



CSA/CAP/19/DEC

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

Islamabad, Pakistan, 25 April 2007

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UNWTO COMMISSION FOR SOUTH ASIA AND
UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
Nineteenth Joint Meeting
Islamabad, Pakistan
25 April 2007

AGENDA

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9. Place and date of the twentieth joint meeting of the two Commissions

PREAMBLE

1. The nineteenth joint meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific was held in Islamabad, Pakistan on 25 April 2007. The joint meeting was held in conjunction with the 49th meeting of the UNWTO Commission for South Asia, the 45th Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Asia-Pacific Conference on Low Cost Carriers.

2. The meeting was chaired by **Pakistan** and co-chaired by **China**. There were forty-seven participants representing Australia, Cambodia, China, Fiji, India, Indonesia, Islamic Republic of Iran, Japan, Malaysia, Pakistan, Philippines, Republic of Korea, Sri Lanka, Thailand and Vietnam. The Associate Member, Hong Kong SAR as well as other Member States from Croatia, Egypt, Georgia and Kazakhstan were also represented. A list of participants is attached.

DECISIONS

ADOPTION OF THE AGENDA

Agenda item 1 (document CSA/CAP/19/Prov.Ag.)

3. The Secretariat requested that one more item be added to the provisional agenda to replace item 8. This item would be an update of UNWTO's STEP initiative which would be presented by the representative of SNV Netherlands based in Nepal. Therefore the original item 8 which was "place and date of the 20th meeting of the Commission" on the provisional agenda became item 9 on the agenda.

4. The provisional agenda was **adopted** with these modifications and the final agenda of the meeting is located on page 2.

COMMUNICATION OF THE CHAIRMAN

Agenda item 2 (document CSA/CAP/19/2)

5. **Pakistan**, the Chairman of the two Commissions thanked the members for granting Pakistan this valuable opportunity. The Chairman expressed his satisfaction that Pakistan's chairmanship of the meeting of the two commissions had coincided with Visit Pakistan Year. This, he said, would bring about awareness of Pakistan's tourist products. He went on to give an overview of Pakistan's tourism performance for the year 2006 and the factors that have contributed positively to this. Finally, he encouraged fellow member States to seek areas of cooperation with each other in order to combat common problems such as poorly perceived tourist image and fierce competition.

COMMUNICATION OF THE CO-CHAIRMAN

Agenda item 3 (document CSA/CAP/19/3)

6. **China**, the Co-Chairman of the joint Commission expressed satisfaction at the fact that tourism in Asia and the Pacific region had maintained a sound growth momentum in spite of unfavourable conditions such as wars, terrorist attacks, increase in fuel prices, health scares and

natural disasters. He went on to praise UNWTO's remarkable role in the development of world tourism since its establishment 60 years ago. This has played an instrumental role in UNWTO's transformation into a specialised agency of the United Nations – a situation which has greatly enhanced tourism's status within the international community. He was particularly impressed by the Organization's achievements with regard to the ST-EP initiative, as well as its commitment to quality and excellence which will soon result in the establishment of the UNWTO Centre of Excellence for Destinations. He also expressed the great importance that China attaches to its cooperation with UNWTO and attributed China's remarkable progress in the field of tourism to this cooperation. Finally, he urged fellow members of the two commissions to reinforce cooperation between themselves especially in the face of their common challenges, in order that tourism in Asia and the Pacific region, which is already on a very good track, will enjoy an even stronger growth.

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 4 (document CSA/CAP/19/4)

7. The remarks of the Secretary-General of the World Tourism Organization, which was delivered by the Deputy Secretary-General, centred on four major areas: the situation of international tourism, changes in the structure of the UNWTO Secretariat, the financial situation of the Organization and the major activities planned for 2007.

8. World tourism consolidated the growth phase it had entered three years back even in the midst of unfavourable global conditions such as natural disasters, hikes in fuel prices, terrorist attacks etc. All regions experienced growth with Africa leading by +8.1 per cent, followed closely by Asia and the Pacific with +7.6 per cent. In the region, India's performance was particularly remarkable (+12 per cent) doubling that of China. However, in absolute terms China received 49.6 million international tourist arrivals while India recorded 4.4 million. In fact, China overtook Italy as the fourth most visited country of the world in 2004, and as the host of the Olympic Games in 2008, the probability that it will move up to the third position is very high.

9. The effects of September 11 on the United States still linger on. Its image abroad is still tarnished by the cloud of insecurity which potential visitors seem to sense is still hovering. Consequently, while its arrivals are still below pre-September-11 levels, its neighbouring countries are also experiencing a serious dip in their arrival figures because Americans seem to have lost their love for travel.

10. The crises generated by September 11 in addition to health scares, political conflicts, terrorism and natural disasters of these last few years have left their mark on world tourism. Its growth pattern is now more moderate, more solid and more responsible. The double digit growth rate of 2000 and 2004 is going to be difficult to achieve in the immediate future. Growth rates for arrivals of 4 per cent a year will now be the norm. Shocks and crises have become so much a part of everyday living that governments, businesses, consumers and international institutions such as UNWTO have learnt to anticipate and respond effectively to them. Travellers are also taking security concerns in their stride and are treating them as just another consideration when choosing destinations.

11. The Organization has seen an increase in its membership over the last few years and this has resulted in a corresponding rise in our statutory obligations and workload. We have increased the

activities in our programme of work in response to expectations expressed by our members States as well as the obligations which stem from our new status as a specialised agency of the United Nations. This period has also coincided with the challenge of replacing some very seasoned and experienced senior staff members who are due retirement with a younger team which is professionally qualified and capable of building on the foundation built by their predecessors. Some of these are already on board and others have yet to be recruited with due consideration to geographical balance.

12. Consequently, a number of changes have been made / are planned to be made in the organizational and decision-making structure of the Organization in order to reinforce the Management team, to foster internal synergies and to ensure better coordination of the activities of the programme of work. The Management Team which used to be made up of the Secretary-General and the Deputy Secretary-General has been reinforced by the addition of an Assistant Secretary-General and a Director of Programme and Coordination making it a team of four. However, the main changes centre on the division and the content of programme activities which have been better structured because of their grouping into clusters.

13. The good financial situation of the Organization for 2006 was boosted by the payment of contribution arrears by some countries, voluntary contributions by others and the sale of publications through UNWTO's e-library.

14. Major events planned for this year include the Fifth International Forum for Parliamentarians and Local Authorities, (Tunisia, June) immediately after the 80th session of the Executive Council; the second summit on Tourism and Climate, (the technical component shall take place in Switzerland in October and the ministerial segment shall be held within the framework of World Travel Market in London in November). Other events are World Tourism Day celebrations in Sri Lanka on 27 September with the theme "Tourism Opens Doors for Women; the first major conference on Tourism, Intercultural Dialogue and Religions in Spain at the end of October; and the 17th session of the General Assembly in Cartagena de Indias, Colombia, from 22-29 November 2007.

