



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACION MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

CSA/CAP/23/DEC

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

Colombo, Sri Lanka, 25 March 2011

CONTENTS

	<u>Page</u>
1. Agenda	2
2. Decisions taken by the Joint Commission.....	3
3. List of participants	10

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

Twenty-third Joint Meeting

Colombo, Sri Lanka

25 March 2011

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. Progress report on the implementation of the general programme of work for 2010
 - 5a – UNWTO initiatives
 - 5b – Regional Perspective
 - Regional Activities
 - Activities of the UNWTO Regional Support Office for Asia and the Pacific
 - Country brief by Sri Lanka and general discussion on regional tourism trends
 - 5c – UNWTO's research and publications
6. Brief report on the results of the survey on priority areas of the general programme of work for 2012-2013. Presentation by the Chairman of the Programme Committee
7. Preparations for the 19th session of the General Assembly
8. Other matters
 - Resolution of the two commissions in support of Japan
 - Election of members of World Committee on Tourism Ethics
 - Brief intervention about the Seminar on Responsible Tourism and its Socio-Economic Impact on Local Communities
9. Place and date of the twenty-fourth joint meeting of the two commissions

PREAMBLE

1. The twenty-third joint meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific was held in Colombo, Sri Lanka on 25 March 2011. It was held in conjunction with the *UNWTO Conference on Mainstreaming Tourism in the Media*.

2. The meeting was chaired by **Iran** and co-chaired by **Thailand**. There were fifty-one participants representing Australia, Bangladesh, Bhutan, Cambodia, China, Hong Kong (China), India, Indonesia, Islamic Republic of Iran, Japan, Laos, Macao (China), Malaysia, Maldives, Mongolia, Philippines, Republic of Korea, Sri Lanka, Thailand and Vietnam. Affiliate members from Macao, China, Malaysia and the Republic of Korea were also represented. In addition to these, Italy (the current Chairman of the Executive Council) also attended the event along with the Chairman of PATA. 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/23/Prov.Ag.)

3. The Secretariat proposed two modifications: that for practical reasons item 5c be presented before item 5b_c and that another point be added to item number 8 about a special resolution in support of Japan owing to the recent earthquake and tsunami it suffered. The Agenda was adopted after the two commissions agreed to the Secretariat's proposals with the approval of the Chairperson. The final agenda of the meeting is located on page 2.

COMMUNICATION OF THE CHAIRMAN

Agenda item 2 (document CSA/CAP/23/2)

4. **Iran**, the **Chairperson** of the joint Commission expressed her deepest sympathy to the people of Japan on behalf of the two commissions for the unprecedented earthquake that shook the very foundations of the country along with the disastrous tsunami that has cost so much damage and loss of precious lives.

5. She then expressed satisfaction with the global tourism recovery which has reflected positively on the performance of the Asia-Pacific region as a whole but particularly on the remarkable 39% growth rate of Iran's international tourist arrivals in 2010. This can be attributed to the Iranian government's policy changes in both international and domestic tourism including the shifting of its attention from Europe as a source market to neighbouring countries in Asia. Other factors are the revision of Iran's long-term tourism master plan and visa relaxation policies.

COMMUNICATION OF THE CO-CHAIRPERSON

Agenda item 3 (document CSA/CAP/23/3)

6. **Thailand**, the Co-Chairman of the joint commission echoed the Chairperson's expression of sympathy and condolences to Japan for the tragic loss of lives coupled with the extensive damage to property and infrastructure because of the natural disaster.

7. The focus of the Co-Chairman's communication was on cooperation among member States as evidenced by sub-regional groupings such as APEC, IMT-GT (Indonesia, Malaysia, Thailand – Growth Triangle) GMS (Greater Mekong Sub-region) and ASEAN and their endeavours to promote themselves as a single destination as opposed to individual country's promotional efforts. This is one of the important factors that accounts for the region's outstanding performance in 2010 in spite of the unfavourable global economic environment.

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 4 (document CSA/CAP/23/4)

8. The Secretary-General reiterated the sentiments expressed by the Chairman and Co-Chairperson with respect to Japan's calamity.

9. His remarks centred on five main points: a review of the world tourism trends, the Organization's on-going efforts to mainstream tourism in the global agenda, the implementation of the Organization's programme of work, its current financial situation and a review of the restructuring exercise in the Secretariat.

10. World tourism more than recovered and grew by 7% in 2010 to 935 million contrasting with the 4% decline it experienced in 2009 when the world went through the most difficult economic crisis it had ever experienced. An additional 22 million arrivals were registered over the former peak year in 2008. Emerging economies led the recovery process where arrivals grew faster (+8%) than in advanced ones (+5%). While all regions posted positive growth, Asia and the Pacific was the star performer with +13% growth. It was the first region to recover from the 2009 setback, and it grew strongly with international tourist arrivals reaching a new historic record of 204 million.

11. Three main factors are attributable to Asia's remarkable performance: tourism now forms an essential part of the consumption budget of a growing number of the population; tourism is increasingly becoming a priority in national policies; and intra-regional cooperation in tourism is being strengthened.

