



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

CAP/16/DEC

WTO COMMISSION FOR EAST ASIA AND THE PACIFIC

DECISIONS TAKEN AT ITS SIXTEENTH MEETING
Beijing (China), 17-18 October 1986

AGENDA

1. Adoption of the agenda
2. Communication of the Chairman
3. Communication of the Secretary-General
4. Review of tourism development in East Asia and the Pacific
5. Development of a regional strategy for the Organization in East Asia and the Pacific
6. Representation of the Commission on the Executive Council and its subsidiary organs
7. Operational activities in East Asia and the Pacific
8. Technical cooperation activities in East Asia and the Pacific
9. Vocational training activities of the Organization
10. Facilitation activities of the Organization
11. Consideration of the report of the Working Group entrusted with the preparation of draft standardized classifications of travel motivations and socio-economic characteristics of travellers
12. Consideration of the studies prepared by the Organization under its general programme of work for 1984-1985 and submitted to the Regional Commissions pursuant to resolution A/RES/176(VI) of the sixth session of the General Assembly
13. Celebration of World Tourism Day
14. Consideration of the Final Report and adoption of the conclusions and recommendations of the Workshop on "Promotional Strategies for East Asia and the Pacific"
15. Place and date of the seventeenth meeting

CAP/DEC/1 (XVI)

ADOPTION OF THE AGENDA
Agenda item 1 (document CAP/16/Prov.Ag)

The Commission,

Adopts the agenda of its sixteenth meeting, as contained in document CAP/16/Prov.Ag. submitted by the Secretary-General.

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CAP/DEC/2 (XVI)

COMMUNICATION OF THE CHAIRMAN
Agenda item 2

The Commission,

Having heard the Communication of the Chairman, for which it thanks him;

Welcomes the presence of the Secretary-General at the Commission Meeting;

Appreciates the valuable services rendered to the region for the past nine years by Mrs. Edda Henson, first as Regional Secretary for East Asia and the Pacific and then in the Asia and the Pacific Operational Section.

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CAP/DEC/3 (XVI)

COMMUNICATION OF THE SECRETARY-GENERAL
Agenda item 3 (document CAP/16/3)

The Commission,

Having heard the Communication of the Secretary-General, for which it thanks him;

Appreciates the new policy followed and initiatives taken by the Secretary-General since he assumed office, particularly with regard to:

- i) re-organizing the structure of the Secretariat,
- ii) improving WTO's relations with the media,
- iii) strengthening and extending further WTO cooperation with other organizations directly or indirectly concerned with tourism,

- iv) proposing a "Clearing House" mechanism for tourism activities, programmes and projects,
- v) seeking new sources of funding for tourism activities, programmes and projects,
- vi) developing a more dynamic, practical and operational programme of work for 1988-1989.

Notes with interest the recent negotiations aimed at incorporating trade in services (and therefore travel facilitation) within the GATT system;

Takes note of the following suggestions made by Members to improve the services provided by the Organization:

- i) establishing a Fund for tourism development and training,
- ii) according priority to marketing activities in future programmes of work,
- iii) encouraging more active participation by Affiliate Members and the private sector in WTO programmes and activities.

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CAP/DEC/4 (XVI)

REVIEW OF TOURISM DEVELOPMENT IN EAST ASIA AND THE PACIFIC
Agenda item 4 (document CAP/16/4)

The Commission,

Having examined the Monograph analysing tourism trends and developments in East Asia and the Pacific up to 1985 and the outlook for 1986;

Appreciates the comprehensive and valuable information contained therein;

Welcomes the introduction of a new section on tourism policy in the countries of the region;

Requests the countries in East Asia and the Pacific to:

- i) subject the data in the Monograph to a critical review and supply the Secretariat with corrected and updated figures,
- ii) provide supplementary information relevant to the aims of the Monograph,

- iii) comment on the contents and presentation of the Monograph, particularly regarding the usefulness of continuing to include trends of tourism statistical indicators, such as arrivals, overnight stays, passenger transport, etc., as well as introducing short and medium-term forecasts in future issues.

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CAP/DEC/5 (XVI)

DEVELOPMENT OF A REGIONAL STRATEGY FOR THE
ORGANIZATION IN EAST ASIA AND THE PACIFIC
Agenda item 5 (document CAP/16/5)

The Commission,

Having considered the present role, functions and structure of the Organization, services provided to Members, relations with other international and regional organizations, and new developments in the course of 1986;

Having heard the presentation by consultant Chuck Gee (Dean, School of Travel Industry Management, University of Hawaii) on developing a regional strategy for East Asia and the Pacific, including the possible activities that could be undertaken on a regional basis;

Recognizes the need for WTO to reassess its policies and priorities and to develop a strategy which will facilitate its role in the region and help Member countries in their development of tourism;

Welcomes the new concepts, structures and procedures which the Secretary-General has been progressively introducing, particularly those relating to the structure of the Secretariat, to the design of the Organization's programmes, to its relations with other international and regional organizations and to regionalization;

Notes with appreciation that the operational capability of the Organization is being strengthened and further developed, in conformity with the objectives set by the General Assembly at its sixth session;

Invites the Members to send the Secretary-General their suggestions on the future role and direction of the Organization, particularly on such matters as increasing membership, improving services, regional cooperation and representation;

Urges the Secretary-General to continue his efforts for coordination and cooperation with other international and regional organizations, particularly the International Labour Organization (ILO), United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) and Pacific Asia Travel Association;

Requests the Secretary-General to consider WTO representation in East Asia and the Pacific, taking into account its specific needs and interests, so as to ensure the effective presence and role of the Organization in the region;

Decides that the theme for the next workshop in East Asia and the Pacific should be "Development of a Regional Strategy";

Considers that it will be useful for the Secretary-General to invite other international and regional organizations concerned with tourism in the region to present papers at the aforementioned workshop, as was done in the case of the workshop recently held at Beijing;

Recommends that meetings be held in each country to formulate suggestions for the development of a regional strategy, in consultation with related Government agencies and the private sector;

Accepts with appreciation the offer of the Chairman to write to national tourism administrations of the countries of the region in this regard;

Entrusts Member States with using their good offices in persuading non-Member States in East Asia and the Pacific to join the Organization, as well as Malaysia to reconsider its decision to withdraw from membership.

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CAP/DEC/6 (XVI)

REPRESENTATION OF THE COMMISSION ON THE EXECUTIVE COUNCIL
AND ITS SUBSIDIARY ORGANS
Agenda item 6 (document CAP/16/6)

The Commission,

Having heard the reports of the representatives of Japan on the 28th session of the Executive Council, of Australia on the 14th meeting of the Committee on Budget and Finance, of Thailand on the 5th meeting of the Facilitation Committee, and of Japan on the meeting of the Sub-committee on Statistics;

Takes note of the reports, for which it thanks them;

Requests the Members to provide necessary guidelines to its representatives on the Executive Council and its subsidiary organs;

Nominates Japan and Philippines as its representatives on the Committee on Statistics;

Notes with regret the inability of Japan to be considered for nomination to the post of Chairman of the Executive Council during 1987;

Endorses the nomination of Indonesia to this post, subject to confirmation by the Government of its candidature.

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CAP/DEC/7 (XVI)

OPERATIONAL ACTIVITIES IN EAST ASIA AND THE PACIFIC
Agenda item 7 (document CAP/16/7)

The Commission,

Having examined the report on the operational activities of the Organization carried out in the region during the period 1985-1986;

Appreciates the information contained therein;

Expresses its satisfaction with the operational activities of the Organization, especially the fielding of missions in response to specific needs indicated by Members, as well as the positive results of such missions;

Takes note of the statement of the UNDP representative on the new procedures for obtaining assistance through sectoral support missions including the need for forward planning, for which it thanks him;

Urges member States to inform the Secretary-General about their priority needs in the tourism sector requiring assistance through missions;

Invites Members to suggest possible themes for the Regional Seminar to be held at Kathmandu (Nepal) in March/April 1987, together with the Commission for South Asia.

