DECISIONS TAKEN BY THE UNWTO COMMISSION FOR EUROPE AT ITS FIFTY-SECOND MEETING

Katowice, Poland, 14 April 2011

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2. DECISIONS TAKEN BY THE COMMISSION

CEU/DEC/1(LII)

ADOPTION OF THE AGENDA
Agenda item 1 (document CEU/52/1)

The Commission,

Adopts the agenda of its fifty-second meeting as contained in document CEU/52/1.

CEU/DEC/2(LII)

COMMUNICATION OF THE CHAIRMAN
Agenda item 2 (document CEU/52/2)

The Commission,

Having heard the communication of its Chairman on the following subjects:

- The tourism year 2010 and the ongoing recovery of the tourism sector;
- The need for European Member States to further recognize the importance of green growth and the need for good governance and adequate policy frameworks;
- The activities of UNWTO in the European region and its focus on regional cooperation, capacity building, and technical assistance projects;
- The future of tourism and its new aspects such as greening the sector and the subsequent need for relevant investments;
- The importance of UNWTO’s further strengthening the cooperation with the European Union and other regional institutions in Europe for knowledge sharing and more concrete activities in support to the travel and tourism industry;
- The many activities of the UNWTO on a global level and new European regional initiatives of particular importance;
- Expressing gratitude to the UNWTO Secretariat for the very good cooperation and communications;

1. Thanks him for it;
2. Takes cognizance of its Chairman’s views on the above-mentioned subjects;
3. Shares the view that the European Member States should undertake relevant efforts to further strengthen their role in sharing knowledge and offering technical support towards achieving the aims described;
4. Extends its gratitude and appreciation to the former Regional Director for Europe, Dr. Eduardo Fayos-Sola, for his work as the Representative of the European Region and wishes him all the best for his new task in the establishment of an UNWTO knowledge management network;
5. Thanks the Secretariat in general and the Regional Programme for Europe in particular for the permanent support and excellent cooperation.
PRELIMINARY REMARKS OF THE SECRETARY-GENERAL
Agenda item 3 (document CEU/52/3)

The Commission,

Having heard the presentation by the Secretary-General, of his preliminary remarks,

1. Thanks him for them;

2. Acknowledges the impact of the crisis on the tourism sector in 2009, its slight recovery in 2010 and the positive forecast for 2011;

3. Welcomes the “Global Leaders for Tourism Campaign” and encourages to provide any assistance in the further prioritization of tourism as a national economic development tool;

4. Highly appreciates the circulation of tourism data on a timely basis and highlights the importance of this data;

5. Expresses its satisfaction at the implementation of the General Programme of Work 2010-2011 and ongoing and upcoming activities;

6. Expresses its satisfaction with the activities carried out in the European region, including but not limited to the MDG-F Joint projects in Serbia and Turkey, the cross border sub-regional initiatives, the Hotel Energy Solutions project, the Capacity Building Programme on Statistics, the new activities for the Silk Road project as well as the work carried out by the Consulting Unit on Biodiversity and Tourism in Bonn, Germany;

7. Welcomes the efforts of the Secretariat to ensure transparency in all aspects of the work of the Organization;

8. Welcomes the efforts by the Secretariat to increase the feeling of ownership by the Members towards the Organization;

9. Acknowledges the restructuring of the Secretariat and other restructuring aspects as outlined in the White Paper;

10. Acknowledges the report on the financial situation of UNWTO for 2010 and the commitment to undertake relevant efforts to reduce costs to the best extent possible and to strengthen the efforts in raising extra-budgetary funds for technical cooperation activities;

11. Takes cognizance of the Human Resource Management and the filling of vacancies in the most transparent way;

12. Encourages all Member States and other relevant stakeholders that are in a position to do so to consider supporting UNWTO technical assistance programmes;

13. Urges the Secretariat to undertake necessary efforts to further strengthen memberships by ensuring that its benefits are well understood by the Members and to strengthen the role of the private sector in this process.
The Commission, having followed the presentation, by the Executive Director for Member Relations and Services, as follows:

- The global financial crisis has hit the tourism sector strongly, especially in Europe, with historical reduction in tourism arrivals and receipts in 2009, but world tourism recovered in 2010 faster than expected;

- In comparison to other regions of the world, Europe is recovering at a slower pace, mainly due to uneven economic recovery;

- Regional trends in Europe indicate that international arrivals have reached 473 million in 2010 (+3% compared to 2009) and thus still 8 million short of the year 2008;

- The eruption of the volcano in Iceland affected the sector badly in April 2010;

- Consumer behavior has not changed since the crisis and last minute bookings and remaining price-sensitivity as well as shorter stays are among the characteristics;

- Differences within the European region on a sub-regional basis are obvious and highlights that recovery has also within the region different paces;

- Forecasts for 2011 predict an increase in international tourist arrivals between 4-5% and that growth will be driven by emerging economies mainly;

- Forecasts for 2011 for Europe range between +2-+4%.

