WTO in Asia and the Pacific ........................................... 2
Message of Secretary-General of WTO .......................... 3
(Mr. Francesco Frangialli)
Message of Chairman of the WTO Executive Council ....... 4
(Mr. Chung Dong-Chea, Minister of Culture and Tourism,
Republic of Korea)
Message of President of Kyung Hee University, Republic of Korea (Dr. Byung-Mook Kim)
Tsunami: Challenge and Opportunity for World Tourism ... 6
Crisis Guidelines for Tourism Industry ............................ 10
ST-EP (Sustainable Tourism - Eliminating Poverty) ........... 12
WTO World Tourism Barometer ..................................... 16
46th Meeting of WTO-CSA (Lahore, Pakistan) ................. 21
WTO/SATTE Asia-Pacific Seminar (New Delhi, India) ........... 22
WTO Conferences & Meetings in Asia and the Pacific ......... 23
Welcome to Gyeonggi Province, Republic of Korea ........... 24
WTO Publications .................................................. 25
### WTO Member Countries in Asia and the Pacific

#### WTO COMMISSION FOR SOUTH ASIA
- Afghanistan
- Bangladesh
- Bhutan
- India
- Islamic Republic of Iran
- Maldives
- Nepal
- Pakistan
- Sri Lanka

#### WTO COMMISSION FOR EAST ASIA AND THE PACIFIC
- Australia
- Cambodia
- China
- Democratic People’s Republic of Korea
- Fiji
- Indonesia
- Japan
- Lao People’s Democratic Republic
- Malaysia
- Mongolia
- Philippines
- Republic of Korea
- Thailand
- Vietnam
- Hong Kong, SAR (Associate Member)
- Macao, SAR (Associate Member)

### WTO Business Council Members in Asia and the Pacific

#### WTO COMMISSION FOR SOUTH ASIA
- Air India, India
- Amin Tour and Travel, Islamic Republic of Iran
- Biman - Bangladesh Airlines, Bangladesh
- India Tourism Development Corporation Ltd., India
- Indian Airlines, India
- Indian Hotels Co. Ltd. - The Taj Group of Hotels, India
- Indian Institute of Tourism and Travel Management, India
- Institute of Training, Research and Operational Consultancy for Tourism, Islamic Republic of Iran
- Iran Air, Islamic Republic of Iran
- ITC Hotels Ltd., India
- Kerala Tourism Development Corporation, India
- Maharashtra Tourism Development Corporation Ltd., India
- Maldives Tourism Promotion Board, Maldives
- Pakistan International Airlines Corporation, Pakistan
- Pakistan Tourism Development Corporation Ltd., Pakistan
- STARK Communications Private Limited, India
- Thomas Cook (India) Limited, India
- Tourism and Recreational Centers Organization, Islamic Republic of Iran
- Tourism Finance Corporation of India Ltd., India

#### WTO COMMISSION FOR EAST ASIA AND THE PACIFIC
- China International Travel Service, China
- Cooperative Research Centre for Sustainable Tourism Pty. Ltd., Australia
- East New Britain Tourist Bureau, Papua New Guinea
- Hong Kong Tourism Board, Hong Kong, China
- International Hotel and Tourism Industry Management School, Thailand
- Institute for Tourism Studies, Macao, China
- James Cook University, Australia
- Japan Airlines, Japan
- Japan Association of Travel Agents, Japan
- Japan National Tourist Organization, Japan
- Japan Travel Bureau (Foundation), Japan
- Korea National Tourism Organization, Republic of Korea
- Lincoln University, New Zealand
- Masyarakat Pariwisata Indonesia (MPI), Indonesia
- Nouvelle - Câline Tourisme Ponsit Sud, Nouvelle-Câline, France
- Pacific Asia Travel Association
- Philippine Tourism Authority, Philippines
- Shanghai Institute of Tourism, China
- South Pacific Tourism
- Sukhothai Thammathirat Open University, Thailand
- The Hong Kong Polytechnic University - Department of Hotel and Tourism Management, Hong Kong, China
- Townland Consultants Limited, Hong Kong, China
- TTF, Australia
- University of Queensland, Australia
Message of Francesco Frangialli, 
Secretary-General of the World Tourism Organization
On the Occasion of the 1st Publication of WTO Asia Pacific Newsletter

On this propitious occasion of the 1st WTO Asia Pacific Newsletter, I would like to express my sincere gratitude to Kyung Hee University and to Ministry of Culture and Tourism of the Republic of Korea for making this publication possible. The World Tourism Organization intends, through outsourcing to an institution in Asia, to publish the WTO Asia Pacific Newsletter on a quarterly basis. At this moment, Kyung Hee University, a prestigious university in the area of tourism in the Republic of Korea, has proposed publishing this Newsletter with financial support of Ministry of Culture and Tourism of the Republic of Korea. I hope that this Newsletter will provide a platform of communication and cooperation among the Member States in Asia and the Pacific.

2004 went down into the history of world tourism as a start year. It set a record, the precedent of which can be traced back 20 solid years. International tourist arrivals increased by 10 per cent in comparison with the previous year recording a total number of 760 million. This outstanding performance in world tourism is attributable to the recovery of the world economy, but especially of the economies of major American and European generating markets, coupled with the strength of the Asian economies.

2004 contrasted starkly with 2003 during which international tourism worldwide decreased by about 1 per cent owing to 3 major deterrents to long-haul travel, namely, the Iraq war, a sluggish world economy and the SARS epidemic. The year 2004 began unleashing the pent-up travel demand of 3 consecutive difficult years for international tourism. All the regions reflected this robust growth trend, but Asia and Pacific regions showed a stronger rebound in reaction to the SARS-ridden year 2003. In the first 8 months, Asia and the Pacific region led growth with an exceptional increase of 57% with all destinations posting double-digit figures in spite of the fear of the bird flu in the first few months. Exceptional growth rates were registered in Northeast Asia (+30%) and Southeast Asian countries (+33%), most of which had fully recuperated their 2003 SARS inflicted losses. South Asia continued on the growth track of the year before (+20%). On the whole, the region clocked up an estimated volume of 154 million tourist arrivals and recorded a growth rate of 29 per cent over the previous year, in fact, the highest world over.

