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### Rapport du Secrétaire général

#### Partie I : Situation actuelle et activités

#### c) Exécution du programme général de travail

##### I. Introduction

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1. Le présent rapport offre un résumé des activités menées par l'Organisation de juillet 2017 à mars 2018. C'est la suite chronologique du document CE/106/3 présenté à Chengdu (Chine), en septembre 2017.
2. Il comprend les annexes ci-après : [Annexe I](#) : L'OMT sur le terrain (Coopération technique et programme de la Route de la soie) ; [Annexe II](#) : Activités de l'OMT dans le système des Nations Unies ; [Annexe III](#) : Évaluation des activités de l'OMT ; et [Annexe IV](#) : Autorisations accordées d'utilisation du logo de l'OMT.

##### II. Compétitivité et qualité

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##### A. Échange de savoir et de données d'expérience et renforcement des capacités

3. La [deuxième Conférence internationale sur le tourisme rural](#) s'est tenue dans le comté d'Anji à Huzhou (Chine), du 16 au 18 juillet 2017. Cette conférence était organisée et accueillie par la ville d'Huzhou (Chine), en collaboration avec Pacific Asia Travel Association (PATA) et l'OMT. L'OMT a présenté le '[Report on International Rural Tourism Development: An Asia Pacific Perspective](#)' (Rapport sur le développement international du tourisme rural : point de vue de l'Asie-Pacifique) offrant des exemples de meilleures pratiques et de stratégies concluantes en matière de développement du tourisme rural dans toute l'Asie et le Pacifique.
4. En Andorre, l'OMT et la [Fondation OMT.Thémis](#) ont dispensé à 15 États membres une formation de trois jours qui a démarré le 18 juillet 2017. Le but de la formation était d'accroître la résilience des destinations touristiques en renforçant les capacités nécessaires pour formuler et mettre en œuvre des stratégies de communication de crise. Elle a permis de passer en revue les différents types de crises pouvant toucher une destination touristique (catastrophes naturelles, effondrement financier, incidents



violents, pandémies ou autres) et de recommander des méthodologies de communication à chacune des étapes d'une crise (avant, pendant et après).

5. L'OMT et la Fédération mondiale des villes de tourisme (WTCTF) ont mené une étude, '[UNWTO-WTCTF City Tourism Performance Research](#)', en vue de créer une plateforme de présentation des bonnes pratiques pour améliorer la performance touristique des villes. L'un des résultats de cette initiative conjointe a été la parution d'une publication sur le sujet en janvier 2018 (disponible [ici](#)). L'étude réunit des exemples en provenance de 15 destinations urbaines de différentes régions et contient une analyse et une évaluation d'un ensemble de critères. Elle a vocation à guider les décideurs et les acteurs locaux du tourisme dans leurs démarches d'amélioration de la performance, de la compétitivité et de la durabilité. Deux ateliers techniques complémentaires [[Tianjin \(Chine\), le 2 septembre 2017](#) et [Buenos Aires \(Argentine\), le 26 septembre 2017](#), respectivement] ont été organisés pour débattre des résultats de l'étude et faire des recommandations aux villes concernant les domaines clés de performance sélectionnés.

6. Le Ghana a accueilli un [atelier régional OMT.Thémis](#) du 12 au 17 octobre 2017, « Le marketing touristique : du produit à l'expérience ». Cette activité de renforcement des capacités était destinée à des fonctionnaires et à des professionnels du Ghana et de pays voisins. Elle visait à renforcer les capacités, le savoir et les compétences en ce qui concerne les tendances actuelles en matière de marketing touristique, en particulier de marketing expérientiel. L'idée maîtresse à retenir de l'atelier était l'importance d'utiliser les outils les plus récents de marketing touristique pour rehausser l'expérience touristique dans les destinations africaines.

7. L'OMT, en collaboration avec l'école hôtelière Les Roches Global Hospitality Education, a organisé la [deuxième Conférence mondiale de l'OMT sur la valorisation des talents dans le tourisme](#) du 8 au 10 octobre 2017 à Marbella (Espagne). La conférence a réuni des experts d'administrations publiques du tourisme et d'organismes privés et des chercheurs de renommée internationale. Ils ont analysé le caractère déterminant de la valorisation des talents et de l'éducation dans la définition de la compétitivité des destinations touristiques. Dans ce cadre, le concours de l'OMT 'Students Idea Competition' a été une occasion privilégiée, pour les étudiants de plus de 20 universités, d'exposer leurs idées de projets de stratégies en matière de valorisation des talents.

8. L'OMT et l'Organisation internationale du Travail (OIT) ont tenu une réunion à Madrid (Espagne) le 20 octobre 2017 pour débattre de la situation actuelle et des défis du marché de l'emploi dans le secteur du tourisme. La rencontre, organisée dans le contexte de l'Année internationale du tourisme durable pour le développement (2017), s'est déroulée au Ministère espagnol de l'énergie, du tourisme et du numérique (plus d'informations [en ligne](#)). Toutes les activités dans le système des Nations Unies, y compris celles en rapport avec l'Année internationale, sont détaillées à l'[annexe II](#).

