



Executive Council

Ninety-eighth session
Santiago de Compostela, Spain, 4-6 June 2014

CE/98/Note Inf. 2
Madrid, 9 April 2014
Original: English

Information Note 2

1. Registration

Registration for the Council session is being carried out online. Participants are kindly reminded that **the new registration system that has been put in place requires uploading an ID-type photo**. Participants are kindly requested to bear that in mind when completing the registration form on the UNWTO website at <http://lmd.unwto.org/event/executive-council-ninety-eighth-session>. **The deadline for registration is Wednesday, 14 May 2014.**

Heads of delegation who have already registered are kindly requested to bear in mind that a visit to and dinner at the Hotel Management School of Galicia have been added to the programme. They may wish to register for this event.

Participants are also advised to register persons (spouse, children...) who may be accompanying them to Santiago de Compostela. Such registration is possible under **Guest Information** on the online registration form.

2. Thematic discussion on 'The Role of Tourism Routes in Fostering Regional Development and Integration'

The morning of 6 June, under agenda item 5, the Council will focus its thematic discussion on "The Role of Tourism Routes in Fostering Regional Development and Integration".

Tourism routes are an increasingly important component of national tourism planning and development offering important opportunities to foster regional development and integration.

UNWTO has gained significant knowledge over the years on the issue of tourism routes, namely through its Silk Road Programme; such knowledge, along with the numerous successful experiences of Member States worldwide in developing tourism routes, creates an opportunity to advance further this area of work within the Secretariat to the benefit of all Members.

The Secretariat thus invites delegations to share their experiences in the development of tourism routes during the thematic discussion. The Secretariat kindly requests delegations to focus their interventions



on key success factors and challenges of developing tourism routes, touching in particular on the following areas:

- (a) Accessibility, namely in terms of infrastructure development, transportation and visa facilitation in the case of transnational routes;
- (b) Product development, including successful strategies for integrated product development as well as the role of innovation and the use of new technologies;
- (c) Joint promotion and marketing, including the creation of the “route” brand;
- (d) Governance models, including public-private partnerships, public-public coordination and the creation of networks;
- (e) The role of national tourism administrations in promoting the creation and development of tourism routes; and
- (f) The inclusion of tourism routes as a component of regional development integration processes.

3. UNWTO Seminar on Tangible and Intangible Heritage and Innovative Tourism Products

The UNWTO Affiliate Members Programme, in collaboration with the UNESCO World Heritage Cities of Spain, will hold a Seminar on Public-Private Partnerships under the title “Tangible and Intangible Heritage and Innovative Tourism Products”. Council participants are welcome to attend (see detailed information in annex).

