

**DECISIONS TAKEN BY THE WTO COMMISSION
FOR EAST ASIA AND THE PACIFIC AT ITS THIRTY-EIGHTH MEETING**

Nara, Japan, 22 October 2002

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WTO COMMISSION FOR EAST ASIA AND THE PACIFIC
Thirty-eighth Meeting
Nara, Japan
22 October 2002

AGENDA

1. Adoption of the agenda
2. Minute of silence in honour of the victims of the Bali bombings
3. Statement by the Secretary-General on the bombings in Bali
4. Communication of the Chairman of the Commission
5. Preliminary remarks of the Secretary-General
6. Presentation of the tourism market trends (statistical monograph) of the region for 2001
7. Regional activities
8. Summary of the celebrations of the International Year of Ecotourism and recommendations and conclusions of the WTO/UNEP World Ecotourism Summit held in Quebec, Canada from 19-22 May 2002
9. Update on the Constitution of the World Committee on Tourism Ethics
10. Place and date of the thirty-ninth meeting of the Commission

PREAMBLE

1. The thirty-eighth meeting of the WTO Commission for East Asia and the Pacific was held in Nara, Japan on 22 October 2002. The meeting was held in conjunction with a WTO/APTEC Seminar on Intra-Regional Tourism in East Asia and the Pacific which was held in Nara, Japan on 23 October 2002, followed by a technical tour of Nara on 24 October 2002.
 2. The meeting was chaired by **Philippines** who called the meeting to order.
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DECISIONS

ADOPTION OF THE AGENDA

Agenda item 1 (document CAP/38/Prov.Ag.)

3. At the commencement of the meeting, the WTO Secretary-General requested the Chairman's permission to address the meeting. He advised the Commission that the provisional agenda had been prepared in August 2002. However, given the tragic event in Bali, Indonesia on 12 October and taking into account the impacts that this event could have on the region's tourism industry, he requested the Commission to add as agenda items (2) and (3) the holding of a minute of silence in respect of the victims of the terrorist attacks in Bali as well as some interactive discussion on the impacts of these attacks on the region. The proposal by the Secretary-General was endorsed by Thailand and the modifications were made to the agenda.
 4. These modifications entailed the renumbering of provisional agenda items (2) and (3) viz. Communication of the Chairman, and, Preliminary Remarks by the Secretary-General to items (4) and (5), respectively. At the suggestion of the Regional Representative for Asia and the Pacific, it was also decided to interchange the order of the presentation of the tourism market trends of the region (provisional agenda item 5) with that of the regional activities (provisional agenda item 4) and these became agenda items (6) and (7), respectively.
 5. The Commission unanimously approved this proposal and the provisional agenda was **adopted** with these modifications. The final agenda of the meeting is located on page 2.
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MINUTE OF SILENCE IN RESPECT OF THE VICTIMS OF THE BOMBINGS IN BALI

Agenda item 2

6. At the request of the Chairman of the Commission, all the participants to the thirty-eighth meeting of the WTO Commission for East Asia and the Pacific rose and observed a minute of silence as a mark of respect to the victims of the bombings in Bali, Indonesia on 12 October 2002.
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DISCUSSIONS ON THE IMPACTS OF THE BALI BOMBINGS
ON TOURISM IN EAST ASIA AND THE PACIFIC

Agenda item 3

7. The Chairman of the Commission asked the Secretary-General to give his comments on the incidents in Bali on the region's tourism industry. The Secretary-General highlighted that the Commission Meeting was the first WTO meeting being held immediately after the attacks. He expressed his sincere condolences to the Governments of Indonesia and Australia as well as to the families of the victims. He informed the Members that immediately after the attacks, he requested the Advisor to the WTO, Mr. Geoffrey Lipman, to travel to Australia and to Indonesia. Mr. Lipman met with the Ministers of Tourism of both nations and expressed WTO's firm commitment in assisting them in the recovery of their tourism industries.