It is pertinent to note that the strong rebound effect of the SARS is not the only reason behind Asia’s remarkable results. The majority of the economies in the region performed notably well with China leading by a 9 per cent growth rate followed closely by India with 7 per cent. Intra-regional tourism, which constitutes a very important component of Asia tourism activities, became even stronger in 2004, propelled by the rapid growing Chinese outbound market and the renewed strength of the Japanese market. Increasing co-operation among countries in the region in terms of access also improved intraregional traffic. Another factor that has contributed to and will continue to promote intraregional tourism is the expansion of low-cost airlines.

Unfortunately, the catastrophic news and images of the seaquake and tsunami in the Indian Ocean, which severely affected some tourism destinations in Southeast Asia and South Asia including Thailand, Indonesia, Sri Lanka and Maldives and India cast a fleeting shadow over a relatively peaceful and productive year. However, without the slightest intention to downplay this tragic occurrence, it is heartening to underline the fact that the tsunami had limited impact on the results of 2004 and is not likely to affect the expansion of tourism in the region in 2005.

With respect to WTO’s affairs, I am pleased to announce that in the midst of 2004’s economic and tourism buoyancy, Australia happily rejoined the World Tourism Organization family. This has encouraged Papua New Guinea and Timor-Leste to adopt the WTO’s statutes and accept the obligations of membership to be ratified at the 16th Session of WTO’s General Assembly in December 2005 in Senegal.

Increase in membership goes hand in hand with a corresponding rise in WTO’s statutory obligations. The resulting numerous technical assistance requests being received from member States has necessitated some modifications in the structure of the Secretariat’s work divisions. WTO has thus formed a new department solely devoted to technical co-operation affairs. The Regional Representations of the various sub-regions of WTO, which were traditionally at the helm of technical cooperation activities, now dedicate more of their time and attention to the implementation of the various components of WTO’s programme of work, while also attending to other essential requirements of member States. I wish the publication of this Newsletter full success.
he Asia-Pacific is the world’s fastest growing region. Its increased market share ushers in a new era for world tourism industry led by the Asia-Pacific region. Hence, I am proud of being responsible for promulgating tourism policies for this dynamic region.

The WTO Asia Pacific Newsletter will be a great platform for interaction in the field of tourism by sharing WTO efforts on tourism development and exchanging information for closer cooperation among member economies in the region.

The Republic of Korea has made a contribution to the international community through the chairmanship of the Executive Council of WTO this year. On 1 February 2005, an emergency session of the Executive Council was held in Phuket, Thailand, calling for a collective action for the rapid recovery of the tourism industry in regions affected by the tsunami. Korea had played a crucial role in generating consensus and finally adoption of the Phuket Action Plan at the session.

Korea has also established the headquarters of the Sustainable Tourism-Eliminating Poverty (ST-EP) Foundation. Its initiative aims to alleviate poverty in the least developed countries (LDCs) by nurturing eco-friendly tourism industry. The organization will start functioning from 2006 upon the official authorization of the WTO at the 16th session of the General Assembly this December. We would like your active support and encouragement toward the successful launch of the ST-EP Foundation and look forward to continued cooperation in these valuable projects.

I hope that this initial issue of the Asia Pacific Newsletter will be a stepping-stone to enhanced cooperation and quality of life while fostering peace and greater understanding of other cultures in the region. I wish you all the best and blessings.
I am very glad for this publication of the first issue of the WTO Asia Pacific Newsletter in Korea. In addition to its role in this publication, Kyung Hee University with its 50th anniversary has continued to open up opportunities further internationally, in cultivating elite education in Korea.

In a century marked by two world wars, global ideological conflict, and the omnipresent specter of nuclear destruction, the United Nations has acted as a beacon of hope in a sea of distress. Kyung Hee University recognizes the United Nations' role in mankind's effort to obtain universal peace and understanding. In this vein, the university seeks to emulate those ideals in its educational system. The university pursues the United Nations' ideals through its commitment to creativity, progress and cooperation, thereby hoping to promote the role of intellectuals and academics in world affairs. To engage intellectuals directly with world events, the university has initiated several international movements, especially the Goodwill Cooperation and Service Club Movement (GCS), which is comparable to Oxford University's Moral Re-Armament (MRA) Movement. The GCS strives to protect human rights, build a more equitable society, and ultimately attain world peace. The Movement for Better Living and the Movement for a Brighter Society (both initiated by Chancellor Choue) also embody the humanistic spirit of the university.

Kyung Hee University strives to bridge cultural and social gaps by promoting mutual understanding and prosperity. As a result, the university encourages frequent exchanges with sister schools overseas to facilitate the exchange of ideas. These activities spread a shared belief in the value of learning.

At this time, I am highly honored to have this opportunity to issue the WTO Asia Pacific Newsletter. I hope, through this Kyung Hee University and Korea will follow up with the flowing trend of world tourism provided by the opportunity to contribute to the world tourism industry.

Thank you.
Tsunami
Challenge and Opportunity for the World Tourism
Tsunami: Challenge and Opportunity for World Tourism

The tsunami that took place in the Indian Ocean on the 26th of December 2004 constituted the greatest disaster ever recorded in the history of world tourism due to the countless number of victims among tourists and workers of the tourism sector. Nevertheless, all the affected countries have pulled through by making big efforts for a quick recovery.

Tsunami Relief for the Tourism Sector “Phuket Action Plan”

The World Tourism Organization (WTO) Executive Council specially convened its Emergency Task Force meeting on the 1st of February on the island of Phuket to assist the tourism industries of countries ravaged by the tsunami. The chair of Task Force report their outcomes to the Executive Council. WTO Executive Council adopted Phuket Action Plan.

The goal of the Phuket Action Plan

To speed recovery in all affected destinations, by restoring traveler’s confidence in the region.

To help destinations resume normal operations by maximizing the use of existing tourism infrastructure and by helping small tourism-related businesses and employees survive the recovery period.

Putting systems in place to strengthen the sustainability of the affected destinations and working with the United Nations system on disaster reduction in the region.

