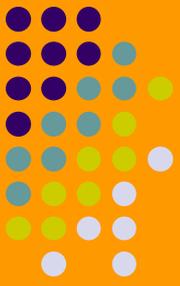


# REPORT ON ACTIVITIES IN SUPPORT OF TOURISM 2015-2017

**Richard Campbell - Chief, Section for Culture and Tourism  
Department of Economic Development**



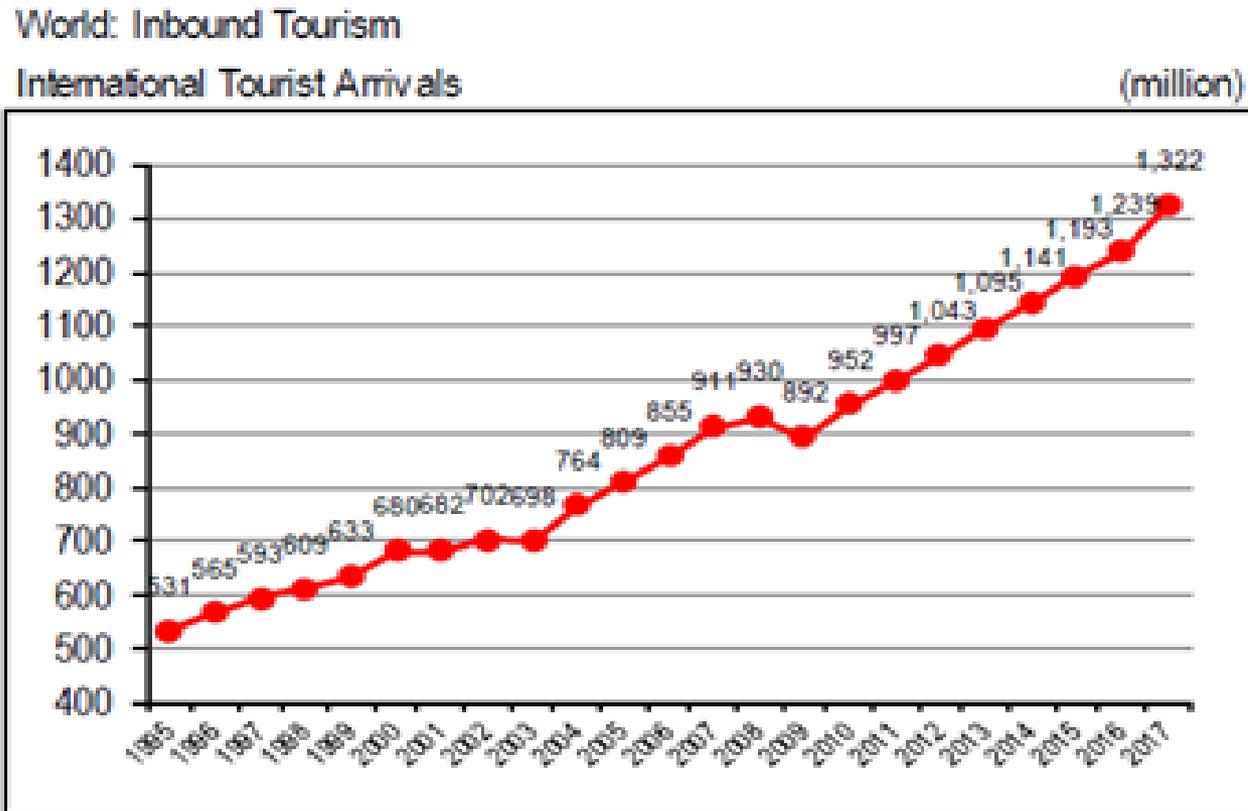
Organization of  
American States



# Introduction

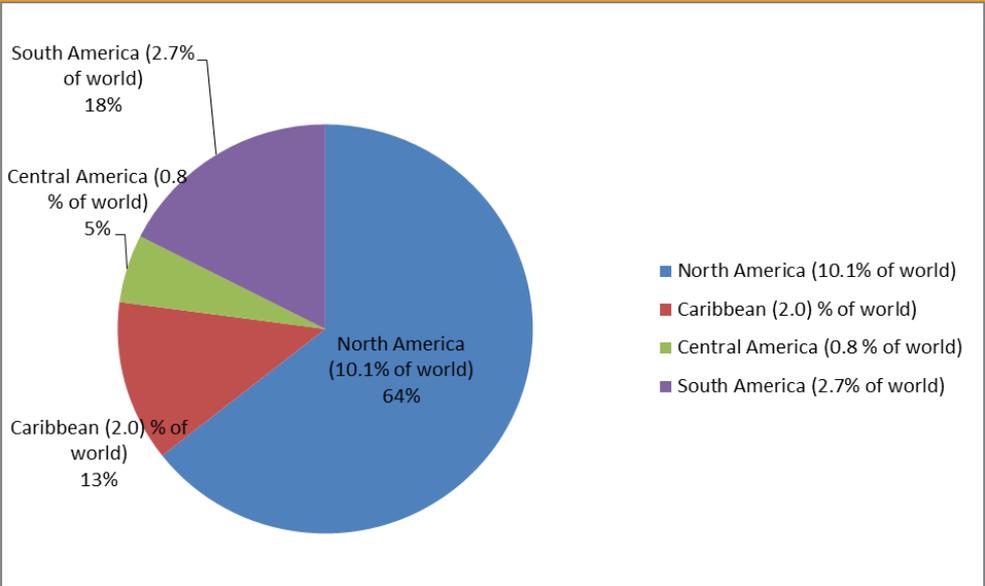
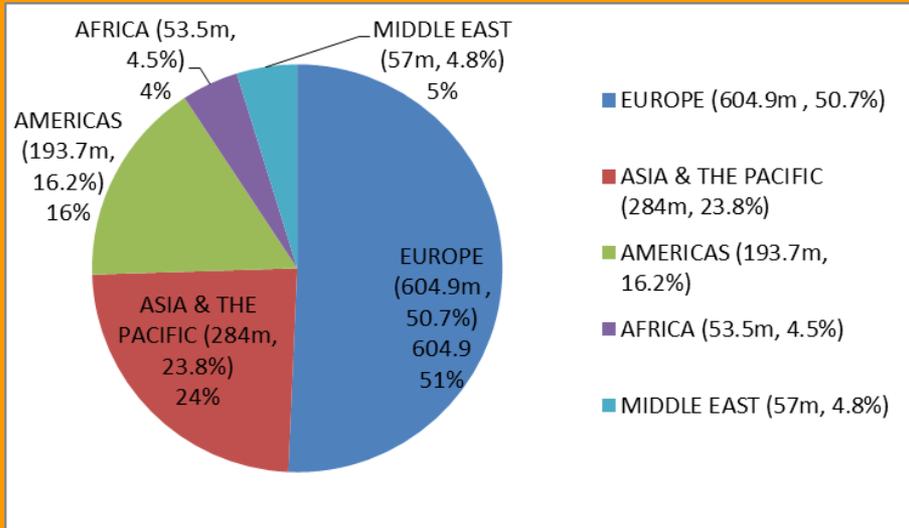
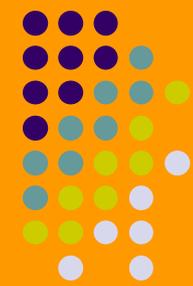
- AREAS COVERED:
  - REVIEW OF TOURISM
    - International Arrivals & Receipts
    - Arrivals & Receipts in the Americas
  - PROJECTS AND ACTIVITIES IN THE FRAMEWORK OF THE MEDIUM TERM STRATEGY
    - Product and Service Quality
    - Sustainability
    - Tourism Safety and Security
    - Inter-American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

