mesurer le

tourisme durable, un point qui a reçu un soutien enthousiaste. Les conclusions de ladite réunion figurent en [Annexe III](#).

18. L'essor continu du secteur du tourisme, les tendances actuelles qui le caractérisent, les défis auxquels il fait face, dont ceux liés à la sûreté et à la sécurité, et le développement de nouveaux modèles commerciaux exigent une adaptation du cadre juridique mondial. Aussi l'Organisation mondiale du tourisme (OMT) est-elle engagée, depuis 2011, dans l'élaboration d'une convention internationale visant à protéger les touristes et assurer la confiance à l'égard du secteur du tourisme. Cette initiative est entrée maintenant dans sa phase finale. ***La onzième réunion du groupe de travail sur la convention internationale concernant « la protection des touristes et les droits et les obligations des prestataires de services touristiques »*** a eu lieu les 28 et 29 mars 2017. Elle s'est attachée à faire avancer le projet de convention en y intégrant les commentaires formulés par les États membres de l'OMT dans le cadre de la consultation publique réalisée entre août et novembre 2016 et les commentaires des membres du groupe de travail. Plus d'informations en [Annexe VI](#). En vue de l'éventuelle soumission, approbation et adoption de la Convention à la vingt-deuxième session de l'Assemblée générale de l'OMT à Chengdu (Chine), le secrétariat a préparé un ensemble de lignes directrices spécifiques pour l'adoption du projet de conventions de l'OMT par l'Assemblée générale (pour de plus amples informations voir [l'Annexe VIII](#)) qui sont ici soumises à l'approbation du Conseil exécutif.

19. L'OMT et l'Algérie ont lancé le ***Programme de renforcement des capacités touristiques à l'échelon régional*** pour la période 2017-2019 qui englobe une série de trois ateliers et un séminaire régional. Plus de 80 participants de 15 pays africains ont assisté au premier séminaire qui a eu lieu du 13 au 15 février 2017 à Alger. L'atelier, de 3 jours, a été organisé de façon structurée avec un matériel de support harmonisé afin d'aider les pays à mieux comprendre la situation actuelle de leurs [systèmes nationaux de statistiques du tourisme](#). Il a dopé la collaboration et la coopération entre les institutions des pays qui participent à l'élaboration des statistiques du tourisme, notamment les ANT, les bureaux nationaux de statistiques, les banques centrales et les offices de l'immigration. Plus d'informations [en ligne](#).

20. Promouvoir et forger un modèle de tourisme pour le XXI^e siècle fondé sur l'innovation, la technologie, la durabilité et l'accessibilité : tels étaient les objectifs du la ***Conférence mondiale sur les destinations intelligentes*** qui s'est tenue à Murcie du 15 au 17 février, organisée par l'OMT en coopération avec le Ministère espagnol de l'industrie, du tourisme et du numérique et la région de Murcie. Les manifestations parallèles programmées pendant ces trois jours ont permis d'aborder des sujets tels que les systèmes de mesure dans les destinations intelligentes pour obtenir des données à jour et à intervalles périodiques, la promotion intelligente des sites touristiques ou encore l'accessibilité numérique. Plus d'informations [en ligne](#).

B. Données, études et orientations

21. ***Baromètre OMT du tourisme mondial***. Trois volumes ont été édités pendant la période de référence, en septembre 2016, novembre 2016 et janvier 2017. Ce dernier présente les résultats annuels préliminaires du tourisme international en 2016 calculés à partir des données sur les visiteurs internationaux qui passent la nuit, ainsi que des perspectives pour 2017 fondées sur les tendances actuelles et une évaluation du Groupe d'experts du tourisme de l'OMT. Plus d'informations [en ligne](#).

22. ***Tendances touristiques à court terme de l'Union européenne***. Ce communiqué est le premier, en 2017, de rapports réguliers de l'OMT sur les tendances touristiques à court terme de l'Union européenne élaborés dans le cadre d'un accord souscrit avec la Commission européenne. Cette première évaluation des tendances des arrivées de touristes internationaux (visiteurs qui passent la

nuit) dans l'Union européenne en 2016 se base sur des données préliminaires de janvier 2017. Plus d'informations en ligne.

23. Le ***UNWTO/GTERC Asia Tourism Trends 2016 Edition*** (Rapport de l'OMT et du GTERC sur les tendances du tourisme en Asie, édition 2016), troisième rapport annuel de cette série, met en lumière l'essor rapide du secteur du tourisme en Asie et dans le Pacifique. Le secteur est à l'image du poids socioéconomique d'une région dont le PIB a connu une croissance bien supérieure à la moyenne mondiale. Plus d'informations [en ligne](#).

24. Traduction en anglais : ***Practical Guidelines for the Integrated Quality Management in Tourism Destinations*** (Manuel pratique de gestion intégrale de la qualité des destinations touristiques). Cette publication explique, de façon complète et pragmatique, comment améliorer la qualité des destinations touristiques sous tous ses aspects. Elle constitue un outil parfait pour diverses parties prenantes du tourisme tels que gestionnaires, responsables de planification, universitaires, professionnels, chefs d'entreprise et décideurs. Elle précise et analyse divers concepts touristiques pour mettre à jour les connaissances et tirer des leçons d'expériences pratiques. Elle développe des instruments de base permettant d'améliorer la qualité des destinations touristiques. Plus d'informations [en ligne](#).

25. L'OMT gère la base de données statistiques la plus complète du secteur du tourisme. Celle-ci permet d'élaborer le ***Compendium des statistiques du tourisme – Édition 2017*** qui fournit des données statistiques et des indicateurs sur le tourisme récepteur, émetteur et interne, sur le nombre et les types d'industries touristiques et le nombre de salariés par industrie touristique, ainsi que des indicateurs macroéconomiques liés au tourisme international. L'édition 2017 contient des données sur 201 pays pour la période allant de 2011 à 2015, lesquelles sont accompagnées de notes méthodologiques en anglais, espagnol et français. Plus d'informations [en ligne](#).

26. L'***Annuaire des statistiques du tourisme – Édition 2017*** complète le Compendium et se concentre sur les données relatives au tourisme récepteur (total des arrivées et des nuitées), ventilées par pays d'origine. Il présente des données relatives à 198 pays pour la période allant de 2011 à 2015, lesquelles sont accompagnées de notes méthodologiques en anglais, espagnol et français. Plus d'informations [en ligne](#).

III. Durabilité et éthique

A. Partager connaissances et expériences et renforcer les capacités

27. Précédant la Journée mondiale du tourisme, l'île d'Aruba a accueilli les 13 et 14 septembre 2016 la ***Happiness 360 Conference World Tourism Aruba***, un symposium international organisé en partenariat avec l'OMT qui a mis en lumière les tendances du secteur et les synergies entre tourisme, culture et bonheur. Plus d'informations [en ligne](#).

28. Rendre le tourisme universellement accessible incombe à toutes les parties présentes dans la chaîne de valeur du tourisme, mais c'est aussi une opportunité commerciale pour les entreprises et les destinations. Quelque 500 délégués en provenance de 60 pays se sont réunis à Bangkok (Thaïlande) pour prendre part aux célébrations officielles de la ***Journée mondiale du tourisme, dont le thème était cette année « Promouvoir l'accessibilité universelle en faveur d'un tourisme pour tous »***. Les cadres de politiques, le renforcement des capacités, les stratégies commerciales et la sensibilisation ont été parmi les questions abordées au cours de la semaine d'événements qui s'est ouverte le 26 septembre par une séance « Tourisme et médias ». Plus d'informations [en ligne](#).

29. La **trente-huitième session de l'Assemblée plénière des Membres affiliés de l'OMT** a eu lieu à Erevan (Arménie), du 1^{er} au 4 octobre 2016. Cette session a permis de débattre des tendances les plus récentes du tourisme, de la coopération public-privé et de la promotion des bonnes pratiques dans le secteur. Elle s'est tenue en parallèle de la **quarante-troisième réunion du Conseil des Membres affiliés de l'OMT**, lequel a adopté le [Plan d'action des Membres affiliés pour 2017](#). Au programme de la session de cette année, les débats ont porté sur les grandes lignes du Plan d'action pour 2017 : l'avenir du tourisme, le tourisme culturel, le tourisme urbain et l'Année internationale du tourisme durable pour le développement (2017). Plus d'informations [en ligne](#).

30. Le tourisme de découverte du patrimoine religieux constitue de nos jours un phénomène international auquel participent des milliers de personnes de diverses nationalités du monde entier. Une conférence intitulée « **Patrimoine religieux et tourisme : comment développer le tourisme de découverte du patrimoine religieux dans une société en pleine évolution** » (5-7 octobre 2016, Utrecht, Pays-Bas) s'est penchée sur le regain d'intérêt que suscitent les destinations abritant des sites du patrimoine religieux, le tourisme international qu'elles attirent et l'essor économique qui en découle. Plus d'informations [en ligne](#).

31. L'OMT a organisé, avec le Ministère de l'environnement et du tourisme de la Mongolie et l'Alliance mondiale des villes pour le développement scientifique (WCSDA), la **Conférence internationale de la Route de la soie « Tourisme nomade et villes durables »** à Oulan-Bator (Mongolie) du 13 au 15 octobre 2016. La Conférence a réuni des Ministres et des responsables de haut rang de neuf États membres de l'OMT appartenant à la Route de la soie, des représentants officiels de régions de la Route de la soie, l'Organisation des Nations Unies pour l'éducation, la science et la culture (UNESCO) et des Membres affiliés de l'OMT afin d'explorer le potentiel du tourisme nomade et du tourisme urbain durable. Plus d'informations [en ligne](#). Toutes les activités de la Route de la soie sont exposées à l'[Annexe V, B](#).

32. La route des Phéniciens, composante à part entière du commerce et de la culture en Méditerranée, relie trois continents, 18 pays et plus de 80 villes. Dans le but de la redynamiser en faisant une route touristique, l'OMT, le Ministère du tourisme de la République libanaise et le Conseil de l'Europe ont lancé le **Programme de tourisme culturel le long de la Route des Phéniciens**, lequel associe des acteurs publics et privés. Lors d'un évènement organisé dans le cadre du World Travel Market (7 novembre 2016), les participants ont discuté de la mise au point et du marketing de trois itinéraires pilotes de tourisme culturel le long de la Route des Phéniciens. Plus d'informations [en ligne](#).

33. Des experts en matière d'élaboration des politiques et des statisticiens spécialisés dans le développement durable, l'environnement et le tourisme se sont réunis pour arrêter d'un commun accord la marche à suivre en vue de la mise au point d'un cadre statistique pour le tourisme durable. La réunion s'est déroulée au siège de l'OMT, à Madrid, les 20 et 21 octobre 2016. À sa **première réunion, le Groupe de travail d'experts sur la mesure du tourisme durable** s'est accordé à dire que l'établissement d'un cadre statistique pour le tourisme durable est une priorité pour permettre une action intégrée au niveau national et au niveau des destinations. Il a prié instamment l'OMT d'assurer la direction des travaux. Plus d'informations [en ligne](#).

34. Le rôle du tourisme dans la mise en œuvre de l'Accord de Paris a été abordé lors de la vingt-deuxième session de la Conférence des Parties à la Convention-cadre des Nations Unies sur les changements climatiques (COP 22). Le **Symposium international consacré au programme Tourisme durable du Cadre décennal de programmation des Nations Unies concernant les modes de consommation et de production durables**, organisé pendant la COP 22, a permis d'examiner comment favoriser un tourisme durable dans le contexte des changements climatiques. Le

Symposium avait pour finalité de mieux faire connaître la problématique du tourisme et des changements climatiques ainsi que d'encourager le secteur à entreprendre des actions à l'appui des engagements nationaux envers l'Accord de Paris et le Programme de développement durable à l'horizon 2030. Plus d'informations [en ligne](#).

35. L'Organisation mondiale du tourisme et le Ministère du tourisme de la République de Bulgarie ont accueilli ensemble le **Congrès international sur les civilisations du monde et le tourisme créatif** du 29 novembre au 1^{er} décembre 2016 à Sofia (Bulgarie). Le Congrès a analysé la contribution considérable que le tourisme créatif peut apporter à la sauvegarde et à la promotion du patrimoine matériel et immatériel ainsi qu'à la production de retombées socioéconomiques. En 2015, les touristes internationaux ont été quasiment 1,2 milliard à voyager à travers le monde et, d'après les prévisions de l'OMT, cette croissance va se poursuivre ces prochaines années. L'OMT estime que le tourisme culturel représente environ 40 % du total des arrivées de touristes internationaux, comme indiqué dans le rapport « Tourism and Culture Synergies ». Plus d'informations [en ligne](#).

36. L'OMT, Amadeus IT Group et le Ministère du tourisme de la République du Kenya ont signé au WTM de Londres 2016 un accord visant à promouvoir une **croissance économique locale solidaire grâce aux voyages et au tourisme** en offrant à des jeunes et à des femmes de communautés défavorisées des possibilités d'emploi et d'entrepreneuriat. La réunion de lancement du projet pilote a eu lieu à Nairobi en décembre 2016 dans le but de commencer à élaborer un programme de formation sous la direction de l'Université Utalii.

37. Près de 600 participants ont assisté au **lancement officiel de l'Année internationale du tourisme durable pour le développement (2017)** qui a eu lieu le 18 janvier 2017 au salon international du tourisme FITUR à Madrid (Espagne). Pour plus d'informations, consulter le document CE/105/3(d) et le site Web de l'Année : www.tourism4development2017.org/

38. Le Secrétariat au tourisme de l'État de Guanajuato (Mexique), le Carlson Rezidor Hotel Group (Belgique), l'écovillage de Govardhan (Inde) et l'Association néerlandaise des professionnels du voyage (Pays-Bas) ont été les lauréats de la **treizième édition des prix de l'OMT récompensant l'excellence et l'innovation dans le tourisme**. Près de 150 initiatives de 55 pays étaient en compétition lors de cette édition. Les prix de l'OMT ont permis de rendre hommage à l'engagement du secteur du tourisme envers la durabilité et l'innovation. Les projets vainqueurs ont été annoncés lors de la cérémonie de remise des prix de l'OMT au salon international du tourisme de Madrid (FITUR) à Madrid le 18 janvier 2017. Tony et Maureen Wheeler, les fondateurs des fameuses éditions Lonely Planet, ont reçu le treizième prix de l'OMT récompensant l'œuvre de toute une vie. Ce prix est décerné chaque année à des personnalités qui ont donné une impulsion déterminante et apporté une contribution majeure au secteur du tourisme mondial. Plus d'informations [en ligne](#).

39. Le jury du Comité mondial d'éthique du tourisme a décerné à Ilunion Hotels le **Prix de l'éthique de l'OMT**, une nouvelle catégorie de prix instaurée parmi les Prix de l'OMT pour mettre à l'honneur les entreprises touristiques qui ont signé l'*Engagement du secteur privé envers le Code mondial d'éthique du tourisme* et qui se distinguent pour leurs succès dans la mise en œuvre des principes du Code et dans la réalisation d'actions musclées dans le domaine de la responsabilité sociale des entreprises. Plus d'informations [en ligne](#).

40. Le projet de texte de **Convention-cadre relative à l'éthique du tourisme**, visant à convertir le Code mondial d'éthique du tourisme en traité juridiquement contraignant, a été examiné dans le détail par le groupe de travail spécial créé à cet effet par le Secrétaire général tel que demandé dans le document A/RES/668(XXI). Le groupe de travail a décidé de ne pas apporter de changements aux principes fondamentaux du Code d'éthique, ceux-ci ayant déjà été approuvés par l'Assemblée générale

en 1999 et amplement acceptés à l'échelon international. Le rapport du groupe de travail et le projet de texte de la Convention figurent en [Annexe VII](#). Les membres du Conseil exécutif ont été invités à remettre leurs commentaires sur le texte et à participer à la troisième réunion du groupe de travail, les 12 et 13 mai, afin d'achever le projet de texte qui pourrait être présenté à l'Assemblée générale. L'ensemble de lignes directrices spéciales à suivre pour que des projets de Convention de l'OMT soient adoptés par l'Assemblée générale (voir [Annexe VIII](#)) s'appliquera également à la considération, approbation et adoption de cette Convention si celle-ci est appuyée par le Conseil exécutif et approuvée par la vingt-deuxième session de l'Assemblée générale à Chengdu (Chine).