Tourism experts representing 42 countries, the private sector, and several international organizations made out the “Phuket Action Plan” which spells out a comprehensive series of activities intended to restart the region’s industry, ceased since the tsunami struck. It was symbolic for WTO to meet in Phuket, a location most affected, but already moving far into recovery. Tourism destinations in four countries have been identified for assistance under this Plan of Action: Sri Lanka, the Maldives, Thailand, and Indonesia. The Phuket Action Plan focuses on saving tourism jobs, restarting small tourism-related businesses, and recovering the visitor flow that makes these economies work.

The Phuket Action Plan is intended to be a catalyst for cooperation among the Member States of the World Tourism Organization and PATA, as well as organization, private businesses, and academic institutions. Both internal and external partners are encouraged to sponsor and implement projects selected from the plan, which correspond to their capabilities and financial resources.

Five Action Areas:

1. Marketing-Communications: Effective communications is needed on many different levels: government, business, travel agents, the media, and the public. Special attention must be paid to travel advisories. The use of special events and development of new products is also needed to speed up the recovery process.

2. Community Relief: Small and medium-sized tourism businesses in the affected destinations have less access to recovery funds than large corporations. Technical and financial support is needed to help them resume business and increase competitiveness.

3. Professional Training: The tsunami disrupted the employment of thousands of people, many of them women and young people. Retraining programs are needed to help them find new jobs or to help update their skills while waiting for their former jobs to become available again.

4. Sustainable Redevelopment: Post-Tsunami development offers an opportunity to correct the mistakes of the past and make re-emerging destinations among the best in the world on terms of environmental conservation and community involvement in the planning process. It offers the chance to diversify the product so that destinations become more competitive.

5. Risk management: To make coastal tourism destinations safer and more secure, WTO will work with other United Nations’ agencies on establishing an Early Warning System. Risk management analysis will be conducted with special attention to beachfront construction.

By joining together in the face of this terrible tragedy, those in the tourism industry can throw a lifeline to their unfortunate colleagues in Asia and perhaps even set a precedent for responding collectively to future disaster or problems in other parts of the world.

A full version of the Phuket Action Plan is available at: www.world-tourism.org
Tsunami: Challenge and Opportunity for World Tourism

Progress made and On-going Activities for Tsunami Recovery

Within a short span of a little over one month, the World Tourism Organization, through its newly established tsunami coordinating unit, has developed 44 project activities for the implementation of the Phuket Action Plan.

Some of these activities are already being carried out. Others are being directly implemented through WTO or submitted to other institutions for implementation or funding. While much has been achieved in the short period of time, much more can be done with further support from the international community and all stakeholders. The second meeting of the Task Force finally thanked SNV of the Netherlands, Visa International and the Government of the Republic of Korea (contributed US$500 thousands), in particular, as well as Spain, RCI, Thai Airways International and the various fair organizers for their valuable support to WTO, both financial and in kind. The meeting also thanked all members of the Task Force for their guidance and support to the work of the WTO Secretariat since Phuket.

1. Communications

Media and Tour Operator FAM trips were identified as a priority for immediate action. In this respect, the WTO undertook two media fam trips of 16 renowned journalists to Thailand/Indonesia and to Sri Lanka/Maldives in late February/ early March. Tour Operator FAM trips have been initiated to the region in March/April by WTO in collaboration with IFTO. Respective countries have undertaken or are initiating their own fam trips through their respective NTAs and NTOs. These countries include Korea, Japan, China and Spain. Organized by TAT, Thailand just terminated a “mega” fam trip of 800 media and tour operation personnel.

It was suggested in Phuket that The Tourcom Conference planned as an ongoing activity of the WTO, should be associated with the Action Plan. This is now scheduled to be held in Bali from the 20-21st May 2005. Funds are being sought from Visa International.

Visa International sponsored a market research in the major source markets. The results were highlighted by Visa in the course of the meeting. This study served a good foundation for the proposed global or regional information campaign. In this regard, the government of Spain is proposing to implement this within the EU.

The WTO has also collected information in terms of tourism stock, arrivals to destinations, air traffic patterns and the situation in the source markets. A separate document was distributed to participants for reference.

The Task Force thanked the FITUR fair organizers for waiving the participation fees of 7 Asian Countries at the exhibition held in Madrid in January this year. Korea has decided to waive two fairs and Mexico also. SATTE has also announced to facilitate the participation of the tsunami-affected countries. The WTO is continuing to pursue its efforts with other fair organizers.

The WTO has produced 20,000 stickers under the slogan “Tsunami-Tourism helps recovery.” Posters of a similar nature have also been produced and are being distributed to the general public. The message is holiday with your heart. Since Phuket, WTO has improved its information on the “Tsunami Recovery” site with regular and live updates, special links have been created with countries, institutions, international bodies and other websites on tsunami recovery reflecting ground realities.

2. Community Relief

An impact evaluation mission to Maldives in relation to GDP is being implemented by a WTO economist with the exhibition of the result being available in late March. WTO has also recruited two experts to assess the situation in Thailand and Sri Lanka on channeling funds to tourism SMEs. This was an area of serious concern to the members of the Task Force, in Phuket. The outcome of the Sri Lanka mission was made available in a separate report. The document greatly facilitated those who are willing to donate funds to SMEs in the tourism sector. In this regard, the Government of Spain has decided to establish a micro-credit line for tourism SME’s for Thailand and Sri Lanka. This WTO report on Sri Lanka is a good cross reference material for Spain.
The meeting thanked SNV of the Netherlands for its sponsorship of the missions mentioned above in the area of community relief. The President of The Tourism Industry Association of Canada has written to the WTO offering their assistance to help in the recovery of a tourism community severely affected by the tsunami. Sri Lanka has responded to this request.

3. Professional Training

WTO is initiating courses for elementary basic skills training in various disciplines of hotel management in Phuket. Similar courses are being prepared in association with other training institutions. The WTO Human Resource Development Department and the WTO Education Council are initiating seminars on image recovery and repositioning, the first of which will be held in Indonesia. Funds are being provided by the Government of Andorra. WTO has also received the support of the Madrid City Council to link with Colombo for human resource development.

Thanks to the Government of Korea, WTO is also sponsoring 4 participants from the tsunami affected countries to attend the Practicum and the Tedqual programme of WTO. RCI has also confirmed its willingness to support initiatives of the Task Force in the area of training and details are being worked out with the WTO Secretariat.

