



UNWTO ON THE GROUND

Fostering Tourism for Development

Issue 3 – May 2017



Message from the Executive Director

UNWTO Technical Cooperation bid a good farewell to 2016 and the outlook for its operations in 2017 is bright.

In the last quarter of 2016, over 10 technical assistance missions were fielded, showing a wide geographic and thematic variety: from sustainable tourism policy and master plan development, marketing, and tourism statistics to more specific assignments like carrying capacity studies, the development of Destination Management Organizations, and the review of building codes.

Several large-scale projects were also successfully completed in Bosnia and Herzegovina, Cameroon, Ethiopia, Ghana, and Myanmar.

For the year ahead, UNWTO project portfolio will further diversify and expand thanks to new partnerships. With the support of the Chinese company Chimelong, a new set of projects is being developed with a focus on capacity-building for tourism development, biodiversity conservation and sustainable livelihoods, benefiting selected countries in Africa and Asia.

As the economic importance of tourism grows, and Governments increasingly realise the significant role that tourism can play in bringing socio-economic development, creating mutual respect and understanding between cultures and achieving the Sustainable Development Goals, UNWTO will continue providing technical cooperation services to its Members to support their efforts to enhance the competitiveness and sustainability of their tourism sector.

UNWTO is extremely grateful to all the Member States and Partners for extending their whole-hearted support to us and for providing all possible assistance on the ground during the implementation of technical assistance missions and projects.



Shanzhong Zhu
Executive Director
Technical Cooperation and Services

Nigeria: Review and Updating of the Tourism Development Master Plan

At the request of the Ministry of Information and Culture of Nigeria, UNWTO provided its technical assistance to review the status of implementation of the Tourism Development Master Plan which had been prepared by UNWTO in 2006.

A mission was undertaken to Nigeria in December 2016 to assess the current tourism situation in the country, review the degree of implementation of the 2006 Master Plan, and hold discussions with the Government on the vision and projected growth of tourism and its potential impact for the sustainable development of the country.

UNWTO prepared a new project proposal for the review and updating of the Tourism Development Master Plan for 2017-2026. The main emphasis of the project is to provide a range of technical expertise, both international and national, at the disposal of the Ministry of Information and Culture to implement key priority actions of the Master Plan.

This would enable the Ministry to have a new Master Plan which would provide the guiding framework for the dynamic yet sustainable development of the tourism sector in the country, and it would also build the capacities of middle to senior management of the Ministry and other Government institutions in the development and management of the sector in accordance with the recommendations of the Master Plan.



Photo with the President and members of the Federation of Tourism Associations of Nigeria



Photo with the Honourable Lai Mohammed, Minister for Information and Culture of Nigeria and government and industry representatives



Namibia: Review of the Tourism Policy

At the request of the Ministry of Environment and Tourism of Namibia, UNWTO provided technical assistance for the review of the Tourism Policy and the development of a Tourism Bill, and advised on organization structures to guide and support sustainable tourism development.

Based on the review, it was recommended to prepare a new Tourism Bill 2017 for Namibia which includes the establishment of the Namibia Tourism Authority (NTA) with guidelines on the organizational structure of the NTA including roles and responsibilities – by streamlining those of the Ministry and Board, and, preparation of a series of Direction Statements which extract the implementable actions and activities from the existing Policy and two Strategies to provide guidance and clarity to each entity as to their specific roles and responsibilities.

Namibian landscape

ST-EP Projects in Ghana and in Bosnia and Herzegovina Successfully Completed

Two ST-EP projects, one in Ghana and one in Bosnia and Herzegovina, were successfully completed in December 2016. The two are part of the ST-EP project portfolio implemented through the generous support from the Korea Tourism Organization (KTO) and the ST-EP Foundation.

In Ghana, activities focused on improving visitor facilities and services in the Nzulezu stilt village. The project built toilet stalls with flush-system, for use by visitors and locals alike, and implemented a training programme on cultural dance performances for the young people of the village. The village walkway and performance stage was also upgraded and litter bins were installed to avoid waste disposal into the water. Awareness-raising activities on sanitation and waste management were carried out, and other income generating opportunities identified with the community, such as the sales of handicrafts and preparation of traditional meals by groups of women. In addition, the project set bill boards at two major road junctions en-route to Nzulezu.

The project closing ceremony was held in December 2016 with the presence of the Minister of Tourism, Culture and Arts of Ghana, Hon. Elizabeth Ofosu-Adjare.

In Bosnia and Herzegovina, the ST-EP project built a small Adventure Park for children at the former Olympic site of Jahorina. The objective of the project is to attract tourists and school children alike all-year around and create additional income for the community.

