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Report of the Secretary-General

Part I: Current situation and activities

(c) Implementation of the General Programme of Work

I. Introduction

1. This report presents a summary of the activities carried out by the Organization from July 2017 to March 2018. It is the chronological continuation of document CE/106/3 presented in Chengdu, China, in September 2017.

2. It includes the following annexes: [Annex I](#): UNWTO on the ground (Technical Cooperation and Silk Road Programme), [Annex II](#): UNWTO activities in the United Nations system, [Annex III](#): Evaluation of UNWTO events and [Annex IV](#): Authorizations granted for the use of the UNWTO logo.

II. Competitiveness and quality

A. Sharing knowledge and experiences and building capacity

3. [The Second International Rural Tourism Conference](#) took place in Anji County in Huzhou, China, from 16 to 18 July 2017. This conference was organized and hosted by Huzhou City in China in collaboration with Pacific Asia Travel Association (PATA) and UNWTO. UNWTO presented the "[Report on International Rural Tourism Development: An Asia Pacific Perspective](#)", which includes best practices and successful strategies in rural tourism development throughout Asia and the Pacific.

4. Starting on 18 July 2017, in Andorra, UNWTO and the [UNWTO Themis Foundation](#) provided a three-day training course to 15 Member States aimed at building resilience at tourism destinations by creating capacity to develop and implement crisis communications strategies. It included a revision of the different types of crisis that may affect tourism destinations – natural disasters, financial collapses, violent incidents or pandemics, among others – and recommended communications methodologies for each phase of a crisis – before, during and after.



5. UNWTO jointly with the World Tourism Cities Federation (WTCF) conducted the [UNWTO-WTCF City Tourism Performance Research](#) with the aim of developing a platform to showcase good practices on how to improve city tourism performance. As an outcome of this joint initiative, a publication with the same topic was released in January 2018 (available [here](#)). The research has compiled showcases from 15 different urban destinations representing different regions by providing an analysis and evaluation of a set of criteria and serves as a guide for policy makers and local tourism stakeholders in their efforts to improve performance, competitiveness and sustainability. Two supporting Technical Workshops ([Tianjin, China, 2 September 2017](#) and [Buenos Aires, Argentina, 26 September 2017](#), respectively) were held to discuss the results of the study and provide recommendations to the cities on the selected key performance areas.
6. A [UNWTO.Themis Regional Workshop](#) was hosted in Ghana, from 12 to 17 October 2017, on Tourism Marketing: From Product to Experience. The objective of the capacity-building course was to equip officials and professionals of Ghana and its neighbouring countries with capacity, knowledge and skills on current trends in Tourism Marketing, and especially on Experiential Marketing. The workshop concluded with a strong focus message to the participants on the importance of using the state of the art tourism marketing tools to enhance tourism experience for African destinations.
7. UNWTO, in collaboration with Les Roches Global Hospitality Education hospitality school, organized the [2nd UNWTO Global Conference on Talent Development in Tourism](#) from 8 to 10 October 2017 in Marbella, Spain. There, experts from public tourism administrations, private entities and world renowned academics met to explore the decisive role of talent development and education in defining the competitiveness of tourism destinations. In this framework, the UNWTO Students Idea Competition offered the unique opportunity to students from over 20 universities to showcase their ideas of projects on talent development strategies.
8. UNWTO and the International Labour Organization (ILO) held a meeting in Madrid, Spain, on 20 October 2017 with the objective of discussing the present situation and challenges of the labour market in the tourism sector. The event, organized in the context of the International Year of Sustainable Tourism for Development 2017 (IY2017), took place at the Ministry of Energy, Tourism and the Digital Agenda of the Government of Spain (More information [online](#)). All activities in the United Nations system, including those in relation with the IY2017 are detailed in [Annex II](#).
9. The European Travel Commission (ETC) and UNWTO held an international seminar in Santiago de Compostela, Spain, on 16-18 November 2017, to exchange best practices on how to develop and effectively manage transnational tourism themes and routes. The two-day event provided insights into the development, management and promotion of transnational tourism themes and routes in Europe and worldwide, as well as practical guidance for National Tourism Organizations (NTOs), Destination Management Organizations (DMOs) and National Tourism Administrations (NTAs) on how to market and promote destinations through transnational thematic tourism experiences and products (More information [online](#)).
10. UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission (EC) - within the framework of the joint project "Enhancing the Understanding of European Tourism" - gathered national tourism policy makers and statisticians in Brussels, Belgium, to advance in the implementation of the measurement of the economic impact through Tourism Satellite Accounts, on 29-30 of November 2017. Bringing together over 100 data users and data producers from 35 EU Member States and COSME countries, the [Workshop](#) helped advance knowledge and standards on the issue amongst these key stakeholders.

11. UNWTO, in collaboration with the Ministry of Tourism and Culture of Malaysia, organized the [6th Global Summit on Urban Tourism: “Sustainable and Competitive Tourism on the New Urban Agenda”](#) on 4-6 December 2017 in Kuala Lumpur. The Summit provided a globally shared vision and a strategic approach to re-address the tools to adapt to the new paradigms in urban tourism while achieving coherence among the tourism activities, urban development policies and the economic and social benefits for the local inhabitants through integrated planning, efficient governance, knowledge management and professionalism in operations. The UNWTO Awards for Excellence and Innovation in Tourism, African and Middle East tourism development and the Chinese Market were [among UNWTO activities](#) during the 38th edition of the Madrid International Tourism Fair (FITUR), on January 17-21 2018. The [Awards Ceremony](#) recognized some of the best examples of sustainable tourism around the world. Ahead of the Ceremony, the [Awards Forum](#) presented all shortlisted projects chosen among a total of 128 initiatives from 55 countries.
12. The [9th Tourism Investment and Business Forum for Africa \(INVESTOUR\)](#), an annual event jointly organized by UNWTO, FITUR and Casa África, gathered nearly 30 ministers of tourism from the region to debate the opportunities that the sector can offer to the continent. The round-table sessions yielded interesting conclusions about the perception of Africa on the international scene and how Brand Africa could position itself to impact tourism in the region, and the importance and the role of biodiversity to enhance local communities' involvement and develop sustainable livelihoods. On the occasion of the Ministerial lunch, UNWTO presented to Member States a proposed Special Programme for Africa.
13. The potential of tourism in the MENA (Middle East and North Africa) region was addressed at a [ministerial discussion](#) jointly organized by UNWTO and Casa Árabe, which reviewed policies and strategies to consolidate recovery and to step up Tourism's contribution to an inclusive and sustainable socioeconomic development.
14. Chaired by Peru, meetings of the Committee on Tourism and Competitiveness (CTC) took place during the 22nd session of the General Assembly in Chengdu, China, 11-16 September 2017 and in the framework of FITUR. Conclusions are available in the document [CE/108/6\(a\)](#).
15. The Special Meeting the UNWTO Committee on Statistics and the TSA took place during the General Assembly in Chengdu, China on 12 September 2017. The [eighteenth meeting of the Committee on Statistics and the Tourism Satellite Account](#) took place in UNWTO Headquarters, Madrid, Spain, on 27-28 February 2018. Conclusions are available in the document [CE/108/6\(c\)](#).
16. The World Tourism Organization, its UNWTO.Themis Foundation and the Ministry of Economy of the Republic of Lithuania jointly organized the [UNWTO Capacity Building Workshop on “Current Trends of Tourism eMarketing](#) in Kėdainiai, Lithuania, on 13-14 November 2017.
17. On the occasion of FITUR, the World Tourism Organization, Affiliate Member, the Leading Brands of Spain Forum (Foro de Marcas Renombradas Españolas, FMR) and its major Spanish wineries introduced the outcomes of a year-long collaboration based on the UNWTO Wine Tourism Prototype Methodology, [The Joyful Journey](#). This is the first product resulting from the application of the UNWTO Wine Tourism Prototype to be officially commercialized. The methodology is currently being applied in the province of Mendoza, Argentina, at the request of the Ministry of Tourism of Argentina, and puts emphasis on actively advancing the SDGs in the region.
18. The [10th edition of the World Congress on Snow and Mountain Tourism](#) took place on 21-23 March 2018 in Andorra, under the title “Shaping the Future of Hospitality in Mountain Destinations”. During the Congress, topics such as the re-positioning of tourism accommodation, quality management,

capacity building, the impact of new tourism services platforms, and data monitoring in mountain destinations were addressed.

19. [Silk Road Programme](#) activities, with specific information on major international meetings and events, specialised training workshops, and the capacity building projects connecting the Eastern and Western sections of the historic routes, are detailed in [Annex I](#).

B. Data, research and guidance

20. [UNWTO World Tourism Barometer](#), four editions were released:

- (a) August 2017: International tourism in the first half of 2017 and overview of air departures and booking trends;
- (b) October 2017: International tourism in the first eight months of 2017, including expenditure data for source markets around the world;
- (c) December 2017: International tourism in the first ten months of 2017, as well as an analysis of cruise tourism and an update on the economic environment; and
- (d) January 2018: Full year results for international tourism in 2017 and an outlook for 2018 based notably on the assessment by the UNWTO Panel of Tourism Experts.

21. As part of the joint project with the European Union (EU) “Enhancing the Understanding of European Tourism”, UNWTO launched the [European Union Short-Term Tourism Trends](#) publication aiming at monitoring the short-term evolution of tourism trends in the European Union (EU-28). In the period covered by the present report, four editions were released.

22. Developed within the same framework was the report *European Union Tourism Trends*, which places EU tourism in the context of global tourism trends: Europe continues to stand as the most-visited region, welcoming half of the world’s international tourist arrivals. The report also provides a useful and comprehensive overview of tourism in the EU and that it enhances the knowledge base of the EU Virtual Tourism Observatory, helping to shape evidence-based policies for the development of future initiatives in tourism in the EU.

23. The publication [Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions](#) gives an overview of the key features of the Chinese outbound tourism market in terms of policy, demographics, socio-economic evolution, catchment areas, and market trends. It includes case studies from seven destinations in Asia and Pacific and three in Europe and the Americas, which have successfully developed the Chinese tourism market. The report also has a special focus on the millennial tourists who hold a prominent position in Chinese outbound.

24. The [UNWTO/GTERC Annual Report on Asia Tourism Trends, 2017 Edition](#), the fourth annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. This growth has been influenced by technological developments and the digital revolution. Regional collaboration with its many challenges and opportunities is also highlighted as one of the factors shaping tourism development in Asia and the Pacific.

25. The ETC and UNWTO publication [Handbook on Marketing Transnational Tourism Themes and Routes](#) aims at acquiring a deeper understanding of the transnational tourism themes and routes that are already proposed to travellers. It provides practical guidance on the creation and implementation of

tourism routes and on marketing thematic tourism, including its development, management and promotion.

