

WORLD TOURISM ORGANIZATION

**GENERAL
ASSEMBLY**



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AGENDA 2010

Note by the Secretary-General

The attached document, which contains the Secretary-General's proposals for a medium-term perspective of the Organization's activities covering the period 2006-2009 and identified by the title "WTO Agenda 2010", is submitted to the General Assembly for adoption. Preliminary drafts of Agenda 2010 have been considered and approved, subsequently by the Programme Committee, at its 28th meeting (Madrid, April 2005) and the Executive Council, at its 75th session (Nessebar, Bulgaria, June 2005).

AGENDA 2010

I. INTRODUCTION

1. At its seventy-third session, Hyderabad, India, 8 and 9 July 2004, the Executive Council considered proposals from the Secretary-General to place the action of the Organization within a longer perspective than that stipulated by its Statutes. While, in common with other United Nations Specialized Agencies, WTO's general programme of work and budget is established on the basis of a two-year cycle, the nature of tourism itself, and the rapid changes in consumer behaviour and in the industry's fabric, make it desirable for WTO to set its sights further down the road ahead.
2. Given the unpredictable and even extreme events experienced in recent years, the importance of taking a longer view has become all the more evident. In effect, WTO needs to take a medium-term perspective of the future in order to define better the programmes it should implement in the short term. This process, and the activities it entails, has been identified by the title "WTO Agenda 2010".
3. The Secretary-General therefore proposed to place the Organization's biennial programme of work and budget into the context of a medium-term outlook and plan of activities. Logic dictated that this should cover a period equivalent to two budgetary cycles, that is, the four years 2006-2009. This proposal, which was originally formulated by the Secretariat's senior officials, was very well received by the Programme Committee. Besides, it is the practice of other United Nations Specialized Agencies, such as UNESCO, and is implicit in the coordinated efforts of UN agencies to attain, over a period of time, the aims of the Millennium Declaration.
4. The *White Paper*, submitted to the Assembly under agenda item 13(a), defines the main orientations of the Organization's medium-term actions and constitutes the intellectual foundation of *WTO Agenda 2010*.
5. However, within the context of results-based management and budgeting, it would be important to establish a limited number of strategic objectives for such a medium-term action plan. These objectives should preferably be quantified using indicators, in conformity with the principles of action of the Evaluation Task Force of WTO's Programme Committee.

Three main aims would be pursued. Firstly, WTO should be assured of having reinforced its own structure in order to fully act as a UN Specialized Agency, embracing general UN objectives and intensifying its cooperation with other agencies in the UN system. Secondly, and in line with the first aim, having based its action on sound budgetary principles, WTO should increase its financial resources coming from alternative sources other than government contributions. And thirdly, and even more important, WTO should be empowered to provide during the four-year period the maximum assistance to its Members, both old and new, helping each of them to build a tourism sector that is dynamic, that creates jobs and that is also sustainable and contributes to the achievement of the *UN Millennium Development Goals*.

6. The proposed Agenda, which is presented in the same order as that of the draft general programme of work for 2006-2007, sets out the strategic objectives that would be pursued in each activity area and suggests indicators that could offer a basis for quantifying results and evaluating performance.

7. Preliminary drafts of Agenda 2010 have been considered and approved, subsequently by the Programme Committee, at its 28th meeting (Madrid, April 2005) and the Executive Council, at its 75th session (Nessebar, Bulgaria, June 2005).

A. STATISTICS AND ECONOMIC MEASUREMENT OF TOURISM

A.1 Strategic objective

1. To support the measurement and analysis of tourism consumption and ensure that it is based on a sufficient number of credible data on tourism activities of visitors and on the industries that produce the goods and services required by these activities.

A.2 Expected results and performance indicators

2. Two-thirds of member countries using United Nations tourism statistics standards.

3. Two-thirds of the countries of the world regularly providing WTO Compendium statistical data.

4. One-third of member countries developing a tourism satellite account compliant with WTO/United Nations standards.

5. One-third of member countries publishing significant data on employment in tourism, within the framework of WTO/ILO cooperation.

6. One-third of member countries engaged in improving knowledge of the "travel" item of the balance of payments, within the framework of WTO/IMF cooperation.

B. MARKET INTELLIGENCE AND PROMOTION**B.1 Strategic objective**

1. To strengthen WTO's role as a qualified world reference for knowledge of tourism markets and of marketing and promotion techniques, as well as the effectiveness of the Organization's capacity building activities in this area.

B.2 Expected results and performance indicators

2. Increasing the number of experts on the panel of the market intelligence surveys for the Barometer from 240 to 400, and significantly diversifying its composition.
3. Publication of a high-quality "Vision 2025", for the world and by region.
4. Publication of 4 in-depth market studies on the following areas: sun and beach, rural tourism, senior tourism and theme parks.
5. Publication of 5 new studies on the markets of 5 major generating countries.
6. Maintaining regular contact with all the national tourism offices or administrations that carry out marketing or promotion activities.
7. Development of a rapid-assistance capability in crisis situations, in the areas of marketing, promotion and communication.

C. SUSTAINABLE DEVELOPMENT**C.1 Strategic objectives**

1. To contribute to the achievement of economically, environmentally and socially sustainable forms of tourism by supporting the development and implementation of appropriate policies, plans and management processes at the national and local levels and to device and implement innovative sustainable tourism development policies, strategies and projects that contribute to the reduction of poverty in least developed countries and small island developing states, in pursuit of the United Nations Millennium Development Goals.

C.2 Expected results and performance indicators

2. Creation of a sustainable development strategy for tourism by at least half of the member countries.
3. Establishment of systems of indicators measuring the sustainability of tourism development projects by half the countries of the OECD zone.

4. Inclusion of tourism in poverty reduction strategies by two-thirds of developing countries.
5. Development of ST-EP methodologies in the areas of rural tourism, ecotourism, cultural and sports tourism, and the development of small islands.

D. ETHICAL AND SOCIAL DIMENSIONS OF TOURISM

D.1 Strategic objective

1. To promote universal principles and norms which are based on ethical values that are common to humanity, with a view to fostering the responsible and equitable development of tourism worldwide.

D.2 Expected results and performance indicators

2. Incorporation into laws and regulations of all or part of the Global Code of Ethics by half of the Members of WTO.
3. Integration of the principles of social responsibility by half the Affiliate Members in their business or organizational strategies.
4. 30 cases of disputes having been submitted to the conciliation process under the aegis of the World Committee on Tourism Ethics.
5. Increasing the number of countries having implemented a programme to fight against the sexual exploitation of children in tourism from 12 to 50.

E. IMPROVING COMPETITIVENESS

E.1 Strategic objective

1. To assist Members in devising and implementing policies, strategies, measures and voluntary standards that determine the competitiveness of tourism destinations, products and services in the global market place.

E.2 Expected results and performance indicators

2. Two-thirds of WTO Members having proposed commitments for the liberalization of trade in tourism services in the framework of the Doha round.
3. Implementation of a SAFE (Safety and Facilitation Enhancement) programme by half the Members.
4. The top ten generating countries having made their "travel advisory" systems compatible with the recommendations of the Global Code of Ethics for Tourism.
5. Implementation of a voluntary system of classification of accommodations with a small number of universally accepted standards and regional adaptation of such standards.
6. Establishment of effective WTO/WHO cooperation regarding health risks that could affect tourism travel.

F. EDUCATION, TRAINING AND KNOWLEDGE MANAGEMENT**F.1 Strategic objective**

1. To provide leadership, initiative and coordination in developing quality tourism education, training and research, as well as in the application of knowledge at national and local levels.

F.2 Expected results and performance indicators

2. Increasing the number of Tedqual-certified higher-education and research establishments from 39 to 70.
3. Making available to destinations an Sbest methodology (certification of the human resources and service component of destination management organizations) that makes competitiveness compatible with sustainability, accompanied by a certification process.
4. Increasing the number of national tourism administration officials having participated in the WTO Practicum from 360 to 500.
5. Increasing the number of members of the Education Council from 25 to 55.