REGIONAL ACTIVITIES - PROGRESS REPORT ON ACTIVITIES OF THE ORGANIZATION IN THE REGION

Agenda item 5a (Document CSA/CAP/19/5a)

15. The Regional Representative for Asia and the Pacific furnished the two commissions with activities the Regional Representation for Asia and the Pacific has undertaken in the region within the period under review and what it has planned for the immediate future.

16. Within the framework of the World Tourism Organization's programme of work for the biennium 2006-2007, the Regional Representation for Asia and the Pacific carried out a number of activities which focused on rural and urban tourism, human resources development, sustainable development of tourism, tourism marketing and poverty alleviation. Meetings organised under these themes include the International Rural Forum of Guiyang in China, the Seminar on Enhancing the Role of Tourism in Socio-Economic Development of Mongolia, the Seminar on Evaluating NTO Marketing Activities in Kuala Lumpur, the UNWTO Executive Training Programme on Sustainable Tourism Development held in Seoul, the Tourism Satellite Account Workshop in Kuala Lumpur, the International Conference on Metropolitan Tourism held in Shanghai and the Workshop on Indicators

of Sustainable Development of Tourism for Destinations in Lombok (Indonesia). During this period, UNWTO also agreed on a non-traditional industry partnership with Tsingdao Brewery Corporation of China to promote and develop sustainable and responsible development of tourism especially in the Asia and the Pacific region.

17. In addition to this, the Secretary-General of UNWTO was invited by China National Tourism Administration to present best tourism city awards to three Chinese cities, namely Dalian, Chengdu and Hangzhou. This culminated in the formulation of the technical criteria and standards for the selection of best tourism cities in China – a joint project between CNTA and UNWTO that has been on-going since 2001. This was with a view to establishing ways by which the quality of operation of individual cities, resorts and other individual locations within China's boundaries could be monitored and improved.

18. The immediate result of the application and implementation of this best tourism cities scheme is competition among cities in China striving for quality and excellence in the development and management of their tourism products and services. It is serving as a tool to harmonise standards of tourism facilities and services throughout China and as a benchmark against international standards. Most significantly, the Best Tourism City Scheme is laying the grounds in the region for its integration into the establishment of the Global Centre of Excellence for Destinations that UNWTO is actively preparing for.

19. Activities planned for the immediate future include the Regional Workshop on Tourism Satellite Account for South Asian Countries in Colombo, the World Tourism Conference in Kuala Lumpur, the World Tourism Day celebrations in Colombo, the Metropolitan Tourism Conference in Busan, (Republic of Korea), the First UNWTO/PATA Tourism Trends and Research Conference in Guilin (China), the Conference on Sustainable Tourism Management at Heritage Sites in Huangshan (China) and a regional study on labour skills.

20. Publications which have been produced within the period under review include the **Seven Asian Market Studies** and a **Study on Low Cost Carriers**. The market studies were the result of an in-depth study UNWTO undertook on the status of leading Asian outbound markets for Asia-Pacific destinations. It was aimed at establishing a clear picture of the present situation and the future potential of each of the markets for Asia-Pacific destinations. Seven studies were carried out to examine the outbound markets of Australia, China, Hong Kong SAR, India, Japan, Republic of Korea and Thailand. The study on low cost carriers was a joint project of UNWTO and Hong Kong Polytechnic University done with the aim to disseminate information on how low cost carriers have become one of the most contemporary developments of the tourism industry in Asia and the Pacific region. Other publications include UNWTO's **quarterly Asia-Pacific Newsletter** and the updated **Tourism Risk Management – Authoritative Guide for Managing Crises and Disasters**.

TOURISM MARKET TRENDS FOR ASIA AND THE PACIFIC IN 2006

Agenda item 5b (Document CSA/CAP/19/5b)

21. In 2006, international tourist arrivals consolidated the strong results of 2004 and 2005. It grew by 4.5 per cent over the previous year, registering a record figure of 842 million. In spite of risks

facing global tourism, such as rising oil prices, terrorism and health scares, 36 million more international tourists travelled in 2006 than in 2005.

22. Asia and the Pacific region was one of the world's best performing regions with 8 per cent increase in arrivals. Several destinations in the region registered double-digit growth. These include Macao, China (+19%), Hong Kong, China (+20%), Cambodia (+20%) and Malaysia (+16%). A major factor contributing to growth within the region was the expansion of Low Cost Carriers (LCCs) and improved direct airline capacity from important source markets such as Europe and the Middle East. 2007 also promises to be a good year in spite of concerns over avian flu.

PRESENTATION ON ACTIVITIES OF UNWTO REGIONAL SUPPORT OFFICE FOR ASIA AND THE PACIFIC

Agenda item 5c (Document CSA/CAP/19/5c)

23. The Commissions were apprised of the activities of UNWTO Regional Support Office for Asia and the Pacific based in Osaka, which aims to promote mutual understanding through international tourism exchange promotions in Asia and the Pacific region. In keeping with UNWTO's ST-EP initiative and the United Nations Millennium Development Goals, the Support Office endeavoured to redirect the attention of Japanese tourists to developing countries in order to boost their tourist arrivals and receipts. A national Seminar on Enhancing the Role of Tourism in Socio-economic Development of Mongolia was organised in Ulaanbaatar in collaboration with the Japanese and Mongolian governments. The main objective of the Seminar was to strengthen the capacity-building potential of Mongolia in the formulation and implementation of appropriate policies and strategies for the enhancement of the role of tourism in socio-economic development. Since its establishment in 1995, the Support Office has organised similar events in Vietnam, Myanmar, Laos, Cambodia and Bangladesh in collaboration with UNESCAP.

COUNTRY REPORTS ON TOURISM PERFORMANCE IN 2006

Agenda item 5d (document CSA/CAP/19/5d)

24. In 2006, International tourist arrivals to **Australia** totaled 5.5 million. This meant an increase of 0.6 % over the previous year. The tourists spent \$A 14.0 billion while in Australia which is 14.7 % more than in 2005. International tourist arrivals increased from China (8.2%), Canada (7.0%), Korea (4.2%), United Kingdom (3.6%), the United States of America (2.2%), and Germany (1.2%). Of the smaller markets, international tourists from India increased (23.1%) up to 83,700 visitors in 2006 alone (compared to 2005 estimates). International tourists decreased from some key markets including Taiwan (15.4%), Malaysia (9.5%), Japan (5.0%), Singapore (4.7%), Thailand (4.2%), Hong Kong (3.1%), and New Zealand (2.1%).