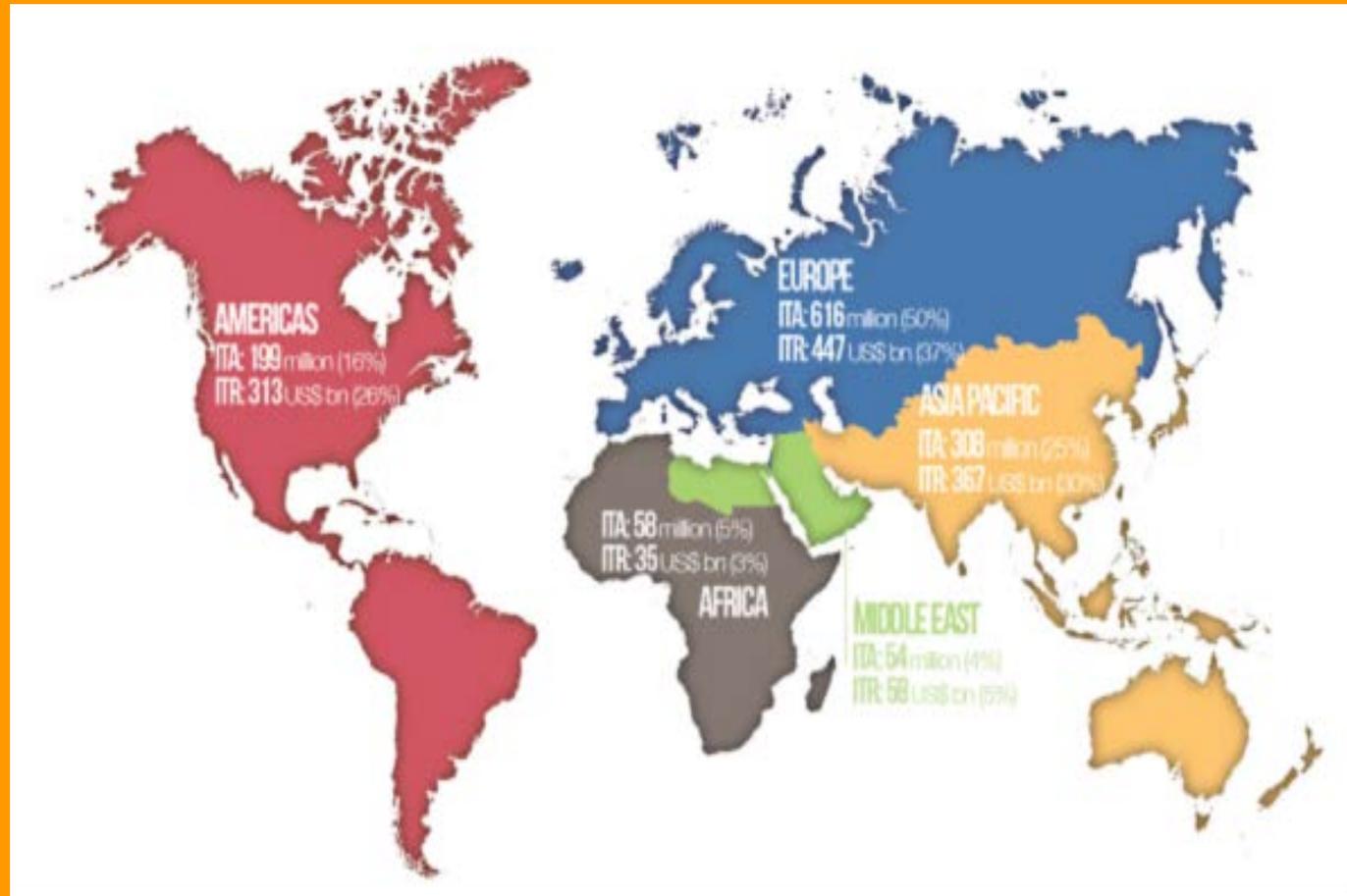
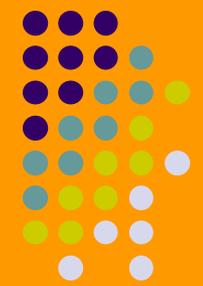
# International Tourist Arrivals 2017



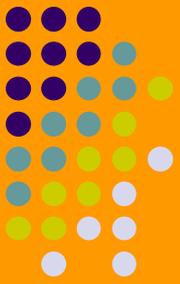
Source: World Tourism Organization (UNWTO) ©

