

ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACION MUNDIAL DEL TURISMO
BOEMUPHAS TYPHOTOKAS OPFAHUSAUMS
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CSA/CAP/22/DEC

DECISIONS TAKEN BY THE UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC AND UNWTO COMMISSION FOR SOUTH ASIA AT THEIR TWENTY-SECOND JOINT MEETING

Hanoi, Viet Nam, 11 May 2010

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UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC & UNWTO COMMISSION FOR SOUTH ASIA

Twenty-second Joint Meeting Hanoi, Viet Nam 11 May 2010

AGENDA

1.	Adoption	of the	agenda

- 2. Communication of the Chairman of the joint meeting
- 3. Communication of the Co-Chairman of the joint meeting
- 4. Preliminary Remarks of the Secretary-General
- 5. Roundtable discussion on tourism performance in 2009 and prospects for 2010 in the region
 - 5a Country perspective
 - 5b Industry perspective
- 6. Progress report on the implementation of the general programme of work for 2009
 - 6a Global perspective
 - 6b Regional Activities
 - 6c Presentation on the activities of the UNWTO Regional Support Office for Asia and the Pacific
 - 6d Presentation on regional studies and initiatives
- 7. General programme of work for 2010-2011
- 8. Election of an Alternate Member to represent South Asia on UNWTO's World Committee on Tourism Ethics
- 9. Other matters
- 10. Place and date of the twenty-third joint meeting of the two commissions

PREAMBLE

- 1. The twenty-second joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia was held in Hanoi, Viet Nam on 11 May 2010. It was held in conjunction with the UNWTO Conference on Tourism as a Key Driver for Socio-economic Development.
- 2. The meeting was chaired by **Thailand** and co-chaired by **Iran**. There were fifty-six participants representing Australia, Bhutan, Cambodia, China, Hong Kong (China), Indonesia, Islamic Republic of Iran, Macao (China), Malaysia, Maldives, Nepal, Pakistan, Philippines, Republic of Korea, Thailand and Vietnam. Affiliate members from China, Hong Kong SAR, Macau SAR, Malaysia and the Republic of Korea were also represented. In addition to these, embassies of other Member States (Spain and Bulgaria) attended the conference. A list of participants with the names and contact details of all attendees is attached.

DECISIONS

ADOPTION OF THE AGENDA

Agenda item 1 (document CSA/CAP/22/Prov.Ag.)

3. The Agenda was adopted after the Chairman got the response from the commission that there were no comments on the proposed provisional agenda. The final agenda of the meeting is located on page 2.

COMMUNICATION OF THE CHAIRMAN

Agenda item 2 (document CSA/CAP/22/2)

- 4. **Thailand,** the **Chairperson** of the joint Commission said the meeting was the ideal platform to exchange views on policies and measures Members were using to confront the crisis and its effects on their individual tourism industries. This would enable them to adopt a concerted approach to the crisis to ensure that Asia's quick recovery strengthens its position as one of the preferred destinations on the global tourism market. There are already indicators pointing to the fact that the region showed an extraordinary rebound during the last quarter of 2009 with a 5% growth a fact which has qualified it as one of the regions pulling world tourism out of the crisis.
- 5. Just as many countries in the region suffered declines in their international tourist arrivals, Thailand also followed the trend with a -3% decrease. It has launched a Four Year Tourism Development Strategy to provide a blueprint for the development and marketing of tourism during 2009 2012. The main aim is to boost productivity and performance of the tourism business, improve infrastructure and enhance Thailand's image as well as confidence in its tourism.
- 6. The Chairman also underlined the important role tourism plays in generating employment and contributing to national GDPs. This is very much appreciated by countries in these difficult times. The Chairman thus lauded UNWTO's initiative in launching the Roadmap for Recovery.

COMMUNICATION OF THE CO-CHAIRPERSON

Agenda item 3 (document CSA/CAP/22/3)

- 7. **Iran,** the Co-Chairman of the joint commission echoed the unprecedented difficulties world tourism underwent in 2009 and praised the Organization for playing the leadership role by rallying the support of heads of governments in the mainstreaming of tourism on the global agenda.
- 8. The Co-Chairman was of the opinion that the key to the success of South Asia's tourism is regional cooperation. He urged Members to capitalise on the region's tremendous tourism potential such as its diverse natural and religious attractions, as well as its numerous historical and cultural sites to promote and market itself.