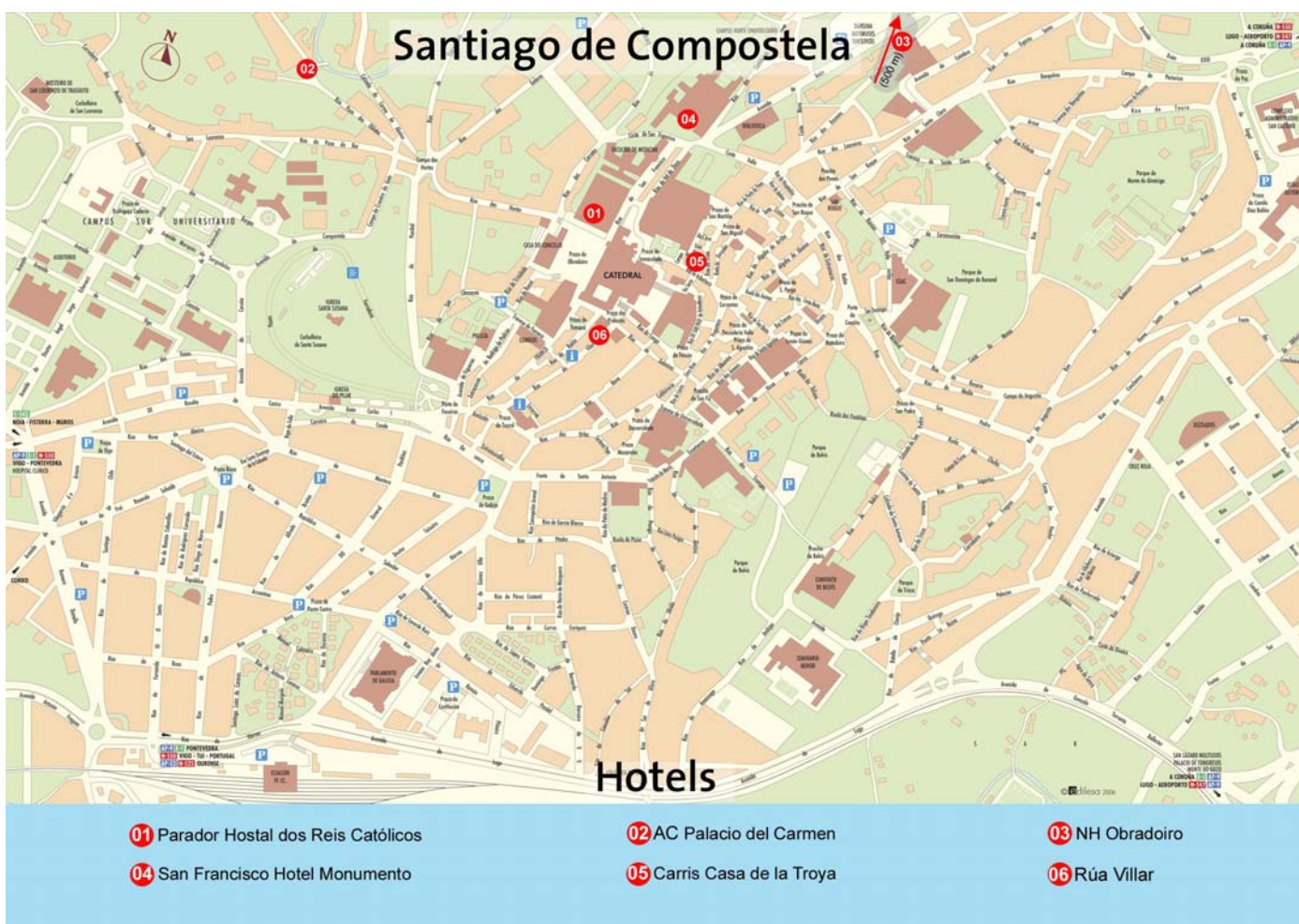
4. Accommodation

As indicated in the Information Note that was issued last February, the hotels listed below offer participants discounted rates¹. Delegates are kindly requested to make their reservations by directly contacting the hotels, indicating their status as participants in the UNWTO Executive Council. **Rooms will be blocked at reduced rates for participants wishing to stay at these hotels only until 30 April 2014.**

Hotel	Contact details	Room type	Daily rate (in euros) (includes VAT and breakfast)	Journey time by bus / car to the event venue
Parador of Santiago de Compostela (5*) (no.1 on the map)	Tel.: +34 981 58 22 00 Fax: +34 981 56 30 94 santiago@parador.es www.parador.es/es/parador-de-santiago-de-compostela	Single	149	-- (Meeting venue)
		Double	149	
Hotel NH Obradoiro (5*) (no. 3 on the map)	Tel.: +34 981 55 80 70 Fax: +34 981 57 51 56 nhobradoiro@nh-hotels.com nhobradoiro@nh-hotels.com	Single	99	15-minute walk (shuttle will be available)
		Double	109	

¹ Hotel AC Palacio del Carmen has been added to the list. It offers only 20 rooms at the discounted rate.

Hotel AC Palacio del Carmen (5*) (no. 2 on the map)	Tel: +34 981 55 24 44 Fax: +34 981 55 24 45 acforum.pcarmen@ac-hotels.com www.hotelacpalaciodelcarmen.com	Single	100	15-minute walk (shuttle will be available)
		Double	110	
Hotel Casa de la Troya (3*) (no. 5 on the map)	Tel.: +34 981 555 879 Fax: +34 981 519 135 casadelatroya@carrishoteles.com www.carrishoteles.com	Single	85	5-minute walk
		Double	91	



