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GUIDELINES FOR THE PREPARATION OF THE ORGANIZATION'S
GENERAL PROGRAMME OF WORK FOR 2006-2007:
ORIENTATION DEBATE AND PREPARATION PROCEDURE

Note by the Secretary-General

The attached document contains the proposals made by the Secretary-General, revised and endorsed by the Programme Committee at its twenty-seventh meeting (Madrid, 16-17 November 2004) on broad principles and priorities that would guide the preparation of the Organization's general programme of work for 2006-2007. These proposals supplement those already made by the Committee at its twenty-sixth meeting (Madrid, 25-26 May 2004) and approved by the Council at its seventy-third session (Hyderabad, India, 8-9 July 2004).

The Council is invited to consider these proposals and provide the Secretary-General with the necessary guidelines for the preparation of the detailed draft of the above-mentioned programme of work for submission to the Council at its seventy-fifth session.

**GUIDELINES FOR THE PREPARATION OF THE ORGANIZATION'S
GENERAL PROGRAMME OF WORK FOR 2006-2007:
ORIENTATION DEBATE AND PREPARATION PROCEDURE**

INTRODUCTION

1. In accordance with the new programme regulations, the conceptual phase for the preparation of the Organization's general programme of work for 2006-2007 was initiated earlier this year by a broad consultation process that involved, from its outset, the Regional Commissions, the specialized technical committees and the Programme Committee.

2. It is recalled that as part of this process, the Programme Committee at its twenty-sixth meeting (Madrid, 25-26 May 2004), carried out a preliminary brainstorming discussion on major challenges and critical issues of concern to present and future tourism development and on the role that WTO is expected to play in addressing those issues, within the Organization's general programme of work. The outcome of this discussion included recommendations on:

- (a) major work streams proposed by the specialized technical committees and the Regional Commissions;
- (b) strategic issues that should be addressed as priorities;
- (c) general recommendations on programming principles and programme management

3. These recommendations were submitted to the Executive Council, at its seventy-third session (July 2004), which approved them and invited the Programme Committee to further consider this matter at its twenty-seventh meeting (16-17 November 2004), in the light of additional inputs that the Regional Commissions, the specialized technical committees, the Strategic Group and the Affiliate Members advisory fora (the Business Council's Leadership Forum and the Education Council's Policy Forum) (decision 17(LXXIII)).

4. Additionally, by circular note dated 19 July 2004, the Secretariat invited all Members to forward their comments and suggestions on:

- (a) Strategic issues, programme priorities and medium-term development agenda;
- (b) WTO's main functions and forms of action;
- (c) Programme concentration.

5. A table summarizing the comments and suggestions received from fifty-six Member States (attached as Annex 1) was submitted to the Programme Committee, at its twenty-seventh meeting. The conclusions and recommendations of the meetings of the Affiliate Members Leadership Forum of Advisers (Palma de Mallorca, 24 and 25 September 2004), of the Education Council's Policy Forum (Washington, D.C., 18-20 October 2004) and of the

Strategic Group (Monaco, 27-29 October 2004) were also considered by the Committee. The Committee's recommendations on broad programming principles and priorities are summarised in the following sections.

A. PROGRAMMING PRINCIPLES

6. The Committee noted that the **main functions** that are currently performed by the Organization and which are listed below, are largely supported by Members, as revealed by their replies to the survey carried out by the Secretariat. The Committee therefore recommended that the Organization continues to perform these functions in the future:

- (a) Serve as a forum of reflection and **strategic guidance** that provides a sound grasp of the changing reality of tourism worldwide, identify trends, devise policy guidelines and innovative strategies for decision-makers;
- (b) Contribute to the **advancement, transfer and sharing of knowledge** in tourism including methodological tools and best practices;
- (c) Raise **awareness** in the public and private sector as well as society in general about the significance of tourism as a tool for poverty alleviation, economic growth, job creation, prosperity building, social development and environmental and heritage conservation, as well as on possible negative effects if tourism is not developed in a responsible, balanced and sustainable fashion;
- (d) Develop and promote the adoption and harmonization of **standards, recommended practices** and other voluntary schemes of quality and sustainability and audit their application;
- (e) Provide **expertise and advice** for policy formulation, **capacity building** for the preparation of programmes and projects, feasibility studies and assessments and fund-raising for **development assistance** activities;
- (f) Develop **networks, strategic alliances and joint ventures** with international and regional organizations, research and educational institutions and the financial, investment and banking sector that will be beneficial for its Members.

7. In the light of the results of the above-mentioned survey, the Committee further recommended that priority is given by the Organization during the forthcoming biennial period to:

- (a) developing WTO's **knowledge management** activities and consolidating **clearing house function** (to become the *intellectual Headquarters* of world tourism), providing **policy guidance**, disseminating **pilot case studies** and **best practices** and setting **benchmarks**;

- (b) developing the Organization's **standard setting** role, especially in the areas of quality and sustainability;
- (c) strengthening and customizing **development assistance and capacity building** activities and facilitating access to **diversified sources of financing**;
- (d) strengthening **coordination and cooperation with the UN system of organizations** in its new capacity as Specialized agency of the system. The Committee noted with satisfaction the initiatives recently taken by the Secretary-General to this end.

8. As regards broad **strategic objectives**, the Committee agreed that the programme of work continues to be guided by the following:

- (a) the programme of work should enable the Organization to anticipate and reflect faithfully the **rapid transformation** that tourism is undergoing globally and to respond effectively to the **changing and varying needs** of governments, tourism destinations and the industry;
- (b) **priority work streams** should continue to be developed in areas that serve as a reference for and underpin the main lines of emphasis proposed by the Organization's vision;
- (c) the programme should continue to position WTO as a relevant and credible catalyst in stimulating and promoting close and efficient **public-private sector partnerships** both within the different sectors of the Organization's membership and with organizations and associations outside WTO;
- (d) the programme should promote **cooperation between the various levels of a country's tourism administration** – national, regional and local – as well as between ministries responsible for tourism and other ministries responsible for sectors having a direct or indirect impact on tourism;
- (e) the programme should **concentrate on fewer activities** given priority from Members' perspective and to position WTO as an umbrella organization for world tourism that interprets information, coordinates research and acts as a catalyst for cooperation.

9. More specifically, the Committee agreed with the Tourism Policy Forum's recommendations that the programme of work should promote and facilitate:

- (a) Building **partnerships of equal opportunity** and fair representation within destinations and strengthening their leadership;
- (b) Engendering **local community awareness** of the tourism planning process and its benefits;
- (c) Fostering buy-in for the concept of **sustainability** by all sectors including the sharing of **guidelines and good practices**;

- (d) Delegating the authority for decision-making to the appropriate community level and build capacity there and **empowering local development authorities**;
- (e) Encouraging and facilitating **brand awareness** and a **collective image** for a destination community;
- (f) Recognizing the uniqueness of the **business perspective** as different from that of the public sector and communicating effectively in business language;
- (g) Developing **cross-sectoral demonstration projects** that illustrate linkages, inter-relationships and working partnerships;
- (h) **Access to capital** of all kinds and providing guidance, training and support on how to access such funding;
- (i) Developing **land-use policies** through a participatory process and providing policy incentives for private land owners;
- (j) Enhancing **communication and coordination between agencies** including the use of advanced information communication technologies;
- (k) Developing **educational programmes** directed to tourism policy stakeholders including local communities to promote the understanding of cultural/heritage resources and the need for preservation and social responsibilities;
- (l) Encouraging the development of a **regional network of researchers, practitioners and donor agencies** for sustainable tourism development.

B. STRATEGIC ISSUES AND PRIORITY PROJECTS

10. Taking into account the proposals made by Member States and the recommendations of the various organs and advisory bodies that have been consulted, the Committee recommended that the programme of work addresses the following strategic issues and related projects which it classified, by way of indication, **in a decreasing order of priority**:

- (a) implementation of the **Global Code of Ethics**
- (b) capacity building in the development of **Tourism Satellite Accounts** at the national and local levels. Design of a computer-assisted follow up programme and an internet consultancy service
- (c) research programme on **community-based development models**
- (d) research programme on the **impact of demographic changes** on tourism, **mobility trends and consumer behaviour**
- (e) regular **assessments of Member's human resource development needs** and requirements

- (f) **quality improvement** – standard setting and certification scheme development
- (g) expansion of short-term **forecasts** included in the Barometer – structure by sector of activity. Update long-term forecasts. Study the impact of oil and water prices on tourism (in cooperation with the Ministry of Tourism of France)
- (h) strategic guidance in **e-tourism development**
- (i) guidance in the development and application of **sustainability indicators and standards**
- (j) poverty alleviation through sustainable tourism development – **implementation of ST-EP programmes and projects**
- (k) development of a **network of business schools**
- (l) research programme on **product innovations**
- (m) **market trends** monitoring, identification of structural changes and their impacts, provision of strategic guidance, capacity building in marketing and support of cooperative **marketing activities**. Development of best practices and benchmarks
- (n) **market segments studies**: rural, cultural, transit, road, senior tourism
- (o) **enhanced development assistance** – stronger coordination with the UN system and with development assistance agencies, expansion of fund raising and investment promotion activities
- (p) awareness campaign to enhance the **image of tourism professionals**
- (q) knowledge base on **NTOs marketing structures, budgets and activities**
- (r) **labour market observatory**: evolution of employment in tourism, assessment of quality and quantity gaps existing between demand needs and supply of professionals
- (s) **hotel classification** methodological guidance in the harmonization of quality-related standards at the regional level
- (t) capacity building and **support to SMEs and micro enterprises** in developing countries destinations
- (u) best practices in **sustainable management of destinations**
- (v) **safety and security** - networking in the development and implementation of tourism safety and security plans and systems, methodological guidance for the development of international standards for safety and hygiene
- (w) capacity building and networking in **crisis management**
- (x) best practices in the development and promotion of **multidestination tours**
- (y) reduction/removal of **non-tariff barriers to international travel** – development of a Code of Conduct on **travel advisories**
- (z) research programme on the **evolution of accommodation supply**
- (aa) best practices and technical assistance in **destination image building**
- (bb) development of **national statistical systems** – capacity building programme to improve the reliability, comparability and coverage of tourism statistics
- (cc) **trade issues** – clusters, partnerships, access to destinations and sustainability measures and standards, equal treatment of tourism activities in multilateral negotiations on trade in services
- (dd) research programme on the **impact of new information and communication technologies** on tourism – policy guidance on reduction/elimination of digital divide

- (ee) development of **regional agendas, action plans and cooperation projects**
- (ff) research programme on the reduction/elimination of **barriers to the development of intra-regional tourism**
- (gg) **air transport policies** for sustainable tourism development – best practices, benchmarks, regional conferences
- (hh) **awareness raising** on the importance of tourism and on the legitimacy of tourism development
- (ii) development of **WTO's statistical database**
- (jj) research programme on **major outbound market**
- (kk) capacity building in and networking on **modern communication techniques**

11. The Committee noted that once the Executive Council reaches a decision on the issues proposed above, the Secretary-General would translate them into clusters of key result areas with their corresponding activities and outputs and key measures and indicators, within the detailed draft programme of work for 2006-2007.

C. PROCEDURE

12. Finally, the Committee recommended that the procedure proposed by the Secretariat for the preparation of the draft programme of work for 2006-2007 (attached as Annex 2) continues to be followed and invited the Council to call upon the Regional Commissions to continue to play a prominent role in this process.

13. The Council is invited to consider the above proposals on broad programming principles and priorities and to provide the Secretary-General with the necessary policy guidelines for the preparation of the detailed draft of the above-mentioned programme of work for submission to the Council at its seventy-fifth session.

Point for decision:

Paragraph 13

ANNEX 1

PREPARATION OF THE GENERAL PROGRAMME OF WORK FOR THE YEARS 2006-2007: SUMMARY OF COMMENTS AND SUGGESTIONS RECEIVED FROM MEMBERS (AS ON 19 NOVEMBER 2004)

MEMBER	GENERAL COMMENTS	PROGRAMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
A. MEMBER STATES ALGERIA				<ol style="list-style-type: none"> 1. Support to developing countries in investment promotion 2. Promotion of domestic tourism (particularly for youth) 3. Support to the development of SMEs
AUSTRIA		<p>F. Regional Activities</p> <p>Coordination and cooperation with EU, EUROSTAT and OECD</p>		<p>A. Statistics and economic measurement</p> <ol style="list-style-type: none"> 1. Promotion of international standards implementation 2. Technical assistance in TSA implementation – dissemination of best practices 3. Measurement of inbound tourism expenditure – model border surveys 4. Tourism macroeconomic and sustainability indicators (benchmarking on application) 5. Tourism balance of payments (knowledge management and int'l. cooperation) 6. Statistical data base on the internet <p>B. Market Intelligence and Promotion</p> <ol style="list-style-type: none"> 7. Research programmes on generating markets (China, South America, Middle East and Russia) <p>C. Sustainable Development of Tourism</p> <ol style="list-style-type: none"> 8. Publication of policy guidelines and recommendations 9. Development and disseminations of indicators 10. Study on sustainable use of water, energy and other natural resources at destination level <p>D. Quality and Trade in Tourism</p> <ol style="list-style-type: none"> 11. Collection and analysis of hotel classification systems worldwide

