UNWTO Commission for Europe
Sixty-third meeting
Prague, Czech Republic

CEU/63/DEC
Madrid, June 2018
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DECISIONS TAKEN BY THE UNWTO COMMISSION FOR EUROPE
AT ITS SIXTY-THIRD MEETING

Prague (Czech Republic), 12 June 2018
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PROVISIONAL AGENDA

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3. Report of the Secretary-General and Addendum
5. Update on Affiliate Member activities
6. UNWTO Academy: Human capital development
7. Report of other subsidiary bodies of the Executive Council
   (a) Report of the Committee on Tourism and Sustainability
   (b) Report of the Committee on Tourism and Competitiveness
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9. Proposals of the CEU members
10. Other matters
11. Place and date of the 64th meeting of the UNWTO Commission for Europe
2. DECISIONS TAKEN BY THE COMMISSION

CEU/DEC/1(LXIII)

ADOPTION OF THE AGENDA
Agenda item 1 (document CEU/63/Prov. Agenda)

The Commission,
Adopts the agenda of its sixty-third meeting, as contained in document CEU/63/Prov. Agenda.

CEU/DEC/2(LXIII)

COMMUNICATION OF THE CHAIRMAN OF THE COMMISSION
Agenda item 2 (document CEU/63/2)

The Commission,
Having heard the communication of its Chairperson:

1. Thanks him for it;
2. Agrees on the importance and need of working together in order to maintain Europe’s market share of global tourism;
3. Supports the joint action to adapt to the transition driven by the digital transformation and ensure not to lag behind the increasingly fast changes and emerging markets;
4. Approves the need of keeping the human aspect of the tourism sector despite the digital transformation;
5. Recognizes sustainability as a UNWTO priority and encourages the continuation of the efforts that have been initiated during the International Year of Sustainable Tourism for Development (2017);
6. Supports UNWTO’s on-going work and efforts to support Members States in their endeavours to position tourism higher in their political agenda;
7. Acknowledges the need for a joint effort to attract more Member States of the European region;
8. Thanks Croatia for its active cooperation with the UNWTO Secretariat.
REPORT OF THE SECRETARY-GENERAL
Agenda item 3 (document CEU/63/3)

The Commission,

Having heard the presentation of the Secretary-General, on four specific areas of discussion, namely (a) International Tourism in 2017 and Prospects 2018, (b) Management Vision and Priorities, (c) Implementation of the Programme of Work, (d) Administrative and Financial Matters:

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

2. **Welcomes** the update on the tourism results for 2017 and for encouraging prospects for the upcoming years;

3. **Endorses** the priorities presented at the 108th session of the Executive Council guided by the SDGs and the 2030 agenda;

4. **Supports** the Organization’s initiative of adopting a more result-oriented strategy by providing specific guidelines and recommendations to the Member States on specific topics;

5. **Agrees** to focus on five priorities, namely (a) innovation and digital transformation, (b) investments, (c) education and employment, (d) safe, secure and seamless travel, (e) environment and sustainability;

6. **Takes note with interest** of the initiatives within the five priority areas, among others the various tourism investment forums, innovation competitions, UNWTO Academy, activities planned in the field of safe and seamless travel;

7. **Welcomes and supports** the organization of the upcoming UNWTO international events to be held in Europe:
   - 3rd UNWTO Global Conference on Wine Tourism, 6-7 September 2018, Chisinau, Republic of Moldova.
   - 3rd UNWTO/UNESCO World Conference of Tourism and Culture, 3-5 December 2018, Istanbul, Turkey.

8. **Notes with interest** the information shared about the organization of an event planned for 2019, with the involvement of mayors and city representatives;

9. **Requests the Secretariat** to put forward a plan on how to better foster information-sharing between the various Regional Commissions;

10. **Encourages the Secretariat** to study how UNWTO’s cooperation with other sub-regional intergovernmental organizations and associations could be enhanced;

11. **Appreciates** the support given by the different institutions of the European Union, in particular the European Parliament (EP), in mainstreaming tourism at the highest political level of the European Union, and congratulates Mr. Istvan Ujhelyi, Vice-Chair of the Committee on Transport and Tourism of the EP, for his nomination as a UNWTO Ambassador for relations with the European institutions.

