REPORT ON ACTIVITIES
IN SUPPORT OF TOURISM
2015-2017

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Organization of American States
Introduction

- AREAS COVERED:
  - REVIEW OF TOURISM
    - International Arrivals & Receipts
    - Arrivals & Receipts in the Americas
  - PROJECTS AND ACTIVITIES IN THE FRAMEWORK OF THE MEDIUM TERM STRATEGY
    - Product and Service Quality
    - Sustainability
    - Tourism Safety and Security
    - Inter-American Committee on Tourism (CITUR)
    - Hemispheric Tourism Fund (FHT)
    - Tourism and Culture
  - Collaborative Activities
International Tourist Arrivals 2017

Source: World Tourism Organization (UNWTO) ©
International Tourism Receipts 2016

International Tourism Receipts and % share, 2016

Americas Sub-Regions Tourism Receipts
(Share of Americas, Share of world 2016)
Tourism in the Americas

Americas – Average Spending per Sub-region 2016

- Americas ($1570)
- North America ($1870)
- Caribbean ($1200)
- Central America ($1140)
- South America ($820)
Product and Service Quality

- Support for Tourism SMEs
Product and Service Quality

Third Meeting in Network of Small Hotels

Meeting of Network of Artisans
Support for Tourism SMEs Continued

Organization of American States

The American Hotel & Lodging Educational Institute (AHLEI) has signed a Memorandum of Understanding with the General Secretariat of the Organization of American States (OAS) through its Executive Secretariat for Integral Development to provide training opportunities that will improve service quality for small and medium-sized tourism enterprises throughout the Americas.

OAS members that are small and medium-sized tourism enterprises (SMEs) receive a 20 percent discount on the non-member price of several AHLEI training and certification products. These can be ordered online using the offer code OAS20.

To get started:

- Login or create a new account by selecting "Login/Register" at the upper right hand corner of this page
- Once you logged in to your account, add desired items to the shopping cart or apply for the desired certification(s) using the coupon/brochure code "OAS20" to receive discounted pricing.
  - When viewing your shopping cart on the My Cart select the "Apply Coupon" button located in the lower right corner next to the Checkout button, to add the above code
  - When completing an online certification application enter the above code in the "Brochure Code" field located at the bottom of the application.

The START (Skills, Tasks, and Results Training) programs present concise instructions for training new or prospective employees on how to perform key tasks correctly, along with the general hospitality knowledge, and soft skills needed in the hospitality industry. The training prepares employees for the respective certification for that position; the certification exam is included with the online training package.

Several front-line positions are included in the START series.

START: Breakfast Attendant

The Certified Breakfast Attendant (CBA) offers flexible and concise instructions on how to perform key
Sustainability

Community-Based Rural Tourism
Sustainability

Sustainable Destinations Alliance for the Americas, Caribbean and Central America
Tourism Safety and Security

Tourism Resilience
Inter-American Committee on Tourism (CITUR)

Second Meeting of the Authorities of the CITUR and members of the TROIKA, Lima, Peru, April, 2016
Collaborative Activities

- Joint Publication Medium Term Strategy: Country Practices with La Rochelle School of Tourism and Hospitality
Collaborative Activities

- Joint publication with the UNWTO