9. La Commission européenne du tourisme (CET) et l'OMT ont tenu un séminaire international à Saint-Jacques-de-Compostelle (Espagne), du 16 au 18 novembre 2017, aux fins de l'échange de meilleures pratiques concernant la mise en place et la gestion efficace de thématiques et d'itinéraires touristiques d'envergure transnationale. Cette rencontre de deux jours a apporté un éclairage sur la mise en place, la gestion et la promotion des thématiques et des itinéraires touristiques transnationaux, en Europe et à travers le monde, mais aussi des conseils pratiques à l'usage des organisations nationales du tourisme, des organismes de gestion des destinations et des administrations nationales du tourisme sur le marketing et la promotion des destinations à l'aide d'expériences et de produits touristiques thématiques transnationaux (plus d'informations [en ligne](#)).

10. L'OMT et la Direction générale Marché intérieur, industrie, entrepreneuriat et PME de la Commission européenne (DG Croissance) ont réuni à Bruxelles (Belgique), les 29 et 30 novembre

2017, dans le cadre de leur projet conjoint « Pour une meilleure connaissance du tourisme européen », des responsables nationaux de l'élaboration des politiques de tourisme et des statisticiens pour avancer dans la réalisation, grâce aux comptes satellites du tourisme, de la mesure de l'impact économique du secteur. L'[atelier](#) a rassemblé plus d'une centaine d'utilisateurs et de producteurs de données de 35 pays (États membres de l'UE et pays COSME) qui ont contribué à faire progresser, au niveau de ces acteurs clés, les connaissances et les normes en la matière.

11. En collaboration avec le Ministère malais du tourisme et de la culture, l'OMT a organisé le [sixième Sommet mondial sur le tourisme urbain : « Un tourisme durable et compétitif dans le Nouveau Programme pour les villes »](#) du 4 au 6 décembre 2017 à Kuala Lumpur. Le sommet a permis de dégager, à l'échelle mondiale, une vision commune et une méthode stratégique pour repenser les outils en vue de s'adapter aux nouveaux paradigmes du tourisme urbain tout en assurant la cohérence entre les activités touristiques, les politiques de développement urbain et les bienfaits économiques et sociaux pour la population locale, grâce à une planification intégrée, une gouvernance efficace, la gestion des connaissances et une activité exécutée avec professionnalisme. Les prix de l'OMT récompensant l'excellence et l'innovation dans le tourisme, le développement du tourisme en Afrique et au Moyen-Orient et le marché chinois ont été certaines des [activités de l'OMT](#) lors de la trente-huitième édition du salon international du tourisme de Madrid (FITUR), du 17 au 21 janvier 2018. La [Cérémonie de remise des prix](#) a mis à l'honneur certains des meilleurs exemples de tourisme durable à travers le monde. Préalablement à la cérémonie, tous les projets présélectionnés sur un total de 128 initiatives de 55 pays ont été présentés lors du [Forum des prix](#).

12. La [neuvième édition du Forum d'affaires et d'investissement touristique pour l'Afrique \(INVESTOUR\)](#), rencontre annuelle coorganisée par l'OMT, FITUR et Casa África, a réuni près de 30 ministres du tourisme de la région pour débattre des potentialités du secteur pour le continent. Les tables rondes ont permis de dégager des conclusions intéressantes concernant la perception de l'Afrique sur la scène internationale, le positionnement à opérer de la marque Afrique pour en voir les effets sur le tourisme dans la région ainsi que l'importance et le rôle de la biodiversité pour accroître la participation de la population locale et développer des moyens de subsistance durables. Lors du déjeuner ministériel, l'OMT a présenté aux États membres une proposition de programme spécial pour l'Afrique.

13. Le potentiel du tourisme dans la région du Moyen-Orient et de l'Afrique du Nord a été traité lors du [débat ministériel](#) coorganisé par l'OMT et Casa Árabe. Ce fut l'occasion de passer en revue les politiques et les stratégies pour consolider le redressement et pour renforcer la contribution du tourisme à un développement socioéconomique partagé et durable.

14. Le Comité du tourisme et de la compétitivité, présidé par le Pérou, a tenu ses réunions pendant la vingt-deuxième session de l'Assemblée générale à Chengdu (Chine), du 11 au 16 septembre 2017, et dans le cadre de FITUR. Les conclusions sont présentées dans le document [CE/108/6\(a\)](#).

15. La réunion spéciale du Comité de l'OMT pour les statistiques et le compte satellite du tourisme s'est déroulée pendant l'Assemblée générale à Chengdu (Chine) le 12 septembre 2017. La [dix-huitième réunion du Comité pour les statistiques et le compte satellite du tourisme](#) a eu lieu au siège de l'OMT à Madrid (Espagne), les 27 et 28 février 2018. Les conclusions sont présentées dans le document [CE/108/6\(c\)](#).

16. L'Organisation mondiale du tourisme, sa Fondation OMT.Thémis et le Ministère lituanien de l'économie ont coorganisé l'[atelier de l'OMT de renforcement des capacités « Tendances actuelles en matière de marketing touristique électronique »](#) à Kėdainiai (Lituanie), les 13 et 14 novembre 2017.

