DECISIONS TAKEN BY THE WTO COMMISSION FOR
THE AMERICAS AT ITS NINETEENTH MEETING

Havana, Cuba, 21-23 June 1989

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DECISIONS

CAM/DEC/1(XIX)

ADOPTION OF THE AGENDA
Agenda item 1 (document CAM/19/ODP)

The Commission,
Adopts the agenda of its nineteenth meeting without amendment.

CAM/DEC/2(XIX)

COMMUNICATION OF THE CHAIRMAN
Agenda item 2

The Commission,
Having heard the communication of its Chairman, thanks her for it.

CAM/DEC/3(XIX)

COMMUNICATION OF THE SECRETARY-GENERAL
Agenda item 3 (documents CAM/19/3 and CAM/19/3 Add.1)

The Commission,
Takes note of the communication of the Secretary-General.

CAM/DEC/4(XIX)

CONTRIBUTION OF THE COMMISSION TO THE IMPLEMENTATION
OF THE GENERAL PROGRAMME OF WORK OF THE
ORGANIZATION FOR 1988-1989
Agenda item 4 (document CAM/19/4)

The Commission,
Having seen the document presented by the Secretariat concerning the implementation of the general programme of work for 1988-1989,
Takes note of the progress made in the priority areas of this programme.
CAM/DEC/5(XIX)

REPORT OF THE FOLLOW-UP TO CERTAIN DECISIONS ADOPTED
AT THE EIGHTH EIGHTH METING AND SPECIAL MEETING OF THE CAM

Agenda item 5 (document CAM/19/5)

The Commission,

Informed of the follow-up by the Secretary-General with regard to
certain decisions taken in previous Commission meetings,,

1. Reiterates its invitation to the member States to advise the
Secretariat as to the tourism experts they require as well as
those they could provide to other States in the Americas re-
gion for determined periods of time; and

2. Requests the Secretary-General to publish in WTO News infor-
mation received by the Secretariat on the supply and demand of
experts in order to activate the Personnel Exchange.

CAM/DEC/6(XIX)

PREPARATION OF THE YEAR OF TOURISM
IN THE AMERICAS: 1992

Agenda item 6 (document CAM/19/6)

The Commission,

Having taken note of the suggestions made by the Secretary-General
with respect to possible activities for the preparation of the
Year of Tourism in the Americas: 1992,

1. Takes note with interest of the proposal to adopt a theme and
logotype for the celebration of this year;

2. Invites the member States to submit to the Secretariat their
proposed themes and logotypes before 31 December 1989;

3. Decides to request the Spanish Federation of Tourism Journal-
ists and Writers (FEPET), the Latin American Confederation of
Tourism Press (CLAPTUR) and the Latin American Publicity
Association for their cooperation in evaluating the proposed
themes and logotypes and to recommend the Commission, at its
twenty-first meeting, to select one;

4. Welcomes the offers made by the representatives of the Govern-
ments of Cuba and the Dominican Republic, as well as by the
representative of the Tourism Company of the Municipality of
Rio de Janeiro, to provide a prize for the authors of the win-
ning proposals;
5. Requests the Secretariat to prepare cost estimates on possible activities to be conducted for the Year of Tourism in the Americas so that countries can have an objective basis on which to decide on their contribution to these activities;

6. Requests the Secretary-General to approach the postal institutions of the countries of the Americas about the issuance of a stamp displaying the theme and logotype selected for the Year of Tourism in the Americas;

7. Urges the national tourism administrations of the Americas to contact their respective postal institutions in order to support the Secretary-General's initiative;

8. Requests the Secretary-General to prepare a report on the legal implications of using the theme and logotype selected for commercial purposes;

9. Thanks the Tourism Company of the Municipality of Rio de Janeiro for its offer to make available to the Secretariat the experience it gained in celebrating the Year of Tourism in Brazil in 1988;

10. Takes note with interest of the suggestions made by CLAPTUR and other representatives of the tourism press about ways to take advantage of the communications media in publicizing American tourism destinations and tourism activity in general including the Year of Tourism in the Americas; and

11. Requests the Secretary-General to consider the proposal made by CLAPTUR concerning means of promoting Latin American tourism as well as this Confederation's programme "Getting to know us", and to study the possibility of integrating it with WTO's programmes of work.