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REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK: REGIONAL ACTIVITIES
Agenda item 4 (Document CEU/63/4)

The Commission,

Having heard the report presented by the UNWTO Regional Director for Europe on the implementation of the General Programme of Work in Europe since the 62nd meeting of the UNWTO Commission for Europe, held in Chengdu (China), on the occasion of the 22nd UNWTO General Assembly:

1. Thanks her for the detailed information about the key priorities and activities carried out by the Regional Department;

2. Thanks the European Member States for their efforts and interest in cooperating in the implementation of the General Programme of Work;

3. Agrees with the need of finding a balance between growth and sustainability as a fundamental challenge for the region;

4. Supports the new management priorities of the Organization (innovation and digital transformation, investments and entrepreneurship, education and employment, safe, secure and seamless travel, social, cultural and environmental sustainability), guided by two fundamental pillars, namely sustainability and competitiveness;

5. Takes note with interest of the UNWTO Academy and the creation of the Innovation and Digital Transformation department within the Secretariat;

6. Encourages the Member States to participate actively in the effective implementation of the Measuring Sustainable Tourism Initiative, which is essentially about creating a statistical framework for measuring the social and environmental impacts of tourism, as well as the economic ones, on both a national and sub-national level;

7. Congratulates the Regional Department for Europe for the organization of various events in Europe and encourages the Secretariat to provide its Members with an outcome document of those events;

8. Requests its Members to participate in the forthcoming official celebration of the World Tourism Day to be held on 27 September 2018, in Budapest, Hungary;

9. Congratulates the Organization for its continuous efforts in hosting trainees and officials on loan from the European Member States and encourages them to present candidates;

10. Thanks the team of the Regional Department for Europe for its diligent work and valuable assistance to the Members.

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CEU/DEC/5(LXIII)

UPDATE ON AFFILIATE MEMBERS ACTIVITIES
Agenda item 5 (document CEU/63/5)

The Commission,

Having heard the report of the Secretary-General on the Affiliate Members activities:

1. Thanks him for his analysis of the current situation and for the information on the upcoming initiatives;
2. Acknowledges the importance of the Affiliate Members Department, and considers it key for establishing valuable and lasting partnerships with non-governmental stakeholders;
3. Supports the engagement of the Affiliate Members, in coordination with the other UNWTO Departments, to enhance public-private collaboration by encouraging networking and the exchange of knowledge and expertise;
4. Supports the UNWTO efforts to expand its Affiliate Members Department and requests its Members to encourage its private sector to join the Affiliate Members Department.

CEU/DEC/6(LXIII)

UNWTO ACADEMY: HUMAN CAPITAL DEVELOPMENT
Agenda item 6 (document CEU/63/6)

The Commission,

Having heard the report of the Executive Director of the UNWTO Themis Foundation:

1. Thanks him for the detailed information provided about the importance of human capital development and the establishment of the UNWTO Academy;
2. Agrees on the opportunities and challenges of tourism growth and the need for UNWTO Member States to have the appropriate human capital base in tourism to be able to achieve a sustainable development and competitiveness in the sector;
3. Looks forward to the practical implementation of the online training activities;
4. Supports the initiative of the UNWTO Academy to embrace a leading role in addressing the human capital needs in tourism through 2030;
5. Encourages the Members States to take advantage of the existing TedQual: Quality Certification System and the Quality Certification System for Destination Management (UNWTO QUEST);
6. Encourages the UNWTO Academy’s initiatives and workshops organized for the Members in this regard;
7. Requests the Secretariat to keep organizing the UNWTO Practicum.
REPORT OF OTHER SUBSIDIARY BODIES OF THE EXECUTIVE COUNCIL

Agenda item 7 (document CEU/63/7)

The Commission,

Having regard to the presentations of the Members of the different Committees, on (a) Tourism and Sustainability, (b) Tourism and Competitiveness, (c) Statistics and Tourism Satellite Account:

1. Thanks Montenegro for its valuable presentation on the work of the Committee for Tourism and Sustainability;

2. Thanks Italy for its valuable presentation on the work of the Committee on Tourism and Competitiveness (CTC) and supports its work plan for the period of 2018-2019;