17. À l'occasion de FITUR, l'Organisation mondiale du tourisme, le Membre affilié Foro de Marcas Renombradas Españolas (FMR) et ses grands producteurs de vin espagnols ont présenté le résultat d'une collaboration d'un an fondée sur la méthodologie du prototype de l'OMT de tourisme œnologique, [The Joyful Journey](#). C'est le premier produit issu de l'application du prototype de l'OMT de tourisme œnologique à être commercialisé officiellement. La méthodologie, en cours d'utilisation dans la province de Mendoza (Argentine) à la demande du Ministère argentin du tourisme, vise à faire avancer activement les objectifs de développement durable dans la région.

18. La [dixième édition du Congrès mondial sur le tourisme de neige et de montagne](#) s'est déroulée du 21 au 23 mars 2018 en Andorre avec pour titre « Modeler l'avenir de l'accueil dans les destinations de montagne ». Les sujets traités ont été notamment le repositionnement de l'hébergement touristique, la gestion de la qualité, le renforcement des capacités, l'impact des nouvelles plateformes de services touristiques et le suivi des données dans les destinations de montagne.

19. Les activités du [programme de la Route de la soie](#) sont détaillées à l'[annexe I](#), avec des informations spécifiques sur les grandes réunions et rencontres internationales, les ateliers de formation spécialisée et les projets de renforcement des capacités reliant les sections orientale et occidentale des voies historiques.

## B. Données, recherche et orientations

20. Quatre numéros du [Baromètre OMT du tourisme mondial](#) ont été publiés :

- a) Août 2017 : Le tourisme international au premier semestre 2017 et vue d'ensemble des départs aériens et des tendances en matière de réservations ;
- b) Octobre 2017 : Le tourisme international au cours des huit premiers mois de l'année 2017, y compris les données sur les dépenses pour les marchés émetteurs à travers le monde ;
- c) Décembre 2017 : Le tourisme international au cours des 10 premiers mois de l'année 2017, avec une analyse du tourisme de croisière et un état des lieux de l'environnement économique ; et
- d) Janvier 2018 : Les résultats du tourisme international pour toute l'année 2017 et les perspectives pour 2018 d'après l'analyse du Groupe d'experts du tourisme de l'OMT.

21. Dans le cadre du projet mené en commun avec l'Union européenne (UE), « Pour une meilleure connaissance du tourisme européen », l'OMT a fait paraître les [Tendances du tourisme à court terme dans l'Union européenne](#), publication offrant un suivi de l'évolution à court terme des tendances du tourisme dans l'Union européenne (UE-28). Au cours de la période considérée dans le présent rapport, quatre numéros ont été publiés.

22. C'est dans le même cadre qu'est paru le rapport *Tendances du tourisme dans l'Union européenne*, lequel situe le tourisme dans l'UE dans le contexte des tendances mondiales du tourisme. L'Europe, qui reçoit la moitié des arrivées mondiales de touristes internationaux, demeure la région la plus visitée. Le rapport fournit également un aperçu complet et instructif du tourisme dans l'UE et vient enrichir la base de connaissances de l'Observatoire virtuel du tourisme de l'UE, qui contribue à la formulation de politiques fondées sur des données factuelles aux fins de la mise au point de futures initiatives de tourisme dans l'UE.

23. La publication [Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions](#) (Comment pénétrer le marché émetteur chinois de tourisme – Pratiques concluantes et

solutions) donne un aperçu des grandes caractéristiques du marché émetteur chinois de tourisme : politiques, démographie, évolution socioéconomique, rayon d'action et tendances du marché. On y trouve des études de cas portant sur sept destinations d'Asie-Pacifique et trois d'Europe et des Amériques ayant développé avec succès le tourisme chinois. Le rapport met également l'accent sur les touristes de la génération du Millénaire, qui occupent une place prépondérante parmi les touristes chinois à l'étranger.

24. Le [UNWTO/GTERC Annual Report on Asia Tourism Trends, 2017 Edition](#) (Rapport annuel de l'OMT et du GTERC sur les tendances du tourisme en Asie, édition 2017) est le quatrième rapport annuel de cette série. Il illustre la croissance rapide du secteur du tourisme en Asie et dans le Pacifique sous l'effet des évolutions technologiques et de la révolution numérique. Le rapport fait également ressortir la collaboration régionale, avec ses nombreux défis et les possibilités qu'elle offre, comme l'un des facteurs influant sur le développement du tourisme en Asie-Pacifique.

25. La publication de la CET et de l'OMT [Handbook on Marketing Transnational Tourism Themes and Routes](#) (Manuel de marketing des thématiques et itinéraires touristiques transnationaux) vise à approfondir la connaissance des thématiques et itinéraires touristiques transnationaux déjà proposés aux voyageurs. Elle fournit des conseils pratiques aux fins de la création et de la mise en place de routes touristiques et du marketing du tourisme à thème, notamment en termes de développement, de gestion et de promotion.

