

CAP/CSA/31/DEC

**DECISIONS TAKEN BY THE UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC &
THE UNWTO COMMISSION FOR SOUTH ASIA
AT THEIR THIRTY-FIRST JOINT MEETING**

Thimphu, Bhutan, 4 June 2019

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UNWTO COMMISSION FOR EAST ASIA & THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Thirty-first Joint Meeting
Thimphu, Bhutan
4 June, 2019

Agenda

1. Adoption of the Agenda
2. Communication of the Chairperson of the Commission (**Bangladesh**)
3. Communication of the Co-Chairperson (**Indonesia**)
4. Report of the Secretary-General
5. Implementation of the General Programme of Work for 2018-2019
 - 5.1. Regional activities
 - 5.2. Technical Cooperation Activities
 - 5.3. Ratification of the amendments to the Statutes: Chinese as an official language of UNWTO
 - 5.4. Follow-up on the Framework Convention on Tourism Ethics
6. UNWTO Academy Report: 2019 – Year of Education, Skills and Jobs
7. Draft Programme of Work for 2020 -2021
8. Member States' updates
9. Brief interventions of Affiliate Members and partners
10. Other matters
11. Place and date of the 32nd CAP-CSA joint meeting for the two commissions

PREAMBLE

1. The thirty-first joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (31st CAP-CSA) was held in conjunction with the 53rd Meeting of the UNWTO Commission for East Asia and the Pacific, the 57th Meeting of the UNWTO Commission for South Asia and the *UNWTO Regional Conference on Sustainable Tourism for Development*. They were held in Thimphu, Bhutan, from 3-5 June 2019.

2. The meeting was chaired by **Bangladesh** (the Chairperson of the Commission for South Asia and the Chair of the 31st CAP-CSA Joint meeting) and **Indonesia** (the Chairperson of the Commission for East Asia and the Pacific and the Co-Chair of the 31st CAP-CSA Joint meeting).

3. There were over one hundred participants representing Bangladesh, Bhutan, Cambodia, China, Fiji, India, Indonesia, Japan, Lao PDR, Maldives, Malaysia, Mongolia, Nepal, Papua New Guinea, Philippines, Republic of Korea, Samoa, Sri Lanka, Thailand, Timor Leste, Vanuatu, Vietnam as well as Hong Kong, China and Macao, China in their capacity as Associate Members. Affiliate members from Japan, Malaysia, Macao, China, Republic of Korea and Thailand were also represented. In addition to these participants, Palau – a non-member State and a number of industry representatives from the Asia-Pacific region and beyond attended the event. A list of participants with the names and contact details of all attendees is annexed to this report.

3. At the outset of the joint meeting, the Chair expressed (on behalf of the joint commission) his most sincere gratitude to the Government of Bhutan and its people for the support extended to UNWTO and its members in hosting UNWTO's very first statutory event in Bhutan.

DECISIONS

CAP/CSA/DEC/1 (XXXI)

ADOPTION OF THE AGENDA

Agenda item 1 (document CAP/CSA/31/Prov.Ag.)

The two commissions,

Adopt the provisional agenda of their 31st joint meeting as contained in the document CAP/CSA/31/Prov. The final agenda of the meeting is located on the previous page (i.e. page 2).

CAP/CSA/DEC/2 (XXXI)

COMMUNICATION OF THE CHAIRPERSON

Agenda item 2 (document CAP/CSA/31/2)

The Commissions,

Having heard the Chairperson's communication,

1. Thank him for his communication;

2. Join him to thank the Government of Bhutan for hosting the 31st Joint meeting and for its warm reception and hospitality;
 3. Concur with him on how tourism's important role in achieving the 17 Sustainable Development Goals (SDGs) can be significantly enhanced if sustainable development is made a shared responsibility and becomes the basis for decision-making within the tourism sector;
 4. Agree that regional and sub-regional co-operation exemplified by the European Union, the Mekong Region and the Baltics is essential for the sustainable growth of the tourism industry;
 5. Share his viewpoint that In line with the aforementioned examples, there is the need to promote South Asia as a common tourist destination through the development of a common marketing strategy for its tourism products, as well as capacity building, knowledge and technology transfer, exchange of expertise, human resources development, private sector and stakeholders' integration, and strong institutional networking etc.
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CAP/CSA/DEC/3 (XXXI)