41. En novembre 2016, l'Organisation internationale de normalisation (ISO) a approuvé une proposition présentée par l'OMT et ses partenaires, la Fondation ONCE et l'Agence espagnole de normalisation (UNE), visant à élaborer une ***Norme internationale sur le tourisme accessible à tous*** qui soit exhaustive et qui comprenne des recommandations et des exigences concrètes pour tous les segments de la chaîne de valeur du tourisme. Un groupe de travail multipartite composé d'experts et présidé par l'OMT a été créé dans le cadre de l'ISO/TC228 afin de développer ce projet dans les deux à trois années à venir. Sa première réunion a eu lieu à Madrid en février 2017.

B. Données, études et orientations

42. ***Le secteur du tourisme et les objectifs de développement durable. Le tourisme responsable, un engagement de tous.*** L'OMT et le Réseau espagnol du Pacte mondial des Nations Unies ont travaillé de concert sur une initiative intitulée « Le tourisme responsable, un engagement de tous » à laquelle ont participé treize entités touristiques espagnoles. Le but du projet était que des entreprises et associations touristiques s'engagent à suivre, de façon concrète et durable, les principes éthiques du tourisme responsable et durable au travers d'activités impliquant leur responsabilité sociale. Rapport disponible [en ligne](#) en anglais et en espagnol.

43. ***La contribution de la culture islamique et son impact sur le marché touristique asiatique.*** Cette publication met en lumière l'influence de la culture islamique sur l'histoire et le patrimoine asiatiques ainsi que le potentiel que présente le marché émergent du tourisme islamique. On y expose les caractéristiques du marché du tourisme islamique en Asie et dans le Pacifique à l'aide de 19 monographies de pays et études de cas. Les dimensions politique, économique et socioculturelle du tourisme islamique dans la région sont traitées dans chaque monographie. Rapport disponible [en ligne](#).

44. Le rapport de la conférence intitulée « ***Le Tourisme: un catalyseur pour le développement, la paix et la réconciliation*** », qui s'est tenue à Passikudah, au Sri Lanka, du 11 au 14 juillet 2016, résume les quatre grands thèmes qui y ont été débattus : les liens étroits entre tourisme, paix et réconciliation ; la position et la contribution des communautés locales au développement d'un « tourisme soucieux de la paix » ; le potentiel des partenariats public-privé avec de petites et moyennes entreprises pour développer le tourisme dans des régions se relevant d'un conflit ; et le marketing et la création d'une nouvelle image de marque des destinations après un conflit. Plus d'informations [en ligne](#).

45. La publication « ***Tourism and Culture Partnership in Peru: Models for Collaboration among Tourism, Culture and Community*** » analyse l'importance de la collaboration entre trois composantes essentielles du développement durable des destinations touristiques, à savoir le tourisme, la culture et les communautés. À partir d'un cadre général, cette publication entre dans le cœur du sujet en étudiant le cas du Pérou, pays qui s'est distingué par ses liens avec le tourisme culturel et par la gestion touristique de son patrimoine. Plus d'informations [en ligne](#).

46. Traduction en anglais du ***Module I : Définition et contexte du Manuel de tourisme accessible à tous : principes, outils et bonnes pratiques*** coproduit avec la Fondation espagnole ONCE pour

l'intégration sociale des personnes handicapées et le Réseau européen de tourisme accessible (ENAT). Cette publication a pour objet de fournir aux intéressés un instrument permettant de comprendre les besoins du secteur touristique en termes d'accessibilité, le profil de ses bénéficiaires directs et indirects ainsi que les avantages concurrentiels de l'accessibilité pour tous. Plus d'informations [en ligne](#).

47. Le Comité mondial d'éthique du tourisme, l'organe indépendant et impartial chargé de veiller à la mise en œuvre du Code mondial d'éthique du tourisme, a tenu sa 18^e réunion en février 2017. Il a adopté un ensemble de ***Recommandations sur l'usage responsable des notes et des critiques sur les plates-formes numériques*** se rapportant au secteur du tourisme. Plus d'informations [en ligne](#).

48. ***Supporting Tourism for Development in Least Developed Countries*** (Soutenir le tourisme pour le développement dans les pays moins avancés) : produite conjointement avec le Centre du commerce international (CCI) et le Cadre intégral renforcé (CIR), un fonds d'affectation spéciale multidonateurs qui apporte un soutien financier et technique pour renforcer les capacités commerciales dans tous les PMA, cette publication a) permet de mieux comprendre comment l'inclusion du tourisme dans les stratégies commerciales d'exportation peut contribuer à optimiser l'assistance technique par le biais des ressources de l'Aide pour le commerce ; b) propose une feuille de route pour intégrer le tourisme dans une stratégie de croissance solidaire et durable pour les PMA. Plus d'informations [en ligne](#).

49. L'OMT a continué d'étendre son ***Réseau international d'observatoires de tourisme durable***, un instrument fondamental pour suivre le développement du tourisme et garantir la durabilité du secteur. En décembre 2016, le Réseau comprenait 16 observatoires. L'Indonésie y avait adhéré en septembre 2016 en ouvrant trois observatoires de tourisme durable, devenant ainsi la plate-forme sous-régionale des pratiques de tourisme durable. Son exemple a été suivi par l'Observatoire de tourisme durable de la Croatie qui a intégré le réseau en octobre 2016. Siégeant à l'Institut du tourisme de Zagreb, cet observatoire a pour mission de veiller à la durabilité du tourisme en Croatie adriatique. Le dernier membre, le Blue Community Observatory, hébergé par le Patel College of Global Sustainability de l'University of South Florida (États-Unis d'Amérique), a fait son entrée dans le réseau en décembre 2016. Il assure un suivi de l'impact du tourisme dans différentes zones des comtés de Pinellas et Manatee, deux destinations touristiques très fréquentées de Floride. D'autres informations sur ce Réseau sont disponibles [en ligne](#).

50. Le premier et le deuxième numéros de « ***UNWTO on the ground*** » sont disponibles en ligne : [Numéro 1](#) et [Numéro 2](#). La brochure intitulée « ***Making tourism a tool to fight poverty: ten years of the ST-EP Initiative*** » est également disponible [en ligne](#). L'[Annexe V](#) contient d'autres informations sur des projets et missions.

IV. Suites à donner par le Conseil exécutif

51. Le Conseil exécutif est invité à :

- a) Prendre note de toutes les activités résumées dans le présent rapport et ses annexes ;
- b) Remercier les membres des trois comités techniques pour leur travail et les progrès réalisés ;

S'agissant plus précisément du rapport du Comité des statistiques et du compte satellite du tourisme,

- c) Soutenir le travail mené par le groupe d'experts pour élaborer un Cadre statistique permettant de mesurer le tourisme durable et les lignes d'action proposées pour l'avenir ;
- d) Demander au Secrétaire général de redoubler d'efforts pour assurer le succès dudit Cadre et présenter les rapports sur l'état d'avancement de ce dossier à l'Assemblée générale ;

S'agissant plus précisément des activités de l'OMT dans le système des Nations Unies,

- e) Approuver et soutenir la participation actuelle de l'OMT à divers réseaux et mécanismes des Nations Unies sur des questions de fond ainsi qu'aux réunions des organes subsidiaires du Conseil des chefs de secrétariat ;
- f) Appuyer également les activités et les efforts soutenus de l'Organisation pour plaider la cause du tourisme comme moteur de développement et de paix, particulièrement dans le contexte du Programme de développement durable à l'horizon 2030, des 17 objectifs de développement durable (ODD) et des indicateurs associés auxdits objectifs ;
- g) Soutenir le secrétariat dans la mise en œuvre de l'Année internationale du tourisme durable pour le développement (2017), comme le stipule la résolution A/RES/70/193 de l'Assemblée générale des Nations Unies ;
- h) Encourager le secrétariat à contribuer activement à la conférence convoquée par les Nations Unies « pour soutenir la mise en œuvre de l'objectif de développement durable 14: Conserver et exploiter de manière durable les océans, les mers et les ressources marines aux fins du développement durable » (Conférence sur l'océan), qui se tiendra à New York du 5 au 9 juin 2017.

S'agissant plus précisément de la Convention relative à la protection des touristes et aux droits et obligations des prestataires de services touristiques et de la Convention-cadre relative à l'éthique du tourisme,

- i) Prendre note des progrès réalisés dans la rédaction de la Convention relative à la protection des touristes et aux droits et obligations des prestataires de services touristiques et de la Convention-cadre relative à l'éthique du tourisme ;
- j) Remercier les membres des groupes de travail ayant participé à la rédaction de ces textes ;
- k) Faire siennes les lignes directrices pour l'adoption de projets de conventions de l'OMT par l'Assemblée générale et recommander à celle-ci de les adopter pour faciliter le débat des textes et s'assurer que la procédure d'examen des conventions se déroule de façon harmonieuse et efficace ;
- l) Appuyer également la recommandation du groupe de travail sur la Convention-cadre relative à l'éthique du tourisme visant à éviter d'introduire des changements dans le texte du Code mondial d'éthique compris dans les articles 4 à 12 du projet de texte de la Convention et encourager le groupe de travail à continuer de travailler sur tous les autres projets de dispositions afin de terminer le projet de texte à soumettre à la considération de la prochaine session de l'Assemblée générale ;
- m) Recommander à l'Assemblée générale d'envisager l'adoption de la Convention-cadre relative à l'éthique du tourisme et de donner mandat au secrétariat de l'OMT de convoquer une conférence diplomatique aux fins de la négociation et de l'approbation de la Convention sur la

protection des touristes et les droits et les obligations des prestataires de services touristiques ; et

n) Remercier tout particulièrement les États membres et les organisations internationales qui ont participé à la consultation publique sur la Convention relative à la protection des touristes et aux droits et obligations des prestataires de services touristiques, pour leur aimable contribution, leur temps et les efforts consentis pour analyser la Convention et transmettre leurs commentaires au secrétariat.

Annexe I: Rapport du Comité du tourisme et de la compétitivité (CTC)

I. Background

1. It is recalled that the **Committee on Tourism and Competitiveness (CTC)**, as a subsidiary organ of the Executive Council, was established at the 95th Session of the Executive Council (Belgrade, Serbia, 27-29 May 2013, (CE/DEC/7(XCV)).
2. Its Rules of Procedure and composition were approved by the Executive Council at its 96th Session (Victoria Falls, Zimbabwe, 25 August 2013, (CE/DEC/9(XCVI)).
3. The new Members of the CTC for the period of 2015-2019 were elected by the Executive Council at its 102nd Session (Medellín, Colombia, 17 September 2015, (CE/DEC/4(CII))). Following the appointment of the CTC Members, Peru and Italy were elected as Chair and Vice-Chair, respectively.
4. Two (recent) meetings of the **UNWTO Committee on Tourism and Competitiveness (CTC)** – i) 5th (In-person) Meeting (20 January 2017) and ii) 5th Virtual Meeting (2 March 2017) – provided a follow up on the progress already achieved by the Committee. During both meetings, the CTC Members reviewed the working document which outlined the potential lines of action regarding the draft list of quantitative and qualitative factors for destination competitiveness and discussed the list of definitions on some of the selected/prioritized tourism types. The Chair also presented a proposal for the work plan to be put in place for the period 2018-19 which mainly focuses on developing technical guidelines with the aim of assisting the UNWTO Members in their efforts to measure the competitiveness factors that they consider relevant to their situation. Once consensus is reached amongst its Members, the CTC will submit the definitions on the prioritized tourism types to the statutory bodies of the Organization for endorsement.

II. Priorities

5. The key principles related to the work priorities of the Committee are to:
 - (a) Support the Organization in fulfilling its normative role;
 - (b) Provide a dialogue mechanism between the public and private tourism stakeholders and academia within a coherent framework to give guidance in building and strengthening tourism competitiveness policies and strategies;
 - (c) Build synergies and strategic alignments in the harmonization of the related activities of the Secretariat as well as other collaborating organizations/entities in order to ensure consistency and consensus in the delivery of the outputs and reinforce the official position of the Organization; and
6. Since its establishment, the CTC has focused its work mainly on assessing the current state of knowledge on the basic concept of "**tourism destination competitiveness**" and on identifying its key factors. This process has also included identification, development and harmonization of concepts, models and operational definitions used in the **tourism value chain**. The objective is to lead to a validation process which will reinforce the normative role of the Organization while the technical outputs

and recommendations can be used by the UNWTO Members for different purposes such as measuring, labelling and/or benchmarking.

III. Definitions

7. During its previous term 2013-2015, on the basis of the input provided by the UNWTO Secretariat the **Committee on Tourism and Competitiveness (CTC)** elaborated and agreed upon the following definitions, namely: **Tourism Destination, Destination Management/Marketing Organization (DMO), Tourism Product, Tourism Value Chain, Quality of a Tourism Destination, Innovation in Tourism** and **Competitiveness of a Tourism Destination**. These definitions were endorsed by the 103rd Executive Council held in Málaga, Spain, on 9-11 May 2016 (CE/DEC/7(CIII)) and will be submitted to the 22nd Session of the General Assembly (Chengdu, China, 4-9 September 2017) for approval:

(a) Tourism Destination:

A Tourism Destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness.

(b) Destination Management/Marketing Organization (DMO):

A Destination Management/Marketing Organization (DMO) is the leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates tourism sector partnerships towards a collective destination vision. The governance structures of DMOs vary from a single public authority to a public/private partnership model with the key role of initiating, coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.

The functions of the DMOs may vary from national to regional and local levels depending on the current and potential needs as well as on the decentralization level of public administration. Not every tourism destination has a DMO.

(c) Tourism Product:

A Tourism Product is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle.

(d) Tourism Value Chain:

Tourism Value Chain is the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain.

Support activities involve transport and infrastructure, human resource development, technology and systems development and other complementary goods and services which may not be related to core tourism businesses but have a high impact on the value of tourism.

(e) Quality of a Tourism Destination:

Quality of a Tourism Destination is the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment.

Quality, as one of the key drivers of tourism competitiveness, is also a professional tool for organizational, operational and perception purposes for tourism suppliers.

(f) Innovation in Tourism:

Innovation in Tourism is the introduction of a new or improved component which intends to bring tangible and intangible benefits to tourism stakeholders and the local community, improve the value of the tourism experience and the core competencies of the tourism sector and hence enhance tourism competitiveness and /or sustainability. Innovation in tourism may cover potential areas, such as tourism destinations, tourism products, technology, processes, organizations and business models, skills, architecture, services, tools and/or practices for management, marketing, communication, operation, quality assurance and pricing.

(g) Competitiveness of a Tourism Destination:

The Competitiveness of a Tourism Destination is the ability of the destination to use its natural, cultural, human, man-made and capital resources efficiently to develop and deliver quality, innovative, ethical and attractive tourism products and services in order to achieve a sustainable growth within its overall vision and strategic goals, increase the added value of the tourism sector, improve and diversify its market components and optimize its attractiveness and benefits both for visitors and the local community in a sustainable perspective.

8. In fulfilment of its mandate received from the 103rd Executive Council (Málaga, Spain, 9-11 May 2016), the CTC also decided to further elaborate definitions on tourism types for review and consensus. The list of tourism types includes the following:

<ul style="list-style-type: none"> a) Urban tourism b) Mountain tourism c) Rural tourism d) Cultural tourism e) Ecotourism f) Health tourism g) Wellness tourism h) Medical tourism i) Adventure tourism j) Business tourism (related to the Meetings Industry) 	<ul style="list-style-type: none"> k) Marine / Coastal tourism l) Nautical tourism m) Cruise tourism n) Spiritual tourism o) Gastronomy tourism p) Mega-events tourism q) Sports tourism r) Shopping tourism s) Education tourism
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9. The above is an open list which may be enlarged upon the proposal of the CTC Members during the process.

