MINUTES OF THE FORTY-SECOND MEETING OF THE WTO COMMISSION FOR THE AMERICAS

CONCLUSIONS OF THE SEMINAR ON THE EVALUATION OF PROMOTIONAL CAMPAIGNS

Madrid, Spain, 24-25 June 2004

CONTENTS

1. Minutes of the meeting of the Regional Commission .................. 2
2. Conclusions of the seminar ................................................... 15
3. Annex 1: Programme of the Iquitos Summit ................................ 19
6. Annex 4: List of participants .................................................. 26
MINUTES OF THE MEETING OF THE REGIONAL COMMISSION

The forty-second meeting of the WTO Commission for the Americas, which was held in Madrid on 25 June, was presided by Mr. Guillermo Alvarado, General Manager of the Costa Rica Tourism Board. The meeting was attended by participants from 20 Member States of the Americas, plus Spain in an observer role, Puerto Rico as an Associate Member, three Affiliate Members, and two international organizations. The list of participants is attached as an annex to this document.

1. Adoption of the agenda

The Chairman of the Commission, Costa Rica, inaugurated the meeting by presenting the agenda. The delegate from Colombia requested the inclusion before the final item of one on proposals and others; the delegate from Brazil, Mr. Marcio Favila, asked to be allowed to speak to present the World Forum on Tourism for Peace and Sustainable Development. For his part, the delegate from Peru, Eduardo Sevilla, also asked to be allowed to present the II Summit of Tourism and Environment Ministers, to be held in Iquitos (Peruvian Amazon) on 2-3 September 2004. It was agreed to replace the original item 9 with the item proposed by Colombia and the interventions by Brazil and Peru were noted and accepted.

Items 5 and 7 became items 7 and 8 respectively and item 8 was changed to item 6.

The agenda was thus approved as follows.

1. Adoption of the agenda
2. Communication by the Chairman of the Commission (Costa Rica)
3. Preliminary remarks by the Secretary-General
5. Application to the region of the general programme of work of the Organization for 2004-2005:
6. Memorandum of understanding signed with the Inter-American Development Bank
7. Role of the Regional Commissions in:
   a) the development of regional agendas
   b) the preparation, application and evaluation of the general programme of work
   c) the application of the Global Code of Ethics for Tourism

9. Proposals and others

10. Place and date of the forty-third meeting of the Commission

2. Communication by the Chairman of the Commission

The Chairman, Mr. Guillermo Alvarado, extended greetings on behalf of the Minister of Tourism of Costa Rica, Mr. Rodrigo Castro, and explained the reasons why he had been unable to attend.

He mentioned that the delegates had received the meeting documents sufficiently in advance. He referred to their structure and the points for resolution, and underlined the importance of the agreement with the Inter-American Development Bank, and the documents pertaining to items 5 and 7 of the original agenda, that is, the Role of the Regional Commissions and the preparation of the general programme of work for 2006-2007: identifying strategic priorities.

He invited the delegations to hold an informal meeting in San José, Costa Rica on the occasion of the Meeting of Iberoamerican Tourism Authorities. The informal meeting would be held the day before or the day after the Meeting, and would deal with the regional agenda of the Commission and exchanging ideas about the programme of work of the Organization for 2006-2007.

3. Preliminary remarks by the Secretary-General

With regard to this item, Mr. Francesco Frangialli, gave a summary presentation of the document, highlighting two central aspects:

1) The situation of the world tourism sector, its evolution over the past three years, the specific way it affected the Americas region, and its repercussions on the different subregions. He pointed out that the figures presented in the Barometer the day before the Commission meeting showed a strong general recovery in many countries of the Americas, particularly in the region's main destinations. He also discussed in detail the changes that have taken place and the trends being observed in tourism demand and supply.

2) Life of the Organization. Under this heading, the Secretary-General referred to the conversion of the WTO into a specialized agency of the United Nations, and the concomitant recognition of tourism on an equal footing with the main activities of humanity: industry, agriculture, education and culture, health, labour, etc.
He underlined that this was an important step for the Organization, but was an even more important one for those responsible for tourism in the private and public sectors.

He discussed the meeting held and the budgetary situation of the WTO, which he said was in line with expectations. He mentioned the accession of new countries and discussed his proposal to the Executive Council. The text of the proposal is reproduced below:

"I intend to present at the forthcoming Executive Council to be held in Hyderabad, India, which will deal with the future Programme of Work 2006-2007, an innovative working proposal, which is as follows:

It seems possible, despite everything, to form a relatively clear idea—barring any new major setbacks—of what the international tourism situation will be in 2010, by which time the number of international arrivals could approach 900 million. Which regions of the world will see the strongest growth? Which destinations are in a position to accelerate their development, and by what means? Will there be an accentuation of the pressure on the most fragile sites and communities resulting from the growth of flows? At what price? Will the internationalization of trade in tourism services continue in a substantial manner? These are some of the questions that we must be able to answer.

It thus appears possible, but also desirable, in the light of such an outlook, to place the action of the World Tourism Organization within a longer perspective than that resulting from the provisions of its Statutes, whose annexed Financing Rules stipulate that the budget, and therefore the general programme of work of the Organization, is to be established for two-year periods, a periodicity that also corresponds to the sessions of the General Assembly. Perhaps also, due to the fact that the ups and downs of the tourism economic situation have become more and more extreme and unpredictable over the past few years, it has become even more important for the WTO to set its sights further up the road ahead. It should have a better grasp of the direction it wants to take in the medium term so that it can define the activities it intends to carry out in the shorter term.

It would therefore be useful to put the Organization's biennial budget and programme of work into the context of a medium-term outlook and plan of activities, which logic dictates could cover a period equivalent to two budgetary cycles, that is, four years. This suggestion, which was originally formulated by the Secretariat's top officials independently of the Secretary-General, was very well received on his part. He takes it up on his own behalf to submit it to the Executive Council. This practice, moreover, exists in other United Nations institutions, such as UNESCO.

If the Executive Council were to adopt this initiative and propose it to the General Assembly, it would have the advantage of being implemented at the time when the new Secretary-General and half of the members of the Council are elected in 2005. Regardless of which persons or countries are elected, those designated to take office starting in 2006 can only benefit from this added illumination.

The Secretary-General therefore proposes an initiative consisting of five points:
1. First, the forecasts issued in 1995 in our "Vision 2020" report should be brought up to date. These new worldwide and regional estimates for both arrivals and receipts could be made without too much risk of errors as far ahead as 2010. An outlook for the tourism industry through 2010 would be presented, identifying trends, areas of uncertainty, as well as margins of flexibility and development on which the actions of the WTO and of governments could have an influence. The Department of Market Intelligence of WTO would be in charge of preparing "Outlook 2010", which would be submitted to the Market Intelligence and Promotion Committee.

2. Based on the information provided by this "Outlook 2010", a new "white paper", analogous to that presented at the 1997 General Assembly, when the current Secretary-General was elected would also be prepared. Its purpose would be to identify the lines of force currently acting on international tourism, that is to say, the context in which the actions of our Institution would take place. It would attempt to specify what kind of room for manoeuvre the WTO has, and how it should act in response to the developments foreseen between now and 2010. It would propose alternative development strategies for the Organization and for its member countries. In doing so, it would allow each of the actors to acquire a better intellectual grasp of its future. The Secretary-General plans to prepare this "white paper" with the assistance of the eminent persons that form part of our Strategic Group, in charge of this task. The "white paper" would be submitted to the General Assembly at its sixteenth session in Dakar, through the intermediation of the Executive Council.

3. Based on the intellectual foundation of the "white paper", orientations for the Organization's medium-term actions would be formulated. In each activity area, a limited number of precise objectives, quantified using indicators if possible, would be established. These indicators would be conceived such that if the expected results are achieved by 2010, the WTO would be assured of having reinforced its own structure, and above all, having provided maximum assistance to its members, helping each of them build a tourism sector that is dynamic, that creates jobs, and that is also sustainable and in line with the principle of solidarity. This medium-term planning would cover, as mentioned before, 2006, 2007, 2008 and 2009. As this period ends on 31 December 2009, it is proposed to name this planning exercise the "World Tourism Organization Agenda 2010 ".

4. The 2006-2007 budget-programme would correspond to the first half of "Agenda 2010". It would include procedural and content improvements suggested by the Programme Committee and by the Evaluation Committee established by it, which is currently chaired by Austria. For the first time, and in an effort to carry out results-based management, the evaluation procedures for the activities of the programme would become an integral part of the programme itself. The establishment of such a policy for the evaluation of the performance of the activities of the WTO had been recommended by the Working Group on the modernization of WTO, created in its time by the Executive Council.
5. Our expected medium-term results, as set forth in "Agenda 2010" will help us to better discern the contributions that the tourism sector, and more specifically, the WTO and the national tourism administrations that comprise it, can provide toward the achievement of the "Millennium Development Goals" of the United Nations, and particularly toward the most important of these goals: to reduce by half the proportion of the world's population suffering from hunger and extreme poverty by 2015. Assisting in this effort as much as we can is the commitment that lies at the centre of our request for conversion into a specialized agency of the United Nations. Now that this conversion has been accomplished, we must spare no effort in fulfilling our pledge; this is precisely what the Secretary-General affirmed on behalf of the entire Organization at the first meeting of the United Nations System Chief Executives Board, in which he was recently called upon to participate.

He said that he considered these proposals, which he would put forward at the Council, to be highly important for the future of the Organization.

The Secretary of Tourism of Argentina asked the Secretary-General about the progress of the ST-EP initiative, and requested clarifications regarding the Republic of Korea's contribution, and the WTO funds that had been allocated to the project, taken from the 2003 budget surplus.

The Secretary-General answered at length, placing the ST-EP initiative in the context of poverty reduction through tourism, mentioning the 49 least developed countries, the WTO's contributions in Brussels and Johannesburg, and the fact that there were European countries that like Korea were interested in contributing to this initiative, along with private tourism organizations.

He also said that he had spoken with the tourism authorities of Haiti, on the occasion of this meeting of the Commission, for the holding in February 2005 of a ST-EP (Sustainable Tourism-Eliminating Poverty) in the country, aimed at all the countries in the Americas, and particularly, the Caribbean islands.

The Commission noted this initiative and expressed full support for it. The delegates from Colombia and Honduras, expressed the need for the WTO to approach multilateral funding institutions to raise awareness regarding supporting tourism promotion projects. Mr. Huéscar pointed out that in Mexico, mainly, various seminars had been held in the past on the subject of promotion in the context of public-private cooperation, showing different levels of participation and intervention, as well as missions in various countries of the region aimed at strengthening partnership between the public and private sectors in the area of promotion.

The delegate of Spain asked the Secretary-General how the ST-EP projects and the funds for the initiative would be managed. The Secretary-General responded that they would be managed in accordance with the financing and administrative rules of the WTO until the Foundation is established.

The Secretary-General also pointed out that a restructuring of the Secretariat had been carried out with the creation of a new technical cooperation department headed by Harsh Varma, the former Regional Representative for Asia, and that Xu Jing, formerly the Deputy Regional Representative, had been designated to replace him in that post.
As for relations with the countries concerning technical cooperation, he said that sectoral support missions would remain under the responsibility of the Regional Representations, and that technical cooperation projects were the ones that would be under the newly created department.


This item was taken up in the form of a PowerPoint presentation by Mr. John Kester of the Market Intelligence and Promotion Department. Also present was the Head of the Department, Mr. Augusto Huéscar.

