

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

Chiang Mai, Thailand, 4 May 2012

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**UNWTO COMMISSION FOR EAST ASIA & THE PACIFIC**  
**UNWTO COMMISSION FOR SOUTH ASIA**  
**Twenty-fourth Joint Meeting**  
**Chiang Mai, Thailand**  
**4 May 2012**

**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 programme of work for 2010-2011
  - 5a – UNWTO Global initiatives
    - Tourism Towards 2030
    - Publications (general use of publications, e-library, new publications)
    - Use of UNWTO logo and its institutional image
    - Product Portfolio
  - 5b – Regional Perspective
    - Regional Activities (Member States and Affiliate Members)
    - Activities of the UNWTO Regional Support Office for Asia and the Pacific
    - Country brief by Thailand and general discussion on regional tourism trends
6. Progress report on the implementation of the Programme of Work for 2012 - 2013
7. Election of candidates to represent each commission on the Programme and Budget Committee
8. Partnership Initiatives
  - UNWTO/Hong Kong Polytechnic University Scholarship Programme
  - TPO
  - Intervention of Affiliate Members
  - UNWTO/ADB Collaboration
  - CNN Task
9. Place and date of the twenty-fifth joint meeting of the two commissions

## **PREAMBLE**

1. The twenty-fourth joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia was held in Chiang Mai, Thailand on 4 May 2012. It was held in conjunction with the *UNWTO High-level Regional Conference on Green Tourism*.

2. The meeting was chaired by **Malaysia** and co-chaired by **India**. There were **fifty-one** participants representing Australia, Bhutan, Brunei Darussalam, Cambodia, China, Fiji, Hong Kong (China), India, Indonesia, Japan, Laos, Macao (China), Malaysia, Maldives, Mongolia, Nepal, Philippines, Republic of Korea, Sri Lanka, Thailand, Timor Leste and Vietnam. Fifteen Affiliate members from China, Iran, Hong Kong, Macao (China), Malaysia, the Republic of Korea and Thailand were also represented. In addition to these, participants from other member States (i.e. the Czech Republic and Poland), non-member States (i.e. Myanmar) as well as International and Regional Organizations also attended the event. The Chairman of PATA joined the meeting upon a special invitation of the Secretary-General. A list of participants with the names and contact details of all attendees is attached.

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## **DECISIONS**

### **ADOPTION OF THE AGENDA**

Agenda item 1 (document CAP/CSA/24/Prov.Ag.)

3. The two commissions adopted the proposed agenda with minor sequential changes. The final agenda of the meeting is located on page 2.

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### **COMMUNICATION OF THE CHAIRMAN**

Agenda item 2 (document CAP/CSA/24/2)

4. The **Chairman** of the joint Commission (**Malaysia**) expressed his appreciation to the Commission for East Asia and the Pacific (CAP) for supporting the election of Malaysia as the Chair of the Commission for the next two years. This decision was taken during the 49<sup>th</sup> Meeting of the Commission in the Republic of Korea during UNWTO's 19<sup>th</sup> General Assembly. He also thanked Thailand for chairing the Commission successfully for the previous two terms and conveyed Malaysia's desire to build upon the strong foundation Thailand laid during its tenure.

5. The Chairman expressed satisfaction with the fact that the Asia-Pacific region has emerged from the recent global economic downturn as one of the strongest tourism regions in the world. This is reflected positively in the double-digit growth recorded in several countries in the ASEAN region as a result of a sustained outbound travel demand from China and India. With regard to Malaysia, even though it experienced slower growth in 2011, it recorded a new record high of 24.7 million international tourist arrivals thus maintaining its position as the 9<sup>th</sup> most visited country in the world.

6. He concluded his remarks calling on the two commissions to step up on their collaboration with each other in areas such as human resource development, marketing and promotion, green tourism and community-based tourism.

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### **COMMUNICATION OF THE CO-CHAIRPERSON**

Agenda item 3 (document CAP/CSA/24/3)

7. **India**, the Co-Chairman of the joint commission stressed the importance of the tourism industry and the need for it to have its rightful place on countries' political and economic agendas. Given that in the on-going global economic crisis the creation of jobs is a top priority for many governments, the Co-Chair appealed to the two commissions to make tourism the main item on their countries' national development agendas because of its great job-creation potential.

