



## UNWTO Commission for the Middle East

Fortieth meeting  
Dubai, United Arab Emirates, 5 May 2015  
Provisional agenda item 6

CME/40/6  
Madrid, March 2015  
Original: English

### 6. Update on Committees

1. This document was prepared by the Secretariat to facilitate the necessary coordination between the Commission and its representatives on the various committees of the Organization, in implementation of decision 7 (XXX) taken by the Commission at its 30th meeting (Cartagena de Indias, Colombia, November 2007).
2. The document contains information on the mandate, composition and recent activities of the following committees:
  - a. Programme and Budget Committee
  - b. Committee for Tourism and Sustainability
  - c. Committee on Tourism and Competitiveness
  - d. Committee on Statistics and TSA

#### A. PROGRAMME AND BUDGET COMMITTEE (PBC)

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- **Function:**

The function of the Programme and Budget Committee is to be the main instrument of the Executive Council:

- (a) for the preparation of the Organization's budget and programme of work (*e.g. in May 2015 the PBC will examine the Draft POW and Budget for 2016-2017*);
- (b) for the monitoring of the programme of work and its financial implementation; and
- (c) for the systematic evaluation and audit of its outputs, results and overall performance.

The Programme and Budget Committee:

- (a) examines, prior to their submission to the Council, all documents in relation with the budget and programme of work of the Organization, as prepared by the Secretary-General;
- (b) reports to the Council accordingly;
- (c) carries out any other tasks which may be entrusted to it by the Council (*e.g. the PBC has been entrusted by the EC to examine the recommendations made by the JIU and the External Auditors*).

- **Merger of PC and CBF approved during AG19 (Oct 2011)**

In the White Paper (2011), it was advised to integrate the work of the Programme Committee with that of the Committee on Budget and Finance; indeed, it seemed advisable that these two committees be merged into one, so as to ensure that there is consistency between the programme priorities established by the former and the budgetary and resource allocations made by the latter.

- **Meetings**

- First PBC meeting: Oct 2012
- Last meeting (5<sup>th</sup>): Samarkand, Uzbekistan, 1 October 2014
- Next meeting (6<sup>th</sup>): Rovinj, Croatia, 26-27 May 2015

- **Members and terms of office:**

Chairperson: Argentina

Vice-Chairman: Italy

Africa:	Angola* <sup>1</sup> (2017) Benin ** <sup>2</sup> (2015)
Americas:	Argentina* (2015) Guatemala** (2015)
East Asia and the Pacific:	Indonesia* (2015) Malaysia** (2015)
Europe:	Italy* (2015) Hungary** (2015)
Middle East:	Saudi Arabia* (2015) Lebanon** (2015)
South Asia:	India* (2017) Maldives** (2015)

Representative of the Associate Members: Flanders

Representatives of the Affiliate Members: Chairman of the Affiliate Members Board, Instituto para la Calidad Turística (Spain)

- **Election process in 2015**

- All PBC Members elected by their respective Regional Commission will have to be renewed during the Regional Commission meetings in the framework of the 21<sup>st</sup> General Assembly (September 2015, Medellin, Colombia). The detailed process will be explained in the ComReg document.

Those PBC Members elected among EC Members and for which the terms of office also end in 2015 will be renewed during the 102<sup>nd</sup> meeting of the EC.

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<sup>1</sup> \* PBC Members elected by the Executive Council have a mandate limited to their EC mandate

<sup>2</sup> \*\* PBC Members elected by the respective Regional Commission, until 2015

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## B. COMMITTEE FOR TOURISM AND SUSTAINABILITY (CTS)

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- **Composition (2011 – 2015)**

- Bahamas (Chair)
- Bolivia
- China
- Iran, Islamic Republic of
- Iraq
- Israel (Vice-Chair)
- Senegal
- Serbia
- Seychelles
- Representative of the Associate Members: Flanders
- Representative of the Affiliate Members: Instituto para la Calidad Turística Española (ICTE)
- Invited participants

- **Function:**

- Subsidiary Organ of the Executive Council
- Advisory and consultative role

- **Area of Work aims at:**

- Advancing sustainable and resilient tourism development
- Monitoring the implementation of the programme of work of Sustainable Development of Tourism
- Strengthening the normative role for the Secretariat's work in the area of SDT (recommendations to the Executive Council and other bodies )

- **Terms of office:** Four-year period

- **Working language:** English

- **Report of the CTS**

### Chronology

- Redefinition of the CTS during the 95<sup>th</sup> session of the EC, Serbia, May 2013
- Approval of the new rules of procedure during the 96<sup>th</sup> session of the EC, Zimbabwe, August 2013
- 1<sup>st</sup> CTS meeting, 25<sup>th</sup> August 2013
- Election of the Chair and the Vice-Chair, 3<sup>rd</sup> December 2013
- 2<sup>nd</sup> CTS meeting (virtual), 21<sup>st</sup> March 2014, with the participation of representatives from Bahamas, Iraq, and Serbia, Flanders and ICTE
- 3<sup>rd</sup> CTS meeting (virtual), 14<sup>th</sup> April 2014, with the participation of representatives from Bahamas, Iraq, Israel and Seychelles
- 4<sup>th</sup> CTS meeting (virtual), 18<sup>th</sup> February 2015, with the participation of representatives from Bahamas, Islamic Republic of Iran, Israel and Seychelles



