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**STATUS REPORT ON THE QUALITY POLICY OF DESTINATIONS AND
ESTABLISHMENT OF THE WORLD CENTRE OF EXCELLENCE FOR
DESTINATIONS OF MONTREAL**

Note by the Secretary-General

The Secretary General transmits this document to the Executive Council, with two indications. Firstly, that this document has been prepared by the Working Group composed of several members of the Executive Council, as established in decision CE/DEC/15(LXXXIII) of June 2008. Secondly, that he wishes to inform the Executive Council that some of the proposals made in this document contravene earlier resolutions and decisions taken by the General Assembly and the Executive Council on this matter.

**STATUS REPORT ON THE QUALITY POLICY OF DESTINATIONS AND
ESTABLISHMENT OF THE WORLD CENTRE OF EXCELLENCE FOR
DESTINATIONS OF MONTREAL**

Draft Report of the Committee on CED/SMED

(This report has been prepared in consultation with the Committee Members namely Brazil, Costa Rica, France, India and Spain. The other two members of the Committee namely Ghana and Iran did not participate. The interaction was maintained over emails, a teleconference on 5th September and consultations held at Bordeaux on 16th and 17th September 2008. Brazil still has a number of objections on points 3, 4 and 6 below).

1. This Committee was constituted through the Resolution passed on Agenda Item No. 9 by UN Executive Council in its 83rd Session held at Jeju on 13th and 14th June, 2008. The Committee is to review in detail the proposed by-laws, rules of procedure of CED and addendum to MOU and submit a detailed report to Executive Council for consideration in order to guarantee complete transparency.

2. In meeting with some CED members as well as the Deputy Secretary General of UNWTO on September 17th in Bordeaux, three points were agreed on:

Issue I: Branding and personality

3. The Committee is of the view that CED is an independent institution (as stated in the MOU) and related to UNWTO by a MOU. CED's primary objective is to provide technical advice/transfer of technology to destinations in UNWTO member states upon their request so as to help them achieve excellence in coherence with UNWTO policies for destinations. The CED would inform UNWTO and the government of the concerned country before giving technical advice to any particular destination.

4. SMED is a methodological tool of CED and its guidelines and procedures should be consistent with CED objectives and agreed to by the UNWTO Executive Council.

5. During the period of validity of the MOU between the CED and the UNWTO, the CED will not work as a body for grading, certification, ranking of any destination or even giving prizes or awards to destinations, either under the partnership with the UNWTO or independently.

6. If at any point of time in future, the CED proposes to do grading or certification of any destination, it should take fresh approval of Executive Council and General Assembly of UNWTO.

7. CED should not compare destinations. It will maintain confidentiality of the reports of the destinations until or otherwise decided by the member states to make it public. The host country should always be informed of the need for any technical advice or transfer of technology.

8. **BRANDING.** CED is an independent body and, therefore, it should not use the UNWTO logo in its communications, questionnaire and website. The already published material with UNWTO logo should be withdrawn with immediate effect. The CED logo cannot include the UNWTO logo as part of its own logo. However, the use of UNWTO logo could be authorized by the UNWTO Executive Council on a case by case basis for CED activities associated with UNWTO.

9. CED would also not use UNWTO brand or make a reference to UNWTO in all its activities unless and until authorized by the Executive Council. However, appropriate wording suggesting its linkage or contract with UNWTO would be explored based on past precedent and practice adopted by UNWTO, while signing similar type of MOU with other organizations/parties. Logo that will appear always with the other participating institutions logo and never in a way that would mislead third parties into thinking that CED is part of UNWTO. The Executive Council will establish in the medium term a policy for use of the UNWTO logo. Once this policy is approved, CED will be required to abide by it.

Issue II: Financial Support and Duration of the MOU

10. CED will manage/generate its own financial resources for all its operations. The UNWTO will not provide financial assistance for developing and managing CED.

11. UNWTO will facilitate the participation from less developed countries/destinations which are members of the UNWTO to provide technical advice/transfer of technology. This facilitation, as stated in the financial rules of the UNWTO, shall be financed by means of resources other than the statutory contributions of member of the Organization.

Issue III: Management of CED

12. The Board of Directors of CED will be formed from out of its own organization and will not include any representative from the Executive Council of the UNWTO. The CED would be sending semi-annual reports to the Executive Council which would be discussed as an agenda item in the meetings of Executive Council held twice a year.

13. As per the MOU, CED's agreement with UNWTO will terminate in 2010. Thereafter, the Executive Council of the UNWTO would decide whether or not to renew the contract with CED. The Executive Council can also at any time invite/respond to similar other international consultative bodies to help member states achieve excellence in destination management with technical advice/transfer of technology.