26. The publication [Maximizing the Benefits of Mega Events for Tourism Development](#) serves tourism authorities as a reference for making the best possible use of mega events, and relatively smaller events, by providing points of view and describing actual actions taken by host destinations.

27. The [Yearbook of Tourism Statistics 2018 edition](#) and the [Compendium of Tourism Statistics 2018 edition](#) were released in March 2018.

28. The [UNWTO.QUEST – DMO Certification System](#) was presented to Destination Management Organizations (DMOs) in December 2017. UNWTO.QUEST is a Programme designed by the World Tourism Organization together with UNWTO.Themis Foundation to accompany the DMOs through a process to enhance planning, governance and performance by strengthening three areas of key performance in destination management: strategic leadership, effective execution and efficient governance. The pilot UNWO.QUEST initiative with Punta del Este, Uruguay, is in progress.

29. The UNWTO General Assembly, at its 22nd session (Chengdu, China, September 2017), requested the Secretary-General to continue with the drafting of the UNWTO Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers and encouraged the Working Group to finalize a draft text that could be submitted to all Member States, with a view to the negotiation and adoption of the text at an International Treaty Conference to be convened before the next General Assembly. In July last year, the Secretariat launched a survey among the members of the Working Group in order to seek their views as to the further drafting and improvement of the text. The response rate was very low (only ten Members of the Working Group replied, out of which only four are Member States). Consequently, the Secretary-General will further consult the Member States regarding the future of this draft Convention.

III. Sustainability and ethics

A. Sharing knowledge and experiences and building capacity

30. The fight against child exploitation in tourism is a UNWTO priority that has been led for 20 years by its World Tourism Network on Child Protection. On 17 July 2017, the meeting of experts was hosted in Madrid, Spain, at UNWTO Headquarters. The main issues discussed were: reducing sex offenders' anonymity while they are travelling and crossing international borders; sharing information between countries; and involving the help of flight attendants if they notice unusual situations involving children (US) (More information [online](#)).

31. The 22nd session of the UNWTO General Assembly (Chengdu, China, September 2017) approved the [Chengdu Declaration on 'Tourism and the Sustainable Development Goals'](#). The document, in which the potential of the tourism sector is underlined in economic, social and political terms, includes 19 articles that, among others, recommend governments "to develop an integrated and holistic approach to tourism policy in order to leverage the sector's positive impact and multiplying effect on people, planet and prosperity".

32. On 27 September, [World Tourism Day 2017](#) addressed the power of sustainable tourism for development. This year, the official celebrations were held in Doha, Qatar. One of the goals of the World Tourism Day celebrations was to advocate the potential of sustainable tourism as a tool for development.

33. Argentina hosted the [2nd UNWTO Global Conference on Wine Tourism](#) on 29-30 September, 2017. A special focus was dedicated to strengthening the relationship between sustainability and wine tourism, highlighting the valuable role of wine tourism in the sustainable development of tourism destinations.

34. UNWTO, the Pacific Asia Travel Association (PATA) and the People's Government of Guilin of China held the [11th UNWTO/PATA Forum on Tourism Trends and Outlook](#) on 10-12 October 2017. The theme of this year's edition was "Sustainable Tourism: Beyond Being Green", aligned with the celebration of the 2017 International Year of Sustainable Tourism for Development. The Forum focused on tourism development and sustainable growth, changes in travellers' behaviour and sustainable-related practices, best-policy and industry practices in sustainable tourism, sustainable tourism in China and the role of the academia in driving sustainability.

35. UNWTO launched a [Travellers' competition](#) to promote responsible travel ahead of World Tourism Day. The initiative was part of the '[Travel.Enjoy.Respect.](#)' campaign taking place within the International Year of Sustainable Tourism for Development 2017. A one-month trip across the world visiting sustainable tourism initiatives was the prize that was awarded to the winner of the competition. 2400 submissions were received, and the winner was announced on 30 October.

36. The [UNWTO International Network of Sustainable Tourism Observatories](#) welcomed the establishment of two new observatories in Indonesia on the occasion of the International Sustainable Tourism Conference that took place in Yogyakarta, Indonesia, from 31 October to 1 November 2017. The two new observatories are hosted by the Research Centre for Culture and Tourism of the Udayana University, responsible for monitoring Sanur's sustainable tourism, and the University of Sumatera Utara, responsible for monitoring Pangururan sustainable tourism destination.

37. Over 60 ministers of tourism and private sector leaders gathered on 7 November 2017 in London, United Kingdom, for the [UNWTO / WTM Ministers' Summit on 'overtourism'](#), which highlighted that community engagement, communication, congestion management, adequate planning and product diversification are key aspects to be considered when dealing with 'overtourism'. Participants agreed on the need to build awareness among communities of the benefits of the sector, improve the use of big data to measure and manage the impact of tourists and tourist flows, and promote the development of tourism experiences that directly engage and benefit communities.

38. With the rapid growth of the tourism sector in West and Central Africa, tourism has become an important pillar for local economies in many destinations in the region. Challenges in preserving the biodiversity in an appropriate and quality environment may in the long run affect visitors' satisfaction which ultimately would result in lower income generation from tourist related activities. Consequently, UNWTO in collaboration with Chimelong, has launched a [capacity building programme in West and Central Africa](#) involving 5 countries, from which the first beneficiaries, which are Gabon, Benin and Niger, have already benefited. The [last two seminars](#) in the series took place in Dubréka, Republic of Guinea, from 14 to 16 November and in Kinshasa, Democratic Republic of Congo, from 21-23 November 2017.

39. On the occasion of the centenary of the apparitions of Fatima (1917-2017), the [International Congress on Religious Tourism and Pilgrimage](#) was organized with the Ministry of Economy of Portugal on 22-23 November. The Congress reflected on the potential and the role of religious tourism and sacred places as a tool for socio-economic and cultural development of destinations.

40. African tourism leaders debated the role of the tourism sector as a tool for inclusive growth and community engagement in Lusaka, Zambia on 16-18 November, 2017, on the occasion of the [UNWTO](#)

[Conference on Promoting Sustainable Tourism, a Tool for Inclusive Growth and Community Engagement in Africa](#), an official event of the IY2017. The final outcome of the conference was the [Lusaka Declaration](#) on Promoting Sustainable Tourism Development, a Tool for Inclusive Growth and Community Engagement in Africa. The document, which places sustainability at the core of tourism development and on national and international development agendas, was adopted unanimously by all participants.

41. UNWTO, the Government of Jamaica, the World Bank Group and the Inter-American Development Bank organized a [Conference on Tourism, Jobs and Inclusive Growth](#), which aimed to set a new collaborative framework for tourism moving towards the 2030 Agenda for Sustainable Development. The event gathered 1,500 participants and over 150 speakers in Montego Bay, Jamaica, on 27-29 November, 2017. During two days, sessions were looking into partnership models in the areas of investment, infrastructure, international aid and development finance, human capital, social inclusiveness, climate change, resource efficiency, education and destination management. Tourism leaders present on this occasion signed the Montego Bay Declaration on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism, firmly demonstrating their determination in taking further action towards the advancement of sustainable tourism worldwide.

42. Botswana hosted the International Symposium and Annual Conference of the [10YFP Sustainable Tourism Programme \(STP\)](#) on 7-9 December, 2017. Tourism stakeholders gathered to exchange experiences and knowledge of innovative approaches to enhance tourism and conservation planning, financing and marketing. Under the theme “Empowering Tourism Destinations’ Sustainability through Innovation”, the role of the tourism sector in fighting climate change was also discussed. Nearly 30 journalists convened to debate the role of the media in advocating sustainable tourism and wildlife conservation as its major asset. The training addressed the impact of wildlife tourism in the African continent, the different journalistic angles of the topic and the relevance of story-telling to reporting. Participants had the opportunity to propose solutions and recommendations to the difficulties they normally face to cover these themes.

43. Over 800 participants from 70 countries gathered in Muscat, capital city of the Sultanate of Oman on 11-12 December 2017 for the [2nd UNWTO/UNESCO World Conference on Tourism and Culture](#). The conference brought together ministers of tourism and ministers of culture as well as private sector stakeholders and experts with the objective of building and strengthening partnerships between the tourism and culture sectors and stressed their pivotal role in the implementation of the UN 2030 Agenda for Sustainable Development.

44. The [2017 Global International Network of Sustainable Tourism Observatories \(INSTO\) Meeting](#) was held on 13-14 December at UNWTO Headquarters in Madrid. Participants shared information on different operational and technical structures of destination monitoring systems; participatory approaches and local community satisfaction; efforts and links between local monitoring efforts and global development goals.

45. Participants from around the world joined the [Official Closing Ceremony](#) of the [International Year of Sustainable Tourism for Development 2017](#) at the Palace of Nations, in Geneva, Switzerland, on 19 December, 2017. The event reviewed the Year’s main achievements and discussed the roadmap for advancing the contribution of tourism towards the 2030 Agenda for Sustainable Development.

46. Seven companies and one association formalized their commitment to the [UNWTO Global Code of Ethics for Tourism](#) during an event held in the context of FITUR, the International Tourism Fair of Madrid, Spain, on 17-21 January 2018. The Code includes principles such as respect for human rights and cultural heritage, the protection of the environment and the most vulnerable communities, as well as

concepts such as inclusiveness, gender equality and accessibility. It covers the responsibilities of all stakeholders, recommending an ethical and sustainable modus operandi including the right to tourism, the freedom of movement for tourists and the rights of employees and professionals. To date, 547 companies and associations from 73 countries have committed to the Code.

47. Chaired by Colombia, the meetings of the Committee on Tourism and Sustainability took place online and in the framework of FITUR. Conclusions are available in the document [CE/108/6\(b\)](#).

48. The [UNWTO International Conference on Tourism and Snow Culture - Snow Experiences and Winter Traditions as Assets for Tourism Destinations](#), 2-3 February 2018, Yamagata, Japan, provided a platform to discuss best practices for the sustainable development and promotion of tourism related to snow experiences and winter traditions. In addition, the participants exchanged ideas on how to foster inclusive and sustainable economic growth for host communities, and identify ways to utilize resources efficiently.

B. Data, research and guidance

49. [Tourism and the Sustainable Development Goals – Journey to 2030](#) and [Tourism and the Sustainable Development Goals – Journey to 2030, Highlights](#) were published by UNWTO, UNDP and other partners to build knowledge and empower and inspire tourism stakeholders to take necessary actions to accelerate the shift towards a more sustainable tourism sector by aligning policies, business operations and investments with the SDGs. The publications intend to clarify and strengthen the links between tourism and the SDGs and provide recommendations on how to steer the road towards 2030, based on an analysis of 64 countries' Voluntary National Reviews on the SDGs and Corporate Social Responsibility activities conducted by 60 global tourism companies

50. The publication on the results of the [3rd International Congress on Ethics and Tourism](#) that took place in Krakow, Poland, on 27-28 April 2017, offers testimony of successful projects around the world which illustrate how sustainable, equitable and inclusive tourism can be achieved. The [congress](#) explored the ways in which the tourism sector can harness the principles of sustainability, shared responsibility and accountability of all stakeholders in developing tourism infrastructure, products and services. This activity is one of the components of the joint project with the European Commission.