10. During the 5th CTC Virtual Meeting held on 2 March 2017, the CTC recommended to prioritize 10 tourism types from the list above with a view to start elaborating definitions which should be finalized by June 2017. The survey conducted among the CTC Members on the 10 prioritized tourism types for further definition at this stage yielded the following results:

- 1) Cultural tourism
- 2) Ecotourism
- 3) Rural tourism
- 4) Adventure tourism
- 5) Health tourism
- 6) Business tourism (related to the Meetings Industry)
- 7) Gastronomy tourism
- 8) Marine/Coastal tourism
- 9) Urban tourism
- 10) Mountain tourism

Note: Upon the request of Gambia and Qatar, Members of the CTC, “education tourism” and “sports tourism” will also be reviewed and incorporated in the list.

11. Once consensus is reached on part or all of the definitions, the proposal on the operational definitions shall be submitted to the 106th Executive Council and approval by the 22nd Session of the General Assembly, both to be held in Chengdu, China in September 2017.

IV. List of factors

12. The Secretariat drafted a provisional list of relevant quantitative and qualitative factors to inform research and policy-making decisions regarding **tourism destination competitiveness**. These factors

will be more discussed within the CTC in terms of their relevance and priority before moving towards further research.

13. The following list does not indicate any ranking in terms of the predominance of factors:

Factors related to governance, management and the market dynamics	Factors related to destination appeal, attractors, products and supply
<ul style="list-style-type: none"> i. Sustainable tourism policy and regulations, ii. Strategic planning, iii. Public Private Partnership + vertical cooperation i.e. national-regional-local levels, iv. Governance structure, v. Safety and security, vi. Hygiene and health facilities, vii. Investment and entrepreneurship policy, and the business environment, viii. Promotion strategies and tools, ix. Economic impact, x. Entry visa facilitation, xi. Labour productivity in tourism services and human resources development, xii. Budget allocated to support the tourism sector, xiii. Volume of accommodation facilities + related and supportive facilities, xiv. Demand trends and patterns (number of visitors, length of stay, tourism revenues, tourism expenditure, seasonality, etc.) xv. Use of information technologies, xvi. Knowledge management and research, xvii. Capacity for innovation in tourism, xviii. Accessibility for all xix. Political and economic stability xx. Others 	<ul style="list-style-type: none"> i. Geographical location and connectivity, ii. Natural resources, iii. Cultural resources (tangible, intangible), iv. Public and private amenities, v. Infrastructure, vi. Quality, vii. Local community awareness, hospitality, viii. Authenticity, ix. Seasonality, x. Ethical and responsible tourism products and services, xi. Destination image, xii. Destination brand, xiii. Positioning in the domestic market, xiv. Positioning in the international market, xv. Innovative products and services, xvi. Price competitiveness, xvii. Others

14. Based on the consensus reached by the CTC members with regards to the draft list of quantitative and qualitative factors for destination competitiveness listed above, the CTC agreed on several lines of action for each of the factors, categorized as follows:

- (a) Draft an operational definition, or
- (b) Draft a position paper / technical report (to be published), or
- (c) Compile the information and data from the already existing available sources.

15. The CTC will identify, if needed, and suggest other quantitative and qualitative factors for destination competitiveness to enlarge the list proposed by the Secretariat.

16. The CTC has decided to initiate drafting brief technical reports and / or position papers on the prioritized factors for competitiveness in tourism destinations.

V. Future Action

17. At its 5th (In-person) Meeting held in Madrid, Spain, on 20 January 2017, Peru (Chair) suggested that the Committee further elaborates guidelines to measure destination competitiveness for the upcoming work period (2018-2019). The guidelines will facilitate a methodology to evaluate the quantitative and qualitative factors at destination level without having the objective of making a ranking.

18. This proposal shall be subject to further discussion during the 6th (In-person) Meeting of the CTC envisaged to take place during the 22nd Session of the General Assembly (Chengdu, China, 4-9 September 2017) and a working document will be drafted for review and technical input.

19. The CTC also agreed to include in its work the input from other related areas in the Organization (i.e. Technical Committees, Affiliate Members Programme, etc.) as well as from other institutions and relevant tourism stakeholders to maintain consistency and legitimacy.

Annexe II: Rapport du Comité du tourisme et de la durabilité

1. The sixth meeting of the Committee was held via teleconference on 1 March 2016 with the participation of representatives from Bhutan, China, Colombia, Lithuania and Oman, and the representative of the Affiliate Members, the International Youth and Hostel Federation. During the meeting, the Secretariat provided the members with an overview on the previous and future activities of the Committee.
2. In this regard, reference was made to the report on the *Promotion of sustainable tourism, including ecotourism for poverty eradication and environment protection*, being prepared by UNWTO in 2016, in response to the UN resolution 69/233 on the same issue, for which the CTS Members were consulted and validated the work prepared by the Secretariat. It was pointed out that the CTS Members would also be involved in the preparation of the 2017 report on the implementation of UN resolution 70/196, entitled "Sustainable tourism and sustainable development in Central America".
3. An update on the Rules for the Operation and Management of the UNWTO International Network of Sustainable Tourism Observatories (INSTO), submitted to the last session of UNWTO GA, was provided. It was mentioned that since 2004, a total of ten UNWTO Observatories had been established: eight in China, one in Greece and one in Mexico. The observatories in process of incorporation were: the Observatory of Sustainable Tourism and Climate Change, in la Ceiba, Honduras; Iguassu Tri-National Tourism Observatory and Observatories in Brazil and in the Danube region¹. Furthermore, many expressions of interests had been received (eleven), which showed the need for further guidance on monitoring and measuring different issue areas covering all pillars of sustainability.
4. Regarding the Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP STP), it was highlighted that the programme was promoting the development of two lines of projects contributing to the achievement of the overall objectives of the 10YFP STP. The intended two lines of projects were Flagship projects and Catalytic projects. The call for project proposals to the 10YFP Trust Fund was issued last year; it received over 300 proposals out of which 120 were eligible. They were being evaluated and the final result was going to be communicated in due course.
5. The Secretariat informed the CTS Members that, in the absence of an Elected Chair, the Vice-Chair would function as an Acting Chair during the mandate.
6. The seventh meeting of the CTS took place on 24 June 2016 with the participation of representatives from China, Colombia and Morocco, and the representative of the Affiliate Members, International Youth and Hostel Federation. A representative of Chile joined as Observer.
7. At the meeting, the Secretariat reported on the INSTO Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development, which took place on 7-8 June 2016 and informed the Members on the issues discussed and experiences presented. It was said that UNWTO welcomed more than 70 experts at its Headquarters in Madrid, to discuss and share experiences related to the measurement and monitoring of the impact that tourism has on destinations. Special focus was put on the relevance and the opportunities available from non-traditional data sources, including social media analysis, geospatial data mapping, big and live data collection and usage, as well as the analysis of credit card spending patterns and the flow of visitors based on mobile device information.

¹ To date, there are sixteen observatories under operation: eight in China, one in Greece, one in Mexico, one in Brazil, three in Indonesia, one in Croatia and one in South Florida.

8. It was highlighted that the consultation took place in the context of recent achievements that underline and strengthen the role and responsibilities of sustainable tourism as a positive instrument for development such as the recently adopted Sustainable Development Goals (SDGs) as well as the upcoming International Year of Sustainable Tourism for Development, 2017. The two day meeting included presentations and discussions covering, among others, the processes of measuring sustainable tourism at the local level, common challenges and needs and the chances deriving from different data sources.

9. It was mentioned that, due to the fact that many of the CTS Members participate in major tourism international fairs, the Secretariat was proposing to organize the next CTS meeting in-person and in conjunction with one international event.

10. The Committee members, being informed of Chile's wish to participate in the technical committee as observer, welcomed the representative of Chile.

11. The Public Meeting of the CTS on the Occasion of the Official Opening of the International Year of Sustainable Tourism for Development took place in Madrid on 18 January 2017 in the framework of FITUR. It counted with the participation of representatives from China, Colombia (the Acting Chair, represented by the Vice Minister of Tourism, Ministry of Commerce, Industry and Tourism of Colombia), Lithuania, Morocco (the Secretary General of the Ministry of Tourism) and the representative of the Affiliate Members, International Youth and Hostel Federation as well as with distinguished invited experts, which included the Vice Minister of Tourism, Ministry of Foreign Trade and Tourism of Peru; the Undersecretary for Policy and Tourism Planning of the Mexico's Federal Secretariat of Tourism (SECTUR) and representatives from Sun Yat-sen University in China and the State Company for Tourism Technology and Innovation Management (SEGITTUR) of Spain.

12. The role of the CTS as a consultation mechanism of UNWTO was recalled, underlining the special format of its eighth meeting which had been extended to the public on the occasion of the official opening of the International Year of Sustainable Tourism for Development.

13. At the meeting it was stressed that sustainability is a process of continuous improvement which is vital to our sector long-term success and for fulfilling its role as an agent of change.

14. Participants learnt about the important work of the INSTO observatories and how they are positioning themselves as boosters of sustainability at destinations and as a functioning model for ensuring that tourism meet its full potential as a contributor to sustainable development.

15. The meeting stressed the vital importance of regular and timely measurement of tourism performance and of data monitoring and analysis as the foundation for policy development and implementation as well as the development of a holistic approach tackling the three dimensions of sustainability, particularly the socio-cultural dimension.

16. An update on the ongoing research on the inclusion of sustainable consumption and production patterns (SCP) into national tourism planning was presented. It was also highlighted the importance of data collection and of working closely with key stakeholders to help solve the local and global sustainability challenges relevant to the tourism sector.

Annexe III: Rapport du Comité des statistiques et du compte satellite du tourisme

Seventeenth meeting
UNWTO Headquarters, Madrid, Spain, 24-25 January 2017

The [17th meeting of the Committee on Statistics and Tourism Satellite Account](#) gathered over fifty participants from 18 UNWTO Members States as well as Canada and Sweden, various UNWTO Affiliate Members and other representatives from academia, the private sector, regional tourism administrations and tourism observatories, in addition to the UN Statistics Division (UNSD), International Labour Organization (ILO), Organisation for Economic Cooperation and Development (OECD) and Eurostat.

Overview of the Committee on Statistics and Tourism Satellite Account

The Committee is a subsidiary advisory body of the Executive Council. As such, it contributes to the fulfilment of the [Agreement](#) signed with the United Nations whereby UNWTO became a UN specialized agency (Art. 13):

The World Tourism Organization recognizes that the United Nations is the central agency for the collection, analysis, publication, standardization and improvement of tourism statistics serving the general purposes of international organizations.

The United Nations recognizes UNWTO as the appropriate organization to collect, to analyze, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system.

Consequently, the Executive Council requires the collaboration of the Committee in:

- initiatives related to the design and implementation of international tourism statistics recommendations;
- promoting international comparability of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data;
- supporting efforts to integrate such data into the frameworks of the system of national tourism statistics and the Tourism Satellite Account (TSA);
- helping member countries in their initiatives to improve their respective national systems of tourism statistics and in the development of the TSA;
- liaising with other international bodies with delegated responsibilities for leadership and coordination of related international statistics and their standards within the sphere of the UN system.

The Committee on Tourism Statistics and TSA has existed since the early 1990s and has a strong track record of professionalism, worldwide consensus building and pioneering developments, such as:

- The International Recommendations for Tourism Statistics 2008
- The Tourism Satellite Account: Recommended Methodological Framework 2008
- The ongoing work towards a statistical framework for measuring sustainable tourism.

The Committee reports to the UN Statistical Commission, the highest decision making body in statistics. The Committee meets physically once a year, traditionally at UNWTO Headquarters, and works with its Secretariat, UNWTO's Statistics and Tourism Satellite Account Programme, throughout the year.

The Committee, held in January 2017, considered the following items **for discussion**:

1. The Statistical Framework for Measuring Sustainable Tourism (MST) under development
2. Measuring tourism at subnational levels
3. Sustainable Development Goals indicators
4. UNWTO's Programme of Work, including the official report to the UN Statistical Commission and the planned development of a TSA Compilation Guide

1. Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

The Committee was informed of the progress on MST, including:

1. annotated outline of the Statistical Framework for Measuring Sustainable Tourism (SF-MST),
2. annotated outline and tables for the technical note on System of Environmental-Economic Accounting (SEEA) and TSA,
3. the discussion paper "Allocation of environmental flows to tourism",
4. proposed MST research programme, and
5. progress on pilot studies and countries' progress (Canada, Italy and The Netherlands were presented and the work of Fiji, Mexico and Wales/UK was referred to)

The Committee was informed about the Working Group of Experts (WGE) on Measuring Sustainable Tourism whose formation was welcomed by the Committee in its 16th meeting (26-27 January 2016) and subsequently set up by UNWTO with the support of UNSD. The Committee endorsed the conclusions of the 1st meeting of the WGE, emphasizing that:

- developing a Statistical Framework for Measuring Sustainable Tourism (SF-MST) is a priority;
- the core rational for developing a statistical framework is to support the measurement of sustainable tourism in its various dimensions (economic, environmental and social) and at the relevant spatial levels (global, national, sub-national) by providing a common language for integration and an organizing structure;
- integrated data is needed to support integrated policy responses at national and subnational level;
- the statistical framework should make use of the richness of data already available;
- SF-MST is the natural evolution of and complement to the existing statistical standards on tourism statistics (TSA and IRTS);
- the starting foundation of MST is the bridging of economic and environmental dimensions through the linking of the TSA and the System of Environmental Economic Accounting (SEEA);
- the work will form a solid foundation for integrating in time the social and cultural dimensions (like the ongoing work on Cultural Satellite Accounting), notwithstanding, social and cultural data can already be considered in the framework acknowledging that these will for the moment not be sourced from an integrated framework;
- a standards-based statistical framework will support the credibility, comparability and outreach of data and of various measurement and monitoring programmes pertaining to

sustainable tourism, including the Sustainable Development Goals (SDGs) indicators.

The Committee approved the Research Agenda, noting the need to develop a realistic work plan for the coming 1-2 years that reflects UNWTO's limited resources and welcoming suggestions from the group to set priorities.

The Committee warmly welcomed the pilot study work, highlighting that continued testing in countries of the relevance and feasibility of the framework under development is fundamental.

Overall, the Committee enthusiastically supported the work of the Working Group of Experts towards a Statistical Framework for Measuring Sustainable Tourism.

The Committee requested the progress to be taken to the next UNWTO Executive Council with the recommendation for the Council to support the conclusion by the Working Group of Experts on Measuring Sustainable Tourism and the UNWTO Committee on Statistics and TSA that developing a Statistical Framework for Measuring Sustainable Tourism is a priority, and to request the Secretary General and the General Assembly for support in its further development.

2. Measuring tourism at subnational levels

The Committee was informed of initiatives towards the measurement of tourism at subnational levels, notably the work of INRouTe entitled "Tourism, territory and sustainability: a statistical insight at subnational levels".

The Chair of the Committee transmitted a note with his recommendations to the Committee on this item. Following the discussion, the Committee acknowledged that subnational measurement is key and commended INRouTe for the document which is an impressive collection of thoughts, ideas, recommendations, references and research that very well substantiates the importance of measuring tourism at subnational levels and venues for doing so. The Committee noted that the INRouTe document be considered draft and recommended further work to be done, agreeing that (further) developments of some key elements of subnational measurement be integrated in the forthcoming statistical framework for Measuring Sustainable Tourism (following a systems approach) and a future TSA Compilation Guide.

The Committee encouraged all to provide comments to the INRouTe document as part of the global discussion process open until 28 February 2017.

3. Sustainable Development Goals (SDG) indicators

During the meeting, the Committee was informed of the status of development of SDG indicators by the Inter-Agency and Expert Group on Sustainable Development Goal Indicators (IAEG-SDGs). Concern was expressed on the recent modification made to indicator 8.9.2, which is now "Proportion of jobs in sustainable industries out of total tourism jobs", and concerns were reiterated on indicator 12.b ("Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools"). The Committee discussed the note prepared and agreed that it would serve as a statement by the UNWTO Committee to be shared by Chair with the IAEG-SDG and the UN Statistical Commission.

