

**MINUTES OF THE FORTIETH MEETING
OF THE WTO COMMISSION
FOR THE AMERICAS**

**CONCLUSIONS OF THE SEMINAR ON RURAL TOURISM
AND ITS CONTRIBUTION TO JOB CREATION AND
HERITAGE CONSERVATION**

Asuncion, Paraguay, 13-15 May 2003

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MINUTES OF THE FORTIETH MEETING OF THE WTO COMMISSION FOR THE AMERICAS

The speakers at the opening of the working session of the fortieth meeting of the WTO Commission for the Americas and the ***Seminar on Rural Tourism and its Contribution to Job Creation and Heritage Conservation***, held in Asuncion on 12 and 13 May 2003, were the Minister-Executive Secretary for Tourism of **Paraguay**, Mr. Hugo Galli Ramañach, the Secretary-General of WTO, Mr. Francesco Frangialli, and the Chairman of the Commission, Mr. Ignacio Ramón Méndez (**Argentina**). The official opening ceremony was presided by the President of the Republic of Paraguay, His Excellency Mr. Luis Ángel González Macchi.

The meetings were attended by some 200 participants representing 20 Member States of the Americas, plus **Spain** in an observer role, Puerto Rico as an Associate Member, and two Affiliate Members. Annex 2 provides a detailed list of all participants.

1. Adoption of the agenda

The Chairman of the Commission, Mr. Ignacio Ramón Méndez, National Promotion and Marketing Director of the Sports and Tourism Secretariat of **Argentina** opened the meeting, with the agenda being accepted as established, and with **Colombia** proposing the addition of another item entitled "Proposals and other matters" which was unanimously accepted. Thus, the agenda was as follows:

1. Adoption of the agenda
2. Communication by the Chairman of the Commission
3. Preliminary remarks by the Secretary-General
4. Presentation of the 2003 edition of "Tourism Market Trends in the Americas"
5. Application to the region of the general programme of work of the Organization for 2002-2003:
6. Strategic priorities for the general programme of work of the organization for 2004-2005:
7. Preparations for the fifteenth session of the General Assembly (Beijing, China, 17-24 October 2003)
8. Designation of one member and an alternate for the World Committee on Tourism Ethics
9. Proposals and other matters
10. Place and date of the forty-first meeting of the Commission

2. Communication by the Chairman of the Commission

The Chairman gave a presentation on activities carried out in the region and on tourism policy results, in particular those in his country. He thanked the host country for hosting the 40th meeting of the CAM, and WTO for its efforts in favour of tourism development in the Americas region.

3. Preliminary remarks by the Secretary-General

Under this item, the Secretary-General, Francesco Frangialli, gave a detailed presentation of the report corresponding to documents CAM/40/3 and CAM/40/3/Add.1. Various delegations subsequently took the floor. The delegation from **Mexico** thanked the Paraguayan authorities for their hospitality and underlined WTO's constant protagonist role in world tourism, a role that has been strengthened since the sad events of 11 September 2001, which led to the reinforcement of WTO's worldwide leadership in the field of tourism through different actions with greater technical capacity shared with countries, keeping pace with the structural changes taking place in the different subsectors of tourism activity.

The Mexican delegate wondered when normalcy would come back and said that it was necessary to maintain an attitude of constant vigilance with regard to the diverse and complex situations that were arising, the economic situation, the Iraq conflict, SARS, etc. He cited certain promising results in arrivals to his country during the first few months of the year, especially in the cruise tourism market, with an increase of 60% during the first quarter.

He also pointed out the importance of holding seminars on crisis management in the region, the need to reinforce regional solidarity and the importance of the regional and domestic markets as the ones that can most easily react to difficult situations. He presented to the other members of the Commission a draft resolution aimed at expressing the Commission's interest in seeing the United States of America and other countries of the region that are not yet members join WTO.

The resolution was distributed and was examined by the different members the delegations of **Peru**, **Paraguay**, **Ecuador**, the **Dominican Republic** and **Chile** made statements regarding the resolution and certain amendments to its text. The delegate from **Spain** indicated that her country was currently taking steps at the highest level for the return of the United States. The delegate from **Brazil** expressed support for the resolution presented by **Mexico** and for its part congratulated WTO on its ongoing efforts to transform itself into a specialized agency of the United Nations.

The Secretary-General referred to the case of the United States and those of the other countries of the region that were not yet members of WTO. Regarding the former, he said that the United States was a member until 1996, and that as a result of the disappearance of the its official tourism agency (the USTTA) it was decided to pull out from WTO, as part of the move that included withdrawal from other international organizations such as UNIDO, among others.

Currently, WTO has signed an agreement with the *Travel Industry Association of America (TIA)*, which secures the relationship between the Organization and the main private United States association in the field of tourism.

The Secretary-General underlined the importance of the return to WTO of the United States, the world's top destination in terms of inbound tourism receipts and third in terms of international arrivals. With the amendments proposed by the delegations, the decision proposed by the delegation from **Mexico**, which is attached as Annex 1 of this document, was adopted.

The delegations of **Mexico** and **Colombia** expressed interest in knowing about the status of negotiations on trade in services, the participation of WTO and its ad hoc group, and requested the Secretariat to send out a simple communication on the progress in the field of liberalization of trade in services, through the respective area.

4. Presentation of the 2003 edition of “Tourism Market Trends in the Americas”

This item was presented by the Regional Representative using a PowerPoint presentation. Upon the conclusion of the presentation, various delegations took the floor, including that of **Mexico** and that of **Brazil** to express their gratitude for the presentation and the excellence of its content.

5. Application of the general programme of work of the Organization for 2002-2003:

This item corresponds to the document CAM/40/5, which was presented by the Regional Representative. Numerous delegations took the floor, including that of **Bolivia** and that of **Colombia**, which expressed its petition regarding the project presented by the country and the initiative approved by the CAM at its Quito meeting on WTO schools. In relation to this point, and with the support of the delegation of **Mexico**, it was proposed to take up at the forthcoming Executive Council to be held in Madrid on 3-4 June the inclusion of the initiative among the tasks of the specific section.

The delegate from **Colombia** spoke about tourism signposting and indicated that there was a specific manual on the topic in his country, which had been duly sent to WTO and was available to the different member countries. He also referred to his petition regarding the study on security formulated by his country, to which the Regional Representative responded that he had been asked for a suggestion on his part for the consultants who would work on the subject.

Lastly, he mentioned the suggestion put forward by his country regarding the protection of tourism attractions and hotels from attacks. In this regard, the Regional Representative informed that, with the agreement of the Secretary-General, Colombia's query had been referred to the Legal Adviser of the Organization. The Legal Adviser's opinion was distributed and the Secretary-General took the floor to talk about it. He thanked Colombia for its initiative and mentioned the advisability of waiting for the conversion of WTO into a specialized agency of the United Nations before embarking on the in-depth consideration of the avenues proposed by the Legal Adviser, which are given in Annex 2 of this document.