1. Thanks him for it;
2. Shares the results described;
3. Encourages the Member States to provide their tourism data on a timely basis;
4. Notes with concern that overcoming unemployment will continue being the biggest challenge in the next couple of years;
5. Reiterates the importance of reviewing existing tourism policy and governance frameworks and thus to improve the transversal tourism industry;
6. Highly appreciates the valuable contributions by some European Member States during the Debate on their national tourism performance during the crisis and the impact of measures taken as well as on the current recovery process.
The Commission,

Having considered the document submitted under this Agenda item and its presentation by the Executive Director for Programme and Coordination;

Having taken cognizance of the activities performed on a global level in general and within the European region in particular by various UNWTO programmes and by the Regional Programme for Europe since its fifty-first meeting held in April 2010 in Sofia, Bulgaria;

Having taken note that the Regional Programme for Europe is since September 2010 headed by the Executive Director for Member Relations and Services who is supported in this task by the Deputy Regional Director for Europe;

1. Acknowledges the work carried out according to the General Programme of Work;

2. Appreciates all ongoing activities and notes with interest and appreciation the various seminars, visits and other events organized in general and in the region in particular during the period concerned, and considers that they have served to advance regional cooperation in tourism for the benefit of the European Members;

3. Notes with satisfaction that the UNWTO programme of work has proved suitable to respond to the needs and requirements of the tourism authorities of European countries;

4. Stresses that on the one hand, common topics of interest to all the Members of the Commission for Europe as reflected in the current programme of work, should be pursued, and on the other hand, that the wide and diverse nature of the European membership should be taken into account when further devising sub-regional and country-specific activities;

6. Recommends that the contributions of European Member States that are represented in various technical committees of UNWTO are communicated to the other Members of the Commission and that the Commission meetings are used as a forum where the representatives can share relevant information on the work of the committees with all Member States of the European Region;

7. Invites all European Member States to continue to be actively involved in activities included in the UNWTO programme of work for 2010-2011.

UNWTO INITIATIVES AND RESEARCH AND PUBLICATIONS

The Commission,

Having heard the report by the Executive Director for Member Relations and Services on the following initiatives and programmes relevant to the European Region, as follows:

- UNWTO Knowledge Network
- Ulysses Prize
And having heard the report by the Deputy Regional Director for Europe on the following activities:

- Capacity Building Programme on Tourism Statistics (Baku, Azerbaijan 2011-2012)
- Tourism Protocol of the Carpathian Convention
- South Caucasus Tourism Development Initiative
- Circumpolar Study
- Tourism and Peace Project
- Presentation of the Journal “UNWTO in Europe”
- Latest publications of the UNWTO

1. **Thanks** them for their reports;
2. **Expresses** its satisfaction with these activities and initiatives that are of particular importance to the region;
3. **Welcomes** the sub-regional initiatives that reflect the need for cross-border cooperation and enhanced regional cooperation;
4. **Expresses the importance** of the UNWTO publications and studies.
6. **Expresses** its gratitude to the representatives of Europe in the Programme Committee, Mr. Stanislav Novakov (Bulgaria) and Ms. Blanka Belosevic (Croatia);

7. **Thanks** Ms. Blanka Belosevic for her presentation during the Meeting of the Commission.

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**GLOBAL CODE OF ETHICS**

(A) REPORT AND RESOLUTION BY THE UNITED NATIONS GENERAL ASSEMBLY

Agenda item 8(a) (document CEU/52/8(a))

The Commission,

**Having considered** the document submitted under this Agenda item and its presentation by the Executive Director for Services and Members Relations:

**Appreciates** the report and **welcomes** the General Assembly Resolution 65/148 on the Global Code of Ethics.

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**GLOBAL CODE OF ETHICS**

(B) REPORT AND RESOLUTION BY THE UNITED NATIONS GENERAL ASSEMBLY

Agenda item 8(b) (document CEU/52/8(b))

1. **Welcomes** the candidature presented by Ms. Caterina Cittadino from Italy, endorsed by the Government of Italy;

2. **Agrees** by consensus on this candidature.

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**PRESENTATION OF RESULTS OF THE TECHNICAL SEMINAR ON “INDUSTRIAL HERITAGE IN TOURISM POLICIES FOR SUSTAINABLE DEVELOPMENT”**

Agenda item 9

The Commission,

**Having heard** the results of the Technical Seminar as follows:

(a) Industrial heritage, represented by a variety of properties related to productive activities of man, such as industrial and technological monuments and structures, living industry of all types, as well as intangible heritage, represents a remarkable resource for tourism development in its quest for diversification and
sustainability. There is a growing trend of actual use of this resource worldwide, in particular in Europe. Accordingly, industrial heritage for tourism has found a prominent place on the agenda of international organizations operating in Europe, both governmental and nongovernmental.

