UNWTO Commission for the Middle East
Thirty-sixth meeting
Madrid, Spain, 27-28 November 2012

CME/36/8
Madrid, October 2012
Original: English

Item 8 of the Provisional Agenda

PREPARATION OF THE DRAFT GENERAL PROGRAMME OF WORK FOR 2014-2015

Note by the Secretary-General

The attached document which contains a brief description of the process for the preparation of the Organization’s general programme of work for the period 2014-2015 and includes the survey recently issued for that purpose, is submitted to the Commission so as to enable it to consider ways and means of ensuring a more inclusive and representative reflection of its Members’ needs and priorities in the programme.
PREPARATION OF THE DRAFT
GENERAL PROGRAMME OF WORK FOR 2014-2015

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 Paper1 (WP), which sets the mid-term global strategic issues, and in continuity with the current Programme and Budget 2012-20132. An online questionnaire has been drafted by the Secretariat in cooperation with the chairpersons of the Programme Committee and the Committee of Budget and Finance (see Annex). It is available in the five official languages of the Organization at:


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.

Actions to be taken by the Commission

5. The Commission is invited to:

(a) Urge its Members who have not yet completed the survey to do so, as soon as possible;

(b) Carry out a preliminary discussion of Members’ priorities and entrust its representatives on the PBC with consolidating these priorities, in consultation with the Secretariat, and with expressing them on behalf of the Commission to the forthcoming meeting of the said Committee.

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1 White Paper: A/19/11
2 Programme and Budget 2012-2013: A/19/12

PRINTABLE VERSION OF THE QUESTIONNAIRE!  DO NOT USE FOR ANSWERING THE SURVEY

Before starting answering the questionnaire, please select your country or your territory

Country:

Introductory note

The purpose of this survey is to identify Members’ priorities in order to prepare the Organization’s general programme of work and regular budget for the biennium 2014-2015.

This exercise will be conducted in the framework of the White Paper (WP), which sets the global strategic issues for the coming years, and in continuity with the current Programme and Budget 2012-2013. It is an opportunity for Members to express their priorities, and to indicate which of these priorities can or should be responded to by the UNWTO Secretariat during the next programming cycle 2014-2015. It will be critical to determine the orientations of the programme of work as well as the allocation of resources for the next two years.

The replies to this survey will be processed by the Secretariat. Further to that, the UNWTO 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 governing bodies and their approval during the 20th session of the UNWTO General Assembly (2013).

The themes and areas of work reflected in this survey are framed by the White Paper and were 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’ priorities and existing funding mechanisms.

Important note: In view of the importance of the results of the current survey, it is highly recommended that this questionnaire be filled out by one or more high level officials and approved by the head of your national tourism administration. The printable version is offered in order to help NTA officials to discuss the different aspects of the survey prior to filling in the online electronic form.
Page 2: Sustainability and Ethics

All following areas of activity in relation with sustainability and ethics are important. However, taking into account its limitation of resources, the UNWTO Secretariat needs UNWTO Members to establish priorities among them:

- **Green growth and tourism**: All forms of tourism may strive to be more sustainable, by improving waste and energy management and reducing water consumption and greenhouse gas emissions. Efforts have to be constant in helping the tourism industries in being more sustainable in their activities.

- **Tourism mitigation of, and adaptation to, climate change**: While the tourism sector must mitigate its impacts on the climate, tourism stakeholders have to adapt to the changes that are already occurring at destinations.

- **Sustainable Development Goals (SDGs)**: From now to 2015 the UN System is working further on the formulation of the Millennium Development Goals (MDGs PLUS) agenda, with the creation of the Sustainable Development Goals for ALL nations. UNWTO is engaged and tourism may be included within that framework.

- **Ethical and Social Dimensions of Tourism**, including a) economic empowerment of women in tourism, b) accessibility in tourism, c) protection of children in tourism and d) corporate social responsibility in tourism

These areas of activity are repeated below. Please rate them, "1" being the lowest and "5" the highest rank.

