

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

Nara, Japan, 3 June 2016

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**UNWTO COMMISSION FOR EAST ASIA & THE PACIFIC**  
**UNWTO COMMISSION FOR SOUTH ASIA**  
***Twenty-eighth Joint Meeting***  
***Nara, Japan***  
***3 June, 2016***

**AGENDA**

1. Adoption of the agenda
2. Communication of the Chairman (**i.e. Philippines**) of the joint meeting
3. Communication of Co-Chairman (**i.e. India**) of the joint meeting
4. Report of the Secretary-General
5. Report on the implementation of the General Programme of Work
6. Report on regional activities:
7. Update on Technical Committees
  - 7.1. Programme and Budget Committee
  - 7.2. Committee on Tourism and Sustainability
  - 7.3. Committee on Tourism and Competitiveness
  - 7.4. Committee on Statistics and TSA
8. Tourism and Ethics
9. International Year of Sustainable Tourism for Development 2017
10. ST-EP International Organization
11. Tourism and Security: Towards a framework for a safe, secure and seamless travel
12. Affiliate Members' intervention and other matters
13. Place and date of the 29th joint meeting of the two commissions

## **PREAMBLE**

1. The twenty-eighth joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia was held in Nara, Japan, on 3 June 2016. It was held in conjunction with the *UNWTO International Conference on Tourism and Technology*.

2. The meeting was chaired by **Philippines** and co-chaired by **India**. There were over one hundred participants representing Bangladesh, Bhutan, Cambodia, China, India, Indonesia, I. R. Iran, Japan, Laos, Macao (China), Malaysia, Mongolia, Nepal, Philippines, Republic of Korea, Sri Lanka, Thailand and Vietnam. Affiliate members from Hong Kong, India, Japan, Malaysia, the Republic of Korea and Thailand were also represented. In addition to these participants, member states from outside the region (i.e. Zimbabwe and Jamaica), 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.

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## **DECISIONS**

CAP/CSA/DEC/1 (XXVIII)

### **ADOPTION OF THE AGENDA**

Agenda item 1 (document CAP/CSA/28/Prov.Ag.)

The two commissions,

Adopt the provisional agenda of their 28<sup>th</sup> joint meeting as contained in the document CAP/CSA/28/Prov. The final agenda of the meeting is located on the previous page (i.e. page 2).

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CAP/CSA/DEC/2 (XXVIII)

### **COMMUNICATION OF THE CHAIRMAN**

Agenda item 2 (document CAP/CSA/28/2)

The Commissions,

Having heard the Chairman's communication,

1. Thank him for his communication;
  2. Join him to appreciate the Secretary-General for leading a dynamic organization and for his readiness to provide technical support to all members;
  3. Share his pleasure about tourism receipts outpacing those of world merchandise trade for the 4<sup>th</sup> consecutive year;
  4. Note with satisfaction that the UN has declared 2017 as the International Year of Tourism for Sustainable Development because of its recognition of tourism's capacity to generate economic activity and contribute to sustainable growth.
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CAP/CSA/DEC/3 (XXVIII)

## **COMMUNICATION OF THE CO-CHAIRPERSON**

Agenda item 3 (document CAP/CSA/28/3)

The Commissions,

Having heard the communication of the Co-Chairman,

1. Thank him for his communication;
  2. Concur that there is the need to raise awareness of the important contribution that sustainable and green tourism can make to development and to engage all stakeholders to make the sector a catalyst for positive change;
  3. Support his point that improvement in connectivity and modernization of infrastructure, are very important challenges the region is facing in relation to travel and tourism; and that the key to the future development of tourism would be information exchange and research, innovation, cooperation and collaboration among members;
  4. Also agree that innovation can play a leading role in the growth of tourism by way of introducing new products.
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CAP/CSA/DEC/4 (XXVIII)

## **PRELIMINARY REMARKS BY THE SECRETARY-GENERAL**

Agenda item 4 (document CAP/CSA/28/4)

The Commissions,

Having heard the preliminary remarks of the Secretary-General,

1. Note that in 2015 demand for international tourism remained strong with the number of international tourists reaching 1,184 million.
2. Note with satisfaction that with an increase of 50 million international more tourists in 2015 than in 2014, and a growth rate of 4.4%, this was the sixth consecutive year of above-average growth in arrivals since the 2009 global economic crisis, and in spite of, on-going geopolitical tensions, security concerns and health scares in some parts of the world.
3. Appreciate the fact that despite a weak and slow economic recovery, spending on international tourism grew significantly in 2015, proving the sector's relevance in stimulating economic growth, boosting exports and creating jobs for an increasing number of economies worldwide.
4. Note with satisfaction that with +5% increase, Asia and the Pacific recorded 13 million more international tourist arrivals to reach 277 million. Furthermore, data for the first two months of 2016 show a 5% increase in international tourist arrivals; with arrivals in Asia-Pacific region accounting for an 8% growth within this period.