While the Committee generally supports the indicator framework proposed for Resolution, it feels there is a need to raise awareness about the issues confronting indicators 8.9.2 and 12.b. The Committee also hopes for closer collaboration with the IAEG-SDG on indicators related to sustainable tourism, and

so as to link to the ongoing work towards a Statistical Framework for Measuring Sustainable Tourism. In this sense, there is the possibility of contributing to the process of the „annual minor refinements“ to indicators specified in para. 21 (c) of the UNSC Report of the IAEG-SDG (<https://unstats.un.org/unsd/statcom/48th-session/documents/2017-2-IAEG-SDGs-E.pdf>), or to the more „comprehensive review“ that will be submitted to the UNSC in 2020 according to para. 22 of the Report.

During the meeting, the Committee also stressed the importance that each member of the Committee informs the Chief Statistician of his/her country on the issue so that Chief Statisticians can voice these matters in the relevant platforms, notably the upcoming UN Statistical Commission in March 2017.

4. UNWTO's Programme of Work, including the official report to the UN Statistical Commission and the planned development of a TSA Compilation Guide

The Committee was informed on the report of UNWTO on tourism statistics that will be circulated for discussion and decision at the UN Statistical Commission in March 2017. The report describes the planned development of the SF-MST to support more integrated measurement and policy in the context of the SDGs and also proposes the development of a compilation guide for TSA, and a technical note on linking the System of Environmental Economic Accounting (SEEA) and the TSA.

The Committee welcomed the UNSD and UNWTO initiative to work on a Compilation Guide for TSA, underlining that many countries would benefit from this. The outline for the guide has been circulated among the Committee Members, and it should be based on and build on existing relevant work.

The Committee was also informed of the Lunchtime Seminar “[Accounting and statistics for sustainable tourism](#)” that will be held during the Commission meeting and in the framework of the 2017 International Year of Sustainable Tourism for Development.

The Committee welcomed all **items for information**:

1. 6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism, Manila, the Philippines, 21-24 June 2017

The Philippines informed the Committee about the Sixth UNWTO International Conference on Tourism Statistics. Its theme and importance warranted its designation as official event of the International Year of Sustainable Tourism for Development, 2017. A first preliminary programme has been shared with the Committee but further work is needed. The Philippines and UNWTO have committed themselves to having the first draft of the SF-MST be presented at the Conference, in addition to the first draft of the technical note on TSA and SEEA and other central papers.

2. Opportunities and challenges from big data

Eurostat presented the lessons learnt from the ongoing work of the international Task Force on Big Data. It was recognized that Big Data offers many opportunities, and more specifically tourism statistics is an area that is at the frontline of developments on big data, but there are also risks associated (continuity, ownership, quality controls, managing high volumes of data, etc.).

3. Roundtable discussion on the so-called “sharing economy”

UNWTO's Tourism Trends and Marketing Programme presented its work and provisional findings on private tourism services through digital platform. The City of Vienna presented their innovative approach to the policy challenge of newly emerging booking platforms and the implications it had for accommodation statistics.

4. Various (country) presentations

Presentations were given of the excellent work being carried out by Canada, Italy, Mexico, Peru and The Netherlands as well NECSToUR, Sun Yat-Sen University, and University of the Aegean which all contribute to promote the use and further development of tourism statistics worldwide.



Annexe IV: Activités de l'OMT dans le système des Nations Unies

Introduction

1. The World Tourism Organization (UNWTO) has continued forging strong links with the United Nations (UN) and its relevant entities and institutions, including but not limited to the UN General Assembly (UNGA) and its subsidiary bodies, the Economic and Social Council (ECOSOC) as well as various inter-agency mechanisms and networks. The present report provides a summary of the main activities, including those of UNWTO's New York and Geneva Liaison offices, with regard to the UN system.

A. Participating in UN system substantive issues and activities

2. UNWTO has continued to actively participate in relevant intergovernmental and inter-agency meetings and events held at UN Headquarters in New York, including the ongoing sessions of 71st session of the UN General Assembly (UNGA 71), which included, among others, meetings of the six UNGA Committees and UNGA Fifth Review of the UN Global Counter-Terrorism Strategy. UNWTO was also present at the 2016 High-Level Segment of ECOSOC; preparatory meetings of major international conferences, including among others, HABITAT III, held in Quito, Ecuador in October 2016; the Global Conference on Sustainable Transport held in Ashgabat, Turkmenistan, on 26-27 November 2016 and the forthcoming Oceans Conference for the Implementation of SDG 14, to be held in New York in June 2017.

3. Among the numerous resolutions adopted during UNGA 71, three resolutions had direct relevance to tourism, namely: "Promotion of Sustainable Tourism, including ecotourism, for poverty eradication and environment protection" (A/RES/71/240), "New Urban Agenda" (A/RES/71/256) and "Sustainable Mountain Development" (A/RES/71/234).

4. In the margins of the Third UN Conference on Human Settlement (HABITAT III) held in Quito, Ecuador, UNWTO organized together with Ministry of Tourism of Ecuador de Turismo and CELTH Centre for Expertise – Leisure, Tourism & Hospitality a joint side event entitled *Sustainable Tourism on the New Urban Agenda*. The event was aimed at public authorities, urban planners, and interested stakeholders on the important role of placing sustainable tourism in the new urban agenda which ensures that cities, local citizens and stakeholders are prepared to adopt to the fast paradigm of change.

5. UNWTO continues being the coordinating body of the UN System in Spain. The Spanish Ministry of Foreign Affairs and Cooperation (MEAC) has officially appointed the UNWTO Secretary-General as Dean of International Organizations in Spain. Following the decision, a meeting with all International Organizations was held in at UNWTO Headquarters on 10 October 2016. In addition, UNWTO and the 13 members of the UN offices represented in Spain came together in January 2017 to organize a seminar to review the outcomes of HABITAT III and assess the opportunities and potential implications on Spanish national and local stakeholders.

6. UNWTO participated in the International Symposium and Annual Conference of the 10YFP Sustainable Tourism Programme (STP) from 10-12 November 2016 that was hosted by the Ministry of Tourism of Morocco as a side-event of the twenty-second session of the Conferences of Parties (COP22) of the **UN Framework Convention on Climate Change (UNFCCC) and organized by the 10YFP STP**. The event aimed at increasing awareness on tourism and climate change-related issues and encourages the sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda.

7. From 3-6 December 2016, UNWTO participated in the UN Biodiversity Conference COP13 in Cancun Mexico, which resulted in the Cancun Declaration on “Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-being”.

8. At the International Travel Forum (ITF) annual consultation meeting of OECD held from, 14-15 December 2016, UNWTO was present with other international organizations to discuss the shaping of the 2017 annual summits themes of the ITF, which included Decarbonizing Transport, Governance of Transport and Transport Safety and Security.

B. Participating in UN meetings

9. UNWTO hosted the 1st Meeting of the UNSD-UNWTO Working Group on Measuring Sustainable Tourism at its Headquarters in Madrid, from 20-21 October 2016. As part of UNWTO's initiative Towards a Statistical Framework for Measuring Sustainable Tourism (MST), which is being developed since 2015, there is support of the UN Statistical Division and the engagement of Austria, Fiji, Italy, Mexico, The Netherlands and Cardiff University (Wales).

10. UNWTO participated in the Inter-Agency Support Group (IASG) meeting on disability, held on 2 November 2016. The meeting was informed that preparations were underway for the Conference of State Parties, in New York, from 13-15 June 2017. Following the meeting, the “Manual on Accessible Tourism for All: Principles, Tools and Good Practices”, prepared by UNWTO, was circulated among IASG members.

11. On 5 December 2016, UNWTO participated in the High Level Panel Discussions on “Targeting Heritage: in search of new paradigms – save heritage through dialogue” within the framework of the “Unite4Heritage” campaign of the United Nations Educational, Scientific and Cultural Organization (UNESCO). A presentation was made by UNWTO on its position about the promotion and protection of heritage through dialogue and tourism as well as about joint effort for resilience in cultural tourism in affected countries.

12. UNWTO was present in the “One-Belt-One-Road inclusive and sustainable city exhibition and dialogue” hosted by the United Nations Industrial Development Organization (UNIDO) and co-organized by the Finance Centre for South-South Cooperation, Hong Kong, China from 17 - 21 October 2016 in Vienna.

13. In July 2016, UNWTO took part in a meeting of the Committee on Trade and Development (CTD) of the World Trade Organization (WTO) in a session on the Small Economies Work Programme with a focus on tourism. Discussions touched on tourism's value chains and recognized tourism as an important services export, which can support small economies with their economic development strategies.

14. At the World Export Development Forum, a flagship event of the International Trade Centre (ITC) held in Colombo, Sri Lanka on 13 October 2016, UNWTO was represented at the plenary session on Authenticity: The New Tourism Destination. The joint work between UNWTO and ITC on building tourism export strategies across the full value chain was presented, underlining how authenticity provides an opportunity for a more inclusive growth, allows the country to reposition itself and create new demand stimulating links to new segments of customers.

15. UNWTO took part in the WTO workshop “Promoting Connectivity – Exploring the Services Dimension” on 17 October 2016. The workshop discussed the need to address both restrictive policies and poor regulatory environments, which hinder the development of competitive services sectors. ICT

and digital technology, such as electronic visas, also offered opportunities to resolve travel facilitation bottlenecks.

16. In October 2016, UNWTO was present at the First Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy organized and led by UNCTAD. Attention to tourism was given in the round table “Engaging stakeholders for the achievement of the Sustainable Development Goals – leaving no consumer behind”. On the first gathering of the IGE, an advance version of the Manual on Consumer Protection was launched. Tourism has a dedicated paragraph under Chapter 8, where several international cooperation practices are addressed.

17. In December 2016, UNWTO participated in a full day focus group meeting on the Global Initiative on Decent Jobs for Youth. The Global Initiative is the first-ever, comprehensive United Nations system-wide effort for the promotion of youth employment worldwide. It brings together the vast global resources and convening power of the UN and other global key partners to maximize the effectiveness of youth employment investments and assist Member States in delivering on the 2030 Agenda for Sustainable Development.

C. CEB and its subsidiary structure working groups

18. The regular sessions of the CEB (Chief Executive Board), HLCP (High-level Committee on Programmes) and HLCM (High-level Committee on Management) sessions included the participation of UNWTO, while the work UN Development Group (UNDG) was followed remotely.

19. UNWTO chaired a session in November 2016 of the UNDSS Security Management Team Meeting for Spain in its headquarters, dealing with implementation of UN policies and relations and support on security by the Spanish authorities. UNWTO also attended as Designated Official for Spain the IASMN Steering Group held in Valencia (9-10 November) on the review of the Framework of Accountability for the United Nations Security Management System (UNSMS).

20. UNWTO attended the CEB/HLCM/FBN/Task Force on Accounting Standards on 14 October 2016 in Montreal, Canada dealing in particular with Revenue and Non-exchange Expenses projects, IPSAS-compliant treatment of Control, Joint control or Influence Arrangements in the UN System, ASHI accounting and valuation methodologies, and Co-ordination of Accounting Diversity.

21. UNWTO also participated at the CEB/HLCM/FB Finance and Budget Network through a video Conference meeting on 21 November 2016, dealing with Management and funding of the ASHI liability, quantifying the cost of oversight and accountability mechanisms in the UN system, and jointly financed security costs for the UN system. Other contributions in the finance area includes the review of outputs produced by the UN working group on Treasury, the provision of budgetary and financial statistics to the UN “Annual CEB Statistical Reporting”, and the reply to UN surveys on budget and finance and administration issues.

22. UNWTO implemented the changes in the UN compensation package approved by the 103rd Executive Council, which were presented to UNWTO staff with details and explanations in September 2016. The CEO of UNJSPF (United Nations Joint Staff Pension Fund) and the Pension Board were contacted to accelerate payments and improved service/provision of information following change of IT system at the UN pension fund, which resulted in abnormally high delays in pension payments. Furthermore a MOU was signed between UNDP and UNWTO for receiving Junior Professional Officers (JPO) from various Member States with no costs to UNWTO.

23. The UN Women Global Meeting took place in Vienna, Austria on 11 – 13 October 2016 with the attendance of UNWTO. The aim of the meeting was to discuss and understand new indicators, as well as to exchange best practices in order to reach better gender mainstreaming in UN Organizations.

24. The UNWTO also conducted the salary survey in Spain for assisting ICSC in the determination of salaries of P-level staff. This survey was conducted under close guidance by ICSC. Furthermore, the Clinics on Best Practices in HR in International Organizations at the XIII Career Development Roundtable 2016 took place in Helsinki, Finland with UNWTO's active participation. The main purpose was to gain insights on the best practices of other UN agencies by attending clinics focusing on recruitment process, performance management, staff well-being and conflict management.

25. UNWTO attended the 127th Meeting of the CEB ICT Network in Geneva, Switzerland on 17-18 October 2016 being its objective the review and discussion of the UN ICT System Digital Agenda, mainly State of ICT Report/ICT Dashboard and Integration of Technology into UN-wide development frameworks.

26. Finally, the UNWTO withdrew from the UN procurement network in 2016, as costs to being part of such network was not seen justified for the time being.

Annexe V: L'OMT sur le terrain

A. Technical Cooperation Projects and missions

Country: Andorra

Project Title: Development of a Hotel Classification System

Duration: July 2016 – February 2017

Objectives: As a follow up to its new Law on Tourism Accommodation, the Government of Andorra intends to review and update its classification criteria for a variety of tourism accommodation establishments including hotels, apartment-hotels, homestays, etc. UNWTO undertook a detailed review of the criteria and updated them according to international best practices, with particular emphasis on the EU practices. As an innovative practice, and to ensure ongoing competitiveness and commitment to quality services, make proposals on how to include online reviews as part of the evaluation and scoring for hotel classification.

Results achieved:

- First draft of the revised criteria submitted to the Government for their review and approval.
- Series of Focus Groups established per type of accommodation category to review and approve revised criteria.
- Revise criteria based on comments received by Government and private sector represented in the Focus Groups.
- Submit to Government, for their review and approval, a proposal for the inclusion of online reviews in the scoring and evaluation of hotel classification.

Country: Aruba

Project Title: Development of a System of Tourism Statistics and Tourism Satellite Account

Duration: December 2014 – December 2016

Objectives: With the support of the Foundation Fondo Desaroyo Aruba, UNWTO is providing its technical assistance to the Central Bureau of Statistics (CBS) of the Ministry of Economic Affairs, Communication, Energy and Environment for the development of a System of Tourism Statistics (STS) with a view to establish a Tourism Satellite Account (TSA). Tourism is one of the major economic activities in Aruba. In 2012, a UNWTO needs assessment mission determined that while there was a great level of consistency of information in terms of tourism statistics, technical assistance was needed to further strengthen the existing national statistical system to obtain all the data for establishing a TSA. In particular, the project will focus on:

1. The strengthening of the System of Tourism Statistics (STS) with a view to enhancing the range of available statistical information for the period 2006-2013.
2. The delivery of training and capacity building for CBS statisticians and other specialists as well as for the institution as a whole in each of the technical issues that are required for the development of a TSA.

3. The implementation of activities to improve the capacity of the STS in order to prepare new statistical compilations with particular emphasis on updating National Accounts with more demand and supply side data.

Results achieved:

- The project has been completed in terms of strengthening the STS and capacity building of CBS statisticians and other specialists in TSA development and compilation.
- However, due to a delay in production of national accounts, it was not possible to calculate the TSA for the reference year in question.
- As a result, it has been decided to extend the project to 2017 to include two additional missions which will calculate the TSA and organize a national seminar to officially present the TSA.

