UNWTO Commission for Europe
Fifty-eighth meeting
Haifa (Israel), 12 May 2015

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

Haifa (Israel), 12 May 2015

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2. DECISIONS TAKEN BY THE COMMISSION

CEU/DEC/1(LVIII)

ADOPTION OF THE AGENDA
Agenda item 1 (document CEU/58/Prov. Agenda)

The Commission,

Adopts the agenda of its fifty-eighth meeting, as contained in document CEU/58/Prov. Agenda.

CEU/DEC/2(LVIII)

COMMUNICATION OF THE CHAIRPERSON
Agenda item 2 (document CEU/58/2)

The Commission,

Having heard the communication of its Chairperson on:

- The valuable and on-going support of Georgia and Portugal as Vice–Chairs of the Regional Commission for Europe;
- The importance of and need for working together in order to maintain Europe’s market share and to increase the value added of European tourism, in the sense of more income, better distribution and more jobs;
- The need for acting together on important issues of travel facilitation, sustainability and ethics;
- The outcome of the Vienna session and issues identified such as transnational cultural routes, cross-border product development and addressing seasonality;
- UNWTO’s on-going work and efforts on harmonized consumer protection;

1. Thanks her for it;
2. Congratulates the Chairperson for the organization of the Vienna “brain-storming” session, the outcomes of which are highly relevant for the European Region and shall contribute to a wider discussion with regard to the preparation of the next General Programme of Work.

CEU/DEC/3(LVIII)

REPORT OF THE SECRETARY-GENERAL
Agenda item 3 (document CEU/58/3)

The Commission,
Having heard the presentation of the Secretary-General,

1. Thanks him for it;

2. Welcomes the update on the international tourism results for 2014 and prospects for 2015;

3. Welcomes the “Global Leaders for Tourism Campaign”, which 73 leaders have joined by March 2015, and encourages Member States to pursue their prioritization of tourism as a key tool for socio-economic development;

4. Supports the continuous work of UNWTO within the framework of T.20, acknowledges the next meeting to be held in Turkey on 29-30 September 2015 and its theme (“Tourism and employment: Policies to stimulate job creation”), and looks forward to receiving the background document to be prepared by UNWTO and the International Labour Organization (ILO);

5. Takes note that UNWTO is actively engaged in the global work of the United Nations system activities, particularly with regard to the transformation of the MDGs into SDGs with special emphasis on the key role of tourism in the socio-economic, environmental and cultural agenda;

6. Notes with interest the work that has started under the 10 Year Framework of Programmes on Sustainable Consumption and Production, and supports the work of UNWTO within the UN Counter-Terrorism Committee Executive Directorate (CTED) and the Counter-Terrorism Implementation Task Force (CTITF), for promoting tourism security;

7. Acknowledges the proposal to designate 2017 as the International Year of Tourism for Development and Peace;

8. Notes with interest the assignment of a UNWTO Liaison Officer in UN Geneva, and supports the work of the UNWTO Liaison Office in New York;

9. Thanks the Secretary-General for its report on the financial and administrative situation of the Organization.

CEU/DEC/4(LVIII)

IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK 2014-2015

Agenda item 4 (Document CEU/58/4.1)

4.1 Global activities

The Commission,

Having heard the report of the Executive Director for Programme and Coordination on the Implementation of the General Programme of Work/Global Activities (2014-2015),

1. Thanks him for the detailed information and takes note of the activities carried out by UNWTO during 2014-2015;

2. Thanks the Member States for their efforts and interest in cooperating in the implementation of the general programme of work;

3. Congratulates UNWTO for the useful publications and encourages Member States to provide suggestions and topics for future studies;
4. **Encourages** Member States to engage actively with the Secretariat in communicating their specific needs and ideas.

### 4.2 Programme of Work for Europe – Regional activities in 2015

The Commission,

_Having heard_ the presentation of the Regional Director for Europe on the Programme of Work for Europe - Regional Activities in 2015:

1. **Thanks** her for the detailed information;
2. **Notes with interest** the activities presented under the four main categories: statutory, political, regional cooperation and priorities;
3. **Supports** the work of the Regional Programme in mainstreaming tourism in the European political agenda through the delivery of the Open Letter for Tourism and the signing of the Private Sector Commitment to the Global Code of Ethics for Tourism;
4. **Welcomes** the Secretariat’s approach to engage in sub-regional initiatives and encourages, in this regard, the activities foreseen during 2015;
5. **Supports** the Secretariat’s approach to working collaboratively with other organizations, platforms and relevant stakeholders in the European Region;
6. **Welcomes** the engagement of UNWTO with the European Commission, and expects that the ad-hoc direct Grant Agreement to be signed with the EC within the framework of the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME 2015) will bring added value and benefits to the members of the European region;
7. **Congratulates** the Organization for its continuous efforts to host young trainees and staff on loan from its Member States and encourages them to present candidates for this purpose;
8. **Congratulates** the Organization for its work carried out in the area of hotel classification, which proved to be a very valuable source of information;
9. **Thanks** the Member States for their suggestions, in particular on the value of preparing a summary/conclusion paper after each conference, and reporting key findings to the regional commission meetings, and
10. **Notes** that these suggestions will be taken into account for the upcoming activities of the European region and for next programme of work.

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**CEU/DEC/5(LVIII)**

**UPDATE ON AFFILIATE MEMBERS ACTIVITIES**  
Agenda item 5 (document CEU/58/5)

The Commission,

_Having heard_ the report of the Director-Executive Secretary of Member Relations on the update on Affiliate Members activities:

1. **Thanks** him for his remarks;
2. Supports the Organization in its efforts to multiply its partnerships with external institutions, within and outside the UN system and especially with the private sector, as an effective tool to expand UNWTO's reach and sphere of influence, as well as a constructive way for increasing its resources;

3. Notes with interest the growing number of prototypes developed by UNWTO, such as in the areas of shopping tourism, seasonality and wine tourism;

4. Welcomes the efforts carried out to create various networks like those covering gastronomy and shopping tourism;

5. Acknowledges the importance of the Affiliate Members programme, and considers it key for establishing valuable and lasting partnerships with private and non-governmental stakeholders;

6. Supports the work of the UNWTO Knowledge Network, a pool of diverse knowledge resources and institutions that enhance UNWTO’s relevance, and to incubate public private partnerships and innovation;

7. Takes note with satisfaction of the growing number of private sector entities joining the Affiliate Members Programme, representing a variety of economic sectors.

CEU/DEC/6 (LVIII)

UPDATE ON THE DRAFT UNWTO CONVENTION ON THE PROTECTION OF TOURISTS AND TOURISM SERVICE PROVIDERS

Agenda item 6 (document CEU/58/6)

The Commission,

Having heard the report of the Executive Director for Programme and Coordination:

1. Thanks him for his report and the information provided about the recent activities of the Working Group on the Protection of Tourists/Consumers and Travel Organizers;

2. Highlights the significance of UNWTO’s work on harmonized consumer protection at a global level;

3. Thanks the continued efforts of the members of the Working Group,

4. Calls upon UNWTO to follow the relevant negotiation process followed by other international especially UN organizations and agencies when it comes to its approval, and points out the need of close cooperation with the European Union (Travel Package Directive) to avoid unnecessary duplications and taking into account the legal competence of EU countries to sign such a Convention;

CEU/DEC/7 (LVIII)

UPDATE ON COMMITTEES AND THE 10-YEAR FRAMEWORK OF PROGRAMMES ON SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS (10 YFP) – SUSTAINABLE TOURISM PROGRAMME

Agenda item 7 (document CEU/58/7)

The Commission,

Having regard the presentations of the members of the different Committees:
1. **Thanks** Israel for its valuable presentation on the work of the Committee for Tourism and Sustainability;

2. **Thanks** Croatia for its valuable presentation on the work of the Committee on Tourism and Competitiveness;

3. **Thanks** Spain for its valuable presentation on the work of the Committee on Statistics and the Tourism Satellite Account;
   - **Takes note** of Georgia’s offer to host in 2016 the 16th meeting of the UNWTO Committee on Statistics and Tourism Satellite Accounts and the Meeting of the Technical Advisory Board (to be held on the occasion of the Committee Meeting);
   - **Takes note** of Austria’s candidacy for membership of the UNWTO Committee on Statistics and Tourism Satellite Account, the decision of which will be taken at the next meeting of the Commission for Europe, to be held on the occasion of the UNWTO General Assembly, in Medellin (Colombia)

4. **Thanks** Hungary for its valuable presentation on the work of the Programme and Budget Committee and takes note of its interest in continuing its membership in this Committee;

5. **Thanks** France for its valuable presentation on the work of the Sustainable Consumption and Production Patterns (10YFP) - Sustainable Tourism Programme

6. **Welcomes** the ongoing work of the various committees and **encourages** its members to continue their important efforts.