CAM/DEC/7(XIX)

REPORT ON THE MEETING ON THE DEVELOPMENT AND PROMOTION OF INTEGRATED TOURIST ITINERARIES IN THE AMERICAS REGION

Agenda item 7 (documents CAM/19/7 and CAM/19/7 Add.1)

The Commission,

Having taken note of the limited response obtained from the States of the region to the survey conducted as decided by the meeting on integrated tourist itineraries held at Madrid (January 1989),
1. Decides, as proposed by COTAL, to implement one pilot itinerary as an experiment in cooperation between the public and private sectors of the countries concerned;

2. Accepts the proposal of Guatemala that this pilot itinerary should be the so-called Maya Route and that it should include tourist attractions of Mexico, Guatemala, Belize, Honduras and El Salvador;

3. Entrusts Mexico, as the only member country of WTO in this group, with coordinating the implementation of this pilot itinerary with the Secretariat of WTO and with COTAL; and

4. Welcomes the proposal for a second pilot itinerary to include determined Caribbean countries.

REPORT ON THE SPECIAL CAM SECRETARIAT IN THE DOMINICAN REPUBLIC. ACTIVITIES OF THE SUB-COMMITTEES RESPONSIBLE FOR COORDINATING THE PREPARATIONS FOR THE FIFTH CENTENARY OF THE DISCOVERY

Agenda item 8 (document CAM/19/8)

The Commission,

Having been informed of the action taken by the Secretary-General to establish the special CAM Secretariat for the Fifth Centenary,

1. Takes note of the assessment performed by the Vice-Chairman of the Commission (Mexico) concerning the tasks to be undertaken by WTO as limited financial resources permit, the preparation and content of its Regional Commission meetings, and the level of response and interest they elicit from the member States;

2. Urges the member States of the region to request financial support from the Inter-American Development Bank for the establishment of the special Secretariat for the Fifth Centenary, so that the Secretariat may generate initiatives concerning the commemoration of this historic event;

3. Requests the Secretariat to contact the Inter-American Development Bank on behalf of the Commission and request its cooperation in this field in accordance with the decision taken at its special meeting;

4. Reiterates its request to the Spanish Government that it support the development of tourist itineraries for the Fifth Centenary, especially in the Central American subregion;
5. Thanks the representative of the Spanish Government for her offer to support requests made by States in the region, which should be addressed to the "Agencia Española de Cooperación Internacional"; and

6. Takes note of the decision of the Government of Canada not to participate in the activities of the Commission concerning the Fifth Centenary.

CAM/DEC/9(XIX)

REPORT ON THE SPECIAL PLAN OF ECONOMIC COOPERATION FOR CENTRAL AMERICA
Agenda item 9 (document CAM/19/8)

The Commission,

Having heard the report of the Secretary-General concerning the implementation of the technical cooperation project for the six countries of the Central American Isthmus, and

Informed by the Secretary-General of the Secretariat for Tourism Integration of Central America (SITCA) on the importance assigned by the governments of the region to this project, included in the United Nations Special Plan of Cooperation for Central America, as a contribution to the Peace Plan,

1. Expresses its satisfaction in the approval of this project by UNDP and its current execution by WTO in cooperation with SITCA; and

2. Takes note of the appreciation expressed to WTO by the Secretary-General of SITCA for its continuous efforts to gain approval and to execute this important project.

CAM/DEC/10(XIX)

ESTABLISHMENT OF A CAM/GATT SPECIAL COMMITTEE ON TOURISM AND INTERNATIONAL TRADE IN SERVICES
Agenda item 10 (document CAM/19/10)

The Commission,

Having taken note of the invitation by the Executive Council to create a special Committee within each Regional Commission to study the possible impact of including tourism in the GATT negotiations,
1. **Considers** that the establishment of such a Committee for the Americas region would be premature;

2. **Decides** not to establish such a Committee; and

3. **Requests** the Secretary-General to provide information to the member States of the region on the obstacles to international trade in tourism services, and to include this type of information among the services of the future World Tourism Information Exchange Centre.