8. The Secretary-General also informed the Members of WTO's recruitment of a consultant to produce a **detailed study of the impacts of the attacks on tourism markets** worldwide and within the region. At the time of the preparation of these decisions, the Secretariat would like to inform the Members that this report was presented at the Third Meeting of the Tourism Recovery Committee which was held in London, United Kingdom on 12 November 2002 within the framework of the World Travel Mart.

9. The Secretary-General recalled that immediately after the September 11 attacks on the USA, WTO set up the **Recovery Committee** which comprises representatives of both public and private sectors from all over the world, to study ways in which they could cooperate in reviving the tourism sector. He expressed his desire that the Recovery Committee would also be able to provide assistance in the recovery of the Asian tourism industry.

10. The Chairman of the Commission requested the Secretariat to draft a resolution condemning the Bali attacks which could then be adopted by the Commission. The draft resolution was communicated to the Commission during the meeting, revised and adopted on 23 October in a special recess during the Seminar on Intra-Regional Tourism in East Asia and the Pacific.

11. A copy of the **final resolution is enclosed as Annex I.**

12. The representative from **Cambodia** requested the floor and thanked the Chairman for voicing the Commission's condolences to the victims of the attacks. He also thanked the Secretary-General for his comments and for sending the WTO Advisor to the region. He stated that it was obvious that tourism, whose scale includes millions of travellers and millions of employees, is indeed very fragile. He further stressed that terrorism has no borders and thus urged the Commission to discuss the role of how governments can work together with the private sector. He raised the concern that while the attacks right now have been focused on one country, they could spread to other destinations in the region.

13. The representative from **Thailand** informed the Commission that upon the wake of the September 11 attacks, Thailand set up a Public-Private Crisis Committee to evaluate to what extent the tourism industry had been affected and how to adapt their strategies accordingly. Thailand informed the Members that despite the tragic events, its tourism industry grew by 6 per cent. Thailand advised the Commission that while the East Asia-Pacific region performed the best during

2001, this time the attacks have been in the region itself so all East Asia-Pacific nations should work together to see how they can share experiences as well as to monitor the situation closely.

14. The representative from **Indonesia** took the floor and on behalf of the Government of Indonesia and the Ministry of Culture and Tourism, thanked with gratitude and all the Members of the Commission for their expressions of sympathy and solidarity. He also thanked WTO for its support through the Recovery Committee which would focus its activities on Indonesia at this time.

15. The representative of the Government of **Australia** also thanked WTO and the Members of the Commission for their support and expressed the Australian Government's desire to work with WTO and other countries in the region in the recovery of the Asian tourism industry.

16. The Chairman of Commission proposed that the countries of the region meet once again before the meeting of the Recovery Committee in London on 12 November. This additional meeting, which would also have participation from the private sector, would serve as a useful forum for brainstorming ideas for the recovery of the industry. It would also be a clear manifestation that East Asia and Pacific region would not crumble under this crisis, but rather, would demonstrate the unity and cooperation between the countries. The Chairman offered **Manila** as the venue of the meeting which was proposed to be held on **08 November**. The Secretary-General promised WTO's support to this meeting and the Secretariat was represented by the Deputy Secretary-General at the meeting. The proposal by the Chairman to host a meeting in Manila was endorsed by **Thailand**.

COMMUNICATION OF THE CHAIRMAN

Agenda item 4 (document CAP/38/2)

17. In his communication, the Chairman sounded a note of warning on the increased focus placed by terrorists on attacking tourism destinations. He urged the Members of the region to join together and deliver a **message of unity** which should also be followed by well-coordinated regional strategic actions for the safeguarding of the East-Asia Pacific tourism industry from any further terrorist actions. He made a strong call against **travel advisories** and recommended the Members to collaborate with the media in ensuring the delivery of accurate information to consumers thereby avoiding over-generalization and sensationalism. Given fact that many East Asian nations had limited marketing and promotional budgets, he stressed the need to be creative when marketing and gave examples of what the Philippine Department of Tourism had accomplished over the past few months where it now registers practically double-digit growth in international tourist arrivals on a month-to-month basis. He made a call to WTO to provide a forum for the East Asian nations to get together and exchange information and he also requested WTO's assistance in countering the negative impacts of travel advisories on tourism destinations.

