



CAP/CSA/30/DEC

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

Nadi, Fiji, 19 June 2018

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UNWTO COMMISSION FOR EAST ASIA & THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Thirtieth Joint Meeting
Nadi, Fiji
19 June, 2018

Agenda

1. Adoption of the Agenda
2. Communication of the Chairperson of the Commission (**Indonesia**)
3. Communication of the Co-Chairperson (**Bangladesh**)
4. Report of the Secretary-General
 - 4.1. Special intervention on UNWTO's programme about innovation and digitalisation
5. Report on the Implementation of the General Programme of Work
6. Report on regional activities
7. Report on the results of UNWTO's survey on the priorities of Asia-Pacific members
8. Report of the UNWTO Committees
 - 8.1. Report of the Committee on Tourism and Sustainability
 - 8.2. Report of the Committee on Tourism and Competitiveness
 - 8.3. Report of the Committee on Statistics and TSA
9. UNWTO on the ground: Technical Assistance Missions
10. Member States' updates
11. Brief interventions of Affiliate Members and partners
12. Other matters
13. Place and date of the 31st CAP-CSA joint meeting for the two commissions

PREAMBLE

1. The thirtieth joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia was held in Nadi, Fiji, on 19 June 2018. It was held in conjunction with the *UNWTO Regional Seminar on Climate Change, Biodiversity and Sustainable Tourism Development*.
2. The meeting was chaired by **Indonesia** and co-chaired by **Bangladesh**. There were over one hundred participants representing Bangladesh, Bhutan, Cambodia, China, Fiji, India, Indonesia, Japan, Malaysia, Mongolia, Papua New Guinea, Republic of Korea, Samoa, Sri Lanka, Thailand, Timor Leste, Vanuatu, Vietnam as well as Macao, China in its capacity as Associate Member. Affiliate members from Australia, Japan, Malaysia and Thailand were also represented. In addition to these participants, non-member states and a number of industry representatives from the Asia-Pacific region and beyond attended the event. A list of participants with the names and contact details of all attendees is annexed to this report.
3. At the outset of the joint meeting, the Minister of Industry, Trade and Tourism of Fiji delivered his opening remarks and welcomed all the delegates to the meeting. Pacific Asia Travel Association (PATA) and South Pacific Tourism Organization (SPTO) were also invited by the Chair to make brief interventions in relation to their partnership with UNWTO and the theme of the regional seminar.
4. The Chair expressed (on behalf of the joint commission) her most sincere gratitude to the Government of Fiji and its people for the support extended to UNWTO and its members in hosting UNWTO's very first statutory event in Fiji and in the whole of the Pacific region.

DECISIONS

CAP/CSA/DEC/1 (XXX)

ADOPTION OF THE AGENDA

Agenda item 1 (document CAP/CSA/30/Prov.Ag.)

The two commissions,

Adopt the provisional agenda of their 30th joint meeting as contained in the document CAP/CSA/30/Prov. The final agenda of the meeting is located on the previous page (i.e. page 2).

CAP/CSA/DEC/2 (XXX)

COMMUNICATION OF THE CHAIRPERSON

Agenda item 2 (document CAP/CSA/30/2)

The Commissions,

Having heard the Chairperson's communication,

1. Thank her for her communication;

2. Join her to thank the Government of Fiji for hosting the 30th Joint meeting and for its warm reception and hospitality;
 3. Agree with her that while increasing the number of tourists is good for global tourism, countries should not lose sight of developing their tourism industries in a sustainable manner;
 4. Concur with her viewpoint that climate change and global warming constitute a threat for all small island developing countries including those in the Asia-Pacific region; and agree with the urgency of the need to increase cooperation in the fight against climate change through the development of a more responsible and sustainable tourism sector;
 5. Note that tourism is one of the main priority sectors supporting Indonesia's economy, providing much needed employment and contributing to its GDP and foreign exchange earnings. In 2017 Indonesia contributed to the region's performance by welcoming 14 million international tourists and growing by 21.9% over the previous year. This translated into US \$14.5 billion in international tourism receipts;
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CAP/CSA/DEC/3 (XXX)