5. Applaud the remarkable progress made by the Secretariat with **the UNWTO/WTTC Open Letter on Travel and Tourism** campaign – which from February 2011 when it started to June 2016, had managed to register the endorsement of 82 Heads of States and Government;
6. Note with satisfaction that **16 of the signatory countries of the Open Letter are 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, Iran, Maldives and Bangladesh;
7. Note that the **seventh Meeting of the G20 Tourism Ministers** that was held in Beijing, China on 20 May 2016 in the framework of the Chinese Presidency of the G20 was held in conjunction with the First World Conference on Tourism for Development organized jointly by UNWTO and the Government of the People's Republic of China. The conference focused on the theme of 'Sustainable Tourism as an effective tool for inclusive development.
8. Note with satisfaction that in the final Declaration of the G20 Tourism Ministers' meeting, the G20 countries agreed to advance the contribution of tourism to the 2030 Agenda for Sustainable Development and the SDGs;
9. Take note of UNWTO's active engagement in the work of the United Nations, particularly with regard to the recently adopted SDGs and the recognised role of tourism in the socio-economic, environmental and cultural agenda, as highlighted in Goal 8/Target 8.9, Goal 12/Target 12b and Goal 14/Target 14.7;
10. Support the preparations of the Secretariat for the **2017 International Year of Sustainable Tourism for Development** and encourage UNWTO Member States to participate actively in its celebration;
11. Thank the Secretary-General for his report on the financial and administrative situation of the Organization and the fact that the year 2015 closed with members' contributions balancing the Secretariat's budgeted expenditures.

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CAP/CSA/DEC/5 (XXVIII)

**REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK**

Agenda item 5 (CAP/CSA/28/5)

**With regard to Programme of Work on Global Activities:**

The Commissions,

1. Having heard the report of the Executive Director for Programme and Coordination,

2. Thank him for informing them about the Organization's implementation of its General Programme of Work covering July 2015- March 2016 and which centred on its two strategic pillars: improvement of competitiveness and quality, and the promotion of sustainability and ethics;
3. Congratulate the Secretariat on the release of 30 new publications, the organization of 50 events based on the above-mentioned strategic pillars;
4. Applaud the Secretariat's active involvement in UN activities such as the 2030 Agenda for Sustainable Development, the 17 Sustainable Development Goals (SDGs), and the global response to the Zika virus;

**With regard to Technical Cooperation activities:**

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 32 technical assistance missions undertaken in 27 countries by UNWTO in the various regions of the Organization during 2014-2015;
2. Appreciate the fact that the Asia-Pacific region is well-represented in the number of projects and missions completed, on-going and planned for 2016.
3. Note with interest that the projects focused on tourism master plans, capacity-building, evaluation of tourism statistics, ecotourism marketing and development and review of national tourism strategy.

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CAP/CSA/DEC/6 (XXVIII)

**REPORT ON REGIONAL ACTIVITIES**  
Agenda item 6 (documents CAP/CSA/28/6)

**With regard to overall 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:
  - 1<sup>st</sup> World Conference on Tourism for Development (Beijing, China, May 2016)

- The 2<sup>nd</sup> Euro-Asian Mountain Resorts Conference ( Ulsan, Republic of Korea, October 2015)
  - The 4<sup>th</sup> Annual Conference of the Sustainable Tourism Observatories ( Zhengzhou, China, October 2015)
  - The 10<sup>th</sup> UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy ( Seoul, Republic of Korea, April 2016)
2. Congratulate the Secretariat on organising the First World Conference on Tourism for Development in Beijing, China, which drew the participation of over 70 ministerial representations and over 1,000 participants to discuss how countries align their national development goals with sustainable tourism development;
  3. Appreciate the release of several new publications including *Asia Tourism Trends Report*, *Philippines Tourism Success Stories*, *China Tourism Observatories Book*, *Mekong River-based Product Development report*, *Contribution of Islamic Culture and its Impact on the Asian Tourism Market*, and *Case Studies of Traditional Cultural Accommodations in the Republic of Korea, Japan and China*

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

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

1. Thank him for supporting the mission and activities of UNWTO and for all the work that has been carried out within the period under review such as:
  - Translation of UNWTO Tourism Highlights 2015 and UNWTO World Tourism Barometer Press Release into Japanese
  - JATA Tourism EXPO *Tokyo, Japan*
  - International Tourism Seminar *Osaka, Japan*
  - Japan Sustainable Tourism Forum *Oze, Japan*
2. Appreciate RSOAP's contribution to the promotion of UNWTO Affiliate membership among Japanese companies.

