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GENERAL PROGRAMME OF WORK

**(b) Report on the preparation of the
General Programme of Work for the period 2008-2009**

Note by the Secretary-General

In the attached document the Secretary-General reports to the Executive Council on the preparation of the General Programme of Work for the period 2008-2009

GENERAL PROGRAMME OF WORK

(b) Report on the preparation of the General Programme of Work for the period 2008-2009

INTRODUCTION

1. On 15 March 2006, the Secretary-General circulated to the Full, Associate and Affiliate Members the "Survey on the Organization's General Programme of Work". This, like previous questionnaire-surveys conducted by the Organization biennially, was intended to fulfil three purposes, of which the third relates specifically to the present agenda item. Specifically, the survey consults Members concerning the strategic priority issues that they wish to see included in the draft programme of work for the future biennium **2008-2009**, the subject of the present agenda item.

2. In Part C of the questionnaire-survey entitled "**Draft General Programme of Work for 2008-2009**" the UNWTO Members were given the opportunity to identify strategic priority issues for inclusion in the Organization's general programme of work for 2008-2009. In this regard, Members were invited to take into consideration, *inter alia*, the key strategic issues highlighted in the Secretary-General's "White Paper" and "Agenda 2010", distributed at the sixteenth session of the General Assembly last year as documents A/16/13(a) and A/16/13(b) respectively.

3. The first question, C.1., invites Members to identify priority result areas included in the 2006-2007 General Programme of Work which, in their opinion should be continued, expanded or developed.

4. The second question, C.2., invites Members to identify new strategic/critical areas that, in their opinion, should be addressed in the 2008-2009 programme as a priority. Members are invited to classify areas identified in C.2. as requiring action at respectively: Global / Regional, sub-regional / National and local/destination level and, in each case, respondents are invited to propose the type of initiative that could be taken by UNWTO.

5. Replies to the questionnaire-survey were requested by 21 April 2006. While this was a relatively short period of time, the Secretariat emphasized that a prompt response would have considerable benefits. Firstly, the findings of the survey could be submitted to the Regional Commissions at their meetings programmed for the first half of 2006. Secondly, this procedure would enable the Regional Commissions to play a more substantive role in the preparation of the 2008-2009 programme of work in the accordance with General Assembly resolution A/RES/427(XIV) adopted in 2001. While the first outcome was hardly possible due to the strict time-frame, each Regional Commission which has met so far has had the opportunity to hold a discussion about the approach to the new programme of work.

6. In accordance with the established practice, the outcome of the Regional Commissions' discussions on the programme will be reported to the Programme Committee by the Regional Representatives, who have been invited to attend the Committee's meeting on 15 and 16 May 2006.

7. By the date this document was prepared (10 May 2006), fourteen replies had been received to Part C of the survey-questionnaire. This number is slightly less than the total number of responses received since not all Members were in a position to make suggestions about the content of the 2008-2009 General Programme of Work.

8. Although the number of replies is small, all the UNWTO regions are represented in the sample. Furthermore, nearly three weeks have elapsed since the deadline date of 21 April 2006, although it must also be admitted that some Members notified the Secretariat that their reply could only be made available later.

The results are presented in the following pages.

9. Replies to question C.1. are presented in the form of a table. The region, but not the name, of each Member responding is indicated. It will be seen that there were two responses from Africa, one from the Americas, four from Asia-Pacific, five from Europe and two from the Middle East.

10. The same Members replied to question C.2., although not all have responded to all the sub-headings. These replies are presented in the form of a list for each of the five regional breakdowns.

11. It will be seen that, despite the small sample, certain conclusions can be drawn, both about the priorities Members assign to activities in the existing programme structure and about new strategic/critical issues to be addressed.

12. In accordance with the established practice, the outcome of the Regional Commissions' discussions on the 2008-2009 programme and the conclusions reached by the Programme Committee at its present meeting will be reported to the seventy-eighth session of the Executive Council on 27 and 28 June 2006. In the second half of 2006, the Secretary-General will further consult the Committee on broad programming principles and priorities and, with the necessary policy guidelines from the Council, elaborate a detailed draft programme and budget. This will be submitted to the Committee on Budget and Finance, to the Affiliate Members' Business, Education and Destination Councils before it is again submitted to the Council for final approval and to the General Assembly in 2007 for adoption.

REPLIES TO QUESTION "C.1" OF THE DRAFT GENERAL PROGRAMME OF WORK FOR 2008 - 2009 (Rev.)