The presentation was very important and much appreciated by the delegates as it showed the evolution of the tourism sector between 2002 and 2003 at the world, regional and--in the case of the Americas--sub-regional levels. Comparisons were drawn between 2002 and 200, and the sector's performance according to available 2004 figures was also discussed. The Chairman of the Commission commented on the information presented, and Mr. Augusto Huéscar thanked the countries for supplying the information and asked those that had not done so to send in the corresponding duly completed questionnaires. The figures and information they provide are essential for the preparation of publications such as the one presented.


The Chairman gave the floor to the Regional Representative who spoke about the first part of the mentioned document, that is, its Introduction. Then, it was decided to invite the heads of the areas of Sustainable Development of Tourism (Eugenio Yunis), Statistics and Economic Measurement of Tourism (Antonio Massieu), and Market Intelligence and Promotion (Augusto Huéscar), to give presentations on the different fields of activity under their responsibility, what had been done in 2004 and activities planned for the rest of 2004 and for 2005.

Their presentations were highly significant thanks to the wealth of information they provided to the delegates.

First to speak was Mr. Eugenio Yunis, who discussed the subjects under his responsibility. Aside from the contents of the report, he mentioned that the Committee on Sustainable Development of Tourism met in Thailand and that only one of the four countries of the Americas on the Committee attended, in light of which he urged greater attendance in future meetings.

He pointed out that the United Nations had designated 2005 as the International Year of Microcredit, and that this opportunity should be seized so that the tourism sector--whose enterprises are mainly micro and medium-sized businesses--can obtain access to credit, by raising the awareness of public and private banking institutions that National Committees at the country level exist, of which National Tourism Administrations form part, or should form part.
He also pointed out the presence of the WTO in different Forums, including the Universal Forum of Cultures of Barcelona through its Dialogue on Cultural Diversity, Tourism and Sustainability.

He provided information on the Latin American Forum, to be held in Biarritz, France in the month of October. The WTO's participation will be about ecotourism and sustainable tourism. The WTO will also participate in Buenos Aires in the tenth meeting on Climate Change, an area on which the WTO has already been working. There is a document on climate change and it is suggested that the countries of the region that are interested in participating express such interest. These should number no more than two or three taking diversity into account: large countries, small countries and island countries.

Mr. Yunis also mentioned the Agenda 21 Workshop-Seminars that had already been held in Ecuador and in Mexico and which the WTO is ready to hold in other countries of the region. Lasty, he underlined that in order to make communication between the department and the member countries to be more efficient, it would be advisable for the countries to designate liaison officers. He said that there were various countries that had not yet done so, citing Argentina, Brazil, Guatemala, Nicaragua, Paraguay, the Dominican Republic and Uruguay.

The delegate of Peru then took the floor to present the II Summit of Iberoamerican and Caribbean Tourism and Environment Ministers, and distributed the programme of the Summit among those present. The programme is attached to these minutes as Annex 1. He also extended to all those present an invitation by the Government of Peru to participate in the event, saying that they would receive the official invitation with the specific programme.

Lastly, the delegate from Brazil, Mr. Marcia Favila, took the floor to give a brief presentation on the World Forum on Tourism, Peace and Development. A document on the event will be sent directly from Brazil to all the tourism authorities of the Americas.

The Brazilian delegate stressed the importance of the subject, saying that it was not just an event but a movement. Moreover, regarding the meeting of the Forum on 1, 2 and 3 December 2004, which is the first annual meeting, he said that he had spoken with the Secretary-General about holding the Executive Council meeting at the same time, and that the formal request would be made at the meeting in India in July.

He asked for the support of the countries of the Commission and invited them to participate in the Forum and in its activities and requested that the Commission adopt a decision supporting the Brazilian proposal for inclusion in the WTO's general programme of work for 2004-2005.

The Commission decided to support the Forum and stated that this Brazilian initiative would play an important role in the development of the programme activities already planned for 2005, especially in the areas of sustainable development and poverty alleviation, youth and peace, and the cultural aspects of tourism.
Then, the Commission was addressed by Mr. Antonio Massieu, Head of Statistics and Economic Measurement of Tourism. First, he expressed the continuity and confidence in the work being done in the region, particularly the Iberoamerican Encounters, whose sixth edition will be held on 12-16 July 2004 in Cartagena de Indias, Colombia, using the same collaboration scheme of previous encounters, that is, the Agencia Española de Cooperación Internacional (AECI); the Instituto de Estudios Turísticos de España (IET), ECLAC and the WTO. He also pointed out the participation for the first time of two international organizations, the International Organization for Migration and the International Labour Organization (ILO), which he considered very significant.

Mr. Massieu showed the document to be presented at the aforementioned meeting, entitled El Sistema de Estadísticas del Turismo en Iberoamérica -inventario de fuentes-, which is the result of the work done in that part of the region.

He also mentioned the future capacity-building project with regard to the tourism satellite account with the tourism authorities and the Brazilian Institute of Geography and History, which will be carried out in the current year in said country, and the Second TSA Encounter for Central America to be held in Guatemala in October of this year, which will have a different focus from last year's edition.

He mentioned the project carried out in April in Brasilia (Brazil) for MERCOSUR and the efforts to coordinate with the statistical authorities of the General Secretariat of the Andean Pact, which have not been satisfactory until now.

Lastly, he pointed out the potential of the satellite account as a strategic project of the WTO and the fact that it should be regarded in the same way by the countries. The delegates from Colombia and Honduras expressed their desire to carry out the project and said that although they have approached multilateral funding organizations, the latter have not granted funds for this project. They therefore requested the WTO's intervention in this respect.

Mr. Massieu said that there had been positive changes in the position of multilateral financing organizations, but that there was still much progress to be made. The representative of the Inter-American Development Bank, Mr. Santiago Soler, took the floor and said that there had been changes but that he did not foresee—at least on the part of the IDB—funding for statistical programmes, although statistical activities could be carried out under the umbrella of other areas. He cited the Puebla-Panama plan as an example.

The delegate from Argentina took the floor and expressed the wish to hold in conjunction with Brazil, the 2nd World Conference on Statistics entitled "The Tourism Satellite Account: Understanding Tourism and Designing Strategies". The Executive Secretary of the Ministry of Tourism of Brazil also expressed his interest, and both said that the conference would be held in the localities of Puerto Iguazú and Foz de Iguazu, with participation by Paraguay since the location was situated at the triple border area among the three countries. The delegates of Argentina and Brazil signed a note addressed to the Secretary-General, attached as Annex 2, offering to host the aforementioned conference.
Antonio Massieu pointed out the importance of the upcoming international conference in Iguazu, in which other departments of the Secretariat would be involved aside from his own, such as Market Intelligence and Promotion, Quality Support and Trade, as well as the Business Council.

The Secretary-General thanked the two countries of the Americas for their offer and expressed the importance of the meeting, the fact that two leading tourism countries of the Americas were pushing this initiative, and the fact that the Conference would deal with new issues such as better knowledge of employment, the evaluation of income in the balance of payments among others, and that he hoped that the Conference would draw the participation of high-ranking national officials as well as of representatives from the United Nations and the International Monetary Fund.

The Commission expressed its support for this initiative of Argentina and Brazil, and asked the Secretary-General to transmit it to the next Executive Council in India.

Lastly, Augusto Huéscar of the Market Intelligence and Promotion Department took the floor and presented the statistical monograph on the region corresponding to 2003. He centred his presentation on three objectives of his department:

i. Knowledge of tourism markets
ii. Knowledge of marketing techniques and instruments, especially promotional activities
iii. Direct assistance to tourism administrations, other institutions and third parties.

Under the first point, he discussed worldwide and regional trends and the characteristics of certain generating markets, and presented the special reports carried out on tourism products (cultural/urban tourism).

He informed the Commission about studied under way on:

- the evolution of the hotel industry
- international tourism forecasts
  - for the short term → Barometer
  - for the long term → forecasts

Under the second point, knowledge of marketing techniques and instruments, he discussed effective ways of acting on markets and the evaluation of the results obtained by national tourism administrations.