51. As the result of a partnership between UNWTO and the Organization of American States (OAS) and on the occasion of the IY2017, a first publication has been produced entitled "[Tourism and the Sustainable Development Goals: Good Practices in the Americas](#)". The joint publication was presented at the XXIV Inter-American Congress of Ministers and High-Level Authorities of Tourism, held in Georgetown, Guyana, on 21-22 March 2018. The case studies compiled in this publication showcase good practices on how sustainable tourism can contribute towards the SDGs, and its importance and potential as an effective means for sustainable development and inclusive growth in the Americas.

52. The [World Conference on Tourism and Future Energy](#) publication is the result of the World Conference on Tourism and Future Energy: Unlocking Low-carbon Growth Opportunities, held in Astana, Kazakhstan, on 26-27 June 2017, where tourism leaders and policy makers convened to discuss the contribution of the sector to the reduction of carbon emissions. It aims to stimulate discussion among entrepreneurs, financiers and policy makers, to explore new opportunities and innovative solutions for future energy in the global tourism sector and to contribute to low carbon growth.

53. The report [Tourism and Culture Synergies](#) highlights the symbiotic relationship between Tourism and Culture and the interdependency of each sector on the other. The report undertaken through a

survey of experts and UNWTO Member States opinion affirms that cultural tourism, transformed by changing lifestyles, new forms of culture and creativity and evolving technologies, plays a major role in global tourism today.

54. The UNWTO General Assembly, at its 22nd session (Chengdu, China, September 2017), approved the English version of the Framework Convention on Tourism Ethics as well as its Optional Protocol and requested the Secretariat to take all necessary steps for the adoption of the Framework Convention as approved by the General Assembly in all the official languages of the Organization. Consequently, the Secretariat has translated the text and will proceed to share the Arabic, French, Russian and Spanish versions with the Member States for their comments and validation with a view to the future adoption of the Convention in all the official languages as requested by resolution 707(XXII).

IV. Action by the Executive Council

DRAFT DECISION¹

The Executive Council,

Having examined the report of the Secretary-General on the implementation of the General Programme of Work,

1. *Takes note* of all the activities summarized in this report and its annexes;
2. *Thanks* Samoa, Chair of the IY2017 Steering Committee (SC2017), and all other members of the SC2017, for their continued support and commitment;
3. *Expresses* sincere gratitude for the invaluable support of the twelve Special Ambassadors during the IY2017;
4. *Encourages* all Member States and tourism stakeholders to continue promoting the consumer campaign “Travel.Enjoy.Respect.”; and
5. *Also thanks* the 64 Official Sponsors, Partners and Friends of the IY2017 for their valuable support to the IY2017, as well as the media and campaign partners.

¹ This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

Annex I: UNWTO on the ground (Technical Cooperation and Silk Road Programme)

I. Technical Cooperation

Country: Algeria

Project Title: Formulation of a Tourism Marketing and Promotion Strategy

Duration: January – July 2018

Objectives: At the request of the Ministry of Tourism and Handicrafts and, in collaboration with UNDP Algeria, UNWTO is extending its technical assistance in the Formulation of a Strategy for Marketing of the Tourism Sector and Promotion of the Image of Algeria. The objective of the project is to not only produce a tourism marketing and branding strategy but also prepare a project document for the implementation of 3-4 priority actions of the marketing strategy.

Results achieved: The initial is scheduled for March 2018 wherein the UNWTO expert would conduct an initial review and assessment of the country's tourism sector, existing and potential markets, existing and potential products, as well as assess the image of Algeria as a tourism destination.

Country: Bahamas

Mission Title: Assistance in the Preparation of the Addendum to the Bahamas Building Code (BBC)

Duration: December 2017

Objectives: To provide technical assistance in the preparation of the addendum to the BBC.

Results achieved:

- Review of the scope and extent of international, regional and national sustainability and climate change initiatives being carried out at present and assess their impact on the BBC.
- Examination of the regulatory framework within which the BBC is anchored.
- Four workshops and several meetings were conducted with relevant stakeholders to define the scope and content of the planned Addendum. The workshops and discussions revolved around potential measures to be taken to protect against the impacts of climate change and to increase the sustainability of the building environment, and how these can be incorporated in and implemented by the proposed Addendum within the country's laws and regulations, regional coordination efforts, and international treaties.
- A report with all observations and suggestions regarding the building code and the possible Addendum was submitted to the relevant Bahamas authorities for review and approval.

Country: Botswana

Project Title: Update the 2009 Tourism Satellite Account

Duration: March 2017 – February 2018

Objectives: Through funding from the Peace Parks Foundation as part of an overall project funded by the German Development Bank, the Ministry of Environment, Wildlife and Tourism requested UNWTO's technical assistance to update the 2009 Tourism Satellite Account (TSA) which was prepared in 2011

also by UNWTO. The project will focus on reviewing the current system of tourism statistics with a view to improving data collection and analysis and survey methodologies to incorporate new elements of the Botswana tourism scenario. The project will also upgrade and introduce improvements in statistical database development and management.

Results achieved:

- The project was launched in March 2017. Its objective is to review the current system of tourism statistics, identify areas of improvement in terms of data collection and analysis, review the capacities of the institutional partners involved in TSA development, and, review the current statistical database system and identify areas of improvement.
- During the project, technical assistance was provided in improving the Tourism Statistics Database (in terms of data collection, analysis and reporting); implementation of an improved Inbound Visitor Survey; and, training on data collection procedures and TSA compilation.
- The updated TSA for the reference year 2016 was officially presented in Gaborone on 20 February 2018.

Country: Botswana

Mission Title: Review of the Hotel Classification System

Duration: February – March 2018

Objectives: In order to improve the competitiveness and raise the overall quality of services offered by the accommodation component of its tourism sector, the Botswana Tourism Organization (BTO) which is a parastatal corporate body responsible for tourism development under the Ministry of Environment, Natural Resources Conservation and Tourism in Botswana, requested UNWTO's technical assistance to undertake a complete review of the existing hotel classification scheme for the country.

Results achieved: The mission was conducted in February 2018. Its objective was to undertake an initial review and assessment of the current status of quality services in tourism accommodation establishments in Botswana and prepare a project document for the updating of the hotel classification scheme for the country based on international best practices and catered to the specific characteristics of their respective tourism accommodation sectors.

Country: China

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

Duration: January 2017 and on-going

Objectives: To formulate 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:

- A detailed project work plan has been drawn up and a project Inception Meeting took place in December 2017.
- Field research and destination site inspection have been carried out for an assessment of the current state of tourism, a detailed review of the existing tourism marketing and product

development strategies, and identification of the strengths, weaknesses, opportunities and threats for the tourism marketing and branding in Yunnan.

- Market research has been undertaken to identify priority market segments and to target and promotional tools to reach them, and to assess product development and packaging requirements for these markets.
- An analysis is made to identify of public and private sector stakeholders involved in tourism marketing, the possibilities to create synergies between their activities, and the training needs to strengthen the capacities of tourism stakeholders to successfully plan and carry out marketing activities, including e-marketing.

Country: China

Mission Title: Assessment Mission on Tourism Development Planning for Muping District (Shandong Province)

Duration: August 2017

Objectives: To formulate a project document and a detailed work programme for the development of a Tourism Development Plan for Muping District.

Results achieved:

- A study of the Shandong Province Tourism Development Master Plan (2016-2025) was conducted to assess which aspects are relevant for tourism development in Muping and should be further elaborated in the tourism development plan for the destination.
- Meetings carried out with all relevant stakeholders from the public sector, private sector and knowledge institutes to identify and agreement on key issues that need to be addressed in the formulation of a tourism development plan to be developed for a ten year period.
- In conjunction and agreement with all stakeholders, a process for formulating the tourism development plan was developed, including a three year action plan for implementation.

Country: China

Mission Title: Assessment Mission on Tourism Development Planning for Chandao Islands (Shandong Province)

Duration: August 2017

Objectives: To formulate a project document and a detailed work programme for the development of a Tourism Development Plan for Chandao Islands.

Results achieved:

- A study of the Shandong Province Tourism Development Master Plan (2016-2025) was conducted to assess which aspects are relevant for tourism development in Chandao Islands and should be further elaborated in the tourism development plan for the destination.
- Meetings carried out with all relevant stakeholders from the public sector, private sector and knowledge institutes to identify and agreement on key issues that need to be addressed in the formulation of a tourism development plan to be developed for a ten year period.
- In conjunction and agreement with all stakeholders, a process for formulating the tourism development plan was developed, including a three year action plan for implementation.

Country: China

Mission Title: Project Formulation Mission for a Tourism Marketing Strategy for Hainan Province

Duration: December 2017

Objectives: To formulate a project document to develop an international marketing strategy for Hainan Province.

Results achieved:

- Four focus group meetings were conducted in order to obtain views and information for the development of a project document for the international marketing strategy for Hainan Province, with representatives from 1) the Hainan Provincial Tourism Development Committee; 2) inbound tour operators; 3) hotel managers; 4) managers of scenic spots.
- Based on the inputs received during these meetings, a detailed project document was prepared for the development an International Tourism Marketing Strategy, including a destination brand approach for the international market, for the Hainan Province for the period 2019 – 2025, as well as a 3-year detailed implementation plan and a specific destination market strategy for three selected international source markets.

Country: China

Mission Title: Project Formulation Mission for a Tourism Development Strategy for Nanxun District

Duration: January 2018

Objectives: To formulate a project document and a detailed work programme for the creation of a tourism development strategy for Nanxun District.

Results achieved:

- Study of materials from Nanxun District and assessment on which aspects of rural tourism are relevant for tourism development and should be further elaborated in the tourism development strategy for the destination.
- Meetings with all relevant stakeholders from the public sector, private sector and knowledge institutes to identify and agree on key issues that need to be addressed in the formulation of a tourism development strategy to be developed for a ten year period.
- A detailed project document for the development of Tourism Development Strategy for Nanxun, which describes the process, costs, and timeframe and topics to be covered in it, the Terms of Reference for the experts involved in the preparation of the strategy, with indication on which tourism development scenario(s) should be developed.

Country: Democratic People's Republic of Korea

Mission Title: Fact-Finding Mission on Tourism Product Development in the Wonsan-Kumgangsan International Tourism Zone

Duration: October 2017

Objectives: To assess tourism development possibilities in the Wonsan-Kumgangsan International Tourism Zone.