4. Sustainable Redevelopment

The Sustainable Re-development is one of the 5 main areas identified in the Phuket Action Plan for Tsunami Recovery. Activities in this area are more of mid-long term nature. The WTO is planning an “Indicators” Workshop in Phuket in May to which Sri Lanka, Maldives and Indonesia will be invited. This workshop on indicators will train officials from the four affected countries on a methodology to measure and monitor aspects of environmental and socio-economic sustainability, as well as advances with the re-development process. The workshop will focus on environmental conservation, coastal zone management, community involvement and benefits in the re-development process, as well as preventive actions and preparedness for extreme natural hazards. The use of indicators in reporting, communication and image-building processes will be also dealt with.

The Green Belt Development projects of Thailand and Sri Lanka based on sustainable tourism practices, including guidelines for zoning and coastal tourism management are slotted for May 2005 for which funds will be required. Maldives and Thailand will also require Master Planning for repositioning and market diversification.

5. Risk Management

One crisis management workshop with training activities is scheduled for April-May for the Maldives to which WTO will provide expertise. The Thai Government is planning a similar workshop by conducting training activities for youth camps in Southern Thailand and has requested for WTO assistance. WTO is to organize a regional workshop in crisis management and is in contact with AICST of APEC that has the expertise in this field.

The need for an advanced technology information network in the tourism sector was stressed at the Phuket meeting with a steering committee being formed. The Task Force was informed that in this regard WTO has received a comprehensive report on this and that the work is being closely coordinated.
Crisis Guidelines for Tourism Industry

Crisis management strategies are needed to help retain the confidence of travelers and the travel industry. They are also needed to minimize the impact of a crisis on the destination.

Good communications based on the principles of honesty and transparency is the key to successful crisis management, but other tourism specialties promotion, safety and security, and market research needs to be involved. To assist WTO members with this process, the following guidelines suggest specific actions to take before the crises, during the actual problems, and immediately after a crisis.

I. BEFORE A CRISIS: Preparing for the Worst

The best way to minimize the impact of a crisis is to prepare a crisis management plan.

A) Putting a communications strategy in place: Prepare a crisis management plan / Designate spokespersons / Establish a press and communications department / Communicate regularly with media / Pay attention to local media / Train spokespersons in safety and security issues

B) Promotion planning: Develop a date base of partners in the travel trade / Build an email or fax broadcast system / Be honest and ethical in promotion / Set aside budget reserves for emergencies / Stay out of the Travel Advisory War / Improve communication of security issues with tourist / Encourage tourists to learn food safety practices

C) Reviewing security systems: Maintain a working relationship with other government departments responsible for safety and security / Get involved in defining security procedures / Designate a National Tourist safety and Security Focal Point / Train local personnel in issues / Establish tourism police and emergency call centres

D) Research readiness: Establish strong contacts with key partners in the private sector / Monitor hospital admissions involving tourists / Monitor crime against tourist
II. DURING A CRISIS: Minimizing Damage in a Crisis

The first 24 hours of a crisis are the most crucial. Responsible management of the crisis can actually enhance relations with the travel trade and help the destination recuperate faster.

A) Communication from the front line: Be honest and transparent / Do not impose a news blackout / Establish a media centre / Act fast / Remember the victims / Avoid speculation and categorical reassurances / Put the crisis into context / Use the media spotlight to highlight positive aspects / Place information about the crisis on website / Network with other news sources

B) Hard decisions about promotion: Communicate directly with the travel trade / Change promotional message to address safety concerns / Press ahead with promotional events and shows / Seek increases in promotional budgets / Initiate financial assistance and fiscal measures to support tourism companies

C) Ensuring security: Set up a hotline / Monitor what is being done to improve safety and security / Coordinate with security services for media access / Communicate internally

D) Quick research tactics: Get to know your visitors / Monitor media reports

III. FOLLOWING A CRISIS: Recovering Tourist Confidence

Recovery demands a redoubling of efforts, especially in the areas of communications and promotion.

A) Image building communications: Be pro-active in communications / Look for positive news / Increase fam trips for journalists / Remember anniversaries / Anticipate legal actions / Create your own news outlet on the destination website / Join the global communications campaign for tourism

B) Flexibility in promotion: Create new niche market products / Target experienced and special interest travelers / Create special price offers / Quickly shift promotion to the most promising markets / Step up promotion to the domestic markets / Increase farm trips for tour operators and special events / Take travel advisories seriously / Intensify cooperation

C) Security for the future: Evaluate security procedures / Push to improve quality of services and facilities

D) Using research effectively: Survey generating markets on perceptions of your destination

A complete report is available at: www.world-tourism.org
“ST-EP” will promote socially, economically & ecologically Sustainable tourism, aimed at alleviating poverty and bringing jobs to people in developing countries... these objectives are fully consistent with the goals set out in the Millennium Declaration”

UN Secretary General
Kofi A. Annan
The programme was launched in collaboration with UNCTAD (United Nations Conference on Trade and Development), the UN Special Agency focusing on the world’s poorest countries and will be extended to other partners as it evolves.

Called ST-EP (Sustainable Tourism - Eliminating Poverty), it will focus on longstanding work to encourage sustainable tourism - social, economic and ecological - which specifically alleviates poverty, bringing development and jobs to people living on less than a dollar a day. It will target the world’s poorest countries, particularly in Africa and developing states in general.

**ST-EP’s 4 components**

- **An International Foundation** to attract new dedicated financing from business, philanthropy and government sources.
- **A Research Base** which identifies linkages, principles and model applications.
- **An Annual Forum** to bring together stakeholders from public, private and civil society sources for information, exchange and buy-in.
- **An Operating Framework** which both incentives and promotes good practice among companies, consumers and communities.
ST-EP Foundation agreement signed by WTO and Republic of Korea

The Republic of Korea and the World Tourism Organization (WTO) signed an agreement in Seoul on the establishment of the Headquarters of the Sustainable Tourism - Eliminating Poverty (ST-EP) Foundation, thus clearing the way for this important institution to begin its activities in the near future.

The agreement was signed by the Republic of Korea’s Minister of Culture and Tourism, Chung Dong-Che, and WTO Secretary-General Francesco Frangialli on 24 September 2004, during the celebration of World Tourism Day in the Republic of Korea. “It was a very special present from the Republic of Korea to the international tourism community, coming just prior to this year’s WTD,” stated Mr. Frangialli.