26. La publication [Maximizing the Benefits of Mega Events for Tourism Development](#), à l'usage des autorités touristiques, vise à permettre l'optimisation des méga-événements et des événements de taille relativement plus modeste en proposant différents points de vue et une description de mesures prises dans la pratique par les destinations hôtes.

27. L'[Annuaire des statistiques du tourisme, édition 2018](#), et le [Compendium des statistiques du tourisme, édition 2018](#), ont été publiés en mars 2018.

28. Le [système de certification des organismes de gestion des destinations – OMT.QUEST](#) a été présenté aux organismes de gestion des destinations (OGD) en décembre 2017. OMT.QUEST est un programme conçu par l'Organisation mondiale du tourisme avec la Fondation OMT.Thémis pour accompagner les OGD dans leurs démarches d'amélioration de la planification, de la gouvernance et de la performance, grâce à un renforcement de trois domaines clés de performance en matière de gestion des destinations : direction stratégique, exécution effective et gouvernance efficace. L'initiative pilote d'OMT.QUEST avec Punta del Este (Uruguay) est en cours.

29. L'Assemblée générale de l'OMT, à sa vingt-deuxième session [Chengdu (Chine), septembre 2017], a prié le Secrétaire général d'aller de l'avant dans l'élaboration de la Convention de l'OMT sur la protection des touristes et sur les droits et les obligations des prestataires de services touristiques et a encouragé le Groupe de travail à achever la mise au point d'un projet de texte pouvant être soumis à tous les États membres, en vue de la négociation et de l'adoption du texte lors d'une conférence internationale pour l'adoption d'un traité qui serait convoquée avant la prochaine Assemblée générale. En juillet 2017, le secrétariat a lancé une enquête auprès des membres du Groupe de travail afin de recueillir leurs avis sur la suite de l'élaboration du texte et son amélioration. Le taux de réponse a été très faible : seuls 10 membres du Groupe de travail ont répondu, parmi lesquels 4 seulement sont des États membres. En conséquence, le Secrétaire général consultera à nouveau les États membres concernant l'avenir de ce projet de Convention.

### III. Durabilité et éthique

#### A. Échange de savoir et de données d'expérience et renforcement des capacités

30. La lutte contre l'exploitation des enfants dans le tourisme est une priorité de l'OMT et son Réseau mondial sur la protection des enfants dans le tourisme en est le fer de lance depuis 20 ans. Une réunion d'experts s'est tenue le 17 juillet 2017 au siège de l'OMT à Madrid (Espagne). Les principaux points traités ont été les dispositifs pour priver les délinquants sexuels de l'anonymat dont ils profitent quand ils voyagent et passent les frontières internationales, l'échange d'information entre les pays et la mobilisation du personnel navigant pour signaler les situations suspectes impliquant des enfants (États-Unis d'Amérique) (plus d'informations [en ligne](#)).

31. L'Assemblée générale de l'OMT, à sa vingt-deuxième session tenue à Chengdu (Chine) en septembre 2017, a approuvé la [Déclaration de Chengdu « Le tourisme et les objectifs de développement durable »](#). Ce document souligne le potentiel économique, social et politique du secteur du tourisme et comporte 19 articles. Les gouvernements y sont encouragés notamment à « concevoir les politiques touristiques de façon intégrée et globale pour profiter des retombées positives et de l'effet multiplicateur du tourisme sur les peuples, la planète et la prospérité ».

32. Le 27 septembre, la [Journée mondiale du tourisme 2017](#) a mis en avant la force du tourisme durable pour le développement. Les célébrations officielles de la Journée mondiale du tourisme 2017 ont eu lieu à Doha (Qatar). L'un des objectifs des célébrations a été de faire valoir le potentiel du tourisme durable en tant qu'outil pour le développement.

33. Les 29 et 30 septembre 2017, l'Argentine a accueilli la [deuxième Conférence mondiale de l'OMT sur le tourisme œnologique](#). L'accent a été mis tout particulièrement sur le renforcement de la relation entre durabilité et œnotourisme, en faisant valoir la contribution précieuse du tourisme œnologique au développement durable des destinations touristiques.

34. L'OMT, Pacific Asia Travel Association (PATA) et le Gouvernement populaire de Guilin (Chine) ont organisé le [onzième Forum OMT/PATA sur les tendances et les perspectives du tourisme](#) du 10 au 12 octobre 2017. L'édition de cette année avait pour thème « Le tourisme durable, plus qu'un tourisme vert », dans le droit fil de la célébration de l'Année internationale du tourisme durable pour le développement (2017). Le forum a été axé sur le développement du tourisme et la croissance durable, l'évolution du comportement des voyageurs et les pratiques durables, les meilleures politiques et pratiques du secteur en matière de tourisme durable, le tourisme durable en Chine et le rôle des milieux universitaires pour favoriser la durabilité.