25. One thing Australia did to boost its international tourist arrivals was to launch the Action Plan for Japanese Tourism: Embracing Change report which encompassed recommendations to reinvigorate Japanese tourists to Australia by way of broadening the range of experiences they can have. Australia also staged the Commonwealth Games in Melbourne and implemented the *Australia-India Ministerial Action Plan* and the *National Tourism Investment Strategy* (NTIS). This was meant to

set infrastructure, investment, and policy recommendations for the Australian Government with regard to tourism growth.

26. Australia's current strategy is to change international consumers from "preference to visit Australia" to an "intention to visit Australia". Other strategies include implementing the Australian Government's *Tourism White Paper* relating to investments, emerging markets, and domestic tourism; developing the *National Road Tourism Strategy*; engaging in Air Services Agreement negotiations with key markets; cooperating with the Department of Immigration and Citizenship to improve access and efficiency in visa administration.

27. Cambodia welcomed 1.7 million international visitors in 2006 with an increase of 19.59% over the previous year which generated total tourism receipts of US\$1,049 million. With its tourism development strategies and the improvement of domestic and international cooperation, the tourism industry of Cambodia projects a steady annual growth of 25-30% until 2010 and the number of foreign visitors is estimated to increase to 2.2 million in 2008 and 3.1 million in 2010. Cambodia designed a rectangular tourism development strategy with four prioritized areas, Phnom Penh and its vicinity, cultural and historical sites including Siem Reap Angkor, the coastal zone and north-eastern ecotourism areas. Cambodia focuses on sustainable tourism development anchored in its rich cultural and natural heritage, as well as poverty alleviation, active and creative promotion of tourism, longer stay of visitors, and diversification of destinations. Important initiatives in Cambodia include an open-skies policy (also available in overland and water), facilitation of visa issuance on arrival for foreign tourists, and the policy of strengthening inter-regional tourism.

28. China made a remarkable progress in 2006. Its total tourism receipts amounted to US\$ 112.8 billion. China attracted 125 million inbound visitor arrivals in the year with an increase of 3.9% over 2005. More than 49.9 million foreign tourists stayed at least overnight, which increased by 6.6%. Tourism receipts from foreign exchange reached US\$ 34 million. The number of outbound tourists amounted to 34.5 billion, with an increase of 11.3%. By May 1st 2007, the Chinese government had granted the approved destination status to 132 countries and regions. Outbound group trips are also allowed to operate in 86 countries and regions.

29. The Beijing 2008 Olympic Games and Shanghai World Expo 2010 will provide the greatest opportunity for the development of Chinese tourism. The China National Tourism Organization is planning to launch a new promotion campaign for Shanghai World Expo, while it continues to promote "Olympic Games and Tourism". Thanks to this campaign, China's tourism receipts are expected to reach US\$ 47 billion in 2010. It is expected that this will create 10 million job opportunities with an average increase of 0.5 million each year.

30. Despite the attempted coup in the year 2000 which caused negative publicity and decreased tourist arrivals substantially, Fiji's campaign to promote and provide discounts proved a success to regain its tourism numbers. By re-establishing the Tourism Action Group (TAG) immediately after the coup, Fiji was able to revive its tourism industry. Falling from 400,000 visitors in 1999 to 300,000 visitors in 2000, Fiji has shown great progress by receiving 550,000 visitors in 2005 though it decreased again to 545,000 visitors in 2006.

31. Fiji Islands Trade and Investment Bureau (FTIB) have approved 932 investment projects from January 2005 to November 2006 worth an estimated \$1.8 billion. In addition to tourism projects, these numbers include sectors from agriculture, forestry, education, energy, financial services,

fishing, manufacturing, mining, real estate, transport, communication, and wholesale and retail). However, tourism projects alone accounted for 40% (373 projects), 64% of the project value (\$1.1 billion), and 77% of the forecast jobs (17,327).

32. The tourism sector has stated its goal of a "Billion Dollar" Industry by 2007. The quoted figure of tourism expenditure for 2005 was \$729 million based on the International Visitor Survey (excluding air ticket component); and according to the Tourism Satellite Account's current study for 2005, Fiji has earned \$588 million of value-added economic effect and \$1,278 million of total economic effects). Thus, Fiji expects that when the current TSA study is complete, it is likely to show that Fiji's tourism has already earned the country 2 billion dollars of total economic effect and will reach its target of 3 billion dollars if tourism continues to grow.

33. The Government of Fiji has published its National Export Strategy this year which identifies tourism as one of its Key Exports and envisions itself as "*The Key Inspirational Destination in the Pacific Rim*." Strategies are mostly consistent with its Draft Tourism Development Plan 2007-2016 which intends to develop Fiji's unique product position, to increase competitiveness, to support and encourage new transport linkages for domestic as well as international markets, and to educate their workforce.

34. Tourist arrivals to **Hong Kong** achieved another new record in 2006. It reached 25 million visitors, with an 8% increase from 2005 and total expenditure of US\$15.3 billion (HK\$119.4 billion). Mainland China was still the largest tourist generator that year with arrivals of 13.5 million which is an increase of 8.4% from the previous year. Visitors from top long-haul markets including Europe and Australasia as well as short-haul markets from South and Southeast Asian countries grew steadily throughout the year. Hong Kong's strategies to improve its tourism include enhancing tourist attractions, service quality, promotion, and cooperation with the Mainland China.

35. The Government of Hong Kong (SAR) has been developing new tourist attractions including the Hong Kong Disneyland which opened in September 2005; a show entitled "A Symphony of Lights" launched in December 2005 at Victoria Harbour; the Hong Kong Wetland Park; and the *Ngong Ping 360* which is a cable car system on the Lantau Island.

36. Two other projects underway include the renovation of the 20-year-old Ocean Park with 70 attractions within the period of 2007-2012/13. The second is the construction of a new cruise terminal at the site of the old airport with the first berth planned to be commissioned in 2012. These major projects are expected to transform Hong Kong into a leading regional cruise hub.

37. In 2006, part of the promotion strategy of the Hong Kong Tourism Board (HKTB) was to hold mega events such as the International Chinese New Year Parade, Hong Kong Shopping Festival, and Best of Best Culinary Award. Due to the successful results of last year's mega events, the HKTB will continue to launch similar mega events in 2007. They will also continue to target family visitors, business, and young executives to stimulate growth in tourist arrivals and spending.

38. Hong Kong made efforts to improve its service quality by establishing the Quality Tourism Services Scheme, the Tourist Guide Accreditation System, and the "14-Day 100 Percent Refund Guarantee Scheme" which ensures that travel agents and retailers provide full refund to group tour visitors for purchases made during their shopping activities if arranged by the travel agents.

39. Hong Kong's other strategy is to establish close cooperation with Mainland China due to its location and close proximity. Initiatives include developing and promoting multi-destination itineraries and conducting joint overseas promotion with Mainland China. In view of the excellent performance of the Mainland market, Hong Kong is anticipating a healthy growth for the year 2007.

40. India recorded an impressive growth rate of 13% in 2006 over the previous year. International tourist arrivals amounted to 4.43 million as compared to 3.92 million in 2005. Foreign exchange earnings also grew by 14.6%. From only US\$ 5,731 million in 2005, it grew to US\$6,569 million in 2006. The Tourism Satellite Account (TSA) research results show that tourism in India has contributed 5.90% of the country's GDP and has generated up to 8.8% of its direct and indirect employment.

41. To promote India, the Ministry of Tourism has launched integrated International Media Campaigns covering its leading markets such as Europe, the U.S. and Canada, Australia, the Far East, and the Asia Pacific region. The campaign is aimed at promoting India as a must-see destination, by converting it into a destination for 365 days a year. One of the new specialized themes was 'Chasing the Monsoon' targeted for markets in west Asia. Domestic campaigns are also being done by the ministry but with a focus on culture and natural beauty of different regions, pilgrim sites, and new tourism products such as adventure and rural tourism. These campaigns also aim to highlight the 150th year of India's Freedom Struggle. Another focus was the promotion of sustainable and responsible tourism by launching Social Awareness Campaigns such as those against garbage and graffiti on monuments. Other campaigns launched this year were Pilgrimage in World Heritage Sites to celebrate the 2550 years of Mahaparinirvana of Lord Buddha as well as Yoga and Wellness.

42. Medical Tourism, Rural Tourism, Cruise Tourism, and MICE tourism have also been promoted as new products. As of now, 102 rural tourism infrastructure projects are underway and capacity building programs for 43 rural tourism sites have been started. As for the development of adventure tourism, the Ministry has issued a set of safety guidelines for land, air, and water based activities.

43. These promotions have earned India several awards including various international recognitions such as the World's Leading Responsible Tourism Project for Endogenous Tourism Project by World Travel Awards and the Euro Effies Award for its "Incredible India" campaign. The Association of British Travel Agency has ranked the country as Number 1 amongst 50 top holiday destinations for 2006. India has also been elected to represent South Asia on the Executive Council of UNWTO.

44. The Ministry has allocated about US\$425 million (Rs.1,925.00 crore) for 1,113 tourism schemes throughout the country and US\$113 million (Rs.600.44) for 24 projects to improve infrastructural facilities at tourism sites with emphasis on Buddhist Circuit, Hampi, Mahabalipuram, Attari-Wagah Border, and the North East. The Government has also launched a revised scheme to promote large revenue generating projects due to the Commonwealth Games in July 2007.

45. To meet the rising demand of accommodation, India has approved 146 new hotel projects providing a total of 12,623 rooms. With new investment laws allowing foreign investors to repatriate profit up to 100%, many proposals have been submitted for new projects. Recently, proposals of 29 Foreign Technical Collaborations (FTC) and 20 Foreign Direct Investments (FDI) have been approved by the government. To anticipate empty rooms, the Ministry of Tourism introduced

'Incredible India Bed and Breakfast Establishment' scheme with various house owners at affordable rates. This way, the ministry also aims to give tourists the opportunity to experience Indian culture by staying with Indian families in local homes.

46. India has been developing its transportation infrastructure including the upgrading of roads leading to World Heritage Sites and the introduction of tourist trains in public private partnership. With regard to immigration, India has initiated the issuance of a long term visa up to 5-10 years to every tourist from selected countries. To ensure quick immigration clearance for tourists, Advance Passenger Information System has also been introduced in all Air India flights from various locations to Delhi.

47. International tourism in **Indonesia** has grown significantly despite the Asian Tsunami in 2004 and the Bali bombing in 2005. In fact, tourism in Indonesia almost reached its best-ever tourism year in 2005. However, the bombing in Bali which occurred late in 2005 and the fears of bird flu decreased international tourist arrivals by 6% from 2004 to 2005. Domestic tourism nevertheless continued to grow during that period and is estimated at 112.7 million, which is a 1.25% increase in 2004. By 2005 over 5 million foreign travellers entered the country and even domestic travellers reached 213.3 million, which is an increase of 5.2% from the previous year. Unfortunately, natural catastrophes occurred again in 2006. An earthquake hit Yogyakarta in June 2006 which made the government revise its target to only 5-5.5 million visitors.

48. A large number of Indonesia's foreign market declined in 2005. However, the Netherlands which is one of Indonesia's top markets remained a stable tourist generator throughout 2006. The UK also remained a dynamic market due to its lower fares which was made possible by the introduction of low cost carriers between the two countries. Indonesia also attracted more tourists from India, Malaysia, the Philippines, Thailand, South Korea, and China.

49. Despite the bombing at the end of 2005, at the "Island of the Gods", Bali remains Indonesia's favourite destination for international tourists with a market share of 29.1% of total arrivals to the country. Top markets for Bali are Japan (63.6% out of its total number of arrivals into Indonesia), Australia (62.3%), Taiwan (60.9%), and Europe (52.1%). Market shares of international tourists to Indonesia in 2006 show Bali as the most visited province with 43.58% followed by Jakarta (23.13%), Riau (13.29), East Java (3.71%), Central Java/Yogyakarta (2.54%), Lombok (2.32%), West Java (3.5%), North Sumatera 2.86%, and the rest of the 25 provinces up to 5.07%.

50. Indonesia recorded a downturn of total international tourist receipts from US\$4.52 billion in 2005 to only US\$4,400.8 billion in 2006. However, spending per visit showed a slight increase from US\$904 to US\$913 per visit per person. Average length of stay also increased from 9.05 days to 9.09 days per visit. In addition, revenues of domestic tourism grew to US\$8.8 billion (Rp80 billion) which is an 8.5% increase from 2005.

51. Indonesia's current strategies include strengthening its image after the continuous catastrophes, promote new destinations, attract new markets, and simplify travel to Indonesia. This year, Indonesia has taken the initiative to issue visa on arrivals to 52 countries including the US, Australia, Japan, Korea, China, and most European countries. Up to 11 countries including Brunei Darussalam, Chile, Hong Kong, Morocco, and Peru do not need a visa when staying for less than 30 consecutive days. Another initiative still under study is the possibility of giving free visas to 40

countries all with the aim of stimulating its international tourism. Despite the natural disasters that occurred in recent years, Indonesia is optimistic in its full recovery by 2007 and to reach its target of 6 million.

52. Under the 20-year perspective plan called 'Vision 2025', Iran is planning to develop its tourism industry in order to achieve national goals of promoting Iran's culture and civilization and introducing it to the world. With this plan it also intends to boost economic prosperity by availing of increasing tourism revenues, creating new jobs and attracting domestic and foreign investments. To promote tourism, the president of Iran allocated US\$ 2 billion to the tourism sector.