Country: Bahamas

Mission Title: Review of the Bahamas Building Code

Duration: December 2016

Objectives: To enhance the Bahamas Building Code in the following areas: energy Efficiency (how buildings are designed); sustainability (including long term lifecycle of buildings); renewable Energy (solar, hydro, wind, etc.); and climate change (design for flooding from sea level rise; stronger and more frequent hurricanes; address the increased costs of construction that may result from mitigating the effects of greater storm surges).

Results achieved:

- Research: reviewed initiatives that make reference to the Bahamas Building Code, as well as reports on sustainability and energy efficiency for The Bahamas
- Consultation: interviews and meetings conducted with key stakeholders to ascertain ideas about code amendment possibilities and to learn about cultural, architectural and environmental particularities of The Bahamas.
- Feedback: reviewed preliminary findings with stakeholders for further input and process refining
- Recommendation: identified which of the two options (complete code overhaul or addendum to the code) would be the best solution for the Bahamian built environment and drafted Final Report with final recommendations for the Bahamas Building Code.

Country: Bhutan

Mission Title: Rapid Carrying Capacity Assessment

Duration: November 2016

Objectives: To carry out a rapid carrying capacity assessment for one specific tourist site and one larger tourist destination in Bhutan, and to develop a concept proposal for a long term project on undertaking carrying capacity studies in the country and preparing site management plans for key tourist attractions.

Results achieved:

A rapid assessment of the carrying capacity for Taktsang Monastery and Paro Valley was carried out, based on which recommendations were made for improved site and destination management. The final

report was presented to the Tourism Council of Bhutan and included concept proposals for in-depth carrying capacity studies and site management projects.

Country: Bosnia and Herzegovina

Project Title: Adventure Park of Children in Nature

Duration: May – November 2016

Objectives: To create preconditions for further tourism development in Jahorina, expanding the tourist season to all-year round, strengthening of local communities through tourism and increase economic opportunities and income.

Currently, the Olympic Centre of Jahorina is primarily concentrated on the winter season, with more than 4500 beds available in hotels and private accommodation units, 20 km of constructed slopes, ski lift capacities exceeding 10.000 skiers per hour. Consequently, Jahorina suffers from the seasonality effect, with the level of occupancy in non-winter periods on the negligible level. Development of tourist infrastructure for non-winter periods is identified as one of the strategic directions in the near future, with special tourism forms in main focus. Adventure park facilities, which are the subject of this project, will increase attractiveness of Jahorina in non-winter periods, for specific target group of visitors such as families travelling children.

Results achieved:

- Mapping of potential areas and surfaces for setting up of the Adventure park in Jahorina
- Creation of the construction plan with specification of works for Adventure park in Jahorina
- Preparatory activities related to the process of public procurement by the Law of Bosnia and Herzegovina for construction works service and equipment for adventure children park
- Company for the construction of the Adventure Park selected through a bidding process
- Installation of tubing track, conveyor belt (30m), and entrance ramp
- Test run of the tubing facility was conducted at the end of November 2016 in conjunction with the final Project Steering Committee meeting which UNWTO participated in to evaluate the progress of project activities.
- The grand opening of the Adventure Park was held mid-December in time for the start of ski season in Jahorina, and thus all project activities were successfully completed.

Country: Botswana

Project Title: Development of Tourism Clusters

Duration: July – September 2016

Objectives: Through funding from the Ministry of Environment, Wildlife and Tourism, UNWTO provided technical assistance for the development of tourism clusters in the country. In its endeavor to market Botswana as a tourist destination of choice, the Government of Botswana, has embarked upon initiatives to stimulate tourism product development and diversification with a view to spreading the socio-economic impacts and opportunities of the tourism sector to all parts of the country. With a view

to extending visitor stay and, thereby, visitor expenditure, while, at the same time, spreading tourism development to all regions of the country. In order to achieve this, it is important that Botswana's tourism attractions and services are packaged into regional tourism clusters to enhance the overall visitor experience and broaden the traditional product mix. However, there is a need to build institutional capacity in the regions to ensure that the various tourism activities and initiatives are coordinated for greater effectiveness. This requires collaboration between the public and private tourism sectors and the development of mutually beneficial cooperative alliances.

Results achieved:

- Provide capacity building to the Botswana Tourism Organization (BTO) to develop, mentor and manage the tourism cluster development process.
- Situation analysis of the need for tourism cluster development in three regions of Botswana: Kasane/Kazungula (Chobe District), North West Ngamiland (Ngamiland District) and Maun (Ngamiland District) – this included an analysis of the local economies and the current situation of tourism development in each region including identification of potential and constraints.
- Identification of potential leadership teams for each cluster.
- Guidelines for supporting the development of a specific cluster vision for each region.
- A report submitted to the Ministry and BTO for the continued technical support and mentoring of cluster development.

Country: Cameroon

Project title: Ecotourism Development at Kribi

Duration: October 2012 – December 2016

Objectives: To enhance quality and local benefits from tourism activities in Kribi through capacity building, sustainable planning and reinforced environmental management of coastal tourist sites, and promotion of SME development in the tourism supply chains.

Results achieved: A value chain analysis has been completed and sustainable management plans were drafted through a participatory process for the sites of Lobé, Grand Batanga and Londji. A Local Tourism Committee was established and two community groups have been identified to operate tours in Londji and Grand Batanga. The project is also promoting community involvement in environmental protection such as tree planting and cleaning of beaches. The project carried out four ecotourism trainings in basic customer care, food processing and first aid techniques. An ecotourism manual was produced. In total 81 people were trained (20 women and 61 men). A chart of best practices for tourism visits to the Bagyeli Pygmy community was drafted and training of 3 Bagyeli trainers carried out. One more training in language skills and internet was also organized.

Based on the Value Chain Analysis carried out, the project identified the following three eco-tourism sites for development:

- The Lobe Falls Cultural Landscape;
- The Grand Batanga, the historic site of the former capital of the Batanga people; with attractive beaches; and
- The fishermen village of Londji.

The project formulated sustainable management plans for the ecotourism sites, with active consultation of communities, private sector, and local stakeholders. These plans gave good guidelines to develop

ecotourism products and take measures to protect the sites beyond 2016, and formed the basis to develop small tourism facilities at the sites where local entrepreneurs can sell food, beverages and handicrafts.

The project also built the capacity of local Pygmy groups to develop tourism circuits and organize excursions in their area. Further, trainings were organized on agro-tourism, on-line marketing and environmental sustainability for hotels, and brochures were developed to promote the different tourism activities in Kribi. All activities of the project were successfully completed in December 2016.

Country: China

Mission Title: Development of an International Tourism Marketing Strategy for the Province of Yunnan

Duration: December 2016

Objectives: To formulate a project document for the formulation of an International Tourism Marketing Strategy, including a destination brand approach, for the Yunnan Province for the period 2017 – 2022, as well as a 3-year detailed action plan and a specific destination market strategy for a selected source market.

Results achieved:

The detailed project document was submitted to the Yunnan Provincial Government for review and funding.

Country: China

Project title: Shandong Province Tourism Development Master Plan 2016-2025

Duration: March – May 2017

Objectives: To formulate a strategic tourism development plan for Shandong Province for the period 2016-2025 as well as a 3-year detailed action plan and regional marketing strategies for Europe, Japan and South Korea.

Results achieved:

- Inception report within two weeks of the start of the project
- Mid-term review presentation after six weeks of the start of the project
- Validation workshop after three months of the start of the project
- Review of all documents and studies on tourism in Shandong
- Statistical analysis and in-country research
- Field trips around the Province. The inventory and evaluation of existing and potential tourism resources and attractions.
- Consultations with key public sector and private sector stakeholders
- Formulation of a vision, goals, principles and strategic guidelines for developing and promoting tourism in the short-, medium- and long-term with specific objectives and strategies for tourism development at the provincial and local level
- Formulation of a target market strategy that identifies a realistic range of segments as a departure point for an integrated development programme.
- Formulation of the Tourism development strategy

- Recommendation on improvement of collection and compilation of tourism statistics
- Economic forecasts
- Workshop to present the strategic ideas and adjust recommendations
- Demonstration projects for each strategic area
- A two-day workshop with staff of administrative organisations of Shandong Province delivered by the project team
- Market research carried out to prepare regional marketing strategies for Europe, Japan and South Korea
- In April 2017, a training seminar on the master plan and tourism planning and development will be organized for the Vice Mayors of all cities in Shandong Province and selected other senior government officials.

Country: Ethiopia

Project Title: Implementation of Hotel Classification Scheme

Duration: December 2014 – December 2016

Objectives: Through funding from the World Bank, the Ministry of Culture and Tourism of Ethiopia, through the Ethiopia Sustainable Tourism Development Project developed a new Classification and Grading system for the accommodation sector and has requested UNWTO's technical assistance to implement this scheme and thereby launch Ethiopia's first comprehensive hotel classification programme. The overall purpose of the Ethiopia Classification and Grading Star Grading programme is to improve the quality of hotels and accommodations in Ethiopia. The implementation of this programme will a) provide guidance to new accommodation developments in order to develop physical as well as managerial systems which are up to international standards and criteria; b) aim at creating a healthy business competition among the accommodation establishments motivating them to develop higher levels of service quality and facility standards; and, c) provide assurance to the international tourism community on the quality of Ethiopia's accommodation sector thereby making Ethiopia a more competitive destination.

Project activities have continued in 2016 to provide additional training to the Ministry of Culture and Tourism in the implementation of hotel classification schemes.

Results achieved:

- Capacity building for the Ministry of Culture and Tourism in coordinating and implementing the new hotel classification scheme.
- Organization of two capacity building programmes aimed at the hotel sector on i) maintenance planning, and, b) sustainability planning.

Country: Fiji

Mission Title: Development of a Sustainable Tourism Policy

Duration: December 2016

Objectives: To determine through field research in which and to what extent the current policy and strategy framework in Fiji facilitates the long-term sustainability of the tourism sector, including

identification of gaps, needs and options for sustainable tourism governance and management, and to prepare a project document for the development of a new sustainable tourism policy.

Results achieved:

The assessment report on sustainable tourism governance in Fiji and the project document for the formulation of a sustainable tourism policy were submitted to the Ministry of Public Enterprises and Tourism for review and funding.

Country: Ghana

Project title: Improving Visitor Facilities and Interpretation of Nzulezu Village on Stilts

Duration: April– December 2016

Objectives: To improve visitor facilities and services in the Nzulezu stilt village, conserve the natural and cultural heritage of the site, and build capacities of local people providing goods and services to tourists with a view to attracting more visitors and creating job and income opportunities for the local people.

Nzulezu is a village on stilts in the Jomoro District of the Western Region. The Ministry of Tourism, Culture and Arts wants to improve visitor facilities and services as its policy objective of redeveloping and conserving natural and cultural heritage to attract more visitations, whilst creating job and income opportunities for the people. Visitor facilities at Nzulezu Water on Stilts Village require improvement to enable tourists stay longer and spend money in the community, whilst social amenities need to be provided for the local people.

Results achieved:

The project built 10 toilets stalls with flush-system for use by visitors and locals alike, and implemented a training programme on cultural dance performance for 36 youth of the village. The village walkway and performance stage was also upgraded and about 20 litter bins have been installed in the village to discourage waste disposal into the water. Awareness-raising activities on sanitation and waste management were carried out, and other income generating opportunities discussed with the community, such as the sales of handicrafts and the traditional meals by women's group. In addition, the project mounted bill boards at two major road junctions en route to Nzulezu.

A project inception meeting and Project Steering Committee meeting took place in early and late April. UNWTO carried out a project review mission from 26-30 April 2016 and concluded that the project was on the right track for timely completion. All project activities were completed successfully and a closing ceremony conducted in December 2016 with the presence of the former Minister of Tourism, Culture and Arts of Ghana.

Country: Guinea-Bissau

Mission Title: Review of the Tourism Sector

Duration: October 2016

Objectives: UNWTO conducted a mission to Guinea-Bissau to review the current situation of the tourism sector. Based on discussions held with the Ministry of Tourism and other partner agencies such as UNDP and the World Bank, it was decided that tourism could play a key role in diversifying the

country's economy as well as provide a means of sustainable livelihoods, particularly for the large youth population.

Results achieved:

Project proposals on preparation of a Tourism Development Policy, Strategy and Master Plan; Tourism Law, Strengthening of National Tourism Statistical System; Hotel Classification; and, Development of a Hotel and Tourism Training Institute have been submitted to the Ministry and donors for their review and approval.

Country: Haiti

Project title: Enhancing local economic impact from tourism development in Jacmel

Duration: August 2014 – December 2017

Objectives: To enhance the economic participation of the local population into the tourism value chain by creating new long term job positions while ameliorating and diversifying the offer of existing tourism products as well as creating new sustainable ones.

Results achieved:

- 1) Capacity building covering several topics such as storytelling, sustainable product development, introduction to SME development including web page and marketing knowledge, waste management, food safety, lifeguard training, first aid, client service, basic restaurant service, personal development and handicraft product development. The total number of beneficiaries of these capacity building activities is 149.
- 2) Based on the skills obtained in the capacity building seminars, the project supports local people to develop and operate tourism businesses and excursions, e.g. through the provision of market intelligence, product presentations to potential travel agents, preparation of promotional materials and the creation of a network of tourism enterprises in the destination.
- 3) Improvement of the most visited tourism sites (three beaches and site of natural pools) by creating local site management organizations aiming to achieve a more transparent, professional, secure and sustainable management, and to achieve a self-sustained economic status. A Pilot Committee for Tourism in the South-East Department has been established in order to monitor and support the progress of the local site organizations. This committee is formed by representatives of several ministries, local authorities, private sector and local population, and supports the creation of standards and certificates for the management of beaches and protected areas.
- 4) Creation and improvement of new and existing excursions to help communities increase their income, fund reforestation for the area and add value to local products like sugar cane and coffee.
- 5) Development of 3-5 city circuits and activities that provide visitors with an opportunity to experience the culture, music, dance, arts and crafts, history, food, and people of Jacmel.

As the project area was severely hit by hurricane Matthew, the Government has recently focused on recovery efforts and expects to continue project activities in 2017.

Country: Haiti

Project title: Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

Duration: May – August 2016

Objectives: Under the framework of the project of the Inter-American Development Bank (IADB) to develop sustainable coastal tourism in the country, the Ministry of Tourism and Creative Industries requested UNWTO's technical assistance to undertake a detailed evaluation of the current tourism statistics system in the country and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

Results achieved:

- Needs assessment mission completed.
- Project document for a three-year project to improve and strengthen the national tourism statistical system and develop an experimental TSA submitted to the Government and the IADB for approval and funding.

Country: Honduras

Project Title: Review of Methodologies Used in the Compilation of Basic Tourism Statistics

Duration: November - December 2016

Objectives: Through funding from the Instituto Hondureño de Turismo (IHT), UNWTO provided technical assistance for the review of currently survey methodologies developed and implemented by the IHT for calculating tourism expenditure (inbound and outbound) as well as determining market profiles.

Results achieved:

- Conduct a detailed evaluation of the current methodologies used by the IHT in conducting surveys to determine market profiles and visitor spend (both inbound and outbound).
- Provide capacity building to technical level offices on how to improve the methodologies to expand the range of data obtained.
- Propose a series of models to be used by the IHT to forecast tourism trends in the country.
- Propose recommendations to the IHT on the development of quality indicators.

Country: Kenya

Mission Title: Seminar on Community-based Tourism in Kenya

Duration: February 2017

Objectives: To help facilitate a workshop on community-based tourism in Kenya, within the framework of an EU funded project, titled Enhancing Sustainable Tourism Innovation for Community Empowerment in Kenya, in which UNWTO participates as Associate Agency.

Results achieved:

- Opening and closing remarks were delivered at the workshop, a presentation was made on marketing of community-based tourism, and working sessions were facilitated on product development and improvement, promotional activities, and identification of support needs for community-based tourism in Kenya. The workshop was well attended by 45 participants who are actively involved in community-based tourism development in Kenya, and provided a good

opportunity to share experiences and lessons learned, and to provide feedback and guidance to community-based tourism initiatives in Kenya.