COMMUNICATION OF THE CO-CHAIRPERSON

Agenda item 3 (document CAP/CSA/30/3)

The Commissions,

Having heard the communication of the Co-Chairperson,

1. Thank him for his communication;
 2. Applaud the fact that Asia Pacific region received a record 324 million international tourists in 2017 growing by 6% as compared to 2016; and South Asia leading the region's tourism performance with a remarkable 10% increase over the preceding year.
 3. Note that ensuring the continued growth of sustainable tourism in the region would require integrated cooperation and collaboration, joint promotional activities, exchange of data and information, sharing experiences and best practices among countries in addition to political commitment and the development of an institutional framework for continuing sustainable tourism growth;
 4. Agree that despite South Asia's remarkable tourism performance, they still have to address some challenges in their tourism sector such as the development of standard infrastructure, improvement of connectivity, lack of smooth visa procedures and seamless travel, and the need for coordination among the member States;
 5. Applaud Bangladesh for contributing to seamless travel in South Asia by offering Visa on Arrival to more than 67 countries' nationals, increasing air, rail and road connectivity and modernizing tourist facilities.
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CAP/CSA/DEC/4 (XXX)

PRELIMINARY REMARKS BY THE SECRETARY-GENERAL

Agenda item 4 (document CAP/CSA/30/4)

The Commissions,

Having heard the preliminary remarks of the Secretary-General,

1. Thank him for his report and welcome him warmly to his first CAP-CSA joint meeting since his appointment in September 2017 in Chengdu (China) on the occasion of the 22nd General Assembly;
 2. Note with satisfaction that in 2017, international tourist arrivals reached 1,322 million corresponding to a 7% growth in international tourist arrivals representing the strongest results in seven years which is well above the sustained and consistent trend of 4% or the highest growth since 2010;
 3. Note also that in 2017 Asia and the Pacific grew by 6% recording 324 million, with South Asia leading growth in the region with a 10% growth over 2016;
 4. Welcome the Organization's management priorities for 2018-2019 which include making tourism smarter through innovation and digital transformation; increasing UNWTO's competitive edge via investments and entrepreneurship; creating more and better jobs by enhancing education and employment; building resilience and facilitating travel through safe, secure and seamless travel; and protecting our social, cultural and environmental sustainability.
 5. Note the Secretary-General's adjustments to the organizational structure of the Secretariat;
 6. Note with interest UNWTO's strategic plan towards 2030 based on the collaborative effort between the Secretariat and member States working together to make tourism smarter, more competitive and more responsible.
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CAP/CSA/DEC/5 (XXX)

REPORT ON THE IMPLEMENTATION OF THE GENERAL PROGRAMME OF WORK

Agenda item 5 (CAP/CSA/30/5)

The Commissions,

1. Having heard the report of the Executive Director,

2. Thank him for informing them about the Organization's implementation of its General Programme of Work covering July 2017 to March 2018 and which centred on its two strategic pillars: competitiveness and quality, and the promotion of sustainability and ethics;
 3. Congratulate the Secretariat on the release of a wide-range of new publications and reports covering urban tourism, sustainability, tourism and culture, capacity-building, tourism development, wine tourism, tourism barometer, tourism trends, *overtourism*, religious tourism and other contemporary issues. These topics also became the focus of discussions of events and activities of the Organization during the period under review since they embody the aforementioned 2 strategic goals of the organization;
 4. Congratulate the Secretariat again on its significant milestone achievement of the year-round celebrations of the International Year of Sustainable Tourism for Development, coupled with the important accomplishment of adopting the Chengdu Declaration on 'Tourism and the Sustainable Development Goals' during the UNWTO General Assembly in Chengdu.
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CAP/CSA/DEC/6 (XXX)

REPORT ON REGIONAL ACTIVITIES

Agenda item 6 (CAP/CSA/30/6)