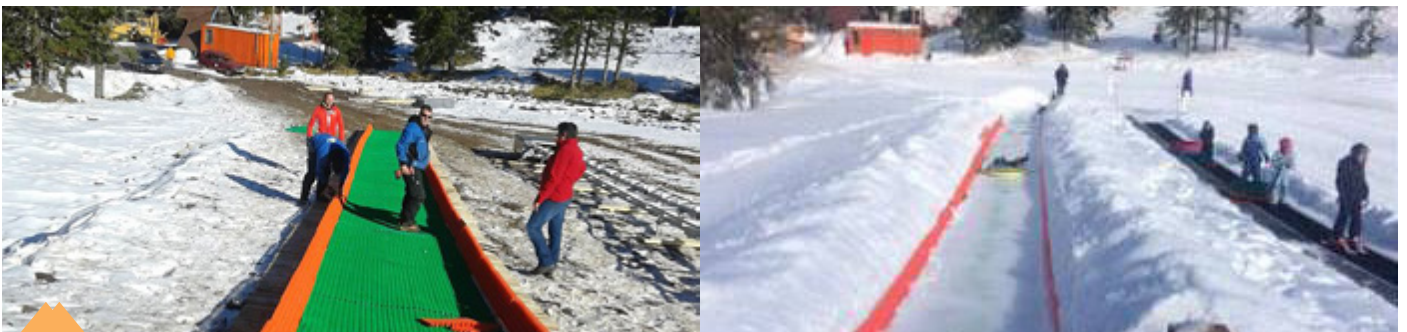
The Adventure Park completed in time for the opening of the ski season in Jahorina in mid-December.



Toilet stalls built by the project for Nzulezu village



Hon. Elizabeth Ofosu-Adjare, Minister of Tourism, Culture and Art of Ghana at the project closing ceremony



The Adventure Park during and after its construction

Creation of the System of Tourism Statistics of Honduras



Interview with **Mr. Emilio Silvestri**
Director of the
Honduran Institute of Tourism

Why has the Honduran Institute of Tourism (IHT) decided to undertake the creation of the System of Tourism Statistics of Honduras (SETH)?

Tourism statistics are a fundamental basis for assessing the sector's trends, for making timely and effective decisions aimed at its development and for evaluating the impact of the development policies that are implemented.

It is important not only to have sufficient data but they must also be appropriate to meet the information needs that arise in the process of formulating and implementing development and investment policies in the tourism sector.

Thus, taking into account the aforementioned premises and in order to provide figures that comply with the International Recommendations for Tourism Statistics (IRTS), the IHT has implemented actions to create the System of Tourism Statistics of Honduras.

Other institutions in the country also contribute their technical capabilities and act jointly with the IHT to improve the process of estimation of indicators related to the tourism sector. These institutions, like the IHT, have committed themselves to the process of continuous improvement of the SETH.

What have been the main activities carried out to strengthen and improve the System of Tourism Statistics of Honduras (SETH)?

First, the Economic Analysis Unit of the IHT has been strengthened with the main objective of estimating, collecting and analysing statistical and economic information related to the tourism sector, following the recommendations of the World Tourism Organization (UNWTO).

The Interagency Technical Platform for Tourism Statistics was created with the objective of establishing an interinstitutional collaboration framework to continue the development of the SETH, bringing together actions, efforts, multidisciplinary technical capacities and knowledge to generate timely and reliable tourism statistics that are comparable at the international level,

to assess the impact of the development policies implemented in the country.

The institutions involved, which are committed to following up on the processes established in this area, are the National Statistics Institute, the Central Bank of Honduras, the National Chamber of Tourism of Honduras, INTERAIRPORTS S.A. (managing entity of the airports of Honduras) and the National Institute on Migration.

In May 2016, the Regional Workshop on the Standardization of Indicators of the Tourism Sector was held in Honduras, in which the Statistical Teams of the National Tourism Administrations that are members of the Central American Tourism Integration System (SITCA) participated. The main objective of the Workshop was to receive normative advice from the World Tourism Organization (UNWTO) to standardize the measurement of the main indicators of the tourism sector in the Central American region to facilitate their comparability.

Through the holding of the workshop, roadmaps were defined for each country, indicating the areas of improvement in Systems of Tourism Statistics and the System of National Accounts (SNS) to achieve the objectives of Tourism Satellite Accounts (TSA).

In order to incorporate into the SETH the recommendations provided at the workshop, Honduras arranged a consulting service from the UNWTO, and in November 2016, the first technical mission was held in Tegucigalpa. The objective of the mission was to review the methodological processes currently implemented in the estimation of basic tourism statistics, to validate them and to implement improvements aimed at strengthening the SETH.

Honduras has rich and diverse tourism offerings, which targets various niche markets. What has UNWTO's technical assistance contributed to enhance the competitiveness of your tourism supply?