12. Growth in international tourism is expected to continue in 2011 albeit at a slower pace. Arrivals are forecast to grow by 4%-5% globally. Asia-Pacific region will experience a 7%-9% increase in its arrivals and other regions will also register different levels of growth rates.

13. However, despite the overall positive prospects, there are still uncertainties about persistently high unemployment, high interest rates and inflation, budget cuts in advanced countries (especially in Europe) and increasing taxation on travel.

14. As tourism's proven contribution to GDP, jobs and exports has still not received the due economic and political recognition, UNWTO has embarked on a campaign to highlight tourism's importance to countries' economic growth and development. Since May 2010, 18 Heads of State and Governments have been approached by the Secretary-General to present this argument about tourism's value to their economies. In the case of Asia, he has met with the Prime Ministers of Bhutan, Cambodia, Nepal and Thailand.

15. Within the same context, a new initiative known as the 'Global Leaders for Tourism' campaign ("Golden Book") has been launched recently by UNWTO and WTTC with the common goal of promoting the socio-economic importance of tourism. UNWTO and WTTC are presenting an Open Letter to Heads of State and Government worldwide, with the aim of seeking their acknowledgement of the relevance of travel and tourism in facing today's global challenges.

16. The last two points of the Secretary-General's remarks centred on UNWTO's Programme of Work for the biennium 2010/2011 and its general financial situation within this period. With regard to the programme of work he elaborated on the main activities carried out since the 89th session of the Executive Council in Iran last October with competitiveness and sustainability as our watchword. Concerning the financial situation of the Organization which has been good in general terms, the Secretariat continued its efforts to further rationalize and consolidate expenditure while improving the implementation level of the Programme of Work. These efforts have resulted in higher levels of output delivery within the context of a 'zero nominal growth' budget.

SPECIAL RESOLUTION OF THE TWO COMMISSIONS IN SUPPORT OF JAPAN

17. In view of the magnitude of the destruction that the earthquake and the tsunami brought in their wake on 11 March 2011 in some areas of North-eastern Japan, countries individually expressed their condolences to Japan.

18. The Secretariat then read the resolution it had drafted on behalf of the Joint Commission which contains the collective condolences to the Government and people of Japan, the expression of deep sorrow for the calamity and the conviction that Japan will be able to overcome the catastrophic situation by drawing on its experience in crisis management. The Commissions approved the resolution and the full text has been posted on UNWTO's website accessible on the following link:

<http://asiapacific.unwto.org/en/news/2011-04-01/latest-japan>

PROGRESS REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK FOR 2010

5a – UNWTO Initiatives

Agenda item 5 (document CSA/CAP/23/ 5a)

5b – Regional perspective

Agenda item 5b_a (document CSA/CAP/23/5b_a)

Activities of the UNWTO Regional Support Office for Asia-Pacific

Agenda item 5b_b (document CSA/CAP/23/5b_b)

5c – UNWTO Research and Publications

Agenda item 5c (document CSA/CAP/23/5c)

Country brief by Sri Lanka and general discussion on regional tourism trends

Agenda item 5b (document CSA/CAP/23/5b_Ref)

19. The Joint Commission was apprised of the implementation of the Organization's overall programme of work for 2010-2011 and the evaluation of events and missions for 2010. The

presentation highlighted the main activities carried out since the last report of this kind presented at the 89th session of the Executive Council in Iran in October 2010.

20. Member States were informed about activities that have been undertaken by the Organization in the region since the 22nd CAP-CSA Joint meeting which took place in Hanoi, Vietnam in May 2010. The activities were carried out in line with UNWTO's strategic objectives of improving competitiveness and sustainability – objectives which have guided our general programme of work since the 18th General Assembly in Kazakhstan.

21. This was followed by a presentation on the activities carried out during the period under review by the UNWTO Regional Support Office for Asia and the Pacific, and another one on UNWTO's latest research and publications.

22. The last sub-section under item number 5 began with a presentation on Sri Lanka's tourism performance in 2010 followed by general discussions on regional tourism trends. Sri Lanka experienced a 46% growth – a strong rebound over the decline of the past years. It has released a new slogan for its tourism industry – *Refreshingly Sri Lanka* and has designated 2011 as *Visit Sri Lanka Year*.

23. In the general discussions that ensued about the region's tourism trends, the main issues that came to light by country were the following:

24. **Maldives:** Growth was at a steady rate of 8 per cent until the tsunami disaster of the end of 2004. Maldives was very dependent on Europe as its main source market but with the economic crisis it has switched its focus to neighbouring Asian countries. China tops its arrivals; consequently the Government is taking the necessary measures to cater to the needs of the Chinese market.

25. **Sri Lanka:** Inbound from the Maldives is on the rise as well as investment. The number of arrivals from China is also increasing. However, there is the need to train more Chinese-speaking guides.

26. **Philippines:** Chinese arrivals continue to grow with the introduction of new flight services between China and the Philippines. These fly to not only Manila but to other areas of the country to boost both business and leisure tourism.

