

## Executive Council

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### Report of the Programme Committee

1. The Programme Committee (PC) held its thirty-eighth meeting at the Organization's Headquarters on 20 September 2010. This was the last time that the Programme Committee would meet on its own: the next meeting will be held jointly with the Committee on Budget and Finance (CBF) in spring 2011, and the merging of the two committees will be effective as from the next General Assembly (Republic of Korea, autumn 2011).
2. The present meeting was chaired by Datuk Dr. Victor Wee who reminded the Members of the Committee of the importance of using an effective and rationalized approach in formulating the Programme of Work, always ensuring its relevance to members' needs, and tapping voluntary contributions to supplement the resources at its disposal<sup>1</sup>. A list of participants is attached to this report (Annex 2).

#### General programme of work 2010-2011

##### *Tourism outlook*

3. Latest data show that global recovery is underway at a stronger pace than expected: international tourist arrivals grew by 7% in the first six months of 2010, even if there are growth disparities between the different regions.

##### *Budget considerations*

4. The UNWTO Secretary-General (SG) informed PC Members that, as a consequence of the economic crisis, some Member States may have to delay their payments, which may contribute to a deficit in the Organization's budget at the end of 2010. In this context, the Secretariat has worked in generating savings in staff and other fixed costs in order to maintain the part of the budget corresponding to operational costs.

##### *Structure of the Secretariat*

5. For 2010, the Secretariat has adopted a preliminary list of regional, operational and support programmes (see Annex 1). The Secretary-General is aware that operational programmes are still too many (14) and will try to reduce this figure to 9 or 10 programmes in 2011 in order to increase the efficiency of the Secretariat. To respond to the concerns of some PC Members, he also recalled that a programme-based structure will facilitate the evaluation of the activities undertaken by the Secretariat, since each programme is time-bound and will be reviewed every year or biennium.

##### *Evaluation of activities*

6. In addition to the review of programmes, the Secretariat will continue to assess all technical events it organises, as well as technical cooperation projects. In parallel, consultants employed by the Secretariat will also go through an evaluation process that will ensure more efficiency and transparency in their selection. An assessment system regarding publications will also be studied and put in place. As in previous years, a

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<sup>1</sup> CE/88/4 (c)

report on the evaluation of the programme of work will be produced for the full year 2010 and presented to the next PC-CBF meeting.

### ***Tourism in the global agenda***

7. The Programme Committee usually deals with technical issues. However, UNWTO SG highlighted the importance to gain support for the activities of the Secretariat by highlighting the tourism agenda at the highest possible political level. The SG had so far met with 16 heads of States in 2010. This comes in addition to the organisation of events such as the T-20 Initiative meetings, the Parliamentarian Forum and the Ministerial Summit (WTM), which strengthen the commitment towards the tourism agenda.

8. To support this political action, one crucial element is the measurement of the economic impact of tourism through the implementation of national tourism satellite accounts (TSA). PC Members acknowledged the importance of TSA, but highlighted the high cost of its development. They encouraged UNWTO Secretariat to explore possible ways of reducing the cost of implementation of TSA, by producing a manual on its methodology.

9. In parallel, PC Members requested support to the Secretariat in the production of information, such as the release of latest UNWTO publications, which could be directly used by national tourism administrations (NTAs) in their websites. The Secretariat will explore an alert system in this sense as part of its communication strategy.

10. In order to raise tourism in the global agenda, one of the main issues to be focused on is job creation. This approach is supported through a close collaboration with the International Labour Organization (ILO) and allows NTAs to reinforce their position within their respective government. Members of the Committee recognised the importance of this work and highlighted that of education in raising the quality of tourism manpower, and therefore improving the image of jobs in tourism.

### ***Implementation of the activities of the programme of work in 2010***

11. The Executive Director for Programme and Coordination (EDPC) presented the report on this issue (EC/89/4 (a) and annexes) and highlighted the fact that the current restructuring of the Secretariat has not affected its production of deliverables. He informed on the work started on UNWTO publications in order to rationalise and homogenise their production, target their clients and reinforce their dissemination, notably through a better distributors' network and an improved promotion system.

12. EDPC also responded to the concerns of some PC members regarding the exchange of best practices. Those practices are usually at infra-national level and their exchange would be improved thanks to the reinforcement of the existing database of destination management organizations (DMOs). He also informed PC members on the new portfolio of 12 technical cooperation products focusing on 4 key areas of technical assistance to the Members: a) Policy Planning and Economic Development, b) Human Resource Development, c) Product Development, Marketing and Promotion and d) Statistics and Quality Standards. This portfolio will be completed with products corresponding to other areas.