With the technical assistance of UNWTO in different topics related to the tourism sector, we have strengthened our knowledge of the sector, which has allowed us to become aware of its importance in the economic growth of the country, as it encourages diversification and the improvement of products and services, competitiveness, the specialization of human resources and the protection of natural and cultural resources, among other aspects.

In the specific case of technical assistance in statistics, we are now even more aware of the importance of statistics in the process of defining and implementing sustainable development policies in the sector. Likewise, a good statistical base on inbound tourism tells us where to direct our promotion and development efforts.

The IHT is committed to implementing actions aimed at generating timely, internationally comparable tourism statistics that will allow the evaluation of the impact of the development policies implemented in the country.

Tourism Development at Kisiizi Falls, Uganda



Interview with **Mr. Vivian Lyazi**
Principal Tourism Officer
Ministry of Tourism, Wildlife and Antiquities
of Uganda

UNWTO has supported the Ministry of Tourism of Uganda to implement the Kisiizi Falls tourism project in Western Uganda. Can you explain how has the Ministry identified the project and why the Ministry is keen to support tourism development at this site?

Kisiizi Falls Tourism Site is located in Rukungiri District and is a place with both geographical and historical importance. The beautiful Kisiizi Falls lie on the Rushoma River which flows from the south-west along a long valley from the Muhanga area, then cascades over a 30 meter drop before flowing on to the north-east to eventually drain into Lake Edward.

Historically, the Kisiizi Falls are known as a tragic place where unmarried pregnant Bakiga girls could be thrown to their deaths, a practice that stopped long ago. Nowadays, the site is managed by the Kisiizi Hospital, a church-funded institution that has been successful at providing health care, education and electricity to thousands of community households in this rural setting. Consequently, Kisiizi has transformed from a place of despair into a place of hope.

The history of the Site, its beautiful geographical attractions and the social work of the church in developing the community, were important factors in prioritizing the development of Kisiizi Falls.

The other important factor relates to the urgent need to install conservation measures through community education, alternate economic use and enforcement to protect the river from encroachment, siltation and dumping practices that are destroying the natural attraction and a threat to the community livelihoods.

The project was designed to enhance the visitor experience by providing appropriate tourism infrastructure; to support the local communities to tap into the opportunities of the tourist value chain; to protect the environment through education and installation of appropriate infrastructure; to ensure the health and safety of visitors; and to create small tourism businesses and provide employment to the community.

Can you describe in a nutshell what are the main activities of the project?

The main activities of the project are the following:

Construction of a visitor center and toilets, hiking trails and viewing points, a monument, a lagoon, a zip line and a hanging bridge. The project also installed road signage and information boards, mobilized the community and extended capacity in guiding skills and hospitality training. As a result, the site is experiencing increased visitor traffic and community enterprises benefiting through sales of tourism and hospitality services.

The Kisiizi falls Tourism Development project will address the following three core development concerns:

1. The environmental conservation of the river upstream, thereby protecting the scenic value of the river and its capacity to generate electricity.
2. Enhancing the tourist experience by developing additional attractions for special interest groups, like students, and facilities like accommodation.
3. Support small enterprise growth and sustainability by empowering local community members with guiding, craft and hospitality skills.

How will the Kisiizi project use tourism as a tool to contribute to poverty reduction?

The project enables local people to earn an income from tourism through selling goods and services to tourists, and further, a part of the income generated from tourism will go to the Good Samaritan Fund that caters for the health costs of disadvantaged community members, who otherwise would not be able to afford medical care.



The Kisiizi Falls monument

Training on the Implementation of the Tourism Development Master Plan for Shandong, China

Following the completion of the Tourism Development Master Plan for the Province of Shandong, China, UNWTO delivered a 2-day seminar in December 2016 with a view to providing guidance on the Plan's implementation. On site in the provincial capital Jinan, and through video conferencing, over 2000 tourism officials and stakeholders from the 17 major cities in Shandong attended the seminar. On the occasion, the UNWTO team, led by the Executive Director, Shancong Zhu, met with the Vice-Governor of Shandong, Ji Xianqi, who expressed his appreciation

for UNWTO's assistance in formulating the Master Plan and expressed interest to receive further technical assistance for tourism development and capacity building.

The seminar also provided the opportunity for UNWTO to present the main findings and recommendations of the International Marketing Strategies that were being prepared for the Japanese, Korean and UK markets.

As a follow-on activity to the 2-day seminar, a high-level training on the implementation of the Tourism Development Master Plan will be delivered on 28 April 2017, specifically for the Vice Mayors from all 17 cities in the province.



Participants of the 2-day seminar in Jinan, China

Contact Us

World Tourism Organization Technical Cooperation

Email: techcoop@unwto.org

www.unwto.org

Follow us: