Report of the Programme and Budget Committee

CE/119/PBC24
Madrid, 17 September 2023
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Executive summary

At the request of its Chair, Switzerland, the Programme and Budget Committee held a meeting in hybrid format on Monday, 11 September 2023, in order to review the draft Programme of Work 2024-2025.

The Committee reviewed the submitted document and recommended the Executive Council to endorse it.

It also recommended the Executive Council to support the inclusion of the Agenda for Europe in the Programme of Work 2024-2025, following the proposal that is being further developed by the Regional Commission for Europe in cooperation with the Secretariat, and adjusted to the financial, operational and legal considerations discussed at the PBC meeting for its effective implementation.
I. Introduction

1. The Programme and Budget Committee held, in hybrid format, its twenty-fourth meeting on 11 September 2023 under the chairmanship of Switzerland and the vice-chairmanship of Peru. The list of attendees is attached to this report.

2. The Secretary-General opened the meeting and welcomed the participants. He requested a minute of silence for all the victims of the recent earthquake in Morocco and said he was confident that with everyone’s support, the Marrakesh region would recover, and tourism would have a critical role to play in such recovery.

3. The members of the Committee proceeded to examine the following document, which is submitted to the Executive Council at its 119th session (17 October 2023, Samarkand, Uzbekistan): CE/119/2(b) Programme of Work 2024-2025

4. The agenda of the meeting was approved as follows:

<table>
<thead>
<tr>
<th>Documents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Adoption of the Agenda</td>
</tr>
<tr>
<td>2. Communication of the Chair</td>
</tr>
<tr>
<td>3. Programme of Work and Budget 2024-2025</td>
</tr>
<tr>
<td>4. Place and date of the 25th PBC meeting</td>
</tr>
</tbody>
</table>

5. In his communication, the Chair highlighted that tourism is, in general, facing a challenging time, and this is especially true for Europe with the ongoing war in Ukraine.

6. With regard to the draft Programme of Work 2024-2025 to be examined by the Committee, he noted that the draft was a continuation of the previous work in many areas, but that there were also many new features regarding which it would be important to receive more information from the Secretariat, notably the flagship initiatives. In addition, he underlined two important issues for the Members to discuss: the Task Force and the UNWTO Agenda for Europe.

II. Draft Programme of Work 2024-2025

7. The Executive Directors presented the draft Programme of Work 2024-2025, underlining the three strategic objectives and the five programmatic priorities, based on the results of survey on priorities conducted among UNWTO Members.

8. They further explained the different deliveries foreseen to achieve such objectives and priorities, including the so-called flagship initiatives, designed for Members and partners to join on a voluntary basis.

9. The Chair and Spain highlighted the great variety of activities presented for the coming biennium. The Chair added that it is advisable to scale up existing initiatives in order to optimize the use of limited resources, as well as to set clear targets in terms of raising voluntary contributions for the proposed flagship initiatives.

10. The Committee recommends the Executive Council to endorse the Programme of Work 2024-2025 (CE/119/2(b)).
III. Other issues

11. The Chair requested the Secretariat to give some additional information regarding the **Task Force on Redesigning Tourism for the Future**. The Executive Director and the Legal Counsel recalled the different steps since the creation of the Task Force (TF). The composition of the TF has been decided by the Executive Council pursuant to the recommendations of the Regional Commissions. In accordance with the rules of procedure of the Task Force, the first meeting of the TF is due to take place in the framework of the Executive Council sessions that will take place in Samarkand, Uzbekistan, for the members to elect the TF’s Chair and Vice-Chair.

12. After the General Assembly, the TF will fully be operational and able to start working on the development of a plan for deliverables, milestones and timetable, cost and funding requirements and a budget to be approved by the Executive Council, through the Programme and Budget Committee. Regarding the TF’s meetings, it has been advised that the Chair of the PBC should attend them as an Observer in order to ensure the necessary coordination of the Task Force with the PBC. It was also recalled that some members (Peru, Saudi Arabia and Spain) are both in the TF and the PBC, which will certainly facilitate proper coordination and consultations between these two bodies and that any Member State may participate in the meetings of the Task Force in an Observer capacity.