53. Iran is facilitating travel of foreign tourists to the country. With an electronic visa issuance system, visitors from 115 countries can be issued one-week residence visas at five international airports as soon as they arrive at the airports. Travel Promotion Card enables foreign visitors to get special discounts: 20-60% for lodging and 10% for food. Iran also strengthens its tourism promotion overseas, such as establishing tourist information offices in the targeted countries, broadcasting advertisements through international media, launching its website, and participating in tourism exhibitions. Meanwhile, Iran reinforces education and studies in tourism by setting up training programs for tour guides and technical managers of travel agencies, and educational courses on adapting technical standards of quality of tourism services.

54. In 2006, the number of inbound visitors to Japan amounted to 7.3 million in comparison with outbound tourists of 17.53 million. At present, in spite of the huge impact of the Japanese tourism industry on the national economy, total spending by foreign tourist accounts for only 6.7% of total spending on travel in Japan. To deal with the imbalance, Japan has set a goal to welcome 10 million foreign tourists in 2010. The three-pronged focus of its tourism policy consists of strategic overseas advertisement, Visit Japan Campaign, and the creation of attractive tourist destinations and industries.

55. In the development of Visit Japan Campaign, Japan is focusing on 12 priority foreign markets with a budget of 3.6 billion yen in 2006. The policy puts emphasis on exchanges of the young generation, cultural and sports exchange and sister cities exchange. In addition to those initiatives, Japan intends to hold more international conventions and events. Prime Minister Shinzo Abe mentioned in his policy speech to increase the number of major international conventions in Japan by 50% within five years. With respect to the creation of attractive tourist destinations and industries, Japan is promoting Tourism Renaissance Project which integrates activities between local governments and non-governmental organizations. Other destination development strategies include enhancing signage and information in foreign languages, human resource development programs by successful tourism entrepreneurs, utilization of retired travel agent employees to destination development, and the creation of new type of tours to deal with diversified travel needs.

56. Lao DPR has undergone significant growth since it first opened its doors to international tourists in 1990. At that time only 14,400 international arrivals were recorded, but by 2005 the number had risen to nearly 1.1 million arrivals which generated over 146 million dollars in foreign exchange. Tourism has been among Lao's number one earner of foreign exchange for the past 6-7 years, outpacing garment manufacturing, electricity exports and the mining sector. In 2006, tourist arrivals reached 1.2 million generating approximately US\$ 173 million and employing over 30,000 people. This growth is expected to reach over 1.6 million by 2010.

57. From the total arrivals, 70% are domestic tourists while only 30% are from the long-haul markets including Europe, America, and the Asia-Pacific region. The country's current priority markets are France, United Kingdom, Germany, America, Canada, Japan, Australia, Thailand, Vietnam, and China.

58. The government of Lao has been actively promoting growth and investment in its national tourism sector which includes linking its road network to neighboring countries; opening three international airports in Vientiane, Luang Prabang, and Pakse; upgrading its national electricity grid and water supply; expanding its communications infrastructure; establishing 17 international immigration checkpoints, 13 of which can issue visas on arrival; and also signing visa-free agreements with 8 ASEAN countries and visa exemption for Japanese tourists.

59. Despite the progress in its industry, Lao DPR still needs large investments in infrastructure. Thus, it passed the Investment Law in 2004 and Tourism Law in 2005 which serves as guidelines for foreign investors. The Investment Laws include 3 ways to invest in Lao, which is by investing in business cooperation by contact, joint venture where foreign equity should not be less than 30% of total registered capital, or a 100% foreign owned enterprise such as hotels and restaurants. At present, Lao PDR already has a total of 985 designated tourist attractions, of which 253 are cultural sites, 570 are natural sites and 162 historic sites. However, more than 600 are still awaiting investors to develop facilities and services at the sites and 364 of these are currently opened for business and in need of further investment.

60. Lao PDR has also been improving its tourism management and administrative systems and strengthening the private sector tourism-related businesses. Such improvements include elevating the Lao National Tourism Administration to the Ministerial level and establishing the Lao Association of Travel Agents and the Lao Hotel and Restaurant Association. Currently there are 93 registered tour companies, 511 restaurants, 48 hotels and 809 guesthouses which totals to 17,600 rooms. By 2010, Lao expects to have at least an additional 5,000 hotel rooms, especially in Luang Prabang and Champasak which are World Heritage Sites and two of Lao PDR's famous tourist attractions.

61. Under the Ninth Malaysia Plan of 2006-2010, **Malaysia's** tourism industry aims to realize its potential in contributing more in terms of earning foreign exchange, developing entrepreneurship, and generating employment. As a result of its past active promotion, tourist arrivals tripled from 5.5 million (1998) to 16.4 million (2005), which is a 10 million increase of arrivals in 7 years. The growth of international tourist arrivals from 2001 to 2005 was steady at 9.9% per year.

62. International tourist arrivals in 2006 reached 17.55 million, generating RM 36.27 billion which represents a 6.8% (16.4 million) growth in arrivals and 13.5% (RM31.95 billion) growth in receipts as compared to 2005. Every month, on average, Malaysia welcomes 1.4 million international tourists. Domestic tourism has also increased from 29.9 million trips (2005) to 32.5 million trips (2006). MICE participants have increased as well from 773,562 participants earning RM 2,936 in 2005 to 820,243 participants earning RM 3,126 in 2006, which is a 6.4% increase.

63. Markets for Malaysia's tourism have been dominated by ASEAN countries which forms 79% of total tourist arrivals. Countries that show spectacular growth consist of Brunei (61.3%), Russia (54.4%), Iran (52.4%) and Finland (51.2%). Average length of stay increased slightly from 6.1 nights (2005) to 6.2 nights (2006). Countries with longest length of stay for 2006 were Germany (10.3 nights), Netherlands (10.2 nights), and Saudi Arabia (10 nights).

64. Efforts by Malaysia to increase tourist length of stay in 2006 include hosting several sporting events such as the 11th La Tour De Langkawi cycling race in February, the Petronas Malaysian F1 Grand Prix in March, and the Malaysia Water Festival comprised of jet-ski, kayak, and canoe races in April through May. Tourism Malaysia also supported local festivals such as the Thaipusam Festival in February to honour Lord Muruga by leading the deity's jewelled chariot through the streets of the city, the *Tadau Kaamatan* Thanksgiving Festival celebrated by the Kadazan Dusun ethnic group in May and the *Gawai Dayak* Festival in June to mark the rice-harvesting season.

65. The tourism industry of the **Maldives** has long been led by the private sector and had only begun its planning in 1980. Currently it is formulating its Third Tourism Master Plan (TTMP) to align with the 7th National Development Plan for the Maldives, which will be finalised and launched by the end of 2006. The TTMP is subjected to continuous revisions and planning to adapt to the changes of the environment. In spite of the Indian Ocean Tsunami in 2004, tourism in Maldives has improved significantly after the negative growth in 2005. Its tourism grew nearly to 602,000 visitors in 2006 with an annual growth of 52.3 % as compared to the negative growth registered in the previous year.

66. In 2006, Europe continued to be the leading market with total arrivals of 457,535 and a market share of 76.0%. Top European countries include Italy (69.6%), United Kingdom (19.8%), Germany (11.8%), France (7.2%), Switzerland (4.4%), and Russia (3.6%). Tourist arrivals from America come second after Europe with an increase of 49.3% and a market share of 1.8%. Market share of Asia also increased from 18.2% in 2005 to 20.2% in 2006. Japan remained the number one tourist generator with 6.6% total tourist arrivals, followed by China with 4.4%, and Australia (2.3%). Africa also contributed an increase of 20.5% tourist arrivals with a market share of 0.7%. The remarkable increase of arrivals to the Maldives and Thailand contributed significantly to the healthy growth rate of 7.6% in Asia and the Pacific in 2006.

67. The Maldives is known to implement the one-island one resort concept. Thus since 2004, 46 islands and 2 plots of land on inhabited islands have been released for resort/hotel development to fulfill increasing demand. Development of a tourism zone comprising four resorts on four of their southern most atolls namely (Gaafu Alifu, Gaafu Dhaalu, Fuvahmulaku & Seenu) are currently underway to take advantage of the Gan International Airport which will be opened in November 2007.

68. Facilities have constantly been upgraded by developing airport transit hotels in its regional airports and building more resorts to adjust to the development of new domestic airports. At the moment, 9 resorts currently being redeveloped are expected to be completed in 2007, 10 resort/hotels are expected to be developed in 10 different locations, and 14 others are undergoing refurbishment.

69. Recognizing the importance of improved air connectivity, the Government of Maldives continue to encourage airline companies and tour operators of major markets to start scheduled or chartered operations to the Maldives. In 2006, as much as 16 international scheduled and 14 international chartered airlines operated in the Maldives. Even Bangkok Airways that suspended flights to the country after the Indian Ocean Tsunami in December 2004 resumed operations this year. In addition, two other airlines Viva Macau (China) and Air Sahara (India) have commenced operations to the Maldives.

70. The tourism in Maldives experienced a sharp downturn of – 35.9% in 2005 after the Tsunami in 2004. However, after intensive marketing and promotional activities throughout 2006 which targeted traditional as well as new and emerging markets, tourism arrivals grew steadily by 8.7% during the period of 2001-2006. Promotional activities in 2006 included advertising on global TV through BBC, CNN, and the National Geographic Channel as well as selected magazines and newspapers. The Maldives Tourism Promotion Board (MTPB) also organized 34 familiarization trips involving 239 individuals. The Board also participated in over 25 trade and consumer fairs during that year.

71. The government succeeded in restoring and collaborating with industry partners including airlines, tour operators, and travel agents which resulted in a 52.1% increase of tourist arrivals in 2006. With this positive growth, the Maldives expects to grow by 8.5% in arrivals in 2007.

72. International tourism in **Pakistan** grew remarkably since 2004 and made history in 2006 when it hosted 898,400 tourists which is a 12.5 % increase from 798,300 tourists in 2005. Receipts in 2005 were considerably high reaching \$185.0 million and higher still in 2006 with a total of \$260.1 million.

73. Top market shares for tourism in Pakistan in 2006 are similar to records of 2005 with the UK (30.6%) and the USA (14%) as top tourist generators followed by Afghanistan (9.5%), India (7.8%), and China (4.1%). This year, Canada (3.4%) produced more tourists than Germany (3%) while Japan, Norway, and France still followed with each generating approximately 1% of the total arrivals that year.

74. The Government of Pakistan and Foreign Missions Abroad promote Pakistan as a dynamic, progressive, moderate, and democratic Islamic country. With its campaign of "Visit Pakistan Year 2007" to increase its tourism arrivals in 2006, the government improved its macro economic performance to generate more trade, business, and foreign investment.

75. The ministry in collaboration with component organizations and private sectors also participated in a number of International Tourism Hospitality Trade Shows in the potential tourism markets of Europe, the Far East, and China as well as in events such as the 2nd Gandhara Week to promote its arts and culture and Kumbhar Mela event to introduce pottery as tourism products in Karachi. The country also hosted the Conference on Tourism Prospects and Potential – A Vision 2015 and the 3rd International Travel & Holiday Mart (ITHM 2006).

76. Sporting events also held in 2006 include the International Snow Sport event in Deosai Plains in March 2006, the Himalayan Car Rally, the Freedom Jeep Rally, as well as the International Cycle Race "Tour of the Krakorams" which run across the country to commemorate the Kaghan Memorial Trust in September 2006. Other efforts include promoting religious tourism by holding the International Sufi Music Festival in April 2006 in Lahore and inviting 35 Japanese monks to visit Pakistan's Buddhist sites from October 30th – November 2nd 2006.

77. International visitors to the **Philippines** grew by 8.4 % setting a new record of 2.84 million. This record has been achieved despite the travel warnings by the USA, Australia, Canada, New Zealand, and The United Kingdom which were issued as a result of the natural calamities the country suffered in 2006.

78. The United States, Korea, and Japan continue to be the leading markets of Philippines tourism even though Korea surprisingly overtook the U.S. in 2006 with 572,133 tourist arrivals (17% increase). Among the top 12 international tourism markets of the Philippines, China leapt from the 12th position in 2004 to the 4th position in 2005 and continued to grow to 133,585 arrivals (24% increase) in 2006. China is currently a major source market for the Philippines due to its robust growth. Australia has surpassed its 100 thousand mark this year and is expected to outdo Hong Kong and Taiwan by 2010. Singapore and Malaysia have been competing markets at 17% and 23% respectively.

79. To win core markets, the Department of Tourism (DOT) identified key segments such as independent women and SCUBA divers who visit the Philippines and are likely to spend higher. The DOT activates these segments through various trade initiatives and market channels. It is also currently realigning its organization's set up, redeploying resources around the world, and improving its organizational capabilities. Study results from a travel wholesaler in Japan show that during the January-May 2006 period, sales of Philippines packages increased by 117% compared to the same period in 2005.

80. The Philippines is currently working towards a more sustainable and long term growth to accelerate demand in core markets such as China, Korea, Japan, and Filipino-Americans by investing in more natural and human resources. Efforts are being made to increase investments and focus on strategic markets such as Australia, Russia, Germany, and India. The government of the Philippines is also trying to reinvigorate investments in Hong Kong, Taiwan, and Singapore. Aware of its natural resources such as vast coastal areas and coral reefs, the Philippines also monitors 'low-hanging fruits' such as SCUBA diving markets of the United Kingdom, Italy, Spain, and France.

81. In line with the development of the Asian region as a tourism destination, foreign arrivals to the **Republic of Korea** expanded from 1.2 million in 1983 to 6.2 million in 2006. Also, its international departures increased over 20 times from 0.5 million to 11.6 million. Korea makes a lot of effort to attract travellers by simplifying visa issuing processes, expanding tourism marketing footholds, strengthening tour guide capacity, and improving the quality of restaurants frequented by foreign tourists. The new tourism slogan "Korea, Sparkling" will contribute to Korea's target of 10 million foreign visitors and 500 million domestic tourist visits in 2010. Korea also pays attention to international cooperation by holding in-residence training programs, including UNDP workshop for sustainable tourism and invitation of Asian tour guides. Poverty alleviation in the least developed countries is included in the Korean agenda through UNWTO ST-EP foundation whose headquarter is located in Seoul.

82. In **Sri Lanka**, the overall arrivals for the year 2006 increased by 1.9% to 559,603. Total tourism earnings in 2006 recorded US\$ 410.3 million, i.e. a 13.2% increase from the previous year. The number of Western European tourists, which is the country's traditional major source of foreign visitors, declined its share from 63.2% in 1999 to 40.8% in 2006, while the ratio of South Asian tourists expanded from 14.4% to 30.0% due to the growing importance of the Indian market as a major source of tourism to Sri Lanka. While the seasonal variation of arrivals has become smaller, the proportion of visitors for private and public business purposes has increased to 17.8%.

83. The average duration of stay of tourists has significantly expanded to 10.4 nights, 1.7 nights longer from the previous year. As a result, the total number of tourist nights increased by 21.4%, with a significant increase in the number of foreign guest nights by 73.8%. Much of these expansions

have been received by supplementary accommodation (guest-houses, motels, inns etc.) rather than star-rated hotels. The total number of persons employed in the tourism sector at the end of 2006 amounted to 133,558, an increase of 6.8 per cent over the previous year. Every 4.2 arrivals generate a tourism-related job.

84. The total number of international tourist arrivals to **Thailand** in 2006 amounted to 13,821,802, posting a double digit growth of 20.01% from the previous year. In line with its economic expansion in 2006, Thailand has targeted to increase the number of international tourist arrivals by 8% to make a total of 14.93 million in 2007. Thailand received UNWTO's support for the development project on biodiversity and tourism. The aim of the project was to serve as a pilot model for the disaster affected areas. UNWTO sent consultants for technical fact finding mission on management, destination planning, human resource development and marketing.

85. On risk and crisis management activities, Thailand has followed various regional exercises to observe pandemic influenza preparedness activities and to reduce damages to the environment by natural and artificial disasters. In early March 2007, the thick smog caused by bush fires which occurred in the northern part of Thailand polluted the area, making it necessary for Thailand to continue receiving assistance from UNWTO to cope with various tourism crises that has affected the region and might be repeated in the future.

86. Thailand is also making a lot of effort in its fight against child sexual exploitation in tourism. It is currently in the process of drafting a national prevention plan and welcomes the policy on responsible tourism of the region. As Chairperson of ASEAN Tourism for the year 2007, Thailand is linking ASEAN with UNWTO East Asia and the Pacific Region by having cooperation in risk and crisis management, poverty alleviation, sustainable tourism development, and working closely with the UNWTO ST-EP Foundation.

87. **Vietnam** had another good year in 2006. It registered a record figure of 3.585 million in international tourist arrivals, which is a 3% increase from the previous year. Domestic arrivals also increased up to 17.5 million (12.5%) from 16.1 million in 2005. Both international and domestic tourist arrivals generated total tourism revenue of US\$ 3.18 billion that year.

88. Vietnam National Administration of Tourism has allocated \$US 1.4 million through its *Viet Nam the Hidden Charm* campaign to be used in tourism promotional activities including participation in 13 international tourism events and advertising on CNN international channel as well as other global media. VNAT also hosted a number of national tourism events and activities focusing on the Thai Nguyen Tourism Year 2007 slogan "Returning to the capital of mountain and forest wind-the Northernmost Revolutionary Base".

89. The ASEAN tourist source market is one of the most important for Vietnam. In 2006, 573,791 arrivals were from ASEAN countries alone, which is 16% of its international tourist arrivals. Among the ASEAN countries, Cambodia was the biggest market registering a total number of 154,000 arrivals by the end of the year, followed by Thailand (123,804 arrivals) and Singapore (104,947 arrivals). The ASEAN countries with the highest increase in tourist arrivals into Vietnam in 2006 were Singapore 27.63%, Thailand (42.6%), and Malaysia (31%).

90. This year, Vietnam expects to receive 4.0 - 4.4 million international tourist arrivals (which will be an increase of approximately 20% compared to 2006) and 19-20 million domestic arrivals. With

top ten spenders from China, South Korea, USA, Japan, Taiwan, Australia, Cambodia, France, Thailand, and Singapore, Vietnam is confident about generating approximately 56,000 VND billion (3.5 USD billion) in tourism revenue within the next year.

PREPARATION FOR THE 17TH SESSION OF UNWTO'S GENERAL ASSEMBLY:
STRUCTURE OF THE 17TH SESSION OF UNWTO'S GENERAL ASSEMBLY

Agenda item 6a (document CSA/CAP/19/6a)

91. The Deputy Secretary-General informed the two commissions about the need to modify the structure of the 17th Session of UNWTO's General Assembly, which is scheduled to be held in Cartagena de Indias in Colombia from 22-29 November 2007. This need for the modification of the structure of the General Assembly stems from the fact that the old structure was not compatible with the time schedule of most ministers, some of whom had to return to their countries before the end of the Assembly and thereby missed out on important decision-making which they should have been part of. The new structure is divided into 2 segments: the first part will cover the technical aspect of the General Assembly and the second part will be ministerial in nature and content. This structure is pending approval by the Executive Council which is scheduled to meet in June in Tunisia.

BRIEF INTERVENTION OF THE MINISTRY OF TOURISM AND SPORT OF KAZAKHSTAN
ABOUT THE CANDIDATURE OF KAZAKHSTAN AS HOST OF THE 18TH SESSION OF THE
GENERAL ASSEMBLY

Agenda item 6b

92. The Head of the delegation from Kazakhstan made a brief intervention through which she presented the tourist attractions of her country and sought the support of the two commissions for their candidature as host of the 18th Session of the General Assembly. The commissions were informed that the decision on this item will be taken during the 17th Session of the General Assembly in November.

