



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

CAM/30/ACT  
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REPORT ON THE THIRTIETH MEETING OF  
THE WTO COMMISSION FOR THE AMERICAS

San Carlos de Bariloche, Argentina, 6 May 1997

The proceedings of the thirtieth meeting of the Commission began with the opening ceremony of the Seminar on *Joint Tourism Promotion between the Public and Private Sectors*, chaired officially by the Secretary of Tourism of Argentina and Vice-Chairman of the Commission, **H.E. Mr. Francisco Mayorga**. During the meeting, the floor was taken by the **Chairman of the Commission, Dr. Caio Luiz de Carvalho** (President of Embratur/Brazil) and the Secretary-General of WTO, **Mr. Francesco Frangialli**, who thanked the Secretary for his generosity in hosting the Commission meeting and Seminar.

During the opening ceremony of the Commission meeting, the Chairman of the Commission, Brazil, welcomed the participants and expressed appreciation for the facilities made available for the proceedings.

For his part, the Secretary of Tourism of Argentina, after welcoming the participants and wishing them a fruitful stay in San Carlos de Bariloche, emphasized the estimable contribution to the programmes aimed at consolidating the Americas region as a competitive destination and praised in particular the efforts made for Panama's reincorporation into the Organization. He stressed the strategic importance of tourism in the economy of nations and the efforts to optimize the resources devoted to the tourism sector. He said he was sure that the Seminar would serve to enhance the knowledge of instruments capable of improving coordination between the various players in the development of tourism.

In spite of the tasks still pending, the results were encouraging. Mr. Mayorga said that in Argentina alone, between 1990 and 1996, 1,200 million dollars had been invested and given rise to the creation of 6,462 direct jobs and 16,156 indirect jobs. At present tourism accounted for 12.3 per cent of the active population in Argentina.

He pointed out that in seeking joint activities, the countries of South America had just subscribed to a promotional and image-enhancing campaign - as a region - in the generating markets. By the same token, he wished to share with the CAM Members his satisfaction that Buenos Aires had been designated as a finalist for hosting the Olympic Games of the year 2004, which afforded the possibility for South America to organize such an event for the first time for the benefit of all the countries in the region.

The Secretary-General expressed gratitude for the invitation received and for the facilities made available to the participants for carrying out the meetings convened in Bariloche. He stressed that these events were one more proof of the interest that Argentina had long taken in the activities of the Organization, in which, moreover, it occupied important places on various technical committees.

He also congratulated the Members of the CAM on the results they were achieving in attracting visitors and encouraged them to adopt the necessary policies to increase their share of tourism receipts, always with an eye to sustainable development. In this connection, the Seminar could be a good opportunity for supporting future promotional programmes and activities, considering the experience built up by the administrations of the region or of other latitudes, which would be submitted for analysis.

WTO had always tried to support the efforts carried out by public administrations and the operational sector. On this point, he recalled the seminars, workshops and missions carried out in the region, specifically designed to perfect tourism promotional systems. Lastly, he emphasized that this attitude reflected the mandate of the Organization as well as the desire of the WTO Secretariat.

The Secretary of Tourism was again thanked for his generous invitation, the opening ceremony was concluded, and the work of the Seminar and the WTO Commission for the Americas began. Representatives of fourteen States Members of the Commission, eight Affiliate Members and two non-members of the Commission attended the meetings.

#### 1. Adoption of the agenda

The Commission approved the following agenda:

1. Adoption of the agenda
2. Communication of the Chairman of the Commission (**Brazil**)
3. Preliminary remarks by the Secretary-General
4. Presentation of the new interactive services of WTO via the Internet
5. Presentation of the statistical monograph for the region
6. Application to the region of the general programme of work for 1996-1997 and other activities
7. Report on the Second International Forum for Parliaments and Local Authorities
8. Preparation of the general programme of work for 1998-1999
9. Preparations for the twelfth session of the General Assembly of the Organization
10. Place and date of the thirty-first meeting of the Commission

#### 2. Communication of the Chairman of the Commission

The Chairman of the Commission began by thanking the authorities for their generous invitation and the warm welcome extended to the delegates, as well as for the facilities for successfully carrying out the work of the meeting in a place of such singular attraction as San Carlos de Bariloche.

During his statement, the Chairman of the CAM first of all thanked the Secretary of Tourism for the facilities made available by his Government for the meeting. He went on to stress the positive development of tourism in the region and more particularly in his country, Brazil. He explained how his country's tourism activity depended on two key markets: the domestic market (it is considered that Brazil has 30 million potential tourists) and the intraregional market. He mentioned the extreme importance of the political will of governments in order to develop tourism. Speaking of tourism promotion, he pointed out that it was a key function of the administrations which they should share with the private sector. In Brazil the volume of resources earmarked for promotional investment had increased considerably, and he hoped they would be consolidated to permit permanent promotion, which was the only way of making it effective.

Among other subjects, he stressed the priority that was being given to combating sex tourism in complete harmony with the aims of the Organization and of other institutions that had set up action groups to mobilize governments, the media and society in general to bar this type of practice. Brazil had shared its national logotype for use in international campaigns.

### **3. Preliminary remarks by the Secretary-General (document CAM/30/3)**

The Secretary-General gave a summarized review of the following subjects:

- **trends in world tourism and in the Americas region in 1996;**
- **activities carried out by the Organization;**
- **internal situation of WTO, from the point of view of finances and staff ;**  
and
- **development prospects in the immediate future.**

He also referred to the previous meeting of the Commission, held at Havana in May 1996, and to what he described as the good performance of tourism in 1996. Worldwide there were 594 million tourist arrivals and receipts of 425,408 million US dollars. In the Americas region international tourism had accounted for 115 million arrivals (up 3.9 per cent on 1995) which generated receipts of 106,308 million dollars (up by 6.1 per cent on 1995).

The Commission noted the internal situation of the Organization which is structurally more robust, more modern in its culture and more highly respected outside. The Secretary-General pointed out that the Secretariat was in a good financial position and that, in spite of having reduced the number of staff, the pace of its activities and meetings had not slackened. The number of countries and other institutions that wished to join the Organization continued to grow, as proved by the accession in 1996 of Panama and Thailand. Some African countries were preparing their applications for membership of the Organization. Under the management of the previous Secretary-General, Antonio Enríquez Savignac, the Organization had been modernized and strengthened. The programme of work was being prepared to reflect more faithfully the diversity and reality of the tourism industry. The budget on which the programme was based was realistic and transparent, seeking to be more stringent without sacrificing the volume of activities to be carried out.

The responsibilities to be assumed in the immediate future would undoubtedly make the Affiliate and Associate Members feel more fully integrated within the Organization's bodies. For this purpose, the Secretary-General had proposed to the Executive Council, to which it had agreed, that a summit debate be held during the General Assembly and a White Paper be prepared as the basis of this debate, together with the conclusions of a special high-level working group, comprising eminent persons from governments and the private sector. The ultimate aim was to change in the same direction in which world tourism is changing.

The Commission noted the words of the Secretary-General concerning the Organization's future and thanked him for his efforts to update its activities without overlooking the need for continuity of the work already covered.

#### **4. Presentation of the new interactive services of WTO via the Internet**

The Secretariat made a detailed presentation of the Organization's presence on the Internet. Besides explaining what type of elements have been installed at the Secretariat's Headquarters, a more detailed presentation was made of the services that could more directly benefit the Members of the Commission. In short, these are to take advantage of WTO's website to incorporate the pages of tourism information that each country would like to include - free of charge - and access to the statistical data bank. At the present time, together with the statistical information accumulated, it was possible to obtain through the Internet some publications, such as the monographs for the various regions. A data bank of tourism legislation was also being prepared.

The Commission noted with satisfaction that some countries of the CAM already used these services, and in order to ensure that others may do so the necessary data were distributed to the delegates. Various delegations stated that they hoped that the data bank of legal standards would shortly be available, given the real need for knowledge of the standards of other countries, which may help them update their tourism laws and regulations.