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CAP/DEC/8 (XVI)

TECHNICAL COOPERATION ACTIVITIES IN EAST ASIA AND THE PACIFIC
Agenda item 8 (document CAP/16/8)

The Commission,

Having examined the report on the ongoing, approved and pipeline technical cooperation projects in the region;

Appreciates the information contained therein;

Expresses its satisfaction with the technical cooperation activities of the Organization, especially extension of the projects "ASEAN Foreign Markets Study" and "Regional Tourism Development Planning and Training" in the South Pacific;

Welcomes the inclusion of the projects "Tourism Development Planning and Training for the South Pacific countries" (Phase III) and "Technical Assistance on Tourism Research, Development and Marketing for ASEAN countries" in the Draft UNDP Fourth Inter-Country Programme (1987-1991);

Having heard the statement of the UNDP representative on the possibility of including new projects at annual and mid-term reviews, for which it thanks him;

Urges Governments to give a higher priority to tourism projects in the allocation of resources obtained from the UNDP or other sources;

Notes with appreciation the efforts being made to explore other sources of funding for tourism projects, particularly negotiations with the European Economic Community (EEC);

Requests the non-ASEAN countries of the region to inform the Secretary-General of their priority needs for assistance in tourism promotion and marketing, so that an appropriate proposal could be formulated by the Secretariat for submission to the EEC for possible funding;

Takes note of the statements of the representatives of Australia and Japan on the assistance provided by their countries for technical cooperation, for which it thanks them.

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CAP/DEC/9 (XVI)

VOCATIONAL TRAINING ACTIVITIES OF THE ORGANIZATION
Agenda item 9 (document CAP/16/9)

The Commission,

Having considered the report on the vocational training activities of the Organization, including certain options put forward by the Secretary-General aimed at strengthening and streamlining these activities;

Having heard the additional clarifications provided by the Secretary-General on the proposal being made to the Executive Council, which is essentially a combination of options 2 and 3;

Agrees with the proposal to provide direct assistance to member States through:

- i) a flexible system of short-term courses at high level (post-graduate, university) and of universal scope in the various regions,
- ii) assistance to regional and sub-regional institutions offering comprehensive tourism training, with a view to organizing long-term courses at intermediary and advanced levels;

Accepts that the term "vocational training" generally refers to basic level craft courses, while the term "education" would be more appropriate for higher level supervisory and managerial courses;

Recognizes that WTO has a positive role to play in formulating training programmes and model study plans, providing professional training staff, establishing and ensuring uniform training standards and encouraging countries to give a higher priority to tourism training and education.

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CAP/DEC/10 (XVI)

FACILITATION ACTIVITIES OF THE ORGANIZATION
Agenda item 10 (document CSA/16/10)

The Commission,

Having examined the progress report on the Organization's activities in the field of facilitation and the programme of work for 1986-1987 approved by the Executive Council at its twenty-eighth session;

Takes note of the information contained therein and appreciates the work accomplished by the Facilitation Committee so far;

Requests member States that have not yet accorded to or ratified the Kyoto Convention of the Customs Cooperation Council (CCC), and/or accepted Annex F.3 thereto (Customs facilities applicable to travellers) to inform the Secretary-General of their intentions with regard to these two CCC instruments;

Urges member States to communicate regularly to the Secretary-General details of the principal measures and initiatives taken by their Governments that affect the facilitation of international travel and tourism;

Invites member States that have not yet done so to accede to the various multilateral agreements and treaties concerning hijackings, the taking of hostages and terrorism concluded under the aegis of the various international organizations, in accordance with the Executive Council decision to this effect.

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CAP/DEC/11 (XVI)

CONSIDERATION OF THE REPORT OF THE WORKING GROUP
ENTRUSTED WITH THE PREPARATION OF DRAFT STANDARDIZED
CLASSIFICATIONS OF TRAVEL MOTIVATIONS AND SOCIO-ECONOMIC
CHARACTERISTICS OF TRAVELLERS
Agenda item 11 (document CAP/16/11)

The Commission,

Having considered the report presented by Philippines as Chairman and Coordinator of the Working Group;

Takes note of the information contained therein, including the collective reactions/recommendations of the Working Group on the basis of comments received from seven countries;

Commends the Chairman and members of the Working Group for the work accomplished so far;

Requests the member States which have not already done so to send their comments on the proposed criteria and draft classifications to Philippines as Chairman of the Working Group.

