



International Tourism Newsletter

Special edition of ITC global services network



NEWS

[International tourism continues to grow above average in the first four months of 2016](#)

International tourist grew by 5% between January and April 2016 according to the latest [UNWTO World Tourism Barometer](#). Results were positive across almost all sub-regions and many destinations reported double-digits growth. [Destinations worldwide received 348 million international tourists](#) (overnight visitors) between January and April 2016, some 18 million more than the same period last year (+5.3%).

[ITC joins forces with UNWTO to enhance Tourism Statistics in Myanmar, particularly in Kayah state](#)

Many countries, including Myanmar, are now finding a need for more accurate information on types of visitors, the activities they engage in, and their consumption of goods and services. On the supply side, it is equally important to understand the industries which provide tourism services. The collaboration between UNWTO and ITC to build a strengthened System of Tourism Statistics in Myanmar provides an answer to this need. UNWTO and ITC are cooperating in the framework of the [NTF III Myanmar: Inclusive Tourism focusing on Kayah state project](#).

[Countries around the world continue to advance travel facilitation](#)

[The Government of Indonesia have decided to grant free visa](#) to citizens from 169 countries with the aim of attracting international tourism to the country by simplifying travel procedures. [A joint research by UNWTO and WTTC](#) shows that visa facilitation in the ASEAN economies could create between 333,000 to 654,000 new jobs in a period of three years.

NEZEH – a tool to help SMEs adapt to new EU energy regulations

[The nearly-Zero Energy Hotels \(neZEH\)](#) e-toolkit assesses the energy performance of hotels and proposes measures to improve efficiency and increase the use of renewable energy sources towards nearly-zero consumption. The [three-year long project](#) funded by the European Union aims to support hotels in Europe to comply with nearly-Zero Energy Buildings (nZEB) regulations, which all EU Members States are required to meet by 2020.

UNWTO advances hotel classification in its Members States

Due to the strong importance of tourism in national development agendas, an increasing number of countries are requesting technical assistance in developing or improving quality standards, especially through the development and implementation of hotel classification schemes. A well-structured hotel classification system increases competitiveness of the hotel industry in line with international best practices and can be used as a tool for marketing and promotion of the destination.

To date, in 2016, [UNWTO has launched three new projects on hotel classification](#): Andorra (funded by the Ministry of Tourism and Trade), the Republic of Congo (funded by UNDP) and Seychelles (funded by the Ministry of Tourism and Culture).

ITC revamped its tourism webpage

ITC recently revamped its [tourism webpage](#), where you can find the [ITC-UNWTO joint technical assistance offering](#).

Unlocking tourism's potential requires integrating the policy dimensions of international trade and Foreign Direct Investment (FDI) into tourism planning and ensuring that tourism is included in national strategies in these areas. ITC and the UNWTO provide an integrated approach to tourism and trade development to support least developed and developing countries.

RECENT EVENTS

Connecting SMEs to the Global Services Market at the China International Fair for Trade in Services (CIFTIS), 29 May – 1 June 2016, Beijing, China

ITC helped to connect SMEs to the global services market through [business-to-business \(B2B\) events at CIFTIS](#) held from 29 May to 1 June 2016 in Beijing. 38 IT and tourism companies as well as Trade and Investment Support Institutions (TISIs) from Bangladesh, Cambodia, Ecuador, Kenya, Laos, Mexico, Myanmar, Nepal, Rwanda, Turkey, Uganda and Uruguay participated in the trade fair with the support from ITC's CIFTIS project funded by the Ministry of Commerce of China. ITC teams have also facilitated over 200 bilateral meetings between potential buyers and business partners. During the three day trade fair, tourism companies were able to form partnerships with Chinese tour operators to attract more Chinese tourists.

UNCTAD XIV: Global Services Forum, Session on Promoting Tourism as an Engine of Inclusive Growth and Sustainable Development in Africa, 21 July 2016, Nairobi, Kenya

The Office of the Special Adviser on Africa and UNCTAD co-organized [a panel discussion on promoting tourism](#) as an engine for inclusive growth and sustainable development as part of the Global Services Forum, on 21 July 2016 in Nairobi, Kenya.

The forum provided a unique platform for all stakeholders in the services sector to discuss ways of optimizing the contribution of the services economy and trade in services to the SDGs. It gathered Ministers and high-level policymakers, thought leaders, coalitions and associations of services industries, international organizations and services regulators.

UPCOMING EVENTS

[SME Competitiveness Outlook 2016 – Launch, 6 October, Geneva, Switzerland](#)

On Thursday October 6 the International Trade Centre will launch [SME Competitiveness Outlook \(SMECO\) 2016](#). The launch will take place at the World Trade Organization, Room CR, from 13:00-14:30.

This year's report focuses on standards and regulations - often referred to as non-tariff measures (NTMs) by trade practitioners. The report combines data analysis, academic insights, thought leader opinions and case studies to provide guidance for policymakers, SME managers and standard setters. It also features a case study on Medical and Wellness Tourism and info on the role of standards and regulation in the tourism sector.

[World Export Development Forum 2016, 12-13 October, Colombo, Sri Lanka](#)

The 16th edition of the [World Export Development Forum \(WEDF\)](#) in Colombo, Sri Lanka, helps businesses to navigate the new trade and development landscape. WEDF is a unique global conference and business-to-business (B2B) matchmaking platform dedicated to supporting trade-led development. The fourth plenary session will focus on [Authenticity: The New Tourism Destination](#). The concept of authenticity is a key for competitiveness in the tourism sector, and links it to sustainability in national tourism strategy development. The session will explore how to build trust, satisfaction, and commitment from tourists around sustainable and authentic tourism.

[World Travel Market, 7-9 November 2016, London, United Kingdom](#)

[WTM London](#) is the leading global event for the travel industry and a must attend business-to-business event presenting a diverse range of destinations and industry sectors to UK and international travel professionals. More than 50,000 senior travel industry professionals, government ministers and international press attend to network, negotiate and discover the latest industry opinion and trends.

[ITC in partnership with Myanmar Tourism Marketing \(MTM\)](#) will officially launch the Kayah State as the country's newest destination at the WTM London 2016.

UNWTO will be undertaking a number of events and activities at the WTM London 2016, including a [Silk Road Seminar in collaboration with Travel Perspective](#), the [Opening of the World Responsible Tourism Day \(WRTD\)](#) and the [10th UNWTO and WTM Ministers' Summit on Tourism and Security](#).

[2017 International Year of Sustainable Tourism for Development](#)

The [United Nations 70th General Assembly has designated 2017](#) as the [International Year of Sustainable Tourism for Development](#). This is a unique opportunity to raise awareness on the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change. The official Opening Ceremony will take place in Madrid, Spain, host country of UNWTO, coinciding with the Spanish Tourism Fair FITUR on 18 January 2017.

To submit an information item for circulation through the ITC-UNWTO International Tourism Newsletter (special edition of Global Services Network), please send an email to tradeinservices@intracen.org or geneva-representative@unwto.org

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