



Executive Council

Ninety-eighth session
Santiago de Compostela, Spain, 4-6 June 2014
Provisional agenda item 3(I)(f)

CE/98/3(I)(f)
Madrid, 14 May 2014
Original: English

Report of the Secretary-General

Part I: Current situation and activities

(f) Report of the Programme and Budget Committee: Part I (Programme)

I. Introduction

1. The Programme and Budget Committee (PBC) held its fourth meeting at the UNWTO Headquarters in Madrid, Spain, on Monday 12 and Tuesday 13 May 2014, under the chairmanship of Argentina, represented by Ms. Maya González Bender, Director of International Relations, Ministry of Tourism. A list of participants is attached to this report.
2. The second part of the PBC Report deals with Budget and Finance issues and is referenced CE/98/3(II)(a).
3. The Committee adopted the provisional agenda PBC/04/1 prov. and proceeded to consider the following programme-related documents, which will be submitted to the Executive Council at its ninety-eighth session (4-6 June 2014):

Programme of Work

- (a) Report on the general programme of work for 2012-2013
- (b) Implementation of the general programme of work for the period 2014-2015

Establishing priorities for the general programme of work for the period 2016-2017

Documents

CE/98/3(I)(d)

CE/98/3(I)(e)

N/A

A. Implementation of the general programme of work for 2012-2013 and 2014-2015

4. The Executive Director for Programme and Coordination presented an update of the activities carried out by the Secretariat since the last PBC meeting (August 2013), based on the reference documents of the Executive Council.



5. Comments made by the members were as follows:

(a) There was a general positive appreciation of the work done, notably with regard to the different publications produced during the considered period, particularly on issues like statistics, employment, accessibility, energy, peace, visa facilitation, etc.

(b) The usefulness of the UNWTO elibrary has been underlined by PBC members with regard to the dissemination of publications in electronic format.

(c) Particular interest was paid to the “Help fight trafficking” campaign launched this year by UNWTO together with UNODC and UNESCO and members encouraged the Secretary-General to issue guidance on how to fight criminal activities related with tourism.

(d) PBC members welcomed the talks with international organizations, in particular the European Commission, in view of studying possibilities of financing some initiatives or projects of UNWTO Programme of Work, starting in 2015.

6. In addition, the Secretary-General presented some recent reforms in the structure and the work of the Secretariat:

(a) Along two strategic lines, service to Members and normative role, two internal committees were created: the Member Relations Committee and the Research and Publications Committee.

(b) Some working areas have been reinforced: (i) Ethics, with the renewal of the World Committee on Tourism Ethics, (ii) Destination Management, including quality issues, (iii) Tourism and Culture, with the reinforcement of the links and common activities with UNESCO, and (iv) better integration of the Affiliate Members in the general programme of work of the Organization.

(c) Our relations with the UN family have been reinforced, as well as with public regional organizations (EU) and many private international bodies.

B. Establishing priorities for the general programme of work for the period 2016-2017

7. In order to help preparing the Programme and Budget document for the period 2016-2017, the Secretariat has proposed to the PBC members to conduct a survey on Members' priorities, as has been the practice for the last four biennia. The results of such survey are crucial to establish the main needs of the UNWTO Membership, together with the policy agenda set by the Secretary-General. For this exercise to be meaningful, the survey has to be responded by a high number of Members, at the highest level and taking into account the views of a large number of tourism stakeholders, both public and private.

8. The following calendar was proposed to, and approved by, the PBC members:

- May 2014: starting defining form and contents of the survey by PBC
- June – July 2014: drafting of the survey by UNWTO Secretariat
- August 2014: Draft survey to be circulated among PBC members for comments
- September-October 2014: PBC meeting: approval of the final survey
- October 2014: survey sent with deadline of 15 November 2014
- January 2015: UNWTO Secretariat finalizes the report on the results of the survey

- February 2015: translation of report and mailing to Members
- First semester 2015: Regional Commission meetings
- May-June 2015: PBC to comment on the Programme of Work and Budget document for 2016-2017

