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Report of the Secretary-General

Part I: Current situation and activities

(c) Priorities and Management vision

I. Introduction

1. The management priorities for 2016-2017 as approved by the 103rd session of the Executive Council are as follows:

- (a) Promoting safe and seamless travel,
- (b) Enhancing the role of technology in tourism, and
- (c) Placing sustainability at the heart of tourism development and promoting the role of sustainable tourism in development.

2. The current document provides an overview of the actions taken to advance these priorities since the 104th session of the Executive Council.

II. Progress in the priorities for 2016-2017

A. Promoting safe and seamless travel

4. Building resilience within the sector requires a re-alignment and full integration of tourism systems within the national and local disaster risk and emergency management structure. It further requires this responsibility to be shared amongst all relevant stakeholders at the local, national and international levels.

5. Simultaneously, current security challenges should not lead to a reverse of the recent advances registered in terms of travel facilitation worldwide, as it is proven that travel facilitation enhances tourism's capacity to create economic growth and jobs. On the contrary, improving security and enabling seamless travel can and should be common objectives.



6. UNWTO has been long working in the area of tourism, security and crisis management. In this regard, UNWTO has continued its advocacy efforts in this area while providing technical assistance and capacity building for Member States. The following events have been focused on this theme since the 104th session of the Executive Council:

- (a) The 2016 UNWTO & WTM Ministers' Summit on 'Tourism and Security: Promoting Safe and Seamless Travel' (World Travel Market, London, UK, 9 November 2016);
- (b) The UNWTO/UNWTO.Themis Foundation Regional Executive Training on Crisis Communications for Africa (Khartoum, Sudan, 14-18 November 2016); and
- (c) The UNWTO/European Travel Commission High Level Crisis Communication Seminar (UNWTO Headquarters, Madrid, Spain, 12 December 2016).

7. The 1st Meeting of the UNWTO High Level Task Force on Tourism and Security will be held prior to the Executive Council on 10 May 2017.

B. Enhancing the role of technology in tourism

8. The 1st World Conference on Smart Destinations was held in Murcia, Spain, on 15-17 February 2017, organized by the World Tourism Organization (UNWTO), the Ministry of Energy, Tourism and Digital Agenda of Spain, and the Region of Murcia to advance and shape a tourism model for the 21st century based on innovation, technology, sustainability and accessibility.

9. The Secretariat presented, during ITB 2017, the preliminary findings of the research on the 'new platform tourism services' (or the so-called sharing economy) at an event with the participation of representatives from local and national destinations (www2.unwto.org/sites/all/files/pdf/unwto_npts_itb_2017_jk2sc_rev.pdf).

C. Placing sustainability at the heart of tourism development and promoting the role and contribution of sustainable tourism to the achievement of the Sustainable Development Goals (SDGs):

10. The Secretariat has continued to advance this area through three main pillars (more detailed information in document CE/105/5(a)):

- (a) The UNWTO International Network of Observatories of Sustainable Tourism (INSTO);
- (b) The Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns; and
- (c) The Measuring Sustainable Tourism (MST) initiative, with the support of the UN Statistics Division (UNSD), to develop a system-wide, international statistical framework for measuring tourism's role in sustainable development.

11. **2017 as the International Year of Sustainable Tourism for Development:** see detailed information in document CE/105/3(d).

III. Actions to be taken by the Executive Council

12. The Executive Council is invited:
- (a) To take note of the progress made in the priorities of the Organization since the 104th session of the Executive Council; and
 - (b) To encourage Member States to become active members of the High Level Task Force on Tourism and Security.