13. Members of the Committee approved the *Report on the implementation of the Programme of work 2010-2011* submitted to the Executive Council.

## **General programme of work 2012-2013**

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### ***Survey on priorities for 2012-2013***

14. The deadline of the survey on Members' priorities for the biennium 2012-2013 is scheduled for 15 October 2010. PC members support the proposal made by EDPC to present to the Executive Council a preliminary analysis of the results gathered at that date. If necessary, the Programme Committee recommends to the Council the production of an *ad-hoc* decision calling for an increase in the response rate from Members States.

### *Calendar for the preparation of the programme of work and budget 2012-2013*

15. PC Members approved the following calendar:

- a. **24-26 October:** Presentation of preliminary results of the survey on Members' priorities for the biennium 2012-2013 during the 89<sup>th</sup> session of the Council (Iran)
- b. **January 2011:** Dissemination by electronic means to PC and CBF Members of a comprehensive analysis of the results of the survey and a preliminary draft of the programme of work and budget
- c. **March-April 2011:** submission of a revised preliminary draft programme of work and budget to the regional commission meetings for comments
- d. **End April 2011:** in depth discussion in the PC-CBF joint meeting regarding the draft programme of work and budget, taking into account the comments received from the regional commission meetings
- e. **May-June 2011:** submission of a comprehensive draft programme of work and budget to the 90<sup>th</sup> session of the Executive Council for final comments and approval
- f. **July 2011:** inclusion of the final comments made by the Executive Council, in collaboration with PC and CBF members (electronic means)
- g. **October-November 2011:** submission to the General Assembly for final approval

### *Fund-raising aspects*

16. In relation with the preparation of the next biennium, the question of raising funds has been discussed by PC members. The Secretariat reminded the members that a new programme has been created to raise funds and build partnership with both private and public sectors. PC members recommended an integrated approach that addresses donors and recipient countries at the same time and highlighted that efforts should also be made to solicit funding support from the private sector. In line with this, the representative for Africa in the Committee reminded that this issue was supported by the UNWTO General Assembly, especially in relation with the achievement of the Millennium Development Goals in this region<sup>2</sup>. The recent economic crisis is recognised as an obstacle, affecting both private and public donors, but PC members also share the view of the Secretariat that tourism is more and more recognised as a powerful tool by development bilateral and multilateral agencies.

### *Knowledge network*

17. Also tightly linked with the future of the Organization is the creation of the *Knowledge Network Programme*. The Secretariat presented its objectives and main lines of action to the Committee, notably the establishment of a community of knowledge, as well as an award mechanism. An *ad-hoc* document is made available to Member States in order to inform them in a more detailed manner.

### Review of the Technical Committees

18. PC Members and the Secretariat had in-depth discussions regarding the future of existing technical committees. If some of them are very active, like the *Committee on Statistics and the Tourism Satellite Account*, others encountered difficulties in meeting and producing effective outcomes, even on crucial issues such as sustainable development or market and competitiveness.

19. If some of the technical committees are to be continued, they should have two main functions: a) to give orientations to the Secretariat in a specific area of work and b) to validate the outputs and deliverables produced by the Secretariat. In addition, PC Members agreed on 3 main recommendations regarding the review process of the technical committees:

- a. They should be designed as advisory groups
- b. They should be composed of experts appointed by name, all knowledgeable in the area they deal with
- c. Their outputs and conclusions should go to the future Programme and Budget Committee

<sup>2</sup> A/RES/572(XVIII), paragraph 11

**Place and date of the Programme Committee's thirty-ninth meeting**

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20. The Committee will meet, jointly with the CBF. Scheduling this meeting will be determined once the dates of the Regional Commissions and the spring session of the Executive Council are set.