With regard to the overall regional activities:

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

1. Thank him for the various activities carried out in the region within the framework of the strategic objectives and priorities of the Organization including:
 - The 2nd International Workshop on the use of Mobile Positioning Data for Tourism Statistics (Bali, Indonesia, 27 March, 2018)
 - The 6th Global Summit on Urban Tourism: "Sustainable and Competitive Tourism on the New Urban Agenda" (Kuala Lumpur, Malaysia, 4-6 December 2017);
 - The UNWTO/IFT Global Centre for Tourism Education and Training 4th Training Workshop (Macao, China, 29 November – 6 December 2017);
 - Commend the Secretariat for organising the 4th UNWTO World Forum on Gastronomy Tourism which took place in Bangkok, Thailand, from 30 May-1 June, 2018. This was UNWTO's first world gathering on Gastronomy and Tourism in the Asia-Pacific region. It brought together over 350 international and local participants as well as panelists with decision-making power to gear the course of gastronomy tourism in the region and to position it as a competitive destination on this subject;
2. Appreciate the release of the 2017 edition of UNWTO/GTERC Asia Tourism Trends 2017, the Tourism Stories book for Thailand, and the 46th issue of the UNWTO Asia-Pacific Newsletter.

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 RSOAP's active support of UNWTO's programme of work through activities carried out within the period under review and planned for 2018 and 2019 such as:
 - The *UNWTO International Conference on Tourism and Snow Culture* which was organised jointly by RSOAP, UNWTO Secretariat, Japan Tourism Agency and Yamagata Prefecture (Yamagata, Japan, 1-4 February 2018);
 - The Gastronomy Tourism Symposium co-organised with Guranavi Inc – a UNWTO Affiliate Member (Tokyo, 5 February 2018);
 - Participation in *Kyoto Tourism Data Walk*: a workshop organised by Kyoto University – a UNWTO Affiliate Member (11-13 March 2018);
 - Participation in the *Fourth Sustainable Tourism Forum* organized by Ecotourism Japan in collaboration with Asian Ecotourism Network (Shimabara, Japan, 3-5 November, 2017).
2. Appreciate RSOAP for its role in strengthening UNWTO's collaboration with Pacific Island Countries through the initiation of case-study publications on product development, capacity-building and tourism dispersal; conservation of biodiversity; and climate change.

CAP/CSA/DEC/7 (XXX)

REPORT OF THE RESULTS OF UNWTO'S SURVEY ON THE PRIORITIES OF ASIA-PACIFIC MEMBERS

Agenda item 7 (documents CAP/CSA/30/7)

The Commissions,

Having heard the presentation of the Deputy Director of the Regional Department for Asia and the Pacific,

1. Thank him for the detailed explanation on the survey whose main objective was to draw information from the results to design UNWTO's programme of work for Asia-Pacific region for 2019-2020 according to the actual needs of the members expressed through the survey;
2. Note with satisfaction the high response rate of 86% equivalent to 26 respondents out of the 30 members invited to take part in the survey;
3. Note that more than 50% of the respondents were satisfied with the events held within the period under review;

4. Applaud the fact that the Commission meetings were the most attended events followed by the 12th UNWTO Asia Pacific Executive Training Programme (Kerala, India, March 2018) and the 6th UNWTO International Conference on Tourism Statistics, (Manila, Philippines, June 2017);
 5. Note that the 5 most important themes for respondents for 2019-2020 include Sustainable Destination Management, Strategic Planning for Sustainable Tourism Development, Marketing and Promotion, Tourism and Technology and Tourism Satellite Account;
 6. Request that the Secretariat take into account not just the global needs of the region but also individual countries' thematic areas of interest when planning for the programme of work for the next biennium.
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CAP/CSA/DEC/8 (XXX)

REPORT OF THE UNWTO COMMITTEES

Agenda item 8 (documents CAP/CSA/30/8.1, 8.2, 8.3)

The Commissions,

Having listened to the overall report of the Executive Director of UNWTO on the activities of the technical committees,

Note that during the latest meetings of the **Committee for Tourism and Sustainability** (i.e. the 10th and 11th meetings during the period under review), the main issues discussed were:

- the celebration of the International Year on Sustainable Tourism for Development;
- the Sustainable Tourism Programme of the UN's 10-Year Framework of Programmes on Sustainable Consumption and Production;
- the UNWTO International Network of Sustainable Tourism Observatories;
- the latest findings of the research on the integration of sustainable consumption and production.