Results achieved:

- Field visits to the Wonsan-Kumgangsan International Tourism Zone to assess its existing and potential tourism products.
- Meetings and interviews with NTA officials and the trade to gather relevant information to help with the design of the programme for the Workshop on Tourism Product Development.
- Delivery of the Workshop on Tourism Product Development, based on the observations made, inputs received and the information gathered during the field visits.
- A final report with recommendations on product development that will contribute to the development of Wonsan-Kumgangsan International Tourism Zone and the country's tourism industry at large.

Country: Democratic Republic of Congo (DRC)

Project Title: UNWTO/Chimelong Initiative on Sustainable Tourism and Conservation of Great Apes

Duration: November 2017 – November 2018

Objectives: In collaboration with the Ministry of Tourism and the African Wildlife Foundation, UNWTO is implementing a project for the development of sustainable tourism and the conservation of bonobos – an endangered species of Great Ape. The overall objective of the project is to enhance and create synergies between the conservation of the bonobos and the development of sustainable forms of tourism in protected areas in the Democratic Republic of Congo. The project activities aim at investing in capacity building and equipment provision for the conservation of great apes and working with communities to raise awareness on the importance of biodiversity conservation and explore opportunities to develop sustainable forms of tourism in and around habitats of the Bonobos. The project is being implemented under the framework of the collaboration between UNWTO and the Guangzhou Chimelong Group Co.Ltd for the implementation of a portfolio of projects focused on sustainable tourism development and the protection of wildlife.

Results achieved: Project activities were launched in February 2018 with an initial review and assessment mission has been conducted in February 2018. The next phase will include implementation of two main activities in parallel – habituation of the Bonobos to the presence of humans in their habitats and preparation of a sustainable tourism development plan for the area.

Country: Guinea-Bissau

Mission Title: Review of the Hotel Classification Scheme

Duration: November 2017 - February 2018

Objectives: Through funding from UNDP, the Ministry of Tourism in Guinea-Bissau requested UNWTO's technical assistance to undertake an initial assessment of the current status of quality services in tourism accommodation establishments in Guinea-Bissau.

Results achieved: The mission was conducted on 28 November to 7 December 2017. Its objective was to undertake a review of the existing classification criteria and grading framework for hotels, lodges and other types of tourism accommodation establishments, identify constraints, and prepare a project

proposal for the development of an efficient, reliable and competitive hotel classification scheme for the country based on international best practices.

Country: Guinea-Bissau

Mission Title: Project Formulation Mission for the Preparation of a Tourism Strategy and Master Plan

Duration: January – March 2018

Objectives: Through funding from UNDP, the Ministry of Tourism in Guinea-Bissau requested UNWTO's technical assistance to conduct a detailed review of the tourism sector with a view towards preparing a Tourism Strategy and Master Plan.

Results achieved: The formulation mission was conducted on January 2017. Its objective was to undertake a detailed review of the existing situation of the tourism sector in the country; identify gaps and constraints which impact on the current and future development of tourism; identify opportunities for expanded growth; and, develop a project document for the formulation of a sustainable, harmonized Strategy and Master Plan for the tourism sector.

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:

- 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.
- 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.
- 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.
- 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.

- 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, in 2016 the Government focused on recovery efforts and continued completing project activities in the course of 2017.

Country: Honduras

Project Title: Further Strengthening of the System of Tourism Statistics

Duration: February 2018 – March 2018

Objectives: In 2016, and in collaboration with the National Tourism Administration of Honduras (IHT), UNWTO conducted a detailed review of the country's national tourism statistical system. One of the recommendations was to implement an automation of the expansion processes related to statistical surveys. In this regard, in 2018, Honduras requested additional UNWTO technical assistance to support IHT in the development and implementation of these processes.

Results achieved:

- Automate the process of quality control of sample information, estimation of periods without information and expansion of the sample of traveler characterization surveys of the flow count at borders and airports.
- Automate the process of expansion of the indicators of the expenditure survey and visitor profile.
- Generate reports on the results of the process of expansion of the count of flows at borders and airports and of the indicators of the expenditure survey and visitor profile.

Country: Islamic Republic of Iran

Mission Title: Project Formulation Mission for a Tourism Development Master Plan

Duration: August 2017

Objectives: To formulate a project document for the preparation of a Tourism Development Master Plan for the period of 2018-2027.

Results achieved:

- A study of the previous Tourism Development Master Plan for the Islamic Republic of Iran was carried out to assess which aspects are still relevant and which aspects require special attention in the updated tourism development plan.
- Meetings with all relevant stakeholders from the public sector and private sector were conducted to identify and agree on key issues that need to be addressed in the formulation of a tourism development plan to be developed for a ten year period.
- In conjunction and agreement with all stakeholders, a project document was prepared detailing the process for formulating the tourism development plan, including an indication of the costs and timeframe involved, and a three year action plan for its implementation.

Country: Jordan

Mission Title: Local Community Tourism Awareness Campaign

Duration: July 2017

Objectives: Despite the importance of tourism in the Jordanian economy, there is still limited awareness in the general public of the opportunities, particularly in employment, presented by the tourism sector. Nevertheless, one of the greatest assets of the tourism sector is its potential to generate sustainable livelihoods, especially for women and youth, and at the skilled and unskilled level. Tourism encourages a wide variety of entrepreneurship from accommodation, dining, handicrafts, tour operation, tour guiding, other associated retail outlets, etc. The National Aviation and Tourism Academy of Jordan, under the endorsement of the Ministry of Tourism and Antiquities, requested UNWTO's technical assistance to conduct a needs assessment mission to prepare a road map for the implementation of a Tourism Awareness Campaign at national level in Jordan. The objective of the campaign would be to sensitize the Government, service sector, students and general population on the importance of tourism, particularly as a source of employment.

Results achieved:

- The mission was conducted in July 2017 and based on the assessments undertaken by UNWTO, a project proposal was prepared which aims to develop a comprehensive programme to improve the perception of dignity of labour through tourism so as to ensure the increased participation and ownership of Jordanians in the development and management of tourism in the country.
- The project document for the design and implementation of a Tourism Awareness Campaign was prepared and approved by the National Aviation and Tourism Academy of Jordan and is currently being reviewed by the Ministry of Tourism and Antiquities.

Country: Kazakhstan

Project Title: Statistics, Value Chain Analysis and Development of Tourism Intelligence

Duration: June – December 2017

Objectives: To provide technical assistance to the Tourist Information Center of Almaty City on a variety of issues related to improved planning, development, management and marketing of tourism in Almaty, Kazakhstan.

Results achieved:

- A complete review and assessment of the current state of tourism statistics in Almaty and development of a project framework for the further strengthening of the tourism statistical system in Almaty with a view to facilitating the Almaty City authorities in their endeavour to better understand the economic dimension of tourism in terms of demand (international and domestic arrivals, characteristics of their visits, and their consumption of goods and services) and supply (characteristics of local industries involved in tourism and details of their production and use of labour and capital), thereby guiding tourism policy and planning while providing a useful lobbying tool for advocating the cause of tourism.
- A Tourism Value Chain Study for Almaty was carried out through evaluation of income flows in the tourism sector in Almaty, with a particular focus on the income that reaches or could reach disadvantaged groups, and specific recommendations on how the local economic impact from

tourism can be enhanced and how disadvantaged groups of the Almaty population could be better included in the tourism sector through increased income and employment.

- Strategic advice to the Regional Government of Almaty on possible pilot projects to carry out in order to enhance the local economic impact from tourism, including capacity building for public and private sector organizations involved in tourism development.
- Research on acquiring a better understanding of the international traveller visiting the Silk Road city of Almaty, through delivery of a series of training workshops, attended by 70 researchers representing national Kazakh universities and the travel trade. The research and training workshops offered valuable insight as to the Silk Road traveller profile, Almaty's connection to the Silk Road and the overall potential of the Silk Road tourism brand.

Country: Kyrgyzstan

Mission Title: Review of the Current Tourism Marketing Strategy for the Kyrgyz Republic

Duration: October 2017 – February 2018

Objectives: The Ministry of Culture, Information and Tourism of the Kyrgyz Republic intends to update its current tourism marketing strategy. In this regard, it has requested UNWTO's technical assistance to conduct an in-depth evaluation of the current tourism marketing strategy with a view to providing recommendations on the formulation of a new and updated marketing strategy for the sector.

Results achieved:

- The mission was conducted in October 2017. It undertook a detailed evaluation of the current situation of the tourism sector in the Kyrgyz Republic and prepared a project document which aims to 1) formulate a focused and targeted marketing strategy for the tourism sector; and 2) provide technical assistance to the Government in the implementation of the Strategy.
- The project document was approved by the Ministry.

Country: Lesotho

Project Title: Kome Rural Homestays

Duration: October 2012 – December 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:

- Guides training, especially at Malimong, and Thaba-Bosiu;
- Familiarization tour for Tour Operators from Lesotho and Clarence in South Africa;
- 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
- 4Registration of the enterprise groups at Thaba-Bosiu, and Ha Baroana.

Country: Lesotho

Project Title: Formulation of a Tourism Policy and Updating of the Tourism Master Plan

Duration: October 2017 – June 2018

Objectives: The African Development Bank (AfDB) is implementing an ambitious project to support the diversification of Lesotho's economy. The project covers various economic sectors including tourism where the main activity is the formulation of a Tourism Policy and an updated Tourism Master Plan for the country. In this regard, the Ministry of Tourism, Environment and Culture has requested UNWTO's participation in the project in the provision of quality assurance and technical assistance in the preparation of terms of reference and review of reports as well as participation in Steering Committee meetings.

Results achieved:

- UNWTO participated in the meeting of the project Inception Meeting in November 2017 providing recommendations to the Ministry on the proposed project implementation approach. UNWTO has also provided technical assistance in the review and evaluation of several of the project deliverables including Inception Reports on the Tourism Policy and Master Plan as well as the Inception Report on the revival of the Lesotho Council for Tourism.

Country: Madagascar

Project Title: Crisis Communications Strategy

Duration: February 2018 - February 2019

Objectives: In partnership with the World Bank, UNWTO is implementing a project in Madagascar to formulate a Crisis Communications Strategy. The project will focus on reviewing the current institutional set-up for communications and existing mechanisms and capacities within the Ministry and other stakeholders with a view to formulate a Strategy on Crisis Communications. The project will also provide training for the implementation of the Strategy and Media training for key players.

Results achieved:

- An initial mission was conducted in February 2018 to assess the current communication channel systems and protocols in place. Detailed consultations were held with key

stakeholders and main challenges and opportunities for crisis communication in tourism were identified. An assessment was also undertaken of training needs in communication.

- A second mission will be undertaken in May to provide training to Government stakeholders.

Country: Mongolia

Project Title: Capacity Building for Tourism Employees

Duration: March 2015 – October 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 650 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: Oman

Project Title: Development of Tourism Statistics

Duration: April 2015 – December 2018

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 five 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. Two more missions are scheduled to be undertaken before the end of the project.
- The fifth mission was conducted in August 2017 and focused on data regarding employment in tourism and investment in tourism, with further attention to improve the tourism database system.
- Significant progress has been made by the MOT in terms of implementing accommodation survey and cruise tourism surveys, and in managing other sources of data, which fall under their remit.