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CAP/DEC/12 (XVI)

CONSIDERATION OF THE STUDIES PREPARED BY THE ORGANIZATION UNDER ITS GENERAL PROGRAMME OF WORK FOR 1984-1985 AND SUBMITTED TO THE REGIONAL COMMISSIONS PURSUANT TO RESOLUTION A/RES/176(VI) OF THE SIXTH SESSION OF THE GENERAL ASSEMBLY
Agenda item 12 (document CAP/16/12)

The Commission,

Having considered summaries of the studies "Measurement of Travel and Tourism Expenditure" (C.2.), "Guidelines for the Collection of Employment Statistics in the Field of Travel and Tourism" (C.3.), and "Guidelines for Constructing a Tourism Price Index" (C.5.) contained in document CAP/16/12;

Requests the member States to take the following action:

- i) forward to the Secretariat information on national experiences in the area of tourist expenditure surveys,
- ii) submit comments on the various activities identified in the Annex to the aforementioned document and on the Questionnaire on Employment in the Accommodation Sector outlined on pages 3 and 4 of the document,
- iii) submit comments on the Questionnaire on Trends in Tourist Fares and Prices shown on page 6 of the aforementioned document, particularly regarding the aspects referred to in paragraph 21 of the document.

Takes note of the following suggestions made by Members:

- i) include expenditure on shopping in the measurement of travel and tourism expenditure,
- ii) provide guidelines for the determination of statistics on indirect employment in the tourism sector,
- iii) include "personal services" as an item of expenditure in the Questionnaire on trends in tourist fares and prices,

- iv) send the aforementioned Questionnaire to national tourism administrations, so that they can coordinate the information to be collected from other departments.

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CAP/DEC/13 (XVI)

CELEBRATION OF WORLD TOURISM DAY
Agenda item 13 (document CAP/16/13)

The Commission,

Having heard the report on measures taken by member States and Affiliate Members to celebrate World Tourism Day in 1985;

Appreciates the information provided by the representatives from Australia, China, Japan, Philippines and Thailand on the activities carried out by them to celebrate World Tourism Day in 1986.

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CAP/DEC/14 (XVI)

CONSIDERATION OF THE FINAL REPORT AND ADOPTION OF THE
CONCLUSIONS AND RECOMMENDATIONS OF THE WORKSHOP ON
"PROMOTIONAL STRATEGIES FOR EAST ASIA AND THE PACIFIC"
 Agenda item 14 (document CAP/16/14)

The Commission,

Having considered the Final Report of the Workshop on "Promotional Strategies for East Asia and the Pacific", held at Beijing, China, from 13 to 15 October 1986, presented by Philippines as one of the rapporteurs;

Adopts the conclusions and recommendations contained therein;

Commends the Secretariat for the excellent technical organization of the Workshop;

Appreciates the valuable information provided on tourism trends, characteristics and requirements of the major generating markets for East Asia and the Pacific;

Requests the Secretary-General to make available copies of the Final Report and papers presented at the Workshop to all Members of the Organization, particularly to those belonging to the Commission for South Asia.

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CAP/DEC/15 (XVI)

PLACE AND DATE OF THE SEVENTEENTH MEETING
Agenda item 15

The Commission,

Decides to hold its seventeenth meeting in June 1987, to be preceded by a technical meeting;

Accepts with thanks and appreciation the offer of Thailand to host the aforementioned meetings;

Entrusts the Secretary-General with fixing the dates of the meetings, in consultation with the Chairman of the Commission and the host Government.

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WTO COMMISSION FOR EAST ASIA AND THE PACIFIC

SIXTEENTH MEETING

Beijing, China, 17-18 October 1986.

