DECISIONS TAKEN BY THE UNWTO COMMISSION FOR EUROPE AT ITS FIFTY-FOURTH MEETING

Batumi, Georgia, 9 May 2012

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2. DECISIONS TAKEN BY THE COMMISSION

CEU/DEC/1(LIV)

ADOPTION OF THE AGENDA
Agenda item 1 (document CEU/54/Prov.Agenda)

The Commission,

Adopts the agenda of its fifty-fourth meeting as contained in document CEU/54/Prov.Agenda with the inclusion of the “Report Back on the work of the Technical Committees” under point 11 of the Agenda “Other Matters”, at the request of Croatia.

CEU/DEC/2(LIV)

COMMUNICATION OF THE CHAIRMAN
Agenda item 2 (document CEU/54/2)

The Commission,

Having heard the communication of its Chairman on the following subjects:

- Challenges and forecast of the international and European tourism industry
- UNWTO and the dynamics of tourism within the European Region
- The developments regarding the increasing political recognition of the role that tourism can play in the future EU's economy
- The recent signature between the UNWTO and ETC which will work and join efforts to address major issues facing the tourism sector, and the creation of the Global National Tourism Organizations Think Thank
- The key priorities for 2012-2013
  - Reinforce the competitiveness of the European Tourism Product (cross-border initiatives based on special forms of tourism)
  - To recognize the importance of Information and Communication Technologies (ICT) in the tourism sector
  - To highlight the importance of incorporate tourism within sectoral policies
  - To further recognize the importance of green tourism
  - The activities of UNWTO in the European region and its focus on regional cooperation, to foster regional economic development
  - To further support public-private sector cooperation
  - To strengthen the role of accessible tourism
  - To ensure long-term collective prosperity for the European region
- Expressing gratitude to the UNWTO Secretariat for the very good cooperation and communication;

1. Thanks the former Deputy Regional Director for Europe Ms. Cordula Wohlmuther for her dedicated work during the last six years and is pleased to learn about her new engagement in the project on "Tourism and Peace" that is carried out by the UNWTO and the government of Austria and wishes to express interest in receiving the findings and results of this work;

2. Thanks him for it;

3. Takes cognizance of its Chairman’s views on the above-mentioned subjects.
PRELIMINARY REMARKS OF THE SECRETARY-GENERAL
Agenda item 3 (document CEU/54/3)

The Commission,

Having heard the presentation by the Secretary-General, of his preliminary remarks,

1. **Thanks** him for it;

2. **Takes note** on the appointment of Mr. Christopher Imbsen as the Deputy Regional Director for Europe;

3. **Welcomes** the update on international tourism 2011 and prospects for 2012;

4. **Acknowledges** that despite persistent economic uncertainty, tourist arrivals to Europe grew by 5.8% to reach 502 million in 2011;

5. **Take notes** that international tourism is expected to continue to grow in 2012 although at a slower rate. Arrivals are expected to increase by 3% to 4%, reaching the historic one billion marks by December 2012;

6. **Emphasises** the need to mainstream tourism in the global agenda;

7. **Welcomes** the “Global Leaders for Tourism Campaign” and **encourages** member states to provide assistance in the further prioritization of tourism as a national economic development tool;

8. **Acknowledges** the importance of T20 initiative and the role the tourism ministers are playing;

9. **Welcomes** that tourism could be included into the upcoming Rio+20 meeting documents;

10. **Acknowledges** that visas and travel facilitation, taxation and consumer protection have been identified as key policy issues for the year 2012;

11. **Welcomes** that the UNWTO World Tourism Barometer frequency has been increased, which will allow member states to monitor in a more effective way short-term tourism trends;

12. **Welcomes** the successful launch of the Hotel Energy Solution which helps hotels evaluate their energy consumption and assist in improving their energy management;

13. **Expresses its satisfaction** with the sub-regional cooperation activities carried out in the European region, such as the South Caucasus Tourism Development Initiative and the Study for the Development of Cruise Tourism in the Caspian Sea;