18. The representative from **Indonesia** thanked the Chairman for his Communication and for offering to host a meeting in Manila to discuss the recovery of the region. He requested that each country should prepare a detailed recovery plan to be submitted at the meeting. The Chairman also requested that WTO submit a report prepared by its Advisor, Mr. Lipman, to the meeting.

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 5 (document CAP/38/3)

19. In his remarks, the Secretary-General informed the Members of the progress made in WTO's activities for 2002 which have focused on four important subjects: the World Ecotourism Summit in Quebec City; the meeting of the United Nations Economic and Social Council (ECOSOC) in New York, which discussed the initiative aimed at transforming the Organization into a specialized agency of the United Nations; the World Summit on Sustainable Development in Johannesburg; and the recovery of world tourism after the events of 2001.

20. Whereas the outcome of the World Ecotourism Summit is discussed further under agenda item (8), the Secretary-General informed the Members of the overall success of WTO's application to become a specialized agency of the United Nations. **WTO's application was supported by all members of ECOSOC** and discussions will be held between a special group of ECOSOC and a special group of the WTO Executive Council to draft an agreement, meant to eventually replace the 1977 agreement between the United Nations and the WTO. It is hoped that the text of the new agreement, once reviewed by ECOSOC, could then be submitted to the respective General Assemblies of both organizations in autumn 2003.

21. The Secretary-General also informed that Members of **WTO's successful intervention at the World Summit on Sustainable Development (WSSD)** held in Johannesburg last August where WTO was able to introduce tourism in the agenda of the Summit and in the "Action Plan" adopted at the Summit. Paragraph 41 of this "Action plan" deals with the promotion of sustainable tourism development so as to "increase the benefits from tourism resources for the population in host communities while maintaining the cultural and environmental integrity of the host communities and enhancing the protection of ecologically sensitive areas and natural heritages."

22. Finally, the Secretary-General informed the Members of the activities of the Recovery Committee, highlighted the emerging trends in tourism in 2001 and 2002 which are further discussed under agenda item (6).

**PRESENTATION OF THE TOURISM MARKET TRENDS (STATISTICAL MONOGRAPH)
OF THE REGION FOR 2001**

Agenda item 6 (document Asia monograph)

23. WTO presented the salient features of the global and regional tourism market trends for East Asia and the Pacific for 2001 and its prospects for 2002.

24. Global tourism performance in 2001 fell by **-0.6 per cent** to reach **693 million international arrivals**. This was due to the economic downturn in major source markets and the impacts of the September 11 attacks and the subsequent "War on Terrorism".

25. East Asia and the Pacific received **115.2 million international arrivals** corresponding to a growth rate of **5.5 per cent**: the highest growth rate of any region of the world. This was primarily due to the strength of intra-regional tourism in the region.

26. The same forces that affected tourism in 2001 will affect tourism in 2002: economic downturn and fears of insecurity. Tourism has not recovered as fast as was predicted in 2002 because of the slow global economic recovery. Full economic, and thus, full tourism recovery is now predicted for the first half of 2003. With regard to fears of insecurity, this has now shifted mainly to the Middle East with the rise in conflict in Israel and the possible war in Iraq. The attacks in Bali could also have a ripple effect on tourism in East Asia.

REGIONAL ACTIVITIES

Agenda item 7 (document CAP/38/4)

27. The Secretariat updated the Commission of all the technical activities it has implemented in the region since the previous meeting of the Commission in Madrid, Spain in March 2002. This comprised **6 long-term projects** in China, DPR Korea and Mongolia; **5 sectoral support missions** to Cambodia, Indonesia, Macao SAR, Philippines and Thailand; seminars and conferences on Information Technology, Sports and Tourism, Sustainable Development of Tourism, Ecotourism, and Global Code of Ethics, and, the production of three publications.