- Feedback was provided on the marketing activities and materials of various county governments in Kenya.

Country: Lesotho

Project title: Kome Rural Homestays

Duration: October 2012 – June 2017

Objectives: To improve community-based tourism within Pulane community as a way to improve livelihoods through tourism business activities.

Results achieved: Training seminars were organized for excursion providers, tour guides, rural homestay providers, and crafters, and a tourist map was developed with hiking, biking, and pony trekking routes, linking the three project areas. The seminar for excursion providers was attended by 11 small entrepreneurs. The seminar aimed to support the participants to start and/or grow an excursion enterprise, by building their capacity to develop excursions and to get access to tourism markets. The seminar provided the participants with valuable insights on how to develop new excursions or improve existing ones, making optimal use of the attractive natural and cultural heritage of the destination. It also gave detailed guidance to the excursion providers on marketing their products to individual tourists and establishing business linkages with foreign tour operators.

Likewise, the seminars for tour guides, rural home stay providers and crafters focused on building the capacities to improve the products and services offered to tourists, and to strengthen their marketing skills. The seminars were attended by 16, 34 and 24 local participants, respectively. Following the training seminars, several participants directly started to put the lessons learned into practice by making improvements in the products and services offered to tourists and by establishing contacts with potential clients.

During 2017, the following additional activities will be carried out:

1. Guides training, especially at Malimong, and Thaba-Bosiu;
2. Familiarization tour for Tour Operators from Lesotho and Clarence in South Africa;
3. Roadshows to promote the tour route in Maseru city as well as to post adverts on television screens at Maseru Mall and Pionner Mall; and
4. Registration of the enterprise groups at Thaba-Bosiu, and Ha Baroana.

Country: Mauritania

Project Title: Formulation of a National Tourism Strategy

Duration: November 2016 – March 2017

Objectives: The United Nations Development Programme (UNDP) is currently providing assistance to the Ministry of Trade, Industry and Tourism in the formulation of a National Tourism Strategy. As a partner organization, UNWTO was invited to provide its technical assistance in the process by reviewing the draft deliverables of the project and provide inputs and best practices.

Results achieved:

- Review the draft Situation Analysis and draft National Tourism Strategy and provide inputs on improvements to be made.
- Participate in the Steering Committee Meeting to validate the final Tourism Strategy.

Country: Mongolia

Mission Title: Formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea

Duration: December 2016

Objectives: To prepare a project document for the formulation of tourism destination marketing strategies for Mongolia in key regional source markets of China, Japan, and South Korea.

Results achieved:

The project document was submitted to the Ministry of Environment and Tourism for review and shared with donors for possible funding.

Country: Mongolia

Project title: Capacity Building for Tourism Employees

Duration: March 2015 – June 2017

Objectives: to build capacities among tourism employees and unemployed young people to make a career in the tourism sector

Results achieved: The project conducted a rapid assessment on curriculum development based on the needs of the private sector and developed two training modules on service and hospitality areas and tourism management.

The following training have been or are currently being implemented by the project:

- Train-the trainers training (30 trainers trained)
- Housekeeping, front office, and office management training
- Hospitality and tourism management training
- Advanced hotel operations training
- Tour guiding training
- Advanced tourism management training

So far, a total of 350 participants have joined the various training programmes, and constant contact is being made with the participants on their progress. Already 70 per cent of participants have gained employment in the tourism sector during the period of project implementation.

Country: Morocco

Project title: Establishment of a New System of Tourism Hotel Classification

Duration: June 2013 – December 2018

Objectives: In March 2013, UNWTO and UNDP Morocco signed an agreement to support the Moroccan Ministry of Tourism in the establishment of a new system of tourism hotel classification. The

project aims to consolidate a standing level of competitiveness for the Moroccan hotels which will enable them operating on an international competition level and to develop a real culture of quality within tourism hotels. The review of the classification system is to:

- Improve the quality of tourist accommodation establishments.
- Facilitate the classification of tourist accommodation in terms of quality, safety, health and sustainable development.
- Adapt the classification system to the evolution and diversification of the tourist demand.
- Develop a Guarantee involving regulatory standards and quality frameworks.
- Implement a quality strategy in Morocco as a destination offering a sustainable competitive advantage.

The general objective is to contribute to the economic and social development of Morocco.

Results achieved:

- Review of the existing hotel classification system and first draft of revised criteria prepared.
- Training of 90 Inspectors of the Ministry of Tourism on the proposed revisions to the criteria and the impact that these will have on the inspection process. Based on feedback from the training, a second revision of the revised criteria was prepared.
- Practical training of 90 Inspectors of the Ministry of Tourism on the application of revised criteria is scheduled to be completed in August 2014. This practical training activity is also serving as an awareness-raising exercise amongst the hoteliers to share with them the main revisions to the criteria and their application.
- National Seminar on Hotel Classification in Morocco
- Pilot testing of 450 mystery guest visits.
- Manual for interpreting new hotel classification criteria.
- Manual for Hotel classification process.

Country: Mozambique

Project title: Human resource and SME development for the tourism sector in Inhambane province

Duration: May 2011 (Phase I) – December 2017 (Phase II)

Objectives: To enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector.

Results achieved: The project builds on the experience of the previous project in the region. A major success has been the establishment of a multi-stakeholder platform (including tour operators, hotels and restaurants), which addresses marketing issues that had previously been identified as a major challenge for the destination. As a result, tourism enterprises collectively participate in international tourism trade shows, and are jointly promoting the destination to long-haul tourists. Over 600 local people, mainly women and youth have been trained in different tourism subjects, including housekeeping, hospitality, food preparation and tour guiding. The training has resulted in an improved level of service delivery in the sector, which has had a positive impact on the economic performance of individual enterprises as well as on the competitiveness of the Inhambane destination as a whole. For SME development, training on business management has been provided to 21 owners/managers of small tourism enterprises. Further, the project has provided micro finance to 9 small enterprises dealing with handicrafts production, supply of fruits, vegetables and eggs, organization of sailing tours and

preparation of local meals. Successes have especially been booked with establishing business linkages for the local supply of agricultural products to hotels and restaurants, and with assisting handicraft producers to get better access to the tourism market. A group of 20 handicraft producers has been supported by providing a space where they can sell their souvenirs to tourists.

Country: Mozambique

Project title: Vocational Training and SME Development for the Tourism Sector in Maputo

Duration: November 2011 (Phase I) – December 2017 (Phase II)

Objectives: To enhance the local economic impact from tourism in Maputo through vocational training and SME development in the tourism sector

Results achieved: The project intends to create tangible benefits from tourism for 200 local households through the following ST-EP mechanisms:

1. Employment in tourism enterprises
2. Supply of goods and services to tourism enterprises
3. Direct sales of goods and services to visitors
4. Establishment and running of tourism enterprises

Detailed training programmes and curricula have been developed and a train the trainer seminar was organized in February 2016 with 7 participants, which formed the basis to deliver vocational training seminars in the first semester of 2016 to 40 local people to assist them to obtain employment in the tourism sector. In the second semester of 2016, additional activities will be planned and implemented to support tourism SMEs to generate enhanced income from the sale of goods and services to tourists and larger tourism enterprises. Within the framework of the project, support has also been provided to preparing the new Strategic Plan for the Development of Tourism in Mozambique; especially to ensure that sustainability aspects are well covered in the plan.

Country: Myanmar

Project title: Needs Assessment for Development of Tourism Statistics and Tourism Satellite Account

Duration: August - October 2016

Objectives: In collaboration with the International Trade Center (ITC) and under the framework of its project in Myanmar to develop inclusive tourism in the State of Kayah, UNWTO will provide its technical assistance by undertaking a detailed evaluation of the current tourism statistics system in the country and in the State of Kayah and provide a road map for the strengthening of the statistical system with a view to developing a tourism satellite account (TSA).

Results achieved:

- Detailed assessment of current national tourism statistical system undertaken including identification of data gaps, current level of institutional coordination and partnership, and, areas for further capacity building amongst Government institutions for data collection and analysis.
- Organization of a 2-day national seminar on UNWTO statistical methodologies.
- Preparation of a report for further technical assistance in strengthening national tourism statistics. This proposal has been approved by the ITC and project activities will commence in August 2017.

Country: Namibia**Mission Title:** Review of the Tourism Policy**Duration:** December 2016

Objectives: At the request of the Ministry of Environment and Tourism, UNWTO provided technical assistance for the review of the Tourism Policy and the development of a Tourism Bill for Namibia.

Results achieved:

A report which recommended the preparation of a new Tourism Bill 2017 for Namibia which includes the proposal for the establishment of the Namibia Tourism Authority; proposal on the organizational structure of the NTA including roles and responsibilities – by streamlining those of the Ministry and Board, and, preparation of a series of Direction Statements which extract the implementable actions and activities from the existing Policy and two Strategies to provide guidance and clarity to each entity as to their specific roles and responsibilities.

Country: Nigeria**Mission Title:** Review and Updating of the Tourism Development Master Plan**Duration:** December 2016 – March 2017

Objectives: At the request of the Ministry of Information of Nigeria, UNWTO provided technical assistance to review the status of implementation of the Tourism Development Master Plan which had been prepared by UNWTO in 2006. Based on the review, UNWTO was requested to prepare a proposal for further technical assistance in the preparation of a new and updated Tourism Development Master Plan.

Results achieved:

- Conduct a detailed analysis of the level of implementation of the current Tourism Development Master Plan.
- Review the current tourism scenario – products, services, and source markets, and in relation to projected future growth, determine which elements of the Master Plan are outdated and need to be revised.
- Prepare a detailed project proposal for the Ministry of Information for the review and updating of the Master Plan including technical assistance for the implementation of key priority actions.

Country: Oman**Project Title:** Development of Tourism Statistics**Duration:** April 2015 – December 2017

Objectives: The Omani government is keen to promote the tourism sector as part of its diversification strategy. Currently, tourism plays a key role in the economy and has the potential for further development. Therefore, having reliable, sufficient and adequate statistics are essential for policymakers to make effective decisions and to monitor the tourism strategy performance. Hence, in collaboration with the Ministry of Tourism, UNWTO is providing its technical assistance to conduct a comprehensive assessment of tourism statistics in Oman; prepare and implement an action plan for development of tourism statistics; and, develop a Tourism Satellite Account for the country.

Results achieved:

- To date, UNWTO has undertaken four missions to Oman to review data collection processes, design new processes and provide capacity building to the Ministry and other national partners in the design and implementation of statistical collection procedures, and, analysis and evaluation of results obtained.
- A fifth mission is scheduled for April 2017 which will focus on data collection regarding employment in tourism and investment in tourism. Attention will also be paid to further improvements to the tourism database system.

Country: Paraguay

Mission Title: Update of the Sustainable Tourism Development Plan

Duration: November 2016

Objectives: To formulate a project document and a corresponding Work Plan for the update of the Sustainable Tourism Development Plan for Paraguay.

Results achieved:

Detailed assessment made on the current status of tourism in Paraguay and on the needs to update the Tourism Development Plan. A proposal for the updating of the Tourism Development Plan was prepared and shared with the Government for review and funding.

Country: Paraguay

Project Title: Strengthening of Tourism Statistics

Duration: November 2016

Objectives: At the request of the Secretaría Nacional de Turismo de Paraguay (SENAUR) and, in association with the Asunción Convention and Visitors Bureau, UNWTO provided technical assistance to review and evaluate the current national system of tourism statistics with particular emphasis on supply-side data.

Results achieved:

- A detailed review of the current national system of tourism statistics with particular emphasis on supply-side data.
- Identification of key data gaps and recommendations on processes to be developed for data collection and analysis.
- Review of current level of institutional partnership in the tourism statistical process.
- Preparation of a proposal for further technical assistance in strengthening the national tourism statistical system.

Country: Philippines

Mission Title: Review of the Draft National Tourism Development Plan (2016-2022)

Duration: August 2016

Objectives: To assess the formulation of the Draft National Tourism Development Plan (2016-2022) and the final draft, and provide further inputs on the recommended strategic directions and action programmes to attain the vision and targets outlined therein.

Results achieved:

- Based on in-depth stakeholder consultations and a field visit to Bohol, an assessment report of the formulation of the National Tourism Development Plan 2016-2022 was presented to Ministry, including recommendations on some strategic directions and programmes which could strengthen or supplement the Tourism Development Plan.
- Detailed guidance was provided on how to attain the full benefits of the Tourism Development Plan, including recommendations for thematic areas on which UNWTO could provide further technical assistance to help successfully implement the Plan.

Country: Republic of Congo

Project Title: Sustainable Tourism Development Plan

Duration: December 2014 – June 2016

Objectives: In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo for the formulation of a Sustainable Tourism Development Plan for the country. In its 2012 Strategy for Growth, Employment and Poverty Reduction, the Government of the Republic of Congo identified tourism as a priority industry to stimulate economic growth while providing means for the creation of sustainable livelihoods. The objective of the project is to undertake an exhaustive analysis of the country's tourism sector (resources, infrastructure, institutions, human resources, source markets and tourism services) and formulate a Tourism Development Policy, Strategy and Master Plan which will stimulate the competitive yet sustainable growth of the tourism sector as a motor for stimulating economic growth in the country. In particular, the Master Plan will provide a detailed framework for the systematic planning of the tourism sector, distribution and prioritisation of tourism resources, and better coordination amongst the various stakeholders in the management of the sector.

Under the framework of this project, the Government of the Republic of Congo requested UNWTO's technical assistance to train middle to senior representatives of the Ministry of Tourism on the Sustainable Tourism Development Plan and elaborate a work plan for the implementation of the National Tourism Forum (*assises nationales du tourisme*) tentatively scheduled for May/June.

Results achieved:

- Detailed situation analysis of the current opportunities and challenges facing sustainable tourism development in the Republic of Congo.
- Formulation of a Tourism Policy which was approved by the Government and UNDP.
- Formulation of a sustainable Tourism Development Strategy and Master Plan which was approved by the Government and UNDP.
- Preparation of a separate Executive Summary of the Strategy to be circulated to donors and stakeholders.

Country: Republic of Congo

Project Title: Development of a Hotel Classification System

Duration: July 2016 – June 2018

Objectives: In collaboration with UNDP, UNWTO provided its technical assistance to the Ministry of Tourism and Environment of the Republic of Congo to conduct an in-depth analysis for the design and implementation of a new hotel classification system for the country. Given the Government's current endeavour to have a systematic approach to tourism development, commencing with the formulation of a tourism policy and master plan, another priority activity is the systematic approach to quality assurance with regard to tourism accommodation establishments with a view, on one hand, to stimulate competitiveness amongst the accommodation providers and, on the other hand, to assist the Government in marketing and promoting quality-based tourism services.

Results achieved:

- The resultant project has been approved by the Government and UNDP and project activities for the development and implementation of a Hotel Classification System in the Republic of Congo was launched in July 2016.
- Review of the existing hotel classification system and first draft of revised criteria prepared.

Country: Republic of Congo

Project Title: Needs Assessment for the Training of Staff in Hotels in Brazzaville

Duration: July – September 2016

Objectives: Under the framework of the Project for the Support of Economic Diversification of the World Bank (PADE), UNWTO will conduct a needs assessment for training of staff employed in larger, more renowned hotels in Brazzaville with a view to improving the quality of services offered in the hotels while, at the same time, creating a framework for continuous skills development, thereby facilitating the access of local communities, especially women and youth. This project is a direct result of the awareness raised amongst the donor community to align their programmes with tourism in light of the formulation of the Tourism Development Strategy and Master Plan.

Results achieved:

Project document for a two-year project for training of Staff in hotels in Brazzaville has been submitted to the donor for approval and funding.

Country: Romania

Project Title: Development of Destination Management Organizations (DMOs)

Duration: January – April 2017

Objectives: As part of its continuous efforts to further develop and strengthen the Romanian tourism sector as a competitive destination, the Government of Romania requested UNWTO's technical assistance to recommend various options for the development of Destination Management Organizations (DMOs) in the country.