MEMBER	GENERAL COMMENTS	PROGRAMMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
				<p>E. Human Resource Development</p> <p>12. Awareness raising on minimum qualification levels for tourism professionals 13. Awareness raising on employment in tourism (image building)</p>
AZERBAIJAN	Agreement with current guidelines			<p>1. TSA development – technical assistance 2. Market research and promotion techniques – technical assistance 3. ST-EP programmes – technical assistance, coordination with UN agencies 4. Certification of sustainability - guidelines 5. HRD direct support programmes</p>
BAHRAIN	Agreement with current guidelines. No additional suggestions			
BANGLADESH	Agreement with current guidelines. No additional suggestions			
BENIN				<p>1. Statistics and TSA development: awareness raising, capacity building and technical support 2. Market intelligence and promotion: research on market trends, products, visitors profiles and promotional techniques 3. Sustainable development planning guidelines and recommended measures, guidance in ecotourism development, implementation of Code of Ethics, capacity building in sustainable destination management 4. Development of quality standards 5. Advice on air transport policies 6. Set up and operation of safety and security task forces 7. Guidance on food safety control 8. Guidance in the development of a comprehensive HRD programme and in the set up of an education and training centre 9. Development of multi-destination tours, facilitation of intraregional travel, regional public-private sector partnerships development</p>

MEMBER	GENERAL COMMENTS	PROGRAMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
BOLIVIA				10. Implementation of ST-EP programmes and projects 11. Facilitation of access to development assistance financing sources 12. Capacity building in IT application and modern communication techniques 13. Guidance in the evaluation of destination competitiveness and DMOs performance
CAMEROON	Agreement with current guidelines.			1. Technical assistance in institutional building, HRD, integrated planning and in specific development projects 2. Guidelines on rural tourism development 3. Guidelines on sustainable development and management of destinations 4. Guidelines on quality certification 5. Capacity building in statistics and TSA development 6. Technical assistance in market research and in evaluation of promotional activities
CAPE VERDE				1. Fund-raising and investment promotion for tourism 2. Travel advisories: guidelines/code of conduct 3. ST-EP projects Implementation 1. Technical assistance in the implementation of ST-EP projects 2. Fund-raising and investment promotion 3. Sub-regional cooperation in HRD, hotel classification, communication, quality assurance, sectoral SWOT analyses 4. Research programmes on consumer behaviour, product development, carrying capacity and institutional building
CHILE				1. Development of national statistics systems – exchange of experience on group and domestic tourist consumption – capacity building in analysis and evaluation of supply structure 2. Evaluation of efficiency of promotional campaigns (national and domestic) 3. Capacity building in sustainable management or urban destinations 4. Benchmarking on local communities' participation 5. Benchmarking on geographic information systems' application to destination management

MEMBER	GENERAL COMMENTS	PROGRAMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
				<p>6. Benchmarking on support to SMEs and micro-enterprises</p> <p>7. Definition of basic competences required for industry professions</p> <p>8. Networking on tourism training by professional competence area</p> <p>9. Information system on training programmes offered by WTO certified educational institutions</p>
COLOMBIA			<ol style="list-style-type: none"> 1. Lack of integrated vision 2. Participation of local communities in tourism development 3. Role of local authorities 4. Integrated quality management 5. Taxation policies 6. Air transport policies 7. Travel warnings 8. Sustainable management of resources 9. Safety and security - terrorism 10. Awareness raising 11. Financial crisis and exchange rate fluctuation 12. Local and national commitment to tourism 13. Human resource development 14. Quality of destinations and tourism enterprises 15. Entrepreneurial vision 16. SME's financing 17. Statistics and economic impact measurement 17. International cooperation 	<ol style="list-style-type: none"> 1. Programme of WTO associated education and training institutions 2. Protection of tourism sites and facilities during armed conflicts 3. Travel advisories transparency 4. Technical assistance in: <ol style="list-style-type: none"> (a) development of community-based ST-EP projects (b) development of a labour market observatory (c) cultural tourism destination management
CÔTE D'IVOIRE	<ol style="list-style-type: none"> 1. Agreement with current guidelines. 2. Continue and strengthen special programme in favour of Africa 	<ol style="list-style-type: none"> 1. Stronger technical support and fund-raising roles of WTO 2. Development of partnerships with regional organizations 		<p>Technical assistance – capacity building in:</p> <ol style="list-style-type: none"> (a) planning of infrastructure and product development, (b) Simplification and facilitation of frontier formalities (c) Fund raising mechanism (d) Development of safety and security system (e) Crisis management and image building – capacity building seminars/workshops (f) Awareness raising – parliamentarian & local authorities regional forum

