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**REPORT ON THE IMPLEMENTATION AND EVALUATION OF THE
GENERAL PROGRAMME OF WORK FOR THE PERIOD 2004-2005**

Addendum 1

Note by the Secretary-General

The following document contains a report of the second meeting of the Quality Support and Trade Committee, which was held 11 and 12 November 2004 in Madrid, Spain.

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GENERAL PROGRAMME OF WORK FOR THE PERIOD 2004-2005**

Addendum 1

Role of the Committee and its members

1. The Committee strongly believed that it is necessary to improve communication between the various bodies of the Organization and clarify and streamline processes in decision-making in order to adequately cover the programme activities for the benefit of all Members, to avoid overlaps and ensure that decisions, recommendations and initiatives are properly monitored throughout the whole process from activity inception to implementation. This should include relationship of the various technical committees to external bodies, primarily those within the United Nations system as far as it concerns position-taking on the issues included in the work programme.
2. The Committee considered that a priority issue could be to establish its working relationship with the Executive Council of which it is a subsidiary body. This could provide, inter alia, for the Chairman reporting to the Council.

Programme activities and the 2010 Vision

3. While believing that trade, safety and security and standards issues under the strategic direction of quality should strongly feature on the Organization's current and future programme as driving forces of world tourism, the Committee considered that it was unlikely to cover successfully all the Quality and Trade in Tourism programme with the current small resources assigned to this activity by the Organization and individual Members.
4. The Committee therefore recommends to remedy this situation in the future work programme by introducing structural changes in the allocation of resources and the programme design.
5. The activities should include:
 - under all the programme chapters (Trade, Safety & Security, Standards), specific items on new technologies with a view to their assimilation and creative use particularly by SMEs and in developing countries with respect to electronic commerce, information and communication of standards;

- under the quality standards chapter, a facility to allow destinations to benchmark their quality status against common and objective criteria. This facility should include provisions indicating areas adequate for domestic regulation to ensure basic quality.

Trade issues/ Air transport and Tourism

6. The Committee recommended to continue cooperation with ICAO and IATA with a view to facilitating and strengthening the visibility and perspective of tourism and its recognition in air transport activities.

Safety and Security

7. With respect to document C/73/11 the Committee took note of the process initiated through the Executive Council with a view to considering and adopting an international instrument in this area corresponding to a relevant item of the current work programme. The Committee considered that it would be more appropriate to address in such an instrument tourist sites and facilities, and perhaps also their visitors and users, as already indicated in the work programme, instead of "hotels and tourism attractions" due to both a too narrow (with respect to hotels) and too broad (with respect tourism attractions) denomination of this second term.

8. The Committee recommended to continue the process as proposed by the Legal Advisor in paragraph 11 of document CE/73/11 while considering that the two parts of this proposals should be seen as complementary to each other.

Travel advisories

9. The Committee took note of successive Secretariat papers CE/73/3/ Add.1, CE/74/9 and CE/74/9 Add on travel advisories.

10. The Committee recommended:

- to replace document CE/74/9 with document CE/74/9 Add. for the Council review as giving a more comprehensive picture of the work already done in this area by the Organization and the international community and also a more complete set of options which the Organization might wish to take in this regard;
- to choose rather a Code of Conduct approach in which the various provisions of the proposed Recommendation could be accommodated and which would allow to systematically monitor the Travel Advisory process;

- to make Article 6.5 of the Global Code of Ethics for Tourism a guiding principle of the future Code of Conduct but not to recommend the World Committee on Tourism Ethics dispute settlement mechanism as the most appropriate tool for solving conflicts in this area between member and non-member States of the Organization;
- to consider again, in addition to the options already proposed in CE/4/9 Add., the advisability and feasibility of holding a diplomatic conference or consultation on this topic;
- to support the idea of seeking the United Nations support in this area.

Standards

11. The Committee took note of the increasing role of standards in tourism activities responding to the needs of trade, consumer protection, promotion, marketing, communication and transparency and relating to terminology, management systems and technical specifications. It also took note of the search for international referents in the field and the variety of corresponding national and international activities and initiatives, particularly by the International Organization for Standardization (ISO) aiming to draft such standards.

12. The Committee welcomed the recent initiative undertaken by ISO, on the proposal of its Committee on Consumer Policy (COPOLCO) in which tourism sector organizations were represented, to create a new Technical Committee on tourism standards to deal with tourism terminology and technical specifications, and to develop the already existing quality management standards (ISO 9000/2000; ISO 14000) with a view to adapting them to the specificity of tourism activities.

13. With respect to future standards on specifications of services offered by tourism service suppliers, the Committee took note that the principal aim of standardization would be to address primarily the aspects of safety, security, hygiene and accessibility and recommended that the future standards, whenever touching upon other aspects, provide for the protection of cultural identity and cultural differences.

14. It further recommended that:

- the future ISO Technical Committee on tourism standards provide for a facility to allow representatives of consumer organizations to be permanently involved in the drafting procedure and that the Technical Committee terms of reference would encourage equitable participation from all world regions;
- the first areas for standard development include the activities in which there already exists more substantial national experience.

15. The Committee recommended to commit the Organization to working with ISO in this field and provide for this purpose the necessary resources and facilities.