8. The Co-Chairman went on to say that tourism contributes 5 per cent of the world's GDP, is one of the 5 top foreign exchange earners in over 150 countries and the top generator of foreign exchange in about 60 countries. In 2011, world tourism performed better than expected with South Asia registering an 8 per cent growth over the previous year. **Bhutan, Maldives and Sri Lanka** were the star performers clocking up double-digit growth rates. India, one of the major emerging world economies recorded 8.9 per cent growth with 6.9 million international tourist arrivals. Growth in domestic tourism was equally remarkable. It contributes three-fourths of the total contribution of the tourism sector to the Indian economy.

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### **PRELIMINARY REMARKS BY THE SECRETARY-GENERAL**

Agenda item 4 (document CAP/CSA/24/4)

9. The Secretary-General thanked Thailand for its warm hospitality, greeted all the delegates from the two commissions and extended a warm welcome to Myanmar for joining the Joint Commission as an observer. He expressed satisfaction at seeing a sizeable representation of Affiliate members and industry partners and the fact that the 24<sup>th</sup> CAP-CSA Joint meeting was the meeting with the highest turnout in terms of the number of participating countries.

10. His remarks covered four main areas: a review of the international tourism trends in 2011 and prospects for 2012, the Organization's on-going efforts to mainstream tourism in the global agenda, the implementation of the Organization's programme of work, as well as the administrative and financial situation of the Secretariat.

11. International tourist arrivals grew by 4.4% in 2011 to 983 million up from 939 million in 2010. The year was characterised by a stalled economy, major political changes in the Middle East and North Africa and the catastrophic earthquake and tsunami in Japan, which impacted on Asia's performance and that of the world at large. In spite of these challenges, overall results were above expectations. Advanced economies grew slightly higher than emerging economies mainly due to strong growth results in Europe whose economy had been paradoxically ailing.

12. Asia and the Pacific and Europe were the best performing regions in 2011 growing by 6.1 and 5.8% respectively – higher than the world average (4.4%). With 12 million more tourists, Asia-Pacific region reached a total of 217 million international tourists. South Asia and South East Asia led the growth largely due to strong intra-regional flows.

13. The year 2012 will see international tourist arrivals crossing the 1 billionth threshold. UNWTO's forecast shows that growth will be at a slower pace. In the Asia-Pacific region, UNWTO's forecast points to a growth between 4% and 6% in 2012. Worldwide, international tourist arrivals grew by 5.7% in the first two months of this year. Growth was positive in all regions, with the exception of the Middle East (-1%), where there were nonetheless encouraging signs of recovery, such as in Egypt which recorded +32% in the first quarter. South-East Asia and South Asia (both at +10%) led growth by sub-region.

14. In spite of the overall positive prospects, uncertainties persist with regard to high unemployment – especially among the youth. ILO indicates that national debts are increasing countries' appetites for taxes on travel. There is also a shortage of credit for hospitality investment, as well as rising oil and food crisis which will possibly cause a repeat of the 2008-2009 experience.

15. UNWTO launched the **Global Leaders for Tourism campaign** jointly with WTTC at the beginning of 2011 to garner the support of Heads of States and Governments for travel and tourism's importance to countries' economic growth and development and its relevance in the on-going global challenges. The campaign involves the presentation of an Open Letter to Heads of State and Governments worldwide – a letter outlining the aforesaid importance of tourism. As of the beginning of May 2012, **27 leaders** had joined the Campaign **nine** of whom are from the **Asia-Pacific** region: namely **Brunei, China, Indonesia, Malaysia, Myanmar, Philippines, Republic of Korea, Thailand** and **Vietnam**. Seven more countries are expected to join within the coming months including Australia and Mongolia.

16. The **T.20** is a members-driven initiative and part of UNWTO's efforts to mainstream tourism in the global agenda. After its first three meetings in South Africa, the Republic of Korea and France, the T.20 will hold its 4th Meeting in Mexico from 15-16 May. It will be the first meeting to be officially part of the G.20 calendar. While focusing on tourism as an alternative to job creation, the meeting will particularly look into how visa facilitation can act as a lever to stimulate demand and create jobs.

17. UNWTO is very appreciative of the role the **Republic of Korea** and other member countries have played in lobbying with the Organization for the inclusion of tourism in the draft outcome of Rio+20 (the UN Conference on Sustainable Development) and of the Ocean Pact - a major initiative within the Rio+20.

18. UNWTO has identified travel facilitation, taxation and consumer protection as key policy issues to address in 2012. We have produced a study which shows how much countries would increase their tourist flows if they eased up on travel restrictions. Some European countries (i.e. United Kingdom, Germany and Austria) have been levying heavy taxes on travel. Recent cases of stranded tourists, ash clouds and bankruptcy of some travel organisers and the accompanying problems they have brought in their wake have created the need for procedures to follow in situations such as these.

19. In response to, and mandated by the 19th session of the General Assembly, the Secretariat has set up a Working Group on the Protection of Tourists/Consumers and Travel Organizations to draft an international convention for the protection of both parties. The convention will be the first

legally-binding instrument to be proposed by UNWTO, highlighting the growing relevance and recognition of the tourism sector.

20. Apart from consumer protection, the Secretary-General also briefed the commissions about UNWTO's three other special initiatives and projects that have been further advanced during the period under review. These include the Hotel Energy Solutions, Knowledge Network and Development and Cooperation Project. The **Hotel Energy Solutions** project is aimed at reducing energy consumption by 20%. The **Knowledge Network** currently consists of 122 knowledge-based tourism-related institutions, organizations and universities from the public and private sectors of the Affiliate Members programme. UNWTO aims at strengthening the capacity of the Network as an extensive research body of UNWTO to support innovation in policy, governance and other areas of tourism; The **Development and Cooperation** project is an European Commission initiative which has sought UNWTO's assistance in order to produce a Guidebook on Sustainable Development as an engine for development, trade in services, job creation and poverty reduction.

21. The Secretary-General concluded his remarks with a brief on programme of work as well as administrative and financial matters of the Organization. He mentioned the main highlights of the 58 events that the Secretariat has carried out within the period under review in addition to technical cooperation and ST-EP projects.

22. As part of the newly introduced programme-based distribution of posts, more attuned to on-going and emerging needs of the Organization, a human resource career training programme is currently under way in the Secretariat. It is aimed at opening new perspectives to staff members on board by providing them with career growth options and incentives.

23. The Secretariat appreciates efforts made by the large majority of Member States to fulfill their financial obligations and, in some cases, to advance the payment of accumulated arrears, particularly in the current economic context. However, the main issue faced during this period has been the challenge of transforming a zero nominal growth into an opportunity to further rationalize expenditure and programme delivery – a situation which could jeopardise outputs or quality if continued into the current 2012-2013.

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## PROGRESS REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK FOR 2010-2011

### UNWTO Global Initiatives

#### Agenda item 5a

- **Tourism Towards 2030**

(Document CAP/CSA/24/5a\_Towards 2030)

- **Publications (general use of publications, e-library, new publications)**

(Document CAP/CSA/24/5a\_Publications)

- **Use of UNWTO logo and its institutional image**

(Document CAP/CSA/24/5a\_UNWTO image)

- **Product Portfolio**

(Document CAP/CSA/24/5a\_Product portfolio)

24. The joint meeting noted with satisfaction the progress made in the implementation of the general programme of work for 2010-2011 as contained in the above working documents.

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### **Regional Initiatives**

Agenda item 5b

- **Regional Activities (Member States and Affiliate Members)**  
(Document CAP/CSA/24/5b\_Regional activities)
- **Activities of the UNWTO Regional Support Office for Asia and the Pacific**

(Document CAP/CSA/24/5b\_Support Office)

- **Country brief by Thailand and general discussion on regional tourism trends**

25. This item covered activities that have been undertaken by the Organization in the region since the 49<sup>th</sup> CAP and the 53<sup>rd</sup> CSA Meeting which took place within the framework of UNWTO's 19th General Assembly in Gyeongju, Republic of Korea, in October 2011. On-going activities and those scheduled for the immediate future include, among other things, a new study on domestic tourism, a joint study between UNWTO and Tourism Australia on South-East Asia as a source market for the world, UNWTO's Asia-Pacific Executive Training Programme next June in Bhutan, the 4<sup>th</sup> World Ecotourism Conference in the Republic of Korea and the first Global Tourism Economy Forum in Macao, China in September.

26. 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. In addition to the activities, the Office informed the Joint commission about its desire to collaborate more extensively with their countries in projects they plan to undertake.

27. As the host country, Thailand opened the discussions on the last sub-section under item 5b with a presentation on its tourism performance in 2011. This was followed by general discussions on regional tourism trends in which all member States present as well as the Affiliate members in the region participated.

28. A common thread that ran through the discussions was the fact that the majority of the countries present registered positive growth rates in their international tourist arrivals. Fastest growth was reported by Bhutan, Sri Lanka, Cambodia, Thailand, Vietnam and the Maldives. Apart from that, the main issues about the discussions that are noteworthy are the following:

29. **Thailand:** Despite facing the biggest flooding ever seen in the last fifty years for over four months, arrivals grew by approximately 19.8% registering 19 million international tourists and USD 25 million in receipts. Inter-ministerial collaboration and public-private partnership played a crucial role in overcoming the crisis. Apart from the foregoing, Thailand requested UNWTO to begin to pay attention to youth tourism.

30. **Nepal** requests assistance with the diversification of its tourism products. Mountaineering constitutes its main tourist attraction; however, there is a general lack of other tourist activities. Also, travel advisories are having a severe impact on Nepal's tourist flows for which it request UNWTO's intervention.

31. **Japan:** As a result of the catastrophe it suffered in March 2011, the number of international visitors to Japan reduced to – 63% in April 2011 as compared with that of the previous year. However, the downturn was contained by vigorous promotional activities.

32. **Hong Kong:** International tourist arrivals crossed the 40 million mark (41.9 million) for the first time in 2011 with an increase of 16.4%. In order to capitalise on the growth of cruise tourism in the region, Hong Kong is in the process of building a world-class cruise terminal which is scheduled to begin operation by mid-2013.

33. **Maldives:** China continues to top its arrivals. By region, Europe had the biggest share in terms of arrivals thus bucking the trend of previous years when the Asia-Pacific region overtook Europe as Maldives' strongest source market.

34. **Macao:** Macau Government Tourist Office has been working extensively to diversify Macao's tourism product, explore new markets and attract more travellers. These efforts have shown encouraging results with the number of visitors to Macao increasing consistently over the past few years. Also, measures have been taken to position Macao as a world centre of tourism and leisure.

35. **Sri Lanka:** Sri Lanka designated 2011 as 'Visit Sri Lanka' year. This helped to attract more tourists from markets such as China, Japan and Russia. Sri Lanka Tourism launched a comprehensive National Tourism Strategy for 2011-2016, targeting all aspects of tourism development. The main objective of the strategy is to position Sri Lanka as one of the most sought-after tourist destinations in the region.

36. **Philippines:** With the completion of the National Tourism Development Plan (NTDP) for the period 2011 to 2016, Philippines' tourism industry anticipates a more robust growth, especially as new policy reforms are implemented and convergence initiatives are firmed up between the Department of Tourism (DOT) and national government agencies. In addition, the completion of the new tourism slogan "It's more fun in the Philippines", which was launched in early 2012, will draw more attention to the Philippines as a destination and propel growth in visitor arrivals.

37. **Malaysia** sees the need to reposition itself and is currently targeting special market segments as well as business tourism and working on making the country a duty-free shopping destination. Facilitation of travel has become an important policy issue.

38. **Brunei** is currently implementing its 5-year Tourism Master Plan which focuses on Nature and Culture & Islamic Tourism. Through the implementation of the various activities and projects aligned for the next 5 years of the plan, Brunei's tourism industry will contribute significantly to the nation's economic, employment, educational and future development. It is also envisaged that through this Master plan Brunei will become known as one of the world's most popular and unique



tourist destinations in the world boasting pristine and green environment and recognized for its cultural history, rich traditions and Islamic heritage.

39. **Cambodia:** In order to facilitate travel, Cambodia is issuing visas on arrival, border passes, E-visas and visa exemptions for especially some ASEAN countries. It has also opened up border checkpoints with neighbouring countries and is improving its transportation and infrastructure network.

40. From 2011, **China's** tourism sector began to follow the government's policy of "turning tourism into a strategic pillar industry of the Chinese economy and a modern service industry with improved public satisfaction. It maintained stable and robust growth by expanding tourism consumption, improving tourism services, and advancing reform and innovation. Domestic tourism has grown remarkably over the past 20 years to the extent that it shares tourist attractions and areas meant for the entertainment of inbound tourists. However, it is a challenge to collect statistical data on domestic tourism for which UNWTO's assistance is needed. China inaugurated its first edition of China Tourism Day in 2011 following the principle of sustainable tourism and green tourism.

41. The Representative of China sought the support of the Joint Commission for the ratification of the Chinese language as one of the official languages of UNWTO. She reminded them that the decision about this issue was adopted during the 17<sup>th</sup> General Assembly in Colombia in 2007. Even though some countries have already officially communicated their ratification to the Secretariat or the Ministry of Foreign Affairs of the Government of Spain (which is the Depository of UNWTO's statutes), others have yet to do so.

42. **Indonesia:** In 2011, Indonesia launched its *National Master Plan of Acceleration and Expansion of Indonesian Economic Development 2011-2025* which aims at boosting sustainable economic growth. The Master Plan has identified 50 national tourism destinations which have been earmarked as tourism development areas until the year 2025.

43. **India** emphasised how crucial air connectivity is to increase tourist volumes and requested that the Secretariat undertook a study on this subject with particular reference to South Asia.

44. **Vietnam** has launched its new logo and slogan – *Vietnam Timeless Charm* to boost its national tourism promotion and marketing. Its *Strategy for Tourism Development to 2020 with Vision to 2030* was approved by the Government in December 2011. A master plan based on this strategic move has just been initiated.

The Secretary-General concluded the discussions with the following observations:

45. **Domestic Tourism:** Much as UNWTO has advanced in the development of the Tourism Satellite Account, we have yet to design the right tools for the measurement of domestic tourism. For that reason, each country is currently measuring its domestic tourism flows with its own statistics tools. The measurement of domestic tourism is more complicated and requires painstaking efforts with regard to issues such as hotel accommodation and airline booking.

46. **Air connectivity and travel facilitation:** The example of Turkey is one which demonstrates how crucial hassle-free visa issuance and open-sky policies contribute to increasing tourist arrivals

and receipts. In world ranking, Turkey currently occupies the 6<sup>th</sup> position in international tourist arrivals with 29 million tourists which accounted for USD 24 billion. These remarkable results are due partially to granting visa-on-arrival to Russian tourists.

47. **Travel Advisories:** A declaration issued during the 18<sup>th</sup> General Assembly in Kazakhstan in 2009 and adopted unanimously by all participating countries emphasised that travel advisories must be time-bound and geographically demarcated. UNWTO continues its efforts to remind countries about the need to revise or withdraw these travel advisories when situations have improved in order not to destroy the chances of countries (that have been issued these advisories) to attract more tourists.

48. **Youth travel:** The Secretariat in collaboration with its Affiliate member - the World Youth Student and Educational Travel Confederation (WYSE Travel Confederation) has released a report entitled *The Power of Youth Travel* which reviews the economic, social and cultural aspects of youth travel. In its findings it has come to light that the global youth travel industry represents approximately 190 million international trips per year. By 2020, UNWTO's forecast estimates that international youth trips will account for about 300 million of global travel per year. And given that young travellers spend more and stay longer, their economic contribution to countries' international tourist receipts will be quite significant.

49. **Ratification of the Chinese Language:** The Secretary-General informed the Joint Commission that it takes at least the agreement of two-thirds of the member countries of the Organization for the adoption of the decision to be ratified. He also pointed out that Chinese is one of the official languages of all UN organizations except UNWTO.

50. The Secretary-General then echoed the request of China and urged member States to expedite the process of ratification.

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## **PROGRESS REPORT ON THE IMPLEMENTATION OF THE PROGRAMME OF WORK FOR 2012-2013**

Agenda item 6 (document CAP/CSA/24/6)

51. Members were informed about the main activities undertaken by the Organization in the first four months of 2012. Apart from these, reference was made to how the use of electronic formats and of the internet has particularly influenced the production and dissemination of publications. The Secretariat is in the process of adapting to this situation in order to rationalize its production of publications and make it more effectively available for its Members.

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## **ELECTION OF CANDIDATES TO REPRESENT EACH COMMISSION ON THE PROGRAMME AND BUDGET COMMITTEE**

Agenda item 7 (document CAP/CSA/24/7)

52. The Secretariat informed the Joint Commission that a resolution was adopted during the 19<sup>th</sup> General Assembly (Republic of Korea) to merge the Programme Committee (PC) and the Committee

on Budget and Finance (CBF) into a single committee: the Programme and Budget Committee (PBC). One member had to be elected from the Commission for South Asia (CSA) and another from the Commission for East Asia and the Pacific (CAP) to represent the two regions on the Committee. **Malaysia** and the **Maldives** were elected to represent CAP and CSA respectively. Two more members will be selected from the member States of CAP and CSA who sit on the Executive Council.

53. Members were further informed that the term of PBC Members elected during the Regional Commission meetings shall be four years, starting and ending at a General Assembly. The term of office of the first committee members appointed will be until the 2015 General Assembly. It is also to be noted that if a PBC member elected by a Regional Commission were to become a member of the Executive Council, its term on the PBC would automatically come to an end, with the Regional Commission electing a replacement for the remaining part of the term.