13. The PBC Chair invited the Secretariat to present the **Agenda for Europe (A4E)**. The Regional Director for Europe informed the PBC Members about the origin and contents of the A4E. She also explained that the proposal would be further discussed during the 69th meeting of the Regional Commission for Europe, to take place in the framework of the 25th session of UNWTO General Assembly, in Samarkand, Uzbekistan.

14. The Executive Directors stated that it was very much appreciated to see Members taking ownership of the programmatic matters of the Organization. Yet, the Director of Administration and Executive Director Zoritsa Urosevic added that there are some financial constraints and that the Secretariat would make its best effort to adapt the Programme of Work or to find additional funding in order to start responding to the needs expressed in the A4E. Executive Director Natalia Bayona expressed support for the Agenda, adding that the working group should include some concrete outputs in the Agenda for further action by the Secretariat in the framework of the Programme of Work 2024-2025. The Legal Counsel advised that some clarifications may be necessary in the proposal to ensure that the functioning of the Agenda for Europe is fully respectful of the role of the PBC as established in its rules of procedure and pursuant to the mandate conferred to it by the Executive Council. Finally, the Director of External Relations recalled that, as the PBC’s role is to oversee all aspects related to programme and budget, it should therefore express a position with regard to the A4E.

15. **The Committee recommended the Executive Council to approve the process of the Agenda for Europe 2030.**

16. **It also invited the Regional Commission for Europe (a) to take note of the financial and operational observations made by the Secretariat and (b) to further develop the Agenda for Europe by including concrete proposals of outputs.**

IV. Place and date of the 25th session of the Programme and Budget Committee

17. The Committee will hold its 25th meeting immediately before the 119th session of the Executive Council, to be held in Samarkand, Uzbekistan, in the framework of the 25th General Assembly.
Annex I: List of attendees

1. Chair

Switzerland

Mr. Richard Kämpf
Head of Tourism Affairs, Promotion Activities Directorate
Focal Point for UNWTO
State Secretariat for Economic Affairs (SECO)

Mr. Christoph Schlumpf
Scientific Collaborator
State Secretariat for Economic Affairs (SECO)

2. Vice-chair

Peru

Rosa Emilia Bianchi Gainza
Directora de Facilitación y Cultura Turística
Ministerio de Comercio Exterior y Turismo

Diego Miranda Pastor
Dirección de Facilitación y Cultura Turística
Ministerio de Comercio Exterior y Turismo

3. Members

Africa:

Morocco

Ms. Hasnae Zerrouq
Director of Strategy and Cooperation
Ministry of Tourism, Handicrafts and Social and Solidarity Economy

Tanzania

Harriet Rushekya
Principle Tourism Officer
Ministry of Natural Resources and Tourism

Mr. Geoffrey Kasyeta
Tourism Officer
Ministry of Natural Resources and Tourism

Americas:

Argentina

Lic. Ana Inés GARCÍA ALLIEVI
Directora de Relaciones Internacionales
Ministerio de Turismo y Deportes

East Asia and the Pacific:

Japan
Mr. TABATA Yoshihiro  
Deputy Director, International Affairs Division,  
Japan Tourism Agency

Mr. ATAI Tatsuya  
Special Assistant to the Director, International Affairs Division  
Japan Tourism Agency

Mr. MIYAKE Tomohiro  
International Affairs Division  
Japan Tourism Agency

**Malaysia**

Mr. Jayappragas Muthuveeroo  
Senior Principal Assistant Secretary  
Tourism Policy and International Affairs  
Ministry of Tourism, Arts and Culture

Ms. Meera Devi Daran  
Senior Assistant Secretary  
Tourism Policy and International Affairs  
Ministry of Tourism, Arts and Culture

**Europe**

**Spain**

Mª Teresa Gancedo Nieto  
Jefa de Área de Relaciones Internacionales  
Subdirección Gral. De Cooperación y Competitividad Turística  
Secretaría de Estado de Turismo

**Middle East:**

**Saudi Arabia**

Ms. Razan Yousef  
Multilateral Affairs Manager  
Ministry of Tourism

**South Asia:**

**India**

Mr. Rakesh Verma  
Additional Secretary  
Ministry of Tourism

Mr. R.K Bhati,  
Assistant Director General,  
Ministry of Tourism

**Sri Lanka**

Ms. Rajeeka Ranathunga  
Assistant Director- International Relations  
Sri Lanka Tourism Development Authority

4. **UNWTO Secretariat**