OUR MISSION

To meet the specific tourism development needs of the Member States and support them in their efforts to advance and promote the tourism industry as an engine for socio-economic growth and poverty alleviation through the creation of employment.
Governments
African Development Bank
German Development Bank
Inter-American Development Bank (IDB)
Guangzhou Chimelong Group
United Nations Development Programme (UNDP)
World Bank
MAJOR AREAS OF TECHNICAL ASSISTANCE
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- **Policy Planning and Economic Development**
  - Tourism Policy
  - Tourism Development Master Plans and Strategic Development Plans
  - Tourism Physical / Land Use Planning
  - Tourism Legislation and Regulation
  - Institutional Strengthening and Public-Private Partnership
  - Value Chain Analysis and Local Economic Development
MAJOR AREAS OF TECHNICAL ASSISTANCE

➤ Human Resource Development

• Human Resources Planning for the Tourism Sector
• Capacity Building Programmes in Tourism Development and Management
• Capacity Building Programmes in Hospitality Skills and Tourism Business Development
MAJOR AREAS OF TECHNICAL ASSISTANCE

Product Development, Marketing and Promotion

- Marketing and Promotion Plan
- Marketing Strategies for Specific Source Markets
- Product Development and Diversification
- Development of Tourism Awards Schemes
- Crisis Communications
MAJOR AREAS OF TECHNICAL ASSISTANCE

Statistics and Quality Standards

- Statistical Strengthening and Development of a Tourism Satellite Account (TSA)
- Quality Standards in Tourism Services (Hotel Classification Systems)
UNWTO TECHNICAL ASSISTANCE IN 2017
AROUND THE WORLD

40 projects and 17 missions in 39 countries and 2 regions

EUROPE
Kazakhstan, Kyrgyzstan, Romania

ASIA
Cambodia, China(5), India, Indonesia, I.R. of Iran (2), Mongolia, Timor Leste(2)

MIDDLE EAST
Egypt, Jordan, Oman, UAE (2), GCC Countries

AMERICAS
Aruba, Bahamas, Haiti, Honduras, Paraguay, Uruguay

AFRICA
Algeria, Botswana, Cameroon, Democratic Republic of Congo, Gambia, Guinea Bissau, Kenya, Lesotho(2), Madagascar, Morocco, Mozambique(2), Republic of Congo(3), Seychelles(2), Sudan, Uganda, Zambia(2), Zimbabwe(4), Tourism and Biodiversity Workshops (Benin, DR Congo, Gabon, Guinea Conakry, Niger)
UNWTO TECHNICAL ASSISTANCE 2018

22 Projects

19 Projects
Algeria- Armenia - Cabo Verde - Cameroon - China(3) - Comoros - India - Iran - Malawi - Mali - Moldova - Myanmar - Panama - UAE - Uzbekistan. Regional Projects: Gulf Cooperation Council, Greater Tumen Initiative
Thank You

UNWTO
Technical Cooperation and Services