35. L'OMT a lancé un [concours auprès des voyageurs](#) pour promouvoir les voyages responsables en prévision de la Journée mondiale du tourisme. Cette initiative s'inscrivait dans le cadre de la campagne '[Travel.Enjoy.Respect.](#)' ([Voyage.Apprécie.Respecte.](#)) au titre de l'Année internationale du tourisme durable pour le développement (2017). Le vainqueur du concours remportait un voyage d'un mois à la découverte d'initiatives de tourisme durable partout dans le monde. Ce sont 2 400 contributions qui ont été reçues et le vainqueur a été annoncé le 30 octobre.

36. Le [Réseau international de l'OMT d'observatoires du tourisme durable](#) a accueilli deux nouveaux observatoires établis en Indonésie à l'occasion de la Conférence internationale sur le tourisme durable qui s'est tenue dans ce pays à Yogyakarta, du 31 octobre au 1<sup>er</sup> novembre 2017. L'un est hébergé par le Centre de recherche sur la culture et le tourisme de l'université Udayana et chargé du suivi du tourisme durable à Sanur ; l'autre est hébergé par l'université de Sumatera Utara et chargé du suivi de la destination de tourisme durable de Pangururan.

37. Plus de 60 ministres du tourisme et dirigeants du secteur privé étaient réunis le 7 novembre 2017 à Londres (Royaume-Uni) pour le [sommet ministériel OMT/WTM sur le « surtourisme »](#). La participation des populations, la communication, la gestion de la saturation, une planification adéquate et la diversification des produits étaient considérées comme des éléments essentiels à prendre en considération pour faire face au « surtourisme ». Les participants étaient d'accord concernant la nécessité de faire mieux connaître aux populations les retombées positives du secteur, d'améliorer l'utilisation des mégadonnées pour mesurer et gérer l'impact des touristes et des flux touristiques et de promouvoir la mise au point d'expériences touristiques impliquant les populations et leur profitant directement.

38. Le tourisme est devenu un pilier important des économies locales de nombreuses destinations d'Afrique de l'Ouest et du Centre, où il connaît un essor rapide. Or, les défis associés à la préservation de la biodiversité dans un environnement adéquat et de qualité risquent d'entamer, à longue échéance, les niveaux de satisfaction des visiteurs et, à terme, de faire baisser les revenus tirés de l'activité touristique. Aussi l'OMT, en collaboration avec Chimelong, a-t-elle lancé un [programme de renforcement des capacités en Afrique de l'Ouest et du Centre](#) pour cinq pays. Le Bénin, le Gabon et le Niger ont été les premiers à en bénéficier. Les [deux derniers séminaires](#) de la série ont eu lieu à Dubréka (Guinée), du 14 au 16 novembre, et à Kinshasa (République démocratique du Congo), du 21 au 23 novembre 2017.

39. À l'occasion du centenaire des apparitions de Fatima (1917-2017), le [Congrès international sur le tourisme religieux et les pèlerinages](#) a été organisé avec le Ministère portugais de l'économie les 22 et 23 novembre. Le congrès a analysé le potentiel et le rôle du tourisme religieux et des lieux saints au service du développement socioéconomique et culturel des destinations.

40. Les dirigeants africains du tourisme ont débattu du rôle du secteur du tourisme pour favoriser la croissance partagée et la mobilisation des communautés à Lusaka (Zambie) du 16 au 18 novembre 2017 lors de la [Conférence de l'OMT sur la promotion du tourisme durable, instrument au service d'une croissance partagée et de la mobilisation des communautés en Afrique](#), activité officielle de l'Année internationale 2017. Le document final de la Conférence est la [Déclaration de Lusaka](#) sur la promotion du tourisme durable, instrument au service d'une croissance partagée et de la mobilisation des communautés en Afrique. Adoptée à l'unanimité par tous les participants, elle place la durabilité au cœur du développement du tourisme et parmi les priorités du développement aux échelons national et international.

41. L'OMT, le Gouvernement jamaïcain, le Groupe Banque mondiale et la Banque interaméricaine de développement ont organisé la [Conférence sur le tourisme, l'emploi et la croissance partagée](#) destinée à mettre en place un nouveau cadre de collaboration pour le tourisme avec, en ligne de mire, le Programme de développement durable à l'horizon 2030. La rencontre a réuni 1 500 participants et plus de 150 intervenants à Montego Bay (Jamaïque) du 27 au 29 novembre 2017. Les séances, programmées sur deux jours, ont permis d'examiner des modèles de partenariat dans des domaines tels que les investissements, les infrastructures, l'aide internationale et le financement du développement, le capital humain, l'inclusivité sociale, les changements climatiques, l'utilisation rationnelle des ressources, l'éducation et la gestion des destinations. Les dirigeants du tourisme présents ont signé la Déclaration de Montego Bay « Emploi et croissance partagée : des partenariats en faveur du tourisme durable », laquelle témoigne avec force de leur détermination à poursuivre l'action pour faire progresser le tourisme durable dans le monde.