Country: Paraguay

Project Title: Update the Paraguay Master Plan for Sustainable Development of the Tourism Sector

Duration: May 2017 and on-going

Objectives: To provide the National Tourism Administration of Paraguay with a growth strategy and an implementation plan to advance the tourism sector as catalyst for rapid economic development.

Results achieved:

- During the first phase of the Master Plan project UNWTO collaborated closely with national experts and stakeholders from the public and private sector to carry out a situation analysis of the tourism sector and come up with a vision for the period till 2025.
- The situation analysis presents a detailed assessment of key thematic areas, such as competitiveness, product and service quality, marketing and branding, human resources, sustainable tourism, and the institutional framework, and identifies strengths, weaknesses, opportunities and threats for each area. Based on this analysis and building on the country's attractive and diverse natural and cultural heritage, UNWTO has come up with various growth scenarios, and identified selected priority markets.
- Upon the approval of the interim report with the situation analysis and vision, UNWTO worked together with national counterparts on the formulation of the strategic recommendations and the implementation and monitoring arrangements for the Master Plan. It is foreseen that the updated Master Plan can serve as a key document to guide the further sustainable development of tourism in Paraguay.

Country: Republic of Congo

Project Title: Sustainable Tourism Development Plan

Duration: December 2014 – July 2017

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.

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.
- Organization of the first National Tourism Forum (assises nationales du tourisme) in July 2017 with the presence of the UNWTO Secretary-General.

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.
- First draft of the Manual for interpreting new hotel classification criteria submitted to Ministry for review and approval.

Country: Sri Lanka

Mission Title: Identification Mission for the Development of Project Proposals

Duration: February 2018

Objectives: To formulate a series of project proposals aimed at supporting the Sri Lanka Tourism Strategic Plan (2017-2020)

Results achieved:

- A review of the Sri Lanka Tourism Strategic Plan 2017 – 2020 was carried out, and field visits and meetings were conducted with relevant parties, both internally at the Sri Lanka Tourism Development Authority and externally, in order to collect enough detailed information to prepare the project proposals.
- Study of the current tourism situation and status of each potential project, leading to further meetings with other stakeholders for discussions on how best to present the projects to the most relevant donors.
- Seven proposals were drawn up for the following projects:
 1. Scoping mission for a Tourism Master Plan
 2. Setting up the conditions to develop a Tourism Satellite Account for Sri Lanka
 3. Carrying Capacity Study at popular tourist sites to introduce a visitor management system
 4. Community Tourism Strategy for Sri Lanka
 5. Plan to expand tourism and hospitality training provision in Sri Lanka
 6. Recommendations on adapting Dutch forts and lighthouses for tourism use
 7. In-depth background analysis on priority and seasonal markets identified in the Strategic Plan
- Meetings with potential donors and development organizations were conducted for the presentation of the identified projects and to gauge funding opportunities for their implementation.

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 selected 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.
- 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 beneficiaries will increase their average income with a minimum of US\$ 1000 per year.

- The 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.
- Vocational training on hospitality services were developed and delivered in 13 municipalities through a mobile training unit established by Youth Vision. The training seminars were attended by mainly owners and employees of restaurants, home-stays and local lodges. A tour-guide training course was organized by ETDA in their training centre in Dili.
- The project was successfully completed in December 2017, with a total of 217 participants having benefitted from the various training programmes carried out, which is well above the targeted 195 participants identified at project inception.

Country: Timor-Leste

Project Title: Marketing of Community-based Ecotourism Project

Duration: January 2016 – December 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 produced a brochure on CBET in Timor-Leste. It also 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.
- Community-based ecotourism itineraries were developed and familiarization trips carried out, and a national workshop on CBET marketing conducted.

Country: United Arab Emirates (Ras Al-Khaimah)

Project Title: Determining the Sustainable Tourism Positioning for Ras Al-Khaimah

Duration: September– December 2017

Objectives: Ras Al Khaimah, the fourth largest and northernmost emirate of the United Arab Emirates, has experienced rapid economic growth in recent years. Tourism is one of the Emirate's most important economic sectors and is considered a key engine for continued GDP growth and job creation. However, while tourism can contribute to the diversification of the economy of Ras Al-Khaimah and also provide new opportunities for employment, the Ras Al-Khaimah Tourism Development Authority (RAKTDA), through the Ministry of Economy of the United Arab Emirates, requested UNWTO's technical assistance to conduct a needs assessment mission for "Determining the Sustainable Tourism Positioning for Ras Al-Khaimah so as to be able to spread development throughout the Emirate and to measure the impact that tourism on the society, economy and environment to ensure the long-term competitiveness and sustainability of the sector.

Results achieved:

- The mission was conducted in November 2017. Its objective was to assist RAKTDA to prepare a project proposal to identify, measure, monitor and manage the social, economic and environmental consequences of the development of tourism in order to:
 - i) achieve the goals of the destination Ras Al-Khaimah 2019,
 - ii) to maximize the benefits from existing and projected tourism development, on a sustainable basis, and
 - iii) to minimize any adverse impacts of tourism development on the economy, the social and cultural environment, and the marine and land-based ecosystems of the Emirate.
- The mission was successfully conducted and the project document was submitted for RAKTDA for their approval.

Country: Uzbekistan

Project Title: The preparation of a Road Map for the integrated development of the tourism potential of Khiva and the Khorezm region for 2017-2021

Duration: January 2018

Objectives: This project is in collaboration with the European Bank for Reconstruction and Development (EBRD) and the Smithsonian Institute to assess the development opportunities for the Khiva region as an important cultural heritage tourist region.

Results achieved:

- A needs assessment mission was conducted in January to undertake a situational analysis of the tourism sector in Khiva, identify and prioritize key issues to be addressed to strengthen the tourism sector and look at ways to better complement /support the cultural resources of the city—with a focus on market potential and issues of policy framework and regulatory/enabling environment to facilitate growth in the sector.
- A draft 'Vision and Action Plan' combining the recommendations from UNWTO and the Smithsonian Institute was prepared – the major recommendations have been incorporated into a Memorandum of Understanding signed between the Government of Uzbekistan and EBRD for the implementation of the Vision and Action Plan.

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 and capacity building activities for the centre in Mwandi, which is located near Livingstone.

Country: Zambia

Project Title: Livingstone Community Sustainable Tourism Resource Centre

Duration: April 2016 and on-going

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.
- Synergies have been created between this project and the Cultural Centres project 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: Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe

Duration: January 2018 and on-going

Objectives: To invest in wildlife conservation and game viewing facilities to avoid human-wildlife conflicts and improve visitor experiences; to work with communities to explore opportunities to gain additional income from nature tourism; and to raise awareness on the importance of biodiversity conservation in tourist destinations.

Results achieved:

The cooperation agreement for project implementation was signed in January 2018 and a detailed work plan has already been drawn up.

The project inception meeting is planned for March 2, 2018, with the following agenda items:

- Short presentation of project outline, stakeholders and implementation modalities
- Presentation of plans/design for the ranger accommodation units, game viewing platform, and community campsite
- Exchange of information and ideas on capacity building for community members to develop and manage the campsite, and awareness raising activities for tourism and biodiversity conservation
- Planning of marketing activities
- Planning of expert mission for capacity building/marketing
- Planned monitoring and evaluation; including preparation of progress reports

Regional Project: Benin, DR Congo, Gabon, Guinea Conakry, Niger

Project Title: Capacity Building on Tourism Development and Biodiversity Protection in West Africa

Duration: June - December 2017

Objectives: To carry out a series of training seminars out in the Democratic Republic of Congo, Gabon, Guinea, Niger & Benin, aimed at motivating the local people and tourism employees to act as champions of biodiversity conservation and environmental protection in the region, which will help ensure sustained income generation for the local people as a result of tourism activities. The training seminars built on the experiences gained and materials developed for similar training seminars carried out in the Gambia, Ghana and Tanzania in 2013 and 2014 within the framework of Coastal Tourism Programme for Africa.

Results achieved:

- A training manual (in French) and power point presentations, based on desk research and on the existing manual and training materials used for the seminars in the Gambia, Ghana and Tanzania in 2013 and 2014.
- Delivery of training seminar in Gabon: 20-22 June 2017
- Delivery of training seminar in Benin/Niger: 11-13 July 2017
- Delivery of training seminar in Guinea (Conakry): 14-16 November 2017
- Delivery of training seminar in DR Congo: 21-23 November 2017
- Train-the-trainers handbook for local trainers who can use it to replicate the training seminars in their country/destination
- A final report summarizing the deliberations during each of the training programme components, and the feedback received from participants on the training seminar and recommendations on points of attention to be taken into account when replicating the training in other countries of the region or other destinations.
- The four seminars conducted benefitted over 120 participants from National Tourism Administrations, tourism-related government agencies, private sector, academia and NGOs.

II. Silk Road Programme

A. Introduction

The UNWTO Silk Road Programme is a collaborative platform of 33 Silk Road Member States and numerous UNWTO Affiliate Members from the public and private tourism sphere. The programme is responsible for raising the profile of Silk Road tourism through marketing, capacity building and transnational development activities that are sustainable, responsible and internationally competitive.

The philosophy and main objectives of the Programme are contained in the [Silk Road Action Plan](#), a framework document updated every two years according to Member State and partner input. An overview of the main thematic activities implemented between July 2017 and March 2018 is provided below.

B. Silk Road Programme Meetings

[7th UNWTO Silk Road Tour Operators Forum at ITB Berlin](#) (8 March 2018, Berlin, Germany)

Generously supported by ITB Berlin, UNWTO's annual forum focused on empowering Silk Road tour operators to better understand, engage and work with the international travel trade. The opportunities, challenges and necessary requirements of offering packaged tours across Central Asia, and Maritime Silk Road product development thematically framed an event that also counted upon a novel Silk Road speed-networking session where attendants could present their latest tourism products and ideas on how to improve the transnational appeal of the historic routes.

[8th UNWTO Silk Road Ministers Meeting at ITB Berlin](#) (7 March 2018, Berlin, Germany)

The Silk Road Programme's most senior annual meeting focused on the "2025 Silk Road Tourism Agenda"; that is, Member States' long-term tourism vision for the historic Silk Road routes. Attended by the newly-appointed Secretary-General, Mr. Zurab Pololikashvili, Ministers shared their main ideas and strategies as to how to fully realize the goals of establishing the Silk Road as the most important transnational tourism route of the 21st century. The research on the *Tourism Impact of the 21st century Maritime Silk Road* was also presented during the meeting that welcomed Malaysia as the 34th Silk Road Member State to join the programme.