28. The representative from **Cambodia** thanked the Secretariat for its technical assistance to the region and made a call for the further integration and involvement of local communities in all tourism development in the region.

SUMMARY OF THE CELEBRATIONS OF THE INTERNATIONAL YEAR OF ECOTOURISM AND RECOMMENDATIONS AND CONCLUSIONS OF THE WTO/UNEP WORLD ECOTOURISM SUMMIT HELD IN QUEBEC, CANADA FROM 19-22 MAY 2002

Agenda item 8 (document CAP/38/6)

29. The Secretariat informed the Members of the Commission of the activities carried out by WTO for the celebration of the International Year of Ecotourism. **Ten regional WTO conferences** were successfully organized between March 2001 and April 2002 in all regions of the world to exchange experiences, examine problems, promote cooperation nationally, regionally and internationally, and identify future challenges. Over 2,200 stakeholders, representing public sector tourism and environmental authorities, non-governmental organizations, ecotourism businesses, academic institutions and independent experts, participated in these preparatory meetings, where some 200 case studies were presented. Ecotourism was promoted at five international trade fairs and pavilions and the Secretariat produced five new publications specially dedicated to ecotourism development and promotion. WTO also supported 18 regional and national ecotourism events held all over the world.

30. The **World Ecotourism Summit** was successfully held in Quebec City, Canada from 19 to 22 May 2002, with the participation of 1,169 delegates, including 30 Ministers of Tourism, from 132 different countries representing all stakeholders in tourism. The main outcome of the Summit is the Quebec Declaration which contains general guidelines, as well as stakeholder-specific recommendations for the sustainable development of ecotourism.

UPDATE ON THE CONSTITUTION OF THE WORLD COMMITTEE ON TOURISM ETHICS

Agenda item 9 (document CAP/38/7 and CAP/38/7.Add1)

31. The Secretary-General recalled to the Members of the need for the Commission to elect a Member and an Alternate Member for the World Committee on Tourism Ethics. He reminded the Commission that the original deadline as well as the extended deadline (as requested by the Commission at its special session held in Madrid 2002) had well passed. He informed the Members that the current nomination by Indonesia was complete, whereas those nominations by Fiji were incomplete. He therefore proposed that in view of the fact that a firm nomination was in place and in the absence of any other proposals despite the extension of deadline, that the Commission nominate the candidate from Indonesia as the Member to the Committee on Tourism Ethics. At the recommendation of the Chairman of the Commission, it was also decided to extend a final deadline of 30 November for the nomination of an Alternate Member to the Committee.

32. The Secretary-General's proposal was unanimously endorsed by the Members of the Commission and the Commission recommends **Mr. Emil Salim** from **Indonesia** as the **Member** to the World Committee on Tourism Ethics in representation of the East Asia and Pacific region.

PLACE AND DATE OF THE THIRTY-NINTH MEETING OF THE COMMISSION

Agenda item 10

33. The Commission recalled its decision at its Special Session held in Madrid, Spain in March 2002 to accord the hosting of the 39th meeting to the **Philippines** which will be held in the first half of 2003.

34. The Commission also recalled that its 40th meeting would be held within the framework of the 15th session of the WTO General Assembly to be held in Beijing, **China** in October 2003.

35. The Commission unanimously accepted **Cambodia's** offer to host the 41st meeting of the Commission within its territory in the first half of 2004.

36. The Chairman closed the 38th meeting of the Commission expressing, on behalf of the all the Members, his sincere **thanks and appreciation to the Government of Japan and Nara Prefecture** for hosting the meeting. He also thanked the WTO and its Regional Support Office in Osaka for the excellent organization of the meeting.

