

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

Bandos Island Resort, Maldives, 4 June 2015

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UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Twenty-seventh Joint Meeting
Bandos Island Resort, Maldives, 4 June 2015

AGENDA

1. Adoption of the agenda
2. Communication of the Chairman (i.e. **India**) of the joint meeting
3. Communication of Co-Chairman (i.e. **Philippines**) of the joint meeting
4. Report of the Secretary-General
5. Implementation of the General Programme of Work 2014-2015
 - 5.1. Global Activities
 - 5.2. Regional Activities
 - Presentation by the Regional Programme for Asia and the Pacific
 - Activities of the UNWTO Regional Support Office for Asia and the Pacific
 - Asia's use of TripAdvisor as a source of consumers' data
 - Updates on Tourism Satellite Account development in Asia (by Japan)
 - Presentation by the World Bank on a tourism competitiveness project for South Asia
 - Brief intervention by UnionPay International on Chinese consumer behaviour
6. Report on Technical Committees
 - 6.1. Committee for Tourism and Sustainability
 - 6.2. Committee on Tourism and Competitiveness
 - 6.3. Committee on Statistics and TSA
 - 6.4. Programme and Budget Committee
7. Report on the survey on the priority areas of the programme of work for 2016-2017 with a focus on Asia
8. Nomination of the host country for World Tourism Day 2016
9. Preparations for the twenty-first session of the UNWTO General Assembly
10. Other matters
11. Place and date of the 28th joint meeting of the two commissions

PREAMBLE

1. The twenty-seventh joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia was held in Bandos Island Resort, Maldives, on 4 June 2015. It was held in conjunction with the *UNWTO Regional Ministerial Conference on Positioning Tourism in a Wider Socio-economic Context*.

2. The meeting was chaired by **India** and co-chaired by **the Philippines**. There were over one hundred participants representing Bhutan, Cambodia, China, India, Indonesia, I. R. Iran, Japan, Laos, Macao (China), Malaysia, Maldives, Mongolia, Philippines, Republic of Korea, Sri Lanka, Thailand and Vietnam. Affiliate members from China, Japan, Malaysia and the Republic of Korea were also represented. In addition to these participants, officials from international and regional organizations as well as industry representatives 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 (XXVII)

ADOPTION OF THE AGENDA

Agenda item 1 (document CAP/CSA/27/Prov.Ag.)

The two commissions,

Adopt the provisional agenda of their 27th joint meeting as contained in the document CAP/CSA/27/Prov. The final agenda of the meeting is located on the previous page (i.e. page 2).

CAP/CSA/DEC/2 (XXVII)

COMMUNICATION OF THE CHAIRMAN

Agenda item 2 (document CAP/CSA/27/2)

The Commissions,

Having heard the Chairman's communication,

1. Join him to convey their deepest sympathies to the people of Nepal whose people suffered from the recent earthquakes which have caused unprecedented damage as well as loss of precious lives to the country.
 2. Share his concern about strict visa regimes enforced by some countries which are acting as major impediments to the growth of tourism; as well as the need for nations and stakeholders to be sensitized to these issues and together take concrete steps to work towards barrier-free or least barrier travel.
 3. Congratulate India on setting a good visa facilitation example by providing electronic tourist visas to nationals of 76 countries which is to be expanded to a total of 150 countries.
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CAP/CSA/DEC/3 (XXVII)

COMMUNICATION OF THE CO-CHAIRPERSON

Agenda item 3 (document CAP/CSA/27/3)

The Commissions,

Having heard the communication of the Co-Chairman,

1. Thank him for his communication;
 2. Agree with his point that there is the need for greater interaction among members in the exchange of knowledge, and the sharing of best practices in order to build a more sustainable, resilient and vibrant tourism industry in the region;
 3. Note his appeal to the commissions to begin to think about collective proposals, policies and programmes for the next 10 years which will be put before the 21st General Assembly scheduled to take place in Medellin in September 2015.
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CAP/CSA/DEC/4 (XXVII)

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 4 (document CAP/CSA/27/4)

The Commissions,

Having heard the preliminary remarks of the Secretary-General,

1. Note that in 2014 demand for international tourism remained strong with the number of international tourists reaching 1,135 million and growing by 48 million more than in 2013;
2. Appreciate the fact that with an increase of 4.4%, this was the fifth consecutive year of above average growth in international tourist arrivals since the 2009 global economic crisis;
3. Note with satisfaction that by region, after the Americas (+8%), **Asia and the Pacific** (along with the Middle East) **(+5% each) registered the second strongest growth in arrivals**. These results reflected positively on the sub-regional performance as well, with North-East Asia and South Asia co-registering the second best results (+7%) along with Southern and Mediterranean Europe, Northern Europe and the Caribbean, but preceded by North America (+9%) which saw the best results.
4. Commend the Secretariat for progress made in **the UNWTO/WTTC Open Letter** on Travel and Tourism campaign – a testimony of its leading role in mainstreaming tourism in the global agenda; evidenced by the 73 Heads of States and Government that had received the Open Letter since February 2011 till the end of March 2015;
5. Express satisfaction about **14 of the signatory countries of the Open Letter being from the Asia-Pacific region** - namely (by date of acceptance): Indonesia, China, Republic of Korea,