#### **5. Presentation of the statistical monograph for the region**

The Commission Members noted with interest the presentation of the document on international tourism trends in the region (1996). It consisted of four parts. The first recorded arrivals and receipts worldwide, in the Americas region and in its subregions and countries. The second part presented arrivals in the countries of the Americas from fifteen generating countries, both from the region and from other continents. The third summarized the information provided by thirty-four countries concerning the positive and negative events that had influenced their tourism development. Finally, the monograph contained extensive information on arrivals, receipts from international tourism and its economic impact in each country of the region.

The Secretariat again asked the Members of the Commission to send the corresponding Section the greatest possible amount of broken-down statistics so that the data provided in statistical publications could be even more precise.

6. **Application in the region of the general programme of work for 1996-1997 (document CAM/30/5)**

Under this item of the agenda, the Secretariat presented a summary of the activities carried out under the general programme of work, with special reference to its application in the countries of the CAM.

The first point covered was that of **cooperation for development** which afforded the opportunity to mention the eleven missions carried out in countries of the region and the financial difficulties of the United Nations Development Programme (UNDP) which had not yet allowed the start-up of technical cooperation projects. It was again emphasized that the countries of the region benefiting from cooperation for development were collaborating to the extent possible in executing short-term missions. For its part, the Secretariat was seeking alternative sources for financing specific activities in the Americas.

Since 1997, no agency had received direct from UNDP funds for cooperation missions. These resources were now assigned to the Resident Representatives for administration.

It was again pointed out to the member countries that the Secretariat could be present in nationally executed development projects by playing a monitoring and supervisory role in all or some of the phases of these projects.

The Commission was informed of the results of the ***Seminar on Advanced Tourism for Diplomats***, which had been attended by diplomats from twenty-one countries, nine of them from the Americas region. At the moment a support programme was being prepared for a course to be imparted by the Tourism Corporation of Venezuela to its country's diplomatic officials.

After a description of the Secretariat's activities in the areas of **statistics and market research**, including a mention of the regular publications of this department and those of a methodological nature, a document was presented containing the tourism promotional budgets (1995-1996) of more than 100 countries. It contains global data and breakdowns according to budget headings and target markets.

A presentation was also made of the application of the manual of satellite accounts for tourism, prepared by WTO and which had been discussed on three occasions by a group of experts so that it might be used universally. As part of the process of disseminating methodologies of this kind, the holding of a Seminar in Jamaica this year on the preparation of the satellite account for tourism was announced.

With regard to **tourism training and education**, particular mention was made of the programme of courses carried out by the Secretariat. Of special importance were the courses on Educating the Educators and others that had been prepared for use as correspondence courses. A site was being prepared on the Internet for suppliers and seekers of tourism training, which would replace the Directory of Training Institutions.

Mr. Rivas, the representative of WAPPT, made a presentation on his institution, its structure and programme of work, emphasizing the introduction of a world scholarship fund, which was followed with interest by the Commission Members, who took note of and thanked Mr. Rivas for his presentation.

With respect to the **environment and planning** programme, the Commission was informed of the activities of the Environment Committee and of the Secretariat in this area as well as of the publications already completed and those soon to be published. Special reference was made to the Secretariat's desire to progress in establishing environmental indicators so that, with criteria that were objective, reliable and relatively easy to calculate, the sustainable development of tourism could be planned.

The delegation of Costa Rica made a presentation on a System of Certification for Tourism Enterprises, taking into account sustainable development criteria. In that system, criteria for environmental and economic sustainability were used and social aspects were addressed, such as the participation of the local population. Replying to the request of the delegate Mr. Bary Roberts, the Secretary-General gave instructions for Costa Rica to be able to present this proposal to the Members of the Environment Committee at its next meeting.

On the subject of **quality of tourism services**, the Secretariat described the development of the activities carried out in the areas of safety and security, emphasizing in particular the publication of a Handbook on Tourist Safety and Security: Practical Measures for Destinations; the Commission was also informed of the update of the study on Health Formalities and Information in International Travel, revised in 1996 with the help of WHO. Two publications on Quality and on Food Safety and Hygiene were due for completion this year..

The Commission was informed of the Secretariat's activities regarding the liberalization of trade in services, centred on the updating of the inventory of measures affecting international trade in services. The Commission took note of the activities carried out in establishing quality standards for tourism development, including those relating to the proposal of amendments to the New York Convention regulating the importation of tourist publicity documents and material.

Information was also given on the action to prevent organized sex tourism, and mention was made of both the Cairo Statement and the active participation in the Stockholm Congress (1996) which had led to the creation of a task force in cooperation with the international movement **End Child Prostitution and Trafficking** (ECPAT). The Commission thanked Brazil for its authorization to use its national logotype in the international campaign to eradicate child prostitution and trafficking.

WTO is striving to be present in the **media** and in the presentation of **publications** attractive for their contents and format, which had served in part to disseminate WTO's image to a greater extent and distribute more widely the skills acquired, as well as to diversify the Secretariat's financial resources.

In 1996 more than twenty press releases were distributed to 800 journalists and some 1,000 requests for information, articles and interviews from the media were attended to. WTO News has a new format since 1997.

The presence of WTO on the Internet is being reinforced for dissemination to tourism professionals of the information generated by the Secretariat or by the member States. The Commission noted that in 1996 eight new titles had been published and that in 1997 seven more will be released.

7. **Report on the second International Forum for Parliaments and Local Authorities (document CAM/30/6)**

The Secretary-General reported on the outcome of this Forum, and the Commission took note of the conclusions that had been reached. He emphasized the high level of participation recorded: 465 participants from 72 countries, who had analysed sustainable tourism development policies and emphasized the role that should be played by local authorities.

Special mention was made of the participation of the central, regional and local authorities in tourism development and the need for coordination between those levels of administration and the private sector. In addition to their budgetary and standard-setting activities, parliaments should seek more prominence in the formulation of the tourism policy and the supervision of its implementation.

The next such meeting will be held in France in 1998.

8. **Preparation of the general programme of work for 1998-1999 (documents CAM/39/7 and CE/55/5 (a))**

The Secretary-General gave an introduction in which he emphasized that the draft being prepared was a document open to suggestions from all countries until it was studied at the next session of the General Assembly. He thanked the CAM countries for their contribution and urged them, through the Technical Committee for Programme and Coordination which was chaired by Argentina or through the Secretariat, to submit any suggestions they considered appropriate.

The Secretary-General specified that the principles on which the draft programme had been based were those of maintaining WTO's leadership, offering quality services and products, maintaining relations with other international organizations and continuing to reduce operating costs and seek alternative sources of financing to ease the burden on Members of their contributions.

The Commission noted these principles and that the criteria used in preparing the draft programme were of continuity and renewal. On the one hand, the aim was to complete activities begun in previous years and, on the other, to respond to the current problems of the tourism industry. The programme of work maintains the six already traditional areas, to which has been added the specific programme of the Affiliate Members. For each area, objectives have been defined and the activities to be carried out specified, as well as the outputs to be achieved. The target beneficiaries of each of the activities is indicated in a separate table.

9. **Preparations for the twelfth session of the General Assembly of the Organization (document CAM/30/8)**

The Commission took note of the report presented by the Secretary-General on the holding of the next session of the General Assembly at Istanbul from 24 to 27 October 1997. The pattern of the previous session will be followed and three round tables convened (Vision 2020, Tourism's contribution to local development and Promotional campaigns in foreign markets). The Affiliate Members will hold a seminar on Tourism Taxation.

It was also pointed out that a special meeting of ministers and heads of delegation would be held to carry out a debate on the future of the Organization, from which guidelines should emerge to enable the Secretariat to meet the challenges of the twenty-first century. The Secretary-General also pointed out that the provisional agenda of the Assembly included important subjects for the life of the Organization, such as what had already been mentioned about its future, the programme of work and budget and the appointment of the Secretary-General for the period 1998-2001 on the recommendation of the Executive Council.