G. E-TOURISM DEVELOPMENT**G.1 Strategic objective**

1. To assist Members in harnessing the potential of information and communication technologies and in developing viable, competitive and sustainable e-business solutions for tourism.

G.2 Expected results and performance indicators

2. Establishment of effective cooperation with international and national professional organizations to encourage the use of information and communication technologies in SMEs.
3. Establishment of a set of tools that promote the use of the Internet and other technologies by destinations.

H. TECHNICAL COOPERATION**H.1 Strategic objective**

1. To meet the specific needs and requirements of developing countries and regions and support them in building up a competitive and sustainable tourism sector and to ensure that they fully benefit from the transfer of technology resulting from the Organization's development assistance activities, in pursuit of the United Nations Millennium Development Goals.

H.2 Expected results and performance indicators

2. Having carried out at least three major development projects in each of the regions with the involvement of the national tourism administrations.
3. Ensuring that the least developed countries that are members of WTO have been recipients of STEP initiative actions at least once, and having undertaken at least 200 projects with STEP assistance.
4. Cooperation agreements in force with the European Union, the World Bank and the IFC, major regional financial institutions, and certain bilateral agencies, with a view to diversifying the sources of financing of technical cooperation.

I. ACTIVITIES OF THE AFFILIATE MEMBERS

I.1 Strategic objective

1. To promote public-private sector cooperation and partnerships for the sustainability and competitiveness of tourism, to contribute to the development and dissemination of knowledge thereon, to provide strategic guidance in destination management and marketing and to develop networks and business opportunities within the Organization's membership.

I.2 Expected results and performance indicators

2. Increasing the number of Affiliate Members from 300 to 500.
3. Holding one "Leadership Forum" every year.
4. Creation of the Destination Council

J. COMMUNICATIONS, PUBLICATIONS AND DOCUMENTATION RESOURCES

J.1 Strategic objective

1. To strengthen WTO's role as a worldwide clearing house for information and research on tourism and raise awareness on the significance of tourism and its economic, social and environmental impacts.

J.2 Expected results and performance indicators

2. Increasing the number of visits to the WTO Website from two million to ten million per year.
3. One-third of Members involved in campaigns to raise awareness regarding the importance of tourism.
4. One-third of WTO publications translated into at least two of the following three languages: Russian, Arabic or Portuguese.

5. Use of our e-library by all WTO Members.
6. Increasing the annual output of publications from 60 to 100.
7. Increasing the number of depository libraries of WTO publications from 50 to 100.
8. Establishment of a tourism legislation information system by half of the Members of WTO.
9. Increasing the number of languages in which the WTO Multilingual Thesaurus is available from 4 to 12.

K. ADMINISTRATION, HUMAN RESOURCES, RELATIONS WITH THE UNITED NATIONS SYSTEM

K.1 Strategic objective

1. The main objective is to achieve truly worldwide coverage in terms of the Member States of the WTO. In addition to provide at all times the fullest possible administrative support for the Organization's programme of work, assurance of a motivated, efficient and competent personnel and effective networking and coordination with other agencies, funds and programmes of the United Nations System.

K.2 Expected results and performance indicators

2. WTO membership of the following countries: United States of America, United Arab Emirates, Singapore, New Zealand, as well as at least three countries of Northern Europe.
3. One-third of WTO resources coming from sources other than the obligatory contributions of Members.
4. Stabilization of contribution arrears of Full and Associate Members.
5. Two-thirds of member countries receiving WTO documents regarding meetings and activities in electronic form.
6. Replacement of one-third of the WTO's managerial staff with new, experienced officials with general computer skills and knowledge of at least two working languages, with a view to geographic diversity.
7. Existence of an active network of agencies and institutions of the United Nations system that coordinates their activities in the area of tourism, under the aegis of ECOSOC and the Chief Executives Board.