[Silk Road Seminar at the WTM London 2017](#) (6 November 2017, London, United Kingdom)

This year's Silk Road seminar at WTM London focused on the multiple ways of marketing and travelling along the transnational Silk Road tourism route. With highly interesting input contributed by travel writers (Wanderlust Travel Media and Caravanistan) and specialized tour operators (Wild Frontier and China Tours), a travel mosaic emerged as diverse as the route itself.

C. The Silk Road Programme and transnational project development

(a) Western Silk Road Tourism Development initiative

The main management structures that are to support the [Western Silk Road Tourism Development](#) initiative, a project developed in cooperation with the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG Grow) of the European Commission (EC), have been successfully established. The [Western Silk Road Roadmap](#), a specialised handbook containing the main results of the [Western Silk Road research and the two Western Silk Road workshops](#), was published in February 2018. The Roadmap, in conjunction with the [Western Silk Road Working Group](#) and the Western Silk Road Tourism Academic Network, is to ensure a common course of action within the two key pillars of the project - Western Silk Road research and Western Silk Road capacity building.

(i) Western Silk Road Working Group

Designed as a collaborative platform, the Western Silk Road Working Group is the main structure that is to ensure the long-term viability of the Western Silk Road Tourism Development initiative. Apart from guaranteeing the long-term viability of the project, the Working Group, together with the Silk Road Programme, is responsible for determining the

long-term objectives for the project, and to encourage, stimulate and guide collaborative projects along the Western Silk Road. Officially launched in July 2017, the group includes representatives from the public and private tourism sector, the media sector and academia.

(ii) Developing Western Silk Road Research

Apart from the [Western Silk Road Roadmap](#), the [workshop conclusions report](#) and relevant research documents and SWOT-Analyses created by partner universities to support the Western Silk Road research effort are freely retrievable [online](#).

Also, the [Western Silk Road Tourism Academic Network](#) was created during the second half of 2017. Under the coordination of the UNWTO Silk Road Programme, nine universities have joined forces and are academically exploring the potential of the Western Silk Road as a transnational tourism concept. The Academic Network will support the Western Silk Road Working Group and partner destinations through joint research and the creation of practical tourism intelligence. Partner universities are: Russian-Armenian University (Armenia), Aristotle University of Thessaloniki (Greece); ISTHIA University of Toulouse (France); University of Bologna (Italy); University of Kerbala (Iraq); People's Friendship University (Russia); Peter the Great St. Petersburg Polytechnic University (Russia) and the University of Valencia (Spain).

(iii) European Interdisciplinary Silk Road Tourism Centre

As a clear recognition of the value of the Western Silk Road Tourism Development initiative, the Aristotle University of Thessaloniki has established the European Interdisciplinary Silk Road Tourism Centre. The center, an initiative brought forward by the university that has received widespread support from the Ministry of Tourism of Greece and the UNWTO Silk Road Programme, will support the work of the Western Silk Road Tourism Academic Network and function as a joint research hub.

(iv) Western Silk Road University Challenge

The UNWTO Silk Road Programme, in cooperation with ISTHIA – Toulouse School of Tourism, Hospitality Management and Food Studies, University of Toulouse – Jean Jaurès, has launched the [UNWTO Western Silk Road University Challenge](#), an activity that takes place in Toulouse, France, during the academic year 2017 – 2018. During this time, ISTHIA students analyse the historical involvement of the French territories within the Silk Road network, assess the impact of the Silk Road on French culture, and prepare an inventory of Western Silk Road heritage in France. The research will result in a study containing proposals for the development of potential thematic French and cross-border routes and tourism products, including strategies aimed at their branding and sustainable management.

The Western Silk Road University Challenge is a best-practice example that can be replicated throughout the Western Silk Road region. Universities or research centres interested in developing similar research are kindly advised to contact the UNWTO Silk Road Programme for further details.

(v) Western Silk Road Events and Heritage Map

As an initiative arising from the project, a Western Silk Road map has been created. In an effort to create a stronger sense of ownership and coherence among Western Silk Road partners, the map enables partners and interested stakeholders to upload events and heritage and share information linked to the Western Silk Road. The map is a continuously-updated, freely accessible and easy-to-use tool, and we highly recommend Silk Road

Member States to make active use of this tool to promote their destination and activities. The Western Silk Road Map can be accessed [here](#).

(b) Maritime Silk Road

As to the Eastern section of the Silk Road, the specialised research report *Tourism Impact of the 21st century Maritime Silk Road* was presented during the [8th UNWTO Silk Road Ministers Meeting at ITB Berlin](#). The report studies the impact of China's 21st Century Maritime Silk Road project on tourism and, more generally, assesses the tourism potential of Maritime Silk Road thematic routes across Asia. Supported by Sunny International, preliminary results were already presented by UNWTO expert, Mr. Robert Travers, at the [Maritime Silk Road International Tourism Festival](#) that took place in the Chinese coastal city of Fuzhou on 19-20 November 2017. 11 countries officially attended the event, plus more than 300 tour operators and journalists from 30 different countries. UNWTO will continue its work within this sphere encouraged by renowned interest in re-activating maritime tourism and maritime transnational routes. As to specific information on the research project, please visit the [Maritime Silk Road Programme webpage](#).

D. The UNWTO Silk Road Training and Capacity Building Programme

Jointly organized by the Silk Road Programme of the World Tourism Organization (UNWTO), its UNWTO.Themis Foundation and the University of Valencia, 22 delegates from 12 Silk Road countries completed a highly innovative tourism course consisting of 1-month online courses and a 10-day onsite course in Madrid and Valencia, Spain.

The training focused on achieving a higher level of consistency among Silk Road destinations by favouring joint learning and the practical implementation of key tourism concepts and strategies. While benefitting from the teachings of international tourism experts and enjoying a highly diverse event programme that included technical field-trips and master classes in tourism related fields (gastronomy, community-based tourism, etc.), the participants worked on devising a series of transnational project proposals aimed at enhancing the tourism potential of the historic routes. Resulting from intense group-work sessions and based on common Silk Road needs and interests, an ongoing objective of the training is to materialize the proposed projects with the help of the Member States and relevant partner institutions. Participants in this new training course came from Mongolia, Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan, Georgia, Greece, Egypt, Bulgaria, Russia, Italy and Spain. The second edition is expected to be held during the second half of 2018.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Industrial Development Organization (UNIDO) were official partners of this training. Travel Weekly Group, the Agència Valenciana del Turisme of the Generalitat Valenciana (the regional government of Valencia), Turismo Valencia, Turkish Airlines and additional local Valencian sponsors also supported the event. The UNWTO Silk Road Training and Capacity Building Programme was held as an official activity of the 2017 International Year of Sustainable Tourism for Development. More information is available on the [Silk Road training webpage](#).

E. Silk Road Programme trainings and workshops

Understanding the International Travellers' Profile and Developing Tourism Intelligence for Almaty City, Kazakhstan

Based on the success of the [Uzbekistan Tourism Insight](#), UNWTO, together with Visit Almaty and the Tourism Authorities of the City of Almaty, is engaged in research focused on acquiring a better understanding of the international traveller visiting the Silk Road city of Almaty. The research

commenced in October 2017 with UNWTO delivering a series of training workshops attended by 70 researchers representing national Kazakh universities and the travel trade. The final results will be released during the first quarter of 2018 and offer valuable insight as to the Silk Road traveller profile, Almaty's connection to the Silk Road and the overall potential of the Silk Road tourism brand.

F. Silk Road Programme marketing and promotional activities

Silk Road social media channels

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](#)
- [Silk Road Programme on Vimeo](#)
- [Silk Road Programme on Flickr](#)
- [Silk Road Programme Tourism Network on LinkedIn](#)
- [Silk Road Programme on YouTube](#)

Make the most of these channels by sending us updates, photos, videos or anything that you would like to share. We would be more than willing to distribute information through our channels.

David Baddiel and BBC continue to promote the Silk Road

UNWTO Silk Road Programme is pleased to see that two major collaborations carried out in 2016 continue on their successful path in 2017 and 2018. "[David Baddiel on the Silk Road](#)", developed by Pioneer Productions and Discovery Networks International, and supported by UNWTO, and a [BBC documentary on the Silk Road presented by renowned historian, Dr. Sam Willis](#), continue to be broadcasted to audiences worldwide.

While "David Baddiel on the Silk Road" showcases the stunning landscapes, historical landmarks and inspiring cultures of China, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan, Georgia and Turkey, the two-episode BBC documentary focuses on the arts, heritage and culture of the Silk Road countries Tajikistan, Uzbekistan, Iran, Turkey, Italy and China.

Both series have been highly successful in raising awareness for the Silk Road as a whole, not least due to their outstanding outreach: Discovery Channel has a reach of 2.8 billion global subscribers in more than 220 countries and territories, and the BBC documentary is made available to 152 million subscribers in 120 territories.

G. Silk Road Programme promotion at external events

ETC-UNWTO International Seminar on Transnational Tourism Themes and Routes (16-18 November 2017, Santiago de Compostela, Spain)

UNWTO Silk Road Programme activities were showcased as a best-practice example during a panel session the [international seminar on transnational route development](#). At the event, the [ETC-UNWTO Handbook on Marketing Transnational Tourism Themes & Routes](#) was presented, a specialized publication to which the programme contributed relevant input and insight.

7th Annual Advisory Forum of the Cultural Routes of the Council of Europe (27-29 September 2017, Lucca, Italy)

As in previous editions, UNWTO Silk Road Programme was pleased to attend the [annual Cultural Routes Advisory Forum](#). Apart from bilateral meetings with relevant cultural route managers, Ms. Alla

Peressolova presented current Silk Road route development activities at one of the specialized workshops hosted during the forum.

Annex II: UNWTO activities in the United Nations system

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 overall aim is to ensure that tourism is recognized at the international level as a multidisciplinary sector, contributing to economic growth, poverty eradication, environmental and cultural preservation and peace. 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 since the 22nd session of the UNWTO General Assembly (GA22) held in Chengdu, China.

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 sessions of 72nd session of the UN General Assembly (UNGA 72), which included, in particular meetings of the Second Committee, a standing committee that addresses economic and financial issues. Through this committee, a number of UN resolutions with tourism relevance and/or mentions tourism were reviewed and recommended for adoption by the UNGA plenary, which include:

- (a) Sustainable tourism and development in Central America ([A/RES/72/214](#))
- (b) Culture and sustainable development ([A/RES/72/229](#))
- (c) Follow-up to and implementation of the SIDS Accelerated Modalities of Action (SAMOA) Pathway and the Mauritius Strategy for the Further Implementation of the Programme of Action for the Sustainable Development of Small Island States ([A/RES/72/217](#))
- (d) Follow-up to the Fourth United Nations Conference on the Least Developed Countries (LDCs) ([A/RES/72/231](#))
- (e) Follow-up to the second United Nations Conference on Landlocked Developing Countries (LLDCs) ([A/RES/72/232](#))

3. UNWTO was represented at a panel discussion and related events in the afternoon of 1 December 2017, which was organized by the UNDESA Division for Social Policy and Development in the United Nations – as part of the day-long observance of the 2017 International Day of Persons with Disabilities. On that occasion, UNWTO's short IY2017 film "Travel.Enjoy.Respect.", was screened under the overall theme of "Transformation towards sustainable and resilient society for all".