10. **Place and date of the thirty-first meeting of the Commission**

The Chairman of the CAM announced that the next meeting should be held at Istanbul during the twelfth session of the General Assembly. The Commission noted that Ecuador had expressed its wish to host the thirty-second meeting of the CAM in its country in a place and on a date to be determined. Formal confirmation of this offer is expected.

The Chairman reported that Argentina and Brazil had submitted in writing to the Secretariat their candidatures for the seats to which the Commission is entitled on the Executive Council. He also mentioned that Chile and Mexico had shown interest in submitting their candidatures for the chairmanship of the CAM.

The Commission, unanimously adopting the decision to **support the candidature of Buenos Aires** to host the Olympic Games in the year 2004, requested the Secretary of Tourism of Argentina to convey this decision to the President of the Argentine Republic, the President of the International Olympic Committee and the relevant bodies of that Committee. Also unanimously, the Commission decided to support Chile's candidature to host the thirteenth session of the General Assembly, requesting the Secretary-General to convey this decision to all the Members of the Organization. The text of both decisions is included in the Annex to this document.

The Chairman of the CAM reiterated his gratitude to Argentina for the outstanding facilities that had enabled the meetings to proceed smoothly and for the warm welcome extended to all participants. He thanked the Secretary-General and the Secretariat for the work carried out, as well as all those that had made these meetings possible. With these words he concluded the proceedings of the thirtieth CAM and the meeting rose.

## REPORT ON THE SEMINAR ON JOINT TOURISM PROMOTION BETWEEN THE PUBLIC AND THE PRIVATE SECTORS

San Carlos de Bariloche, 6-7 May 1997

The Seminar convened by the World Tourism Organization with the support of the Secretariat of Tourism of Argentina was opened by H.E. Mr. Francisco Mayorga, Secretary of Tourism of Argentina and by Mr. Francesco Frangialli, Secretary-General of the World Tourism Organization.

First of all, the hospitality of the Argentine Secretariat of Tourism and its efficiency in organizing this Seminar, held in conjunction with the thirtieth meeting of the WTO Commission for the Americas, should be emphasized. Mention should also be made of the quality of the papers on various national, provincial and local cases, as well as the high level of the discussions. The purpose of this document is to give a brief summary of the state of the issue dealt with during the Seminar.

1. Throughout the seminar proceedings constant mention was made of the importance of promotional action and the widespread trend towards defining strategic and operational plans reflecting the objectives of all those involved in the supply of tourism services. This means taking into account not only the various levels of the government administration but also the desirable contribution of the private sector. Besides, ensuring a more realistic vision of promotion, more financial means and permanent promotional action are thereby assured.
2. The national cases presented endorsed the application of these principles and analysed various mechanisms for participation in the financing and design of joint promotional campaigns. It was pointed out that "Fondos Mixtos" (joint funds) of a promotional nature had existed in Mexico since 1986, based on equal contributions from each of the parties involved.
3. The creation of these types of institution or others was continuing, such as the Chilean or Canadian corporations that had the same approach but that had made advances in joint participation in decision-making in favour of the private sector. In the field of financing systems are being tried based both on contributions, according to the type of member and the activity to be carried out, and on levies that do not affect the final consumer (Colombia).
4. In addition to experiences in the national geographical sphere, a presentation was made of the South American initiative to establish a common brand under which the various tourism products generated in the region would be promoted.