CAM/DEC/11(XIX)

**MEMBERSHIP OF THE ORGANIZATION: APPROACHES BY THE REGIONAL COMMISSION TO NON-MEMBER STATES IN THE AMERICAS**

Agenda item 11 (document CAM/19/11)

The Commission,

Having taken note of the invitation of the Executive Council to the Regional Commissions to encourage non-member States of the region to join WTO, and

Considering that the proposed revision of the formula for fixing financial contributions (Lusaka Formula), to be presented to the next session of the General Assembly for approval, would mean a decrease in the contributions of the developing countries,

1. **Decides** to launch an appeal to non-member American States to consider the possibility of joining WTO; and

2. **Requests** the highest officials of the national tourism administrations of the States Members of the Commission to contact their Ministries for Foreign Affairs and ask them to make the necessary approaches to their counterparts in non-member States.

CAM/DEC/12(XIX)

**AGREEMENTS BETWEEN WTO AND MEMBER STATES OR AFFILIATE MEMBERS FOR THE PROVISION OF EXPERTS TO THE SECRETARIAT**

Agenda item 12 (document CAM/19/12)

The Commission,

Takes note of the report presented by the Secretariat concerning agreements with member States and Affiliate Members for the provision of experts to the Secretariat.
CAM/DEC/13(XIX)

REPORT ON THE DELETION OF PARAGRAPH 6 OF FINANCIAL REGULATION 4 (CONCERNING THE FINANCING OF TECHNICAL COOPERATION)

Agenda item 13 (document CAM/19/13)

The Commission,

Having been informed that the Executive Council, at its thirty-fifth session, took no decision with respect to the CAM proposal to delete paragraph 6 of Article 4 of the Financial Regulations of the Organization concerning the financing of technical cooperation,

Decides to reiterate its proposal to the thirty-sixth session of the Executive Council for submission to the eighth session of the General Assembly.

CAM/DEC/14(XIX)

ARREARS IN THE CONTRIBUTIONS OF MEMBERS OF THE COMMISSION TO THE ORGANIZATION'S BUDGET

Agenda item 14 (document CAM/19/14)

The Commission,

Having heard the report presented by the Secretariat concerning the arrears of certain Members of the Commission in the payment of their contributions to the Organization's budget,

1. Takes note of the payment of 1989 contributions recently effected by Argentina and Venezuela, in addition to those indicated in the Secretariat's report; and

2. Urges the member States of the region that are still in arrears in the payment of their contributions to propose a payment plan to the Secretary-General so that the General Assembly can exempt them from application of paragraph 13 of the Financing Rules.
CAM/DEC/15(XIX)

REPORT OF THE COMMISSION'S REPRESENTATIVES ON THE EXECUTIVE COUNCIL AND ITS SUBSIDIARY ORGANS

Agenda item 15 (document CAM/19/15)

The Commission,

Having considered the report of the Commission's representatives on the Executive Council and its subsidiary organs, and

Recalling with satisfaction decision CE/DEC/16(XXXV), by which the Executive Council, in accordance with rule 29 of its Rules of Procedure, decided to recommend to the General Assembly of the Organization Mr. Antonio Enriquez Savignac for the post of Secretary-General of the Organization for the period 1990-1993,

1. Expresses its most unequivocal support for the candidature of Mr. Antonio Enriquez Savignac approved by the Council at its thirty-fifth session, held at Cancun, Mexico, from 16 to 19 May 1989, for the post of Secretary-General of the Organization;

2. Is confident that the eighth session of the General Assembly will ratify the election of Mr. Antonio Enriquez Savignac as the new Secretary-General, in accordance with the Statutes of the Organization; and

3. Communicates this decision to the other member States of the Organization.

CAM/DEC/16(XIX)

PREPARATION OF THE EIGHTH SESSION OF THE GENERAL ASSEMBLY OF WTO

Agenda item 16 (document CAM/19/16)

The Commission,

Takes note of the agenda of the eighth session of the General Assembly, to be held in Paris in August 1989, and of the schedule of meetings of the Regional Commission, the Executive Council and its subsidiary organs prior to the General Assembly.
REPORT ON WORLD TOURISM DAY
Agenda item 17 (document CAM/19/17)

The Commission,

Takes note of the Secretariat's report describing the activities of certain countries in the region for the celebration of World Tourism Day in 1988, and

Expresses its desire that greater support and publicity should be given to World Tourism Day in advance, so that tourism receives more media attention.

