



Executive Council

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Report of the Secretary-General

Part I: Current situation and activities

(d) Survey on the general programme of work for the period 2014-2015

I. Introduction

1. Every two years, the UNWTO Secretariat issues a survey in order to identify Members' priorities and to prepare the Organization's general programme of work and regular budget for the following biennium.

2. For the coming biennium 2014-2015, this exercise is being conducted in the framework of the **White Paper**¹ (WP), which sets the mid-term global strategic issues, and in continuity with the current **Programme and Budget 2012-2013**². An online questionnaire has been drafted by the Secretariat in cooperation with the chairpersons of the Programme Committee and the Committee on Budget and Finance. It is available in the five official languages of the Organization at:

<http://www2.unwto.org/en/webform/survey-member-states-priorities-2014-2015>

3. This survey is an opportunity for Members to express their needs, and to indicate which of these needs they think can or should be responded to by the UNWTO Secretariat. The themes and areas of work reflected in it were already debated during the joint PC-CBF meeting (21-22 May 2012) and the 93rd session of the Executive Council (11-13 June 2012). They are structured around the two main strategic objectives of the Organization: Sustainability/Ethics and Competitiveness/Quality. The survey also raises concerns of different natures for Members (e.g., focus on specific tourism destinations, industries or segments) as well as the question of resource mobilization in order for the UNWTO Secretariat to better link Members' needs and existing funding mechanisms.

4. The replies to this survey will be processed by the UNWTO Secretariat. Further to that, the Secretariat will prepare, in collaboration with the Programme and Budget Committee (PBC), a draft programme of work and budget 2014-2015 for submission to the 95th session of the Executive Council and to the 20th session of the UNWTO General Assembly (2013) for its final approval.

¹ White Paper: A/19/11

² Programme and Budget 2012-2013: A/19/12



II. Actions to be taken by the Executive Council

5. The Executive Council is requested:
- (a) To recognize the crucial importance of such exercise in order to establish clear priorities among Members of the Organization and to reflect them in the upcoming programme of work and budget;
 - (b) To urge **all UNWTO Members** to complete the online survey to allow for a more inclusive and representative picture of everyone's needs; and
 - (c) To request the Secretary-General: (a) to inform all Members of the Organization about the results of the survey during the Regional Commission meetings in the first semester of 2013, (b) to prepare a draft Programme of Work and Budget for the biennium 2014-2015, and (c) to submit it to the 95th session of the Executive Council.