COMMUNICATION OF THE CO-CHAIRPERSON

Agenda item 3 (document CAP/CSA/31/3)

The Commissions,

Having heard the communication of the Co-Chairperson,

1. Thank her for her communication;

Congratulate Indonesia on its resilience in the face of the series of natural disasters it suffered in 2018 and despite that, on being declared as the fastest-growing tourism destination in Southeast Asia; commend it also for the promotion of its top 10 Priority Tourism Destinations based on sustainability principles, the establishment of 5 sustainable tourism observatories and the formulation of Sustainable Tourism Certification - an official recognition given to destinations implementing sustainable tourism development principles;

2. Applaud the fact that in 2018, the Asia-Pacific region was the second most visited region in the world after Europe. It received 342.6 million international tourists equivalent to a 6% growth as compared to the previous year;
 3. Agree with her view that the success of tourism development should not be measured only by the number of tourists received by destinations, but should be determined especially by how much tourism contributes to bettering the economy of the local people, improving their livelihoods and preserving the environment for the next generations.
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REPORT OF THE SECRETARY-GENERAL

Agenda item 4 (document CAP/CSA/31/4)

The Commissions,

Having heard the report of the Secretary-General,

1. Thank him for his report and for the progress made in the implementation of the programme of work of the Organization since he took office in 2018;
2. Note that international tourist arrivals in 2018 grew at 6% and exceeded the rate of 4% or higher growth recorded every year since 2010 to reach 1,4 billion – a result that represents a consolidation of the strong results of 2017;
3. Note with satisfaction that international tourist arrivals in the Asia-Pacific region reached 343 million in 2018, growing by 6.1% over an equally strong 2017, with many destinations reporting sustained growth while others that suffered decreases in previous years experienced a firm recovery;
4. Congratulate the Secretariat on putting a strong emphasis on innovation since the beginning of 2018, bringing together the key stakeholders, including governments, academia, corporations, SMEs and start-ups, investors and business development partners to foster innovation and entrepreneurship – an initiative aimed at mainstreaming tourism to contribute to the SDG 9 of the 2030 Agenda;
5. Commend the Secretary-General for establishing the the UNWTO.Academy, including international training centres and an online education and training platform to improve skills, education and specialized training programmes for the benefit of member States;
6. Note that the UNWTO.Academy replaces the UNWTO.Themis Foundation created 20 years ago, with a view to mainstreaming tourism to contribute to SDG 4 and SDG 8 of the 2030 Agenda;
7. Applaud the Secretariat for advancing Sustainable Consumption and Production (SCP) through the launch of the *Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies* in collaboration with UN Environment. It presents the first global assessment of SCP policy instruments in tourism policies and contributes thus to visualizing the progress achieved in the implementation of SDG Target 12;
8. Commend the Secretariat again for moving forward its agenda on measuring the sustainability of tourism, tourism congestion management, tourism and climate change, gender equality and tourism through the organisation of relevant events or the production of reports or publications on the subject in question.

IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK

Agenda item 5 (documents CAP/CSA/31/5.1, 5.2, 5.3, 5.4)

5.1. Regional activities:

Having heard the report of the Director of the Regional Department for Asia and the Pacific,

1. Thank him for the various activities carried out in the region within the framework of the strategic objectives and priorities of the Organization including:
 - The UNWTO/Chimelong Initiative: "Sub-region Capacity Building Workshop on Nature based Tourism for Mekong Sub-region Countries" (Pakse, Laos, 19-21 February 2019);
 - The 40th Plenary Session of the UNWTO Affiliate Members & International Seminar on Harnessing Cultural Tourism through Innovation and Technology (Hamedan Province, Iran, 12-14 November 2018);
 - The UNWTO National Workshop on Tourism Planning for Mongolia (Ulaanbaatar, Mongolia 30 October–2 November 2018);
 - The 7th Training Workshop organized by IFT in collaboration with UNWTO for South Asian member States (Macao, China, 15-22 May 2019);
 - Applaud the Secretariat for undertaking a number of studies on the Asia-Pacific region including *Beyond Gateway Destinations: Tourism Dispersal Policies in Asia and the Pacific* and *Buddhist Tourism in Asia: Towards Sustainable Development*, as well as the launch of Vietnam Tourism Stories Book in collaboration with the Ministry of Culture, Sports and Tourism of Vietnam.