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 4 (document CSA/CAP/22/4)

- 9. The Secretary-General warmly welcomed the Affiliate Members present and emphasized the role that they and the private sector should play in the overall programme of work of the Organization, as well as the need for further integration and regionalization of the work of the Affiliate Members.
- 10. He began his remarks with a brief overview of world tourism in 2009. The most difficult economic crisis the world had ever experienced coupled with the influenza A (H1N1) epidemic as well as earthquakes and other natural disasters made 2009 one of the toughest for international tourism. The growth trend that the tourism industry had almost grown accustomed to over the past few years was reversed with a decline of -4.3% in international tourist arrivals.
- 11. The Organization continued tirelessly with crisis recovery activities such as the promotion of UNWTO's Roadmap for Recovery which the Secretary-General presented at the highest-level meetings with Prime Ministers and Presidents of some member States. Two other major member-driven activities which sought to promote the Roadmap were the positioning of tourism in the framework of the EU through the Spanish Presidency and the T-20 Initiative. Its first meeting held in Johannesburg at the end of February was a key opportunity to debate tourism's valuable contribution to the economic stimuli required for the global recovery and the longer-term 'green' transformation. The Secretariat has also sent out surveys to 70 member countries to see how they have been implementing the Roadmap.
- 12. The Secretary-General emphasised the rising importance of domestic tourism in the face of the crisis faced by the tourism industries of countries. Even though it is usually neglected, travelling within the boundaries of one's own country can have a very significant share of the economic product of tourism and it helps to sustain services and jobs at uncertain times. Domestic tourism was the reason behind destinations like Spain, Brazil, China and India enduring the crisis better and even growing. UNWTO thus intends to carry out country-based and regional studies on the subject of domestic tourism. The first case will be presented on China during the 4th UNWTO/PATA Forum on Tourism Research and Outlook scheduled to be held in Guilin, China at the beginning of next September.

- 13. 2010 started reversing the downward spiral of growth which began in the last quarter of 2009. In spite of the volcanic ash eruption which disrupted many flights in Europe and caused the temporary closure of airports, UNWTO's growth forecast for the year remains unchanged at between 3-4 per cent. However, the growth comes with three important risks: it is uneven as exemplified by Europe; public debts and deficits are on the rise; and it will be a jobless recovery.
- 14. The rest of the Secretary-General's remarks centred on the implementation of the main activities carried out since the 18th General Assembly in Astana and those now included in the Programme of Work 2010-2011 with a special emphasis on the Asia-Pacific region; the financial situation of UNWTO for 2010; and the current restructuring process of the UNWTO Secretariat.
- 15. The new structure of the Secretariat differs from the previous one in a number of ways: There are 3 Executive Directors where there used to be a Deputy Secretary-General. The new Management Team is currently made up of the Secretary-General, the Director of Administration and Finance and the three Executive Directors. The departmental structure has also been dismantled and been replaced with programme-based and theme-based ones. These structural changes are included in a White Paper the Secretariat has drafted which advocates reforms to make the Organization more relevant to its members and more efficient in addressing the current and future tourism as well as global development challenges. The draft of the White Paper was presented to the Executive Council during its 88th meeting in Argentina in June 2010.

ROUNDTABLE DISCUSSION ON TOURISM PERFORMANCE IN 2009 AND PROSPECTS

FOR 2010 IN THE REGION

5a – Country perspective 5b – Industry perspective

Agenda item 5 (documents CSA/CAP/22/5)

- 16. This roundtable focused on interactive discussions on the tourism performance of the Asia-Pacific region in 2009 and prospects for 2010 from country as well as industry perspectives. This year's focus was on the recovery of countries' national economies and tourism industries from the recent global economic downturn as well as contemporary issues of interest about international tourism in general.
- 17. The main objective of the roundtable was to identify strategies used by countries to combat the economic downturn within the Asia-Pacific region. It served as an ideal platform for participating countries to exchange ideas and to gain insight into successful strategies and best practices to speed up the process of the recovery of their tourism industries from the crisis.
- 18. Topics for discussion included domestic tourism trends, funding and tax incentives, short to medium haul flight trends, the easing of travel accessibility, public-private partnership, green tourism, marketing, infrastructure and new product development.
- 19. Owing to the importance of these discussions, a feature report has been written on participating countries' responses and these can be accessed at: http://www.unwto.org/asia/pdf/en/Feature-Story-on-item5.pdf It serves as a good source of reference for the region's responses to the crisis.

PROGRESS REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK FOR 2009

6a - Global perspective

6b - Regional Activities

6c - Presentation on the activities of the UNWTO Regional Support

Office for Asia and the Pacific

6d – Presentation on regional studies and initiatives (Agenda item 6 (Document CSA/CAP/22/6a, 6b, 6c)