6. Strategic priorities for the general programme of work of the organization for 2004-2005:

This item corresponding to the document CAM/40/6 was presented by the Regional Representative, who indicated that it was the result of a broad consultation through the countries, the 68th and 69th sessions of the Executive Council, the reflections of the Strategic Group, the Regional Commissions and the Programme Committee.

He pointed out that the programme of work was divided into 8 sections and stated the principles that govern the programming of work in those sections, all of which is given in the mentioned document.

7. Preparations for the fifteenth session of the General Assembly (Beijing, China, 17-24 October 2003)

This item was presented by the Secretary-General and corresponds to the document CAM/40/7. The Secretary-General reported on the SARS situation in the region, and in China in particular, stating that he had been in contact with the Chinese authorities regarding the matter and that there were various possibilities including postponing the Assembly by a month, shifting the venue within China, and changing the host country, among others.

Moreover, the Secretary-General stated that at the 70th session of the Executive Council, to be held on 3 and 4 June in Madrid, the matter would be considered and that the situation would be monitored with regard to the evolution of the SARS epidemic, and that, in principle, a final decision would be made by the end of June.

8. Designation of one member and an alternate for the World Committee on Tourism Ethics

The Secretary-General reported on this item, which corresponds to the documents CAM/40/8 and CAM/40/8/Add.1, and mentioned the candidatures of Edmundo Pérez de Cobos (**Mexico**) as member and of Mario Carlos Beni (**Brazil**) as the alternate, which was approved by the Commission.

He said that in accordance with the proposal opportunely received from the Government of **Ecuador**, he had decided to propose to the Executive Council the designation of Ambassador Diego Cordovéz as Chairman of the Committee.

The delegate from **Ecuador** welcomed this proposal by the Secretary-General, and expressed the withdrawal of the candidature of the Ecuadorean representative who had been nominated for the Committee at the Quito meeting.

The delegate from **Brazil** thanked the member countries for the appointment of Prof. Beni as the delegate from **Mexico** also did for the appointment of Mr. Pérez de Cobos.

9. Proposals and other matters

The delegate from **Bolivia** provided information on the holding of the Summit of Iberoamerican Tourism Ministers on 2-4 September, and invited the delegations present to participate in the event.

She also expressed the need to come up with a consensus document, a draft of which she would be sending out in the last week of May. Through virtual consultations, the contributions of the different countries would be received so that a firm draft can be ready

by the end of June, and so that a final document can be worked out in July and the first half of August.

The delegate from **Mexico** referred to the holding of the First Iberoamerican Congress on Cultural Tourism in Morelia, on 9-11 June and extended an invitation to all the delegations.

The Secretary of Tourism of **Paraguay** expressed the importance of carrying out a study for his country on the subject of air transport policy and tourism, and elaborated on his country's connectivity problems. The delegate from **Brazil** mentioned that the MERCOSUR tourism authorities would be meeting on 23-24 June in Brasilia. Then, various delegations took the floor to thank the Government of Paraguay and the tourism authorities for their hospitality.

10. Place and date of the forty-first meeting of the Commission

Regarding this item, the Regional Representative stated that the 41st meeting would be held in the context of the 15th session of the General Assembly. The delegate from **Haiti** then asked for the floor and recalled the petition she made at the CAM in Quito and submitted in writing to WTO for her country to host the 42nd meeting in 2004. The Minister underlined the importance of that year for her country, which will be celebrating the bicentennial of its independence, the contribution of Haiti to the independence of many countries in the Americas, and the holding of numerous international events with the participation of international organizations such as UNESCO, among others.

The delegates accepted such invitation, and thus **Haiti** was chosen to host the forty-second meeting of the Commission.

The delegate from **Chile** expressed his country's wish to host the forty-third meeting in his country in 2005, an offer that was accepted and welcomed.

**CONCLUSIONS OF THE SEMINAR ON RURAL TOURISM AND ITS CONTRIBUTION
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Asuncion, Paraguay, 12-13 May 2003

SUMMARY OF PRESENTATIONS

1. INTRODUCTORY REPORT

Federico Wyss – Consultant to WTO

He carried out a comparative analysis of rural tourism in Argentina, Brazil, Chile, Mexico, Panama, Paraguay and Uruguay. He explained the different modalities that tourism can offer in rural environments (adventure, ecotourism, cultural, ethnic, educational, agrotourism, gastronomic, sports, among others) and underlined that services were not limited to accommodation and food.

He underlined the importance of this tourism product as an instrument for regional development in each of the countries where it is offered, and the need to approach related policies from an interinstitutional point of view, with special emphasis on national tourism and agricultural administrations.

The main message that he transmitted to us was regarding the opportunity the region has to offer a very competitive product on the world market. He emphasized the comparative and competitive advantages of certain countries' products whose characteristics make them unique in the world, and which are highly regarded by high-income tourists.

He stressed that rural tourism businesses do not need large investments in infrastructure and facilities, with the main priority being investment in commercialization, promotion, and marketing. He described the ways of commercializing the product, with self-commercialization being the most common method, and discussed the client profile for this product.

He said that this product was new in the region and that the role of NTAs should focus on aspects related to the market and the commercialization of the product and not so much on the regulatory framework of the activity. He also pointed out the need for coordination between the private and public sectors.

2. SITUATION OF RURAL TOURISM IN PARAGUAY

Jorge Ramírez Yelsi, Director of Operational Development of Tourism, National Tourism Secretariat

He stressed the importance of rural tourism within the tourism offerings of the country and broke down rural tourism into ranch tourism, farm tourism and agrotourism. This classification is due to the fact that at ranches activities are carried out at a much larger scale since they engage in extensive livestock farming for breeding or fattening. Farms, however, have different types of animals such as fowl, sheep, goats, pigs, rabbits and dairy cows, while agrotourism shows us a different model of rural productive development. Therefore, these characteristics require different planning of the activities offered to visitors to rural establishments.

He said that to talk about rural tourism in Paraguay is to refer to a relatively short period of time. This is a modality or product that first began in the country in the mid-1990s. In October 1997, the Asociación Paraguaya de Turismo Rural (APATUR) was created, based on similar experiences in Argentina, Uruguay and Brazil. The official presentation of APATUR was carried out at the headquarters of the Asociación Rural del Paraguay, in early May 1998. There are two other associations, EMITUR and CONDETUR, which group together establishments in certain areas of the country.

He pointed out that over the past three years rural tourism has enjoyed substantial growth in domestic demand due to lower accommodation costs, increased efforts by the Secretariat of Tourism and by establishment owners to efficiently promote the product, and the support received from WTO through technical assistance missions.