Having heard the report of the Chief of UNWTO Regional Support Office for Asia-Pacific (RSOAP),

1. Thank him for RSOAP's active support of UNWTO's programme of work through activities carried out in the region and participation in events within the period under review and planned for 2018 and 2019 such as:
 - Symposium on Tourism Development and Regional Revitalization through Mega Sports Events (Osaka, Japan, 25 September 2018);
 - ASEAN Japan Center Tourism Workshops (Ho Chi Minh, Viet Nam, and Mandalay, Myanmar, 25 November - 1 December 2018);
 - 2018 World Sport Events and Tourism Summit (Yangzhou, China, 30 November 2018);

- Future Tourism Leaders Workshop in collaboration with the Asia Pacific Ritsumeikan University (APU) and the Japan International Cooperation Agency (JICA) (Oita, Japan, 12-13 January, 2019);
 - UNWTO/UNESCO World Conference on Tourism and Culture (Kyoto, Japan, 11-13 December 2019).
2. Applaud RSOAP's continued collaboration with JICA in its technical cooperation assistance to developing countries coupled with the training of local officials for capacity development in the field of Tourism; as well as its close cooperation with JTA and JATA in promoting the signing of private sector commitment of the Global Code of Ethics in Tourism.

5.2. Technical Cooperation Activities

Having listened to the report of the Executive Director of UNWTO,

1. Appreciate the contribution of various national, regional and international donors to the implementation of UNWTO's technical cooperation activities. They include UNDP, World Bank, Inter-American Development Bank, International Trade Centre, African Development Bank, Estonia Development Cooperation, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), German Development Bank, Guangzhou Chimelong Group and European Development Bank;
2. Thank him for the various technical assistance missions that have been carried out or are on-going in China, Lao PDR, Myanmar, Mongolia and Sri Lanka;
3. Note with satisfaction the series of capacity-building programmes the Institute for Tourism Studies (IFT) of Macao has been carrying out for not just the Asia-Pacific member countries, but also for their African and European counterparts.

5.3. Ratification of the amendments to the Statutes: Chinese as an official language of UNWTO

Having heard the presentation of the Member Relations Coordinator of UNWTO,

1. Take note of the resolution of the 22nd General Assembly in September 2017, and the decision of the 109th session of the Executive Council in 2018 urging member States to ratify all pending amendments to the Statutes and the Financing Rules of UNWTO;
2. Note further that the 22nd General Assembly requested the Executive Council to take steps to ensure that the Chinese language which was adopted as an official language of the Organization during its 17th session in 2007 becomes established as such at its forthcoming 23rd session in September 2019 in compliance with Article 33 of the Statutes;

3. Note again that the Chinese language shall enter into force as an official language of the Organization when 105 member States (i.e. two-thirds of the current 158 members) notify the Spanish Depositary Government of its ratification;
4. Take note of China's request to members who have not yet ratified to take the necessary action.

5.4. Follow up on the Framework Convention on Tourism Ethics

Having listened to the presentation of the Member Relations Coordinator of UNWTO,

1. Thank him for the updates on the Framework Convention on Tourism Ethics since the English text was approved at the 22nd General Assembly in 2017;
2. Applaud the fact that the UNWTO Secretariat has translated the Convention into all official languages of the Organization (i.e. Arabic, French, Spanish and Russian). These translations have been reviewed by Member States and their relevant linguistic comments have helped to finalise the text of the Framework Convention in all these languages;
3. Note that the Convention will be presented for adoption in all UNWTO official languages at the 23rd Session of the General Assembly;
4. Note with interest that if the Convention is adopted by the General Assembly in all five official UNWTO languages, it will be open for signature and subsequently subject to ratification, acceptance or approval.

CAP/CSA/DEC/6 (XXXI)

UNWTO ACADEMY REPORT: 2019 – YEAR OF EDUCATION, SKILLS AND JOBS

Agenda item 6 (document CAP/CSA/31/6)

The Commissions,

Having heard the presentation of the Executive Director of UNWTO,

1. Welcome the establishment of the UNWTO.Academy along with its strategic plan of innovative ideas to diversify and strengthen UNWTO's outreach in tourism education and training in line with the 5 priority areas of the Organization;
2. Note that the Organization's main objective for creating the UNWTO.Academy is to assist its members with the challenges they face in the development of tourism human capital;

3. Appreciate the fact that UNWTO aims to achieve this objective through onsite tailor-made courses for member States and online courses on the UNWTO Academy platform. This will be complemented with the UNWTO Academy International Centres which will offer a permanent annual education and training calendar of set courses on a regional, thematic or language basis;
4. Note further that at present, the Asia-Pacific region accounts for 113 UNWTO.TedQual Certification in Tourism Education and Training in 27 Institutions in 8 Countries.

