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## Executive Council

Eighty-ninth session  
Kish Island, Iran, 24-26 October 2010

CE/89/DEC

### DECISIONS TAKEN BY THE EXECUTIVE COUNCIL AT ITS EIGHTY-NINTH SESSION

Kish Island, Iran, 26 October 2010

### Adoption of the agenda

Agenda item 1  
(documents CE/89/1 prov. and CE/89/1 prov. annot.)

The Executive Council

Adopts the agenda of its eighty-ninth session as proposed.

### Communication of the Chairman

Agenda item 2  
(document CE/89/2(a))

The Executive Council,

Having heard the communication of the Acting Chair of the 89th session of the Executive Council, H.E. Mr. Najib Balala, Minister of Tourism of Kenya,

Having taken note of the written communication of the Chair of the Executive Council, H.E. Mr. Carlos Ricardo Benavides, Minister of Tourism of Costa Rica,

1. Thanks the Acting Chair for his communication to the Executive Council;
2. Endorses the satisfactory comment of the Acting Chair regarding the work of the UNWTO Secretariat to build a UNWTO which is more responsive and relevant to the needs of the 21st century as captured in the White Paper;
3. Agrees with the views of the Acting Chair that for tourism to gain the utmost recognition, decisions of Heads of State and Governments should be favourable to the sector and committed nations should include tourism in their national economic agendas;
4. Shares the assessment of the Acting Chair that during the last year tourism has been on the recovery path following one of the most challenging times and that such recovery is a testimony to the resilience of the sector;
5. Takes note of the assessment of the Acting Chair regarding the need for the UNWTO members to look critically at the issue of taxation in the tourism sector;

6. Extends its gratitude and appreciation to the Acting Chair of the Council for his dynamic leadership in chairing the Executive Council and for his personal contributions to the successful deliberations of its various agenda items; and
7. Thanks the outgoing Chair of the Council, H.E. Mr. Carlos Ricardo Benavides, Minister of Tourism of Costa Rica, for his written communication conveyed to the 89th session of the Council and extends its gratitude and appreciation for his contribution and personal commitment to the work of the Executive Council and for his excellent chairmanship.

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CE/DEC/3(LXXXIX)

### Report of the Secretary-General

Agenda item 3  
(document CE/89/3)

The Executive Council,

Having heard the report presented by the Secretary-General and having discussed it,

1. Thanks the Secretary-General for his presentation which provides the Members of the Council with relevant information on the recent developments in the tourism sector;
2. Shares the Secretary-General's analysis regarding the current situation and short-term prospects of the tourism sector and acknowledges the information provided on international tourism's performance in 2010, observing that recovery is underway, though at very uneven rates in the various regions, and that downside risks still remain;
3. Notes with satisfaction the work of the Secretariat in relation to the promotion and dissemination of the *Roadmap for Recovery* with an aim to mainstreaming tourism in the global agenda, notably by the promotion of the *Roadmap* to a number of Heads of State and Government as well as the progress in the members-driven *T-20 Initiative* and commends South Africa for having started this initiative and the Republic of Korea and France for taking it forward;
4. Appreciates the general overview given by the Secretary-General on the implementation of the programme of work of the Organization during the period from June to October 2010, as well as on its administrative and financial situation and the progress achieved in the restructuring of the Secretariat;
5. Appreciates the preliminary information submitted by the Secretariat with regard to new areas of programme activities such as Tourism towards 2030, the revitalization of the UNWTO Silk Road Programme and the Technical Product Portfolio publication; and
6. Takes note of the suggestions from Members to include in the future agenda items of the Executive Council topics relating to Tourism towards 2030 as well as to Crisis Management in Tourism and requests the Secretariat to consider the suggestions in the development of these initiatives.

## General programme of work

(a) Implementation of the general programme of work for 2010-2011

(b) Report of the Programme Committee

Agenda items 4(a) and (b)  
(documents CE/89/4(a), CE/89/4(b) and annexes)

The Executive Council,

Having considered the report on the implementation of the Organization's programme of work for 2010-2011,

Having examined the report of the thirty-eighth meeting of the Programme Committee,

1. Thanks the members of the Committee for their contributions in the service of the Organization;
2. Subscribes to the overall vision of the Secretary-General of systematically placing tourism at the highest level of national and global policy agendas and requests him to orient the Organization's communication strategy in this direction, while at the same time taking into account the central issue of employment in the tourism sector;