(b) Industrial heritage offers a number of opportunities for visitors. They may enjoy sights, landscapes, collections and artifacts; appreciate their aesthetic value and also house tourism facilities and activities. Visitors, alongside residents, may also enjoy intangible heritage and participate in cultural activities inspired by industrial heritage.

c) When properly planned, adapted, enhanced and developed, industrial sites and properties can also contribute to sustainable development by means of tourism. When it comes to industrial monuments, their role in sustainability is to provide for bridging the past, the present and the future. Revitalized industrial heritage is made productive again in generating jobs and income. It encourages environmental management and inspires innovation. In the social sense, it fosters social integration, enhances the sense of community and facilitates intercultural dialogue and understanding.

d) The major role of industrial heritage under the call of sustainability is therefore seen in public education. It is due to this role that public support is enjoyed by industrial heritage sites and properties when used for tourism purposes. In most cases public support, or public investment, is essential for making industrial heritage productive for tourism activities.

e) Public support, in addition to private sponsorship, may come from a variety of sources, including international institutions, and at national level, in addition to central governments, increasingly from regional and local authorities, chambers of commerce and industry, as well as civil society organizations. Public support is justified as long as the tourism undertakings based on industrial heritage continue to contribute to attaining the goals identified under the call of sustainability and as long as it can be evidenced by visitation, public participation and the involvement of civil society.

(f) Different measures of public support of regulatory, economic and operational nature, as part of tourism policies need to be applied to Industrial heritage used for tourism purposes according to its specificity. Countries, through their national tourism administrations, are encouraged to examine the existing variety of such measures and instruments with a view to their appropriate choice and use in accordance with their own legislation and regulations.

(g) It is recognized that efforts and measures to relate industrial heritage to tourism are now present on the agenda of a number of global and European bodies, including UNWTO, UNESCO, the Council of Europe and the European Commission. NTAs representing the UNWTO Member States of these bodies are in favor of international cooperation in the area of promoting industrial heritage for tourism through UNWTO. This should include liaison and coordination at both international and national levels, in order to attain synergies and enhance the work of the tourism sector.

(h) The UNWTO will provide further support to Industrial Heritage and its use for tourism purposes in general and to the work of the International Documentation and Research Centre on Industrial Heritage for Tourism in Zabrze, Poland in particular.

1. Thanks for the deliberations of the technical seminar and acknowledges the importance of Industrial Heritage;

2. Takes cognizance of the variety of aspects that Industrial Heritage can take;

3. Understands the impact that the use of industrial heritage for tourism purposes can have in terms of social, environmental and economic terms;

4. Encourages the UNWTO to further support this kind of tourism product and ensure that knowledge and know-how is shared accordingly.
CEU/DEC/10 (LII)

PREPARATION OF THE 19TH SESSION OF THE GENERAL ASSEMBLY
Agenda Item 10 (Document CEU/52/10)

The Commission,

Takes note of the report on the preparation of the 19th General Assembly that will take place from 8 to 14 October 2011 in Gyeongju, Republic of Korea:

Expresses its gratitude and appreciation to the Republic of Korea for hosting the UNWTO General Assembly and for the ongoing preparations.

CEU/DEC/11 (LII)

VENUE AND DATES OF THE FIFTY-THIRD AND FIFTY-FOURTH MEETINGS OF THE COMMISSION
Agenda item 11 (document CEU/52/11)

The Commission,

Having taken cognizance of document CEU/52/11:

1. Takes note that its fifty-third Meeting will be held in the morning of Sunday, 9 October 2011, prior to the 19th Session of the General Assembly in Gyeongju, Republic of Korea;

2. Entrusts the Secretariat with making the necessary arrangements for the holding its fifty-third meeting in Gyeongju, Republic of Korea.

2. Reiterates its thanks to the delegation of the Ministry of Economy of Georgia for its invitation to host the 54th Meeting of the Commission for Europe in Georgia in 2012 and for its presentation on the attractions of the Georgia;

VOTE OF THANKS TO THE HOST COUNTRY

The Commission,

Addresses its warmest appreciation to H.E. Ms. Katarzyna Sobierajska, Under-Secretary for Tourism of Poland, as well as to Ms. Maria Napiorkowska, Head of Department of Tourism, Ministry of Sports and Tourism of Poland and her team, in particular Mr. Rafał Wilczkowski, Head of Promotion and International Affairs, for their warm hospitality and for the optimal arrangements made for the holding of its fifty-second meeting and the technical seminar in Katowice and Zabrze (Poland).
3. PARTICIPANTS IN THE FIFTY-SECOND MEETING

1. The following Member States belonging to the European region: Austria, Bulgaria, Croatia, Cyprus, France, Georgia, Germany, Greece, Hungary, Israel, Italy, Kazakhstan, Latvia, Malta, Poland, Portugal, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Switzerland and Turkey.

2. The Affiliate Member: Katowice School of Economics.