In the agreement, both parties recalled the Memorandum of Understanding signed in March 2004 concerning the establishment of the ST-EP Foundation and its Headquarters, with the aim of encouraging international cooperation on sustainable tourism development for poverty elimination.

The project is being coordinated by the ST-EP Preparatory Committee, which is jointly spearheaded by the WTO Secretary-General and the Cultural Cooperation Ambassador of the Republic of Korea, Ms. Young-shim Dho.

"The ST-EP Foundation will provide essential support on the part of the international tourism industry, the WTO and its Member States, to achieving the first and most important of the United Nations Millennium Development Goals, namely poverty alleviation,” stressed Mr. Frangialli.

The foundation will be officially known as the “UN-WTO Sustainable Tourism-Eliminating Poverty Foundation”, in recognition of the WTO’s status as a specialized agency of the United Nations. It will be established as an international foundation with legal personality under Korean law. The agreement also stipulates that it shall be fully compatible with international laws and will have the capacity to stand alone, while retaining links with the WTO, its founder.

In the agreement, the Ministry of Culture and Tourism of the Republic of Korea undertakes to support the newly established foundation with a seed fund of five million US dollars, with the first tranche of funding to be released by 8 October 2004.

Attached to the agreement was a draft constitution of the UN-WTO ST-EP Foundation, subject to the approval of the WTO General Assembly in 2005. The Foundation is expected to be fully operational by the beginning of 2006.
WTO and the Netherlands agree to cooperate in Sustainable Tourism-Eliminating Poverty Initiative

The World Tourism Organization (WTO) and the SNV - Netherlands Development Organization signed a Memorandum of Understanding to enhance the already existing relationship between the organizations and increase overall efficiency and effectiveness, with specific reference to sustainable tourism initiatives addressing the needs of the poor in developing countries.

The MOU, signed in the Hague, Netherlands, foresees cooperation in the field of programmatic operations, knowledge management and dissemination, resource mobilisation, human resource management and financial management.

The document was signed by the WTO Secretary-General Francesco Frangialli, SNV Chair Board of Directors Dirk Elsen and the Dutch Minister of Development Cooperation Agnes Van Ardenne. Ms. Van Ardenne expressed great satisfaction over the signing of the MOU and stated, that "tourism represents one of the five most important fields of activities of SNV".

Both organizations are committed to work together on various programmes to strengthen the impact of their actions with a final objective of contributing to poverty reduction through tourism as an innovative development strategy.

Following the WTO’s selection of VNAT to launch the ST-EP initiative, Vietnamese national tourism authority developed a proposal "Building Models for Tourism Development Associated with Poverty Elimination in Vietnam" with an estimated budget of USD 1,600,000 that was submitted for WTO’s approval and perusal in August 2004. The proposal will serve as a framework basis on which a more detailed working plan will be developed for implementation.

"The Memorandum includes all activities in which WTO, SNV and VNAT can achieve synergy and increase effectiveness in the implementation of the ST-EP programme in this South-Asian country," said Mr. Frangialli. In principle, and subject to the specificities of each activity, the WTO will attempt to cover the costs of programme implementation through the ST-EP Foundation, whereas financial arrangements with SNV on a cost-sharing basis can be made for other technical inputs required in the implementation of the identified projects.
The evolution of tourism has been very positive overall in 2004, as clearly confirmed by the data collected from the various destination and source markets and also by the evaluation made by the WTO Panel of Tourism Experts. Travel confidence returned robustly. The world economy finally bounced back extraordinarily and experienced the highest growth since 1977. SARS was not a problem anymore and the geopolitical situation had much less impact than before.

However, just before the end of the year the world was shocked by the sad news and images of the seaquake and following tsunami in the Indian Ocean affecting the northern provinces of the Indonesian island of Sumatra, the Maldives, the eastern coast of Sri Lanka and India, the Andaman and Nicobar islands, the west coast of Thailand, and to a lesser extent Malaysia, Myanmar, Bangladesh, Somalia, Tanzania, Kenya, and Seychelles. WTO shares in the world’s sorrow over the unprecedented damage and loss of life among local populations and tourists. It expresses its deepest sympathy to the people of the affected countries and offers its heartfelt condolences to the relatives and friends of all the victims of the tragedy.
WTO Panel of Tourism Experts confirm a better 2004 and express optimism over 2005

The almost 240 specialists from more than 100 countries and territories that constitute the WTO Panel of Tourism Experts, confirm the positive results registered in international tourism in 2004.

On a scale from 1 (much worse) to 5 (much better), they evaluate 2004 with an average rate of 3.9 when compared to a 3.4 ratio for 2003. The overall evaluation of 2004 only varied slightly from the prospects for the year expressed by the panel at the beginning of 2004 (4.0). The panel maintains a very positive outlook, rating prospects for 2005 with a 3.9 average.

By region, the highest scores were given by experts to Asia and the Pacific (4.4), in a clear resurgence from the impact of SARS, followed by experts from the Americas (4.2) and by Middle East representatives (4.1), all above the average rating of 4. Experts from Europe (3.5) and from Africa (3.8) are comparatively somewhat less optimistic.

By category, scores are higher among representatives of the following categories: Transport (3.9), Destinations (4.0), Accommodation & Catering (3.9), Consultancy, Research & Media (3.9), Tour Operators & Travel Agencies (3.7) and General Industry Bodies & Other (3.6) record an average below the overall rate of 3.9. It is important to note that the comparison between prospects expressed by the panel in January 2004 (4.0) for the coming year and the corresponding evaluation of the actual performance of 2004 (3.9), shows a significant coincidence. For 2005, prospects continue on the positive side (3.9).
2004 much better, good prospects for 2005

International Tourism: Arrivals, Receipts and Expenditure

Last year, growth was common to all regions, but was particularly strong in Asia and the Pacific (+29%) and in the Middle East (+20%). Double-digit growth was also registered in the Americas (+10%), while Africa (+7%) and Europe (+4%) performed below the world average (+10%), but still substantially bettered their results from previous years.