### **Programme of Work 2010-2011**

3. Welcomes the large number of activities carried out during the reporting period, whether financed through the regular budget or from voluntary contributions;
4. Supports the efforts undertaken by the Secretary-General to standardize the Organization's technical cooperation products and encourages him to diversify the *UNWTO Technical Product Portfolio* by including other areas of work while taking into account the activities of the private sector;
5. Encourages the Secretary-General to further develop programmes on the technical analysis of domestic tourism as well as on employment and its linkage to tourism;
6. Shares the opinion of the Secretary-General with regard to reducing the number of operational programmes (currently fourteen) in the new structure of the Secretariat;
7. Requests the Secretary-General to present, at the ninetieth session of the Executive Council, an evaluation report on the programme of work for the whole of 2010;

### **Programme of Work 2012-2013**

8. Invites all the Member States to respond to the survey on the priorities of the Members for the period 2012-2013 **before 15 November 2010**;

9. Approves the calendar proposed by the Secretariat and the Programme Committee for the preparation of the programme of work and budget 2012-2013;
10. Supports the recommendation by the members of the Programme Committee, with regard to fund raising, aiming to adopt an integrated approach that addresses donors, both public and private, and recipient countries at the same time; and

**Review of the technical committees**

11. Endorses the recommendation of the members of the Programme Committee on this subject and requests the Secretary-General to keep the Council informed of all developments concerning the review of each technical committee.

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CE/DEC/5(LXXXIX)

**General programme of work**

**(c) Merging of the Programme Committee and the Committee on Budget and Finance**

Agenda item 4(c)  
(document CE/89/4(c))

The Executive Council,

Having considered the report of the Secretary-General on the merging of the Programme Committee and the Committee on Budget and Finance,

1. Approves the rules of procedure of the future Programme and Budget Committee (PBC), with the following additional modifications:
  - a. Members of the PBC representing their countries shall be named by the Council in their personal capacity,
  - b. The terms of the members shall be four years. However, one-half of the membership shall be changed every two years. In this regard, the rules of procedure of the Executive Council apply, and
2. Requests the Secretary-General to operate the necessary modifications in the *Rules of Procedure of the Executive Council*, the *Financial Regulations* and the *Detailed Financial Provisions* of the World Tourism Organization, for their final approval by the General Assembly.

**Administrative, financial and statutory matters**

**(a) Financial situation of the Organization**

Agenda item 5(a)  
(documents CE/89/5(a) and CE/89/5(a) Add. 1)

The Executive Council,

Having before it the report of the Secretary-General on the financial situation of the Organization, presented in accordance with Article 14, paragraph 6, of the Financing Rules,

1. Takes note of the level of collection of Member contributions for financial year 2010, which as of the date of this document represents 81 per cent of assessed contributions;
  2. Notes with satisfaction that since the date of its last session 26 Full Members have paid part of their contribution arrears;
  3. Notes that, in fulfilment of the recommendation of the Assembly contained in its resolution 572(XVIII), the expected income and expenditure will be able to ensure financial balance in this financial year, and that such balance is compatible with a moderate deviation from the expenditure plan for 2010, due essentially to the lower estimated contribution income in light of the level of contributions received to date;
  4. Considers, nevertheless, that it is advisable to remain alert during the rest of financial year 2010 in the face of the existence of an uncertain international economic situation;
  5. Urges Members that have not yet complied with their financial obligations to take the necessary steps to pay their contributions for 2010 before the accounts for the current year are closed and invites the Member States to develop internal mechanisms to ensure the effective payment of their contributions;
  6. Takes note of the distribution of budgetary allocations by programme in accordance to the revised programme structure;
  7. Takes note with satisfaction of the level of voluntary contributions received, in particular for projects within the framework of the United Nations Millennium Development Goals (MDG-F); and
  8. Takes note of the negotiations maintained by the Secretariat with the host country for the project relative to the headquarters building of the Organization and encourages the Secretary-General to continue such negotiations.
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CE/DEC/7(LXXXIX)

**Administrative, financial and statutory matters****(b) Application of the provisions of Article 34 of the Statutes  
and of paragraph 13 of the Financing Rules attached to the Statutes**

Agenda item 5(b)  
(documents CE/89/5(b) and CE/89/5(b) Add.1)

The Executive Council,

Observing that the provisions of Article 34 of the Statutes and of paragraph 13 of the Financing Rules attached as an Annex to the Statutes are currently applied to 24 Full Members,

1. Urges the Members subject to these provisions to comply with their commitments, and if necessary, to propose the payment of their contribution arrears in instalments;