PROGRAMME	AFRICA		AFRICA		AMERICAS		ASIA		ASIA		ASIA		EUROPE		EUROPE		EUROPE		MIDDLE EAST		MIDDLE EAST	
	1	2	1	2	1	2	3	4	1	2	3	4	5	1	2	3	4	5	1	2		
STATISTICS	TSA	NETWORKS, STANDARDS & INDICATORS			TSA		INTERNATIONAL STANDARDS	STATISTICAL COMPARABILITY TSA	COMPARABILITY TSA							TSA	TSA	TSA	UPDATING AND CONCEPTUAL ISSUES			
MARKET INTELLIGENCE										TRENDS AND FORECASTS	MARKET INTELLIGENCE	PRODUCTS AND FORECASTS	FORECASTS								MARKET INTELLIGENCE AND PROMOTION	
SUSTAINABLE DEVELOPMENT OF TOURISM	REDUCTION OF POVERTY	INDICATORS AND ASSISTANCE	INDICATORS AND CERTIFICATION	BEST PRACTICES			REDUCTION OF POVERTY	INDICATORS		POLICIES AND TOOLS	SUSTAINABLE PRODUCTS		CERTIFICATION									
ETHICAL & SOCIAL								CODE IMPLEMENTATION	CODE IMPLEMENTATION CAMPAIGN AGAINST SEX TOURISM													
COMPETITIVENESS QUALITY		HERITAGE ENHANCEMENT	ACCESS QUALITY		STANDARDS AND SERVICE QUALITY														EDUCATING CONCERNED PARTIES	COMPETITIVENESS QUALITY AT ENTERPRISE LEVEL	COMPETITIVENESS	
EDUCATION		CAPACITY BUILDING	TEDJUAL, TRAINING		EVALUATION OF HUMAN RESOURCE REQUIREMENTS	HUMAN RESOURCES DEVELOPMENT					EDUCATION AND KNOWLEDGE										EDUCATION AND KNOWLEDGE	
E-TOURISM	MICROCREDITS FOR SMEs.																					E-TOURISM DEVELOPMENT
REGIONAL ACTIVITIES TECHNICAL COOPERATION								REGIONAL COOPERATION		COOPERATION AND POVERTY ELIMINATION	POVERTY ELIMINATION	REGIONAL SEMINARS ON RURAL CULTURAL & INDUSTRIAL TOURISM										TECHNICAL COOPERATION
AFFILIATES																						
COMMUNICATIONS PUBLICATIONS & DOCUMENTATION			TOURISM INFORMATION AND REFERENCE	E-LIBRARY			DOCUMENT. RESOURCE CENTRES												E-LIBRARY			
CRISIS MANAGEMENT					CRISIS MANAGEMENT				CRISIS MANAGEMENT													

* In addition, one further reply was received from a country of the African region proposing Market Research as a priority

Question “C.2” New Strategic / Critical Issues to be addressed**AFRICA**

Global:

- Statistics and Economic Measurement
- Market Intelligence and Promotion
- Improving Competitiveness
- Facilitation of travel
- Communications
- Restructuring of UNWTO to enhance cooperation with other UN Specialized agencies

Regional / Subregional:

- Sustainable Development
- Quality
- Improving competitiveness
- Partnership among stakeholders
- Technical Cooperation

National / Local:

- Sustainable Development
- Poverty reduction
- Preservation of Natural and Built Heritage
- Cultural, Sustainable and eco-tourism
- Raising Enterprise Standards
- Quality Standards
- Product Diversification
- Technical Cooperation

AMERICAS

Global:

- Systematic Statistical Information, case-studies, analytical statistical tools
- Poverty elimination through alternative tourism
- Sustainable tourism, measurement of carrying capacity
- Education and knowledge

Regional / Subregional:

- Regional networks for dissemination of statistics
- Regional development plans

National / Local:

- Data bases for tourism destinations
- Measurement of poverty reduction
- Institutional strengthening
- Implication of women in tourism projects, especially in rural areas
- Hygiene and tourism
- Training in informatics and E-tourism

ASIA**Global:**

- TSA and measurement of worldwide economic importance of tourism
- Liberalization of Tourism
- Demographic shifts, changes in consumer tastes and consequences for demand
- Cross-border investments
- Tourism accessibility and facilitation
- Poverty reduction, strategies, encouragement of SMEs and promotion of entrepreneurship
- Sustainable Tourism Development
- Global Peace through tourism
- Health, Safety and Security

Regional / Subregional:

- Assistance to countries in anti-terrorist measures and in crisis management
- Partnership between stakeholders, public-private cooperation
- Emerging markets (both generating and receiving)
- Investment in tourism
- Media relations
- Training in information technology
- Awareness of Global Code of Ethics
- Liberalization of Tourism
- Destination Management

National / Local:

- TSA
- Public – private partnership
- Enhancing competitiveness
- Community development, economic self-sufficiency
- Development and standardization of tourist products
- Education, Training and Knowledge Management
- Marketing and Communications

EUROPE

Global:

- TSA
- Quantification of tourism's economic impact
- Measurement of National (domestic) tourism and employment generation
- Tracking of global tourism, trends, especially rapidly changing markets
- Reduction in utilization of non-renewable resources
- Safety and Security in tourism
- Awareness raising of economic, social and environment importance of tourism
- Progressive generalization of Sustainability indicators
- Poverty Alleviation
- Promotion of the Global Code of Ethics
- Internal adaptation of UNWTO so as to adopt correct procedures and enhance human resource management
- Progressive adoption of United Nations standards and enhancement efficiency in income generation and budgetary control
- Adoption of at least five quality standards

Regional / Subregional:

- More guidance and support to developing countries
- Achievement of balanced regional development
- Network of Knowledge and information for regional destinations
- Cooperation in product creation and development
- Destination management

National / Local:

- Infrastructure investment
- Support for rural tourism
- Avoidance of unequal distribution of tourism benefits
- Education and human resource development
- Sustainable tourism development
- Strategies for development of specific forms of tourism: ecotourism, rural and agro-tourism, urban and cultural, spa, health, social and congress tourism
- Marketing know-how and plans
- Best practice in local cooperation and partnership
- Institutional strengthening at local level

MIDDLE EAST

Global:

- TSA
- Marketing local assets in global markets
- Enhancing Affiliate Member's role in implementation process
- Implementation of Global Code of Ethics
- Tourism Statistics
- Sustainable Development
- E-tourism

Regional / Subregional:

- Promoting destinations in politically unstable regions
- Joint marketing
- Improving competitiveness
- Education
- Communications
- Technical cooperation

National / Local:

- Reconciling National interest with protection of cultural and natural heritage
- Building tourism culture among local communities.