# INTERNATIONAL TOURIST ARRIVALS 2017

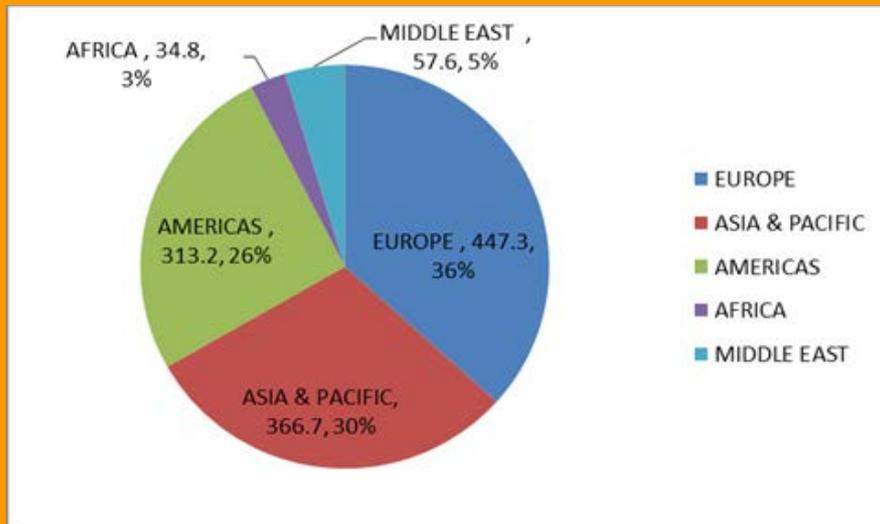




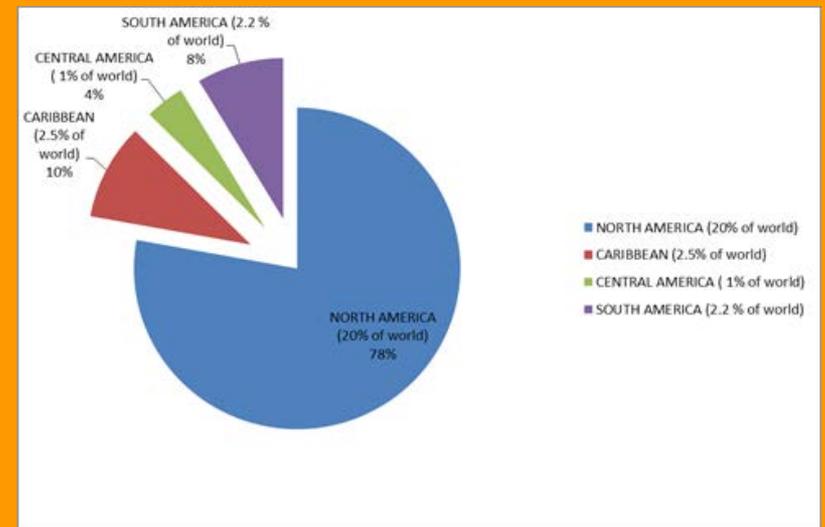
# International Tourism Receipts 2016



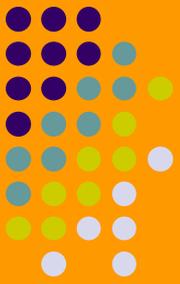
International Tourism Receipts and % share, 2016