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**CEU/DEC/8(LVIII)**

**REPORT ON THE SURVEY ON THE PRIORITY AREAS OF THE PROGRAMME OF WORK FOR 2016-2017**

Agenda Item 8 (document CEU/58/8)

The Commission,

**Having heard** the presentation of the Executive Director for Programme and Coordination:

1. **Thanks** him for the detailed information;

2. **Welcomes** the high number of responses sent by the European Member States, underlining their strong interest in having their needs and priorities reflected in the Organization's next Programme of Work for 2016-2017.

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**CEU/DEC/9(LVIII)**

**RESULTS OF THE SURVEY ON THE PRIORITY AREAS OF THE PROGRAMME OF WORK FOR 2016-2017: A FOCUS ON EUROPE**

Agenda item 9 (document CEU/58/9)

The Commission,

**Having heard** the presentation of the Regional Director for Europe:
1. **Thanks** her for the detailed information, reflecting the analysis and discussions carried out at the brainstorming session in Vienna, in September 2014, organized on the initiative of Austria, and the European results of the survey on Member States priorities for 2016-2017;

2. **Congratulates** the Chairperson for her work and leadership in this regard.

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**GENERAL DEBATE ON THE PROGRAMME OF WORK AND PRIORITIES FOR 2016-2017**

*Agenda item 10 (document CEU/58/10)*

The Commission,

**Having heard** the general debate on the programme of work for 2016-2017:

1. **Thanks** the Director-Executive Secretary of Member Relations for his introductory remarks;

2. **Notes** that some of the key priorities, many of them common to most Member States, include (in no particular order):
   - Marketing and branding
   - Appropriate regulatory frameworks to facilitate tourism growth and emerging business models
   - Digitalization and smart destinations
   - Skills development, innovation and entrepreneurship
   - Sustainability and ethics
   - Seasonality
   - Culture and product development, including transnational tourism products
   - Visa and travel facilitation
   - Connectivity (incl. ground transport)
   - Statistics and employment

3. **Thanks** Member States for their presentations and the fruitful discussions;

4. **Recognizes** the needs for tailored approaches in cooperation with Member States, given their different contexts.

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**PREPARATIONS FOR THE TWENTY-FIRST SESSION OF THE UNWTO GENERAL ASSEMBLY**

*Agenda item 11 (document CEU/58/11)*

The Commission,

**Having taken cognizance** of document CEU/58/11 and of the information provided by the Secretary-General:

1. **Takes note** that the 21st session of UNWTO’s General Assembly will be held in Medellin (Colombia) from 12 to 17 September 2015.
2. **Expresses** its gratitude and appreciation to Colombia for hosting the UNWTO General Assembly and for the ongoing preparations.

CEU/DEC/12 (LVIII)

**OTHER MATTERS**

*Agenda item 12*

The Commission,

**Having heard** the presentation of the Secretary-General regarding the second volume of the book “Tourism Stories – How tourism enriched my life”:

1. **Supports** the aims and objectives of the Secretary-General in this regard and welcomes this new volume that will showcase other interesting European stories;

2. **Encourages** Member States to participate in this next volume and to send to UNWTO individual stories capturing the voices of people working in tourism.

CEU/DEC/13 (LVIII)

**PLACE AND DATE OF THE FIFTY-NINTH MEETING OF THE COMMISSION**

*Agenda item 13 (document CEU/58/13)*

The Commission,

**Having taken cognizance** of document CEU/58/13 and of the information provided by Secretary-General:

1. **Takes note** that the 59th Meeting of the Commission will be held in Medellin (Colombia) in the framework of the 21st session of UNWTO’s General Assembly.

2. **Thanks** the Ministry of Economy of Lithuania for presenting, through an official letter dated 17 December 2014, its candidature to host the 60th Meeting of the Commission for Europe in Lithuania in 2016;

**VOTE OF THANKS TO THE HOST COUNTRY**

The Commission,

**Addresses its warmest appreciation** to the Ministry of Tourism of Israel for its warm hospitality and the optimal arrangements made for the holding of the fifty-eighth meeting of the Commission and technical seminar on “Mobile Technologies for Improving the Tourism Experience”, on 12 and 13 May 2015, in Haifa (Israel).
3. PARTICIPANTS IN THE FIFTY-EIGHTH MEETING OF THE COMMISSION

1. The following Member States belonging to the European region:
   Albania, Andorra, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Croatia, Cyprus, Czech Republic, France, Georgia, Germany, Greece, Hungary, Israel, Italy, Lithuania, Netherlands, Poland, Portugal, Romania, Russian Federation, Serbia, Slovakia, Spain, Switzerland, The former Yugoslav Republic of Macedonia and Uzbekistan.