MEMBER	GENERAL COMMENTS	PROGRAMMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
CUBA		<p>1. Provision of expertise and policy advice. Development assistance benchmarking.</p> <p>2. Programme concentration: not to cut back any of current work streams. Prioritise following:</p> <p>(a) Development of regional agendas and action plans on strategic issues of common interest</p> <p>(b) Promoting inter-relation between tourism and air transport policies</p> <p>(c) Knowledge management, benchmarking and capacity building in HRD</p> <p>(d) Support cooperative efforts in market research and product development and innovation</p> <p>(e) Promote poverty alleviation through tourism development</p>	<p>Medium term development agenda:</p> <ol style="list-style-type: none"> 1. Liberalization 2. Health 3. Safety and security 4 Sustainability 5. Measurement of economic impact 6. ICT applications 	Updating and expanding 2020 vision forecasts
CYPRUS	Agreement with current guidelines. No additional suggestions			
CZECH REPUBLIC	Agreement with current guidelines. No additional suggestions			
EGYPT				<ol style="list-style-type: none"> 1. Technical support in sustainability certification 2. Methodological guidance in hotel classification 3. Development of f public-private sector partnership frameworks for environment protection, HRD, investment and finance and marketing and promotion
GERMANY	Agreement with current guidelines			<ol style="list-style-type: none"> 1. Crisis management: research – benchmarks on stabilizing measures, cooperation between governments, industry associations and other stakeholders, safety and security confidence building measures 2. Benchmarking on sustainable destination, product, service development (HRD, heritage management)

MEMBER	GENERAL COMMENTS	PROGRAMMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
GHANA	<p>Agreement with current guidelines. No additional suggestions</p>			<p>3. Analytical research on emerging destinations – impact on market trends 4. Improvement of national statistical systems (reliability, comparability and timeliness)</p>
HUNGARY	<p>Specification of content of programme's key result areas</p>			
INDIA	<p>1. Agreement with current guidelines. 2. Emphasis to be placed on people's participation in sustainable tourism development. Rename section accordingly 3. Transfer poverty alleviation to <i>Sustainable tourism development and people's participation</i> section</p>			<p>A. Statistics and economic measurement Strengthen programme by defining specific action agenda (indicating targets, WTO's technical assistance and timeframes)</p> <p>B. Market Intelligence and Promotion 1. Revise mission statement 2. Benchmark on promotion and marketing activities</p> <p>C. Sustainable Development Revise mission statement to: 1. Emphasize <i>people's participation</i> (with explicit references to their role) 2. Prioritise the implementation of the WSSD plan of action by including formats of action at global, regional, national and local levels and fixing timeframe 3. Assist in the establishment of local agenda 21 in all Member countries</p> <p>4. Promote regional cooperation in the implementation of sustainable tourism development programmes and projects</p> <p>D. Human Resource Development 1. Develop regional networks of HRD institutions of excellence.</p>

MEMBER	GENERAL COMMENTS	PROGRAMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
INDONESIA	Agreement with current guidelines. No additional suggestions			<p>2. Develop and expand certification programme.</p> <p>3. Harmonize standards of syllabus and learning systems.</p> <p>4. Assist in technology transfer to upgrade HRD institutions in developing countries.</p> <p>5. Consider the establishment of a revolving fund in the pattern of STEP.</p> <p>6. Develop train the trainers programmes.</p> <p>E. Regional Activities</p> <p>1. Technical assistance to reduce regional imbalance in tourism flows.</p> <p>2. Capacity building programmes to facilitate tourism growth in less developed areas.</p>
IRAN	<p>1. Appreciation of current programme activities</p> <p>2. Improve information on WTO products and services</p>	<p>1. Strengthen WTO's role as umbrella organization for world tourism</p> <p>2. Customize development assistance to Members' requirements</p> <p>3. Disseminate pilot case studies and best practices</p> <p>4. Develop capacity building and public-private sector partnership promotion activities</p> <p>5. Develop standard setting role in quality and sustainability</p>		<p>1. Capacity building in statistics and TSA development</p> <p>2. Develop pilot programmes of assistance to NTAs in marketing and promotion</p> <p>3. Develop pilot programmes for an integrated approach to sustainable development at destination level – focus on cultural tourism development</p> <p>4. Educational seminars and conferences on quality and trade issues – technical assistance on specific requirement basis</p> <p>5. HRD programmes for NTA officials and the travel trade on tourism planning, sustainable development of destinations and management</p> <p>6. Seminars to share information and practical experience among developing countries</p> <p>7. Who's Who guide of tourism consultants</p> <p>8. Pilot programmes for regional cooperation in destination development and marketing</p>
JORDAN				<p>1. TSA development at local level</p> <p>2. ST-EP programmes' implementation</p> <p>3. Technical support in IT applications</p> <p>4. Technical support in image building, crisis management and terrorism risk management</p> <p>5.</p>

