

**DECISIONS TAKEN BY THE UNWTO COMMISSION FOR EAST ASIA AND PACIFIC AND THE
UNWTO COMMISSION FOR SOUTH ASIA
AT THEIR TWENTY-SIXTH JOINT MEETING**

Legazpi, Philippines, 18 May 2014

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UNWTO COMMISSION FOR EAST ASIA & THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Twenty-sixth Joint Meeting
Legazpi, Philippines
18 May 2013

AGENDA

1. Adoption of the agenda
2. Communication of the Chairman (**i.e. Philippines**) of the joint meeting
3. Communication of the Co-Chairman (**i.e. India**) of the joint meeting
4. Report of the Secretary-General
5. Implementation of the General Programme of Work
 - 5.1a. Global Activities: 2012-2013
 - 5.1b. Global Activities: 2014-2015
 - 5.2. Regional Activities
 - 5.3. Activities of the UNWTO Regional Support Office for Asia and the Pacific
6. Thematic discussion on Air Connectivity in the Asia-Pacific region
7. Nomination of a candidate to represent the UNWTO Commission for East Asia and the Pacific (CAP) on the Committee on Tourism and Competitivenessⁱ
8. Affiliate members and industry partnership
 - Intervention by Affiliate members
 - Intervention by industry partners
9. Other matters
10. Place and date of the twenty-seventh joint meeting of the two commissions

ⁱ The candidate will represent CAP in the Committee after Australia opted for its discontinuation following the 20th General Assembly held in Victoria Falls in August 2013. The membership will be for the remaining of the 4-year term, i.e. 2011-2015

PREAMBLE

1. The twenty-sixth joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia was held in Legazpi, Philippines on 18 May 2014. It was held in conjunction with the *UNWTO-ASEAN International Conference on Tourism and Climate Change*.

2. The meeting was chaired by **the Philippines** and co-chaired by **India**. There were hundred and seventeen participants representing Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, India, Indonesia, Japan, Laos, Macao (China), Malaysia, Maldives, Philippines, Republic of Korea, Thailand and Vietnam. Affiliate members from Australia, China, Iran, Japan, Malaysia and the Republic of Korea were also represented. In addition to these participants, member States from outside the region (i.e. Sudan), as well as international and regional organizations attended the event. A list of participants with the names and contact details of all attendees is annexed to this report.

DECISIONS

CAP/CSA/DEC/1 (XXVI)

ADOPTION OF THE AGENDA

Agenda item 1 (document CAP/CSA/26/Prov.Ag.)

The two commissions,

Adopt the provisional agenda of their 26th joint meeting as contained in the document CAP/CSA/26/Prov. Agenda submitted by the Secretary-General. The final agenda of the meeting is located on page 2.

CAP/CSA/DEC/2 (XXVI)

COMMUNICATION OF THE CHAIRMAN

Agenda item 2 (document CAP/CSA/26/2)

The Commissions,

Having heard the Chairman's communication,

1. Thank him for his warm words of welcome extended to the members of the two commissions, members from other regions, non-members, Affiliate members and others present at the meeting;
 2. Appreciate his very comprehensive account of the current tourism scenario in the Asia-Pacific region; and
 3. Join him in emphasising that Asia and the Pacific region has been witnessing the highest growth rate compared to other regions and is currently leading the growth in global tourism.
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CAP/CSA/DEC/3 (XXVI)

COMMUNICATION OF THE CO-CHAIRPERSON

Agenda item 3 (document CAP/CSA/26/3)

The Commissions,

Having heard the communication of the Co-Chairman,

1. Thank him for his communication;
 2. Agree with his point that strict visa regimes are enemies to growth in tourism; the need to raise awareness about this among stakeholders and to work towards levelling barriers to travel;
 3. Join him to offer the support of the commissions to the Secretary-General and the Secretariat to continue promoting global tourism within the framework of the on-going challenges.
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CAP/CSA/DEC/4 (XXVI)

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 4 (document CAP/CSA/26/4)