CAM/DEC/18(XIX)

PLACE AND DATE OF THE TWENTIETH MEETING OF THE COMMISSION
Agenda item 18

The Commission,

Takes note that the twentieth meeting of the Commission will be held within the framework of the eighth session of the General Assembly on 26 August 1989 in Paris.

CAM/DEC/19(XIX)

SEMINAR ON JOINT TOURISM MARKETING STRATEGIES IN THE REGION OF THE AMERICAS
Agenda item 19 (document CAM/19/SEM/I.I.B)

The Commission,

Having taken note of the report, attached to the decisions of this meeting, on the Seminar on joint tourism marketing strategies in the region of the Americas, held at Havana on 19 and 20 June 1989,

Decides to adopt its conclusions and recommendations.
SEMINAR ON COMMON TOURISM MARKETING
STRATEGIES IN THE AMERICAS

BACKGROUND

1. The Seminar on common tourism marketing strategies in the Americas was held at the invitation of the Cuban Government within the framework of the Organization's operational activities.

2. The Seminar was held in Havana, Cuba on 19-20 June 1989, under the Chairmanship of Ms. Beatriz Canal de Barco, President of the WTO Commission for the Americas and Mr. Rafael Sed Pérez, President of the Cuba's National Institute of Tourism.

3. During the Seminar the following papers were submitted:

- WTO Secretariat
  Basic Introductory Report.
  Mr. Carlos Vogeler

- RIOTUR
  Promotional Problems and Achievements of a Tourist Receiving City:
  Rio de Janeiro
  Mr. Bayard Do Coutto Boiteux

- IBERIA
  Role of the Air Transporters of the Countries of Origin.
  Mr. José Manuel Ester Fernández

- GIRAS
  Role of the Tour Operators of the Countries of Origin.
  Mr. Vicente Pera

- Cuban Center for Tourism Studies
  The Americas in 1992: A Product and an Image Characterized by the Unity of the Diverse.

- CUBATUR
  Let's Make Latin America a Dream
  Mr. Juan Emilio Martínez
  Mr. Raúl Cabello Pérez

- SPAIN
  Possible Limitations of the Development of Tourism: The Case of Spain.
  Ms. Esperanza Galiano

- AMFORT
  Possible Limitations of the Development of Tourism.
  Mr. Giusseppe Loy Puddu
After the presentations and the discussions the Seminar adopted the following

CONCLUSIONS

1. An increase of 1.7% in arrivals and 5.9% in incomes was observed in the Americas, still below the world average.

   As an emitting market, North America continues to be the main source of tourists for the region, although it shows a certain trend towards stabilization.

   Europe, however, although in absolute terms generates an relatively low amount of the market towards the Americas, it has a strong generating ability, placing it as the first world market, both in the number of departures and tourist expenditure. This first world traffic generator, mainly functions in an intra-regional form.

   This potential can be tapped by the Americas, considering the enforcement in 1993 of unified fiscal systems within the European Economic Community, that might suppose an increase in the prices in certain European tourist receiving countries.

   The Americas, a farther and more expensive destination for the Europeans, is therefore aimed at the higher segments of society and longer length of stay. These concepts should mean that the European tourist generates a higher level of spending which represents an important attraction for the receiving areas.

2. It was considered that the Americas can offer its generating markets a wide range of options to satisfy the demands of the different market segments.

   These options have been divided into four different products.

   a) Sand, sun and sea.

   In the North American market there is already a demand for this product. In other regions, such as Europe, it can become an alternative to southern Europe, which might have already reached physical (carrying capacity) and motivational (fashion trends) saturation levels.
b) Culture, history and monuments.

As the market opportunity for an existing and growing segment that should be reached through the promotion of that cultural patrimony.

In contrast to the first product—beach—in which there is already a potential market that can substitute one beach for another, the cultural, historical, and monumental product is aimed at a segment that is interested in this concept which implies that there is a basis, but which needs to be given further knowledge of the cultural, historical, artistic, and monumental elements of that destination.

c) A combined product which pleases the European market according to the studies that have been carried out, incorporating the cultural aspects with those of rest, relaxation, and beach. This concept has been successfully developed in South East Asian countries, northern Africa and other regions of the world.

d) Trekking and Adventure, that is, active participation in the natural environment.