In absolute terms the number of international tourist arrivals worldwide increased by 69 million. Asia and the Pacific gained almost half of all new arrivals, over 34 million. Europe, although growing at a slower pace but on a much larger base, comes second with an increase of 16 million arrivals. The Americas added 11 million new arrivals, while the Middle East and Africa respectively gained 6 million and 2 million international arrivals. The growth of international tourism receipts and expenditures will equal or even exceed the growth rate of arrivals.

Results by Asia and the Pacific

Most of the destinations in North-East and South-East Asia rebounded very strongly from the SARS fall-out, leading both sub-regions to end the year with a projected increase of around 30%.

While the end of the SARS panic and the better economic conditions in major generating markets such as Japan (international tourism expenditure grew by 25% up to November), triggered intraregional travel, the strong euro versus a weak US dollar stimulated travel from Europe and from the Americas, as prices are often linked to the US dollar. Intraregional traffic was also further boosted by easier border facilities and the general improvement in air capacity, not in the least due to a boom of low-cost airlines.

In China, the recovery in inbound tourism was fully accomplished (+27%), thus surpassing figures set in 2002 and receipts grew by 37% in the period ending in November. The consistent growth of the Chinese economy has also boosted business travel to the country as well as fueling an outbound travel boom.
The Chinese outbound market increased by 43%, helped by the continuing relaxation of travel regulations. The evolution of the Chinese outbound market was crucial to the performances of Hong Kong (China) (+40%) and Macao (China) (+32%). All other destinations in the sub-region grew at double-digit rates. Japan, with an increase of 18% reached its highest tourist-arrival figure ever (6.1 million), the Republic of Korea grew by 22%, and Taiwan (pr. of China) by +54% (January-November).

The rebound was even stronger in South-East Asia, where arrivals jumped by 33% after losses of almost 14% in 2003. Particularly exceptional growth rates were achieved in Malaysia (+56% up to November), Cambodia (+41% for the full-year), Singapore (+36% full-year results), and Vietnam (+22% for the full-year). All other destinations grew around 20%.

Destinations in South Asia (+20%), on the other hand, managed to maintain the already good results obtained in 2003 (+9%). Tourism to the sub-region grew to a total of approximately 8 million arrivals for the first time, driven in particular by the fine full-year results registered by India (+24%), Sri Lanka (+13%), and Maldives (+9%).

International tourist arrivals to Oceania grew by 13% to 10 million, notwithstanding the relative strength of some of the currencies in the sub-region. Arrivals to New Zealand grew by 11%, while Australia (+10%) surpassed the 5 million mark, thus breaking the 4.9 million record set in the 2000 Olympic Year.

Prospects by Asia and the Pacific

The outstanding performance of the majority of the economies in the region, led by 9% growth in China and 7% in India, along with the improvement in factors such as border regulations, air capacity and prices, and the excellent ability to recover shown in 2004, led most experts to expect tourism to continue thriving in Asia and the Pacific in 2005.

The expansion of low-cost airlines, in terms of routes and new carriers, is also cited as a factor that will contribute to fuel intraregional traffic. Prospects of improved intraregional traffic are also driven by the increasing cooperation among countries of the region in terms of access - e.g. Taiwan (pr. of China) and the Republic of Korea reinstated their air agreement after 12 years, China and Taiwan (pr. of China) agreed to allow special direct charter flights during the Chinese Lunar New Year for the first time since 1949, whereas China’s border regulations on individual trips to Hong Kong (China) and Macao (China) continue progress as well as the number of countries with "Approved Destination Status" inside and outside the region. Consequently, Asian destinations are expected to face increased competition with the Chinese generating markets from outside the region, in particular from Europe, as over 30 European destinations already enjoy “ADS” status.

Some of the traffic that before would go to the countries affected by the tsunami tragedy might be redirected to Hong Kong (China), Macau (China), Japan, the Republic of Korea, Singapore, and to other regions. Also the opening of the new Nagoya Airport (Japan) in February 2005, the World Exposition to be held in this city from March to September, the opening of Disney Hong Kong (China) in September and the 4th edition of the East Asian Games to be held in Macao (China) in October / November, are expected to increase travel, and in particular intraregional traffic during next year.

The improved relations between India and Pakistan, the economic development in India, and the open-sky agreement signed at the beginning of this year between India and the US, will certainly contribute to the further positive performance of tourism in South Asia.

The WTO World Tourism Barometer is developed as a service for WTO Members and published three times a year in English, French and Spanish. Member States, Associate Members and Affiliate Members will receive copies of the Barometer as part of WTO member services.

If you are interested in receiving the WTO World Tourism Barometer and you are not a WTO member, you can subscribe to the next three issues by electronic delivery as PDF for 60€ or by electronic delivery and as hard copy for 90€.

To order your subscription, please consult the Infoshop on the WTO webpage under the link.<www.world-tourism.org> or contact the WTO publications section.
WTO Conferences & Meetings in Asia and the Pacific
South Asia is taking off with unprecedented growth in tourism. "In South Asia, it is the season for tourism, it is the season for peace and above all, it is the season for development", said Dr. Dawid De Villiers, WTO Deputy Secretary-General, who reflected the conclusions of the three-day annual gathering at Lahore, the city of culture of Pakistan.

During the 46th meeting of WTO Commission for South Asia and a subsequent international conference on sustainable tourism, De Villiers highly praised the countries in the region for their achievements made in the tourism industry. The international conference on sustainable tourism with particular reference to poverty alleviation was organized under the joint auspices of WTO and the National Foundation for Progress of Pakistan in collaboration with the Ministry of Tourism of the country.

Current circumstances in South Asia are very conducive to the development of tourism in the region. Peace initiatives are materializing between India and Pakistan with bus services already started between Lahore and Delhi and between the two sides of the Kashmir area. It has greatly facilitated family visits and travel for special purposes such as sport-related activities. "Travel is the language of peace. Peace is the basis of tourism and tourism also helps build peace", De Villiers stated in his inaugural speech at the opening of the meetings. For the first time in the recent history of WTO meetings, an Afghan delegation led by the Minister of Information and Culture, Dr. Sayed Makhdooom Raheem was present at the three-day gathering.

In 2004, international arrivals reached around eight million with an annual growth rate of as high as 20 per cent. The region achieved an impressive annual average of 6.5 per cent in tourist arrivals between 1990 and 2004, though still lower than the rate of growth of North-East Asia (8.5 per cent).