## Annex 1

### List of Regional, Operational and Support Programmes of the UNWTO Secretariat

List of Programmes	Liste des programmes	Lista de los programas
<b>A. REGIONAL</b>	<b>A. RÉGIONAUX</b>	<b>A. REGIONALES,</b>
Regional Programme, Africa	Programme régional, Afrique	Programa Regional, África
Regional Programme, Americas	Programme régional, Amériques	Programa Regional, Américas
Regional Programme, Asia and the Pacific	Programme régional, Asie et Pacifique	Programa Regional, Asia y Pacífico
Regional Programme, Europe	Programme régional, Europe	Programa Regional, Europa
Regional Programme, Middle East	Programme régional, Moyen-Orient	Programa Regional, Oriente Medio
<b>B. OPERATIONAL</b>	<b>B. OPÉRATIONNELS</b>	<b>B. OPERATIVOS</b>
Sustainable Development of Tourism	Développement durable du tourisme	Desarrollo sostenible del turismo
Technical Cooperation and Services	Coopération et services techniques	Cooperación y servicios técnicos
Statistics and Tourism Satellite Account	Statistiques et Compte satellite du tourisme	Estadísticas y cuenta satélite de turismo
Affiliate Members	Membres affiliés	Miembros afiliados
Communications	Communications	Comunicación
Tourism Trends and Marketing Strategies	Tendances du marché et stratégies de marketing	Tendencias de los mercados y estrategias de marketing
Risk and Crisis Management	Gestion des risques et des crises	Gestión de riesgos y de crisis
Institutional and Corporate Relations	Relations avec les institutions et les entreprises	Relaciones institucionales y corporativas
Destination Management	Gestion des destinations	Gestión de destinos
Information Resources and Archives	Ressources en matière d'information et archives	Recursos informativos y archivos
Ethics and Social Dimension of Tourism	Éthique et dimension sociale du tourisme	Ética y dimensión social del turismo
Special Field Program	Programme spécial sur le terrain	Programa especial sobre el terreno
Knowledge Network	Réseau de connaissances	Red del conocimiento
Thémis	Thémis	Thémis
<b>C. SUPPORT - DIRECT TO MEMBERS</b>	<b>C. SOUTIEN DIRECT AUX MEMBRES</b>	<b>C. APOYO DIRECTO A MIEMBROS</b>
Languages, Meetings and Documents	Services linguistiques, réunions et documents	Servicios lingüísticos, reuniones y documentos
Programme and Coordination	Programme et coordination	Programa y coordinación
Publications and e-Library	Publications et bibliothèque virtuelle	Publicaciones y biblioteca electrónica
Fairs	Salons	Ferias
<b>D. SUPPORT - INDIRECT TO MEMBERS</b>	<b>D. SOUTIEN INDIRECT AUX MEMBRES</b>	<b>D. APOYO INDIRECTO A MIEMBROS</b>
Budget and Finance	Budget et finances	Presupuesto y finanzas
Human Resources	Ressources humaines	Recursos humanos
Information and Communication Technology	Technologies de l'information et de la communication	Tecnologías de la información de la comunicación
Premises and Internal Services	Locaux et services internes	Instalaciones y servicios internos

Annex 2

LIST OF PARTICIPANTS  
LISTE DES PARTICIPANTS  
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I. CHAIRMAN OF THE COMMITTEE/PRÉSIDENT DU COMITÉ/PRESIDENTE DEL COMITÉ

MALAYSIA/MALAISIE/MALASIA

Datuk Dr. Victor WEE  
Chairman,  
Malaysia Tourism Promotion Board

II. MEMBERS OF THE COMMITTEE/MEMBRES DU COMITÉ/MIEMBROS DEL COMITÉ

BENIN/BÉNIN/BENIN

M. Guy JOHNSON  
Conseiller technique  
Ministère de la culture, de l'artisanat et du  
tourisme

BRAZIL/BRÉSIL/BRASIL

Sr. Leonardo ONOFRE  
Embajada de Brasil  
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BULGARIA/BULGARIE/BULGARIA

Mr. Stanislav NOVAKOV  
Chairman  
European Institute for Tourism and  
Adviser to Ministry for Economy, Energy and  
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CROATIA/CROATIE/CROACIA

Ms. Blanka BELOSEVIC  
Permanent Representative of Croatia to UNWTO  
Head, Department for International  
Cooperation  
Ministry of Tourism

INDONESIA/INDONÉSIE/INDONESIA

Dr. Sapta NIRWANDAR  
Director General of Marketing  
Ministry of Culture and Tourism

Ms. Rizki HANDAYANI  
Deputy Director for Multilateral Cooperation  
Ministry of Culture and Tourism

LEBANON/LIBAN/LÍBANO

M. Joseph HAIMARI  
Conseiller du Ministre du tourisme  
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l'OMT  
Ministère du tourisme

**REPRESENTATIVE OF THE ASSOCIATE  
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**REPRESENTATIVES OF THE AFFILIATE  
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Srta. Mercedes CARREÑO  
Centro Español de Nuevas Profesiones

Sr. Joan PASSOLAS  
Secretario General  
Asociación Mundial para la Formación  
Profesional Turística (AMFORT)

**III. OBSERVERS/OBSERVATEURS/OBSERVADORES**

**SPAIN/ESPAGNE/ESPAÑA**

Sr. Ignacio DUCASSE GUTIÉRREZ  
Jefe de Área de Relaciones Internacionales  
Secretaría General de Turismo  
Ministerio de Industria, Turismo y Comercio