

UNWTO EXECUTIVE COUNCIL 108th Session

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**UNWTO
TECHNICAL ASSISTANCE**

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Executive Director**

TECHNICAL COOPERATION

The very heart of UNWTO's programme of work, supporting Member States in their efforts to enhance competitiveness and sustainability in their tourism sectors.

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.

OUR DONORS



Governments

African Development Bank

German Development Bank

Inter-American Development Bank (IDB)

Guangzhou Chimelong Group

United Nations Development Programme (UNDP)

World Bank



UNWTO - a Specialized Agency of the United Nations



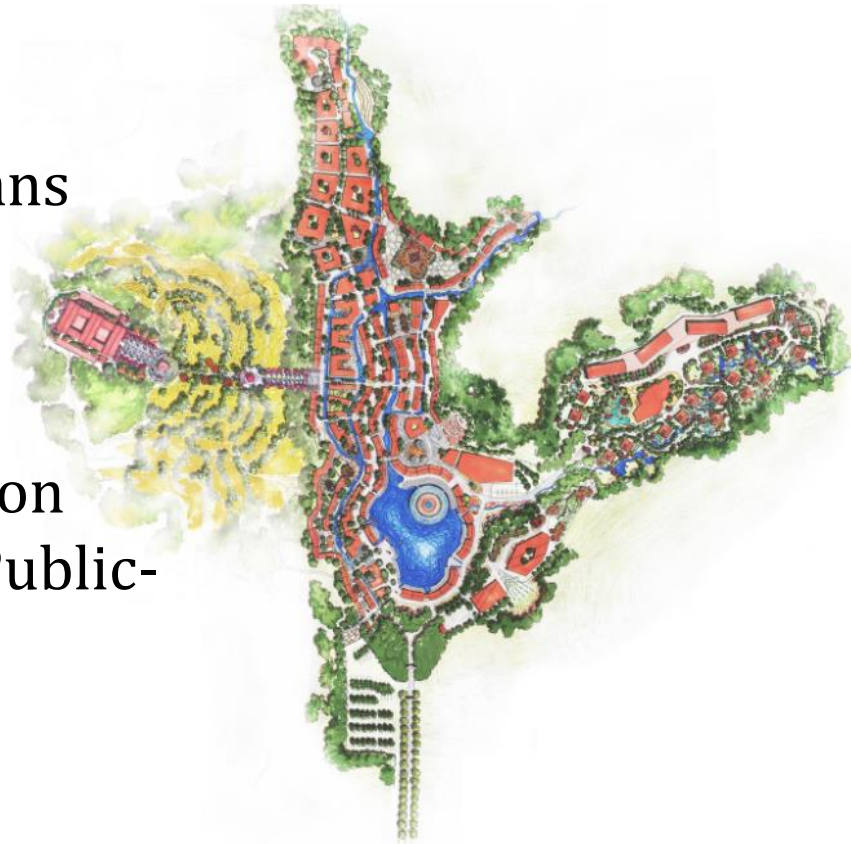
MAJOR AREAS OF TECHNICAL ASSISTANCE



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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



➤ 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



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➤ Product Development, Marketing and Promotion

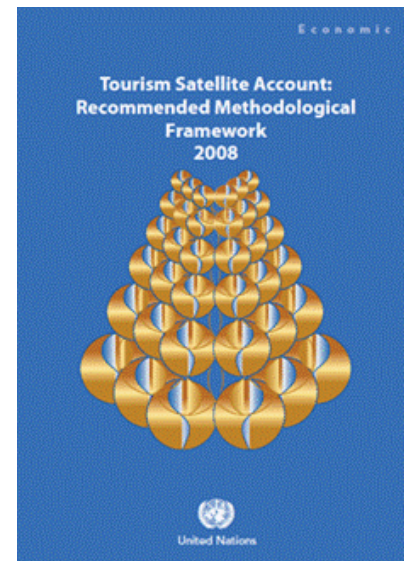
- Marketing and Promotion Plan
- Marketing Strategies for Specific Source Markets
- Product Development and Diversification
- Development of Tourism Awards Schemes
- Crisis Communications



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➤ 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

Algeria- Botswana (4) - China-
Democratic Republic of Congo - Guinea-Bissau (2)
Honduras - Lesotho - Madagascar - Morocco -
Mozambique- Oman- Paraguay- Qatar - Republic of
Congo - Sri Lanka - Uzbekistan - Zimbabwe -
Regional Project: Benin, DR Congo, Gabon, Guinea
Conakry, Niger



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



UNWTO ON THE GROUND

Fostering Tourism for Development

Issue 4 – Dec 2017

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Issue 3 – May 2017
Issue 2 – Nov 2016
Issue 1 – May 2016

