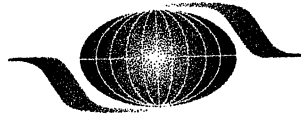




**WORLD TOURISM ORGANIZATION  
EXECUTIVE  
COUNCIL**



CE/78/2  
Madrid, June 2006  
Original: French

---

Seventy-eighth session  
Quito, Ecuador, 27-28 June 2006  
Provisional agenda item 2

**COMMUNICATION OF THE CHAIRMAN**

**Note by the Secretary-General**

In this document, the Secretary-General submits the communication of the Chairman of the Executive Council for the consideration of its Members.

## COMMUNICATION OF THE CHAIRMAN

**Madam Minister and Mr. Ministers of Tourism  
Mr. Secretary-General  
Honourable Heads and Members of the delegations**

1. It is with great honour and real pleasure that I am presiding today, on behalf of my country, the first session of 2006 of our Executive Council.
2. I would like, first of all, to thank the Ecuadorian authorities and Madam Minister, for their initiative in inviting the Council to hold its session here in Quito, and for thus giving us an opportunity to get to know this beautiful country.
3. The agenda that we have before us today well reflects the desire of the Organization's Member States to bring about the best conditions for the development of tourism in the world and to put forward the appropriate responses to the challenges faced by the world of tourism.
4. The matters included in the agenda hold the same interest as those already discussed at the different meetings, conferences and seminars held by the UNWTO during the first half of this year.
5. Whether it be **crisis management, travel advisories, or poverty reduction** through sustainable tourism, these subjects have been dealt with at meetings that have also served as occasions to underline the growing importance of tourism as a factor of economic development and social advancement. They always represent real opportunities for dialogue, exchange and understanding.
6. At its sixteenth session in Dakar, the General Assembly adopted a number of resolutions giving rise to new prospects for the Member States.
7. This is particularly true in the case of the ST-EP initiative, whose fundamental aim is to contribute to the achievement of the Millennium Development Goals and poverty reduction. It must be noted that the advances made in the implementation of the principles adopted and in the identification of prospective projects will undoubtedly benefit the most disadvantaged African countries that deserve our solicitude, aid and support.
8. Another issue, that of travel advisories, continues to command the attention of all of us and should be the subject of follow-up actions on the part of the structures of the Organization. In this regard, the handbook of best practices prepared by the UNWTO Secretary-General should serve all the member countries as a reference document, as the General Assembly has recommended.

9. The initiative undertaken by our Organization to create a working group for risk assessment and management, the actions carried out and the efforts deployed since Dakar, as well as the action plan proposed to the Council indicate the firm intention of decision-makers to respond to developments that could undermine the good performance of world tourism.

10. Nevertheless, it is important to progress from ad-hoc reactions and move on to planned and structured responses.

11. In effect, the establishment of an information network among countries should be encouraged on more than one account. Insofar as it makes it possible to analyse the different situations that emerge throughout the world, it makes it possible to respond to them systematically through appropriate and effective measures.

12. Furthermore, tourism destinations must adapt to an increasingly uncertain world, and thus have an important role to play in crisis management and the utilization of communication for better understanding among peoples.

#### **Ladies and Gentlemen,**

13. It seems that our sector has been spared nothing. The successive sharp hikes in the price of oil oblige us to be vigilant. These vertiginous increases, given their serious repercussions on the air transport sector, have an adverse effect on tourism activity throughout the world.

14. This new situation, Ladies and Gentlemen, clearly obliges us to adopt new responses, new attitudes and adjustments in our strategies and capabilities in order to be able to respond to the demands imposed by these developments that are increasingly unpredictable and beyond the control of decision-makers the field of tourism.

15. For all these reasons, we are making a strong call for better solidarity among countries, and in particular during these difficult times, among tourism destinations. This can only be achieved through constant contact and better strategic cooperation.

16. My country, which this year has just strengthened its cooperation links with various countries, notably in Africa, intends to consolidate these ties even further and dearly hopes that this vision will be shared by a large number of countries. I suggest to our Council that it constitute a working group to study the ways and means for the creation of an adequate mechanism that could facilitate bilateral or trilateral cooperation among the member countries.

**Ladies and Gentlemen,**

17. The tourism industry is based essentially on human relations. It can only develop on the basis of understanding, tolerance, dialogue and the diversity of a universal civilization.

18. This is why we must condemn all forms of racism, extremism, violence and terrorism. The cartoon controversy that flared up at the start of the year, along with the violent reactions it engendered nearly dealt another severe blow to tourism.

19. I wish to take this opportunity to express our determination to work towards a better world where understanding among people, acceptance and respect for others, and tolerance and dialogue among cultures, civilizations and religions reign supreme.

20. I remain deeply convinced of the importance of the UNWTO's role in the promotion, on a large scale, of these values, which should be anchored in the general public, and in particular among the emerging generations who will build the world of tomorrow.

**Ladies and Gentlemen,  
Honourable delegates**

21. I am convinced that our member countries will contribute with a great deal of commitment, enthusiasm and conviction to the realization of the different resolutions adopted by the organs of our Organization, as well as those that result from the proceedings of the present session of our Executive Council.

22. The principles and values enshrined in the Global Code of Ethics for Tourism should guide our actions for the development of sustainable tourism.

23. Thank you for your attention and I wish full success for the work of our Council.