Malaysia, Brunei Darussalam, Philippines, Vietnam, Thailand, Myanmar, Mongolia, India, Laos, Cambodia and the Maldives;

6. Note that at the sixth T.20 Ministers Meeting to be held in Republic of Turkey on 29-30 September 2015, it is proposed that discussions be held on how tourism can address the challenges of a 'jobless growth', with a particular focus on policies that promote gender equality, youth unemployment, skills adequacy, entrepreneurship, and investment to unlock jobs and growth.
 7. Applaud the Organization's proposal to the United Nations General Assembly to **designate 2017 as the International Year of Sustainable Tourism for Development**";
 8. Take note that the 21st Session of the **UNWTO General Assembly** to be held in Medellin, Colombia from 12-17 September 2015, will table **the theme "Tourism: Fostering Inclusive Development and Social Transformation"** in order to promote the value of tourism in addressing global challenges such as connectivity, climate change, development, peace and social inclusion;
 9. Appreciate the fact that the Secretariat continues to be committed to strengthening its efforts in raising **extra-budgetary funds**, as well as its proposal recently presented to the 100th session of the Executive Council for the creation of **Tourism for Development Facility** as a means to leverage UNWTO as an ODA (Official Development Assistance) Eligible Organization for Bilateral Aid;
 10. Thank UNWTO's Director of Tourism Market Trends for his detailed presentation on world market trends as well as the salient features of the trends in the Asia-Pacific region;
 11. Acknowledge the usefulness and importance of the production of UNWTO's Tourism Barometer on a periodic basis as it provides information about contemporary tourism trends at the global, regional and country levels in addition to forecasts and industry-based analysis.
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CAP/CSA/DEC/5 (XXVII)

IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK

Agenda item 5 (documents CAP/CSA/27/5.1; CAP/CSA/27/5.2)

The Commissions,

Having heard the report of the Executive Director for Technical Cooperation and Services on the Implementation of the General Programme of Work/Global Activities (2014-2015) with special emphasis on technical assistance projects,

1. Thank the Secretariat for the detailed information on the technical projects and ST-EP-related activities carried out by UNWTO in the various regions of the Organization within the period under review;

2. Thank the Republic of Korea for the presentation on the global mandate adopted by the Heads of State at Rio+20 to develop “a 10-year framework of programmes on sustainable consumption and production” (10YFP).

5.2. With regard to regional activities:

Having heard the report of the Director of the Regional Programme for Asia and the Pacific,

1. Thank him for the wide range of activities carried out in the region within the period under review including:
 - International conferences on subjects such as community development, small island developing states, tourism and climate, tourism and heritage protection, Mayors’ Forum on Tourism;
 - Training programmes on tourism policy and strategy;
 - Sub-regional and national workshops on tourism statistics, tourism satellite account, ASEAN river-based tourism development;
 - Technical assistance missions on tourism satellite account and destination marketing.
2. Congratulate the Secretariat on organising the First UNWTO/UNESCO World Conference on Tourism and Culture in Siem Reap, Cambodia, which drew the participation of over 900 participants, including 45 Ministers and Vice Ministers of Tourism and Culture as well as international experts from 100 countries to explore and advance new partnership models between tourism and culture;
3. Appreciate the release of three new publications entitled *Tourism Shaping Tomorrow: Benefitting from the Best Practices of Observatories of Sustainable Tourism*; *Initial Situation Analysis on River-based Tourism in ASEAN Countries*; and *UNWTO / GTERC: Asia Tourism Trends*.

--- With regard to activities of the UNWTO Regional Support Office for Asia-Pacific (RSOAP):

Having heard the report of the Deputy Chief of the UNWTO Regional Support Office for Asia and the Pacific (RSOAP),

1. Thank him for all the work that has been carried out within the period under review such as:
 - Seminars on subjects including *conservation of nature and culture, community revitalization, cultural tourism, Silk Road; nomadic culture and tourism, sustainable tourism, etc.*
 - Publication on Sustainable Cruise Development Strategies: Tackling the Challenges in Itinerary Design in South-East Asia.
2. Appreciate the readiness of RSOAP to support activities of individual members of the two commissions or on a sub-regional basis.

--- Asia's use of TripAdvisor as a source of consumers' data

Having heard the presentation by TripAdvisor's Head of Destination Marketing for Asia-Pacific,

Thank her for the insight into how important social media, consumer reviews and recommendations have become to the tourists of today as sources of travel information;

Note the need for the region to capitalise on this to improve the quality of their tourism products and services in order that travellers' good reviews will help to promote their tourism industries through social media platforms.

