

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

Technical Cooperation & Services



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ABOUT US

TECHNICAL COOPERATION is an important component of UNWTO's programme of work, supporting Member States in their efforts to **enhance competitiveness & sustainability** in their tourism sectors

➤ **MISSION**

- To meet the **specific tourism development needs** of the Member States
- To support the Member States in their efforts to advance & promote the tourism industry as an **engine for socio-economic growth & poverty alleviation** through the creation of employment

ABOUT US

➤ STRATEGIC OBJECTIVES

Build up a sustainable & **more efficient tourism sector**

Optimise socio-economic benefits of tourism

Alleviate poverty at the grass-root level

Promote **sustainable livelihoods**

Preserve, conserve & enhance **cultural and natural heritage**

Involve **local communities** in the development process

Foster **public-private partnership**

TECHNICAL PRODUCT

Technical assistance is provided in the form of:

- missions
- projects

Technical Assistance Missions

Of **shorter duration**, carried out at the request of countries or groups of countries to **identify, evaluate and describe specific technical assistance**

Usually result in direct **UNWTO recommendation reports** to Members or in formulating further project proposals for funding by UNDP and/or other financing sources

TECHNICAL PRODUCT *(cont.)*

Technical Assistance Projects

Usually of longer duration

Assist Governments in:

- Tourism master planning
- Policy development
- Marketing strategy elaboration
- Physical planning
- Human Resource Development (HRD)
- Hotel classification
- Tourism Satellite Account (TSA)
- Community-based tourism development

TECO PROJECTS IN 2016

PROJECTS in 2016

41

AFRICA

22

AMERICAS

5

ASIA

7

EUROPE

3

MIDDLE EAST

4

TOTAL FUNDS DEPLOYED IN 2016:

USD 7.659 MILLION

EUR 1.153 MILLION

TOTAL NEW FUNDS:

USD 1.065 MILLION

EUR 1.071 MILLION

In 2016, 21 new technical assistance projects were launched in 17 countries.

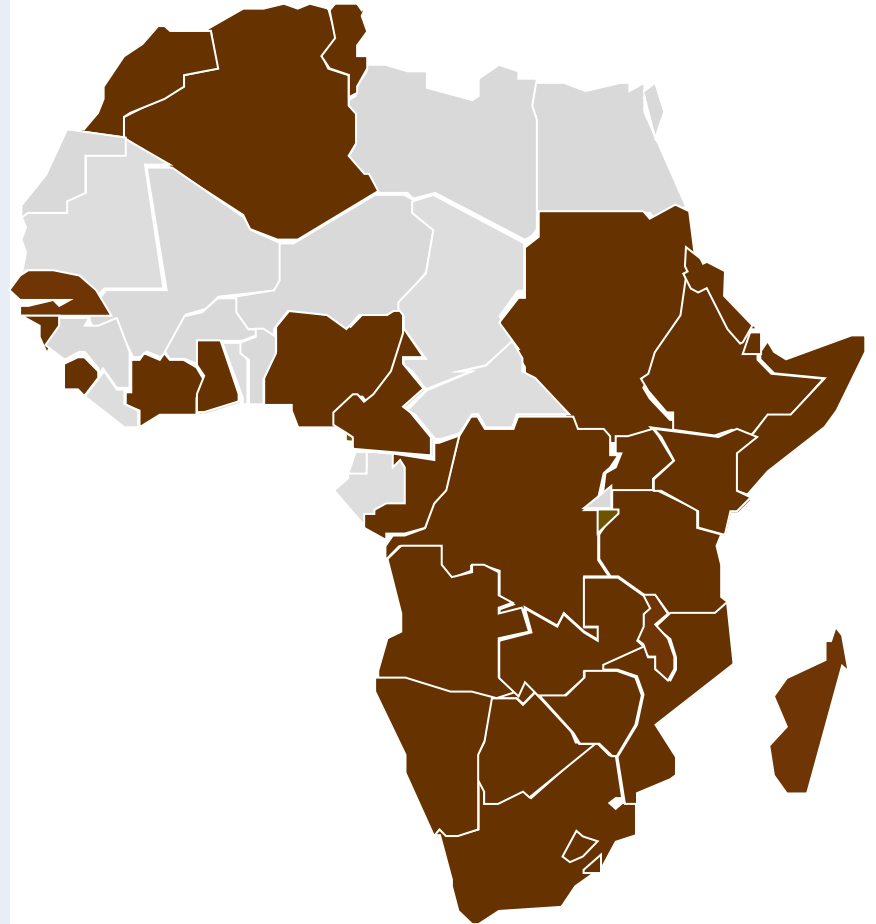
TECHNICAL COOPERATION IN AFRICA 2012 – 2016 (completed)