ANNEX I

RESOLUTION ADOPTED AT THE
38TH MEETING OF THE WTO COMMISSION FOR EAST ASIA AND THE PACIFIC

We, the Members of the Commission of the World Tourism Organization (WTO) for East Asia and the Pacific, at our 38th meeting in Nara, Japan on 22 October 2002,

Having voiced our contempt for the cowardly and tragic bombings on innocent foreign visitors and Indonesian nationals in Bali, Indonesia earlier this month,

Having expressed our deepest sympathies and condolences to the Governments of Indonesia and Australia, in particular, as well as the other nations concerned and the families of the victims,

Having asserted our condemnation of terrorism in all its forms,

Express our support to, and solidarity with, the Government, the people and the tourism industry of Indonesia, and other destinations and operators that could suffer from such tragedies, in their efforts to restore confidence within their communities and in their tourism industries,

Reiterate our commitment to work together, in collaboration with our respective governments, private sector, the media and the people in mitigating the negative impacts of the tragedy in Bali on the region's tourism industry and in formulating and adopting time-bound strategies that will ensure the growth of tourism in the East Asia and the Pacific region beyond this crisis and,

Resolve by meeting immediately to take tangible actions such as sharing experience and information and, coming up with a set of measures to counteract the impact of terrorism on tourism in the region.

**SUMMARY OF THE PROCEEDINGS OF THE WTO/APTEC TECHNICAL SEMINAR
ON INTRA-REGIONAL TOURISM IN EAST ASIA AND THE PACIFIC**
Nara, Japan, 23 October 2002

The Technical Seminar on Intra-regional Tourism in East Asia and the Pacific was jointly organized by the World Tourism Organization (WTO) and the Asia-Pacific Tourism Exchange Center (APTEC) in Nara, Japan on 23 October 2002 within the framework of the 38th meeting of the WTO Commission Meeting for East Asia and the Pacific. There were over 150 participants from the East Asia and Pacific nations as well as a wide spectrum of representatives from the Japanese tourism industry. The seminar was chaired by Prof. Kaye Chon, Chair Professor and Head, School of Hotel and Tourism Management of the Hong Kong Polytechnic University.

The seminar commenced with an introduction by Dr. H. Varma, WTO Regional Representative for Asia and the Pacific who made a presentation on recent developments in tourism in East Asia and Pacific. He highlighted that:

- During 2001, the East Asia-Pacific region generated 113 million international arrivals worldwide which accounted for 16% of the world's total arrivals.
- The East Asia-Pacific region showed the highest growth rate of outbound tourism with an average annual growth of more than 6%. In economic terms, tourists from the region generated US\$87 billion in 2001, representing 19% of world's total tourism receipts. This translated to an average expenditure of US\$770 per tourist, which was significantly higher than the world average of \$660.
- Another significant change associated with this growth was an increase of "intra-regional tourism" in Asia Pacific. In fact, intra-regional tourism accounted for as high as 80% of outbound tourism to the region in 2001, which represented approximately 6% annual growth rate in recent years.

Dr. Varma further highlighted that, in order to sustain continued growth of tourism in East Asia and Pacific, the following conditions need to be met:

- Continuous development of products in tourism industry.
- Development of mid-priced lodging accommodations (i.e., 3-4 star range hotels) to meet growing demand for price sensitive travellers.
- Development of low cost airlines through liberalization of airlines.
- Focused marketing efforts by destinations.
- Availability of reliable marketing information.
- Sustainable development of tourism development.

Subsequent to Dr. Varma's introductory speech, the following speakers presented country reports as highlighted below:

JAPAN – Mr. Ryuji Funayama, Vice-Chairman, Japan Association of Travel Agents (JNTO)

Mr. Funayama spoke on the topic of "The Present and Future Condition of Inter-regional Tourism in East Asia and Pacific." In his presentation, Mr. Funayama provided a comprehensive review of trends in East Asia and Pacific from the point of view of the Japanese outbound market. Mr. Funayama noted that intraregional tourism in East Asia and Pacific has been largely shaped in recent years based on three factors: (1) economic growth and rising income in East Asian and Pacific countries; (2) increase of supplies in tourism product; and (3) facilitation of communication including Internet. Mr. Funayama further noted that two major trends noted in the Japanese outbound market were increasing female travelers and school excursion trips. He argued that destinations, in order to maintain their competitive edge, will have to focus not only on price but also in improving and delivering quality of product. He also stated that destinations in East Asia and Pacific will see more independent travelers than group travelers in the future. Mr. Funayama concluded his presentation by saying that the key word for success in the future is "generating originality" in products.