Results achieved:

- Analysis of the current situation of tourism organization and institutional structures available in Romania to coordinate tourism development, management and promotion;
- Presentation of various models of DMO development which could be adopted by Romania (especially at central/local level);

- Best practices for the organization of DMOs with particular emphasis at the central/local level; and
- A final report with proposals for DMO development in Romania.

Country: Saudi Arabia

Mission Title: Economic Impact of Cultural Heritage Tourism

Duration: December 2016

Objectives: As part of its Vision 2030 and National Transformation Plan, the Kingdom of Saudi Arabia (KSA) is actively pursuing economic diversification to grow and develop the country beyond its longtime dependence on petroleum. Tourism, especially cultural tourism, has been identified as a principal means of achieving this. However, among the hundreds, if not thousands, of historical and cultural heritage sites, further investment and development are needed for these sites to attract visitors. The KSA commissioned a report to propose methodologies on how to measure and optimize the benefits of heritage in the country with a view to ranking and prioritizing the country's vast cultural assets for attracting investment for the development and management of these sites/attractions. The KSA requested UNWTO to undertake a detailed evaluation of the report.

Results achieved:

Undertake a detailed evaluation of the report with a view to methodology used; analysis of the results; identification of gaps; identification of areas in the report which could be strengthened; and, recommendations to enhance the report.

Country: Seychelles

Project title: Establishment of a New System of Tourism Hotel Classification

Duration: May 2016 – June 2017

Objectives: The tourism sector in the Seychelles offers a wide range of accommodation for tourists and requires standardization to preserve the trademark of the Seychelles as a tourism destination, to attract emerging markets and increase the presence of international operators while, at the same time, maintaining the competitiveness of the Seychelles tourism sector. During the project, UNWTO would review the draft criteria prepared by the Ministry of Tourism and Culture and review and refine according to international best practice. In addition, working sessions will be held with the trade to raise awareness on the new criteria and their interpretation. Finally, training will be provided to the Ministry assessors on the new criteria.

Results achieved:

- Review of the existing hotel classification system and final draft of revised criteria prepared.
- Training for Ministry assessors on the proposed revisions to the criteria and the impact that these will have on the inspection process.
- Five working sessions with the trade to inform on new hotel classification criteria.
- Preparation of an Assessors' Manual to provide guidance to Ministry assessors in interpreting criteria.

Country: Timor-Leste

Mission Title: Review of the Tourism Policy

Duration: October 2016

Objectives: To review the draft Tourism Policy and provide feedback at a meeting with the Minister of Tourism of Timor-Leste, a subsequently multi-stake holders review meeting, and carry out a second review of the final draft tourism policy.

Country: Timor-Leste

Project title: Capacity Building for Tourism Employees in Dili

Duration: September 2012 – December 2017

Objectives: to enhance local employment in the tourism sector in Dili through curriculum development and training of local people

Results achieved:

Two training institutes in the country have been identified to deliver training for tourism employees. The project has assisted the two selected institutes to develop and carry out a train-the-trainers programme, and to prepare training curricula and has supplied the institutes with suitable training materials. The training institutes have delivered courses for employees of tourism enterprises, in order to build their skills to grow into a better paid position, and for unemployed young people to enhance their opportunities to obtain employment in the tourism sector. Two local training institutes have been selected to deliver the training and, arrangements have been made with the Ministry and the national tourism business association regarding their coordinating role. Capacity building activities were initiated in the first semester of 2015. As the training is implemented by local training institutes, good opportunities exist that these institutes will be able to integrate the tourism components in their standard training curriculum.

Training participants were selected in close collaboration with the private sector to enhance the opportunities that a large percentage of the trainees can use the acquired skills to make a career in the tourism sector, as well as to grow into more senior positions in the tourism sector. It is expected that at least 100 of the total 180 beneficiaries will increase their average income with a minimum of US\$ 1000 per year.

During phase one of the project, which was completed mid- 2016, Youth Vision Training Centre (YVTC) and East Timor Development Agency (ETDA) were the main training programme providers. Training programme on management was provided by ETDA and hospitality training programme was provided by YVTC. A total number of 85 participants attended the management and hospitality courses, out of which 60 participants (19 males and 41 females) attended the hospitality training, and the 25 participants attended the training on management. The participants were from 13 municipalities in Timor-Leste.

Country: Timor-Leste

Project title: Marketing of Community-based Ecotourism Project

Duration: January – July 2017

Objectives: To strengthen the marketing of Community-based Ecotourism (CBET) initiatives in Timor-Leste and to develop a comprehensive community-based ecotourism marketing strategy for Timor-Leste

Results achieved: The project worked closely with the local stakeholders to build their capacity to market the Community-based Ecotourism offer of the country, and delivered a 28-days training seminar on marketing of Community-Based Tourism to Ministry Officials and other key stakeholders dealing with Community-Based Tourism Development. The project also formulated a marketing strategy for CBET and a brochure on CBET in Timor-Leste, and collaborated with a web designer from the Ministry to develop a tourism website on CBET in English for the Ministry of Tourism, Arts and Culture.

The Ministry of Tourism has identified a list of Community-Based Tourism projects in Timor-Leste (that may benefit from the outcomes of the project. This exercise provided the project with comprehensive background information to:

- advise the existing Community-Based Tourism projects on product improvement and diversification;
- define the marketing activities;
- based on the assessment, develop a full-fledged community-based ecotourism marketing strategy focusing, inter alia, on the promotion of small- and medium- size ecotourism enterprises with a clear focus on the local communities; and
- provide capacity building support for the implementation of the strategy and guidance on the development of marketing materials and activities.

Country: United Arab Emirates

Project Title: Assessment of Tourism Statistics for the Compilation of a Tourism Satellite Account

Duration: December 2016 – April 2017

Objectives: The Government of the United Arab Emirates (UAE) has made efforts to development a Tourism Satellite Account (TSA) for the country. However, this exercise has initially been based on simulation models. Taking into account the challenges facing the compilation of a TSA in a country comprising seven Emirates, the Government requested UNWTO to provide its technical assistance to undertake a detailed evaluation of the entire tourism statistical system in the UAE with a view to developing a TSA for the country.

Results achieved:

- In-depth evaluation of the entire tourism statistical system in the UAE including qualitative and quantitative evaluation of the human and financial capacities, hardware and software.
- Project proposal for overcoming data gaps and constraints, strengthening the Inter-Institutional Platform partnerships, and, above all, strengthening of capacities within the UAE Government agencies, in particular, the tourism authorities and the statistical authorities in order to reach the compilation of a Tourism Satellite Account.

Country: Uganda

Project title: Kisiizi Water Falls Tourism Development Plan

Duration: January – June 2017

Objectives:

- To enhance the attraction of the tourist area and develop facilities that support tourist activities.
- To enhance the visibility of the tourist area in terms of promotion and information availability.
- To develop the capacity of the site management to provide tourist services like guiding, food and accommodation services.
- To preserve the Natural Beauty of the Kisiizi Water Falls and surrounding environment through tourism and to facilitate the tourist visitation and utility of the Falls and its environment.
- To generate incomes to support the community, especially through the Good Samaritan Fund.

Results achieved:

- Design and approval of the project logo;
- Consultations with two groups of engineers regarding the construction of the bridge and monument were held; and building of the access paths to ascend the hill and go down into the gorge for the bridge which will be constructed by the project;
- Advice on the development of the zip wire system was sought from a group of field specialist
- Construction of the the Kisiizi Falls Visitor Centre and the monument is near completion

Country: Zambia

Project title: Development of Cultural Centres for Promotion of Community-based Tourism

Duration: 2008 – December 2017

Objectives: To provide local communities with a structured framework to participate in the tourism industry, thereby providing them with an opportunity to directly benefit from tourism through the creation of sustainable livelihoods.

Results achieved: Cultural Centres in Mafungautsi and Mwandi villages have been built and capacity building activities carried out linking the following areas: tourism hospitality and service; handicraft design and manufacturing; tour guiding, presentation of local dances and music shows; book keeping and business management. Based on an internal assessment, the Ministry has prepared a revised work plan, giving priority to the active promotion of the centre in Mwandi, which is located near Livingstone.

Based on this new work plan, a new cooperation agreement was drafted and is soon to be signed and remaining project activities to be implemented.

Country: Zambia

Project title: Livingstone Community Sustainable Tourism Resource Centre

Duration: January – June 2017

Objectives: To provide the community with a self-sustaining facility that will contribute to improving the livelihood of the Livingstone local community; and to provide skills acquisition and income generation at the Resource Centre and household levels.

Results achieved: The Ministry has allocated land on a central location in Livingstone for the construction of the resource centre, and has also reserved funds to co-finance the project. The drawings for the resource centre have been prepared and a local contractor is selected through a tender procedure.

Discussion were held with Ministry Officials to find synergies between this project and the Cultural Centres project to be implemented in Zambia in so far as to use the Livingstone Tourism Resource Centre as a facility for training of locals on the promotion of community-based tourism.

Country: Zimbabwe

Project title: Enhancing Participation of Youth and Women in Tourism

Duration: December 2016 – June 2017

Objectives: To build the capacities of women and young people to make a career in tourism enterprises at the Victoria Falls and to strengthen the capacity of tourism SMEs in the area.

Results achieved: It is expected that the vocational training for existing and new tourism employees will enable participants to get increased income because of better positions they could obtain after the training, or to assist unemployed young people to obtain new or vacant positions in the tourism sector.

The project also hopes to provide business and financial services to tourism SME's resulting in improved performance of the SMEs and increased earnings for the SME employees.

The TOR for a UNWTO Themis Volunteer to support the project has been prepared early on in consultation with the Ministry. The project Agreement was signed in October 2016 and the UNWTO Themis Volunteer recruited and deployed to Victoria Falls in November 2016. Project activities were launched in December 2016.

A total number of 438 unemployed youth and women applied for the training programmes to be carried out by the project and the first and second screening of candidates are currently being carried out. The University of Harare and the School of Hospitality of Bulawayo are supporting the project in facilitating training to the final selected training candidates in tour guiding, house-keeping, Food&Beverage, and cooking, which are scheduled to start at the end of January 2017 over the course of 4-6 weeks period.

Country: Zimbabwe

Project title: Victoria Falls Community Swimming Pool Refurbishment

Duration: April – June 2017

Objectives: To provide a self-sustaining facility that will improve the livelihood of the local community both in terms of recreation and income generation; and to provide children in the township with a recreational, sports and training facility easily accessible to their communities.

Results achieved:

The Ministry is working with a local Trust (VFLPB), who has officially been established in June 2016 and is the lead in the project implementation at the local level

A UNWTO project review mission to Victoria Falls took place early June 2016, which was very helpful to encourage stakeholders to make rapid progress, to clarify some issues related to the agreement and the project implementation arrangements, including the need for VFLPB to be officially registered, which was done within one week after the mission.

The project refurbished male and female changing rooms, showers and toilet blocks; supply and installation of geysers and replacement of galvanized pipes; refurbished pool shell and surrounds; refurbished payment office

The renovation works are expected to be completed by June 2017.

D. Silk Road Activities

New Tourism Initiative: Get Involved!

The Western Silk Road Tourism Development Initiative is a joint UNWTO and EU tourism project focused on the development and diversification of the Western link of the Silk Road. The project aims to strengthen and diversify the tourism offer of the countries located along the Western link of the Silk Road through an innovative and transnational tourism strategy. Based on interlinking steps – a brand research and handbook, and two capacity building workshops out of which a collaborative platform is planned to evolve – the initiative will provide participating stakeholders with effective and competitive tools and resources to promote their destination. In April and June 2017, the two capacity building workshops will be taking place.

Events and Meetings:

#SilkRoadNOW: Sharing the Experience! Seminar at the World Travel Market in London 2016 (8 November 2016; London, United Kingdom)

In today's interconnected world, no marketing campaign can do without social media. Organized under the title "#SilkRoadNOW: Sharing the Experience", the Silk Road Seminar brought together National Tourism Organizations and social media marketing experts to discuss benefits, challenges, and best-practice examples of social media campaigning. UNWTO would like to thank WTM London and Travel Perspective for their support.

If you were not able to attend the seminar, watch the full session on YouTube: https://www.youtube.com/watch?list=PLhVZKgyRW42u7ovfltdMx0tg51-eAcD_U&v=GI7I-952kFk

Additional information, including the presentations, are available here: <http://silkroad.unwto.org/event/silkroadnow-sharing-experience-seminar-world-travel-market>

"One-Belt-One-Road inclusive and sustainable city exhibition and dialogue" (Vienna, Austria; 17-21 October 2016)

The UNWTO Silk Road Programme participated in the "One-Belt-One-Road inclusive and sustainable city exhibition and dialogue", a meeting organized by the United Nations Industrial Development Organization (UNIDO), the Finance Centre for South-South Cooperation, Hong Kong, China, and the Austrian Economic Chambers, Vienna.

The Silk Road Programme participated in a thematic workshop focused on sustainable development and the potential of business partnerships along the Silk Road. As relevant outcome, both UNIDO and UNWTO agreed on the importance and potential of the International Year of Sustainable Tourism for Development 2017. Also, both organizations agreed that sustainability is key to the Silk Road region, especially due to the natural and cultural heritage that transcends individual countries. Thus, the importance of transnational cooperation was underlined.

International Silk Road Conference on Nomadic Tourism and Sustainable Cities (Ulaanbaatar, Mongolia; 13-15 October 2016)

The World Tourism Organization (UNWTO), together with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA), organized the International Silk Road Conference on Nomadic Tourism and Sustainable Cities in Ulaanbaatar, Mongolia. The conference gathered over 350 participants from over 20 Silk Road countries, including Ministers, Vice-

Ministers and high-level officials from Silk Road Member States, official representatives from Silk Road regions, the sister UN Agency the United Nations Educational, Scientific and Cultural Organization (UNESCO) and UNWTO Affiliate Members, to address the potential of tourism initiatives focused on nomadic tourism and sustainable city tourism. UNWTO would like to thank the co-organizers and all attending delegates for their great input and support during the event.

All meeting information, including the official press release and the presentations held during the conference, are freely available on the event webpage: <http://silkroad.unwto.org/event/international-silk-road-conference-nomadic-tourism-and-sustainable-cities>

UNWTO Workshop for Inbound Tour Operators (Almaty, Kazakhstan; 1 October 2016)

Organized as part of the international conference “*1000 years of Almaty on Silk Road: prospects for tourism*”, UNWTO, together with the Great Southern Touring Route of Australia and Chinese Friendly International, organized a training workshop for inbound tour operators. The workshop consisted of two sessions: Mr. Roger Grant, Director of the Great Southern Touring Route, hosted the first workshop focused on product development for tour operators active along Almaty-Bishkek-Kashgar corridor, while the second session was conducted by Dr. Kurt Grötsch, CEO of Chinese Friendly International, who shared his insights on how to engage and successfully attract the Chinese tourism market.

Additional information on the workshop is available here: <http://silkroad.unwto.org/project/unwto-workshop-inbound-tour-operators>

Enhancing Silk Road Interpretation and Quality Guides Training (Almaty, Kazakhstan; 27 September-10 October 2016)

As part of the *Enhancing Silk Road Interpretation and Quality Guides Training Initiative* focused on improving heritage interpretation and guiding skills along the Silk Road, the UNWTO Silk Road Programme, together with the Tourism and Foreign Affairs department of the city of Almaty and the World Federation of Tourist Guides Association (WFTGA), organized a two-week training course attended by local participants from the public and private tourism sector.

Additional information on the Almaty training can be accessed here: <http://silkroad.unwto.org/project/enhancing-silk-road-interpretation-and-quality-guide-training>

Additional information on the Enhancing Silk Road Interpretation and Quality Guides Training Initiative, and the first training held in Khiva (Uzbekistan) can be accessed here: <http://silkroad.unwto.org/news/2015-09-02/first-ever-silk-road-training-course-heritage-guides-taking-place-khiva-uzbekistan>

Effective destination management maximizes tourism value and strengthens the national brand identity. By applying effective management strategies, destinations can foster economic growth, safeguard local arts and culture, diversify business and reduce visitor seasonality. Specialized Silk Road trainings and workshops can play an important role in supporting members to enhance the visitor experience.