The Commissions,

Having heard the preliminary remarks of the Secretary-General,

1. Commend the Secretariat's endeavours in mainstreaming tourism. This is reflected in the marked increase in the number of Heads of State and Governments that have endorsed the Global Tourism Leaders Campaign from 44 at the end of 2012 to 60 in February 2014. Thirteen of them are from the Asia-Pacific region;
2. Support the Organization in its efforts to play an active role in UN-related meetings, increase its partnerships with sister agencies within the UN system such as UNESCO as well as with international organisations such as WTTC, PATA, APEC and ICAO in the area of travel facilitation, air connectivity and intelligent taxation;
3. Take note that the Secretariat has embarked on the establishment of observatories in all the regions of the Organization in response to the various requests being received from all parts of the world. The observatories help to monitor, measure, assess and report on the sustainability criteria. After successfully establishing 5 centres in China, the initiative is spreading to Europe and Africa;
4. Note with satisfaction that with respect to air connectivity Asia is in a better position in comparative terms than other regions even though there is still room for improvement;

5. Note with interest the creation of the Member Relations Committee and the Research and Publications Committee to reinforce the Organization's capabilities in the field of normative work and to respond more effectively to the needs of members of the Organization;
 6. Welcome the strengthening of UNWTO's Destination Management Programme in the Secretariat with the inclusion of quality assurance and monitoring of quality; likewise, applaud the introduction of the new concept of certification for destinations around the world (i.e. QUEST) to accredit the excellence of management tools and schemes of destinations;
 7. Note the Organization's introduction of IPSAS (International Public Sector Accounting Standards) (effective January 2014) into its accounting system in accordance with the new accounting standards of the United Nations;
 8. Applaud the changes in the Organization's Programme of Work to include a programme on the relationship between culture and tourism; renovation and reforms in affiliate membership; and reinforcing the implementation of the Global Code of Ethics by stepping up on the campaign of the private sector's commitment to the Code,
 9. Support the work of the UNWTO Knowledge Network – a pool of diverse knowledge resources and institutions to enhance UNWTO's relevance, and to engender more public private partnerships and innovation;
 10. Note that the UN Security Council (through its Committee for Combatting Anti-terrorism) has asked UNWTO to take the lead role in safety and security in travel.
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CAP/CSA/DEC/5 (XXVI)

IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK

Agenda item 5 (documents CAP/CSA/26/5.1a; CAP/CSA/26/5.1b; CAP/CSA/26/5.2;
CAP/CSA/26/5.3)

The Commissions,

Having considered the documents submitted by the Secretary-General on the various components of this agenda item;

I. With regard to global activities 2013-2013 and 2014-2015:

1. Thank the Secretariat for the detailed report on the numerous activities undertaken by the Organization during the second semester of 2013. This covers the implementation of the programme of work after the 20th session of the General Assembly in Victoria Falls, Zambia/Zimbabwe in August 2013;
2. Welcome the invitation of the Secretariat to encourage educational institutions in their countries to get accreditation of TedQual Certificate;

3. Note that intangible cultural heritage issues such as gastronomy, music and folklore are increasingly gaining importance as tourism products around the world, hence UNWTO's consideration of gastronomy as a competitive tool in tourism;
4. Congratulate the Secretariat on its recent publication of the book on tourism stories about people whose lives have changed because tourism has become their means of subsistence; and commit to providing related stories to ensure the publication of such stories on an annual basis;
5. Support the Organization's increased attention to observatories not just as tools for measuring and monitoring environmental sustainability but extending its scope to encompass other forms of observatories including economic, social, cultural, urban and rural observatories. These observatories boast criteria to measure changes in these areas;
6. Note with interest that the ST-EP Foundation is in the process of being transformed into an international organization with 32 founding members;
7. Applaud the novelty in the Organization of presenting the lifetime achievement award for the UNWTO 2013 Ulysses Award to a non-tourism figure in the person of Richard Quest to acknowledge his contribution to the promotion and popularisation of travel and tourism in all households that tune in to CNN through his reports on travel-related issues;
8. Learn that UNWTO and the City of Madrid have embarked on an innovative concept called *Madrid Prototype Precious Time* which involves bringing together service providers directly and indirectly related to tourism to support each other; other cities such as Barcelona, Athens and Milan have expressed interest in doing something similar;
9. Note the topical campaigns the Organization has embarked on including those related to anti-trafficking of all kinds including people, artefacts and illicit material; anti-poaching in Africa, child abuse and child protection, in collaboration with UNESCO and UNODC (United Nations Office on Drugs and Crime);
10. Appreciate the publication of a handbook on Tourism and Peace and a manual on accessible tourism with the financial support of the Government of Austria and the Government of Italy respectively;
11. Take note of the technical cooperation activities of the Organization in various countries of the region;
12. Agree with the need to move from convincing their governments about the importance of setting up the TSA system to the current stage where the Secretariat has embarked on the methodological reporting system of measuring the importance of TSA at the sub-national, regional and city levels;
13. Note with interest that UNWTO's Silk Road Programme has expanded to include the Silk Road Maritime initiative and that member countries belonging to both the Silk Road Programme and

the Silk Road Maritime initiative need to nominate and communicate their focal contact officials to the Secretariat;