Lastly, he said that rural tourism was and would be a large source of employment for the rural sector, which is in great need of good initiatives for sustainable development, which would not only generate income, but would also make it possible to ensure the survival of Paraguay's valuable natural and cultural resources.

2. SITUATION OF RURAL TOURISM IN URUGUAY

Roberto Acle, Undersecretary of Tourism, Ministry of Tourism

He gave a detailed explanation of the main qualities of the product, underlining the varied offerings that exist in the country, their proximity to urban centres, the personalized attention by the ranch personnel, and the offerings of establishments that are currently in intensive and extensive agricultural production.

He characterized the more than 100 rural establishments that are open to tourism, grouping them into: rural hotels, tourism ranches, tourism farms, rural inns, and rural guesthouses. There is a voluntary registry at the Ministry of Tourism, which has established regulations regarding rural tourism services.

He gave a rundown of the main activities offered at the establishments such as: participation in rural chores, horseback riding, guided walks, observation of flora and fauna, participation in events, visits to historic places, national parks and protected areas, eateries, hunting and fishing, local gastronomy and folklore.

3. SITUATION OF RURAL TOURISM IN BRAZIL

Milton Zuanazzi, Secretary of Tourism Policy, Ministry of Tourism

He explained the most notable characteristics of the product in his country, stating that the main development of the product is going on in the states of Río Grande do Sul and Paraná.

He underlined the importance of rural tourism as an employer of local labour, as an alternative income source, its role as a promoter of rural culture and roots, and the importance accorded to it by the current government team.

The principal consumers are the Brazilians themselves who live in large cities and who look to the rural environment as a holiday option as well as a way to get reacquainted with their native land. The great majority of today's city-dwellers lived in a rural setting in the 1970s.

4. SITUATION OF RURAL TOURISM IN ARGENTINA

María del Carmen Saravia, Director of Tourism Products, Secretariat of Tourism and Sport of Argentina

She related in detail how the product is handled in Argentina, pointing out that existence of more than 800 establishments engaged in rural tourism throughout the country, and stressed the support of public and private organizations.

She explained the main characteristics of rural tourism and said that each region presented different options: cultural traditions, architectural vestiges, pampas landscapes, colonial estates, Jesuit "estancias", the large expanses of Patagonia, adventure tourism, etc.

She classified the different activities offered in rural settings into four large groups, namely: ecotourism, cultural, recreational sports, and participation in rural tasks.

She described the different ways in which the product is commercialized, with self-commercialization being the most common, followed by travel agencies and lastly, rural tourism associations. She also mentioned that there were 22 rural tourism associations and 75 travel agencies offering the product.

5. SITUATION OF RURAL TOURISM IN CHILE

Óscar Santelices, National Tourism Director, National Tourism Service

He explained the current context of rural tourism in Chile, underlining that the tourism image of the country was associated with the natural environment, that demand for rural tourism was growing and that there was an interest in including tourism activity in the rural development process.

He described the different resources, attractions, products and activities offered in the rural areas. Among the latter, he gave special mention to: walks, observation of flora and fauna, astronomical observation, indigenous culture, fishing, boat rides, climbing, river rafting, and cultural circuits.

He cited six reasons why rural tourism constitutes a business opportunity: it is an economic activity; it strengthens the rural condition; it allows the integration of family members; it included the employment of women; it provides complementary income with other productive activities; and it recaptures cultural values.

He listed the rural tourism products offered in Chile: accommodation in family homes, agrotourism networks, small country inns, eco-lodges and fishing lodges, themed routes or circuits, ecotourism and adventure activities, and the "Sendero de Chile".

He stressed the fact that rural tourism enjoys comparative advantages in the region and that it is a very competitive product with which the Americas could attract high-income tourists.

6. SITUATION OF RURAL TOURISM IN COLOMBIA

Gustavo Toro, Director General of Tourism, Ministry of Trade, Industry, and Tourism

He singled out the case of Quindío department as that with the greatest development in rural tourism in Colombia, and explained in detail the general and tourism-related characteristics of the department. He stated that tourism was emerging as a developmental option in the face of the coffee crisis, following a meeting of national and regional actors aimed at finding solutions. Taking this as a starting point, the Ministry of Economic Development initiated the formulation of the Plan, with the tourism cooperation of Spain and Colombia. The Directorate-General for Tourism of Spain sent experts to support the Plan.

The main objective was to strengthen and consolidate, in the medium and long term, the competitiveness of the rural areas of the coffee belt as a tourist destination so that, interacting with the other economic sectors, it can contribute to the social and economic development of the area, while clearly preserving the region's cultural and environmental values. To this end, the following strategies were identified: efficient and harmonious inter-institutional coordination among the actors of the tourism sector in the region, definition of the rural tourism product of the Coffee Belt, through promotional and commercialization actions that make it possible to establish minimum quality standards according to market segment, and determining the basic infrastructure to strengthen the rural tourism products identified; study of the financial resources available and needed for the execution of the Plan and to promote investment; identification of the human resources training needs in order to draw up an educational plan aimed at elevating the levels of qualification of the different actors.

From an analysis of the supply, he described four defined types: hotel estate, rural hotel, traditional estate and chalet, pointing out that "El Club" establishes certain quality standards in line with business reality, the attributes of the product, and the requirements of the demand. The standards are: according to the services provided -- accommodation, food and beverages -- in the different categories. He added that lodging establishments that pass the evaluation would become part of the quality club "**Haciendas del Café**" and that out of the 400 existing accommodation establishments, 64 were participating in the programme.

Lastly, he highlighted the main results obtained:

- 1) El Quindío diversified its development model towards tourism strengthening its management capacity and autonomy.
- 2) Political and social acceptance of the subject has been achieved.
- 3) A brand image was created for the destination.
- 4) There are 400 agrotourism establishments involved, with growing sales and investment.
- 5) Excellent positioning in the national tourism market and high demand: between 90% and 100% occupancy during the vacation seasons, generating multiplier effects in the region.

7. SITUATION OF RURAL TOURISM IN BOLIVIA

Cynthia Yañez Vice-Minister of Tourism

She pointed out that for her country, tourism was one of the main tools in the fight against poverty, and highlighted 4 (four) principal attributes, namely: 1) source of income. 2) capacity for more equitable and direct distribution of income. 3) employment generation. 4) economic growth. She stressed that rural tourism is an opportunity for the development of tourism attractions in rural areas of the country.

She gave a detailed account of integrated tourism development complexes (CDTIs), which are sets of infrastructure and service facilities that add value to a cluster of tourism attractions and international competitiveness. These complexes must meet the following conditions: they must integrate the communities and respect cultural and environmental values.

Out of the thirty towns identified, she located 10 (ten) CDTIs geographically: Triángulo Amazónico; Rurrenabaque; Trinidad; Lake Titicaca; Cordillera, Misiones; Chapare; Pantana; Uyuni and Chaco.