THE ORGANIZATION'S GENERAL PROGRAMME OF WORK:
GENERAL FRAMEWORK FOR THE UNWTO PROGRAMME OF WORK 2008-2009

Agenda item 7a (documents CSA/CAP/19/7a)

93. The Deputy Secretary-General presented the two commissions with an overview of the new direction the Organization's general programme of work has taken. The commissions were informed that the Organization is embarking on a new wave of designing its budget and programme in such a way that its activities are clustered under three main headings: market, sustainability and, education and knowledge management. In this regard, the Programme Committee will be meeting with the Budget and Finance Committee before the end of May this year in order to address this issue. The Programme Committee is insistent on having a more methodological approach to the assessment and evaluation of UNWTO's programme. The intention is to link the Organization's activities closely to its budget in order to operate along the lines of budgeting by objective, and these objectives have been clearly outlined in the draft of the programme of work and budget for the Organization for the period 2008-2009. This draft document on the programme of work and budget will be presented to

the next Executive Council in Hammamet (Tunisia) in June for its comments and approval. Also, the structure of the Organization is moving in the direction of the three thematic areas to ensure consistency with the structure of the programme of work.

APPLICATION OF THE PROGRAMME OF WORK 2006-2007

Agenda item 7b (document CSA/CAP/19/7b)

94. The Commissions were informed that the document on the Application of the programme of work 2006-2007 contained the progress report of the entire Organization. The contents of this document are theme and region-specific activities and members were urged to study it when they returned to their countries and forward their comments to the Secretariat.

UPDATE ON UNWTO'S STEP INITIATIVE

Agenda item 8

95. The Deputy Secretary-General made the introductory remarks to this item by informing the commissions that the STEP initiative finally took off with the formation of the Board of Directors which met three times last year to approve 16 projects in different countries. He expressed his appreciation to the Chairperson of the Board, Madam Dho of the Republic of Korea, who has been dedicating much of her time and energy to the STEP Foundation. He went on to inform the commissions that the headquarters of the STEP Foundation in Korea is functioning in close collaboration with UNWTO. And that in order to pre-empt fragmented initiatives on poverty alleviation projects related to tourism, UNWTO is working with SNV and other partners. The French and Italian Governments have also approached the Organization with the offer of some funds to be used for projects in certain countries. The French Government is particularly interested in post-crisis intervention and has donated some funds and resources for that purpose. The German Government is also interested in providing aid to countries such as Indonesia and other parts of Asia for them to use tourism as a tool for poverty alleviation and job creation.

96. UNWTO thus decided to group all these initiatives under one umbrella by inviting the Director General of SNV from Holland, the Representatives of the Governments of Italy, France as well as Germany and other interested parties to become members of the Board of Directors. This is with the aim of becoming more effective in our interventions and of achieving uniformity in policies, orientations and priorities. This also pre-empts the possibility of having 3 or 4 donors working in the same country while other countries are left unattended. The Board of Directors will be enlarged and strengthened during UNWTO's next General Assembly in Colombia. Partners differ in their interest and priorities as far as countries and projects are concerned. Nevertheless, SNV is collaborating with UNWTO in all tourist-related activities especially in the field of poverty alleviation.

97. In the intervention of the representative of SNV the commissions were informed of SNV's activities, its historical background, the concept of ST-EP, SNV's collaboration with UNWTO as far as the ST-EP initiative is concerned and the way forward.

98. SNV is a multi-cultural international development agency based in the Netherlands. Its main objective is to work on sustainable development and capacity-building. It works with advisors which support countries, NGOs and the private sector in a number of areas including tourism. SNV works

with 800 local organizations in 33 countries. It has 700 advisors working in these countries but only 50 of them work in tourism. Twenty of these are in Asia working in Bangladesh, Bhutan, Cambodia, Laos, Nepal and Vietnam.

99. SNV's vision in tourism is to work in such a way that it contributes to the implementation of the United Nations Millennium Development Goals under poverty, gender, environment, sustainable tourism development, strengthening national capacities of national and local tourism clients, support their agenda like national development plan, poverty reduction strategy.

100. SNV's first interaction with UNWTO was in Vietnam where there was a tripartite collaboration between the two organizations and the Government of Vietnam in the formulation of a Sustainable Tourism Law in the country.

**PLACE AND DATE OF THE
TWENTIETH MEETING OF THE JOINT COMMISSIONS**

Agenda item 9 (document CSA/CAP/19/8)

101. The Secretariat recalled that on the occasion of the 43rd Meeting of the UNWTO Commission for East Asia and the Pacific (CAP), which was held in Dakar, Senegal, on 25 November 2005 within the framework of the 16th General Assembly, **Japan** expressed its interest in hosting the 45th Meeting of the Commission in Kobe, Japan.

102. The Secretariat went on to explain that Japan's expression of interest was reiterated in Macao, China, during the 44th Meeting of the Commission. However, according to the decision taken during the 46th Meeting of the Commission for South Asia (CSA) in Pakistan and the 42nd CAP Meeting in Japan, it was agreed unanimously by members of the commissions that future meetings of the two commissions be held at the same venue but hosted by a country of each commission in a rotational manner. And given that the 44th Meeting of the Commission for East Asia and the Pacific and the 48th Meeting of the Commission for South Asia took place in Macao, China, the next host country of the two commissions had to be from South Asia in compliance with the rotational rule. Consequently, Pakistan's proposal to be the host for the current 45th CAP Meeting and the 49th CSA Meeting was welcomed.

103. After the Secretariat's intervention regarding the foregoing, Japan thanked the Chairman for the opportunity to address the two commissions and reiterated its interest in holding the next commission meetings – i.e. the 20th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia, the 51st Meeting of the UNWTO Commission for South Asia and the 47th Meeting of the UNWTO Commission for East Asia and the Pacific. Japan proposed to hold these meetings in Kobe City, Hyogo Prefecture, Japan in 2008. This was followed by a brief description of Kobe City and its tourist attractions. Japan concluded its intervention by pointing out that as it has already hosted the UNWTO Commission meetings for East Asia and the Pacific 5 times, it has acquired the experience required to host the above-mentioned three meetings. The Commissions were then reminded to take note of Japan's repeated expression of interest on this occasion.

104. Japan's intervention was followed by Iran's proposal to host the next meetings. However, Thailand and the Secretariat drew Iran's attention to the rotational rule and the fact that it would be in

the interest of all to maintain it. If the current meeting was being held in South Asia, then automatically, the next host should be from East Asia and the Pacific region.

105. After a few more discussions, it was finally decided that Japan be the host for the 47th Meeting of the UNWTO Commission for East Asia and the Pacific, the 51st Meeting of the Commission for South Asia and the 20th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia. The meetings will be held in Kobe, Hyogo Prefecture, in Japan, during the first half of 2008. (The 46th CAP and 50th CSA shall be held within the framework of the 17th Session of UNWTO's General Assembly in Cartagena de Indias in Colombia at end of next November).

106. The Secretariat thanked the two commissions for their attention and active participation in the meeting and informed them that the 49th CSA Meeting and the 45th CAP Meeting would be held in the afternoon.

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