3. Thanks Austria for its valuable presentation on the work of the Committee on Statistics and the Tourism Satellite Account;

4. Congratulates the Committee's project aiming at building a comprehensive statistical framework by measuring sustainable tourism;

5. Appreciates the work carried out through the Committees and encourages its Members to pursue their important efforts.

PRESENTATION AND STRATEGIC DISCUSSION:

FOSTERING INNOVATION ECOSYSTEMS AND DIGITAL TRANSFORMATION IN TOURISM

Agenda Item 8 (document CEU/63/8)

The Commission,

Having heard the presentation of the UNWTO Senior Expert on Innovation and Digital Transformation:

1. Thanks her for the detailed and informative presentation and plan of actions shared;

2. Agrees on the need, corroborated by the Secretary General, of adapting tourism to digital change and the technological revolution;

3. Supports the UNWTO strategy of digitalization of tourism involving the creation of an innovation and entrepreneurship ecosystem that will maximize the potential of the sector in terms of growth, job creation and sustainable development;

4. Welcomes and supports the UNWTO projects, such as the UNWTO Hub Network or the UNWTO Tourism Tech (Ad)ventures among others, initiated to connect the European tourism investment ecosystem;
5. **Takes note with interest** of the UNWTO Tourism Startup Competition aiming at identifying startups that can lead the transformation of the tourism sector;

6. **Thanks** Portugal for its detailed presentation on Digital Advertising Strategy;

7. **Thanks** Israel for its detailed information on Technologies and Marketing Strategy;

8. **Thanks** all the delegates for their valuable contribution to the debate by sharing their expertise, priorities, trends, challenges and opportunities brought about by innovation and digitalization processes in the European tourism sector.

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**PROPOSALS OF THE CEU MEMBERS**

Agenda item 9 (document CEU/63/9)

The Commission,

Having heard the presentation of the Regional Director for Europe and the proposals made by Croatia, Bulgaria and Serbia:

1. **Thanks** her for the background information;

2. ** Acknowledges** the suggestions of the Chairperson and the Vice-Chairperson, allowing an interactive and constructive debate around proposals made by the Commission Members;

3. **Thanks** Croatia for the proposed statement calling for the support of the UNWTO Commission for Europe to its Members in their endeavors for better positioning of tourism, and **endorses it with reservations** expressed by Austria, Bulgaria, Germany, Flanders, Poland and the Russian Federation;

4. **Takes note with interest** of the proposal presented by Bulgaria regarding the establishment of a UNWTO Tourism and Employment Council or an Ad-hoc committee;

5. **Thanks** Serbia for sharing its experience regarding the United Nations Development Partnership Framework and how new partnerships could be established and projects developed with the involvement of UNWTO.

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**OTHER MATTERS**

Agenda item 10 (document CEU/63/10)

The Commission,

1. **Thanks** the Russian Federation for its presentation on the 23rd UNWTO General Assembly to be held in St. Petersburg in 2019;
2. **Thanks** Hungary for its invitation to participate in the celebration of World Tourism Day jointly organized with the UNWTO on the 27th of September 2018, in Budapest, Hungary;

3. **Thanks** Lithuania for the organization of the 6th European Congress on Rural Tourism with the support of UNWTO, to be held on 3-5 October in Druskininkai, Lithuania.

4. **Thanks** the Republic of Moldova for its presentation regarding the forthcoming 3rd UNWTO Global Conference on Wine Tourism, to be held on 6-7 September 2018, in Chisinau, Republic of Moldova.

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**PLACE AND DATE OF THE SIXTY-FOURTH MEETING OF THE UNWTO COMMISSION FOR EUROPE**

Agenda item 11 (document CEU/63/11)

The Commission, 

**Having heard** the UNWTO Director of the Regional Department for Europe,

1. **Appreciates** the background information;

2. **Thanks** the Ministry of Tourism of Croatia for presenting its candidature, through an official communication dated 6th March 2017, to host the 64th Meeting of the UNWTO Commission for Europe in 2019;

3. **Decides** that the 64th Meeting of the UNWTO Commission for Europe will be held in Croatia in 2019;

4. **Entrusts** the Secretariat with making the necessary arrangements for the holding of its next meeting.