14. Take note of the Secretariat's initiative of organising a series of global summits on urban tourism in order to take a holistic approach to how tourism can be sustained in a metropolitan environment; also note that the first two summits took place in Istanbul and Moscow and the next will be held in Barcelona from 9-10 December 2014;
15. Note that the next member-driven T-20 initiative will focus on mega events and their linkage with tourism, following the theme of visa facilitation of last year's meeting;
16. Learn that *routes of tourism as key to regional integration and development* will be one of the topics to be tabled at the forthcoming 98th session of the Executive Council scheduled to be held in Santiago de Compostela (Spain) from 4-6 June;
17. Note also that the Secretariat has embarked on strengthening its theme-based tourism initiative, in line with which *Amber Road* became the focus of the theme-based conference jointly held by UNWTO and Lithuanian State Department of Tourism, Ministry of Economy of Lithuania on an annual basis. UNWTO intends to link this theme with sub-themes such as spice-route tourism in collaboration with the government of India;
18. Take note that 200 tourism enterprises and associations from 29 countries worldwide have endorsed the UNWTO Global Code of Ethics.

5.2. With regard to regional activities:

1. Note with interest that UNWTO's global observatories initiative is meant to test the theoretical framework of its sustainability indicators and translate them into pragmatic practices; also note that in the region, China has established 5 observatories with 2 more in the pipeline. Other countries that have expressed interest in setting up observatories include Bhutan, Indonesia and the Philippines;
2. Appreciate the wide-range of activities carried out in the region including:
 - the UNWTO Regional Conference on Tourism Development in Cultural and Natural Heritage Sites in Cambodia; the UNWTO International Conference on Spiritual Tourism for Sustainable Development in Ninh Binh City of Vietnam.
 - two publications on Asia's initiatives in curbing climate change, air connectivity and its impact on tourism in the region, and a report on visa facilitation
 - technical assistance mission to Myanmar and Mongolia on tourism law; to Bhutan and the Maldives on TSA; and to the Philippines on the recovery of the areas (Bohol and Tacloban) affected by the earthquake and Typhoon Haiyan

5.3 With regard to activities of the UNWTO Regional Support Office (RSO):

1. Appreciate the active involvement of the UNWTO regional support office in activities in the region including the UNWTO Tourism Educational Seminar in Cambodia, Lao PDR, Myanmar and Vietnam; the Symposium on marketing and promoting Lao and the collaboration with the UNWTO. Volunteer Corps;
 2. Congratulate the Regional Support Office's reorganization and restructuring exercise which include the recruitment of more international officials in order to improve the quality of their work and their engagement with both Member States and Affiliate Members in the region;
 3. Note that Japan is currently working on strategies for the promotion of ASEAN-Japan cruises within the framework of ASEAN-Japan Transport Partnership.
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CAP/CSA/DEC/6 (XXVI)

THEMATIC DISCUSSION ON AIR CONNECTIVITY IN THE ASIA-PACIFIC REGION

Agenda item 6

The Commissions,

Having listened to the presentation on UNWTO's study on air connectivity in the region and the views expressed by some members of the commissions,

1. Thank John Koldowski and PATA for their contribution to a very comprehensive, informative and useful study on the subject of air connectivity in the region;
2. Note that Thailand has presented a concept note on developing air connectivity within APEC region during the recent APEC Tourism Working Group;
3. Welcome the news that Bangladesh has improved upon its air transportation services as well as its air travel and aviation facilities; has modernised its fleet and expanded its air network around the world;
4. Note with interest that Japan has entered into open skies policy agreements with 27 countries, 16 of which are from the Asia Pacific region; is about to conclude negotiations with ASEAN countries on regional aviation agreements; is expanding the capacity of its 3 international airports in preparation for the 2020 Olympics; and is also stepping up on its low cost carriers development (LCCs);
5. Welcome the news that ASEAN is taking several measures to improve air connectivity in and outside the region such as the development of ASEAN single aviation market, which covers market access, aviation safety, security and air traffic management; open skies agreement with all ASEAN cities with international airports; open skies agreement with China; and currently working on the same agreement with Japan, Republic of Korea and the European Union;