JAPAN – Mr. Fumihito Sampei, Senior Director, Planning and Research, Japan National Tourist Organization (JNTO)

Mr. Sampei's presentation focused on the importance of maintaining good marketing intelligence when analysing the development and evolution of various tourism markets. This is often the greatest challenge facing tourism marketers and DMOs. A significant part of outbound tourism from Japan takes place in East Asia and Pacific. JNTO maintains research data on both inbound and outbound travellers and has recently started focusing marketing intelligence efforts on younger travellers who account for a sizable market segment.

PHILIPPINES – H.E. Mr. Richard Gordon, Secretary of Tourism, Department of Tourism

The current Philippine administration is determined to deter crimes, corruption and terrorism. As part of the Government's plan to revitalize tourism industry, it has launched a new marketing campaign with the theme "It's More Than the Usual" and has presented a series of promotional campaigns peculiar to different geographical regions of the Philippines or different industry segments and attractions. The campaign has been successful as evidenced by increase of visitor arrivals in 2002. Limited promotional budget is a concern for further development of marketing efforts.

CAMBODIA – H.E. Mr. Veng Sereyvuth, Senior Minister and Minister of Tourism

Minister Veng first highlighted how Cambodia has developed tourism from a war-torn country. The country has encountered numerous difficulties in promoting the country owing to an unfavourable image. Cambodia has been selected as the site for the next ASEAN Summit and ASEAN+3 Tourism Forum in January 2003, which is expected to identify key recommendations for integrated development of tourism in Southeast and East Asia.

THAILAND - Mr. Pradech Phayakvichien, Advisor, Tourism Authority of Thailand (TAT)

Interregional tourism accounts for 59-63% of all tourism activities in Thailand. Mr. Pradech highlighted the Greater Mekong Sub-region Cooperation as a case study of regional cooperation in building intra-regional tourism. The TAT has initiated regional cooperation through projects related to: (1) Intra-ASEAN tourism; (2) human resources development for tourism in Mekong Sub-region; and (3) promoting joint marketing programs. Mr. Pradech emphasized the commitment of governments and private and public sector cooperation as prerequisite conditions for intra-regional cooperation in tourism.

INDONESIA - Mr. Thamrin Bachri, Deputy Minister for Marketing and International Cooperation, Ministry of Culture and Tourism

Mr. Bachri emphasized that the Government's role in promoting intra-regional tourism should be establishing and clarifying policies and strategies as well as promoting positive images of tourism. Mr. Bachri reiterated that the ASEAN+3 Tourism Forum is expected to benefit tourism industry, specifically in the areas of promoting joint marketing efforts and facilitating cruise travel. Mr. Bachri also highlighted the Government's action plans with regard to the recent terrorist attacks in Bali.

HONG KONG SAR – Mr. Duncan Pescod, Deputy Commissioner of Tourism

Mr. Pescod first discussed diverse aspects of tourism in Hong Kong. Hong Kong has the geographical advantage being within the reach by approximately one half of world's population within five hours of flight. Mr. Pescod highlighted the recent history of tourism in Hong Kong, including trends and issues in inbound tourism activities during the "post 1997 handover." The Hong Kong SAR Government has taken a proactive stance in tourism by creating the office of the Commissioner of Tourism and by restructuring the Hong Kong Tourism Board. Examples of regional cooperation in the Pearl River Delta were highlighted.