She said that each municipality had to make a declaration undertaking to: 1) allow the use of land for tourism activities 2) provide local support in public services and basic infrastructure and 3) provide technical support to service providers in: project financing management, strengthening local management, promotion and training.

She stated that there was a strategic alliance for the development of model towns among the intermediate institutions, the public sector and the private sector, that a model town had already been completed, and that the plans for two such model towns had been completed and were already in progress.

8. SITUATION OF RURAL TOURISM IN PERU

Eduardo Sevilla, Adviser, Vice-Minister of Tourism

He explained that the Vice-Ministry was in the midst of the implementation of the national rural tourism programme, as Peru had suitable settings for the development of rural tourism considering it as a complementary activity to historical, cultural and archaeological tourism.

He stated the main benefits sought with the programme: improved living conditions for the local population; economic revival of depressed areas; complementary income generation; promotion of the conservation of traditional architectural heritage and cultural enrichment of the local population, and sustainability of agricultural and handicraft activities.

He specified the main actions in the short term: technical evaluation of the identified areas, selection of pilot projects, design of the programme of investments in infrastructure and financing, and drawing up of the regulations for rural tourism accommodation services.

He mentioned that the principal challenge of the programme was to include the different communities located all along the "qhapaqñan" or Great Inca Road, as providers of rural tourism services.

Lastly, he underlined that the key to success was “the commitment of the sectors involved and constant coordination”.

9. SITUATION OF RURAL TOURISM IN ECUADOR

Lourdes Rodríguez, Administrative Undersecretary, Ministry of Tourism

She explained that the tourism sector's share in Ecuador's economy accounted for 4.4% of GDP and that it was the third biggest industry in term of foreign currency income generated, and one of the country's top productive sectors. The domestic tourism segment represents 56% of total tourism demand.

As for the agricultural sector she pointed out that: 16.5% of the GDP comes from the agricultural sector, 40% of exports are agricultural, 45% of the population is rural, and 76% of the rural population is poor, with 34% being indigenous people.

She stated that within the country's 256,370 km², the main potential lay in its four natural regions: Amazon forest, permanent glaciers, active volcanoes, and tropical rainforests. It is one of the world's 17 megadiverse countries, and has great ethnic diversity, represented by 13 nationalities. It is also home to 1,640 species of birds, 4,500 species of butterfly (making it sixth in the world in this respect), 345 species of reptiles (seventh in the world), 358 species of amphibians (third in the world, representing 15% of the world's total) and 280 species of mammals.

She cited characteristics differentiating the rural tourism products offered, such as the beautiful colonial "haciendas" engaged in tourism activities and the routes related to agricultural activities such as the Cacao Route and the Yanuncay Route.

She presented the general lines along which a future rural tourism programme was to be developed: defining a rural tourism strategy; evaluating the routes promoted; identifying new tourism routes, training in order to improve community operations. Lastly, she underlined that for Ecuador, all rural tourism programmes must take into account farmer populations and indigenous communities.

10. SITUATION OF RURAL TOURISM IN COSTA RICA

Claudia Fernández, Costa Rica Tourist Board

She pointed out that before the 1980s Costa Rica was nowhere to be found on the world tourism map. Around the world there were important changes in the tastes and preferences of the tourism market, with the emergence of a segment that was interested in nature destinations. This led to the creation of protected areas, which now represent 25% of all public areas and 30% of private areas in the country.

She defined rural tourism as "the set of tourism activities carried out in rural settings and which are based on the advantages offered by the natural and human environment specific to these areas". Included in this category are: ecotourism, adventure tourism, agrotourism, and cultural tourism. She underlined that the term "rural tourism" necessarily implied the participation of farming families in the creation of the product; there can be no rural tourism without the participation of farming families.

She pointed out that Costa Rica had positioned itself as an ecotourism destination. However, the term "ecotourism" is very limited since in the country many other activities are carried out in the rural milieu, using natural resources, and which are not necessarily ecotourism activities.

She explained that important rural tourism project initiatives had been generated and that government institutions (MINAE, MAG, IDA) and non-governmental organizations (NGOs) supported the rural tourism initiative and have worked on the development of community-based rural tourism, examples of the latter being the COOPRENA Consortium and ACEPESA.

She listed the ITC's principal tasks in support of rural microbusinesses and small enterprises, which are: training, promotion, fostering at the community level the recovery of traditional cultural-touristic values, the execution of the agro-ecotourism programme, regional information offices, and the execution of an environmental education programme.

Lastly, she remarked that the objective being sought was the improvement of the economic conditions and quality of life of rural communities through the distribution of income generated by tourism activity in Costa Rica.

11. SITUATION OF RURAL TOURISM IN NICARAGUA

Leda Sánchez de Parrales, Executive President, Nicaraguan Tourism Institute

She explained the substantial growth experienced by the tourism sector in the national economy from 1990 to the present and how it surpassed exports, traditional agricultural activities such as coffee, meat, shrimp, sugar, cotton; and she underlined the importance of tourism as a generator of employment.

She classified rural tourism thus: on the one hand the "haciendas" based on three groups, coffee plantations, livestock farms and agricultural farms, and on the other hand, tourism routes related to agricultural activities: the Corn Route; the Coffee Route.

Regarding the coffee route she described its main itineraries, points of interest, and the most commonly offered services.

12 SITUATION OF RURAL TOURISM IN MEXICO

Ana Campeán, Director General of Tourism Product Development, Secretariat of Tourism

She explained the three pillars that justify a rural tourism programme in Mexico: 1) Growing interest on the demand side (especially internal demand) in products with character located in rural-natural settings. 2) The existence of natural and cultural resources capable of responding to market demands. 3) The capacity of the rural tourism to strengthen endogenous regional development.

She mentioned the main objective, which was the creation and bringing to market of a non-conventional tourism accommodation product that could compete efficiently and profitably with the other national and international offerings, based on the distinctive characteristics of Mexico's history, culture, nature and traditions.

She summarized the main characteristics of the demand, which she described as having very low seasonality (weekends throughout the year), with greater frequency of consultation of hotel websites and reservation centres. The average stay of tourists is two to three days, with the majority of clients coming from the domestic market.

She described the principal characteristics of the supply, such as unique hotels that are integrated into natural surroundings in a rural setting, and exceptionally, urban hotels with character and which maintain or recreate structures, spaces and materials typical of the old Mexican "haciendas". In its hotel adaptation, it was sought to harmoniously integrate old and modern elements, offering a wide range of services in which gastronomy plays a fundamental role, along with sports activities and health and relaxation services.

Lastly, she said that the establishments, in order to participate in the programme, had to meet the following requirements: willingness to participate in the programme; full availability of the owner of the property; location near to a relevant tourism destination or resource, availability of public services and service networks; easy access to the establishment and compliance with regulations.