2. Observers: Holy See

3. The following Affiliate Members: MAPFRE, TOBB

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LIST OF PARTICIPANTS / LISTE DE PARTICIPANTS

I. EUROPEAN FULL MEMBERS / MEMBRES EFFECTIFS EUROPÉENS

ALBANIA/ALBANIE
Ms. Sonia POPA
Director General of Tourism Development
Ministry of Economic Development, Tourism, Trade and Entrepreneurship

ANDORRA/ ANDORRE
Ms. Carolina CUEN
Technical of Tourism
Ministry of Tourism and Trade

AUSTRIA/ AUTRICHE
Dr. Angelika LIEDLER
Head of Division for International Tourism Affairs
Federal Ministry of Science, Research and Economy
Ms. Ingrid WEHRMANN
Expert
Federal Ministry of Science, Research and Economy

AZERBAIJAN/ AZERBAIDJAN
Mr. Rauf PASHAYEV
Deputy Head of Tourism Department
Ministry of Culture and Tourism

BELARUS/BIELORUSSIE
Mr. Mikhail PARTNY
Deputy Minister
Ministry of Sports and Tourism
Ms. Maryia SHERAHAVA
Leading Expert
National Tourism Agency

BOSNIA AND HERZEGOVINA/ BOSNIE-HERZÉGOVINE
Mr. Branko KESIC
Ambassador
Embassy of Bosnia and Herzegovina in Israel
CROATIA/CROATIE
Ms. Tina KRCE
Minister-Counsellor
Embassy of Croatia in Israel

CYPRUS/CHIPRE
Ms. Olga THEOCHAROUS-PAPAGEORGIOU
Tourist Officer
Cyprus Tourism Organization

CZECH REPUBLIC/RÉPUBLIQUE TCHÈQUE
Mr. Karel PAŽOUREK
Deputy Head of Mission
Embassy of the Czech Republic in Israel
Mr. Roni GIPISZ
Honorary Counsil-General of the Czech Republic in Israel

FRANCE/ FRANCE
Mr. Michel DURRIEU
Head of Tourism
Ministry of Foreign Affairs and International Development
Ms. Danièle KUSS
Adviser, Tourism, Multilateral and Bilateral Affairs
Ministry of Foreign Affairs and International Development

GEORGIA/ GEORGIE
Ms. Rusudan MAMATSASHVILI
First Deputy Head
Georgian National Tourism Administration

GERMANY/ ALLEMAGNE
Dr. Marion WEBER
Head of Division
Federal Ministry for Economic Affairs and Energy

GREECE/ GRÈCE
Mr. Spyridon PARTHENIS
Director for Strategic Planning
Ministry of Economy, Infrastructure, Maritime Affairs and Tourism

HUNGARY/ HONGRIE
Ms. Nora PATAKI
Chief Counsellor, Tourism and Catering Department
Deputy State Secretariat for Tourism, Ministry for National Economy

ISRAEL/ISRAEL
Mr. Amir HALEVI
Director General
Ministry of Tourism
Mrs. Ahuva ZAKEN
Senior Deputy Director General
Ministry of Tourism
Mrs. Hagit RINGEL
Director, International Relations Department, Ministry of Tourism
Mrs. Carmit PINTZ  
Director, Planning Department  
Ministry of Tourism

Mrs. Esther SULTAN  
Director of Research, Statistics & Knowledge Management

Mr. Ami TZUBERY  
Special Projects Manager  
Ministry of Tourism

ITALY/ ITALIE  
Prof. Alessandra PRIANTE  
International Relations, Italian Cultural Expert for the Gulf Region, Directorate for Tourism  
Ministry of Culture Heritage and Activities and Tourism

LITHUANIA/ LITUANIE  
Mrs. Rasa NOREIKIENE  
Deputy Minister of Economy  
Ministry of Economy

Ms. Lidija BAJARUNIENE  
Officer, Tourism Policy Division  
Ministry of Economy

NETHERLANDS/ PAYS-BAS  
Mr. Thijs SCHAAP  
Embassy of Netherlands in Israel

POLAND/ POLOGNE  
Ms. Maria NAPIORKOWSKA  
Director of Tourism  
Ministry of Sport and Tourism