5. The Caribbean case was also studied, and it too yielded a positive message of the possibilities that joint tourism promotion has offered. Through joint common programmes, it had been possible to place on the market in better conditions the products of a large number of islands which, taken separately, had insufficient resources to make the promotional efforts that had been possible with the combined efforts of all the tourism players in the Caribbean area.
6. In the light of provincial and local experiences, it was noted that tourism promotion at these levels was expanding rapidly and that it has been possible to set up institutions of joint activity that are highly effective in relation to the financial and human resources available. For these experiments to succeed, it is essential for channels of cooperation with the private sector to be well monitored and there should be concern for the efficiency of activities and coordination with the programmes of other levels of the administration. This is especially evident when promotional activities are carried out abroad.
7. There is a need for the formulation of strategic marketing plans, which should be complemented by operational plans that guide with precision the activities to be carried out with the most effective tools in previously identified market segments. In carrying out this activity, tourism offices abroad, including those set up in diplomatic missions, tend to occupy a central place and concentrate their functions on market intelligence gathering and fostering employers' knowledge of the realities of the market.
8. A clear concern was expressed to monitor the efficiency of the promotional activities. The Seminar noted with interest the paper in which an analysis was made of the tools suitable for carrying out such a control and also heard the experience of Cuba in this area.
9. The distribution of tourism products through new mechanisms, such as CRSs, GDSs, the Internet, Interactive TV and self-service facilities, is an option that is gaining more strength by the day. The structure and functioning of these tools and how tourism enterprises may gain access to them were discussed. One point emphasized was the need for the public and private sectors to agree on the preparation of inventory systems, i.e. systems of stratifying supply according to homogeneous categories. In this way, specific segments of supply, such as rural tourism, snow tourism, leisure tourism, small enterprises and others, could be incorporated.
10. The Seminar concurred in the need to upgrade and strengthen common action between the public sector - irrespective of its level - and the private sector. This exercise entails the need not only for financial resources but also for promotional proposals and active participation in their execution. While resources are shared, structures are set up (management committee, marketing committee) in which the private sector also has access to new levels of responsibility and power

11. It was repeatedly mentioned that these types of cooperation bodies should guarantee the basic principles of promotion, such as the need for ongoing action, coordination between the various administrative levels and the constant concern to act within the margins of efficiency of promotional investment. It was also noted that in the Americas region there is a predominant trend towards joint action, especially in the area of tourism promotion and that the countries in which these principles are applied are becoming increasingly common .
12. The perfecting and generalization of these promotional mechanisms will also make it essential to progress in the parallel process of administrative decentralization which is also getting under way in the Americas region.
13. To sum up, besides analysing specific forms of cooperation between the public and the private sectors so far as tourism promotion is concerned, there was a widespread view that backing should be given to any process leading to the coordination of the various levels of administration, as well as the institutional strengthening of each of them.

## Annex 1

**WTO COMMISSION FOR THE AMERICAS**  
Thirtieth meeting**DECISION**

During its thirtieth meeting held at San Carlos de Bariloche on 6 May 1997, under the chairmanship of Brazil and with the presence of fourteen delegations, the WTO Commission for the Americas decides unanimously to express its firmest and sincerest support to Argentina for the successful candidature of the city of Buenos Aires to host the Olympic Games in the year 2004.

The Commission encourages and backs the Argentine Government and society as a whole in this endeavour, which projects to the world a highly positive image of the entire region and will bring undoubted benefits to the tourism sector in the Americas.

The WTO Commission for the Americas decides to convey this decision to the President of the Argentine Republic, the President of the International Olympic Committee and the appropriate institutional bodies of that Committee.

San Carlos de Bariloche, 6 May 1997

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**DECISION**

During its thirtieth meeting held at San Carlos de Bariloche on 6 May 1997, under the chairmanship of Brazil and with the presence of fourteen delegations, the WTO Commission for the Americas decides, unanimously, to express its firmest and sincerest support to the candidature of Chile to host the thirteenth session of the General Assembly of the World Tourism Organization (1999).

The Commission fully backs the invitation formally made by the Chilean Government to the WTO Secretariat, whose acceptance will enhance the image of the entire region and give fresh impetus to sustained tourism development in the Americas.

The WTO Commission for the Americas requests the Secretary-General to transmit this decision to all the Members of the Organization as soon as possible.

San Carlos de Bariloche, 6 May 1997

## Anexo 2

**LISTA DE PARTICIPANTES//LIST OF PARTICIPANTS****PRESIDENTE DE LA COMISIÓN/  
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Sr. Caio Luiz DE CARVALHO  
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Sidney ATTÍE  
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WTO SECRETARIAT**

Francesco FRANGIALLI  
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