CAP/CSA/DEC/7 (XXVIII)

**UPDATE ON TECHNICAL COMMITTEES**

Agenda item 7 (documents CAP/CSA/28/7.1; 7.2; 7.3; 7.4)

The Commissions,

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

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

Thank the Secretariat for the delivery of the report on the activities of the Committee for Tourism and Sustainability on behalf of China and Bhutan;

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

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

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CAP/CSA/DEC/8 (XXVIII)

**TOURISM AND ETHICS**

Agenda item 8 (document CAP/CSA/28/8)

The Commissions,

Having heard the presentation of the Executive Director for Programme and Coordination:

1. Thank him for his report;
2. Welcome the growing number of private sector entities signing the Private Sector Commitment to the Global Code of Ethics for Tourism;
3. Appreciate the important work of the Secretariat in the implementation of the Global Code of Ethics;
4. Call on the Member States to take part actively in the regular surveys on the Global Code of Ethics carried out by the Secretariat;
5. Thank the Secretariat for the ongoing process of the draft Convention on Tourism Ethics,

Having heard the presentation of the Head of Research of ECPAT on the Global Study on the Sexual Exploitation of Children in Travel and Tourism,

1. Thank him for the detailed information;
2. Appreciate the important work carried out by the High-Level Global Task force which resulted in this global study on the Sexual Exploitation of Children in Travel and Tourism;
3. Note the recommendations made in the study for actions to be taken by Ministries of Tourism and encourage Member States to share their experiences;
4. Call on the Committee on Tourism Ethics to continue its excellent work on this important topic.



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## **INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT 2017**

Agenda item 9 (document CAP/CSA/28/9)

CAP/CSA/DEC/9 (XXVIII)

The Commissions,

Having heard the presentation of the Secretary-General,

1. Thank him for the detailed information;
2. Thank Member States for supporting the adoption at the UN General Assembly of the resolution (A/RES/70/193) regarding the declaration of 2017 as the International Year of Sustainable Tourism for Development;
3. Welcome the creation of the Steering Committee for the International Year of Sustainable Tourism for Development;
4. Note with satisfaction that the International Year will highlight tourism's role in fostering five pillars:
  - a. Economic growth;
  - b. Job creation, entrepreneurship and inclusiveness;
  - c. Environmental preservation and effective resources management;
  - d. The promotion and protection of cultural values and heritage,
  - e. Cultural diversity, mutual understanding and peace
5. Support the five key lines of action outlined in the document namely:
  - a. Advocacy,
  - b. Public awareness,
  - c. Knowledge creation and dissemination,
  - d. Policy,
  - e. Corporate Social Responsibility and Public-Private Partnership
6. Note the proposal of the Secretariat to hold the opening and the closing ceremony in Europe: namely in Madrid (Spain) and Geneva (Switzerland) respectively;
7. Strongly encourage the Member States and the private tourism sector to actively participate and engage in the programmes and activities organized by UNWTO, as well as to lead their own initiatives to mark the importance of this International Year;
8. Thank the UNWTO Secretariat for coordinating the International Year activities.

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**ST-EP INTERNATIONAL ORGANIZATION**  
Agenda item 10 (document CAP/CSA/28/10)

CAP/CSA/DEC/10 (XXVIII)

The Commissions,

Having heard the presentation of the Executive Director for Technical Cooperation and Services,

1. Thank him for his detailed report and background information that led to the establishment of the ST-EP International Organization;
2. Welcome the transformation of the ST-EP Foundation into a fully-fledged new International ST-EP Organization – the product of the two and a half years' work of the UNWTO Member States and the ST-EP Foundation's Board of Directors;
3. Encourage Members to join the new organization so that they can be part of the on-going endeavour to achieve sustainable development and poverty reduction which are considered to be among the main challenges the world is facing today;
4. Second the Secretary-General's words of appreciation to the Government of the Republic of Korea and the Chairperson of the ST-EP Foundation for their support of the ST-EP initiative for the past 15 years.