4. The High-Level Segment of ECOSOC and the second HLPF were held concurrently from 10-20 July 2017. The High-Level Segment of HLPF was held from 18-20 July 2017. The HLPF reviewed progress in the implementation of Goals, 1, 2, 3, 5, 9, 14 and 17, under the overall theme of 'Eradicating poverty and ensuring prosperity in a changing world'. The Forum attracted very high-level participation, including an intervention by UNWTO, from governments and other key stakeholders. 44 countries presented their Voluntary National Reviews (VNRs) many of which reflected sustainable tourism as a key component of their national sustainable development strategies.

5. The Food and Agriculture Organization (FAO) welcomed UNWTO as a member of the Mountain Partnership (MP), an international initiative which focusses on sustainable mountain development. UNWTO adds the tourism perspective to the working plan of the MP and will certainly foster the common goal to improve quality of life and sustain healthy environments in the world's mountain regions by exchanging knowledge, expertise and resources in the field of tourism with the members of the MP.
6. During its 6th Global Summit on Urban Tourism, held in Kuala Lumpur, Malaysia 4-6 December 2016, UNWTO has highlighted the benefiting role tourism can play in sustainable development of urban agglomerations under the topic of "Sustainable and Competitive Tourism on the New Urban Agenda".
7. UNWTO and the International Labour Organization (ILO) held a joint international conference in Madrid with the objective of opening the debate on the labour market in the tourism sector. The event, framed by the IY2017, took place at the Ministry of Energy, Tourism and the Digital Agenda of the Government of Spain. The main issues discussed, among others, were on how to advance the decent work agenda in the tourism sector; promotion of decent work through the improvement of working conditions, quality of service and customer satisfaction to ensure socially responsible tourism.
8. The celebration of UN day (2017) in Spain gathered some 200 attendees from UN agencies and diplomatic delegations in the Parque del Retiro in Madrid and was co-organized in cooperation with the Ministry of Foreign Affairs, Cooperation of the Government of Spain and the Madrid City Council.

Participating in UN meetings

9. UNWTO participated as a speaker in Session 5: Climate Adaptation and Resilience during the Seminar on Green Airports, organized by ICAO at their Headquarters in Montreal, Canada. During this session, UNWTO shared the importance of climate adaptation and resilience in the tourism sector.
10. The Coordination Desk of 10YFP STP promoted a series of five webinars organized by UN Environment with support from France, covering topics related to planning and management, sustainable value chains, financial tools and sustainable food management, and to which participated over 400 participants and subsequent dissemination via YouTube. Technical support was also provided for organizing the seminar on Sustainable and Responsible Tourism by the local government of French Polynesia in Papeete. It was the second seminar of the three-part series held under the framework of the "Sustainable Development and Circular Economy" project led by the Pacific Economic Cooperation Council.
11. The International Symposium and Annual Conference (7-9 December 2017) of the 10YFP STP was hosted by Botswana Tourism Organization and co-organized by UNWTO and the governments of France, Morocco and the Republic of Korea, with support from the 10YFP Secretariat and UN Environment Programme. It provided a collaborative platform to bring together existing initiatives and partnerships and facilitated new activities to accelerate the shift to SCP in tourism.
12. An Executive Briefing held at UN Office at Geneva (UNOG) with Mr Miroslav Lajčák, President of the General Assembly was attended by UNWTO in October 2017. The President of the GA gave an overview of his priorities, which are aimed at advancing the global understanding of the critical role of multilateralism in our modern world and in serving the needs of all people as well as contributing to the current major work stream of the United Nations, while also outlining the priorities of his mandate and his focus on peace, migration, sustainable planet, human dignity and a modern UN.
13. UNWTO was present at relevant meetings that addressed the Zero Draft of the Global Compact for Safe, Orderly and Regular Migration that represents a consolidation of information and views that

have been received by the co-facilitators (Switzerland and Mexico) of the launch of the process since the New York Declaration for Refugees and Migrants in September 2016 and will form the basis of negotiations leading up to the adoption of the final Global Compact in December 2018.

CEB and its subsidiary structure working groups

14. 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.

15. Supported by its three pillars, HLCP, HLCM and UNDG, the CEB entrusted each pillar the task to produce one set of principles, across policy, operational and administrative aspects of the UN system's work, to guide the system's support to the implementation of the 2030 Agenda and its 17 SDGs in an integrated way. The respective sessions included agenda points, where the UN Secretary-General's vision and focus on "frontier issues", such as technology, food security and peace, as well as UN reforms are discussed.

16. In relation to HLCM meetings and sub-networks, UNWTO follows the debates on the way new technologies may render obsolete the current paradigm of Government versus other actors on international matters, the implementation of the revised compensation package for staff, the handling of After Service Health Insurance (ASHI), the growing UN concerns on the duty of care of its staff and the delivering-as-one approach by the UN system, among other topics.

17. Representation also included UNWTO at the HLCP 34th session in September 2017, which addressed emerging challenges emanating from rapidly developing "frontier" technologies, such as artificial intelligence, cyberspace, biotechnology and new weaponry. The increasing importance of new technological advancements to the achievement of the 2030 Agenda for Sustainable Development and the attainment of the SDGs was also well recognized.

Activities conducted in relation to the International Year of Sustainable Tourism for Development (IY2017)

During the reporting period, the following main activities have been carried out:

18. Two meetings of the Steering Committee, chaired by Samoa and consisting of 14 governments, 13 private sector stakeholders, NGOs and academic entities were held. The meetings aimed to maintain regular contact with the Secretariat in order to guide and advise on activities related to the International Year of Sustainable Tourism for Development, 2017 (IY2017).

19. Continuous promotion and dissemination of the Roadmap outlining five key areas in which tourism contributes to development, namely (i) sustainable economic growth, (ii) social inclusiveness, employment and poverty reduction, (iii) resource efficiency, environmental protection and climate change, (iv) cultural values, diversity and heritage and (v) mutual understanding, peace and security. The Roadmap also included the objectives, lines of action and suggested activities for all stakeholders, as well as sponsorship and partnership opportunities in five languages.

20. Global implementation of the IY2017 communication plan aimed at increasing awareness, promote the engagement of all stakeholders and communicate the five pillars of the IY2017 through: (i) media relations through opinion articles and interviews published in printed and online media; and (ii) online communication including a dedicated website available in three languages with a map of celebrations as well as co-creation spaces to share solutions, stories and knowledge on sustainable

tourism (www.tourism4development2017.org), a set of resources including social media materials as well as other audiovisual resources including the official IY2017 logo selected through a worldwide competition.

21. Dissemination of the consumer campaign ‘Travel.Enjoy.Respect.’ aimed at raising awareness among travellers of their ability to promote positive change. The campaign included a video, a set of tips for responsible traveller elaborated by the World Committee on Tourism Ethics in all official languages and a consumer facing microsite. The campaign included three main actions: (i) awareness raising/advertising through partnerships; (ii) a travellers’ competition that attracted a total of 2,400 submissions. The winner of the competition travelled different world regions promoting sustainable travel; and (iii) an Instagram competition that culminated at the World Tourism Day on the 27 September 2017. The “Travel.Enjoy.Respect.” campaign will continue during 2018.

22. Production of the flagship publication “Tourism for Development” which included a first phase of global consultations and collection of case studies. The flagship report will be published in the second quarter of 2018.

23. Publication of the “Tourism and the Sustainable Development Goals: Journey to 2030” report, which addresses the links between tourism and the SDGs and setting an agenda for the sector towards 2030. In addition to the publication, an interactive platform that gathers together all tourism stakeholders was launched in December 2017. This platform will become fully operative by second semester 2018.

24. Celebration of fourteen IY2017 Official Events addressing the different pillars of the IY2017 with more than 4,500 participants attending those.

25. The Special Ambassadors Programme that supported UNWTO’s advocacy efforts in establishing tourism as a tool for development and achieving the 2030 Agenda comprised 12 Special Ambassadors

H.E. Mr. Juan Manuel Santos, President of Colombia

H.E. Mr. Luis Guillermo Solís, President of Costa Rica

H.E. Mrs. Ellen Johnson Sirleaf, President of Liberia

H.E. Marie-Louise Coleiro Preca, President of Malta

H.E. Mr. Tuilaepa Sailele Malielegaoi, Prime Minister of Samoa

H.M. King Simeon II of the Bulgarians

H.E. Shaikha Mai bint Mohammed Al Khalifa, President of Bahrain Authority for Culture and Antiquities

Mr. Huayong Ge, Chairman, China UnionPay

Dr. Michael Frenzel, President, Federal Association of the German Tourism Industry

H.E. Dr. Talal Abu-Ghazaleh, Chairman, Talal Abu-Ghazaleh Organization

Hello Kitty

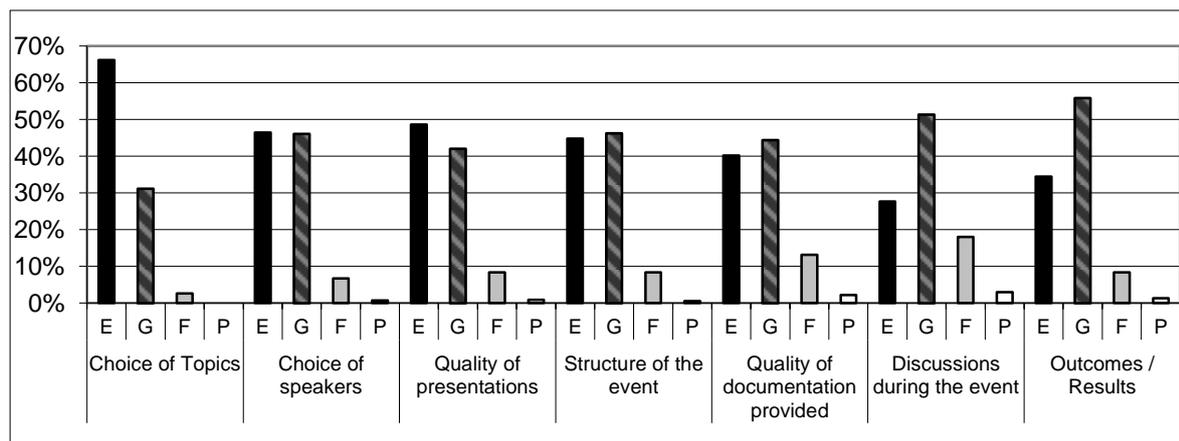
26. Agreements with 64 Official Sponsors, Partners and Friends of the IY2017 that helped to implement the IY2017, as stipulated in the UNGA Resolution on the IY2017.