9. PBC Members were also consulted on the form and the contents of such survey. Their main comments were as follows:

- (a) Members expressed their appreciation for being involved in this preparation process from the beginning.
- (b) The vision of the main tourism stakeholders should be taken into account in defining the survey. Therefore, it has been agreed to encourage, through the questionnaire, each Member State to get the views of the tourism actors (e.g., major restaurant and hotel associations) at national level when replying to the survey.
- (c) In addition, the UNWTO Secretariat is invited to consult with the main international tourism bodies, as well as with relevant UN sister organizations, on issues raised through the survey.
- (d) In line with the remarks made regarding the implementation of the activities during the current and past biennia, some PBC Members underlined the importance of maintaining sustainability issues, in relation with energy for example, as well competitiveness matters, like building a framework for supporting SMEs, strengthening employment and ensuring highest level of revenues through tourism.
- (e) Members also expressed concerns regarding the risks that could impact the different tourism industries. They reiterated the relevance of peace, safety and security for tourism prosperity and would like all these issues to be reflected in the survey.

C. Other issues

10. The PBC members supported the proposal made by the technical committees' members that the chairs of the three technical committees¹ attend the meetings of the Programme and Budget Committee as observers.

II. Actions to be taken by the Executive Council

11. The Executive Council is requested:

- (a) To approve the recommendations presented in the corresponding documents;
- (b) To request the Secretary-General to prepare a draft survey to determine Members' priorities for the period 2016-2017 and to submit it to the PBC during its 5th meeting for approval; and
- (c) To approve the proposals by technical committees' members that the chairs of the three technical committees attend the meetings of the Programme and Budget Committee as observers.

¹ Committee on Tourism and Competitiveness (CTC), Committee on Tourism and Sustainability (CTS) and Committee on Statistics and the Tourism Satellite Account (CSTSA)

Annex. List of participants

I. MEMBERS OF THE COMMITTEE/MEMBRES DU COMITÉ/MIEMBROS DEL COMITÉ	
ARGENTINA/ARGENTINE/ARGENTINA	Lic. Maya GONZÁLEZ BENDER Directora Dirección de Relaciones Internacionales Ministerio de Turismo
GUATEMALA/GUATEMALA/GUATEMALA	Ms. Maruja ACEVEDO Subdirectora Instituto Guatemalteco de Turismo (INGUAT)
HUNGARY/HONGRIE/HUNGRÍA	Mr. Istvan KOMOROCZKI State Secretary State Secretariat for Planning Coordination Ministry for National Economy Mr. Olivér FODOR Head of Section in the Tourism and Catering Department Ministry for National Economy Ms. Nora MESZAROS Counsellor for Economic and Commercial Affairs Embassy of Hungary in Madrid
INDIA/INDE/INDIA	Mr. Sandeep KUMAR Second Secretary Embassy of India Madrid
INDONESIA/INDONÉSIE/INDONESIA	Ms. Ni Wayan Giri ADNYANI Director for International Relations Ministry of Tourism and Creative Economy Mr. Theodorus Satrio NUGROHO Minister Counsellor Embassy of Indonesia in Madrid Mrs. Nona Siska NOVIYANTI Official Embassy of Indonesia in Madrid
ITALY/ITALIE/ITALIA	Mr Roberto ROCCA Director General for Tourism Policies Ministry for Culture and Tourism

	Ms. Daniela MARTELLUCCI Officer for International Relations in Tourism Focal Point for UNWTO Direction General for Tourism Policies Ministry for Culture and Tourism
REPRESENTATIVE OF THE ASSOCIATE MEMBERS/REPRÉSENTANT DES MEMBRES ASSOCIÉS/REPRESENTANTE DE LOS MIEMBROS ASOCIADOS	Ms. Christel LEYS Policy Tourism Officer Flemish Department of Foreign Affairs Flanders
II. INTERVENTORES DE CUENTAS/ AUDITORS /COMMISSAIRES AUX COMPTES	Sra. Sofía VIÑAYO FERNÁNDEZ División II ONA Intervención General de la Administración del Estado
III. OBSERVERS/OBSERVATEURS/OBSERVADORES	
ECUADOR/ÉQUATEUR/ECUADOR	Sr. Carlos PONCE DE LEÓN Ministerio de Turismo Sr. Gustavo AYALA Primer Secretario Embajada de Ecuador en Madrid
SPAIN/ESPAGNE/ESPAÑA	D. Miguel Angel NOMBELA LÓPEZ Subdirector General de Cooperación y Competitividad Turística Secretaría de Estado de Turismo Sr. José Leandro CONSARNAU GUARDIOLA Subdirector General Adjunto Subdirección de Organismos Internacionales Técnicos Ministerio de Asuntos Exteriores y Cooperación