CAP/CSA/DEC/7 (XXXI)

DRAFT PROGRAMME OF WORK FOR 2020 -2021

Agenda item 7 (document CAP/CSA/31/7)

The Commissions,

Having listened to the brief overview of the draft programme of work and budget for 2020-2021 presented by the Member Relations Coordinator,

Note the Secretariat's request to review the aforementioned draft and send comments in the next two weeks before the Secretary-General submits the document to the Executive Council for its endorsement at its 110th session in Baku.

CAP/CSA/DEC/8 (XXXI)

MEMBER STATES' UPDATES

Agenda item 8

The Commissions,

Having heard the discussions on this item which was introduced by the Director of the Regional Department for Asia and the Pacific and moderated by the Deputy Minister of Indonesia – the Co-Chair of the 31st CAP-CSA Joint meeting,

1. Note the brief interventions of the participating countries as follows:
 - **India** crossed the 10 million mark in terms of international tourist arrivals in 2017 and has been experiencing double-digit growth in recent years. But domestic tourism is the real star performer, growing between 8-9 per cent every year and driving tourism demand and supply. In 2018 for example, India recorded 1.72 billion domestic visits around the country. India's current tourism policy rests on 3 main pillars: stepping up on the issuance of e-visas which has made it one of the few countries in the region to have issued the most e-visas to 166 countries all over the world since 2014; investment in general and tourism infrastructure for the past 5 years, and the launch of one of its most successful social media campaigns on Incredible India.

- **Republic of Korea** is currently promoting the innovation of tourism businesses through the expansion of R&D activities in the field of tourism within the overall national framework of digital transformation. This is part of Korea's national tourism strategy aimed at stimulating a smart tourism environment. The government is implementing this new initiative through the provision of consulting services and funds for tourism businesses at various stages of their digital development.
- **Fiji:** Hosting the 30th CAP-CSA joint meeting in 2018 was historical for the country and the Pacific as a whole. It brought together countries in the sub-region and contributed to increasing their visibility and strengthening their collective voice. Tourism is the lifeblood of Fiji as well as other nations in the Pacific. It accounted for more than 30% of Fiji's GDP in 2018 and recorded an increase of 3.3% in international tourist arrivals.
- **Cambodia** will be host of major international events such as International Cycle Race (2020), ASEAN Tourism Forum (ATF 2021) and South East Asian (SEA) Games in 2023.
- **Nepal:** The year 2020 has been declared *Visit Nepal Year* during which the country will commemorate the 70th anniversary of the first human feet that landed on Mount Annapurna. Nepal will also organize a tourism investment summit.
- **Japan** has upgraded its crisis response measures including information on safety and security for visitors during emergencies. This was successfully tested during the severe earthquakes and typhoons that hit Japan last year and which met with a prompt restorative response from the government. This has earned Japan the WTTC Global Champion Award for Crisis Preparedness, Management & Recovery at the WTTC Global Summit which was held in Seville, Spain in April 2019.
- **Macao, China** inaugurated in 2018 the longest bridge in the world which connects it to Hong Kong, China and Zhuhai. It has also just launched a new national policy for the Greater Bay Area development. Apart from that, Macao is paying great attention to accessible tourism by providing facilities for people with special needs, organizing training sessions for stakeholders and tourism staff to equip them with knowledge about how to handle and work with persons with disabilities. This has been combined with the creation of an online course on sign language. With respect to culture, Macao has launched the biggest cultural activity called *Art Macao* - a five-month mega international arts and cultural event.
- **Thailand:** The main historic event of 2018 was the Royal Coronation Ceremony for His Majesty King Maha Vajiralongkorn to celebrate his accession to the throne as the King of Thailand. As far as tourism is concerned, Thailand welcomed over 38 million tourists – an increase of 8% over 2017 which generated 2 trillion THB equivalent to a 9% growth in comparison with 2017.

Owing to Thailand's unique geographical location which is easily accessed by some of Asia's most populous cities, it is now recognized as one of the top 10 most visited destinations in the world. In line with the UN Sustainable Development Goals, managing the growing number of tourists to its frontiers has become a top priority on the government's agenda. One of the

measures to reduce tourist congestion in the main hubs is the promotion of emerging provincial destinations.