13. FOOD ROUTES IN THE AMERICAS

13 a) Alfredo César Dachary, Director of CEDESTUR, Universidad de Guadalajara, Mexico

He put forward the following definition of food routes. He said that they consist of itineraries that make it possible to get to know and enjoy, in an organized way, agricultural and industrial production processes, and to sample regional cuisine, which are expressions of the national cultural identity (Barrera).

He said that in each region-country, routes are promoted based on its production, products, industrialization and other forms; and that their instrumentation corresponded to the characteristics of each country or region.

He proposed the creation of the Maguey Route, "maguey" being a word of Antillean origin. The agave, which is the scientific name of this plant, includes more than one hundred different species, most of which are present in Mexico. This plant, which has grown throughout the history of Mexico from the time of the Aztecs to the present, would be the central theme of this route for many reasons, not only because it forms part of history, but also because it is the origin of many of the main beverages created in the rural world, including tequila, which represents Mexico.

The route would cover (approx. 6,000 Km.) less than half the area of Jalisco State, Mexico's most emblematic region, which is represented by tequila, mariachis and its dances. This route would offer a world of histories, dishes, churches, peoples of the past, handicrafts, music and many other products that can be found in the everyday reality of this landscape.

13 b) Ernesto Barrera, Coordinator of Argentina's "Raíces" Rural Tourism Programme

He said that the food route programme was one of the five projects that comprise the "Raíces" programme which executed by the Secretariat of Tourism and Sport jointly with the Secretariat of Agriculture, Livestock, Fisheries and Food.

He explained the level of development of seven food routes in Argentina, three of which are commercialized by tour operators in the national and international markets and involve large, medium-sized and small agricultural producers.

Lastly, he underlined that efforts should be made to improve the positioning of rural gastronomy in the national and international markets, since it is one of the services that are most highly valued by clients and represents a very strong product among rural tourism offerings.

14. The Private Sector's Perspective, Practical Experiences of Owners of Estates, Estancias, Farms, Fazendas, etc. - Representatives of Paraguay:

14 a) Establecimiento Loma Linda, Ms. Marta Plate, Agrotourism

The estancia is located in the Caazapá department and is fully engaged in livestock production.

She gave a detailed description of the amenities offered at the estancia, and among the different activities available (sports, adventure, social events, etc.), she highlighted those related to agrotourism such as participation in rodeos, tours of the production area on horseback, and watching and taking part in milking at the dairy yard.

She pointed out that the establishment's best service is providing tranquillity.

14 b) Establecimiento Santa Clara, Ms. Valeri Martinez, Adventure

Estancia Santa Clara is a livestock and tourism establishment with 2,120 hectares (5,189 acres) and 1,800 head of livestock.

The house, -with adobe walls- is furnished with furniture dating back to the 19th century and its walls still bear the marks from the War of the Triple Alliance and the Chaco War. She described the services and amenities offered at the estancia and said that the most popular activity was horseback riding (adventure in a rural setting). She also explained how its offerings are complemented by those of the local populations.

Lastly, she said that knowing how to ride was not a prerequisite and that nobody left Estancia Santa Clara without having ridden on horseback.

14 c) Establecimiento Golondrina, Ms. Ana de Silvero, Ecotourism

She said that the estancia was engaged in livestock production, and that the estate included a private nature reserve, "Ypetí", which covers 50% of the estancia's 24,000 ha. Ten indigenous groups live in this reserve. The main objectives of the tourism business are:

to involve local communities, to establish consensus agreements among the actors, to have qualified personnel, and to be responsible with respect to tourism marketing.

She gave a profile of her ecotourism clients: 80% university students, experienced travellers and tourists with higher expenditure levels. These travellers participate in the following activities: contact with animals, sport fishing, walks, boat rides on the Monday River within the Ypetí reserve and taking part in everyday livestock and farming chores.

She pointed out that it was a *“profitable business because people are willing to pay more for an attractive and unique experience”*.

14 d) Establecimiento Agroganadera Jejuí, Ms. Susy Alsina, Events

The estancia is 212 km from the capital, Asunción, by paved road, and is situated on the banks of the Jejuí River, where water activities can be practiced. It has 10 rooms with private bath, air conditioning and telephone, a 500 m² dining room, which is air-conditioned, and equipped with billiard tables, a ping-pong table, satellite television, video equipment, board games, a children's area, football, tennis and volleyball courts equipped with lighting, two dammed creeks, internal walkways and paths.

She explained that it had all the infrastructure and equipment needed for social, business, and sporting events, and that visitors could take part in different activities such as: milking, rural chores, horseback riding, fishing, river excursions, music circle, bonfire, and sports.

Lastly, she pointed out that a member of the Jejuí family was always present in all the activities engaged in by visitors.

14 e) Establecimiento Oñondivemi, Ms. Feliciano de Valdez, Events

The Oñondivemi farm is located 27 km from the city of Asunción. Its main customers are school-age children, many of whom come back with their parents.

She explained that the events at the establishment could be classified into three large groups: a) instructional, including seminars and workshops, b) social, mainly birthdays, weddings and graduations, and c) educational, with camping trips, excursions, and field work.

Lastly, she mentioned that she offered what she wanted and felt like, and that her greatest satisfaction was hearing the children's comments about what they experienced during their visit to the farm.

15. Rural Tourism as an instrument for the promotion of employment and micro-businesses in rural development. **Gonzalo Freiría, Director of Rural Tourism, Facultad de Ciencias Agrarias, Uruguay**

He explained that rural development was the productive and institutional transformation of a rural area for the purpose of improving the living conditions and quality of life of its inhabitants and to reduce rural poverty.

He stressed that stimulating rural tourism itinerary projects entailed supporting the articulation of ideas and the involvement of activities in the territorial and social space and time. Rural tourism itineraries require an approach based on business niches inserted in commercial projects spearheaded by private agents. They establish a value chain that leverages local raw materials and the local inhabitants' time and knowledge.

The role of the public sector should be focused mainly on aspects such as infrastructure, logistics, organization, quality and promotion.

In the context of rural territorial development, rural tourism represents a business flow - in goods and services - that can cause a lasting effect in labour mobility and capturing urban incomes.

16. The role of rural tourism associations, cooperatives, and networks in the development and promotion of the activity.

16 a) Margalet Maglio, President of SUTUR (Sociedad Uruguaya de Turismo Rural)

He said that the association was composed of fifty establishments engaged in livestock or agricultural production or both, throughout Uruguay.

As an institution, its main activity involves the promotion and dissemination of rural tourism. Commercialization is carried out by the proprietors individually and through private reservation centres or travel agents.

Lastly, he underlined that rural tourism in his country still had enormous potential and that better links and coordination between the private and public sectors were needed to realize such potential.