6. Welcome Malaysia's travel facilitation initiatives also within and outside ASEAN including the signature of open skies agreements with 18 countries around the world; the signing of ASEAN multilateral agreements on full liberalisation of passenger air services, air services, and air freight services for full service carriers well as low cost carriers;
 7. Note with interest that in the Republic of Korea, the responsibility of travel-related issues such as aviation, visa facilitation, air connectivity and travel facilitation in general are shared among diverse ministries. This calls for very close collaboration among these government ministries and local governments;
 8. Note that the Philippines has adopted the "pocket open skies" policy which entails giving unrestricted access to all foreign airlines that wish to provide services in Philippines' secondary airports. This initiative stems from the fact that Manila International Airport has exceeded its passenger processing capacity;
 9. Take note of Iran's suggestion that landlocked countries such as Nepal need the help of the immediate neighbouring countries surrounding it to facilitate air access to it to increase its tourist flows, especially because of its heavy dependence on tourism;
 10. Concur with the Maldives that ASEAN's open skies policy and other similar policies could be good examples of regional cooperation which other regional groupings such as SAARC could emulate for the benefit of its members;
 11. Welcome the Secretariat's finding (based on a recent study) that the Asia-Pacific region is the most open region in the world in terms of travel facilitation. From 2008 to 2014, the region has been issuing more visas on arrival, less traditional visas and more e-visas.
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CAP/CSA/DEC/7 (XXVI)

NOMINATION OF A CANDIDATE TO REPRESENT THE UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC (CAP) ON THE COMMITTEE ON TOURISM AND COMPETITIVENESS

Agenda item 7 (document CAP/CSA/26/7)

The Commissions,

Having heard the background information on this item,

1. Welcome Philippines' expression of interest in representing the Commission for East Asia and the Pacific on the Committee on Tourism and Competitiveness;
 2. Thank the Philippines for offering to represent the Commission for East Asia and the Pacific on the above-mentioned Committee.
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AFFILIATE MEMBERS AND INDUSTRY PARTERSHIP

Agenda item 8

CAP/CSA/DEC/8 (XXVI)

The Commissions,

Having listened to the brief intervention of the Secretary-General of Tourism Promotion Organization (TPO), the presentation by the representative of Tourism Bank of Iran and the presentation by Professor Prideaux from James Cook University,

1. Thank TPO for its contribution as a co-author of the UNWTO publication on *Air Connectivity and its Impact on Tourism in Asia and the Pacific*;
2. Congratulate the Tourism Bank of Iran on the establishment of the bank specifically dedicated to tourism investment for the achievement of Iran's 2025 tourism vision and plan;
3. Thank James Cook University for the informative presentation which was based on a study about how Hong Kong has been responding to the rapid growth of mainland Chinese tourists, as well as the challenges encountered and the lessons other destinations can draw from these developments.
4. Thank the Secretary-General for his comments in relation to the Affiliate Members of the Organization concerning:
 - the initiative of identifying interest groups such as the Knowledge Network which is already operational as well as future interest groups including those of cities, hoteliers, etc; and
 - the Secretariat's plan to sign MOU with each Affiliate Member in order to identify each member's interest and to work together towards the achievement of these interests.

OTHER MATTERS

Agenda item 9

CAP/CSA/DEC/9 (XXVI)

The Commissions,

Having listened to the brief intervention of Malaysia and that of China ASEAN Centre,

1. Note that the next (i.e. the 4th) World Tourism Conference will be held in Malaysia in 2016 ;
 2. Thank China ASEAN Centre for working hard to promote the travel of Chinese tourists to ASEAN destinations.
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**PLACE AND DATE OF THE
TWENTY-SEVENTH JOINT MEETING OF THE TWO COMMISSIONS**

Agenda item 10

CAP/CSA/DEC/10 (XXVI)

The Commissions,

Accept with gratitude Maldives' offer to host the 27th joint meeting of the two commissions on its territory.

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