In the years ahead, Thailand's emphasis will be on responsible tourism. Some of the activities intended for the promotion of responsible tourism can be seen in initiatives such as transforming plastic debris collected from the ocean into thread to make fabrics for shirts, bags, and shoes; banning the use of Styrofoam and plastic bags in 147 national parks and marine parks throughout the country in favour of eco-friendly materials; and the prohibition of smoking at 24 Thai beachfronts to promote clean and safe environment for all. Thailand's efforts in the advocacy of sustainability are spearheaded by the Ministry of Tourism and Sports with the collaboration of partners such as the (DOT) Department of Tourism and DASTA (Designated Areas for Sustainable Tourism Administration).

2. Note further that owing to time constraints, members that did not have the chance to provide their updates could forward them to the Secretariat to be uploaded to the UNWTO website.
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BRIEF INTERVENTIONS OF AFFILIATE MEMBERS AND PARTNERS

Agenda item 9

CAP/CSA/DEC/9 (XXXI)

The Commissions,

Having heard the presentation of the Representative of CAP on the Board of Affiliate members in the Asia-Pacific region (i.e. President and CEO of DiscoveryMice) and the interventions of some Affiliate members and partners,

1. Thank him for the updates on the activities of the Affiliate Members such as the organization of events on gastronomy tourism, innovation and cultural tourism;
2. Note the launch of UNWTO Networks aimed at grouping Affiliate members by areas of interest, 5 of which are currently in place including Gastronomy Network, Shopping Tourism Network, City Tourism Network, Music Network, and Wine Tourism Network;
3. Applaud the establishment of working groups for the generation of knowledge exchanges between Affiliate members and member States; note further that currently working groups in operation are those on Accessible Tourism, Resilience in Destinations at Stake and SDGs Support Working Group, Youth Tourism and Technology in Tourism;
4. Appreciate the series of training programmes that IFT (Institute for Tourism Studies) has been organizing in Macao for member States in the Asia-Pacific region and beyond with the sponsorship of the Government of Macao;
5. Note with interest that Amadeus in collaboration with the Statistics Department of the Government of Indonesia and related stakeholders is undertaking research into the use of Big Data and Mobile Positioning Data (MPD) to improve tourism demand projections and

forecasting, and to monitor and report contributions of tourism to the UN Sustainable Development Goals (SDGs);

6. Appreciate JTB's (Japan Travel Bureau) promotion of sustainability through raising awareness among its 29,000 staff around the world; the creation of working groups to encourage best practices and the sponsorship of UNWTO's publication entitled "Buddhist Tourism in Asia: Towards Sustainable Development", in collaboration with China Chamber of Tourism and Korea Tourism Organization;
7. Welcome the invitation of Japan Association of Travel Agents (JATA) to attend the forthcoming *Tourism Expo Japan 2019* (in Osaka in October);
8. Note PATA's increase in its membership, particularly that of the enthusiastic young tourism professionals and students; its tourism resilience training programmes and its food waste reduction initiative which is in line with UN's advocacy of Sustainable Consumption and Production (SDG 12).

OTHER MATTERS

Agenda item 10

CAP/CSA/DEC/10 (XXXI)

The Commissions,

Having listened to the presentation of Philippines on its candidature as host of UNWTO's 24th General Assembly in 2021, and brief interventions of other member States,

1. Express unanimous support for Philippines' candidature;
2. Note Sri Lanka's and Papua New Guinea's interest in the tourism stories book and the latter's suggestion to UNWTO to produce a publication entitled Pacific Voices Tourism Stories;
3. Note Timor Leste's request for assistance in the development of faith-based tourism.

PLACE AND DATE OF THE THIRTY-SECOND CAP-CSA JOINT MEETING FOR THE TWO COMMISSIONS

Agenda item 11 (document CAP/CSA/31/11)

CAP/CSA/DEC/11 (XXXI)

The Commissions,

Having heard the Secretariat's brief introduction to this item and to Sri Lanka's short intervention reiterating its request to host the 32nd CAP-CSA – particularly in light of the terrorist attacks it suffered on Easter Sunday last May,

Express their heartfelt condolences and support unanimously Sri Lanka's offer to host the 32nd joint meeting of the two commissions on its territory during the first half of 2020.

ANNEX

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