<table>
<thead>
<tr>
<th>Rank* 1/2/3/4/5</th>
<th>For this area of activity, please indicate which do you believe are the most effective means of delivery:</th>
</tr>
</thead>
</table>
| **Green growth and tourism** | • Research and publications  
• Recommendations / guidelines / standards  
• Capacity-building / workshop / online course  
• Conference / seminar  
• Case studies compilation / exchange of practices  
• Indicators and observatories for sustainable development of tourism  
• Technical cooperation projects and missions (subject to extra-budgetary funds) |
| **Tourism mitigation of, and adaptation to, climate change** | • Research and publications  
• Recommendations / guidelines / standards  
• Capacity-building / workshop / online course  
• Conference / seminar  
• Case studies compilation / exchange of practices  
• Technical cooperation projects and missions (subject to extra-budgetary funds) |
| **Sustainable Development Goals (SDGs)** | • Research and publications  
• Recommendations / guidelines / standards  
• Capacity-building / workshop / online course  
• Conference / seminar  
• Case studies compilation / exchange of practices  
• Technical cooperation projects and missions (subject to extra-budgetary funds) |
| **Ethical and Social Dimension of Tourism** | • Research and publications  
• Recommendations / guidelines / standards  
• Capacity-building / workshop / online course  
• Conference / seminar  
• Case studies compilation / exchange of practices  
• Technical cooperation projects and missions (subject to extra-budgetary funds) |

Other area(s) of activity (Please elaborate):
Page 3: Competitiveness and quality

Many activities carried out during the current biennium will require further actions. However, here again, in presence of a high number of relevant activities and in the context of a limited budget, Members of the Organization are required to indicate what their priorities are:

1. **Domestic tourism**
   - Policy guidance
   - Economic measurement

2. **Employment in tourism**: The contribution of tourism in fighting unemployment appears to be crucial in the times of uncertainty, however there is still a lack of measured evidences of this reality, as well. UNWTO could focus on two main aspects:
   - Policy guidance
   - Economic measurement

3. **Protection of tourists/consumers and tourism enterprises**: Building an international convention governing the rights and obligations of tourists/consumers and tourism enterprises. The convention will encompass both binding rules and recommended practices.

4. **Statistics**: Focusing on the following areas:
   - Expand the TSA conceptual framework
   - Indicators – socioeconomic value of tourism
   - Tourism contribution to development
   - Tourism at sub-national level

5. **Market Trends**: Forecasting long, middle and short-term trends in international tourism:
   - In a global manner
   - Focussing on specific outbound or inbound markets.

6. **Travel facilitation**: In line with the work started with the T.20 with the view of maximising the use of information and communication technologies in improving visa procedures.

7. **Investment**: Attracting tourism investments is a crucial issue for tourism destination and UNWTO can help them in promoting themselves with regards to investors.

8. **Quality**: in an increasingly global market, the need for the main tourism industries (e.g. accommodation and tour operating) to improve and harmonize quality standards is crucial.

9. **Taxation**: Research needs to be conducted in order to deepen our knowledge on this issue and try to understand what could be a fair, responsible and transparent tax system, in which funds raised are channelled back into the sector.

10. **Human resource development and education**: Meeting the wide range of education and training needs for the public and private sectors should be essential for tourism development in all destinations.

11. **Risk and crisis management**

These areas of activity are repeated below. Please rate them, "1" being the lowest and "5" the highest rank.
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<th>Rank* 1/2/3/4/5</th>
<th>For this area of activity, please indicate which do you believe are the most effective means of delivery:</th>
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| Domestic Tourism | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
- Conference / seminar  
- Case studies compilation / exchange of practices  
- Technical cooperation projects and missions (subject to extra-budgetary funds) |
| Employment in tourism | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
- Conference / seminar  
- Case studies compilation / exchange of practices  
- Technical cooperation projects and missions (subject to extra-budgetary funds) |
| Protection of tourists/consumers and tourism enterprises | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
- Conference / seminar  
- Case studies compilation / exchange of practices  
- Technical cooperation projects and missions (subject to extra-budgetary funds) |
| Statistics | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
- Conference / seminar  
- Case studies compilation / exchange of practices  
- Technical cooperation projects and missions (subject to extra-budgetary funds) |
| Market Trends | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
- Conference / seminar  
- Case studies compilation / exchange of practices  
- Technical cooperation projects and missions (subject to extra-budgetary funds) |