Representative of the Associate Members: Flanders

Representatives of the Affiliate Members: Chairman of the Affiliate Members Board,  
Instituto para la Calidad Turística ICTE (Spain)

Invited participants:

- AENOR: Spanish Association for Standardization and Certification
- IH&RA (International Hotel and Restaurant Association)
- INRouTe (The International Network on Regional Economics, Mobility and Tourism)
- Prof. Geoffrey I. Crouch (La Trobe Business School, Melbourne, Australia)
- Adventure Travel Trade Association (ATTA - USA)

- **Outputs and follow up:**

- The CTC members elaborated the following provisional definitions/concepts which will be subject to further consideration and final consensus:

**TOURISM DESTINATION**  
**DESTINATION MANAGEMENT / MARKETING ORGANIZATION**  
**TOURISM PRODUCT**  
**TOURISM VALUE CHAIN**  
**QUALITY OF A TOURISM DESTINATION**  
**INNOVATION IN TOURISM**  
**COMPETITIVENESS OF A TOURISM DESTINATION**

- A simplified framework for destination competitiveness has also been identified including a list of quantitative and qualitative factors under two topics: i) governance, management and market dynamics, ii) destination appeal, attractors, products and supply.
- The Secretariat established a solid co-operation with ISO through AENOR (Spanish Association for Standardization) to mutually adopt the already elaborated definitions which are on the working agenda of ISO Technical Committee 228 for related standards and forms.
- Equally, other definitions and concepts will be harmonized such as:

Urban/city tourism  
 Ecotourism  
 Adventure tourism  
 Cultural tourism  
 Religious/spiritual tourism  
 Rural tourism  
 Wellness/spa tourism  
 Medical tourism  
 Mega events tourism  
 Meetings Industry  
 Etc.

## **D. COMMITTEE ON STATISTICS AND TSA**

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### **Report on the 15<sup>th</sup> meeting (13-14 January 2015)**

- **General background**

#### Mission

This high level technical Committee is a subsidiary advisory body of the UNWTO Executive Council. Its overall mission is articulated around five objectives:

- proposing initiatives related to the design and implementation of international tourism statistics recommendations;
- promoting international comparability of tourism statistics by proposing initiatives relative to the collection, homogeneity, processing and dissemination of data;
- supporting efforts to integrate such data into the frameworks of the system of national tourism statistics and the Tourism Satellite Account;
- helping member countries in their initiatives to improve their respective national systems of tourism statistics and in the development of the TSA;
- liaising with other international bodies with delegated responsibilities for leadership and coordination of related international statistics and their standards within sphere of the UN system.

#### Working methods

This Committee meets once a year in-person. Those meetings gathered together Members of the Committee and invited observers recognized for their expertise in the area of statistics coming from Member States and Non Member States, as well as national and international organizations and institutions. Between sessions, the Committee maintains electronic communications.

- **Main ongoing activities**

#### UNWTO compilation guide for tourism statistics

UNWTO Compilation Guide on Tourism Statistics has become an official document endorsed by the UN Statistical Commission. It will be made available in all UN languages.

The final edited version will be submitted to the UNWTO Executive Council, and the Compilation Guide will be disseminated in this year UNWTO General Assembly for general information to member States.

#### Monitoring of IRTS 2008 Implementation

The Committee also started first steps to monitoring the current state of implementation of the International Recommendations for Tourism Statistics (IRTS) 2008. The committee will continue working on improving insights from such monitoring.

#### UN Post-2015 Development Agenda and measuring sustainability of tourims

In the framework of the UN post-2015 Development Agenda, the UN General Assembly adopted in December 2014 the document "[Road to Dignity](#)" that reminds the whole UN system of its role of guiding and developing a comprehensive programme of action on data and indicators. Out of the 17 proposed

Sustainable Development Goals (SDGs), goal 8, 12 and 14 refer to tourism, in particular target 8.9 (devise and implement policies to promote sustainable tourism) and target 12.b (develop and implement tools to monitor sustainable development impacts for sustainable tourism) will be of interest for UNWTO. The Committee highlighted the need for UNWTO to advance in the internationally comparable measurement of sustainability in tourism by developing standards-based measurement tools and guidelines as a means to inform policy and decision-making (in the framework of the Sustainable Development Goals). The committee underlined the relevance to develop measurable and manageable indicators to track progress in the Sustainable Development Goals (SDG) targets that mention sustainable tourism in particular following the latest UN resolution with regard to data. Indicators to measure tourism will focus on a national level.

#### Sub-national measurement of tourism and INRouTe

The committee supports the joint initiative proposed by UNWTO Statistics and TSA programme and The International Network on Regional Economics, Mobility and Tourism (INRouTe) to advance the methodology of measuring tourism at sub-national level.

#### Composition

For the period 2011-2015, the Committee on Statistics and the Tourism Satellite Account is composed by:

Chair: Spain (elected in the 14<sup>th</sup> meeting, 14-15 January 2014)

Vice-chair: Georgia (elected in the 14<sup>th</sup> meeting, 14-15 January 2014)

Members States: Argentina, Brazil, Colombia, France, India, Israel, Mozambique, Philippines, Saudi Arabia, and South Africa

Representative of the Associate Members: Macao, China

Representatives of the Affiliate Members: Instituto para la Calidad Turística (Spain) as Chairman of the Affiliate Members Board.