- 20. **Global Perspective**: This item centred on the activities undertaken during the second half of 2009 in all the regions of UNWTO. The nature of the activities reflected the Organization's aim to ensure the continuous improvement of competitiveness of destinations through updated information and data on market trends, preparedness to face crises and adequate evaluation of the economic contribution of tourism, highlighting its significance.
- 21. The **Regional Activities** focused on Competitiveness, Sustainability, Partnership and Pro-Poverty issues according to UNWTO's strategic objectives for the biennium. Some of the activities reflecting these objectives are as follows:
- 22. The development of travel and tourism competitiveness index on a regional basis using Seoul as the first baseline case, the first forum for which is planned for the second half of this year; a two-year Statistics Capacity-building Programme for Asia and the Pacific Region; the annual UNWTO Asia Pacific Executive capacity-building programme aimed at equipping high-level officials of NTAs in tourism and destination marketing industry with a state-of-the-art marketing strategy and promotional tools being successfully used in other industries. The 4th session took place in the Republic of Korea in April 2010.
- 23. With respect to sustainability, examples of activities which are on-going or planned for the immediate future are the consolidation of sustainable observatories in the region in collaboration with Sun Yat-sen University of China; the launching of a compendium on best practices in ecotourism in partnership with the University of Queensland; as well as World Tourism Day Celebrations in China on the theme of tourism and bio-diversity, and Guangdong Tourism Summit on Sustainability & Innovation scheduled to take place in China next September.
- 24. As far as partnerships are concerned, apart from our collaboration with a number of universities in the region for research programmes, we continue to strengthen our working relations with PATA (Pacific Asia Travel Association) with whom we signed an MOU in November 2009 to coorganise the annual UNWTO/PATA tourism research forum in Guilin (China). Other organisations we collaborate with include ASEAN (Association of South-East Asian Nations, APEC (Asia-Pacific Economic Cooperation), Mekong region, EATOF (East Asia Inter-regional Tourism Forum), TPO (Tourism Promotion Organization), SAARC (South Asian Association for Regional Cooperation) and the Tumen Area (a region made up of China, DPR Korea, Republic of Korea, Russia and Mongolia, with the common goal to create a free-trade zone in Northeast Asia).

- 25. The Regional Programme for Asia and the Pacific has also been mobilising funds from Korea, Guilin, Hainan and Guangdong (China) to carry out projects in Asia.
- 26. The two Commissions were also informed about the activities carried out by UNWTO's **Regional Support Office for Asia-Pacific** since October 2009 to March 2010.
- 27. The **Regional Studies** presented include the study on *Chinese Outbound Travel to Africa*, *UNWTO Study on Religious Tourism in Asia-Pacific region* and *Managing Metropolitan tourism An Asian Perspective*.

STATUS OF THE DRAFT GENERAL PROGRAMME OF WORK FOR 2010-2011

Agenda item 7 (document CSA/CAP/22/7)

28. The delivery of this item centred on the activities undertaken by the UNWTO Secretariat during the first trimester of 2010. The presentation followed the structure of the Programme of Work document approved by the 18th Session of the General Assembly in Astana, Kazakhstan (A/18/15) along the two strategic objectives of improving competitiveness and raising sustainability. Mention was also made of the visits of UNWTO officials to Member States for policy support, the current development assistance projects as well as initiatives and the main collaboration with international bodies such as International Association for Impact Assessment, European Tourism Commission, Blue Flag, OECD, union for the Mediterranean, IH&RA.

ELECTION OF AN ALTERNATE MEMBER TO REPRESENT SOUTH ASIA ON UNWTO'S WORLD COMMITTEE ON TOURISM ETHICS

Agenda item 8 (document CSA/CAP/22/8)

- 29. The Secretariat informed the Members that the term of the current Members of the World Committee on Tourism Ethics (WCTE) will expire in 2011 and a new Committee shall be elected during the nineteenth session of the UNWTO General Assembly.
- 30. Owing to the fact that the Alternate Member for South Asia on the World Committee on Tourism Ethics who was an official at ICHTO (Iran Cultural Heritage, Handicraft and Tourism Organization) had resigned from his post, a new Alternate Member had to be elected for the remaining period of the current Committee during the 22nd Joint Meeting of the two commissions.
- 31. Iran and Nepal expressed interest through an email to the Secretariat pending a formal communication with a nomination of candidates. Iran followed with a fax nominating Mr. Ahmad Mirzakouchak Khoshnevis as its Candidate. The Commission for South Asia unanimously accepted Mr. Mirzakouchak Khoshnevis as its representative for the Alternate Membership of the World Committee on Tourism Ethics.

OTHER MATTERS

Agenda item 9

No other issues (apart from the ones on the provisional agenda) were discussed.

PLACE AND DATE OF THE TWENTY-THIRD JOINT MEETING OF THE TWO COMMISSIONS

Agenda item 10 (document CSA/CAP/22/10)

- 32. The Secretariat recalled that given that the on-going 22nd joint meeting was being held in Viet Nam (East Asia and the Pacific), in compliance with the rotational rule, the venue for the 23rd joint meeting will have to be hosted by a member State of South Asia.
- 33. A letter was received from Sri Lanka Tourism Development Authority on 23 October 2009, expressing interest in hosting the 23rd Joint Commission Meeting.
- 34. Members were reminded about the note verbale the Secretariat sent to inform them about Sri Lanka's expression of interest. The decision was taken by the two Commissions to have their 23rd joint meeting in Sri Lanka in 2011.
- 35. It was also recalled that the 19th General Assembly will be hosted by the Republic of Korea in 2011 as was decided by the General Assembly in October 2009 in Kazakhstan.
- 36. The Secretariat and the Chairperson expressed their appreciation to the Government of Viet Nam for the excellent arrangements provided for both the Commission meeting and the Conference.

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