MEMBER	GENERAL COMMENTS	PROGRAMMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
KENYA				<ol style="list-style-type: none"> 1. Awareness raising on sustainable development issues, policies and measures at local level 2. Assessment of impact of liberalization of trade in tourism services on developing and least developed countries' economies
KUWAIT				<ol style="list-style-type: none"> 1. Technical assistance in policy and strategy formulation, in product development and innovation and in marketing and promotion 2. Capacity building in statistics and economic impact measurement 3. Specialized HRD programmes for NTA officials in particular statistics and marketing 4. Awareness raising on the significance of tourism
LEBANON			Strategic issues recommended by WTO Commission for the Middle East	<ol style="list-style-type: none"> 1. Technical assistance in image building, positioning and branding of destinations 2. Code of conduct on travel advisories 3. Development of quality-related standards and certification systems – educational seminars on integrated quality management 4. Implementation of regional e-tourism development strategy 5. Technical assistance in preparation and implementation of ST-EP projects 6. Advice on development of micro-credit systems for SMEs
LESOTHO	Agreement with current guidelines			Technical assistance and capacity building in the implementation of the LTDC three-year rolling corporate plan
LITHUANIA	Agreement with current guidelines			<ol style="list-style-type: none"> 1. Seminars and workshops on the implementation of safety and security programmes 2. Technical support in development of quality and efficient education and training systems 3. Practical educational seminars for NTA officials and business professionals 4. Technical assistance in identification of most effective promotional tools
MADAGASCAR	Agreement with current guidelines			Capacity building in statistics and economic impact measurement

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MALAYSIA	<ol style="list-style-type: none"> 1. Agreement with current guidelines. 2. Continuity and consistency proposed 		<ol style="list-style-type: none"> 1. Coherent and coordinated direction in implementation of sustainable tourism policies and practices 2. Stronger standard setting role in environmental protection - legislative and administrative guidelines 3. Stronger cooperation and coordination between WTO and other international organizations interested in tourism 	<ol style="list-style-type: none"> 1. Guidelines on certification/accreditation of ecotourism products 2. Guidelines for development of family tourism products 3. Short-term training courses/programmes on management, planning and monitoring
MALI				<ol style="list-style-type: none"> 1. Seminars and short-term training courses/programmes for NTA officials and business professionals, advisory services on HRD, internships facilitation 2. Capacity building in statistics 3. Technical assistance in implementation of ST-EP ecotourism project 4. Technical assistance in strategic planning
MONACO	Agreement with current guidelines. No additional suggestions			
MOROCCO				<ol style="list-style-type: none"> 1. Capacity building workshops and technical assistance on TSA development 2. Guidelines on destination marketing 3. Development and promotion of joint multi-destination tours 4. Continuation of priority projects under Sustainable Development heading 5. Technical support to developing countries on quality and trade issues 6. Best practices - guidelines for the establishment of a tourism police 7. Assessment of quality and quantity gaps between demand needs and supply of professionals. Recommendations for remedies 8. Promotion of South-South cooperation 9. Promotion of the participation of local (rural) communities in tourism services provision

MEMBER	GENERAL COMMENTS	PROGRAMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
NICARAGUA				<ol style="list-style-type: none"> Promotion of cooperation between different government agencies interested in tourism Development of virtual HRD programmes Organization of an annual HRD conference
NIGER	Agreement with current guidelines. No additional suggestions			
NIGERIA	Agreement with current guidelines	<ol style="list-style-type: none"> Monitor tourism trends and provide policy advice Promote public-private sector partnerships Increase fund-raising and investment promotion activities 		<ol style="list-style-type: none"> Capacity building and technical assistance in statistics and economic impact measurement Report on constraints faced by developing countries (specially LDCs) in liberalization of trade in tourism services
OMAN	<ol style="list-style-type: none"> Agreement with current guidelines Improved preferential treatment for access to research and publication for Members 			<ol style="list-style-type: none"> Capacity building and technical assistance in statistics and economic impact measurement More detailed studies on market profile of main generating markets and on perception of Middle East destinations Training course on sustainable tourism development at destination level Technical assistance in development of hotel classification system Revision of e-library access conditions for Members
PERU	Agreement with current guidelines		<ol style="list-style-type: none"> Accessibility: air transport and tourism policies Awareness raising Development of decision-making support information systems 	<ol style="list-style-type: none"> Advice on air transport policies to improve accessibility to tourism destination Continue major projects under Sustainable Tourism Development heading Strengthen capacity building activities for TSA development
PHILIPPINES	Need to refocus WTO's mission and programmes (as specialized UN agency)	<ol style="list-style-type: none"> Provide continuing policy direction for global tourism development Capacity building to accelerate development Facilitate access to multilateral donors and institutions Assist Member States implement the UN-MG, WSSD implementation plan, the 		