42. Le Botswana a accueilli le Symposium international et la Conférence annuelle [du programme tourisme durable du Cadre décennal de programmation concernant les modes de consommation et de production durables](#) du 7 au 9 décembre 2017. Les acteurs du tourisme étaient réunis pour échanger

des données d'expérience et des connaissances sur les approches innovantes qui permettent d'améliorer la planification, le financement et le marketing du tourisme et de la conservation. La rencontre, placée sous le thème « Renforçons la durabilité des destinations touristiques par l'innovation », a traité également du rôle du secteur du tourisme dans la lutte contre les changements climatiques. Près d'une trentaine de journalistes ont débattu du rôle des médias pour plaider la cause du tourisme durable et de la conservation de la vie sauvage, dont elle constitue la principale ressource. La formation a permis d'aborder l'impact du tourisme d'observation de la vie sauvage sur le continent africain, les différents angles de traitement journalistique de ce sujet et l'importance de la dimension narrative des comptes rendus journalistiques (*story-telling*). Les participants ont pu réfléchir à des solutions et à des recommandations pour surmonter les difficultés qu'ils ont l'habitude de rencontrer quand ils couvrent ces sujets.

43. Plus de 800 participants de 70 pays s'étaient donné rendez-vous à Mascate, la capitale du Sultanat d'Oman, les 11 et 12 décembre 2017 pour la [deuxième Conférence mondiale de l'OMT et de l'UNESCO sur le tourisme et la culture](#). La conférence a rassemblé des ministres du tourisme et des ministres de la culture ainsi que des acteurs du secteur privé et des experts aux fins de l'établissement et du renforcement de partenariats entre les secteurs du tourisme et de la culture. Elle a souligné leur rôle pivot dans la mise en œuvre du Programme de développement durable à l'horizon 2030 énoncé par les Nations Unies.

44. La [Réunion mondiale 2017 du Réseau international d'observatoires du tourisme durable \(INSTO\)](#) s'est tenue les 13 et 14 décembre au siège de l'OMT, à Madrid. Les participants ont échangé des informations sur les différentes structures opérationnelles et techniques des systèmes de suivi des destinations, les approches participatives et la satisfaction des communautés locales ainsi que les efforts et les liens entre les activités de suivi au niveau local et les objectifs mondiaux de développement.

45. Des participants venus du monde entier ont assisté à la [Cérémonie de clôture officielle de l'Année internationale du tourisme durable pour le développement \(2017\)](#) organisée au Palais des Nations, à Genève (Suisse), le 19 décembre 2017. Ils ont passé en revue les principales réalisations de l'Année internationale et débattu de la feuille de route pour accroître la contribution du tourisme au Programme de développement durable à l'horizon 2030.

46. Sept entreprises et une association ont adhéré officiellement au [Code mondial d'éthique du tourisme établi par l'OMT](#) lors d'une cérémonie organisée au salon international du tourisme de Madrid (FITUR), en Espagne, du 17 au 21 janvier 2018. Le Code énonce des principes tels que celui du respect des droits de l'homme et du patrimoine culturel et celui de la protection de l'environnement et des populations les plus vulnérables, et des concepts comme ceux d'inclusivité, d'égalité des sexes et d'accessibilité. Le Code traite des responsabilités de toutes les parties prenantes et recommande l'adoption de procédés éthiques et durables en ce qui concerne notamment le droit au tourisme, la liberté de déplacement des touristes et les droits des employés et des professionnels. À ce jour, 547 entreprises et associations de 73 pays ont signé l'Engagement envers le Code.

47. Les réunions du Comité du tourisme et de la durabilité, présidé par la Colombie, ont eu lieu en ligne et dans le cadre de FITUR. Les conclusions sont présentées dans le document [CE/108/6\(b\)](#).

48. La Conférence internationale de l'OMT sur le tourisme et la culture de la neige – Les expériences de neige et les traditions hivernales, des atouts pour les destinations touristiques [2 et 3 février 2018, Yamagata (Japon)], a servi de plateforme de discussion des meilleures pratiques en matière de développement durable et de promotion du tourisme lié aux expériences de neige et aux traditions hivernales. Elle a également permis un échange de vues sur les moyens de favoriser une croissance



économique partagée et durable pour les populations réceptrices et d'identifier les méthodes à employer pour assurer une utilisation efficace des ressources.

## B. Données, recherche et orientations

49. [Le tourisme et les objectifs de développement durable – Cap sur 2030](#) et [Le tourisme et les objectifs de développement durable – Cap sur 2030, Points saillants](#) sont le fruit d'une collaboration entre l'OMT, le PNUD et d'autres partenaires. Ces publications contiennent des connaissances, des éléments d'inspiration et des ressources pour l'action à l'usage des acteurs du tourisme en vue de faire le nécessaire afin d'accélérer l'évolution vers un secteur du tourisme plus durable, en alignant les politiques, l'activité des entreprises et les investissements sur les objectifs de développement durable. Ces publications s'attachent à mettre en évidence et à renforcer les liens entre le tourisme et les objectifs de développement durable et contiennent des recommandations sur la voie à suivre d'ici 2030. Elles reposent sur une analyse des Examens nationaux volontaires de 64 pays relatifs aux objectifs de développement durable et des activités menées par 60 entreprises de tourisme d'envergure mondiale en matière de responsabilité sociale des entreprises.