14. **Recognizes** the need for a greater collaboration with the UN system and with other relevant bodies including but not limited to the WTTC, European Commission, ETC, OECD, IATA;

15. **Welcomes** that UNWTO has been recognized as an ODA Eligible Organization for Bilateral Aid, **takes note** that funds channelled through UNWTO for projects in ODA eligible countries can now be considered as an official development assistance aid;

16. **Kindly asks** the countries to further support the ongoing discussions in OECD to back the position of UNWTO in this regard;

17. **Highlights** the importance of voluntary budgetary contributions in the work of the Organization;
18. **Urges** the Secretariat to undertake necessary efforts to further strengthen memberships by ensuring that the benefits of UNWTO membership are well understood by the Members and to strengthen the role of the private sector in this process;

19. **Acknowledges** the request expressed by member states to organize future meetings in a more efficient manner;

20. **Confirms** that the views conveyed by the member states will be taken into account in the future planning of meetings.

CEU/DEC/4(LIV)

**IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK 2010-2011/2012-2013**

Agenda item 4 (document CEU/54/4/a)

The Commission,

Having regard to the report submitted under this Agenda item and its presentation by the Executive Director for Programme and Coordination;

1. **Thanks** him for it

2. **Having taken cognizance** of the activities performed on a global level and within the European region in particular by various UNWTO programmes and by the Regional Programme for Europe;

3. **Acknowledges** the work carried out according to the General Programme of Work;

4. **Appreciates** all ongoing activities and **notes with interest and appreciation** the various seminars, visits and other events organized in general and in the region in particular during the period concerned, and **considers** that they have served to advance regional cooperation in tourism for the benefit of the European Members;

5. **Expresses the importance** of the UNWTO publications and studies;

6. **Takes note and welcomes** the ongoing discussions on the international convention on tourist/consumer protection;

7. **Invites** all European Member States to continue to be actively involved in activities included in the UNWTO programme of work for 2011-2012 and 2012-2013.

CEU/DEC/5(LIV)

**PROGRAMME OF WORK FOR EUROPE: PRIORITIES AND SUB-REGIONAL INITIATIVES**

Agenda item 4

The Commission,

Having regard the report by the Regional Director for Europe on the following activities and programmes relevant to the European Region:

- South East European Tourism Development Initiative
- South Caucasus Tourism Development Initiative
- Engagement in the EU Danube Strategy work through participation in the Steering Group on tourism
• Capacity building course of Tourism Destination: Policy and Management in Lithuania
• Conference on the development of the Amber Route (Vilnius, Lithuania 2012)
• Capacity Building Programme on Tourism Statistics (Baku, Azerbaijan 2011-2012)
• Study of Tourism in Europe. Working together towards 2030 in collaboration with Affiliate Members.
• Relevant seminars and conferences

1. Thanks her for it;

2. Expresses its satisfaction with these activities and initiatives that are of particular importance to the region;

3. Considers the needs to organize a new training course on Tourism Satellite Accounts;

4. Calls for papers proposing actions and works for the forthcoming working period for the Programme Committees and for the Regional Programme as such;

5. Welcomes the sub-regional initiatives that reflect the need for cross-border cooperation and enhanced regional cooperation.

CEU/DEC/6(LIV)

TOURISM TRENDS IN EUROPE
Agenda Item 4

The Commission,

1. Thanks the Regional Director for Europe for the summary remarks provided and for the forecast for the upcoming months of 2012 and towards 2030

2. Underlines the importance that Europe will stay the number one tourist destination;

3. Takes into account that the European region will grow in an average of 2, 7%;

4. Acknowledges that International tourist arrivals to Europe to increase by 13 million a year on average;

5. Welcomes and thanks the Director of Tourism Trends and Marketing Strategies for facilitating the fruitful and constructive discussions held with the Member States.