--- Updates on Tourism Satellite Account development in Asia (by Japan)

Having listened to the presentation of Ritssho University of Japan,

Thank the professor for leading a team of the University's TSA experts to undertake a comprehensive study on the extent to which Asian countries have developed Tourism Satellite Account of their tourism industries and to present their findings to the two commissions.

--- Presentation by the World Bank on a tourism competitiveness project for South Asia

Having heard the presentation by the Senior Social Development Specialist of the World Bank,

Thank her for presenting the commissions with the Bank's findings on a special competitiveness study which has been carried out on South Asia.

--- Brief intervention by UnionPay International on Chinese consumer behaviour

Having heard the presentation by *UnionPay International's* Chief Branding Officer,

Thank him for his informative presentation on Chinese tourists' spending behaviour and spending patterns as well as how the commissions can exploit this knowledge in their strategies to attract Chinese tourists famed for being high spending travellers.

CAP/CSA/DEC/6 (XXVII)

REPORT ON TECHNICAL COMMITTEES

Agenda item 6 (documents CAP/CSA/27/6.1; 6.2; 6.3; 6.4)

The Commissions,

Having listened to various reports of the representatives of the technical committees

Thank China for the delivery of its report on the activities of the Committee for Tourism and Sustainability;

Thank Philippines for the delivery of its report on the activities of the Committee on Tourism and Competitiveness;

Thank Philippines for the delivery of its report on the activities of the Committee on Statistics and TSA;

Thank the Maldives for the delivery of its report on the Programme and Budget Committee

CAP/CSA/DEC/7 (XXVII)

**REPORT ON THE SURVEY ON THE PRIORITY AREAS OF THE PROGRAMME OF WORK FOR
2016-2017 WITH A FOCUS ON ASIA**

Agenda item 7 (document CAP/CSA/27/7)

The Commissions,

Having heard the background information on this item,

1. Note that the survey was built around the two main strategic objectives of the Organization: Sustainability/Ethics and Competitiveness/Quality;
 2. Note that Asia's response rate was below 50% and the lowest among all the regions of the Organization;
 3. Express satisfaction that Asia's ranking of priority areas of work tallies to a very great extent with the overall global ranking in relation to the two key strategic focus of the survey, especially in culture, poverty reduction, biodiversity and climate change.
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NOMINATION OF THE HOST COUNTRY FOR WORLD TOURISM DAY 2016

Agenda item 8

CAP/CSA/DEC/8 (XXVII)

The Commissions,

Having listened to the brief background information on this item and being informed that Thailand has presented its candidature as host of World Tourism Day 2016,

1. Thank Thailand for its presentation on its tourism products and preparedness as host of the event;
2. Unanimously nominate Thailand as host of World Tourism Day 2016.

**PREPARATIONS FOR THE TWENTY-FIRST SESSION OF THE UNWTO GENERAL
ASSEMBLY**

Agenda item 9 (document CAP/CSA/27/9)

CAP/CSA/DEC/9 (XXVII)

The Commissions,

Having listened to the Secretary-General's brief report on the progress made by the Government of Colombia in the preparations for the 21st session of the General Assembly;

1. Thank him for the update, express their appreciation to Colombia and take note that the General Assembly is scheduled to be held in Medellin, Colombia from 12-17 September, 2015;
2. Note with interest that there will be a UNWTO/ICAO high level Forum which will be attended by the Secretary-General of ICAO and other high level representatives from the aviation sector.

OTHER MATTERS

Agenda item 10

CAP/CSA/DEC/10 (XXVII)

The Commissions,

Having listened to the brief interventions of several members,

1. Note that China has formally expressed interest in hosting the 22nd General Assembly in 2017;
2. Note Iran's invitation to members of the two commission to attend a ministerial meeting scheduled to be held in Shiraz, Iran, in October, 2015;
3. Note Indonesia's interest in chairing the Commission for East Asia and the Pacific (CAP) after the current chair's (i.e. Philippines) term of office which expires at the forthcoming 21st session of the General Assembly in Medellin;
4. Note Sri Lanka and Cambodia's request for more capacity-building programmes on TSA;
5. Note Japan's suggestion that there be a regional network on TSA;
6. Appreciate the Secretariat's efforts in crafting partnerships with travel and tourism-related organisations such as TripAdvisor and UnionPay International for the benefit of members of the two commissions.

PLACE AND DATE OF THE
TWENTY-EIGHTH JOINT MEETING OF THE TWO COMMISSIONS

Agenda item 11 (document CAP/CSA/DEC/11)

CAP/CSA/DEC/11 (XXVII)

The Commissions,

Having listened to the Secretariat's brief introduction to this item and to Japan's short intervention of reconfirmation of interest,

Accept with gratitude Japan's offer to host the 28th joint meeting of the two commissions on its territory during the first half of 2016.

ANNEX

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