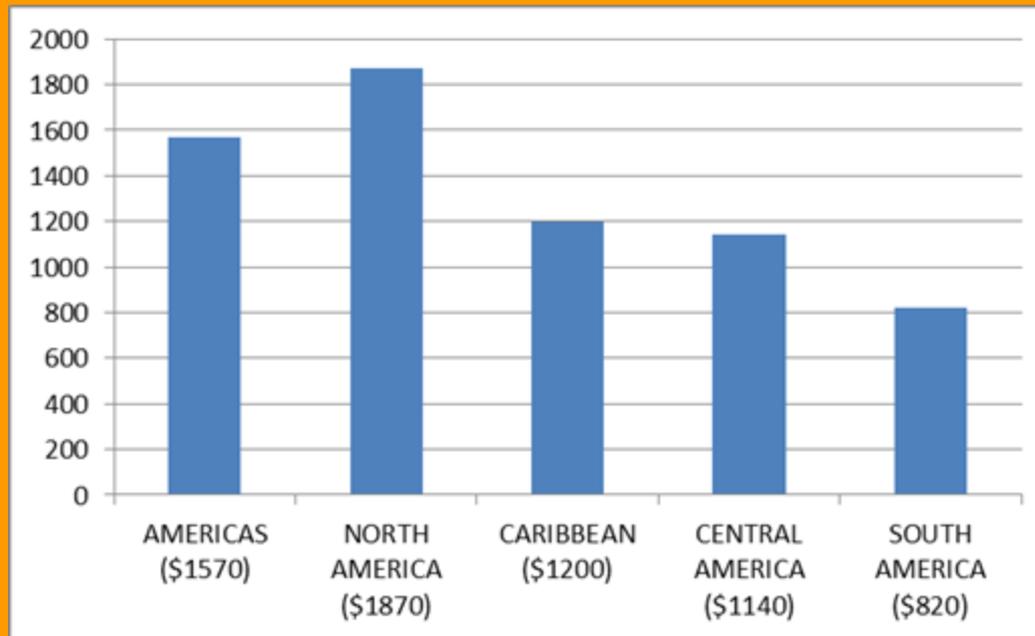
Americas Sub-Regions Tourism Receipts (Share of Americas, Share of world 2016)