CEU/DEC/7(LIV)

NETWORKING IN EUROPE (PRESENTING PLATMA AS AN INTERACTIVE WORKING TOOL)
Agenda item 4

The Commission,

Having heard the presentation by the Deputy Regional Director for Europe on the following:

• PLATMA as an interactive working tool in order to:
  o Get involved in UNWTO programmes
  o Provide high level networking opportunities, including ones with the public sector
Provide a forum for sharing good and best practices and thereby contribute to more sustainable tourism.

- Presentation of the Study of Tourism in Europe, “Working together towards 2030” in collaboration with Affiliate Members

1. Thanks him for it;

2. Takes note on the presentation on the PLATMA, and will try to work closely on some projects which will be put on PLATMA;

3. Welcomes the initiative to launch such a study and highlights the importance and its timeliness and relevance;

4. Agrees to contribute effectively to the Study of Tourism in Europe: Working together towards 2030.

UNWTO LOGO

Agenda Item 4 (Document CEU/54/4/g)

The Commission,

Having heard the presentation by the Executive Director for Members Relation and Services on the UNWTO institutional image

1. Thanks him for it;

2. Takes note of the objectives of reinforcing UNWTO communications, strengthening the positioning of tourism in the global agenda;

3. Welcomes the Organization’s efforts to improve the communication with its Members as defined in the White Paper;

4. Believes that it is important to streamline and generate consistency in the messaging and external positioning of the Organization.

SUMMARY PRESENTATION OF THE PRODUCT PORTFOLIO AND CONSUMER PROTECTION INITIATIVE

Agenda Item 4

The Commission,

Having considered the presentation by the Executive Director for Programme and Coordination;

1. Thanks him for it;

2. Welcomes the ongoing discussion on the planned international convention: focusing on assistance and repatriation of tourists/consumers in case of force majeure;

3. Appreciates and supports the work carried out by the working group on the Protection of Tourist/Consumers and Travel Organizations,
4. **Acknowledges** that such convention will be the first legally-binding instrument in this area, which showcases the growing relevance and recognition of the tourism sector.

CEU/DEC/10(LIV)

**REMARKS OF THE CHAIRMAN OF THE AFFILIATE MEMBERS**

Agenda Item 5

The Commission,

**Having considered** the presentation by the Chairman of the Affiliate Members;

1. **Thanks** him for it;
2. **Underlines** the importance of having at least one affiliate member from each of the member states;
3. **Emphasises** the importance of private-public cooperation and calls for closer work with member states in order to work and communicate better;
4. **Underlines** the important role of the Affiliate Members and stresses the importance of effective collaboration within UNWTO;
5. **Points out** the relevance of international networking and cooperation with the private sector;
6. **Features** the importance of PLATMA, which serves as primary communication area for the Affiliate Members;
7. **Congratulates** the new chairman of the Affiliate Members on his election;
8. **Highlights** the importance of the partnerships with WTTC and ILO;
9. **Recognises** the special interests groups within the Affiliate Members.

CEU/DEC/11(LIV)

**PANEL DISCUSSION: ADDRESSING CHALLENGES OF TOURISM IN EUROPE TRAVEL FACILITATION**

Agenda Item 6

The Commission,

**Having considered** the introductory remarks by the Secretary-General and by the Regional Director for Europe on the subject;

1. **Thanks** them for it,
2. **Highlights** the magnitude of the growing number of tourists and its direct implication on travel facilitation;
3. **Underlines** the issue that visas and security are distinct; **takes note** that visas have several different functions, not only national security, and health and immigration control but could generate revenues, and have an impact on political relationships;
4. **Underlines** the need to step up effort to eliminate the high level of existing bureaucracy during the visa issuing process;
5. **Emphasizes** that the issue is not a European but rather an international problem which needs attention;

6. **Brings attention** to the recent policies done in the United States of America that issuing more visas will create more jobs in the country, clearly linking job creation with the issue of visa facilitation;