Having been informed of the Members enjoying temporary exemption from the application of the provisions of Article 34 of the Statutes and/or paragraph 13 of the Financing Rules attached as an Annex to the Statutes, granted by the eighteenth General Assembly,

2. Notes that the Full Member Nicaragua is no longer liable to the provisions of paragraph 13 of the Financing Rules since it has submitted a plan for the payment of its arrears;
3. Notes with satisfaction that the Full Members Bolivia, Burkina Faso, Cambodia, Congo, El Salvador, Togo and Uruguay have respected their agreed payment plans up to 2010;
4. Notes that the Full Members Niger and Yemen have partially respected their agreed payment plans up to 2010;
5. Notes with satisfaction that following the decision made at the 88th session of the Executive Council at Iguazu, Iraq has proposed a payment plan in accordance with the said decision;
6. Requests the Secretary-General to remind Members that have not yet fulfilled their agreed plans or have done so only partially, that temporary exemption from the aforementioned provisions are subject to their full observance of those plans; and

Recalling Assembly resolutions 523(XVII) and 557(XVIII), and decision 7(LXXXVIII) concerning Iraq,

Aware that the proposal made by the Government of Iraq and the mode of payment envisaged to settle its arrears are pending ratification by the General Assembly,

7. Notes that Iraq will continue to benefit from an extended temporary exemption of the application of the provisions of paragraph 13 of the Financing Rules attached as an Annex to the Statutes and Article 34 of the Statutes until the next session of the General Assembly.

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**Administrative, financial and statutory matters**

**(c) Use of the UNWTO logo**

Agenda item 5(c)  
(document CE/89/5(c))

The Executive Council,

Having considered the revision of the provisional guidelines on the use of the UNWTO logo by bodies other than the UNWTO Secretariat that were submitted to the General Assembly in Astana, Kazakhstan (A/RES/570(XVIII)),

1. Notes that, after consultation among other specialized agencies of the United Nations, the provisional guidelines have been revised to better align them to UN standards and practices with regard to the use of the signs of the Organization;
2. Takes note that the recommendations of the ad hoc working group created by CE/DEC/10(LXXXV) and composed by Brazil, France, Ghana, India, Indonesia, Spain and one Affiliate Member, have been taken into consideration and included in the revision; and
3. Approves the revision of document A/18/12(d) and the guidelines on the use of the UNWTO signs by bodies other than the UNWTO Secretariat, including the following modifications:
  - a. in paragraph (C)(ii)2 (Affiliate Members), addition of the sentence: "*The Secretariat shall inform the Executive Council of such authorizations*" at the end of the paragraph;
  - b. In paragraph (C)(iii)2 (Private entities with which UNWTO has signed an Agreement), addition of the sentence: "*Such authorizations shall be subject to the approval of the Executive Council*" at the end of the paragraph;
  - c. In paragraph (C)(iv) (UNWTO support to external meetings and events), addition of "*(of less than 5 days)*" after "*when UNWTO provides support to a conference forum, event, etc.*" in the first sentence of the paragraph.

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CE/DEC/9(LXXXIX)

**United Nations system activities**

Agenda item 6  
(document CE/89/6)

The Executive Council,

Having taken cognizance of document CE/89/6,

1. Takes note with interest of the UNWTO's regular collaboration with various United Nations bodies, as well as its participation in technical meetings of the system, with the objective of



ensuring the full recognition of tourism's contribution in favour of sustainable development and poverty reduction, and ensuring optimal utilization of the resources of the United Nations by avoiding duplication of efforts;

2. Further notes the participation of the Organization in United Nations activities, notably in the UN Summit on the Millennium Development Goals (MDG Summit) and in the General Debate of the 65th session of the UN General Assembly, as well as in technical and administrative meetings, in particular the Economic and Social Council (ECOSOC), which is one of the six principal organs of the United Nations, as well as the United Nations Development Group (UNDG) for a new framework for mobilizing resources;
3. Commends the Secretariat for the ongoing work and initiatives it has undertaken to address risks in tourism, including the activities related to the pandemics that affect tourism;
4. Welcomes the announcement of the report prepared by UNWTO for the Secretary-General of the United Nations, to be submitted at the 65th session of the UN General Assembly, on the implementation of the Global Code of Ethics for Tourism (GCET) in the last five years, including the establishment of the Permanent Secretariat in Rome in November 2008; invites the Member States to continue the promotion and dissemination of the GCET; and encourages the Member States to invite their respective delegations at the UN to speak in favour of the report and support the resolution; and
5. Requests the Secretary-General to continue to report to the Council, at its forthcoming sessions, on the participation of the Organization in the UN system's coordination mechanisms.