MEMBER	GENERAL COMMENTS	PROGRAMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
POLAND	Agreement with current guidelines. No additional suggestions	World Ecotourism Summit Declaration and Ministerial declarations on crisis management and cultural tourism 5. Provide funds for supporting Member States developmental efforts		
PORTUGAL	1. Agreement with current guidelines 2. Emphasis on need for programme concentration on strategic issues	1. Consolidate WTO's clearing house function by new advancements in projects such as the infoshop, the e-library, the Lextour and Infodotour and the Thesaurus 2. Strengthen horizontal coordination between programme sections and Regional Representations through the formation of projects/mission implementation task forces	Product innovations and sustainable development supported by principles and standards for ICT application and networking	<ol style="list-style-type: none"> 1. Market trends monitoring and analysis supported by dynamic information system on the internet (allowing multi-dimensional combination of variables) 2. Capacity building of DMOs in implementing existing knowledge on sustainable development and management of tourism (especially coastal and island destinations) 3. Guidelines/best practices on integration of sustainable development indicators in planning and management processes 4. Case studies on market segmentation processes for new products and development of marketing networks through international partnerships (project to be coordinated with sustainability indicators, cultural tourism development and heritage management) 5. Development of regional agendas of cooperation on major strategic issues (to take into account non-geographical dimensions, viz. cultural, linguistic, economic ...)
ROMANIA	Agreement with current guidelines. No additional suggestions			
RWANDA	Agreement with current guidelines			<ol style="list-style-type: none"> 1. Technical assistance in: <ol style="list-style-type: none"> (a) tourism policy definition (b) product development and marketing (c) development of national statistical system (d) tourism legislation (e) devising capacity building plan for NTA officials and industry professionals (f) infrastructure development

MEMBER	GENERAL COMMENTS	PROGRAMMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
SAUDI ARABIA			Strategic issues recommended by WTO Commission for the Middle East	<ol style="list-style-type: none"> 1. Master plans for tourism development areas and sites 2. Development of tourism safety and security service 3. Train the Trainers programmes 4. Capacity building and technical assistance in statistics and TSA development 5. Development of quality auditing and inspection system for tourism establishments 6. Educational seminars on regional planning, sustainability issues and role of provincial councils 7. Workshops on development and application of sustainability indicators to different types of destinations
SENEGAL			<ol style="list-style-type: none"> 1. Fight against sexual tourism 2. Regulation of supplementary means of accommodation 3. Access to multi-lateral and bilateral financing sources 	<ol style="list-style-type: none"> 1. Follow up on awareness campaign against sexual exploitation of children in tourism, development of information network, definition of strategy and set up of international financing mechanism 2. Development and harmonization of quality-related voluntary standards for the classification and regulation of supplementary means of accommodation 3. Guidelines on the preparation and financing of ST-EP projects
SERBIA AND MONTENEGRO	Agreement with current guidelines	Position WTO in UN structure	More concentration on regional agendas and sub-regional cooperation projects	<ol style="list-style-type: none"> 1. Capacity building and technical assistance in TSA development 2. Technical assistance in strategic planning, awareness raising, institutional building, Global Code of Ethics implementation, legislation and regulation, ST-EP project development, market research and public-private sector partnership promotion 3. Facilitation of frontier formalities 4. Travel advisories transparency 5. Capacity building in HRD, direct support and participation in training courses 6. Regional conference on <i>tourism as a tool for recovery of transition economies</i> 7. Hosting WTO Commission for Europe in 2006 and World Tourism Day 2007
SEYCHELLES				Creation of a commission on Sustainable development of tourism in small island developing States: Special programmes and membership promotion