Delegates, while deliberating on a variety of issues in tourism, felt that the region is now in a stage of general economic health. India is moving fast in the right direction in terms of government support to tourism, infrastructure improvements and successful marketing and promotion initiatives. Having made its success in the Incredible India campaign, the destination has embarked upon another exciting promotional scheme, presenting India as a land of soul and mind and enticing visitors with the idea of rejuvenation, recharging and the betterment of human beings.

Pakistan, for the first time in history, has created a separate ministry of tourism, which has sent a strong and clear signal that the Government is paying more attention to the tourism industry. Under the dynamic leadership of the vice president of the country.

Iran tourism made dramatic advances such as visa facilitation and a sharp increase of international visits to the country. The delegates spoke highly of the success stories of Maldives and Sri Lanka in spite of the difficulties faced by them in the aftermath of the tsunami disaster.

WTO meetings concluded on 13 April 2005. Participants returned with fond memories of the hospitality of the people of Pakistan and the first-class monuments such as the Lahore Fort. The delegates are extremely confident that tourism in South Asia is now in a historical moment and will indeed take off this time. The prospects are bright for tourism and countries need to work further on the challenges faced to the industry such as more liberalization of air transportation, visa facilitation, positive image building, overall tourism policy design and diversification of tourism markets and products.
Welcome Speech by Dr. H. Varma  
(Chief of Technical Cooperation WTO)

On behalf of the World Tourism Organization, I would like to extend to you all a very warm welcome to the Asia-Pacific Seminar on Crisis Management which we are jointly organizing with the South Asia Travel and Tourism Exchange. I would like take this opportunity to express my sincere thanks and appreciation to the Ministry of Tourism, Government of India for their continuous and unwavering support to WTO and its activities. At the same time, I would like to place on record our appreciation and admiration for SATTE and its coordinator, Mr. Navin Berry. WTO enjoys a very special relationship with SATTE, a relationship which we highly value, and we have been privileged to witness the accelerated the tourism and travel trade fairs of the world.

In recent years, a series of crises have hit at the heart of the global tourism industry. A crisis is any unexpected event that has a negative and damaging affect on the image of a destination - an event that erodes the confidence of potential visitors. The tragic incidents of September 11, bombings in Bali, wars in Afghanistan and Iraq, SARS and, the tsunami of 26 December last year, all have had a terrible impact on both the global and regional tourism industries.

How does an NTA anticipate global and regional events that could affect its tourism industry? Tourism is a fragile industry, based on leisure activities and thus, is very susceptible to political, economic, social, environmental and safety conditions. What strategies does a country have to adopt to minimize the negative impact of a crisis and to store the confidence of travelers?

No matter what kind of crisis occurs, the techniques for dealing with it are quite similar. Good communications is the key to successful crisis management, but marketing and promotion, safety and security, and tourism statistics also have to be included. The knowledge and skills to deal with a crisis should become a permanent component of management.

Over the course of the next two days, I hope it would be possible for us to provide government policy makers and the operational sector with appropriate guidelines for crisis management and to familiarize them with many potential threats that may affect the tourism sector, both directly and indirectly, coupled with an understanding of the sources of potential problems and strategic ways to respond to them.

The seminar will draw upon the expertise of a galaxy of resource persons, as also some best practices which would provide an insight into new ways of approaching crisis management which the Asia-Pacific countries can adapt to improve and strengthen their current methods and systems.

A select group of Asia-Pacific countries, including China, Australia and the Tsunami affected countries, will make presentations on their experiences and expertise in deploying different policies and strategies and how they overcame a particular crisis in the shortest possible time with the minimum of resources.

In learning how to deal with a crisis, we have to find and develop the means and capacity to address the problems and work out solutions. That may require new recourses, different strategies, innovative partnerships and a good dose of positive determination. And, as the seminar will tell you, we also must learn how to convert crisis into opportunities.

I trust that this seminar will therefore be of particular value to you. Thank you.
WTO Conferences & Meetings in Asia and the Pacific

April 11-13
Lahore (Pakistan)
Forty-sixth meeting of the Commission for South Asia
International Conference on Sustainable Tourism-New Vision and the moving force for poverty alleviation

April 20-21
New Delhi (India)
WTO/SATTE Asia-Pacific Seminar on Crisis Management

May 20-21
Bali (Indonesia)
Regional Conference on Tourism Communications (TOURCOM) for Asia and the Pacific

May 25-26
Sokcho (Rep. of Korea)
WTO ST-EP Working Group

June 07-09
Shiga (Japan)
Forty-sixth meeting of the Commission for East Asia and the Pacific
Seminar on Sustainable management of the landscape and environment for tourism
Welcome to Gyeonggi Province, Republic of Korea

This year is designated as ‘Visit Gyeonggi-Korea 2005. ’Gyeonggi Province offers the inimitable beauty of Mother Nature and her four distinct seasons. Certain to capture the hearts of visitors are the marvelous views of the South Han River (Namhan-gang), the North Han River (Bukhan-gang), tidal flats of the Yellow Sea, well-preserved ecosystem of the Demilitarized Zone (DMZ), the mountains and fields that form the center of the Korean Peninsula, and much more. Year 2005 shall be remembered as the year when the world discovered Gyeonggi, and Gyeonggi, with all its wonders of nature and history answered back in kind. World tourism will be greatly enriched by the incomparable and timeless beauty of Gyeonggi that is, and will always be, the heart of the Land of the Morning Calm.

For more information: www. visit 2005.com

1. Everland
   Everland is an integrated theme park and now the world’s 7th most-visited theme park. It has a zoo, a children’s park, sleigh slopes, an amusement park, and botanical gardens, all of which are located on 3,700 acres of land.

2. Korean Folk Village
   The Korean Folk Village is one of five major outdoor folk museums in the world, and one of the most popular destination for foreign tourists in Korea. A wide assortment of residential structures, from the straw-thatched cottages of commoners to the 99-room home of the noble class, have been re-created to help illustrate the diversity of traditional Korean culture.

