UNWTO
Technical Cooperation

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OVERVIEW

1. About Us

2. UNWTO Technical Product
   - Technical Assistance Missions
   - Technical Assistance Projects

3. ST-EP Initiative

4. The Way Forward
MISSION

• To meet the **specific tourism development needs** of the Member States

• To support them in their efforts to advance & promote the tourism industry as an **engine for socio-economic growth & poverty alleviation** through the creation of employment
ABOUT US

- Acting on requests from Member States, Technical assistance provided by UNWTO is a direct service on any aspect related to tourism development and promotion.

- Funding from a variety of major donors or direct funding from member states.

- UNWTO deploys the world’s leading experts & firms to implement technical cooperation missions and projects.
Partnerships with:

- **the users**: visitors
- **the providers**: private sector
- **the regulator**: the Government
- **the leverage**: global sales & distribution networks
- **the beneficiaries**: citizens & communities
The range of subjects for technical assistance is presented in the form of a **UNWTO Technical Product Portfolio**

The Portfolio is presented under four major heads:

i. Policy Planning and Economic Development  
ii. Statistics and Quality Standards  
iii. Sustainable Development  
iv. Product Development, Marketing and Promotion
• Identification & assessment of potential tourism development areas
• Establishment of coherent frameworks for long-term sustainable tourism development
• Preparation of national & regional Tourism Development Master Plans
• Development of community–based tourism
• Alleviation of poverty through tourism
• Development of rural & eco tourism
• Development of human resources for tourism
• Formulation & implementation of appropriate marketing & promotional strategies
• Strengthening of institutional capacities of National Tourism Administrations
• Adjustment & improvements in tourism legislation & regulations
• Stimulation & promotion of public-private partnerships
• Establishment of hotel classification systems
• Deployment of information technology in tourism
Technical assistance is provided in the form of:

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

**Technical Assistance Projects**
Of longer duration, entails **strategically planned series of activities** aimed at assisting Governments in distinct areas of tourism development according to the needs identified & envisioned sectoral growth
✓ In the period 2008-2014, **36 Technical Assistance Projects & 46 Technical Assistance Mission** were completed or are currently under implementation in 49 countries.

**EUROPE (9)**
- Albania
- Azerbaijan
- Macedonia
- Montenegro
- Romania
- Ukraine
- Uzbekistan
- Serbia**
- Turkey**

**AMERICAS (2)**
- Argentina
- Haiti

**ASIA (8)**
- Bangladesh, Bhutan, China, India, Indonesia, Maldives, Nepal, Sri Lanka

**MIDDLE EAST (7)**
- Bahrain, Egypt**, Libya, Oman, Qatar, Saudi Arabia, Syria

**AFRICA (23 - incl. 1*)**

* RETOSA Regional project  * * MDG-F project

UNWTO - a Specialized Agency of the United Nations
PROJECTS BY THEMATIC AREAS

• IMPLEMENTATION OF A NEW CLASSIFICATION SYSTEM FOR TOURISM ACCOMMODATION (MORROCO)

• SUPPORT FOR DEVELOPMENT OF INCLUSIVE MARKETS FOR TOURISM (UGANDA)

• FORMULATION AND IMPLEMENTATION OF THE TOURISM DEVELOPMENT MASTER PLAN FOR PUNJAB (INDIA)

• NATIONAL TOURISM DEVELOPMENT PLANNING (GHANA)

• TOURISM MARKETING STRATEGY (MALDIVES)

• NATIONAL STATISTICAL CAPACITY-BUILDING PROGRAMME TO RETOSA MEMBER STATES
UNWTO Technical Cooperation programme is also responsible for the implementation of **ST-EP projects**

**ST-EP** projects focus on the **contribution of tourism to poverty alleviation** & improving the capacities of national and local authorities to devise and implement poverty reduction policies, plans and projects, through the development of sustainable forms of tourism.
The 7 ST-EP Mechanisms

1. Employment of the poor in tourism enterprises
2. Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor
3. Direct sales of goods and services to visitors by the poor
4. Establishment and running of tourism enterprises by the poor
5. Tax or levy on tourism income or profits with proceeds benefiting the poor
6. Voluntary giving or support by tourism enterprises and tourists
7. Investment in infrastructure stimulated by tourism also benefiting the poor in the locality

“Tourism and Poverty Alleviation: Recommendations for Action” UNWTO, 2004
Up to August 2014, **108 ST-EP projects** have been approved for implementation in **41 countries** and **3 regional areas**.

- **88 projects** have been successfully completed.

**AMERICAS (31 - incl. 1*)**
- Bolivia
- Colombia
- Costa Rica
- Ecuador
- Guatemala
- Haiti
- Honduras
- Nicaragua
- Peru
- Central America*

**ASIA (19)**
- Bhutan
- Cambodia
- China
- Lao PDR
- Nepal
- Mongolia
- Timor-Leste
- Vietnam

**MIDDLE EAST (2)**
- Jordan
- Yemen

**AFRICA (54 - incl. 2*)**
- Benin
- Burkina Faso
- Burundi
- Cameroon
- Ethiopia
- Gambia
- Ghana
- Guinea
- Kenya
- Lesotho
- Madagascar
- Mali
- Mozambique
- Namibia
- Niger
- Rwanda
- Senegal
- South Africa
- Tanzania
- Zambia
- Zimbabwe
- and West* and Southern Africa*

* Regional projects
UNWTO Technical Cooperation is to continue to actively respond to Member States’ request for technical assistance in ensuring sustainable tourism development.

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

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