



ORGANISATION MONDIALE DU TOURISME  
WORLD TOURISM ORGANIZATION  
ORGANIZACION MUNDIAL DEL TURISMO  
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ

CAM/24/DEC

WTO COMMISSION FOR THE AMERICAS

SUMMARY RECORD OF THE TWENTY-FOURTH MEETING

Madrid, 26 January 1993

1. The Commission held its twenty-fourth meeting under the chairmanship of Mr. Eugenio Yunis, Director of Chile's National Tourism Department. The meeting took place in the offices of the Institución Ferial de Madrid within the framework of FITUR '93.

It was attended by representatives of thirteen Full Members from the region and of six Affiliate Members. Spain and the Holy See attended as observers. Representatives of two international organizations and of six institutions concerned with tourism development and promotion, as well as three media representatives were also present at the meeting. The list of participants is contained in the Annex.

The Commission approved the provisional agenda without amendment:

1. Adoption of the agenda
2. Introductory remarks by the Secretary-General
3. Communication of the Chairman of the Commission
4. Presentation of the statistical monograph for the region
5. Regional and technical cooperation activities
6. Implementation within the region of the Organization's general programme of work
7. Celebration of World Tourism Day 1992
8. Year of Tourism in the Americas
9. Place and date of the twenty-fifth meeting of the Commission

2. Introductory remarks by the Secretary-General

The Secretary-General began by greeting and welcoming the delegation of El Salvador, which had rejoined the Organization. The Secretary-General described tourism trends worldwide and in the region. He also presented a summary of the Secretariat's

activities in 1992, when the twenty-fourth meeting of the Commission was originally to have been held. He spoke of the most recent activities in technical cooperation, tourism education and training, marketing, planning and environment, and facilitation and safety. He also mentioned the latest publications produced by the Secretariat and asked the Commission Members to cooperate by sending in their comments and suggestions for the draft general programme of work for 1994-1995, now being prepared. In this way the Secretariat could ensure that the specific problems of the region were reflected in the programme.

### 3. Communication of the Chairman of the Commission

The Chairman of the Commission based his communication on the findings of a survey which he had prepared, and to which ten Commission Members had replied. The aspects attracting the most attention were:

- Organization of the Secretariat to ensure that it is provided with the most appropriate means for carrying out its activities;
- General programme of work: Most of the replies spoke of hotel classification as a priority. Specific requests were made for an update of the document Hotel classification standards for the Americas approved by the Commission in 1980;
- Technical cooperation: The areas attracting most interest were marketing, tourism planning, environment, training and statistics.

It was not possible to determine priority subjects for discussion at successive seminars, since the replies received were highly disparate.

Various Commission Members proposed that further surveys of this kind should be conducted and asked that the findings of the survey already carried out should be distributed.

### 4. Presentation of the regional monograph

Following the Secretariat's presentation of this document, several delegations congratulated the Secretary-General on the inclusion of global data for 1992 and on the quantity of statistical data contained in the monograph. The Members of the Commission agreed to forward their comments by replying to the questionnaire distributed with the monograph.

### 5. Regional and technical cooperation activities

The Secretariat listed the sectoral support missions and technical cooperation projects under way, further details of which were provided in document CAM/24/5. Reference was made to the difficulties encountered in executing projects because of the low priority that countries attach to the tourism sector in their

national programmes and the budget cuts by the United Nations Development Programme and its strategy in encouraging the national execution of projects.

Faced with this situation, the Secretariat was redoubling its efforts to identify new sources of finance, to intensify the cooperation it provides direct through its field missions and to lend its support to national tourism administrations so that they may execute projects in the most effective manner. The Members of the Commission commented on the possible creation of a "seed fund" consisting of non-budgetary resources to finance priority technical cooperation activities and on the prospects of using funds earmarked for environmental projects and of access to financial resources from the European Community.

6. Implementation within the region of the general programme of work

The Secretariat presented document CAM/24/6 containing specific information on this subject. It reported on the forthcoming meetings of the subsidiary organs of the Executive Council, i.e. the technical committees. In particular Members were urged to cooperate with the Secretariat by replying to the questionnaires sent to them on promotional budgets, the structure and responsibilities of national tourism administrations and the Organization's general programme of work for 1994-1995.

Various Members of the Commission emphasized the value of the seminar on tourism training held the previous day, given the needs of the countries of the region in this area.

7. World Tourism Day 1992

The Secretariat informed the Commission of the gratifying level of participation in the cultural activities, the folk group competition and the international seminar held to mark World Tourism Day 1992 within the framework of the Seville Universal Exposition. It wished again to convey the Organization's gratitude to the Secretariat General for Tourism of Spain, the Directorate General for Tourism of the Junta de Andalucía and the City of Seville. It also expressed appreciation at the cooperation of Argentina in its capacity as President of the General Assembly and that of the Maison de l'Alsace, an Affiliate Member of WTO, which had both hosted receptions at the end of each day's events. A total of seventy-one delegations from all over the world, half of them headed by ministers, took part in the events. It was in fact the tourism sector that had drawn the most important crowds, both qualitatively and quantitatively speaking, throughout the six months of the EXPO.

The Secretary-General announced that the Secretariat was exploring the possibility of carrying out celebrations of this kind in years in which there was no session of the General Assembly. Some Members of the Commission and the representative of the Holy See reported on the high profile each had given to the celebration of World Tourism Day and expressed their desire to see continuing emphasis on the human component of tourism.

The Secretariat recalled that the theme for World Tourism Day 1993 was: "Tourism development and environmental protection: towards a lasting harmony".

8. Year of Tourism in the Americas

Several delegations announced the activities they had carried out to commemorate 1992 as the Year of Tourism in the Americas. Most of the activities had involved the use of a special logotype on official correspondence and publications, as well as the issue of postage stamps (Brazil).

9. Place and date of the twenty-fifth meeting of the Commission

The Commission decided to hold its twenty-fifth meeting in Bali at the time of the tenth session of the General Assembly.

10. On conclusion of the meeting, the representative of the World Health Organization (WHO), Dr. Fernando Quevedo, described the diseases that can affect tourists during their travels, basically with reference to the safety of food and drink. Emphasizing the positive returns of preventive action in this area, he gave details of the programme that WHO and WTO are carrying out jointly. He also stressed the importance of cooperation between government bodies responsible for health and tourism, as well as between those bodies and tour operators and of more direct action with tourists (information campaigns).