3. KINTEX
   A world-class trade exhibition center has opened its doors in the city of Goyang. A joint project by Gyeonggi Province, Goyang and the Korea Trade Promotion Corporation (KOTRA), the Korea International Exhibition Center (KINTEX) is a space dedicated to international trade exhibitions. It has opened a new chapter in Korea’s exhibition industry with both its scale and state-of-the-art facilities. It is a widely known fact that exhibitions, as a comprehensive marketing tool, are now leading the way for a country’s development and international competitiveness. In step with the global trend, KINTEX will become an exhibition hub not only in Korea but the wider Northeast Asian region.

4. Suwon World Cup Stadium
   The Suwon World Cup Stadium was used for soccer matches of the 2002 FIFA World Cup. It is equipped with ultramodern features and has a seating capacity for more than 40,000 people.

5. Icheon Ceramic Festival
   Korea’s biggest ceramic festival is held in Icheon, Korea’s ceramics center. There are about 250 kilns in this town and visitors can witness first-hand the process of creating some of the world’s finest ceramics artwork. Festival-goers may also have the unique experience of creating their own celadon or white porcelain pieces. (April 23 - June 19, 2005)

6. DMZ
   DMZ is a buffer zone to prevent an armed conflict after the armistice agreement. There are some restrictions on troops staying, weapon disposition, and military installation in DMZ. Once DMZ has been established, what it has already had should be removed. DMZ of Korea is established on 27 July, 1953 in accordance with ‘The Armistice Agreement about military truce of Korea’. It is 248km long and 2km width on each side, south and north. From the law point of view, DMZ is essentially under the control of an international law. Therefore, it is supervised by the organization that is founded by the international law.

For more information: www. visit 2005.com
Observations on International Tourism Communications

This report is based on the First World Conference on Tourism Communications – TOURCOM (Madrid, Spain 29-30 January 2004). The publication is a compilation of speeches and presentations by professional communicators in tourism, including directors of national tourist boards or administrations, representatives of private sector and prominent journalists. It also brings concise information on Tourism Enriches campaign and TOURCOM Network of Communications experts.

Rural Tourism in Europe: Experiences, Development and Perspectives

WTO considers that there is an important market potential for rural tourism. With an expected growth rate of around 6% rural tourism is developing faster than the overall growth rate for international tourism arrivals. Due to its special importance for the European region, three seminars were held in Belgrade (Serbia), Kielce (Poland) and Yaremcha (Ukraine) to focus on three major issues: · To contribute to a better understanding of rural tourism and to offer additional tools for planning and execution of initiatives · To enhance the importance of rural tourism in the agendas of governments and international organizations · To generate political and financial support for the development of rural tourism

Statistical Data in Excel Format

For the first time also available a CD-ROM including all statistical data in separate Excel files (one per country). Each CD will be produced once it has been ordered to include the latest updates! This CD is the ultimate tool for tourism research as it provides the most current data for more than 213 countries and territories around the world. By combining our different sources of tourism data, we enable users for the first time to carry out complex market analysis in an efficient and accurate way. Includes: Data on arrivals/nights of tourists and visitors basic indicators related to tourism activities. The CD-ROM provides all statistical data in separate Excel files (one per country) and is produced once it has been ordered so as to include the latest data!
The tourism industry is continuing to benefit and expand from the increase in national and international tourism. This growth in tourism means that career opportunities are numerous and tourism graduates are in high demand to shape the future of the industry. The College of Hotel and Tourism Management at the Kyung Hee University was established to fulfill this demand. The curriculum of the college reflects both a national and international context for students’ career in tourism. Students will develop their interest in tourism and language and combine them with current management practices to help them take an expansive view of the industry. Students will gain an understanding of tourism in its widest sense, developing analytical skills, managerial specialties and foreign language proficiency.

The College of Hotel and Tourism Management comprises four majors – Hotel Management, Tourism Management, Tourism English Interpretation, and Tourism Japanese Interpretation - and three departments - Department of Convention Management, Department of Food Service Management, and Department of Culinary Science and Arts.

The College of Hotel and Tourism Management has three educational objectives:
(1) to systematize the theory of tourism development as a separate academic field; (2) to provide students with broad knowledge and theory on the tour spot development so that they can work as competent experts on tour development; (3) to cultivate competent work force who can contribute to efficient tour administration and the establishment of tour policies as well as those who can play a major role in the tour industry and other related areas.

The College enjoys faculty members with varied backgrounds, interests and experiences. This variety allows for a broad range of learning experiences for students, and relationships with many organizations, including other university units, governmental agencies, profit and non-profit enterprises and professional organizations. The College will capitalize on this strength to further its teaching, research, and outreach objectives.

Graduates will have ample job opportunities in the areas of hotels, travel agencies, airlines, resorts, conventions, casinos, etc, along with national tourism bodies. Moreover, graduates can find their jobs at consultant firms for tourism marketing and development and at research institutes. It is believed that graduates will have a bright future prospect if they show their strong qualification in foreign language and management.

Contact
Tel: +82-2-961-0802~3 Fax: +82-2-964-2537
Website: http://www.khu.ac.kr E-mail: khsc1600@khu.ac.kr
Memorandum of Understanding

WTO made a decision to publish this Newsletter last year. Kyung Hee University has accepted the responsibility for this assignment with the support of the Ministry of Culture and Tourism, Republic of Korea.

According to the MOU of the “Publication of WTO Asia Pacific Newsletter”, this newsletter will be distributed to Asia Pacific member countries quarterly. Non-members of WTO Asia Pacific can receive this publication for cost plus shipping fee.
Call for Your Contributions

The WTO Asia Pacific Newsletter will cover your destination, including attractions, tourism performance, conference reports and special events, etc.

We are waiting for your valuable opinion and input for the successful WTO Asia Pacific Newsletter.

Please contact us for any inquiry.

Contact
Professor Chulwon Kim, Ph. D.
TEL: 82-2-961-0816
FAX: 82-2-959-7459
Email: kimcw@khu.ac.kr
Kyung Hee University
1 Hoegi-dong, Dongdaemun-gu, Seoul, Korea, 130-701
The World Tourism Organization (WTO/OMT), a specialized agency of the United Nations, is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and practical source of tourism know-how.

The WTO’s membership is comprised of 144 countries, seven territories and more than 300 Affiliate Members representing the private sectors, educational institutions, tourism associations and local tourism authorities.