



## Executive Council

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Madrid, 28 May 2012  
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### General programme of work

#### **(c) Joint report by the Programme Committee and the Committee on Budget and Finance Part I (Programme)**

##### **I. Introduction**

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1. The Programme Committee (PC) and the Committee on Budget and Finance (CBF) jointly held their fortieth and fifty-fifth meeting, respectively, at the Organization's Headquarters on 21-22 May 2012<sup>1</sup>. The meeting was opened by the two chairpersons, Mr. Victor Wee (PC), Malaysia, and Ms. Maya Gonzalez Bender (CBF), Argentina. Both chairpersons pointed out that the regular budget of the Organization faced increasing pressure due to the growing expectations and demands expressed by Members, taking into account the zero nominal growth policy.

2. The Secretary-General thanked all PC and CBF Members for the work carried out during their mandate and recalled that as agreed by the General Assembly at Gyeongju, South Korea, the process of forming the combined Programme and Budget Committee (PBC) has already started with the appointment of representatives by the Regional Commissions of Asia-Pacific, South Asia and Europe. This new committee, which comprises representatives from the Regional Commissions and the Executive Council, will meet for the first time in the second half of 2012.

3. He also highlighted that 2011 saw the sustained growth of international tourism despite the difficult economic environment with a looming financial crisis. Arrivals grew by 6% in Europe and 11% in Greece, higher than expectations. In 2012, international tourists crossing national borders will reach the symbolic figure of one billion international tourists, and by 2030 the figure is expected to reach 1.8 billion. While this is certainly a mark of success for the sector, it also implies higher responsibility with regards to the impact on environment and culture on many destinations around the world.

4. The Global Leaders for Tourism Campaign has been received with overwhelming response, while tourism has now been included into the agenda of many high-level meetings. For the years ahead, the Secretary-General highlighted three challenges:

- Travel facilitation, notably easing visa requirements as a means to boost economic growth and job creation,

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<sup>1</sup> A list of PC participants is attached to the present report.



- avoiding distortions on tourism due to heavy or inappropriate taxation on travel, and
- ensuring consumer and tourism businesses protection.

## II. Programme of work 2010-2011

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5. The Executive Director of Programme and Coordination presented the main activities undertaken during the past biennium. The PC Chair noted the extensive work carried out by the Organization, both by reinforcing key activities, such as the Compendium of Statistics or the Barometer, and by introducing new initiatives, such as the preparation of a Convention on Consumer Protection and domestic tourism.

## III. Programme of work 2012-2013

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6. After the presentation of relevant activities that have taken place this year, the debates focused on the proposal made by the Secretariat concerning the rationalization required in the UNWTO's publications and the dissemination of information contained in the publications to Members and the general public. A priori, the joint PC-CBF Committee is in favour of any improvement in managing and disseminating UNWTO publications. A concrete proposal should be prepared and submitted by the Secretariat for the consideration of the first PBC meeting in this respect.

7. **Technical committees:** The joint PC-CBF Committee revisited the issue of how to make the technical committees (with the exception of the Committee on Statistics) more effective and relevant to the preparation of the Programme of Work. It recommended that the Secretariat should put up a working paper on guidelines, with clear targets and objectives, time lines for outputs, and the modus operandi of such committees for the consideration of the PBC in its first meeting.

8. In order to guide the Secretariat in this work, PC-CBF Members agreed on the following principles for the Technical Committees.

- Technical committees should include professionals and experts as members who are able to provide different perspectives on the technical matters,
- The technical committee should meet at a convenient venue or communicate electronically to provide input to the UNWTO general programme of work,
- There should be flexibility in the operation of these committees so that they are able to respond quickly to the requirements of the PBC,
- They should focus on specific issues and come up with clear outcomes to feed into the work of the PBC, and
- They should be closely monitored by, and clearly linked with, one or more operational programme(s) within the Secretariat.

## IV. Affiliate Members' representation in the PBC

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9. The question of the representation of the Affiliate Members within the PBC was raised. From seven representatives in the PC and three in the CBF, the Affiliate Members have been given only one seat in the forthcoming PBC. The joint PC-CBF would like to request the Executive Council to add a second representative of the Affiliate Members in the PBC.

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**V. Preparation of the programme of work 2014-2015**

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10. In addition to the challenges identified by the Secretary-General, Members of the joint PC-CBF Committee highlighted several issues that could be of interest for the next biennium. They proposed to the Secretariat to take into account the ideas raised in the debate and regroup the different items that would be reflected in the questionnaire for the forthcoming survey that would be prepared for the consideration of the PBC and the Executive Council. This questionnaire will then be fine-tuned before the launching of the survey to all Full, Associate and Affiliate Members.

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**VI. Date and place of the first meeting Programme and Budget Committee**

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11. The two Committees proposed to hold the first PBC meeting at UNWTO headquarters in Madrid. The date will be proposed by the Secretariat once the meeting of the fall session of the Executive Council is set.

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**Annex. List of participants / liste des participants / lista de participantes**


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**Chairman of the Programme Committee/Président du Comité du programme/Presidente del Comité del Programa**

**Malaysia/Malaisie/Malasia** Datuk Dr. Victor WEE  
Chairman  
Malaysia Tourism Promotion Board

**Members of the Committee / Membres du Comité / Miembros del Comité**

**Benin/Bénin/Benin** M. Guy JOHNSON  
Conseiller technique  
Ministère de la culture, de l'artisanat et du tourisme

**Bulgaria/Bulgarie/Bulgaria** Mr. Stanislav NOVAKOV  
Chairman  
European Institute for Tourism

**Indonesia/Indonésie/Indonesia** Mr. Sapta NIRWANDAR  
Vice Minister for Tourism and Creative Economy  
Ministry of Tourism and Creative Economy

Ms. Rizki HANDAYANI  
Deputy Director for Multilateral Cooperation  
Ministry of Tourism and Creative Economy

**Lebanon/Liban/Líbano** Mr. Wissam KALAKECHE  
Chargé d'affaires, a.i.  
Embassy of Lebanon in Madrid

**Malaysia/Malaisie/Malasia** Chek Zainuddin Chek JUSOH  
Senior Principal Assistant Secretary  
Infrastructure Division  
Ministry of Tourism of Malaysia

**Representative of the Associate Members/  
Représentant des Membres associés/  
Representante de los Miembros Asociados** Ms. Christel LEYS  
Flemish Department of Foreign Affairs  
Flemish Community of Belgium

**Representatives of the Affiliate Members/  
Représentants des Membres affiliés/  
Representantes de los Miembros Afiliados** Sra. Mercedes CARREÑO  
Gerente  
Centro Español de Nuevas Profesiones

**Observers / Observateurs / Observadores**

**Spain/Espagne/España** Sr. Ignacio DUCASSE GUTIÉRREZ  
Jefe de Área de Relaciones Internacionales  
Subdirección General de Cooperación y  
Competitividad Turística  
Secretaría de Estado de Turismo  
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