This product is in increasing demand by new segments of the market.

In the first and fourth groups, the market already exists, it is a question of diverting it towards our destinations, offering it new options.

The second and third, mainly with cultural connotations, must be created on the basis of the promotion of the cultural resources of the Americas in the potential markets which are barely aware of the attractions and the enormous cultural wealth that the region represents in the context of world patrimony.

3. Air lines can become a driving force behind tourism, offering their promotion, information, and publicity resources. Towards this end, it was a positive move the offer of the Madrid delegation from IBERIA, the Spanish Air Lines, to provide display space in their sales offices in Madrid for the promotion of specific offers from the Americas; training of sales teams in their zone of influence on destinations on the Americas, incorporation of specific offers from the Americas in its computerized reservation system, so that it can instantaneously reach all sales locations, and the incorporation of offers to be distributed by the network of commercial enterprises and businesses which are habitual clients of the company. In the same manner, Cubana de Aviación also agreed to offer space for the promotion of regional tourism products in the display windows of its offices abroad.

4. The convenience of finding more imaginative and less topical tourist image prototypes, which are also closer to the correct identification of the offer, was also considered.
5. It was agreed that the price factor is still a significant element in the decision of potential clients. Therefore, the concerted actions of the different agents involved in the creation of the product, both public and private, must take this into account.

6. The need that WTO establish a co-ordinating mechanism for the dissemination of information concerning any marketing effort, planning studies, and general statistical data, that can be used and that will enable each of the countries to make decisions based upon current and correct information was mentioned.

7. The option of joint itineraries as a valid instrument for the development of new markets and to increase the possibilities of those existing, was also considered.

   Therefore, taking into account the existing limitations and difficulties which have been discussed during this Seminar, it was suggested that, in the first place, the States adopt a political will in the integration process and a concerted action among all those agents that have to do with the process (national tourism administrations, carriers, operators, travel agents, receptive offers, etc.).

8. It was proposed that a Joint Itinerary integrating several countries be put into effect in order to assess the experiences obtained and evaluate its possible application.

9. Taking into consideration the generating and redistributing role of tour operators and travel agents, several speakers expressed the need to support the actions of these enterprises, in order to achieve better promotion of the region of the Americas.

10. The actions that can be undertaken by the national tourism administrations to promote tourism development were discussed, mentioning among other aspects:

- Adequate legislation to guarantee the quality and reliability of the services.

- Promotion of tourism investments (public, private, domestic, foreign).

- Facilitate free movement of tourists.

- Rational use of the environment.

- Security and protection of the tourist.

- Avoidance of commercial practices that might provoke the nonfulfillment of contracts with the subsequent impact on the image of the product and the destination (example: overbooking).

- National awareness campaigns on the benefits of tourist activities that would enable the population to understand the phenomenon, welcome it and adopt a positive attitude.
- Avoidance of restrictive commercial practices which might hamper the free movement of tourists in the region of the Americas (example: cruises, land transportation, etc.).

- Promotion of social tourism as a means to motivate the lower income brackets of the population to practice tourism.

11. The Seminar considered that the development of tourism, must start with a political decision within the framework of a global national strategy.

This political decision would result in a planned effort encompassing the general infrastructure of the selected destination, the availability of services, the search for investments and ultimately its launching on the selected markets, taking into account the generating geographic regions which are most interested in the tourism area to be developed.

This kind of development might constitute a flexible and efficient tool at the service of the region's socio-economic policy, in the form of a reorientation of the migratory processes, diversification of income, job creation, reactivation of depressed areas, etc.

12. Aeronautical policies should respond to tourism development priorities to a greater degree, setting aside certain protectionist stances in favour of national airlines that might hamper the expansion of tourist traffic, in order to achieve greater liberalization of frequencies, capacity and commercial operations (example: Open-jaw cases, fifth and sixth freedom principles, air fares, charter flight operations, etc.).

13. The establishment of a follow-up plan to allow the implementation of some of the recommendations of this Seminar, with the corresponding actions, which would require the setting up of specific plans and the allocation of funds by the WTO Commission for the Americas.

14. The Seminar unanimously expressed its appreciation to the Cuban authorities for the excellent arrangements made and the facilities provided for this event, which facilitated the works carried out during this technical meeting.