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**VOTE OF THANKS TO THE HOST COUNTRY**

The Commission, 

**Addresses** its warmest appreciation to the Ministry of Regional Development of the Czech Republic for its warm hospitality and the excellent arrangements made for the holding of the sixty-third meeting in Prague, from 11 to 13 June 2018.
### 3. PARTICIPANTS IN THE SIXTY-THIRD MEETING OF THE COMMISSION

1. The following Member States belonging to the European region:
   Andorra, Austria, Azerbaijan, Bulgaria, Croatia, Cyprus, Czech Republic, Georgia, Germany, Greece, Hungary, Israel, Italy, Lithuania, Monaco, Montenegro, Netherlands, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Switzerland, The former Yugoslav Republic of Macedonia, Turkey, Ukraine and Uzbekistan.

2. Associate Members: Flanders

3. Permanent Observer: Holy See

4. The following Affiliate Members: Baku Tourism Information Centre, International Academy for Accessibility and Universal Design, Tourism Generis, University College of Business in Prague, University of Valencia

5. Other Entities: European Parliament (Committee on Transport and Tourism), Global Tourism Economy Research Centre

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### LIST OF PARTICIPANTS / LISTE DE PARTICIPANTS

#### I. EUROPEAN FULL MEMBERS / MEMBRES EFFECTIFS EUROPÉENS

<table>
<thead>
<tr>
<th>ANDORRA/ ANDORRE</th>
<th>Ms. Carolina CUÉN LLACUNA</th>
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<td></td>
<td>Tourism Specialist</td>
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<th>AUSTRIA/ AUTRICHE</th>
<th>Dr. Angelika LIEDLER-JANOSCHIK</th>
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<tr>
<td></td>
<td>Director of International Tourism Affairs</td>
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<td>Federal Ministry of Sustainability and Tourism</td>
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<th>Mr. Adrian GASSER</th>
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<th>AZERBAIJAN/ AZERBAİDJAN</th>
<th>Ms. Jamila TAİLİZADEH</th>
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<td></td>
<td>Head of International Relations Department</td>
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<th>BULGARIA/ BULGARIE</th>
<th>Mr. Hristo KATSAROV</th>
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<td>Head of Cabinet</td>
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<th>Ms. Elvira MISHEVA</th>
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<td></td>
<td>Expert International Cooperation and Investments in Tourism</td>
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CROATIA/CROATIE

Mr. Frano MATUŠIĆ
State Secretary
Ministry of Tourism

Ms Barbara MESIĆ
Chief Advisor to the Minister
Ministry of Tourism

Ms. Blanka BELOŠEVIĆ
Head of Department of International Cooperation
Ministry of Tourism

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Mrs. Olga THEOCHAROUS-PAPAGEORGIOU
Senior Tourist Officer, Strategic Planning and Research
Cyprus Tourism Organization

CZECH REPUBLIC/RÉPUBLIQUE TCHÈQUE

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Ministry of Regional Development

Mr. David KOPPITZ
Deputy Minister
Section of Regional Development
Ministry of Regional Development

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Mr. Tomike ZIRAKISHVILI
Acting First Deputy Head
Georgian National Tourism Administration

GERMANY/ ALLEMAGNE

Dr. Marion WEBER
Head of Tourism Policy Division
Federal Ministry for Economic Affairs and Energy