16 b) Marian Pino, President of the Asociación Paraguaya de Turismo Rural (APATUR)

She explained that the fifteen members of the association were establishments engaged in agricultural and/or livestock production that also engaged in rural tourism activities to generate supplementary income.

The principal role of APATUR is to ensure that its members can provide high-quality rural tourism services. To this end, it works closely with all its members to adjust details and share experiences, and in conjunction with the Secretariat of Tourism of Paraguay, which arranged technical institutional support mission with WTO to make it possible for them to advance towards their objectives.

She pointed out the comparative advantages of rural tourism in Paraguay. These advantages lead APATUR to participate actively, together with the national authorities, in the different international events to promote the country and rural tourism.

Lastly, she said that an APATUR reservation system was recently launched with the support of the Touring Club Paraguayo to facilitate the commercialization of the product in the domestic market.

17. Rural Tourism on Two Different Scales: Europe and the Americas
José Antonio Ferreiro, CEO of the WTO Business Council

Mr. Ferreiro referred to his experience in rural tourism in Europe and the Americas and pointed out the main differences with regard to the size of operations, the natural milieu, and the vast expanses of the Americas.

With regard to the categorization and monitoring of rural tourism on the part of the public sector, he said that the errors of the past consisting of trying to adapt hotel classification to rural settings should not be repeated, adding that in rural tourism, there are no customers, but rather guests and that the house rules consist of internal norms. He therefore suggested that efforts should be channelled towards establishing minimum quality standards that are adapted to the clientele and not to hotel chains.

Lastly, he stated that tourism and rural tourism would not be marginalized by globalization.

COMMENTS AND GENERAL CONCLUSIONS

I. The seminar has made it possible to highlight the importance of rural tourism as a tool for regional development based on two sectors: tourism and agriculture. Therefore, interinstitutional efforts and cooperation between the private and public sectors are suggested.

Conclusions:

- ✓ Rural tourism is complementary to agricultural activity and is more competitive when it is the rural family that is running the business.
- ✓ All signs indicate that rural tourism sustains itself and is profitable when it is approached as a diversification strategy to complement income from traditional farming activities through the utilization of untapped material and human resources, since it offers what is present and known, while respecting nature and local culture.
- ✓ The development of rural tourism does not require large investments in infrastructure and facilities, with the priorities being investment in commercialization, promotion, and marketing.
- ✓ The vision of regional development based on two sectors providing for joint efforts between official agricultural and tourism organizations is, in principle, the most efficient strategy for promoting the activity. Interdisciplinary and interinstitutional work with emphasis on the areas of agriculture and tourism is recommended.
- ✓ The development of rural tourism is important because it makes new sources of income possible, and also because it favours rural rootedness, enhances the value provided by rural workers and their families as such, allows alternative land use and contributes to the conservation of the environment, among others.
- ✓ Better coordination between the private and public sectors must be achieved in order to achieve improved development of rural tourism.
- ✓ Rural tourism, as an instrument of rural territorial development, results in the emergence of microbusinesses and small enterprises, thus giving rise to new jobs and improving the distribution of income.

II. The seminar made it possible to realize that, beyond the different realities in each of the countries that make up the region, in order to offer rural tourism, the most important thing is not investment in infrastructure but rather in business development, with special emphasis on training, commercialization, and marketing of the product. For the countries of the region, this is a new tourism product with great comparative advantages and with unique characteristics that are highly valued by the new trends in tourism consumption.

Conclusions:

- ✓ Due to the fact that the rural tourism sector consists mainly of small and medium-sized businesses (regardless of the number of hectares or the size of the infrastructure), revenues are small in the context of the traditional hotel industry, but when compared to farming revenues, they have significant importance.
- ✓ There are few successful cases of hotel development in rural settings. Although these are not to be despised, it is understood that the priority lies in the option of diversifying farming activities by utilizing existing resources that often remain idle.
- ✓ The development and growth of the product does not constitute a threat to the traditional hotel industry. On the contrary, it should be seen as an expansion of tourism offerings, which far from competing in the accommodation sector, could make a destination more attractive.
- ✓ The business is sustained by quality and not by price. Given the small scale of most of the establishments engaged in rural tourism, they should target high-income market segments that consider them to be something exclusive or even unique. Their growth is not directly related to the number of people but rather to an exclusive segment of tourists who pay to enjoy something they consider unique or different.
- ✓ There is favourable ground for improving the revenues already being obtained in this activity. In order to do so, efforts must be made to enhance the tourism value of regional products and services, based on existing expertise and knowledge.
- ✓ The specificity depending on the different modalities of rural tourism allows the expansion of the possibilities of development of the product as well as the complementary commercial strategies at the national and regional levels.
- ✓ It is a new product for the region, and began to take on relative importance in the late 1990s in most of the countries that offer the product today.
- ✓ On the basis of the individual characteristics of its countries, the Americas can offer a new and highly competitive product for today's tourists, who are looking for new experiences based on contact with local cultures and nature. This is an opportunity for the Americas given the comparative and competitive advantages of rural tourism in the different countries.
- ✓ The coordination of promotional actions among the countries of the region would strengthen the positioning of the product in the international market. Joint action between the public and private sectors in the Americas in the promotion, dissemination and commercialization of the different forms of rural tourism that can be practiced in the region would allow the consolidation and sustainable development of the product.
- ✓ The average level of prices of rural tourism is very competitive and revenues can be improved on the basis of increased occupancy rates.

- ✓ In each of the countries, it is the domestic market that provides most of the customers who consume this type of product. Rural tourism's main clientele consists of urban residents.
- ✓ Foreign tourists are the ones who express the highest level of satisfaction with the quality of the product, and therefore the challenge is to come up with strategies to increase their share.
- ✓ Better relations among the actors in the distribution chain (agricultural producers and travel agents) would favour the capturing of foreign tourists.
- ✓ Agricultural producers should factor in the cost of promotion and commercialization as part of their fixed costs, on the basis of which they establish their rates.
- ✓ Travel agents should know the product in order to be able to offer it and sell it to their clients.
- ✓ It is recommended that each country invest in entrepreneurship training for the development of rural tourism businesses aimed at both farmers and tourism entrepreneurs.

III. The seminar made it possible to underline the need for coordinated action between the private and public sectors. The latter should undertake substantial efforts in aspects related to market trends and improving the profitability of the business in general, promoting rural tourism with active policies in support of commercialization and to a lesser degree, in aspects related to the enhancement of the tourism value and regulation of the activity. The private sector should further develop the relationship between travel agents and rural producers and to foster the formation of associations in order to increase the scale of the business and sustain it in a lasting manner, without losing their comparative advantages.

