Item 4 of the Provisional Agenda

MARKETS PERFORMANCE AND PROSPECTS

4(b) – COUNTRY BRIEFS:
PUBLIC-PRIVATE SECTOR PERSPECTIVES

Note by the Secretary-General

This agenda item aims at providing the Commission with a structural perspective of the impacts of the political environment on tourism in the Middle East – North Africa region, as well as on response measures and short term prospects and to identify common technical assistance requirements from UNWTO.
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1. This document provides a proposed outline for the presentation of short briefs by Members of the Commission (7 minutes maximum for each brief) on:
   (a) the impacts of the political environment on tourism in the Middle East – North Africa region
   (b) response measures
   (c) short-term prospects
   (d) UNWTO’s technical assistance requirements

2. As far as possible, Members of the Commission are invited to address the following issues in their briefs, which should be prepared in close consultation/partnership with tourism industry representatives (at the federation/associations level) and, if possible, presented jointly with them:

   A. Overall assessment of impacts:
      A.1 On international tourism
         A.1.1 Inter-regional (arrivals from and travel to other regions)
         A.1.2 intra-regional (travel within Middle East – North Africa)
      A.2 On domestic tourism
      A.3 Main source markets affected or resisting
      A.4 Main products / segments affected or resisting
      A.5 Impacts on supply:
         A.5.1 Investment (public and private) in infrastructure and facilities
         A.5.2 Air routes / capacity
         A.5.3 Occupancy levels

   B. Response measures
      B.1 Government initiatives
      B.2 Industry initiatives
      B.3 Public-private partnerships

   C. Short-term prospects (2011):
      C.1 For international tourism
      C.2 For domestic tourism

   D. UNWTO’s technical assistance requirements:
      D.1 Priority areas
      D.2 Priority activities (corresponding to the above areas)