Partners in the area of training include UNESCO, the World Federation of Tourist Guides Association (WFTGA) and the Spanish Institute for Quality Tourism. Upon interest, the Silk Road

Collaborative projects to raise the profile of the Silk Road Tourism Globally

Two important travel documentaries on the Silk Road continued to air to a global audience, thus raising awareness of the Silk Road as a transnational tourism route. With a reach of 2.8 billion global subscribers in more than 220 countries and territories, Discovery Channel released the four part series 'David Baddiel on the Silk Road'. UNWTO Silk Road Programme was pleased to collaborate with Pioneer Productions and Discovery Networks International on the production of this series focused on the cultural and historical significance of the Silk Road. The series features stunning landscapes and historical landmarks of China, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey.

Also, UNWTO was pleased to support BBC 4 in the elaboration of a two-episode documentary on the Silk Road hosted by renowned historian, Dr. Sam Willis. Focused on the arts, heritage and culture of the Silk Road, the series features the Silk Road countries of Tajikistan, Uzbekistan, Iran, Turkey, Italy and China. With broadcasting started in May 2016, the programme will be seen both in the UK and by the 152 million subscribers in 120 territories on BBC World

Follow us and contribute input to our Silk Road Programme social media sites!

In an effort to bring together the international travel trade with an interest in the Silk Road, the UNWTO Silk Road Programme has created Silk Road profiles on the main social media sites:

- Silk Road Programme on Facebook: <https://www.facebook.com/VisitSilkRoad/>
- Silk Road Programme on Vimeo: <https://vimeo.com/unwtosilkroad>
- Silk Road Programme on Flickr: <https://www.flickr.com/photos/unwto-silkroad>
- Silk Road Programme Tourism Network on LinkedIn:
<https://www.linkedin.com/groups/3827715/profile>
- Silk Road Programme on YouTube:
<https://www.youtube.com/channel/UCIVOWkGqzUk2tbj4ViBI2wA>

Annexe VI.**Directives pour l'adoption des projets de conventions de l'OMT par l'Assemblée générale****I. Contexte et objet des Directives spéciales**

1. Conformément aux résolutions 654(XXI) et 668(XXI) de l'Assemblée générale concernant, respectivement, le projet de Convention sur la protection des touristes et les droits et les obligations des prestataires de services touristiques et le projet de Convention-cadre relative à l'éthique du tourisme, les textes des deux projets de conventions internationales ont été préparés par deux groupes de travail ad hoc composés de tous les États membres intéressés, avec l'assistance du secrétariat. Ainsi que l'a demandé l'Assemblée générale dans les résolutions susmentionnées, les textes des conventions devront lui être soumis à sa vingt-deuxième session pour discussion, examen et éventuelle approbation ou adoption.

2. C'est la première fois que l'Organisation mondiale du tourisme, institution spécialisée des Nations Unies, se propose d'adopter une convention internationale dans le cadre de son Assemblée générale. Cela fera date dans l'histoire de l'Organisation, sachant que l'OMT demeure la seule institution spécialisée des Nations Unies à n'avoir pas élaboré de convention régissant des matières de sa compétence.

3. Afin de conclure avec succès cette démarche et suivant la pratique d'autres organismes des Nations Unies ayant une tradition plus longue et davantage d'expérience de la genèse des traités, il est essentiel de structurer le débat qui aura lieu à la prochaine session de l'Assemblée générale sur les projets de texte des conventions et, dans ce but, d'établir pour la circonstance les principes et les règles à suivre pour l'examen, l'amendement, l'approbation et l'adoption desdits textes. En l'état, le Règlement intérieur de l'Assemblée générale ne répond pas entièrement à cet objectif car il ne contient pas de règles spécifiques pouvant être appliquées à ce genre de débat.

4. En outre, le peu de temps disponible d'ici à l'Assemblée générale et la durée même de la session – qui est courte par rapport à celle d'organes délibérants d'autres organismes des Nations Unies, dont les réunions durent habituellement deux semaines – posent des défis considérables. Il faut donc que les États membres puissent examiner le texte et tout éventuel amendement proposé le plus efficacement possible en évitant, autant que faire se peut, tout retard inutile dans la discussion des questions de procédure.

5. Compte tenu de ce qui précède et sur la base de la pratique d'autres organismes des Nations Unies, le secrétariat a préparé les Directives spéciales ci-après pour examen par le Conseil exécutif. Si elles sont entérinées par le Conseil, les Directives spéciales seront suivies par le secrétariat jusqu'à l'ouverture de la vingt-deuxième session de l'Assemblée générale. Elles seront soumises à l'Assemblée pour approbation à sa première séance plénière.

6. Les Directives spéciales poursuivent un double objectif : premièrement, garantir la sécurité juridique en ce qui concerne le calendrier et le processus d'établissement du texte final et d'éventuelle adoption des conventions internationales ; deuxièmement, proposer un cadre réaliste assurant un usage optimal du temps à disposition pour l'examen par l'Assemblée générale de tous éventuels commentaires et propositions de modification de la part des États membres sur les textes des projets de conventions internationales.

II. Champ d'application des Directives

1. Les Directives spéciales proposées traitent uniquement du processus de discussion des textes

des projets de conventions et de leur éventuelle adoption par l'Assemblée générale, pas du processus en vertu duquel les États membres pourraient devenir juridiquement liés par une convention. L'adoption d'un texte par l'Assemblée générale à sa vingt-deuxième session n'impliquera d'aucune manière une obligation immédiate pour les États membres de se conformer aux dispositions de la convention correspondante. Ainsi, dans l'éventualité qu'un texte final soit adopté par l'Assemblée générale, il appartiendra à chaque État membre, s'il le souhaite et conformément à ses procédures et à sa pratique constitutionnelles, d'exprimer son consentement à être lié par une convention moyennant le dépôt d'un instrument de ratification, d'approbation, d'acceptation ou d'adhésion auprès du Secrétaire général de l'OMT.

2. Les Directives spéciales proposées visent également à offrir la souplesse nécessaire par rapport à ce que sera l'issue des discussions à la prochaine session de l'Assemblée générale. En particulier, bien que l'objectif ultime soit l'adoption du texte de chaque convention dans les cinq langues originales, ainsi que le prévoient les conventions, les Directives ménagent aussi la possibilité de ne soumettre que la version anglaise à l'Assemblée générale pour approbation, et d'adopter les textes des conventions dans toutes les langues originales lors d'une conférence de plénipotentiaires qui serait convoquée par l'Assemblée générale à une date ultérieure, s'il s'avérait impossible, faute de temps, de préparer dans les délais le texte dans toutes les cinq langues.

3. Il est important de signaler que les Directives spéciales n'ont pas vocation à déroger au Règlement intérieur de l'Assemblée générale, ni à le remplacer non plus qu'à l'amender de quelque manière que ce soit. Elles n'ont d'autre but que de proposer des dispositions exceptionnelles, de portée limitée et d'application temporaire, pour répondre aux besoins particuliers de la vingt-deuxième session de l'Assemblée générale, afin de faciliter l'examen et l'éventuelle adoption des textes des conventions ayant été préparés par les groupes de travail, sous réserve de l'aval exprès du Conseil exécutif et de l'approbation de l'Assemblée générale.

4. À la lumière de l'expérience et des résultats de la vingt-deuxième session de l'Assemblée générale, le Conseil exécutif souhaitera peut-être envisager la possibilité d'inclure les Directives spéciales en annexe au Règlement intérieur de l'Assemblée générale, en vue d'un emploi futur pour d'autres processus législatifs similaires pouvant être conduits dans le cadre de l'OMT. Si le Conseil exécutif est d'accord, les Directives spéciales pourraient être soumises à l'Assemblée générale à sa vingt-troisième session pour approbation, en y apportant tout éventuel ajustement nécessaire d'après les enseignements qui auront été tirés de la prochaine session de l'Assemblée générale.

III. Directives spéciales pour l'examen et l'éventuelle adoption de conventions internationales par l'Assemblée générale à sa vingt-deuxième session

1. Champ d'application et objet

- a) Les présentes Directives concernent uniquement l'examen, l'approbation et l'éventuelle adoption de l'un ou l'autre des projets de conventions internationales, ou les deux, préparés conformément aux résolutions 654(XXI) et 668(XXI).
- b) Les règles et les procédures énoncées dans les présentes Directives sont subordonnées aux Statuts de l'Organisation et s'appliqueront à titre exceptionnel durant la vingt-deuxième session de l'Assemblée générale.

2. Diffusion des projets de texte et présentation d'amendements aux projets de texte de conventions internationales pour examen à la vingt-deuxième session de l'Assemblée générale

- a) Sur recommandation du Conseil exécutif, le Secrétaire général assure la diffusion du projet de texte de convention internationale, dans les cinq langues officielles, aux membres de l'Organisation au moins quatre-vingt-dix jours avant l'ouverture de la vingt-deuxième session de l'Assemblée générale.
- b) Des amendements au projet de texte de convention ayant été diffusé suivant les dispositions du paragraphe a) ci-dessus peuvent être présentés par les États membres au Secrétaire général, par écrit, dans l'une des langues officielles de l'Organisation, au plus tard trente jours avant l'ouverture de la session. Toute proposition présentée après ce délai ne sera pas examinée par l'Assemblée générale. Aux fins des présentes Directives, on entend par amendements les propositions de changement, y compris les propositions de suppression, d'ajout, de déplacement ou de remplacement de l'une quelconque des dispositions d'un projet de convention.
- c) En vue de leur examen, les amendements doivent spécifier clairement à quel article et à quel paragraphe ils se rapportent ainsi que l'action proposée, notamment toute proposition de variante du texte.
- d) Sauf lorsqu'il est suffisamment clair, un amendement peut être accompagné d'une note explicative de 50 mots maximum pour en faciliter la compréhension ou en préciser la portée.
- e) Le Secrétaire général transmettra tout amendement proposé ayant été reçu conformément aux paragraphes b) et c) ci-dessus à tous les Membres, dans toutes les langues officielles, au plus tard 10 jours avant l'ouverture de la session.
- f) Le Groupe de travail chargé d'élaborer le texte d'un projet de convention et composé de tous les États membres intéressés fera tout le travail préparatoire nécessaire jusqu'à la séance d'ouverture de la vingt-deuxième session de l'Assemblée générale pour faciliter la discussion du texte durant l'Assemblée. Il souhaitera peut-être, en particulier, adopter des rapports et formuler des recommandations sur le texte et l'un quelconque des amendements proposés, selon que de besoin, pour examen par l'Assemblée.

3. Comité ad hoc chargé de préparer les textes des conventions internationales en vue de les soumettre à l'Assemblée générale à sa vingt-deuxième session pour adoption

- a) Une fois qu'elle aura approuvé les Directives spéciales au début de la session, l'Assemblée générale pourra souhaiter établir, conformément à l'article 12 j) des Statuts, un comité ad hoc composé d'États membres pour réviser et préparer la version finale des textes des conventions. Tous les États membres peuvent participer au Comité. Toutes les organisations internationales assistant à l'Assemblée générale peuvent participer au Comité à titre d'observateurs, conformément à l'article 9.2 du Règlement intérieur de l'Assemblée générale.
- b) Le Comité élit son Président parmi ses membres.
- c) Le Comité procède à l'examen et à la révision, si nécessaire, du texte du projet de convention à la lumière d'éventuels amendements reçus conformément aux paragraphes b) et c)

du point 2 ci-dessus. Au terme de ses travaux, le Comité soumet le texte de la convention, dans les cinq langues, à l'Assemblée générale en formation plénière pour adoption finale.

d) Dans l'éventualité que le texte à soumettre à l'Assemblée générale en formation plénière, pour adoption finale, ne soit disponible dans aucune autre langue que l'anglais, seule la version anglaise sera soumise à l'Assemblée générale pour approbation.

e) Le Comité prend ses décisions par consensus, à moins qu'un membre du Comité n'exige un vote. En pareil cas, la décision sera adoptée par un vote à main levée à la majorité simple des membres du Comité présents et votants.

f) Les Membres visés par les dispositions de l'article 34 des Statuts ou du paragraphe 13 des Règles de financement n'ont pas le droit de présenter des amendements, ni de voter.

4. Examen du texte d'un projet de convention au sein du Comité et élaboration du texte final en vue de le soumettre à l'Assemblée générale pour adoption

a) Les amendements présentés en bonne et due forme conformément aux paragraphes b) et c) du point 2 ci-dessus ne seront examinés par le Comité que s'ils sont appuyés par un membre du Comité.

b) Aux fins des présentes Directives, on entend par sous-amendement une proposition de changement d'un amendement qui se limite à ajouter, supprimer ou réviser une partie dudit amendement.

c) Le Président du Comité dirige le débat sur le texte du projet de convention, article par article, dans sa version anglaise.

d) Lorsqu'un article fait l'objet d'une proposition d'amendement, la parole pourra être donnée à un représentant de l'État membre qui a soumis l'amendement, pour qu'il l'explique brièvement. Le Président pourra souhaiter limiter le temps alloué à ces explications. Le Comité prend une décision sur l'amendement présenté. Si l'amendement est adopté, la disposition visée sera considérée comme adoptée par le Comité telle qu'amendée. Si l'amendement est rejeté, le projet de texte original sera considéré comme adopté en l'état.

e) Les amendements et les sous-amendements sont prioritaires par rapport aux textes auxquels ils se rapportent et sont examinés avant le texte proprement dit.

f) Tout amendement ou sous-amendement peut être retiré à tout moment par l'État membre qui l'a soumis, par le biais de son représentant, à moins d'avoir été adopté.

g) Lorsque deux amendements ou plus sont présentés concernant la même disposition ou la même partie d'une disposition, le Comité examine en premier l'amendement le plus éloigné, sur le fond, du texte original. Les deux amendements adoptés sont incorporés au texte original et c'est la version révisée du texte qui est ensuite examinée. La même règle s'applique aux sous-amendements se rapportant au même amendement.

h) Le Président du Comité, avec l'assistance du secrétariat, établit l'ordre dans lequel les amendements et les sous-amendements sont examinés par le Comité, en tenant compte de la nécessité de conduire le débat dans les temps.

i) Une fois que le texte d'un projet de convention a été examiné en entier conformément aux présentes Directives, le Comité transmet le texte, dans sa version anglaise, à l'Assemblée générale pour adoption finale.

5. Examen et adoption par l'Assemblée générale du texte des conventions internationales

a) L'Assemblée générale, en formation plénière, examine le texte soumis par le Comité en vue de son adoption en bloc dans les cinq langues officielles de l'Organisation par consensus, ou à l'issue d'un vote par appel nominal à la majorité des deux tiers, si un Membre effectif l'exige.

b) Dans l'éventualité qu'un projet de convention ne soit pas adopté par consensus ou n'obtienne pas la majorité des deux tiers requise en vertu du paragraphe a) ci-dessus, l'Assemblée souhaitera peut-être créer un comité composé d'États membres en vue de mettre au point sous sa forme définitive un texte qui pourrait être adopté soit à une session ultérieure de l'Assemblée générale, soit lors d'une conférence internationale de plénipotentiaires convoquée spécialement à cet effet.

c) Si, après examen du texte par le Comité, seule la version anglaise est présentée à la plénière, le texte sera examiné pour approbation par l'Assemblée. S'il est approuvé, l'Assemblée convoquera, à une date ultérieure à définir, une conférence internationale de plénipotentiaires en vue de l'adoption du texte dans les cinq langues officielles.

d) Deux copies de la convention adoptée par l'Assemblée générale seront authentifiées dans les cinq langues officielles de l'Organisation par la signature du Président de l'Assemblée générale et du Secrétaire général de l'OMT.

e) Une copie certifiée conforme de toute convention adoptée par l'Assemblée générale sera transmise aux États membres par le Secrétaire général de l'OMT dans les meilleurs délais.