# Tourism in the Americas

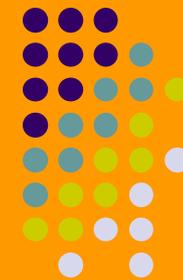


Americas – Average Spending per Sub-region 2016

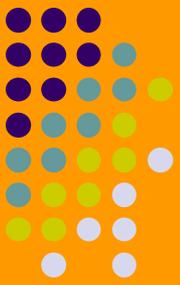


# Product and Service Quality

☐ Support for Tourism SMEs



# Product and Service Quality



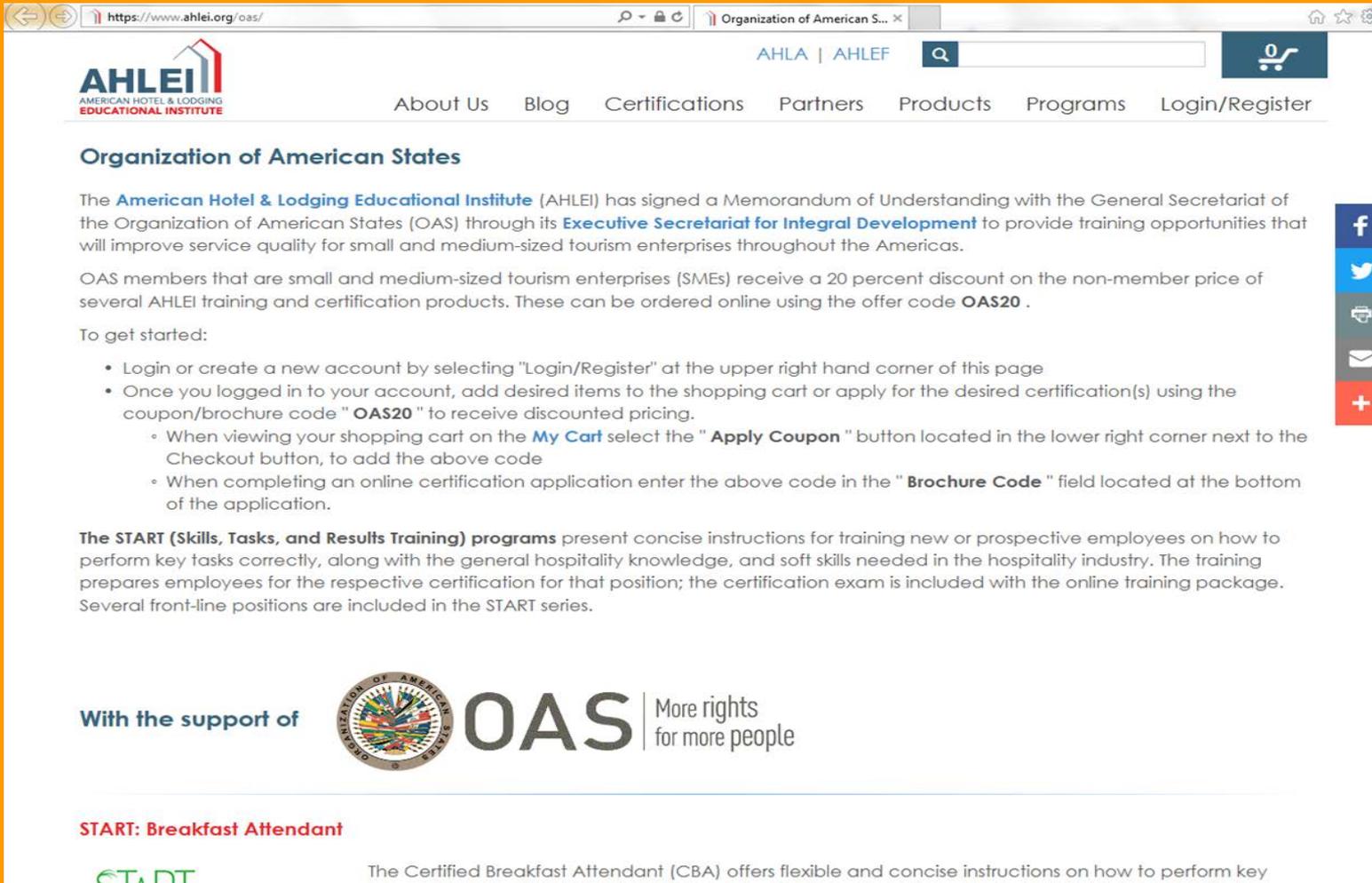
Third Meeting in Network of Small Hotels



Meeting of Network of Artisans



# Support for Tourism SMEs Continued -



The screenshot shows a web browser window with the URL <https://www.ahlei.org/oas/>. The page header includes the AHLEI logo (American Hotel & Lodging Educational Institute) and navigation links: About Us, Blog, Certifications, Partners, Products, Programs, and Login/Register. A search bar and a shopping cart icon are also present.

## 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:

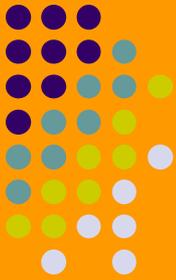
- Login or create a new account by selecting "Login/Register" at the upper right hand corner of this page
- Once you logged in to your account, add desired items to the shopping cart or apply for the desired certification(s) using the coupon/brochure code "**OAS20**" to receive discounted pricing.
  - 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.

With the support of  **OAS** | More rights for more people

### START: Breakfast Attendant

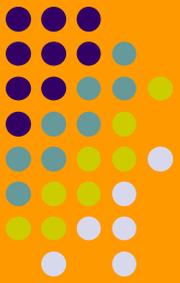
 The Certified Breakfast Attendant (CBA) offers flexible and concise instructions on how to perform key



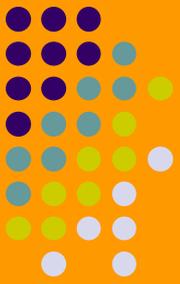


# Sustainability

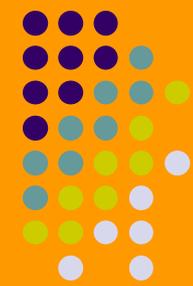
Community-Based Rural Tourism



# Sustainability



Sustainable Destinations Alliance for the Americas,  
Caribbean and Central America