LIST OF PARTICIPANTS

CHAIRMAN
(Australia)

Mr. Laurie Stroud
Assistant Secretary
Department of Sport, Recreation
and Tourism

MEMBER STATES

Australia

Mr. John Lynch
Director
Department of Sport, Recreation
and Tourism

China, People's Rep. of

Mr. He Guangwei
Vice Chairman
China National Tourism Administration

Mr. Cheng Wendong
Vice Chairman
China National Tourism Administration

Mr. Li Hairui
Director, Promotion Department
China National Tourism Administration

Mrs. Yao Ying
Deputy Division Chief
Department of International Organi-
zations
Ministry of Foreign Affairs

Mrs. Song Jia
Deputy Chief
Office of International Relations
China National Tourism Administration

Mr. Yang Liuyin
Deputy Chief
Office of International Relations
China National Tourism Administration

Democratic Kampuchea

Mr. Srey Nory
Second Secretary
Embassy of Democratic Kampuchea
in China

Indonesia

Mr. Andy Mappisammeng
Executive Secretary
Directorate General of Tourism
Department of Tourism, Post and
Telecommunications

Japan

Mr. Fumio Kaneko
Director
International Tourism Division
Bureau of International Transport
and Tourism
Ministry of Transport

Mr. Akira Inaba
Advisor
Bureau of International Transport
and Tourism
Ministry of Transport

Mr. Yoichi Nomura
Advisor to the Managing Director
Japan Airlines

Malaysia

Mr. Wong Sr. Chin
First Secretary
Embassy of Malaysia in China

Philippines
(Vice-Chairman)

Hon. Narzalina Lim
Deputy Minister
Ministry of Tourism

Dr. Jose P. Mananzan
Dean
Asian Institute of Tourism

Mrs. Evelyn B. Pantig
Manager
Project Development Department
Philippine Tourism Authority

Mr. Raul Teehankee
Attache and Tourism Coordinator
Public Relations Office
Consulate-General in Hong Kong

Ms. Cynthia C. Lazo
Coordinator for Market Planning
Ministry of Tourism

Republic of Korea

Mr. Hoon Choi
Director General, Tourism Bureau
Ministry of Transportation

Mr. Jong Chun Lee
Assistant Director, Tourism Promotion
Division, Tourism Bureau
Ministry of Transportation

Mr. Ha-Joong Kim
Director
Ministry of Foreign Affairs

Mr. Zohng-Chill Kim
Vice President, Marketing & Conventions
Korea National Tourism Corporation

Thailand

Ms. Amara Apichatyotin
Director, Office of the Governor
Tourism Authority of Thailand

Ms. Saichalee Varnapruk
Chief, International Affairs Section
Tourism Authority of Thailand

Viet Nam

Mr. Le Quang Ngoc
First Secretary
Embassy of the Socialist Republic
of Viet Nam in China

ASSOCIATE MEMBER

Macau

Mr. Carlos Beja
Director
Department of Tourism

Mr. António Vitorino
Secretary for Administration
Government of Macau

AFFILIATE MEMBERS

International Tourism
Alliance (AIT)

Mr. Goh Chai Jin
General Secretary
Automobile Association of Singapore

Horwath & Horwath
(UK) Ltd.

Mr. Jonathan Bodlender
Managing Director

Japan Airlines

Mr. Yoichi Nomura
Advisor to the Managing Director

Korea National Tourism
Corporation (KNTC)

Mr. Zohng-Chill Kim
Vice President, Marketing & conventions

INTERNATIONAL ORGANIZATION

United Nations Development
Programme (UNDP)

Mr. Bozidar Radovic
Deputy Resident Representative
Beijing

OBSERVERS

Prof. Chuck Gee
Dean, School of Travel Industry
Management
University of Hawaii

Mr. William Hollow
Chairman
Australian Council of Tour Wholesalers

Ms. Jeanne Beekhuis
Consultant

Mr. Sam M. Samaradivakara
Consultant

WORLD TOURISM ORGANIZATION

Dr. Willibald P. Pahr
Secretary-General

Mr. Mano Handy
Chief, Operational Support Sub-division

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