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### **PARTNERSHIP INITIATIVES**

#### Agenda item 8

- UNWTO/Hong Kong Polytechnic University Scholarship Programme
- TPO
- Intervention of Affiliate Members
- UNWTO/ADB Collaboration
- CNN Task

54. Following the 19th General Assembly in the Republic of Korea in October 2011, the Organization has been taking steps to strengthen the **Affiliate Members'** sense of belonging and to reinforce systems of mutual collaboration with both regional and operational programmes of UNWTO.

55. A new Board was constituted in March 2012 after elections during which there was a reform of the Rules of Procedure of the Affiliate Members. The reformed Rules set out a new and more transparent means of selecting the body that represents the voice of the private sector in UNWTO. For the first time, voting was done by post and in person. The new Board is made up of 23 members. Asia-Pacific region is represented by its two **Vice Chairmen: DiscoveryMice and Korea Tourism Organization.**

56. According to its work plan for this year the first Global Conference of Affiliate Members will be held in Istanbul, Turkey, from 14-16 November to debate specifically on the theme of urban tourism.

57. The two commissions decided that future joint commission meetings will include a separate agenda item on Affiliate Members to reflect the increasing importance of public and private sector partnership.

58. **Hong Kong Polytechnic University's School of Hotel and Tourism Management (SHTM)** (an Affiliate member of UNWTO) occupies the second position globally as one of the leading providers of hospitality and tourism education. In line with its commitment to support human resource capacity-building in tourism in the Asia-Pacific region, STHM is offering one Ph. D scholarship to a qualified official from the region for a 3-year study period. In addition to this, the School is also

offering two NTO officials the opportunity to join a pioneering UNWTO Executive in-Residence Programme at Hong Kong Polytechnic University's world-class hotel and tourism school in order to broaden their knowledge about tourism and tourism-related fields of study.

59. **TPO:** The Secretary-General of Tourism Promotion Organization for Asia-Pacific (TPO) (an Affiliate member of UNWTO) apprised the two Commissions of the establishment, objectives and activities of the Organization. It was founded in Fukuoka (but is now based in Busan) to promote inter-city cooperation in tourism and the promotion of the tourism cities of its members. Its membership includes 70 major cities in the region.

60. **IFT- Instituto de Formacao Turística** (Institute of Tourism Studies of Macao, an Affiliate Member of UNWTO): The Vice-President informed the Joint Commission that the Institute trains about 20,000 local professionals annually. She thanked UNWTO for giving a one-year internship opportunity to one of its graduates at its Secretariat.

61. **UNWTO/ADB Collaboration:** The Asian Development Bank (ADB) under its technical assistance programme has been working with Bangladesh, Bhutan, India and Nepal since 2001, and since 2006 in the case of Sri Lanka to promote the development and marketing of cultural heritage and nature-based tourism circuits and products.

62. In support of this sub-regional cooperation in South Asia, UNWTO and ADB have agreed to join hands to initiate a broad framework of collaboration, which will be in support of the sub-region in marketing, heritage safeguarding, knowledge and experience-sharing and capacity-building. A letter of Intent is pending signature by the two Organizations to govern their cooperation in South Asia.

63. **The CNN Tourism Advertising and Solutions Knowledge (TASK) Group**, established 5 years ago (when the global financial crisis started), is committed to the growth and development of nations through tourism. It has been one of UNWTO's media partners for the past 4 years in positioning tourism as a crucial tool in the recovery from the global economic crisis. Its team of tourism experts supports CNN's clients in destination branding and crisis management. For the organisation of mega events, CNN Task partners with tourism leaders the world over to ensure that the host city/nation is able to leverage all opportunities of tourism growth at all stages of the event.

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

Agenda item 9 (document CAP/CSA/24/9)

64. The Secretariat reminded the members that the next Joint meeting of the two Commissions will have to take place in South Asia following the decision on the rotational rule that was taken in 2005.

65. The Commissions were further informed that as of the day of the meeting India was the only country that had presented its candidature as host for the meeting. India confirmed its interest and was elected as the host of the 25<sup>th</sup> Joint meeting of the Commission for East Asia and the Pacific and the Commission for South Asia which will be held during the first half of 2013.

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66. The Secretariat and the Chairman of the Joint Meeting expressed their appreciation to the Government of Thailand for the excellent arrangements provided for both the Commission meeting and the Conference.

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