Under the third objective, direct assistance to NTAs and others, he talked about structural and functional improvements in promotion, through reports, presentations, seminars and workshops, and about support for external institutions, through the preparation of reports and by providing information.
He also expressed the WTO's willingness to carry out, on a national or sub-regional level, a seminar-workshop that would reprise in those contexts the Seminar held before the Commission but taking into account the different experiences and the possible application of the instruments recommended in the manual on "Evaluating Promotional Activities of NTAs" to the reality of a country or group of countries.

Regarding Mr. Huéscar's presentation, various delegations expressed its importance and their appreciation for it as well as for the work done by the Organization for the international seminar that took place immediately before, the distribution of the second Barometer and the publications of the Department.

Summing up the wishes of the Commission, it was decided to ask the Secretary-General for an updated and expanded study on the budgets of the NTAs of the region and their comparison at the world level, as well as on the financing systems used by NTAs, specifically in their promotional budgets. Mr. Huéscar expressed his willingness to carry out such a study with the corresponding budget.

Lastly, the Regional Representative presented the manual on Information and Documentation Centres for Tourism, which is available only in French and English.

The Commission asked the Secretary-General for the immediate translation of the document into Spanish and pointed out to the Regional Representative and the Secretary-General that there were many documents that had not been translated into Spanish, an official language of the WTO, and which is increasingly spoken around the world according to international reports on the subject.

This concluded the consideration of the agenda item. The Chairman of the Commission asked the delegates to take its contents into account and thanked the Organization's officials who gave presentations on their areas of activity for their attendance and participation.

6. MEMORANDUM OF UNDERSTANDING SIGNED WITH THE INTER-AMERICAN DEVELOPMENT BANK (IDB) (document CAM/42/8)

The representative of the IDB, Mr. Santiago Soler, gave a presentation entitled "Business Opportunities in International Cooperation for the Development of the Tourism Sector". The presentation consisted of three parts: intervention of the IDB/Multilateral Investment Fund (MIF) in the sector, opportunities for new projects with MIF, IDB/MIF-WTO Memorandum of Understanding. The latter is attached to these minutes as Annex 3.

After the corresponding exposition of the subjects under consideration, the Chairman gave the floor to the delegations in attendance. First, the Secretary-General underlined the importance of the Agreement signed, pointing out that it was the first of its kind to be signed by the WTO with a regional bank, and that it would serve as a model for the other regions of the world. He said that an agreement had also been signed with the World Bank.
Then, the delegate from Brazil explained the areas of cooperation with the IDB in tourism. He cited the already completed Prodetur Nordeste project, the continuation of phase II for the same region and said that work was under way on Prodetur Sul. The results of the first experience led to the need to develop certain indicators to evaluate tourism performance in the region and the impact of tourism projects in a broader manner. This will allow the IDB to have a better perspective of tourism. Secondly, Mr. Favila mentioned the participation of the IDB in the context of the World Forum on Tourism for Peace and Sustainable Development and of the activities of MIF in Brazil.

The representative of Honduras stressed the importance of the agreement and pointed out that there was a lack of knowledge about tourism in the IDB, whence the lack of support for specific projects. She asked the IDB representative that the bank update its database of consultants as it was very out of date. As for the MIF, she said that in her country they had had good experiences.

The delegate of the IDB gave information on the current status of MIF projects in the region and answered a question by the delegate from Colombia on the Posadas Turisticas project, saying that they were carrying out an exercise of a similar nature in Venezuela.

The Chairman thanked the IDB representative for his presence and expressed the desire for the agreement to lead to a higher volume of activities in tourism matters between the IDB and the countries of the region.