Annex III: Evaluation of UNWTO events

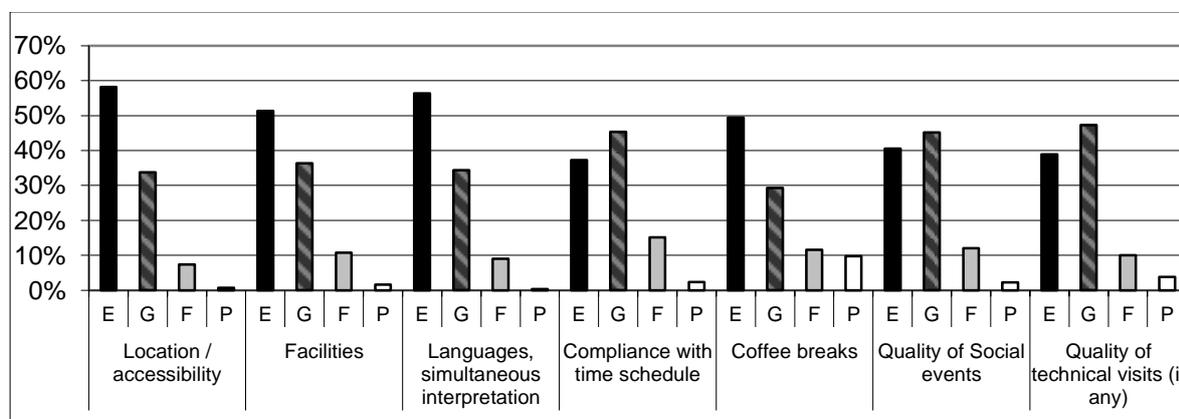
1. Since January 2008, the Secretariat has put in place an evaluation process of UNWTO's events. For the period covered by the present report, the results of such evaluation are based on the collection of questionnaires filled in by approximately 300 participants during 27 events and are summarized in the following tables and graphs.

2. Respondents are mostly composed by national or local tourism agency, then private sector businesses or associations, followed by other governmental bodies and research institutes.

3. Contents and structural aspects of the events are rated as follows:



4. Logistical aspects of the events are rated as follows:



5. The overall rating of the events shows a global satisfaction from respondents (51% rating them as "excellent" and 47% as "good"). However, the aim of the Secretariat remains to increase the proportion of participants rating UNWTO events as "excellent".

6. The events evaluated are listed below. The details regarding the evaluation of each event are available upon request to the Secretariat. The Secretariat is continually taking these results into account in preparing its events and would like to seize this opportunity to thank all NTA officials and other people attending UNWTO events who kindly participated in this evaluation process.

UNWTO Event Title	Place and Date
9th World Congress on Snow and Mountain Tourism	Sant Julia de Loria, Andorra, 2-4 March 2016
The 10TH UNWTO Asia/Pacific Executive Training Programme On Tourism Policy and Strategy	Republic of Korea, 29 March–1 April 2016
58th Meeting of the UNWTO Commission for Africa & 10 YFP	Abidjan, Côte D'Ivoire, 19-21 April 2016
6th UNWTO Silk Road Task Force Meeting	Urmia, Iran, 22-25 April 2016
Executive Council, 103rd Session	Málaga, Spain, 9-11 May 2016
International Conference Integrated Quality Management in Tourism Destinations: a Key to Competitiveness	Bucharest, Romania, 23-24 June 2016
UNWTO Conference on Tourism Development and Peace	Passikudah, Sri Lanka, 12-14 July 2016
Enhancing Silk Road Interpretation and quality guides training. Hands on Training and Train The Trainer courses in English and Russian	Almaty, Kazakhstan, 27 September–10 October 2016
Executive Council, 104th Session	Luxor, Egypt, 30 October – 1 November 2016
The 11TH UNWTO Asia/Pacific Executive Training Programme On Tourism Policy and Strategy	Papua New Guinea, 20-23 March 2017
UNWTO/CTO Workshop on Sustainable Tourism Destination Management and Marketing (in collaboration with GSTC)	St. James Club Morgan Bay, (Choc Bay), Saint Lucia, 27-30 March 2017
7th UNWTO Silk Road Task Force Meeting	Valencia, Spain, 30-31 March 2017
3rd Euro-Asian Mountain Resorts Conference “Innovative Strategies for Sustainable Mountain Tourism Development”	Tbilisi, Georgia, 4-17 April 2017
1st International UNWTO Western Silk Road Workshop	Alexandroupoli, Greece, 26-27 April 2017
Regional Forum on Crisis Communication during 29th UNWTO Joint Commission Meeting CAP and CSA	Bangladesh, 15-17 May 2017
Training Seminar on Capacity Building on Tourism Development and Biodiversity Protection	Gabon, 20-22 June 2017
2nd International UNWTO Western Silk Road Workshop	Sofia, Bulgaria, 27-28 June 2017
Training Seminar on Capacity Building on Tourism Development and Biodiversity Protection	Niger, 11-13 July 2017
Curso de la OMT en México Estrategias de Turismo Sostenible para el Desarrollo Local	Guadalajara, México, 4-8 September 2017
Curso Internacional y Conferencia de la OMT en Argentina	Ushuaia, Argentina, 24-29 September 2017
Curso de la OMT en Paraguay. Rutas turísticas para el desarrollo comunitario	Asunción, Paraguay, 8-12 October 2017
11th UNWTO/PATA Forum on Tourism Trends and Outlooks	Guilin, China, 12-14 October 2017
UNWTO Sub-Regional Capacity Building Course Tourism Marketing – from Product to Experience	Accra, Ghana, 12-17 October 2017
UNWTO Workshop in Lithuania Current trends in Tourism eMarketing	Kedainiai, Lithuania, 13-14 November 2017
Training Seminar on Capacity Building on Tourism Development and Biodiversity Protection	Guinea, Dubreka, 14-16 November 2017
The ETC/UNWTO International Seminar on Transnational Themes and Routes	Santiago de Compostela, Spain, 16-18 November 2017

Annex IV: Authorizations granted for the use of the UNWTO logo

Organization	Country	Use	Full/ Associate/ Affiliate Member / Non Member
July 2017			
Ministère du Tourisme et de l'Artisanat du Niger	Niger	Event	Full / Associate Member
Ente Parco Nazionale della Sila	Italy	Event	Affiliate Member
Fundación Once	Spain	Event	Non member
Seoul Tourism Organization	Republic of Korea	Event	Affiliate Member
HELSINKI ESPAÑA – DIMENSION HUMANA	Spain	Event	Non Member
International Center of Wine and Gastronomy	Russia	Event	Affiliate Member
Sila National Park	Italy	Event	Affiliate Member
UNWTO ST-EP Foundation	Republic of Korea	Event	
Friendship Ambassadors Foundation, Inc. (FAF)	USA	Event	Non Member
School of Economics and Management in Public Administration	Slovak Republic	Web / Promotional material	Affiliate Member
August 2017			
Tourism Intelligence Forum	Spain, Islas Baleares	Event	Affiliate Member and Non Member
Space Nation	Finland	Website	Affiliate Member
Ministry of Tourism of Republic of Indonesia	Indonesia	Event	Full / Associate Member
Interface Tourism / Travel Consul	Spain	Event	Affiliate Member
Tourism Promotion Organizations for Asia Pacific Cities (TPO)	Republic of Korea	Event and information materials	Affiliate Member
Cámara Nacional de Ecoturismo y Turismo Sostenible de Costa Rica (CANAECO)	Costa Rica	Event / Publication	Affiliate Member
International Institute For Peace Through Tourism - India	India	Event	Non Member
Student Marketing	Germany/Slovakia	Website / Company profile / Event	Affiliate Member
Seoul Tourism Organization	Republic of Korea	Global campaign (poster – brochure – video)	Affiliate Member
Organization Committee Office of the 4th Sichuan International Travel Expo	China	Event	Non Member

Organization	Country	Use	Full/ Associate/ Affiliate Member / Non Member
September 2017			
Enotourism club	Italy		Non Member
REAL ACADEMIA DE GASTRONOMIA	Spain	Website	Affiliate Member
Thailand Convention & Exhibition Bureau	Thailand	Event	Affiliate Member
JTB Group Workers Unions	Japan	Business card	Affiliate Member
Ministry of Tourism and Sports	Thailand	Event	Full Member
Luxuria Tours	United Arab Emirates	Website / Letterhead / Business card / E-signature	Affiliate Member
Diputación Provincial de Jaén	Spain	Event	Non Member
Patronato de Turismo de Fuerteventura	Spain	Impresión promocional	Affiliate Member
Roteiros de Charme Hotel Association	Brazil	Publication	Affiliate Member
October 2017			
INRouTe – International Network on Regional Economics, Mobility and Tourism.	Spain	Event	Non Member
Secretaría Nacional de Discapacidad SENADIS-Panamá	Panama	Event and Publication	Non Member
International Centre of Wine and Gastronomy	Russia	Event	Affiliate Member
Friends International	Switzerland	Publication	Non Member
FC Porto Museum	Portugal	Façade / Promotional material / Presentations / Website / Social networks	Affiliate Member
TGS Eurogroup	Italy	Event	Non Member
Center for Responsible Travel (CREST)	USA	Publication	Non Member
Ministère de l'Hôtellerie du Tourisme et de l'Artisanat de la Republique de Guinee	Guinea	Event	Full Member
November 2017			
Ministère de l'Hôtellerie du Tourisme et de l'Artisanat de la Republique de Guinee	Guinea	Event	Full Member
GHTI - Gambia Tourism and Hospitality Institute	Gambia	Training manuals	Non Member
International Institute for Peace Through Tourism	India	Event	Non Member

Organization	Country	Use	Full/ Associate/ Affiliate Member / Non Member
Division for Social Policy and Development – United Nations Department of Economic and Social Affairs	USA	Event	Non Member
December 2017			
Municipality of Krakow, Tourism and Promotion Department	Krakow	Event	Non Member
January 2018			
FH Westküste	Germany	Publications and Web	Affiliate Member
Minube	Spain	Videos for FITUR	Affiliate Member
EGOTH (Egyptian General Co. For Tourism Hotels)	Egypt	Publication and Letter Head	Affiliate Member
Ministry of Economy of the Republic of Lithuania	Lithuania	Event	Full Member
February 2018			
Universidad de Malaga	Spain	Website	Affiliate Member
EURHODIP	Belgium	Publication: brochure, magazine, marketing materials	Affiliate Member
Kyoto University	Japan	Event	Affiliate Member
Federal Ministry of Information and Culture of Nigeria	Nigeria	Event	Full Member
El Grupo de Ciudades Patrimonio Mundial de España	Spain	Event	Affiliate Member
March 2018			
Collectif Accessibilité Wallonie Bruxelles (CAWaB)	Belgium	Event	Affiliate Member
Alisadr Co	Iran	Event and Publications	Affiliate Member