5. Preliminary programme

Wednesday, 4 June

16:00-20:00	Registration (Parador of Santiago de Compostela)
17:00-18:00	Technical Visit: Route of Santiago de Compostela (20-minute walk) <i>Participants are driven from the Parador for about 5-10 minutes to the outskirts of town. They walk back to town and to the Parador. (Casual wear, walking shoes)</i>
19:30	Walking or departure by bus from the main hotels to the Parador of Santiago de Compostela for registration, the opening ceremony and the welcome reception
20:30-22:00	Opening ceremony and welcome reception at the Parador of Santiago de Compostela (hosted by the Xunta de Galicia) (dress code: elegant casual) Welcome and opening remarks by: <ul style="list-style-type: none"> • UNWTO Secretary-General • Hosts
22:00	Return to hotels

Thursday, 5 June

8:00-9:30	Working breakfast of the Working Group on Official Development Assistance (<i>by invitation</i>)
8:30-13:00	Registration (Parador of Santiago de Compostela)
10:00-13:00	Morning session Agenda items 1 to 3(I)
10:00-13:00	Tour of Santiago de Compostela for accompanying persons (courtesy of the Xunta de Galicia)
13:00	Group photo with heads of delegation
13:00-15:00	Lunch at the Parador of Santiago de Compostela (courtesy of the Xunta de Galicia)
13:00-15:00	Working lunch of the Committee for the Review of Applications for Affiliate Membership (<i>by invitation</i>)
15:00-18:00	Afternoon session Agenda items 3(II) and 4
20:00-22:30	Visit to the <i>Hotel Management School of Galicia</i> and dinner (for heads of delegation)
22:30	Return to hotels

Friday, 6 June

9:30-13:00	Morning session Agenda items 5 to 7
13:00-13:30	Press conference <ul style="list-style-type: none"> • UNWTO Secretary-General • Host
13:30	Free time
16:00-19:00	UNWTO Seminar on Public-Private Partnerships “Tangible and Intangible Heritage and Innovative Tourism Products” (in collaboration with the UNESCO World Heritage Cities of Spain) <i>(open to Council participants – see Annex)</i>
17:00-18:00	Technical Visit: Route of Santiago de Compostela (40-minute walk) <i>Participants are driven from the Parador, for about 5-10 minutes to the outskirts of town. They walk back to town and to the Parador. (Casual wear, walking shoes)</i>

For more information, participants may wish to revisit the [Information Note](#) that was issued in February.

Annex

UNWTO Seminar on Public-Private Partnerships:

Tangible and intangible heritage and innovative tourism products

In collaboration with the UNESCO World Heritage Cities of Spain

Santiago de Compostela, 6 June 2014, 16:00 - 21:30

- 16:00 Opening**
- Master of Ceremonies: Yolanda Perdomo, Director of the UNWTO Affiliate Members Programme
- President of the UNESCO World Heritage Cities of Spain
 - Mayor of Santiago de Compostela
 - Minister of Tourism of Indonesia, Chair of the UNWTO Executive Council
 - UNWTO Secretary-General
- Signing of a Memorandum of Understanding between UNWTO and the UNESCO World Heritage Cities of Spain, a UNWTO Affiliate Member, in the presence of the Mayors of UNESCO World Heritage cities of Spain.
- 16:30-16:35 Setting the scene**
- Miguel Mirones, Chairman of the Board of the UNWTO Affiliate Members
- 16:35-19:00 New perspectives on the role of tangible and intangible heritage**
- Keynote speech** (Speaker TBC)
- Presentations by:**
- Mayor of Alcalá de Henares
 - Mayor of Ávila
 - Mayor of Cáceres
 - Mayor of Segovia
 - Basque Culinary Center
- Open discussion and debate with the participation of:**
- Minister of Tourism of South Africa (TBC)
 - Minister of Tourism of Egypt (TBC)
 - Representative from the Ministry of Culture of Spain
 - Minister of Tourism of Seychelles (TBC)
- Moderator: Carlos Vogeler, Director-Executive Secretary of Member Relations, UNWTO
- 19:00-20:00 Signing ceremony of MoUs with new UNWTO Affiliate Members and cocktail reception**
- 20:30-21:30 Classical music concert in the Hostal de los Reyes Católicos (Parador of Santiago de Compostela)**