These two items, at the suggestion of the Chairman, were considered jointly. The Regional Representative gave a presentation on both documents and discussed the three points mentioned in the document regarding the Role of the Regional Commissions:

b) the development of regional agendas
c) the preparation, application and evaluation of the general programme of work
d) the application of the Global Code of Ethics for Tourism

Regarding the second document, Preparation of the GPW 2006-2007, he discussed the points mentioned on pages 1, 2 and 3 of the document and in paragraph 8:

a) external factors that affect the development of tourism in the region (economic, political, technological, etc.).
b) new challenges and main subjects of concern for the present and future development of tourism in the region (obstacles to travel, changes in the demand, sustainable development, priority needs and requirements, etc.)
c) the role the WTO is expected to play in dealing with these issues (type of initiatives the WTO should undertake on the regional, national, and local levels).
d) activities and projects included in the current programme of work that are considered less important or advantageous, and that should be modified or dropped.

It was also pointed out that the implementation of the current programme was attached as an annex.

Then, the Chairman asked the different delegations to take the floor, and reiterated the invitation to continue discussing the item on the 2006-2007 Programme in San José, Costa Rica at the meeting of the top tourism authorities. The Regional Representative said that there were two proposals of the Commission related to the current Programme of Work for 2004-2005, which were related to the updating of the budgets and the support given by the CAM to the consequent inclusion in the Programme of Work of the World Forum on Tourism for Peace and Sustainable Development.

These two proposals, based on the statements of the Members, have been adopted as decisions of the CAM and will therefore form part of the Regional Agenda. In accordance with what the Chairman had said and proposed, the Regional Representative said that for reflections and possible decisions on the future programme, it was advisable for the countries to have more time for reflection and for this item to be taken up again at the aforementioned meeting of tourism authorities in Costa Rica, taking into account the contributions of the countries, which should send such contributions sufficiently in advance to the General Secretariat of the WTO.

Following exchanges among the different delegations, the suggestion of the Chairman and of the Regional Representative regarding the treatment of the General Programme for 2006-2007 was adopted.

The Secretary-General said that the initiative was in the phase of collecting information from the countries and that the important thing was to receive contributions regarding what had been done for 2004-2005, and that in the future priorities had to be established regarding what is to be included and what is to be excluded.

8. PROPOSALS AND OTHERS

This agenda item was included at the request of Colombia. The Colombian delegate took the floor and discussed various subjects of interest to the country. These included: the accreditation of UNESCO Schools, a project that the CAM supported, and whose inclusion in the Programme of Work was requested through the Executive Council.

He also said that he wanted to know what kind of support could be expected from the IDB for a Posadas Turisticas project.

Regarding the first point, the Secretary-General pointed out that the Schools projects had the support of the Commission but not that of the WTO Education Council, and said that it had not been included in the Programme of Work and that it had not been given a budgetary allocation, but that he understood Colombia's wish to continue
with the project and that it seemed even more important to him in the case that various
countries of the region or at the world level wanted to carry out the same exercise, and
that in such a case it could be included in the programme with a budgetary allocation.
The delegate of Colombia took note of what the Secretary-General said, and insisted
on the importance of the project, underlining that there was talk of the need to carry out
courses to raise awareness about tourism, when children could be educated early in
their schooling to know and appreciate the importance of tourism.

As for the Posadas project, the representative of the IDB pointed out the
existence of a project with IDB support for Venezuela.

9. PLACE AND DATE OF THE FORTY-THIRD MEETING OF THE COMMISSION

On this item, the National Tourism Director of Chile took the floor and ratified his
country's request to hold the forty-third meeting of the CAM in Chile in the spring of
2005.

The different delegations approved the Chilean proposal and regarding the theme
of the Seminar, the delegation of the host country suggested MICE Tourism and
business tourism. The delegations expressed their interest in the proposed theme.

Lastly, the Chairman thanked all the delegates for their participation and
statements, and thanked the Secretariat for organizing the events. The delegations
made a vote of commendation for the Chairman, Mr. Guillermo Alvarado (Costa Rica),
for his performance in presiding over the seminar on the evaluation of promotional
campaign and the forty-second meeting of the Commission.