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CE/DEC/10(LXXXIX)

## Second draft of the White Paper

Agenda item 7  
(document CE/89/7)

The Executive Council,

Having considered the second draft of the White Paper, enriched with valuable contributions from Member States,

Having further debated on:

- A better definition of the mission of the Organization and a more accurate description of its pillar issues,
- The Member States' increasing involvement in the decision-making process of the Organization,
- The strengthening of the relations with the Affiliate Members and the fostering of their further integration, and
- Reinforced collaboration with the UNWTO external entities,

1. Notes with appreciation the high quality and substance of the said paper;

2. Agrees with the Secretary-General that the discussion on the White Paper should continue leading to a consensus on a document for submission to the ninetieth session of the Executive Council and adoption by the nineteenth session of the General Assembly in 2011 in the Republic of Korea;
3. Encourages the Secretary-General to continue the implementation of the reform process in the spirit of the White Paper;
4. Shares the view of the Secretary-General that the White Paper reflects and responds to the key issues raised by the recommendations of the Joint Inspection Unit (JIU) in the *Report on the Review of Management and Administration of UNWTO (2008)*;
5. Discontinues consequently the existence of the ad hoc Working Group on the JIU recommendations, and thanks all its Members for their valuable work; and
6. Takes note of the new initiative regarding the establishment of the Knowledge Network as presented and that its modalities will be further discussed in the next session of the Executive Council.

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CE/DEC/11(LXXXIX)

### Study on tourist/consumer protection

Agenda item 8  
(document CE/89/8)

The Executive Council,

Having considered the report on preparations towards a preliminary study on tourist/consumer protection,

1. Shares the Secretary-General's assessment concerning the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and of travel organizers, particularly in a context of increasing diversification of destinations and generating countries;
2. Supports the efforts undertaken by the Secretary-General to advance the study on the feasibility of guidelines/a new international legal instrument to remedy this inadequacy;
3. Requests the Secretary-General to compile relevant regional and national provisions dealing with tourist/consumer protection;
4. Approves the development procedure proposed by the Secretary-General calling for the constitution of a working group to define the scope and level of the proposed legal instrument; and
5. Requests the Secretary-General and the working group to submit to the next session of the Executive Council a detailed proposal in this regard.

CE/DEC/12(LXXXIX)

**Affiliate Members****(a) Report of the Chairman**

Agenda item 9(a)  
(document CE/89/9(a))

The Executive Council,

Having heard the report on the UNWTO Affiliate Members,

1. Notes as positive factors the stability in the management of the Affiliate Members and the new impetus given to the effort towards progressive regionalization as well as sharing and generating more synergies with the rest of the operational programmes of the Organization;
2. Expresses its satisfaction over the success of the initiative of the "1st Meeting of Latin American Affiliate Members" which was held in June 2010, in Foz do Iguaçu, Brazil, in the context of the meeting of the Regional Commission for the Americas;
3. Takes note of the development of PLATMA (Affiliate Members Technological Platform), supported by the Government of Spain, which will contribute to reinforcing tourism dialogue between the Affiliate Members of the Organization and the Secretariat as well as among those Members; and
4. Encourages the Affiliate Members programme to achieve the maximum level of implementation of the activities contained in the programme, appreciating the development already carried out to date.

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CE/DEC/13(LXXXIX)

**Affiliate Members****(b) Report of the Committee for the Review of Applications  
for Affiliate Membership**

Agenda item 9(b)  
(document CE/89/9(b))

The Executive Council,

Having taken cognizance of the report of the Committee for the Review of Applications for Affiliate Membership, which met on 26 October 2010, with the attendance of Brazil, China, Egypt, France, Islamic Republic of Iran, and South Africa, and the participation of the Executive Director in charge of the Affiliate Members in the absence of their Chairman,

1. Endorses the recommendations made by the Committee upon the conclusion of its meeting;
2. Decides to admit provisionally to affiliate membership, pending ratification by the nineteenth session of the General Assembly, the following organizations which submitted complete sets of supporting documents for their candidatures:

1. ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA (ITALY / ITALIE / ITALIA)
2. AYUNTAMIENTO DE BENIDORM (SPAIN / ESPAGNE / ESPAÑA)
3. DAR AL – DIAFA FOR HOSPITALITY AND TOURISM EDUCATION CONSULTANCY (JORDAN / JORDANIE / JORDANIA)
4. GRUPO CIUDADES PATRIMONIO DE LA HUMANIDAD DE ESPAÑA (SPAIN / ESPAGNE / ESPAÑA)
5. HARSANYI JANOS COLLEGE (HUNGARY / HONGRIE / HUNGRIA)
6. INSTITUTO MARCA BRASIL (BRAZIL / BRÉSIL / BRASIL)
7. INTERNATIONAL GAY & LESBIAN TRAVEL ASSOCIATION (IGLTA) (UNITED STATES OF AMERICA/ETATS-UNIS D'AMÉRIQUE/ESTADOS UNIDOS DE AMÉRICA)
8. PORTOENORTE (PORTUGAL)
9. SCHOOL OF HOSPITALITY, TOURISM AND CULTURE AND THE CULTURE AND HERITAGE INSTITUTE OF CENTENNIAL COLLEGE (CANADA)
10. TOURISM & LEISURE ADVISORY SERVICES, SL (SPAIN / ESPAGNE / ESPAÑA)
11. UNIVERSIDAD CATÓLICA SAN ANTONIO DE MURCIA (SPAIN / ESPAGNE / ESPAÑA)
12. UNIVERSITY OF TOURISM AND MANAGEMENT IN SKOPJE (THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA / EX-RÉPUBLIQUE YOUGOSLAVE DE MACÉDOINE / EX REPÚBLICA YUGOSLAVA DE MACEDONIA), and

3. Decides to provisionally admit the candidature of:

PROMITUR (CAPE VERDE / CAP-VERT / CABO VERDE)

provided that, within the period of one month, it provides a statement of recognition of the UNWTO Statutes; and of

NON-COMMERCIAL PARTNERSHIP "SILK ROAD NETWORK" (RUSSIAN FEDERATION / FÉDÉRATION DE RUSSIE / FEDERACIÓN DE RUSIA)

provided that, within the period of one month, it provides the accredited letter of governmental support; and

4. Requests the SG to review the terms and conditions as requirements for affiliate membership.

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CE/DEC/14(LXXXIX)

**Election of the Executive Council's officers for 2011**

Agenda item 10  
(document CE/89/10)

The Executive Council,

Having regard to Rule 5 of its Rules of Procedure,

Having considered the documents corresponding to the candidatures for the chairmanship and vice-chairmanships of the Council,

1. Decides to elect Italy as Chair of the Council for 2011,
2. Appoints Kenya as First Vice-Chair, and Romania as Second Vice-Chair of the Council for 2011;
3. Requests the Full Members elected as Council's officers to designate the persons to perform these duties, in accordance with Rule 5(4) of its Rules of Procedure; and
4. Pays special tribute to the outgoing Chair (Costa Rica) and Vice-Chairs (Kenya and Italy) for the quality of the work they have accomplished for the benefit of the Organization in the performance of their functions.

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CE/DEC/15(LXXXIX)

**Place and dates of the ninetieth session of the Executive Council**

Agenda item 11  
(document CE/89/11)

The Executive Council,

Having taken note of the invitations presented to host its next session,

1. Expresses its gratitude to Serbia and Spain for the generosity and spirit of consensus they showed in agreeing to defer their candidatures;
2. Decides to accept the generous offer presented by Kenya and to hold its ninetieth session in Kenya, in conditions to be determined with the Secretary-General;

3. Further decides to hold its ninety-third session in Spain in the first semester of 2012, the date of which will be confirmed at its next session; and
4. Notes the interest expressed by Serbia for holding a future session of the Executive Council.

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CE/DEC/16(LXXXIX)

### Vote of thanks to the host country

The Executive Council,

Having carried out the work of its eighty-ninth session under the excellent conditions placed at its disposal by the Islamic Republic of Iran,

1. Expresses its most sincere gratitude to the Government and people of the Islamic Republic of Iran for the support extended to the UNWTO and its Members in hosting this session of the Council in the beautiful tourism destination of Kish Island, as well as for the opportunity provided to the delegates not only to enjoy the tourism attractions of Kish Island, but also to visit the historic city of Isfahan in extraordinarily good conditions; and
2. Deeply thanks H.E. Mr. Hamid Baghaee, Vice-President of the Islamic Republic of Iran and President of Iran Cultural Heritage, Handicrafts and Tourism Organization (ICHTO), for honouring with his presence the opening ceremony and the opening session, Mr. Mohammad Ali Mohebbi, Chairman and CEO of the Kish Free Zone Organization, for his hospitality and constant support to the organization of the meeting as well as the members of the Host Committee for their invaluable and dedicated contribution to the success of this session, and also profoundly thanks all collaborators for the enthusiastic support and kindness shown towards the delegations present at this session of the Council.