Conclusions:

- ✓ Most of the countries where there has been substantial development of rural tourism have rural tourism associations.
- ✓ Rural tourism's chances of success are enhanced when its actors form associations that bring them together and represent them.
- ✓ Given the importance of rural tourism from the perspective of regional development and the conservation of cultural heritage, the public sector should act vigorously to promote it through active policies.
- ✓ It is considered that the main function of the public sector lies not in the regulation of the activity but rather in contributing to facilitate the development of the business through promotional actions, training, institutional reinforcement, commercialization, and studies on markets and trends.
- ✓ In rural tourism, priority is given to the relationship with the clients, which is why they should be received as guests and not as passengers.

- ✓ It is suggested not to apply hotel classifications to rural tourism; the house rules are the internal norms, minimum quality standards that are adapted to the clientele and not to hotel chains. In rural tourism there are no clients, but rather guests.
- ✓ **Chile** and **Argentina** are the countries that are most advanced in rural tourism, and both have a programme for the development of the product. In the case of Argentina, such programme is jointly executed by the country's tourism and agriculture administrations.
- ✓ For **Bolivia** rural tourism is a tool in the fight against poverty.
- ✓ In **Brazil** it represents an opportunity and a great challenge.
- ✓ In the case of **Colombia**, there are two well-differentiated groups: farms (small estates) and haciendas, with the latter having a quality club and being concentrated mostly in Quindío department.
- ✓ For **Costa Rica** there can be no rural tourism without the participation of rural families.
- ✓ For **Ecuador** all rural tourism programmes must take into account farmer populations and indigenous communities.
- ✓ In **Mexico** rural tourism has experienced substantial development in the case of Haciendas de Jalisco.
- ✓ In the case of **Nicaragua**, the greatest development of rural tourism is found in the tourism routes based on agricultural products, such as coffee.
- ✓ In **Paraguay** rural tourism is one of the country's star products for the national and international markets.
- ✓ **Peru** is in the initial stage of the development of the product for tourism use.
- ✓ In **Uruguay**, which is one of the countries that have made the most progress in rural tourism, the product is characterized based on a system of voluntary adhesion (and not on the basis of legislation requiring compliance with certain requirements to engage in rural tourism).

IV. The seminar made it possible to highlight the importance of rural tourism as a generator of jobs, a promoter of rural rootedness, and as an instrument for the conservation of cultural and environmental heritage.

Conclusions:

- ✓ Since gastronomy is one of the services that are most highly valued by clients, and represents a very strong product (in the supply of rural tourism); in each of the countries, it is recommended that local gastronomy be considered as part of the cultural heritage of each nation.

- ✓ Food routes constitute a form of cultural, productive and social integration, which will allow us to make the subcontinent more unified and identify more with our common past and the great future that we wish to share.
- ✓ Horses and riding are very strong activities in rural tourism in the Americas.
- ✓ The rural tourism business promotes environmental conservation and the rescuing of autochthonous animals and species.
- ✓ Rural tourism requires the participation of entrepreneurs, financing and qualified human resources, along with solid marketing. Its action determines a business flow that promotes labour mobility and the capturing of urban income, based on a value chain that favours raw materials and the quality of life of rural residents.
- ✓ Personalized attention by the proprietor or his family is essential to meeting the expectations of clients. This attention, in a limited number of cases, can be substituted by staff members that are qualified to attend to tourists and who are committed to the rural life in the establishment.
- ✓ Rural tourism is notable for the cordial and friendly treatment given by each rural family to visitors. These families have had to undergo a cultural change in order to charge for the services they provided.
- ✓ Rural families are proud of the way they are and rural tourism increases the self-esteem of individuals and their families because it helps them enhance the value of what is their own.
- ✓ Interaction with tourists improves the quality of life of the members of the local community.
- ✓ The tourism sector and rural tourism will not be marginalized by globalization. Rural tourism has competitive advantages that make it possible to offer a high-quality product to the most demanding customers with high incomes.
- ✓ In light of the importance of rural tourism for the Americas, the Brazilian authorities proposed that the 2nd International Rural Tourism Congress, organized by WTO, to be held in the second half of April 2004 in the city of Porto Alegre.

Comment: At the request of the participants, and as an activity outside the seminar, a meeting of representatives of universities offering programmes or courses related to rural tourism was held.

Annex 1

DECISION TAKEN BY THE WTO COMMISSION FOR THE AMERICAS
AT MEXICO'S PROPOSAL

The Tourism Ministers and National Tourism Authorities participating in the fortieth meeting of the WTO Regional Commission for the Americas;

Taking into account that the solidarity is one of the characteristics values of the Americas region;

Recognizing that world tourism is going through one of the most difficult periods in its history and that the Americas region is not immune to this phenomenon;

Aware that an appropriate alternative in order to overcome the challenges imposed by the very rapid transformations of tourism is to work together to strengthen the destination's competitive capacity of the region;

Desirous of seeing the consolidation of the World Tourism Organization as a key contributing element to the tourism sustainable development in the countries of the region;

Pleased with the significant advances achieved in the process of converting WTO into a specialized agency of the United Nations;

Decide:

1. To request the Secretariat to redouble its efforts to encourage the prompt entry of the United States of America into the Organization, and
2. To extend these efforts to increase membership among other countries of the region that are not yet members.

Members:	Argentina*	Guatemala
	Bolivia *	Haití*
	Brazil *	Honduras
	Canada	Jamaica
	Chile*	Mexico*
	Colombia *	Nicaragua*
	Costa Rica*	Panama
	Cuba	Paraguay*
	Dominican Republic*	Peru*
	Ecuador*	Uruguay*
	El Salvador	Venezuela

Associate Members: Aruba, Netherlands Antilles and Puerto Rico*

Asuncion, Paraguay, 13 May 2003

* Countries represented at the meeting

Annex 2:**PROPOSAL OF COLOMBIA****PROTECTION OF HOTELS AND TOURISM ATTRACTIONS
DURING TIMES OF ARMED CONFLICT****Preliminary note by the Legal Adviser**

1. The Secretary-General has solicited my opinion regarding a proposal by Colombia aimed at "taking steps before the United Nations, on the part of WTO, for hotels and tourist attractions to be considered protected from actions of armed conflict and war, as sites where civil populations not involved in the conflict are concentrated, as established by the protocol additional to the Geneva Conventions of 1949 relative to non-international armed conflicts (Protocol II)".

2. In my opinion, the proposal of Colombia addresses a real need and is fully in line with the function of WTO:

- it is in keeping with the mission of the Organization, whose "fundamental aim (...) shall be the promotion and development of tourism with a view to contributing to (...) peace", and
- it would make it possible to fill a gap that exists in the pertinent texts on the law of armed conflicts.

3. In this respect, I should point out, however, that Additional Protocol II of the Geneva Conventions of 12 August 1949, relating to the protection of victims of non-international armed conflicts, of 10 June 1977, does not contain any express provision aimed at the protection of places where foreign civil populations are concentrated, and neither does Protocol I relating to the protection of victims of international armed conflicts, signed on the same day as the Geneva Conventions of 1949 themselves. This is precisely the reason why the proposal of Colombia is, in my opinion, of very special interest.