Mrs. Gisela WILL
Executive officer, Tourism Policy Division
Federal Ministry for Economic Affairs and Energy
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<th>Country/Region</th>
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<tr>
<td>Greece/Grèce</td>
<td>Mr. Michail ANGELOPOULOS</td>
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<td>Hungary/Hongrie</td>
<td>Ms. Zsuzsanna VINCZE</td>
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<td>Dr. Tünde HAGYMÁSI</td>
<td>Chief Councillor of International Tourism Relations, Ministry of Foreign Affairs and Trade</td>
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<td>Israel/Israel</td>
<td>Mr. Pini SHANI</td>
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<td>Lithuania/Lituanie</td>
<td>Prof. Renaldas CIUZAS</td>
<td>Head of Tourism Policy Division, Ministry of Economy</td>
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<td>Ms. Lidija BAJARUNIENE</td>
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<td>Monaco</td>
<td>Ms. Marie-Laure MARQUET</td>
<td>Administrateur, Direction du Tourisme et des Congrès</td>
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<td>Montenegro/Montenegro</td>
<td>Mrs. Milena Mijajlovic</td>
<td>Head of Cabinet, Ministry of Sustainable Development and Tourism</td>
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<td>Netherlands/Pays-Bas</td>
<td>Ms. Maya BHAROS</td>
<td>Department of Topsectors &amp; Industry Policy, Ministry of Economic Affairs &amp; Climate</td>
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<td>Poland/Pologne</td>
<td>Mr. Karol BIEDRZYCKI</td>
<td>Councillor of Minister, Unit – Department of Tourism, Ministry of Sport and Tourism</td>
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Mr. Marek SOLTYSIAK  
Head of Planning and Promotion of Tourism Unit  
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PORTUGAL/PORTUGAL  
Mrs. Maria João TOSCANO SILVA  
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Mr. Miguel FERNANDES  
Turismo de Portugal

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Mrs Loredana NEACȘU  
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<th>Country</th>
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<td>Mrs. Renata PINDZO</td>
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<td>Dr. Miroslav KNEZEVIC</td>
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<td>Deputy Direction General for Cooperation &amp; Tourism Competitiveness</td>
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<td>Mr. Richard KÄMPF</td>
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<td>State Secretariat for Economic Affairs SECO</td>
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<td>Mr. Zoran PAVLOVSKI</td>
<td>State Secretary</td>
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Mr. Shovket HAZARI  
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Director of Tourism & Resorts Department  
Ministry of Economic Development and Trade

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Mr. Davronbek TOKHTIEV  
Senior Officer  
Marketing Researches and International Relations Department  
The State Committee for Tourism Development

II. ASSOCIATE MEMBERS/ MEMBRES ASSOCIÉS

FLANDERS  
Mr. JAN KORTHOUDT  
Flanders Department of Foreign Affairs  
Coordination Department

III. PERMANENT OBSERVER/ OBSERVATEUR PERMANENT

HOLY SEE/ SAINT-SIÈGE  
Monsignor Maurizio BRAVI  
Permanent Observer of the Holy See to UNWTO
III. **AFFILIATE MEMBERS/ MEMBRES AFFILIÉS**

**BAKU TOURISM INFORMATION CENTER**
Mr. Zakir ALIYEV  
Director  
Ms. Mansura ALIYEVA  
Manager

**INTERNATIONAL ACADEMY FOR ACCESSIBILITY AND UNIVERSAL DESIGN** (Russia)  
Mr. Alexander BAVELSKY, LL.M.  
Chairman of the Board

**TOURISM GENERIS** (Greece)  
Mr. Georgios DRAKOPOULOS  
President & CEO

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Vice-Rector for Academic Affairs and External Relations

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Vicerector ate for Internationalisation and Cooperation

V. **UNWTO SECRETARIAT / SECRÉTARIAT DE L’OMT**
Mr. Zurab POLOLIKASHVILI  
Secretary-General  
Ms. Isabel GARAÑA  
Regional Director for Europe  
Mr. Christopher IMBSEN  
Deputy Regional Director for Europe  
Ms. Natalia BAYONA  
Senior Expert on Innovation and Digital Transformation  
Mr. Omar VALDEZ  
Executive Director of the THEMIS Foundation  
Mr. Peter JANECH  
Officer, Regional Department for Europe

VIII. **OTHER ENTITIES/ ORGANIZATION/ AUTRE ENTITÉ/ ORGANISATION**

**EUROPEAN PARLIAMENT**  
Mr. Istvan UJHELYI  
Member of the European Parliament  
Vice-Chair, Committee on Transport and Tourism  
European Parliament
Mr. Attila BENEDEK
Transport & Tourism Policy Adviser
European Parliament

GLOBAL TOURISM ECONOMY RESEARCH CENTRE

Mr. Shuo WANG
Executive Director

* * *