



Executive Council

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Report of the Secretary-General

Part I: Current situation and activities

(b) Mainstreaming tourism in the global agenda

I. Mainstreaming tourism in the global agenda

1. The Global Leaders for Tourism campaign has advanced substantially during 2013 and the initial months of 2014. The campaign, a joint initiative by UNWTO and the World Travel and Tourism Council (WTTC), comprises the presentation of an Open Letter to Heads of State and Government worldwide, seeking their acknowledgement of the relevance of tourism in facing today's global challenges and their support for policies that stimulate the growth of the sector. Between 28 February 2011, when President Felipe Calderón of Mexico first received the Open Letter and the end of March 2014, 60 leaders joined the Campaign.

2. The Secretariat also continued to work within the United Nations system and with other international and regional organizations such as regional development banks to move tourism higher on the sustainable development and development aid agendas. In this regard, it is important to highlight UNWTO's engagement in:

- (a) the post-Rio+20 process, namely in the framework of the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP);
- (b) the build-up to the post-2015 Sustainable Development Goals (SDGs);
- (c) the support to the Official Development Assistance (ODA) Working Group, created by the 95th Executive Council and chaired by the Minister of Tourism of South Africa, H.E. Mr. Marthinus van Schalkwyk, with the objective of advocating for an increase in the volume of ODA and Aid for Trade attributed to tourism. On the latter, it is important to highlight that tourism has been recognized a key contributor to the Aid for Trade agenda by the Organisation for Economic Co-operation and Development (OECD) and the World Trade Organization (WTO) during the 5th Aid for Trade Review and that UNWTO has gained observer status to the Enhanced Integrated



Framework¹ Board, in clear recognition of the importance of tourism as a key export sector for Least Developed Countries (LDCs); and

(d) For the first time, the topic of tourism security was included in the agenda of the United Nations Security Council, which requested UNWTO to follow up on the issue. More information is available in document CE/98/3(l)(g).

II. Actions to be taken by the Executive Council

3. The Executive Council is requested:

(a) To take note of the work of the Secretariat in mainstreaming tourism in the global agenda;

(b) To commend the Members which have joined the Open Letter initiative and encourage those which have not yet joined to do so;

(c) To welcome any actions that support tourism positioning in the framework of the 10-Year Framework Programmes on Sustainable Consumption and Production, in the Sustainable Development Goals, and in the ODA and Aid for Trade agendas and request the Secretary-General to report to it on advances in this regard; and

(d) To welcome the inclusion of tourism security in the agenda of the United Nations Security Council.

¹ The EIF is an Aid for Trade multi-donor programme supporting LDCs to be more active players in the global trading system.