Projects: 27 projects – 26 countries

Botswana, Burundi (3), Cameroon, Ethiopia, Ghana (2), Kenya (2), Lesotho, Mozambique (3), Namibia (2), Rep. of Congo, Tanzania, Tunisia, Uganda (2), Zambia (2), Zimbabwe (2), COAST (Cameroon, Gambia, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania), RETOSA (15 countries)

Missions: 22 missions–34 countries

Algeria (2), Cape Verde, Republic of Congo, Côte d'Ivoire, Ethiopia, Gambia (2), Ghana, Guinea Bissau, Morocco, Mozambique, Namibia (2), Nigeria, Senegal, Seychelles, Sierra Leone, Tanzania, Tunisia, IGAD (Djibouti, Eritrea, Ethiopia, Kenya, Somalia, South Sudan, Sudan and Uganda), RETOSA



TECHNICAL COOPERATION IN AFRICA - 2017

(ongoing and new activities)

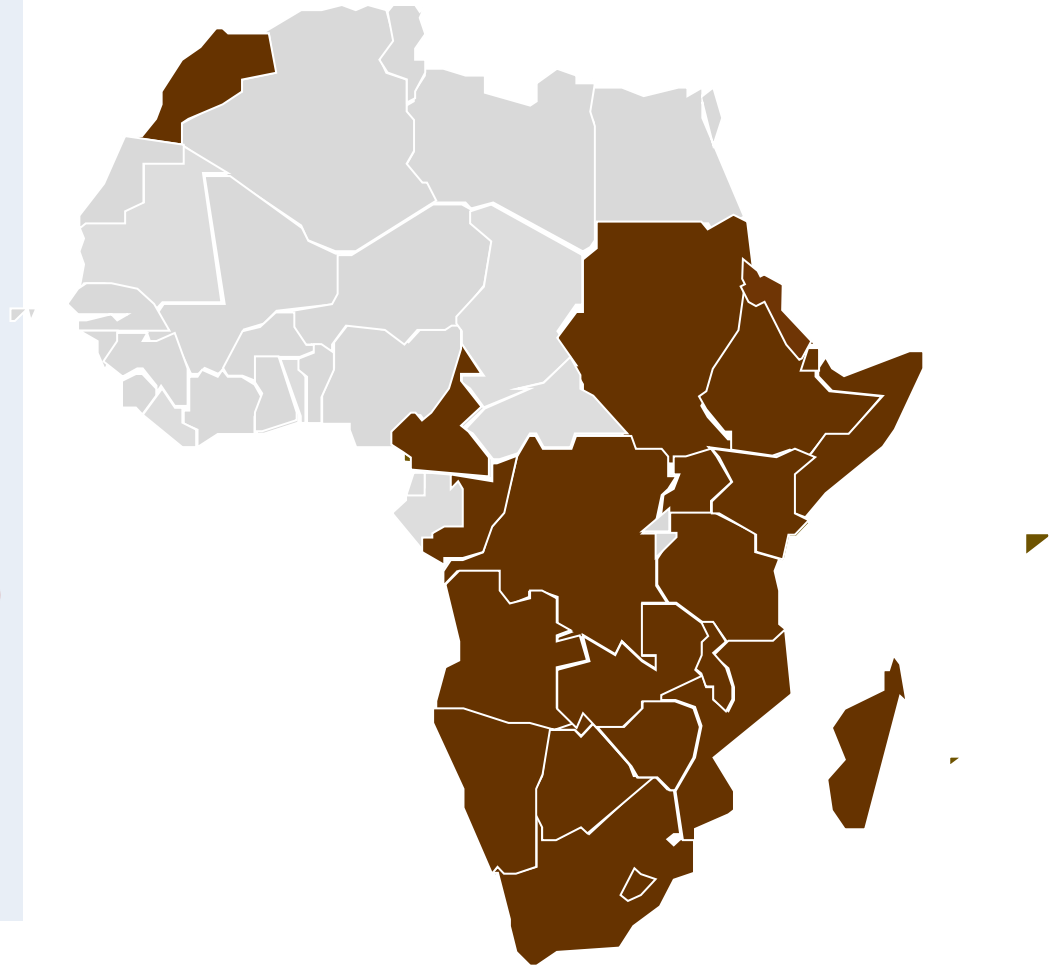
Projects:

21 projects in 30 countries:

Botswana, Kenya, Lesotho, Morocco, Mozambique (2), Republic of Congo (4), Seychelles, Uganda, Zambia (2), Zimbabwe (2), IGAD (*Djibouti, Eritrea, Ethiopia, Kenya, Somalia, South Sudan, Sudan and Uganda*); RETOSA (*Angola, Botswana, DRC, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe*)

Missions:

Cameroon and others to be planned in consultation and at the request of Member States



UNWTO/CHIMELONG INITIATIVE

The UNWTO and the Chinese Leisure Company Chimelong signed a Partnership Agreement for the implementation of a Portfolio of projects in the field of:

- Tourism Development, Wildlife Conservation and Sustainable Livelihoods
- Capacity Building on Tourism Development and Biodiversity Conservation

These would include:

- 1 regional Capacity Building for West and Central Africa
- 2 national Projects for Southern Africa

Operational Budget:

- Approximately ***USD 100,000 per project***

***Note: Project preparations are currently being finalized.
Further information will be provided to the beneficiary countries shortly.***



World Tourism Organization | a specialized Agency of the United Nations



ST-EP Projects Worldwide

- ✓ As of April 2017, **118 ST-EP projects** have been approved for implementation in **45 countries** and **3 regional areas**.
- ✓ 100 projects have been successfully completed.

AMERICAS (31)

Bolivia
Colombia
Costa Rica
Ecuador
Guatemala
Haiti
Honduras
Nicaragua
Peru
Central America*

EUROPE (3)

Albania
Bosnia and Herzegovina

ASIA (21)

Bhutan
Cambodia
China
Lao PDR
Nepal
Mongolia
Timor-Leste
Vietnam

MIDDLE EAST (3)

Jordan
Lebanon
Yemen

AFRICA (60)

Benin, Burkina Faso, Burundi, Cameroon, Ethiopia, Gambia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Tunisia, Uganda, Zambia, Zimbabwe, and West* and Southern Africa*

* regional project

➤ TOURISM DEVELOPMENT AREAS

- Strengthening of **institutional capacities** of National Tourism Administrations
- Tourism **planning and policy development**
- **Tourism statistics**
- Establishment of **hotel classification systems**
- **Capacity building** and vocational training
- Sustainable Tourism Eliminating Poverty (**ST-EP**)
- **Community-based tourism** development

THE WAY FORWARD

UNWTO Technical Cooperation will **continue to actively respond to Member States' requests for technical assistance** in ensuring sustainable tourism development.



- **Broadening the scope in Tourism Development Areas** and closely following the emerging tourism trends
- Consolidating the existing donors base & continued **diversification of funding sources**



THANK YOU!

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