27. **Malaysia** has been receiving more than 1 million Chinese tourists per year. With each passing year these tourists are becoming more sophisticated in their demands. Low cost airlines are transforming Malaysia's travel and tourism world. They fly both short and medium haul distances. Air Asia for example is connected to Air Philippines and Air Thailand.

28. **Bangladesh:** Until recently, tourism did not have the political recognition it deserves. This has now changed because the Government sees tourism's potential for socio-economic development and the alleviation of poverty. 2011 has been declared the year of tourism promotion to attract international tourists.

29. **Republic of Korea:** For the first time, international tourist arrivals surpassed 8 million in 2010. The Korean Government's focus is now on quality, MICE promotion, medical tourism and cultural tourism.

30. **China** has overtaken Spain to become the third most visited country in the world. Its outbound figures have also outpaced its inbound tourism for the first time.

31. **Macao** receives over 20 million international tourists every year, the majority of whom are from Mainland China; and because of its growth potential, about 500 students register for degree courses in tourism every year.

BRIEF REPORT ON THE RESULTS OF THE SURVEY ON PRIORITY AREAS OF THE GENERAL PROGRAMME OF WORK FOR 2012-2013

Agenda item 6 (document CSA/CAP/23/6)

32. The Joint Commission was informed by the Chairman of the UNWTO Programme Committee about the Survey on Member States' priorities which was launched by the UNWTO Secretariat in August 2010 in order to prepare the Organization's General Programme of Work and Regular Budget for 2012-2013. The questionnaire was divided into strategic, regional and thematic issues such as lessons learned from the recent crisis, domestic tourism, tourism and employment, tourism and the green economy, assessment of tourism's value and role, and consumer and enterprise protection in tourism.

33. Replies received were about 50% of the total surveys sent to Members States. From the two commissions, countries that replied to the survey were **Australia, China, Indonesia, Japan, Malaysia, Philippines** and the **Republic of Korea** (as far as CAP is concerned); **Bangladesh, Bhutan** and **India** (with regard to CSA).

PREPARATIONS FOR THE 19TH SESSION OF THE GENERAL ASSEMBLY

Agenda item 7 (document CSA/CAP/23/7)

34. The Commissions were reminded that at its last session in Astana (Kazakhstan), UNWTO's General Assembly unanimously accepted the generous invitation of the Government of the Republic of Korea, to host its 19th session this year. This will be held in Gyeongju, (Republic of Korea) from 8 to 14 October 2011. A special presentation was made by the Republic of Korea on its preparations for the forthcoming General Assembly.

OTHER MATTERS

- **Resolution of the members of the two commissions in support of Japan**
- **Election of members of World Committee on Tourism Ethics**
- **Brief Intervention about the Seminar on Responsible Tourism and its Socio-economic impact on Local Communities**

Agenda item 8 (documents CSA7CAP/23/8a; CSA/CAP/23/8b)

35. The Secretariat informed the Members that the term of half of the current Members of the World Committee on Tourism Ethics (WCTE) will expire on 31 December 2011.

36. The election of these Members which was scheduled for the present 23rd Joint Meeting did not take place because as of the day of the meeting, there was no presentation of candidates. It was unanimously decided therefore to postpone the election to the period of the 19th General Assembly during which election of other organs and committees of the Organization will take place.

37. Members of the Commissions are reminded that one member is required to represent the Commission for East Asia and the Pacific while one alternate member is needed as a representative for the Commission for South Asia.

38. Countries' expression of interest along with the nomination of their candidates is to be addressed to the Secretary General from April to mid September 2011. The new composition of the Committee will be submitted to the General Assembly in Gyeongju, Republic of Korea for final endorsement.

39. **Indonesia** delivered a short presentation about the forthcoming Seminar on Tourism Ethics for Asia which the Ministry of Culture and Tourism is going to organise in collaboration with the UNWTO Secretariat in Bali on 11 June 2011. The Seminar will be the first of its kind to take place in parallel with a meeting of the *World Committee of Tourism Ethics* (WCTE), whose members will convene for its 10th session from 12 and 13 June 2011.

40. A warm invitation was extended to all members of the Joint Commission to attend and participate in this seminar.

**PLACE AND DATE OF THE
TWENTY-FOURTH JOINT MEETING OF THE TWO COMMISSIONS**

Agenda item 9 (document CSA/CAP/23/9)

41. The Secretariat informed the Joint Commission that it had received letters from Indonesia and Thailand a couple of days before the meeting expressing interest as hosts of the 24th Meeting of the two commissions in 2012.

42. It also informed them that there have been informal negotiations between the two countries to see if they could reach an agreement about one of them hosting the next joint meeting; but these negotiations did not produce the desired end.

43. Thus the Secretariat moved that a vote be taken on this. Thailand had 7 votes, Indonesia had 6 and 4 member States abstained. Having won the highest number of votes Thailand automatically became elected as the host for the 24th Joint Meeting of the two commissions.

44. It was also recalled that during the 19th General Assembly in the Republic of Korea next October separate commission meetings will take place. We shall have the 49th CAP meeting and the 53rd CSA meeting.

45. The Secretariat and the Chairperson expressed their appreciation to the Government of Sri Lanka for the excellent arrangements provided for both the Commission meeting and the Conference.

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