Please indicate which specific outbound or inbound markets you would like UNWTO to focus on:

| Travel facilitation | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
- Conference / seminar  
- Case studies compilation / exchange of practices  
- Technical cooperation projects and missions (subject to extra-budgetary funds) |
| Investment | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
- Conference / seminar  
- Case studies compilation / exchange of practices  
- Technical cooperation projects and missions (subject to extra-budgetary funds) |
| Taxation | - Research and publications  
- Recommendations / guidelines / standards  
- Capacity-building / workshop / online course  
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<th>Other area(s) of activity (Please elaborate):</th>
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Page 4: Focus on tourism destinations, segments or industries, and regional cooperation

Tourism development has to be adapted to the specificities of tourism destinations and the activities offered to tourists (segments) in these destinations, as well as to other important tourism policy pillars.

**Destinations:**
Please rank (1 to 5) each type of destination according to the importance they have in your tourism policy:

- Coastal areas
- Mountain areas
- Rural and natural areas
- Urban areas

Other type of destination (please comment your answer):

**Activities for tourists at destination / Segments:**
Please rank (1 to 5) each type of segment according to the importance they have in your tourism policy:

- Culture
- Nature, adventure
- Sports
- Religion
- Recreational
- Health and wellness
- Meeting (MICE)
- Shopping

Other segment (please comment your answer):

**Tourism policy issues or pillars:**
Please rank (1 to 5) each tourism pillar according to the importance they have in your tourism policy:

- Transport (air, road, rail and water)
- Accommodation, food and beverage
- Activities for tourists at destination / Segments (see list above)
- Land planning / Management of public space and heritage
- Marketing, promotion, innovation and sales practices

Please elaborate:

**Regional and subregional cooperation**

Finally, please indicate your level of interest (1 to 5) regarding possible cooperation in tourism initiatives with countries of your region or sub-region.

Please elaborate:
Page 5: Resource mobilization

The UNWTO Secretariat has been reinforcing its resource mobilization activities in the present Programme of Work. These activities have a two-fold approach: the first one seeking to allow the UNWTO Secretariat to strengthen its capacity to deliver technical work and research; and the second one aiming at guiding Member-States in developing their own capacity to tap available funds for tourism technical cooperation projects.

In order to better focus our activities, please answer the following:

Are you an Official Development Assistance (ODA) eligible country?:

☐ Yes ☐ No

The following question will help us understand better your priorities, and propose an adapted approach for respective countries.

Is tourism recognized as a valuable sector in any of the following?

- UN Development Assistance Framework (UNDAF) Report
- Common Country Action/Assessment (CCA) Plan
- Poverty Reduction Strategy Paper (PRSP)
- Diagnostic Trade Integration Study (DTIS)
- The Millennium Development Goals (MDGs) Report
- Not able to provide this information
- Other

Definitions and more information regarding the above mentioned documents at: [http://www2.unwto.org/en/content/relevant-definitions](http://www2.unwto.org/en/content/relevant-definitions)

Are you a Member-State of the European Union (EU)?:

☐ Yes ☐ No

The resource mobilization will be approached within the context of the next EU programming cycle 2014-2020, and corresponding instruments.

Has tourism benefitted on any support from the EU in the 2007-2013 Programming Cycle?:

☐ Yes ☐ No ☐ Not able to provide this information

If yes, please indicate which EU financial instrument/fund/grant, etc.:

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Finally, please indicate the names and titles of the principal officials, services and partners (public or private) involved in the preparation of the replies to this survey:

IMPORTANT NOTE:

Once the information is collected, please proceed with the input of the requested information into the online electronic form available at:


Thank you very much for your valuable contribution!