REPUBLIC OF KOREA – Mr. Ki Hong Kang, Director of International Tourism Division, and Mr. Chi Young Chang, Deputy Director, International Tourism Division, Ministry of Culture and Tourism

First an overview of both inbound and outbound tourism was presented. Recent "mega events" that the country hosted, including the FIFA World Cup and Asian Games, have further enhanced the country's image as a tourist destination and has boosted inbound tourism. It was highlighted that international departures are rising at a pace greater than international arrivals, causing deficit in tourism balance of payments. The Republic of Korea has been able, in recent years, to attract a greater number of younger travellers from East Asian countries owing to the country's favourable image for popular cultures.

CHINA – Mr. Baolei Zheng, Deputy Director, China National Tourist Office – Osaka

Mr. Zheng highlighted the recent trends in both inbound and outbound tourism. China has seen a massive growth of inbound tourism in recent years. Currently 63 companies are registered to handle outbound tourism and this number is expected to increase to more than 500 in foreseeable

future. The total number of departures for 2001 was over 12 million and this number is expected to increase in the future.

CONCLUSIONS AND RECOMMENDATIONS – Prof. Kaye Chon, Chair Professor and Head, School of Hotel and Tourism Management, Hong Kong Polytechnic University

Prof. Chon summarized the previous presentations and moderated a questions and answers session. Prof. Chon summarized the highlights of the seminar as follows:

1. In order to promote inter-government cooperation, it is critical to see greater commitment by governments. Also critical is private and public sector cooperation in promoting inter-governmental and intra-regional tourism in East Asia and Pacific. Examples and case studies from the Greater Mekong Sub-Regional Tourism Cooperation and the Pearl River Delta Tourism Cooperation can be looked at as good models for inter-government and intra-regional tourism cooperation.
2. Intra-regional cooperation can be ensured when governments make efforts for facilitation of travel through open skies and air access and promotion of visas between governments.
3. Sustainable growth of tourism can be ensured when governments make efforts to promote: (1) environmental sustainability; (2) economic sustainability; (3) human resources sustainability; and (4) service quality infrastructure sustainability.
4. It is critical to watch and monitor demographic changes taking places in Asia. China is expected to play a major role in international tourism in the next decade as a result of liberalization of outbound tourism restrictions from the country and growing economic and social mobility of its population. In addition, changes in demographics, such as the increase of the “silver market” and the new affluent consumption class in Asia (e.g. Office Ladies market) will significantly influence the future of intra-regional tourism in East Asia and Pacific.
5. Governments and DMOs need to fully utilize the information infrastructure available today, including resources from Internet and travel intermediaries.
6. The tourism industry in Asia needs to identify its strong cultural value as strength for future development of tourism. A good example would be the philosophy of Shangri-La Hotel Group, which considers “Asian hospitality and value” as the differentiating point for its product and service strategies.
7. The current restructuring of global economy coupled with the threats of global terrorism has necessitated:
 - A reappraisal of tourism forecasts, re-orientation of tourism policies and marketing strategies, and efforts to unravel the multifaceted effects of declining inbound and outbound tourism by “strategizing” tourism policies and tourism planning;
 - Finding ways to respond to different travel trends prevailing in Asia (e.g. more intra-regional travel, the prospects of the expanding China and India travel market,

ASEAN Free Trade Zone and infrastructure changes in the Mekong region, and rise of secondary cities and secondary airlines);

- Adopting a balanced approach to development, i.e. one that assigns at least equal importance to the social, economic, cultural and environmental development as the four cornerstones on which integrated or balanced development is pursued;
- Determining the appropriate "balance" for each destination/region (e.g. ecology/economy, supply/demand, quality/quantity, international/domestic market, co-operation/competition); and
- A stronger need for regional co-operation in policy formulation, training and research exchanges.

ANNEX III**LIST OF PARTICIPANTS**

The 38th meeting of the WTO Commission for East Asia and the Pacific was attended by:

1. CAMBODIA

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