7. **Welcomes** that discussions related to travel facilitation are ongoing at other regions at regional level such as in the ASEAN;

8. **Welcomes** the fact that UNWTO is working together with other organization such as WTTC, WEC, ICAO, IATA and the European Commission,

9. **Welcomes** that the upcoming T20 meeting will dedicate significant time and will discuss travel facilitation in depth;

The Commission,

**Having considered** the presentation of the Director of the European Commission DG ENTR, New Approach Industries, Tourism and CSR on this issue;

1. **Thanks** him for it;

2. **Welcomes** the ongoing debate at European level on this key issue particularly the one that was organised by the European Commission in Krakow (Poland) in 2011;

3. **Takes note** that the European Commission will intensify its internal discussions regarding this matter following the US executive order of 2011 in order to facilitate the tourism flows to Europe within the Schengen area;

4. **Takes note** that all efforts are part of the general EU policy on tourism;

5. **Highlights** the importance of sustainable tourism growth, and a responsible and competitive tourism sector in Europe;

6. **Recognizes** the need of diversification of tourism products and services provided;

7. **Welcomes** that the European Commission is trying to mainstream tourism in all the relevant European policies;

8. **Welcomes** the E-visa policy introduced two years ago updating the whole visa policy, harmonizing, simplifying the visa procedure for entering the Schengen area;

9. **Emphasises** the need for close cooperation between member states consulates all over the world; in this respect **underlines** the growing importance and role of the recently established External Action Service;

10. **Supports** the renewed efforts regarding this issue of Vice President Commissioner Mr. Antonio Tajani to work closely with DG Home Affairs with the support of the President of the European Commission, Mr. Barroso;

11. **Takes note** of the already started discussion on the possible economic impact of visa issuance;

12. **Welcomes** that the T20 ministers put on the agenda the question of travel facilitation, which **spotlights** the high relevance of the issue;

The Commission,
Having considered the presentations and discussions by all Member States on important issues related to travel facilitation and visas in their countries;

1. **Welcomes** and thanks the Member States for the fruitful and constructive presentations discussions;

2. **Recognizes** the importance of close cooperation between the relevant ministries and other administrative bodies involved in the question;

3. **Takes note** of the best practices introduced such as the growing usage and involvement of certified tour operators, visa application centres, the locally reinforced manpower of key consulates, which are all having significant impact on all parts of the visa issuing procedure (processing and delivery time especially);

4. **Welcomes** the fact that Member States administrations consider the visa issue to be of high importance in their political agenda;

5. **Stresses** the significance of tourism flows from the BRICS countries to Europe and the implications of visa restrictions such as potential losses in economic terms;

6. **Emphasizes** the importance of the involvement of the business community into the ongoing travel facilitation discussions;

7. **Acknowledge** the importance and utilizations of “small border agreements” with neighboring countries;

8. **Recognizes** the difficulties that “land locked countries” without airports are facing regarding issuing visas;

9. **Highlights** the necessity of using new and modern technologies; the importance of e-vouchers and e-visas,

10. **Welcomes** that UNWTO is actively involved and plays a leading advocacy role with regard to travel facilitation;

11. **Acknowledges** that the OECD is creating a working group on the issue of travel and visa facilitation;

12. **Thanks** all the countries for their active participation in the discussions.

CEU/DEC/12(LIV)

**ELECTION OF CANDIDATES TO REPRESENT THE COMMISSION**

**ON THE PROGRAMME AND BUDGET COMMITTEE**

Agenda Item 7 (Document CEU/54/7 and its Annex)

The Commission,

Having received the candidacy of Croatia to represent the commission on the Programme and Budget Committee:

1. **Welcomes** the candidature of Croatia and the stated support by Spain during the meeting;

2. **Acknowledges** the view expressed by Spain on its continuous status as Permanent Observer in the future work of the committee;

3. **Congratulates** Croatia for its election to represent the Commission on the Programme and Budget Committee.
PREPARATION OF THE UPCOMING UNWTO EXECUTIVE COUNCIL
MADRID, SPAIN)
Agenda Item 8

The Commission,

1. Takes note of the report on the preparation of the 93rd Executive Council that will take place from 11 to 13 June 2012 in Madrid, Spain

2. Expresses its gratitude and appreciation to Spain for hosting the UNWTO Executive Council and for the ongoing preparations.