MEMBER	GENERAL COMMENTS	PROGRAMING PRINCIPLES/MTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
SLOVAKIA	Agreement with current guidelines			<ol style="list-style-type: none"> 1. Credible data on structure and evolution of international tourism 2. Market trends, monitoring and analysis 3. Capacity building for TSA development 4. Guidelines on sustainable development of ecotourism, rural and agro-tourism, winter sports, summer recreation, urban and cultural tourism, spa and health tourism 5. Advice on organizational structure and financing of tourism association at regional and local level 6. Knowledge management, benchmarking and capacity building in HRD
SLOVENIA	Agreement with current guidelines. No additional suggestions			
SYRIA				<ol style="list-style-type: none"> 1. Technical assistance in image building of destinations 2. Data base on tour operators, travel agencies and specialized press in main generating countries 3. Data base on tourism planning experts 4. Technical and financial support in fam-trips organization 5. Capacity building in marketing and promotion 6. Code of conduct on travel advisories 7. Technical assistance in updating tourism master plan and in preparing site development plans 8. Development of quality-related standards and indicators – assistance in devising a hotel classification system 9. Benchmarking and advice on tourism trade liberalization issues
THAILAND				Technical assistance in implementation of regional projects (Emerald Triangle and Heritage Necklace)
TURKEY				<ol style="list-style-type: none"> 1. Simplification of visa procedures for tourism development 2. Geriatric care and follow up of the chronic diseases
TOGO	Agreement with current guidelines. No additional suggestions			

MEMBER	GENERAL COMMENTS	PROGRAMMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTION	STRATEGIC ISSUES	PRIORITY PROJECTS
UKRAINE	Agreement with current guidelines			<p>A. Quality and Trade</p> <ol style="list-style-type: none"> 1. Guidelines on protection of tourists civil rights 2. Guidelines on terms and conditions to ensure competitiveness of tourism businesses and to eliminate discrimination in access to tourist products
ZIMBABWE				<ol style="list-style-type: none"> 1. Implementation of ST-EP projects 2. Advice on air transport and tourism development policies 3. In-built contingent plan for crisis management 4. Reflection of World Tourism Day theme in programme activities

MEMBER	GENERAL COMMENTS	PROGRAMMING PRINCIPLES/WTO'S MAIN FUNCTIONS & FORMS OF ACTIONS	STRATEGIC ISSUES	PRIORITY PROJECTS
<p>B. ASSOCIATE MEMBERS</p> <p>MADEIRA</p>	Agreement with current guidelines			<p>Prototype provisions on competition</p>

ANNEX 2

PROGRAMME CYCLE'S CALENDAR (Extracts)

B. 2006-2007 Programme Preparation

B.1 Guidelines

1. Programme preparation procedure agreed upon by programme management group (March 04)
2. Identification of factors shaping tourism development and strategic issues (global and regional) and definition of WTO's role in addressing them (Feb – Oct 04) by:
 - (a) Specialized technical committees:
 - World Committee on Tourism Ethics (Feb., Oct 04)
 - Sustainable Development of Tourism Committee (March 04)
 - Committee on Statistics and Macroeconomic Analysis of Tourism (March 04)
 - Quality Support and Trade Committee (April, Nov. 04)
 - (b) Regional Commissions:
 - Middle East (April 04)
 - Africa (May 04)
 - Europe (May 04)
 - East Asia & the Pacific (June 04)
 - Americas (June, Oct. 04)
 - South Asia (July 04)
 - (c) Affiliate Members forums and steering committee (Board)
 - Affiliate Members Board (January 04)
 - Destination Management Task Force (March 04)
 - Education Council and its Tourism Policy Forum (June 04)
 - Business Council and its Leadership Forum (September 04)

- (d) Strategic group (Oct. 04)
3. Progress in identification of strategic issues and development of planning guidelines considered by programme management group in May, July and September 04
 4. Strategic issues considered and programme planning guidelines developed by Programme Committee (May and November 04)
 5. Executive Council decides on programming principles and priorities (Dec 04)

B.2 Detailed draft

1. Membership survey on programme priorities and expectations/initiatives to be taken by WTO (July-November 04)
2. Secretariat prepares draft programme of work and budget (December 04 – January 05)
 - Outline budget (1st week December 04)
 - Outline programme (2nd week December 04)
 - First draft of programme-budget considered by project management group (mid-January 05)
 - Draft programme-budget finalized and dispatched to Programme and Budget Committees members (beginning February 05)
3. Draft programme budget considered by Programme and Budget Committees (April 05)
4. Draft programme budget considered by Regional Commissions (May-June 05)
5. Draft programme budget considered by Executive Council (June/July 05)
6. Draft programme budget considered by General Assembly (September/October 05)