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**TOURISM AND SECURITY: TOWARD A FRAMEWORK FOR A SAFE, SECURE AND SEAMLESS TRAVEL**

Agenda item 11 (document CAP/CSA/28/11)

CAP/CSA/DEC/11 (XXVIII)

The Commissions,

Having heard the presentation of the Secretary-General:

1. Thank him for his report on tourism and security;
2. Note that the Organization has been working since 2009 when the 18<sup>th</sup> General Assembly resolution (A/RES/578(XVIII)) on the Declaration on the Facilitation of Tourist Travel, entrusted the Secretary-General with the promotion of the principles set in the Declaration, including the use of modern information and communication technologies, in relation to travel advisories and visa facilitation;

3. Commend the Secretary-General for the increase in the number of travellers who cross borders of other countries without visas from 23% to 39% reflecting one of the results of this work;
4. Note further that UNWTO's latest Visa Openness Report has found that the share of tourists required to obtain a traditional visa prior to travelling continues to decline and is currently at its lowest recorded level;
5. Note however that current security concerns are threatening the recent advances registered in travel facilitation and seamless travel around the world; thus travel facilitation is now not an easy concept to talk about owing to terrorism and cyber security;
6. Support therefore UNWTO's Senior Management's proposal to the Executive Council to place the promotion of a safe and seamless travel framework as one of the priorities within the Programme of Work 2016-2017;
7. Express satisfaction about Indonesia's new visa policy that allows 169 countries to enter into the country without visas, as well as the fact that according to UNWTO's visa openness index, ASEAN countries' openness amount to 88%;
8. Applaud the Secretary-General for highlighting UNWTO's close collaboration with UNODC (United Nations Office on Drugs and Crime) in the common objective of promoting a safe, secure and seamless travel environment at the High Level Meeting on Tourism and Security during FITUR (*Feria Internacional de Turismo – International Tourism Fair*) in Madrid, in January 2016.

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## **AFFILIATE MEMBERS' INTERVENTION AND OTHER MATTERS**

Agenda item 12

### **Affiliate members' intervention**

CAP/CSA/DEC/12 (XXVIII)

The Commissions,

Having listened to the Chairman of the Affiliate Members,

1. Thank him for his detailed presentation on the activities of the Affiliate members;
2. Applaud the various projects and events carried out and planned for such as:
  - Global report on public-private partnership
  - Cultural Routes: volume 12
  - First UNWTO Conference on Wine Tourism
  - UNWTO Conference on Talent Development

## Other matters

The Commissions,

Having listened to the brief interventions of several members,

1. Note Bhutan's two-pronged request to the UNWTO Secretariat: a) to publish a document on Budget and activities of National Tourism Organizations as a follow-up to the publication on Budgets & Marketing Plans of National Tourism Administrators of 1995. This is intended to raise awareness about how much other NTOs are spending on different marketing activities; b) to conduct a workshop on this subject in order to draw lessons from the best practices of different NTOs in the marketing or promotion of destinations.
2. Note Indonesia's request to UNWTO to undertake a study on e-visas and their impact on tourism growth; also note its commitment to the acceleration of tourism in a sustainable manner and the intention to organise a conference on sustainability in 2017 ;
3. Note Sri Lanka's invitation to members to attend the UNWTO Conference on Tourism: a Catalyst for Development, Peace and Reconciliation (Passikudah, Sri Lanka, 11 -14 July 2016);
4. Note Vietnam's invitation to members to attend the UNWTO International Conference on Tourism and Sports (Da Nang, Vietnam, 24-25 September 2016);
5. Note with interest Macao's launch of its tourism master plan and its invitation to members to take part in the consultation process;
6. Note IFT's (Macao Institute of Tourism) invitation to members to take part in its capacity-building programmes;
7. Note that ASEAN will celebrate its 50th anniversary in 2017.

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### **PLACE AND DATE OF THE TWENTY-NINTH JOINT MEETING OF THE TWO COMMISSIONS**

Agenda item 13 (document CAP/CSA/28/13)

CAP/CSA/DEC/13 (XXVIII)

The Commissions,

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

Accept with gratitude Bangladesh's offer to host the 29<sup>th</sup> joint meeting of the two commissions on its territory during the first half of 2017.



## **ANNEX**

### **LIST OF PARTICIPANTS**

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