50. La publication présentant les résultats du [troisième Congrès international sur l'éthique et le tourisme](#), tenu à Cracovie (Pologne), le 27 et 28 avril 2017, offre des exemples de projets menés avec succès à travers le monde montrant comment assurer un tourisme durable, équitable et profitant à tous. Le [congrès](#) a étudié comment le secteur du tourisme peut adopter les principes de la durabilité, de la responsabilité partagée et de la responsabilisation de toutes les parties prenantes en ce qui concerne le développement des infrastructures, produits et services touristiques. Cette activité est l'une des composantes du projet mené en commun avec la Commission européenne.

51. Dans le cadre d'un partenariat entre l'OMT et l'Organisation des États américains (OEA) et pour l'Année internationale 2017, une première publication est parue avec pour titre ['Tourism and the Sustainable Development Goals: Good Practices in the Americas'](#) (Le tourisme et les objectifs de développement durable : bonnes pratiques dans les Amériques). Cette publication conjointe a été présentée lors de la vingt-quatrième édition du Congrès interaméricain des ministres et autorités de haut rang du tourisme qui s'est tenu à Georgetown (Guyana) les 21 et 22 mars 2018. Les études de cas réunies dans cette publication sont autant d'exemples de bonnes pratiques illustrant la façon dont le tourisme durable peut contribuer aux objectifs de développement durable, son importance et son potentiel en tant qu'instrument efficace au service du développement durable et d'une croissance partagée dans les Amériques.

52. La publication ['World Conference on Tourism and Future Energy'](#) résulte de la Conférence mondiale « Le tourisme et l'énergie du futur : exploiter les possibilités de croissance à faible émission de carbone » qui s'est tenue à Astana (Kazakhstan), les 26 et 27 juin 2017. Celle-ci a réuni des dirigeants et des décideurs du tourisme pour débattre de la contribution du secteur à la réduction des émissions de carbone. Les entrepreneurs, bailleurs de fonds et responsables de l'élaboration des politiques ont été invités à explorer les possibilités nouvelles et solutions innovantes pour l'énergie du futur dans le secteur mondial du tourisme, pour une croissance à faible émission de carbone.

53. Le rapport [Tourism and Culture Synergies](#) (Synergies entre le tourisme et la culture) souligne la relation symbiotique entre le tourisme et la culture et leur interdépendance. Fondé sur une enquête auprès des États membres de l'OMT et les avis d'experts, le rapport montre que le tourisme culturel, transformé sous l'effet de l'évolution des modes de vie, des nouvelles formes de culture et de créativité et des progrès technologiques, tient une place importante dans le tourisme mondial aujourd'hui.

54. L'Assemblée générale de l'OMT, à sa vingt-deuxième session [Chengdu (Chine), septembre 2017], a approuvé la version anglaise de la Convention-cadre relative à l'éthique du tourisme et son Protocole facultatif et prié le secrétariat de prendre toutes les dispositions nécessaires pour l'adoption de la Convention-cadre telle qu'approuvée par l'Assemblée générale dans toutes les langues officielles de l'Organisation. En conséquence, le secrétariat a traduit le texte et va communiquer les versions arabe, espagnole, française et russe aux États membres pour commentaires et validation, en vue de l'adoption future de la Convention dans toutes les langues officielles comme demandé dans la résolution A/RES/707(XXII).

#### **IV. Suite à donner par le Conseil exécutif**

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##### **PROJET DE DÉCISION<sup>1</sup>**

*Le Conseil exécutif,*

*Ayant examiné* le rapport du Secrétaire général sur l'exécution du programme général de travail,

1. *Prend note* de toutes les activités résumées dans le présent rapport et ses annexes ;
2. *Remercie* le Samoa, Président du Comité directeur de l'Année internationale 2017, et tous les autres membres du Comité pour leur appui et leur engagement constants ;
3. *Exprime* sa sincère gratitude aux douze ambassadeurs spéciaux pour leur soutien inestimable au cours de l'Année internationale 2017 ;
4. *Encourage* tous les États membres et acteurs du tourisme à continuer de promouvoir la campagne grand public 'Travel.Enjoy.Respect.' (Voyage.Apprécie.Respecte.) ; et
5. *Remercie également* les 64 Parrains officiels, Partenaires et Amis de l'Année internationale 2017 pour leur soutien précieux à cette Année, ainsi que les médias et partenaires de la campagne.

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<sup>1</sup> Ceci est un projet de décision. Pour la décision finale adoptée par le Conseil, veuillez vous reporter au document des décisions publié à la fin de la session.

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**Annexe I: L'OMT sur le terrain (Coopération technique et programme de la Route de la soie)**


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**I. Technical Cooperation**


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**Country: Algeria**


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**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**


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**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**


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**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**

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**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**

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**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**

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**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.

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**Country: Timor-Leste**


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**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.

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**Country: United Arab Emirates (Ras Al-Khaimah)**


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**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 powerpoint 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 [8<sup>th</sup> 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.