Note that during the latest meetings of the **Committee on Tourism and Competitiveness** (i.e. the 6th and 7th meetings during the period under review), the main issues discussed were:

- the endorsement of a set of definitions on some basic concepts of the tourism value chain ;
- the programme of work of the committee for the period 2018-2019 ;
- the results of the UNWTO/WTCF (World Tourism Council Federation) City Tourism Performance Research.

Note that during the latest meetings of the **Committee on Statistics and Tourism Satellite Account** (i.e. the Special meeting convened at UNWTO's 22nd General Assembly in Chengdu in September 2017 and the 18th meeting in Madrid in January 2018), the main issues discussed were:

- UNWTO's report on its proposal concerning the development of a statistical framework for measuring sustainable tourism was presented for decision to the United Nations Statistical Commission– the highest decision-making body for international statistical activities.
- overview of the milestones achieved in the course of the year, in particular the intervention of UNWTO at the United Nations Statistical Commission and the 6th International Conference on Tourism Statistics: Measuring Sustainable Tourism organized by the Government of the Philippines and UNWTO on 21-23 June 2017 in Manila, the Philippines;
- the presentation of the progress achieved by Italy, Mexico, the Philippines and Saudi Arabia in their on-going pilot studies on the Measuring Sustainable Tourism initiative and the importance of continuing to advance with these pilot studies and present findings to demonstrate the feasibility and usefulness of the said initiative;

CAP/CSA/DEC/9 (XXX)

UNWTO ON THE GROUND: TECHNICAL ASSISTANCE MISSIONS

Agenda item 9 (document CAP/CSA/30/9)

The Commissions,

Having heard the report of the Programme Manager for Technical Cooperation and Services on the Implementation of the technical cooperation missions and projects that UNWTO has undertaken within the period under review,

1. Thank him for the various technical assistance missions UNWTO has carried out in Cambodia, China, Democratic People's Republic of Korea, India, Indonesia, Iran, Mongolia and Timor Leste.;
2. Note that other projects are currently on-going in China, India, Iran and Sri Lanka;
3. Note with interest the fact that the missions and projects covered areas including marketing strategy, tourism development strategy, tourism product development, development of sustainable tourism policy, tourism destination marketing, capacity-building, tourism statistics and TSA and the review of draft national tourism development plans.

MEMBER STATES' UPDATES

Agenda item 10

The Commissions,

Having heard the discussions on this item which was introduced by the Director of the Regional Department for Asia and the Pacific and moderated by the Additional Secretary of the Ministry of Civil Aviation and Tourism of Bangladesh,