WORLD TOURISM DAY
Agenda Item 9

The Commission,

Takes note of the report on the preparation of the upcoming World Tourism Day that will take place on 27 September 2012 in San Bartolome de Tirajana, Spain under the official theme “Tourism and sustainable energy powering sustainable development”;

Expresses its gratitude and appreciation to Spain for hosting the official celebration of the World Tourism Day and for the ongoing preparations.

PLACE AND DATES OF THE FIFTY-FIFTH MEETINGS
OF THE COMMISSION
Agenda item 10 (document CEU/54/11)

The Commission,

Having taken cognizance of document CEU/54/11:

1. Takes note that its fifty-fifth Meeting of the UNWTO Commission for Europe will be held in Izmir, Turkey in 2013;

2. Entrusts the Secretariat with making the necessary arrangements for the holding its fifty-fifth meeting;

3. Reiterates its thanks to the delegation of the Ministry of Culture and Tourism of Turkey for its invitation to host the 55th Meeting of the Commission for Europe in Turkey in 2013 and for its presentation on the attractions of Turkey.

OTHER MATTERS

The Commission,

Acknowledges the ongoing discussions and work to improve the effectiveness of the Technical Committees.
### 4. Participants in the Fifty-Fourth Meeting

#### I. European Full Members / Membres Effectifs Européens

<table>
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<tr>
<th>Country</th>
<th>Name and Position</th>
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<tbody>
<tr>
<td><strong>Albania</strong></td>
<td>Mr. Enton DERRAJ, Adviser to the Minister for Tourism Issues Ministry of Tourism, Culture, Youth and Sports</td>
</tr>
<tr>
<td><strong>Austria</strong></td>
<td>Ms. Ingrid WEHRMANN, Expert, Division of International Tourism Affairs Federal Ministry of Economy, Family and Youth</td>
</tr>
<tr>
<td><strong>Azerbaijan</strong></td>
<td>Ms. Kamala HASANOVA, Chief Adviser of Tourism Department Ministry of Culture and Tourism</td>
</tr>
<tr>
<td><strong>Bulgaria</strong></td>
<td>Ms. Amelya GENOVA, Director Marketing, Promotion and Information in Tourism Ministry of Economy, Energy and Tourism</td>
</tr>
<tr>
<td><strong>Croatia</strong></td>
<td>Mrs. Blanka BELOSEVIC, Head, Department of International Cooperation Ministry of Tourism</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>Mr. Olivier LACOSTE, Sous-direction du tourisme Ministère de l’économie, des finances et de l’industrie</td>
</tr>
<tr>
<td><strong>Georgia</strong></td>
<td>Ms. Vera KOBALIA, Minister of Economy and Sustainable Development Ms. Maia SIDAMONIDZE, Head Georgian National Tourism Administration Mr. Beka JAKELI, Deputy Head Georgian National Tourism Administration</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>Dr. Gisela SCHLEIFE, Deputy Head of the Tourism Policy Division Federal Ministry of Economics and Technology</td>
</tr>
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GREECE/GRÈCE
Dr. Spyridon PARTHENIS
Deputy Director of International Relations
General Secretariat of Tourism
Ministry of Culture and Tourism
Chairman of the UNWTO Commission for Europe

ISRAEL/ISRAËL
Ms. Ahuva ZAKEN
Senior Deputy Director General, in charge of Tourism
Product Standards, Operation and Service Quality
Ministry of Tourism