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

### Introduction

1. The World Tourism Organization (UNWTO) has continued forging strong links with the United Nations (UN) and its relevant entities and institutions, including but not limited to the UN General Assembly (UNGA) and its subsidiary bodies, the Economic and Social Council (ECOSOC) as well as various inter-agency mechanisms and networks. The 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](http://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

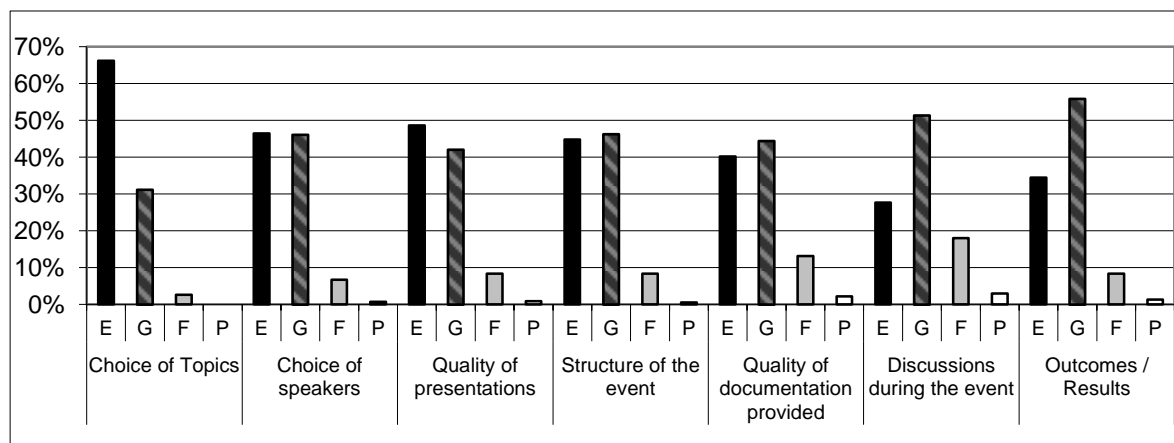
26. Agreements with 64 Official Sponsors, Partners and Friends of the IY2017 that helped to implement the IY2017, as stipulated in the UNGA Resolution on the IY2017.

### Annexe III: Évaluation des activités de l'OMT

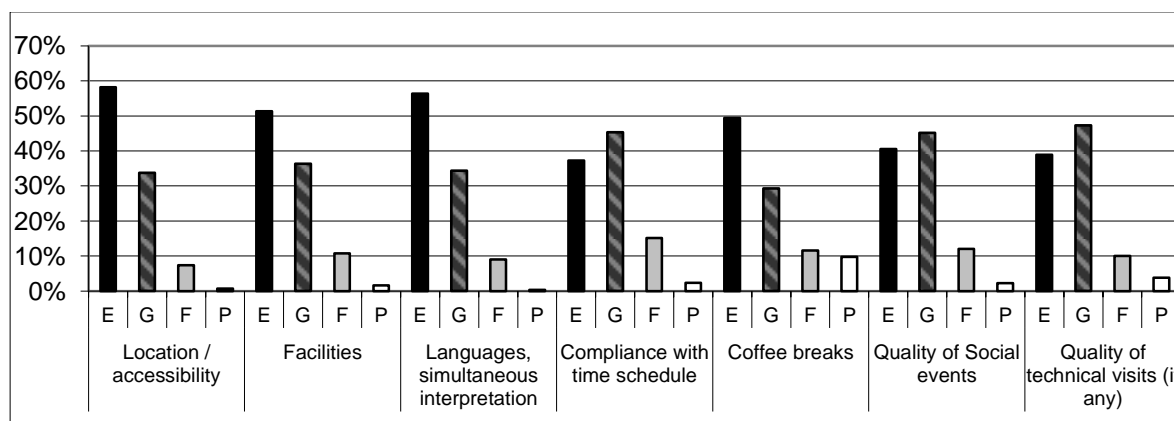
1. Since January 2008, the Secretariat has put in place an evaluation process of UNWTO's events. For the period covered by the present report, the results of such evaluation are based on the collection of questionnaires filled in by approximately 300 participants during 27 events and are summarized in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



**Annexe IV: Autorisations accordées d'utilisation du logo de l'OMT**

Organization	Country	Use	Full/ Associate/ Affiliate Member / Non Member
<b>July 2017</b>			
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
<b>August 2017</b>			
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
<b>September 2017</b>			
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
<b>October 2017</b>			
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 République de Guinée	Guinea	Event	Full Member
<b>November 2017</b>			
Ministère de l'Hôtellerie du Tourisme et de l'Artisanat de la République de Guinée	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

<b>Organization</b>	<b>Country</b>	<b>Use</b>	<b>Full/ Associate/ Affiliate Member / Non Member</b>
Division for Social Policy and Development – United Nations Department of Economic and Social Affairs	USA	Event	Non Member
<b>December 2017</b>			
Municipality of Krakow, Tourism and Promotion Department	Krakow	Event	Non Member
<b>January 2018</b>			
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
<b>February 2018</b>			
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
<b>March 2018</b>			
Collectif Accessibilité Wallonie Bruxelles (CAWaB)	Belgium	Event	Affiliate Member
Alisadr Co	Iran	Event and Publications	Affiliate Member