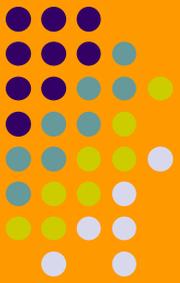


# Tourism Safety and Security

Tourism Resilience

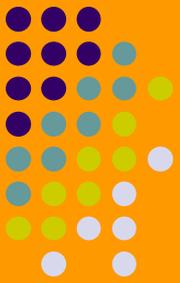


# Inter-American Committee on Tourism (CITUR)



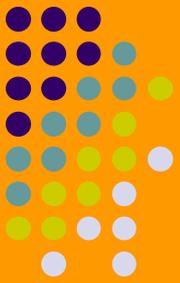
Second Meeting of the Authorities of the CITUR and members of the TROIKA, Lima, Peru, April, 2016

# Collaborative Activities



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

# Collaborative Activities



The World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 168 countries, 8 territories, 2 permanent observers and over 600 Affiliate Members.

The Organization of American States brings together all independent states from the Americas. It uses a four-pronged approach to effectively implement its essential purposes, based on its mutually reinforcing four pillars: democracy, human rights, security, and development.

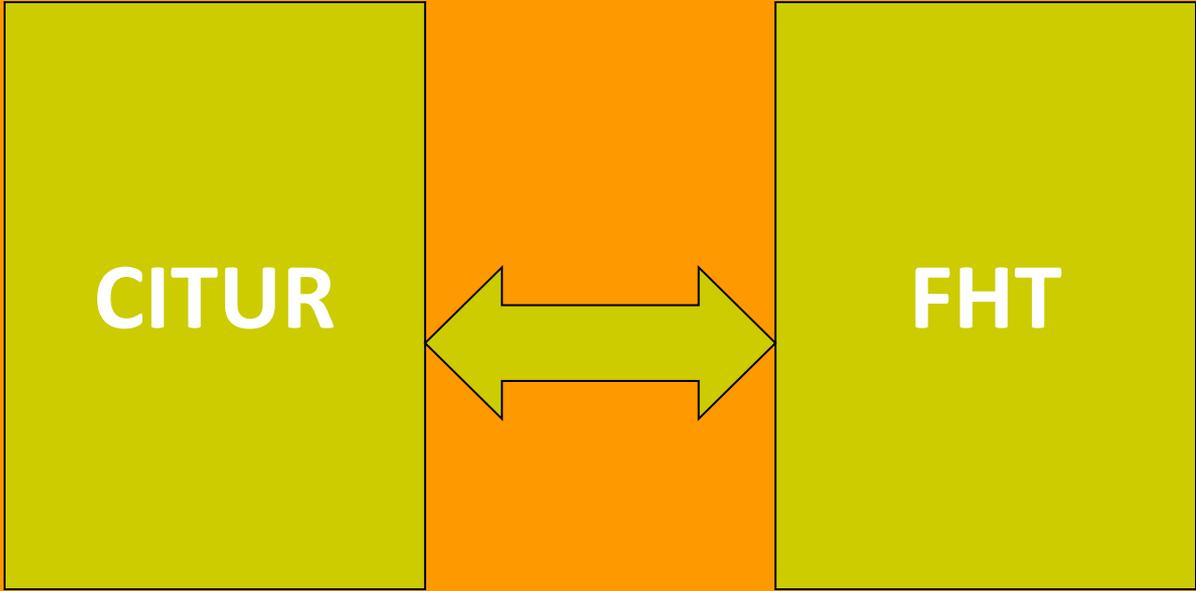
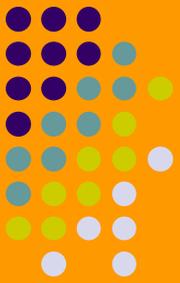
The Executive Secretariat for Integral Development promotes inclusive development in Member States and through its Department of Economic Development supports country efforts to promote sustainable tourism development through policy dialogue, capacity building, and the implementation of initiatives which enhance the competitiveness of tourism SMEs.

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**UNWTO PUBLICATIONS** | **Tourism and the Sustainable Development Goals**  
Good Practices in the Americas

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- Joint publication with the UNWTO





# THANK YOU



Organization of  
American States

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Department of Economic and Social Development  
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