1. Note the brief interventions of the participating countries as follows:

- **Thailand** welcomed about 35 million international tourists in 2017 which generated 53 billion USD receipts corresponding to an 8% growth in revenue over 2016. One of the promising emerging tourism segments in Thailand is Buddhist Tourism – a niche market that draws followers not just from the global community to Thailand but also boosts intra-travel while contributing significantly to the local economy.
- **China** maintained a strong growth momentum as both the 4th largest destination and the 1st outbound country in the world. The most recent notable policy change is China National Tourism Administration (CNTA) merging with the Culture Ministry to become the Ministry of Culture and Tourism.
- **Cambodia**: International tourist arrivals rose by 12% in 2017 to reach 5.6 million which generated USD 3.63 billion recording an increase of 13.3 percent over 2016. The increase in tourist numbers and revenue is attributable to the increasing number of air connections linking Cambodia to the region, particularly China.
- **Vietnam** received 13 million international tourist arrivals. It welcomed 3 million more international tourists as compared to 2016 with a remarkable 29% growth owing to improved air connectivity and visa exemptions for some major European countries.
- **Indonesia**: international tourist arrivals grew by 22% to reach 14 million. This generated about 12 million job opportunities. Seventeen million international tourists are expected in 2018. Domestic tourism also registered a record figure of 265 million. Indonesia is not only focused on increasing tourist numbers but on the development of tourism sustainably. A national framework of action demonstrating its sustainability advocacy efforts is the establishment of 5 sustainable tourism observatories.
- **Malaysia** received approximately 26 million international tourists in 2017 and even though this meant a 3% decrease in arrivals, it was the 2nd most visited country in South-east Asia and the 12th most visited destination in the world. Among the strategies being used to boost international arrivals are improved visa facilities in China and India and better connectivity from various key source markets.
- **Fiji**: International tourist arrivals reached a new record of over 840,000 in 2017 which corresponds to a 6.4% rise over arrivals in 2016. Tourism has been growing at an average of 7%

per year over the past 5 years and has been contributing 30% of Fiji's GDP. It provides 1 in every 3 jobs but seasonality is one of its challenges. One of the plans to tackle this issue is strengthening the linkages between tourism and other sectors. Apart from these updates, Fiji requested UNWTO to bring the subject of climate change to the attention of the international tourism community.

- **Republic of Korea** welcomed more than 13 million international tourists, but only half of them visited destinations outside the Seoul Capital area. In order to draw both domestic and international tourists to other parts of the country, the Korean Government has introduced some policy measures of tourism dispersal such as the selection of 10 destinations outside Seoul that represent the traditional local culture and has the potential to appeal to international visitors which are referred to as "*Glocal*" tourism products. Also recent efforts are being made by the government to enhance IT infrastructure in provincial areas by particularly making destinations smarter through the provision of free WIFI.
- **Japan** attracted a record 29 million international tourists in 2017, up by 19% in comparison with the previous year. This record figure is attributable to the growth in discount flights from the Republic of Korea and other Asian countries as well as cruise ships from China and the easing of visa requirements for Chinese and Russian travellers. Japan joined the celebration of the International Year of Sustainable Tourism for Development in 2017 by hosting a number of events including the UNWTO International Conference on Tourism and Snow Culture in Yamagata and the International Year Symposiums in Okayama and Mie Prefectures.
- **Bhutan:** International tourist arrivals in 2017 increased by 21.5% over 2016. These arrivals generated about USD 80m international tourism receipts. The majority of the tourists were attracted to Bhutan's unique culture and traditions. The continued promotional efforts from the Tourism Council of Bhutan in collaboration with tour operators accounts for the increase in the number of visitors. These include awareness creation about potential businesses in Bhutan, invitation of the right kind of media and supporting international tour operators. US generated the most tourists to Bhutan.
- **Vanuatu:** Like most Small Island Developing States, tourism is the mainstay of the economy, employing over 11,000 people directly and indirectly. Vanuatu's main source markets are Australia, New Zealand and New Caledonia. However, the government is currently exploring the possibility of attracting other markets from Asia. Sustainability is a priority for Vanuatu. For example, the use of plastic is banned at national, provincial and local levels.
- **Timor Leste:** Tourism is one of the government's priorities for the diversification of the country's economic activities. The Ministry of Tourism, Arts and Culture recently unveiled the official tourism logo and slogan of the country – *Explore the Undiscovered*. With these branding elements along with other governmental tourism policy measures, Timor Leste aims to attract 200,000 international tourists projected to generate US\$150 million by 2030. To be able to meet this target, connectivity and infrastructure need to be improved.
- **Mongolia:** International tourist arrivals grew by 16% in 2017 as compared to 2016. China led the growth followed by the Russian Federation, Republic of Korea (ROK) and Japan. About 54,000

jobs were created and infrastructure development is the greatest challenge faced by the tourism industry of Mongolia.