ITALY/ITALIE
Ms. Daniela FABRIZI
Official of the EU and International Affairs,
Department and Competitiveness of Tourism,
Precidency of the Council of Ministers

LITHUANIA/LITUANIE
Mrs. Daiva KIRKILAITE-CHETCUTI
Head, Target Markets Division
State Department of Tourism

MONACO/MONACO
Mr. Jean-Jose BERTANI
Director for Responsible Tourism
Directorate for Tourism and Congresses

POLAND/POLOGNE
Mrs. Katarzyna SOBIERAJSKA
Undersecretary of State
Ministry of Sport and Tourism

Mr. Karol BIEDRZYCKI
Chief Specialist
Department of Tourism
Ministry of Sport and Tourism

Mrs. Elzbieta WASOWICZ-ZABOREK
Vice-President
Polish Tourist Organization

REPUBLIC OF MOLDOVA
Mrs. Ludmila DUMITRAS
General Director
Tourism Agency of the Republic of Moldova

Mrs. Tatiana BUZDUGAN
Head, Economic-Financial Division
Tourism Agency of the Republic of Moldova

ROMANIA
Ms. Daniela PRELINCENAEANU
Director
Branding Management Division
Ministry of Regional Development and Tourism
SERBIA
Dr. Renata PINDZO
Deputy Minister, Sector for Tourism
Ministry of Economy and Regional Development

Ms. Vera JANKOVIC
Head of Department, Sector for Tourism
Ministry of Economy and Regional Development

SAN MARINO
Mr. Mauro MAIANI
UNWTO Liaison Officer
Ministry of Tourism, Sports and Economic Planning

SLOVAKIA/ SLOVAQUIE
Ms. Eliska ROMANOVA
Chief State Counsellor
Tourism Section
Ministry of Transport, Construction and Regional Development

SPAIN/ ESPAGNE
Mr. Ignacio DUCASSE
Head of the International Relations Unit
Department for Cooperation and Tourism
Competitiveness

SWITZERLAND/SUISSE
Mr. Davide CODONI
Deputy Head, Promotion Activities Directorate
State Secretariat for Economic Affairs SECO
Federal Department of Economic Affairs

TAJIKISTAN
Mr. Farrukhruz IZATULLOEV
Head, Tourism Development Department
Committee of Youth Affairs, Sports and Tourism

TURKEY/TURQUIE
Mr. Faruk SAHIN
Deputy Undersecretary
Ministry of Culture and Tourism

Ms. Tugçe BESLER
Ministry of Culture and Tourism

Mr. Bahadir KARA
Ministry of Culture and Tourism

UZBEKISTAN
Mr. Utkir SAİDAKHMEĐOV
First Secretary
Embassy of Uzbekistan in Azerbaijan
II. AFFILIATE MEMBERS

ASSOCIATION OF GREEK TOURIST ENTERPRISES (SETE)  
Mr. Georgios DRAKOPOULOS  
Director General of SETE  
Chairman of the UNWTO Affiliate Members

PEOPLES FRIENDSHIP UNIVERSITY OF RUSSIA  
Ms. Svetlana DIKHTUAR  
Director  
Peoples Friendship University of Russia

IV. UNWTO SECRETARIAT  
Mr. Taleb RIFAI  
Secretary-General

Mr. Zoltan SOMOGYI  
Executive Director, Members Relations and Services

Mr. Frédéric PIERRET  
Executive Director, Programme and Coordination

Ms. Isabel GARANA  
Regional Director for Europe

Mr. Chris IMBSEN  
Deputy Regional Director for Europe

Mr. Peter JANECH  
Collaborator  
Regional Programme for Europe

V. OTHER PARTICIPANTS

CNN TASK GROUP  
Ms. Anita MENDORATTA  
Lead Consultant

AA. GREAT SILK ROAD  
Mr. Farangiz ABDULBACKA  
Advertising Agency

HOTEL “UZBEKISTAN”  
Mr. Muslim MALIKOVA  
Hotel “Uzbekistan”