Mr. Tomasz DZIENDZIURA  
Senior Expert  
Tourism Department  
Ministry of Sport and Tourism

PORTUGAL/ PORTUGAL  
Mr. Adolfo Mesquita NUNES  
Secretary of State for Tourism

Mr. Tomás BELCHIOR  
Chief of Cabinet of the Secretary of State for Tourism

Ms. Joana Pinto COELHO  
Advisor to the Secretary of State for Tourism

Mr. Miguel ALMEIDA E SOUSA  
Ambassador of Portugal to Israel

Mrs. Irith FREUDENHEIM  
Economic Advisor  
Embassy of Portugal in Israel
Ms. Helena Nogueira PINTO
Press Advisor to the Secretary of State for Tourism
Mr. Nuno Miguel ALVES
Director International Affairs
Turismo de Portugal

ROMANIA/ROUMANIE

Mr. Bogdan PANDELICA
Secretary of State
Ministry of Economy, Trade and Tourism
Mr. Dan RUSU
Counselor – Secretary of State
Ministry of Economy, Trade and Tourism
Ms. Claudia FIFEA
Counselor – Secretary of State
Ministry of Economy, Trade and Tourism

RUSSIAN FEDERATION/FEDERATION DE RUSSIE

Mr. Sergey KORNEEV
Deputy Head
Federal Agency for Tourism
Ms. Ekaterina SMIRNOVA
Deputy Head of the International Cooperation
Department Federal Agency for Tourism

SERBIA/ SERBIE

Dr. Renata PINDZO
Deputy Minister for Tourism
Ministry of Trade, Tourism and Telecommunications

SLOVAKIA/ SLOVAQUIE

Mr. František PALKO
State Secretary
Ministry of Transport, Construction and Regional Development
Ms. Lenka SPROCHOVA
Senior counselor, State Secretary Office
Ministry of Transport, Construction and Regional Development

SPAIN/ ESPAGNE

Mr. Antonio LÓPEZ DE ÁVILA MUÑOZ
President
State society for the Management of Innovation and Tourism Technologies (SEGITTUR)

SWITZERLAND/ SUISSE

Mr. Richard KÄMPF
Head of Tourism Affairs, Promotion Activities
Directorate
State Secretariat for Economic Affairs SECO

THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA/
EX-REPUBLIQUE YOUgoslav de MACEDOINE

Mr. Bekim HADJIU
Head of the tourism department
Ministry of Economy
II. OBSERVER/OBSERVATEUR

HOLY SEE/ SAINT-SIÈGE
Rev. Msgr. Matteo DE MORI
Counsellor of the Apostolic Nunciature in Israel
Mr. Sobhy MAKOUL
Deacon of the Maronite Church

III. AFFILIATE MEMBERS/ MEMBRES AFFILIÉS

MAPFRE
Mr. Alberto CURIEL RIVERA
Marketing Manager
MAPFRE Asistencia

TOBB
Ms. Selen TÜRKOĞLU
Vice-Chairman of the Affiliate Members Board

IV. SPEAKERS/ ORATEURS

Dr. Eran KETTER
Lecturer
Department of Tourism and Hospitality Management
Kinneret, Academic College (Israel)

Mr. Ron ROZEN
CEO
Trekkling-in (Israel)

Mr. Daniel STEINER
Head
Digital Media Strategy
Austrian National Tourist Office (Austria)

Mr. Alexandre PINTO
CEO, iCLIO (Portugal)

Ms. Jessika WEBER
Bournemouth University (United Kingdom)
Ms. Anne BEUTTENMÜLLER
Product Marketing Europe
Niantic Labs @ Google (Germany) (via Skype)

Ms. Jenn SEVA
Geocaching (USA)

Mr. Peter SYMONS
Ojoo (Belgium)

V. UNWTO SECRETARIAT/ SECRÉTARIAT DE L’OMT

Mr. Taleb RIFAI
Secretary-General

Mr. Zoltan SOMOGYI
Executive Director for Programme and Coordination

Mr. Carlos VOGELER
Director-Executive Secretary of Member Relations and Regional Director for Americas

Ms. Isabel GARAÑA
Regional Director for Europe

Mr. Christopher IMBSEN
Deputy Regional Director for Europe

Mr. Peter JANECH
Regional Programme for Europe

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