- **Sri Lanka:** International tourist arrivals to Sri Lanka reached an all-time high of 2,116,407 in 2017. It crossed the 2 million mark for the first time registering a growth of 3.2% over the preceding year. These results have defied the serious set-backs to the tourism industry throughout 2017 related to natural disasters and health scares in some parts of the country. India maintained its position as the top source market followed by China and the UK.
- **Samoa:** Tourism has a significant positive impact on the economic and social development of Samoa. It contributes 25% to its gross domestic product. About 150,000 international tourists visited Samoa in 2017 with an 8.8% increase on 2016. The threat of climate change is a concern for the country just as it is for most Pacific Island countries. It thus seeks the implementation of the deliberations on climate change mitigation which results from international meetings on the subject.
- **Macao, China** welcomed 32.2 million international tourist arrivals with a rise of 5.4%. This generated USD 35.7m representing a 16% growth on receipts of the preceding year. Macao Government Tourism Office (MGTO) completed the formulation of its *Tourism Industry Development Master Plan* in 2017 which was a collective exercise with the contribution of the tourism industry as a whole including UNWTO which provided some technical inputs. Macao has been designated by UNESCO as a creative city of Gastronomy and is now a member city of UNESCO Creative Cities Network (UCCN).

BRIEF INTERVENTIONS OF AFFILIATE MEMBERS AND PARTNERS

Agenda item 11

CAP/CSA/DEC/11 (XXX)

The Commissions,

Having heard the presentation of the Representative of CAP on the Board of Affiliate Members in the Asia-Pacific region (i.e. President and CEO of DiscoveryMice) and the interventions of some Affiliate members,

1. Thank him for the updates on the activities of the Affiliate Members;
2. Note that the Board of Affiliate Members have agreed to restructure and reenergize the Affiliate members' programme in order to attract more members;
3. Concur with the need for more communication and collaboration between Affiliate members and member States;
4. Note Japan's comment that governments could play an important role in coordinating the activities of Affiliate members at the national level;

5. Note further that out of the 40 Affiliate members from CAP, the majority (i.e. 17) are from Japan; 7 from the Republic of Korea; 6 from Australia; 4 from China; 3 from Malaysia; 2 from Thailand and 1 from Cambodia;
 6. Welcome invitations to attend the forthcoming *Tourism Expo Japan 2018* (in Tokyo in September) and the 40th UNWTO Affiliate Members' Plenary Session (in Hamedan, Iran, in November);
 7. Welcome Amadeus' support of UNWTO in moving its innovation and digitalization agenda forward.
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OTHER MATTERS

Agenda item 12

CAP/CSA/DEC/12 (XXX)

The Commissions,

Having listened to the presentation of New Caledonia on its activities and tourism attractions as well as the brief interventions of some members and industry partners on previous agenda items,

1. Thank the representative of New Caledonia for her presentation;
 2. Note Republic of Korea's request to UNWTO to disseminate success stories and best practices to the Member States on creating more and better jobs in the tourism sector; and to capitalize on its inclusion in the list of Development Assistance Organizations, to advocate tourism's contribution to the economic advancement of developing countries;
 3. Note Indonesia's request to UNWTO to provide technical assistance for its 3rd workshop on mobile positioning data for 2019 as it has done for the first 2 editions in 2017 and 2018;
 4. Note PATA's offer to be involved in Indonesia's mobile positioning data programme.
 5. Note Vietnam's invitation to members to attend ASEAN Tourism Forum in Halong Bay in January 2019.
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PLACE AND DATE OF THE THIRTY-FIRST JOINT MEETING OF THE TWO COMMISSIONS

Agenda item 13 (document CAP/CSA/30/13)

CAP/CSA/DEC/13 (XXX)

The Commissions,

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

Accept with gratitude Bhutan's offer to host the 31st joint meeting of the two commissions on its territory during the first half of 2019.

ANNEX

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