

WORLD TOURISM ORGANIZATION
GENERAL
ASSEMBLY



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WHITE PAPER

Addendum 1

Note by the Secretary-General

The Secretary-General transmits to the Members the present addendum, which contains observations and comments made by the Members of the Strategic Group on the occasion of their meeting held on 15 November 2005 in London.

WTO STRATEGIC GROUP

SUMMARY OF COMMENTS ON DRAFT WHITE PAPER

(on revised version of 21 October 2005)

Role of the White Paper

The White Paper evaluates the likely trends and environment of the tourism industry in the medium and long term and presents a framework and guidelines for the evolution of the role and work of World Tourism Organization, taking particular account of the Organization's new character and responsibilities as a Specialized Agency of the United Nations. As such it is directed to the Member States of the Organization, in the first instance as a draft for consideration at the forthcoming session of the Assembly.

The White Paper has already provided the basis for "Agenda 2010", which goes beyond the Programme of Work for the biennial budgetary period 2006-2007 to provide a medium-term perspective of the Organization's activities through to 2010, and also looks further towards 2015 (associated with achievement targets of the United Nations Millennium Development Goals) and through to a vision for 2020. While the White Paper established generic goals, the future achievement towards many of these goals cannot be readily assessed in quantitative terms. However, when translated into "Agenda 2010" expected results and performance indicators can be and have been provided, to the extent possible, for each of the major areas of work of the Organization.

In this context, the Strategic Group felt that the current draft of the White Paper provided an excellent visualization for the changing future of tourism and its global institution, the World Tourism Organization.

The Strategic Group noted that the White Paper, adapted as and when required, should continue to be a driver of the Organization's activities. At the same time, the Group understood that the White Paper should not and would not be the sole driver. While the Organization is State-administered, the nature of the tourism industry is such that the Organization works closely with other stakeholders who are also its "customers". The Group felt that two particular aspects of the Organization's working relationships would warrant development of complementary documents to the White Paper:

- increasing devolution of some government responsibility for tourism from State to regional and municipal authorities
- increasing engagement of the private sector.

The Strategic Group proposed to take on the development of these documents in the light of the outcome of consideration of the White Paper by the Assembly.

Current draft

The Strategic Group limited its review of the current version of the White Paper to broad issues, recognizing that there would be room for drafting amendments during the development of the final version in the light of input from Members of the Group and from Delegates to the Assembly.

The Group agreed on the relevance of including the historic global trends, "lessons from the past", and the conclusions to be drawn from these (pages 3 through 10).

The Group generally endorsed the assessment of the 12 "key forces of change" and their implications for the industry and the Organization (pages 11 through 23).

The Group noted the intent and value of cross-referencing to "Agenda 2010" and longer term vision (pages 24 to 26).

The Group felt that, while the three long-term scenarios (pages 27, 28 and 29) had been helpful in the internal process of developing the White Paper, their content was both speculative and sensitive, and they could readily be removed from the final version of the White Paper without loss to the objective and message of the Paper.

The Group agreed endorsed the framework of Vulnerabilities and Key Strategic Issues (pages 30 through 32).

As to specific content, some Members of the Group felt that additional explanatory material could be included on such elements as: the likely continuance of an uneven and volatile environment; demographic changes; self-packaging of tours by individuals; expansion of the need for support for developing countries; sustainability; demand vs supply focus; import leakage; congestion and real estate sprawl.

Some Members also felt that greater emphasis should be placed on the future activities of the Organization in the fields of: crisis management; support for small and medium enterprises; and education and human resource development.

The above inputs from the Strategic Group, along with those from the Assembly, as well as specific editorial suggestions, will be taken into account when developing the final version of the White Paper.

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