4. It should be noted that according to Article 13 of Protocol II:

- "1. The civilian population and individual civilians shall enjoy general protection against the dangers arising from military operations. To give effect to this protection, the following rules shall be observed in all circumstances.
- "2. The civilian population as such, as well as individual civilians, shall not be the object of attack."

Comparable (and more detailed) provisions are included in Protocol I (see, in particular, Articles 51, 52, 57 and 58) and in the Conventions of 1949 themselves (see Convention IV relative to the protection of civil persons in time of war, which also contains precise provisions relative to "aliens in the territory of a party to conflict" – Articles 35 to 46).

5. Furthermore, the provisions of the Hague Convention of 14 May 1954 for the Protection of Cultural Property in the Event of Armed Conflict are specified and completed in Article 53 of Protocol I of 1977 and in Article 16 of Protocol II.

6. But the truth is that no instrument exists aimed at expressly protecting hotels and tourism attractions as such in time of armed conflict, whether internal or international, when they do possess the characteristic of being places " where civil populations not involved in the conflict are concentrated", as rightly pointed out by Colombia.

7. Colombia proposes that WTO take steps before the United Nations in order to fill this gap. This is one of several possible avenues, and can be carried out in two different ways:

- the steps can be taken on a case-to-case basis when an armed conflict, whether internal or international, poses a serious and specific threat to places where tourists are concentrated,
- or they could be undertaken with the aim of urging the United Nations General Assembly to adopt a general resolution regarding the matter, or even to initiate the process of the drafting of an international convention relative to it.

8. Taking into account the date on which Colombia formulated its proposal, it should not be discounted that it was aimed at the first option of this alternative. It is indeed possible, in the event of the hypothesis under consideration, for WTO to point out to the Security Council the risks deriving from a conflict for a population or for specific touristic sites. But I understand that there are two limitations to this possibility:

- the first is of a legal nature: the latest version of the draft agreement by virtue of which WTO would be converted into a specialized agency does not contain any specific provision in this respect (in contrast to the previous case -- Article 7 of the old agreement); however, this objection is not a nullifying one, since there is nothing that impedes WTO from taking an initiative of this type, considering, above all, the reinforcement of the links between the two organizations currently in progress;
- the second impediment, of a practical nature, is more difficult to overcome: considering the way in which the Organization functions, it would undoubtedly be difficult, in most cases, to react in due time; by definition, the emergence of an armed conflict demands urgent reactions; but, unlike the United Nations, WTO does not have any permanent organ with the competence required to take such steps on its own authority, unless the General Assembly entrusts a responsibility of this type to the Secretary-General, although it is not clear whether this forms part of his remit.

9. The second scenario mentioned above (par. 7) is probably more realistic, and there are no legal or practical considerations that would impede the Executive Council or the General Assembly from submitting the question to the United Nations General Assembly. Moreover, such an approach would be perfectly in keeping with the spirit of the draft agreement for the conversion of WTO into a specialized agency, in particular, paragraph 2 of Article 4.

10. I understand, however, that WTO could go further, or at least combine the above approach with a more ambitious one, consisting in itself adopting a resolution urging states engaged in armed conflict (whether international or not) to respect hotels and tourism attractions, and tourists themselves. The final aim could even be the negotiation of an international convention in this respect (which would require very close cooperation with other international bodies, in particular, the United Nations and the International Committee of the Red Cross (ICRC)).

11. If this approach is adopted, the process could be as follows:

- adoption of the principle of the action to be undertaken by the Executive Council;
- constitution of a Working Group, which would be in charge of making proposals to the Council;
- examination of the report by the Council and its transmission to the General Assembly;
- adoption of a resolution by the General Assembly;

or, as the case may be,

- creation by the General Assembly of an open working group that would be in charge of negotiating a convention on the matter in cooperation with the United Nations and the ICRC.

12. It goes without saying that this can only be a long-term effort, which would require the active involvement of all the Members for it to be "put into orbit".

Annex 3**LISTA DE PARTICIPANTES/LIST OF PARTICIPANTS****I. PRESIDENTE DE LA COMISIÓN/CHAIRMAN OF THE COMMISSION**

ARGENTINA Ignacio Ramón MÉNDEZ
Director Nacional de Promoción y Mercadotecnia
Secretaría de Turismo y Deporte

II. ESTADOS MIEMBROS/MEMBER STATES

ARGENTINA Ignacio Ramón MÉNDEZ
Director Nacional de Promoción y Mercadotecnia
Secretaría de Turismo y Deporte
M^a del Carmen SARAIVIA
Directora de Desarrollo de la Oferta Turística
Secretaría de Turismo y Deportes
Francisco POLOLA
Ministro
Embajada de Argentina en Paraguay

BOLIVIA Cinthya YÁNEZ EID
Viceministra de Turismo
Ministerio de Desarrollo Económico y Comercio
Exterior

BRASIL/BRAZIL Walfrido DOS MARES GUÍA
Ministro de Turismo
Milton ZUANAZZI
Secretario de Políticas de Turismo
Ministerio de Turismo
Débora VAINER BARENBOIM
Asesora Internacional del Ministro
Ministerio de Turismo

CHILE Óscar SANTELICES
Director Nacional
Servicio Nacional de Turismo (SERNATUR)
Luis Fernando MERINO JARA
Subdirector de Desarrollo
SERNATUR

COLOMBIA

Gustavo Adolfo TORO VELÁSQUEZ
Director General de Turismo
Ministerio de Comercio, Industria y Turismo

COSTA RICA

Claudia FERNÁNDEZ ROHMOSER
Directora de la Junta Directiva
Instituto Costarricense de Turismo

Rodrigo REDONDO GÓMEZ
Consulado de Costa Rica en Paraguay

Margarita BOLAÑOS
Facultad de Ciencias Sociales
Universidad de Costa Rica

ECUADOR

Lourdes RODRÍGUEZ
Subsecretaria Administrativa, Financiera y de
Competitividad
Ministerio de Turismo

Elsa María CASTRO
Asesora en Descentralización y Gestión Local
Ministerio de Turismo

HAITÍ/HAITI

Martine DEVERSON
Minister of Tourism

JAMAICA

Karen MACDONALD-GAYLE
Project Management Specialist
USAID - Jamaica

MÉXICO/MEXICO

Francisco MADRID FLORES
Subsecretario de Planeación Turística
Secretaría de Turismo

Ana COMPEÁN REYES-SPÍNDOLA
Directora General de Desarrollo de Productos Turísticos
Secretaría de Turismo

Ivonne VOORDUIN HAKIM
Asesora del Subsecretario de Planeación Turística
Secretaría de Turismo

NICARAGUA

Leda SÁNCHEZ DE PARRALES
Presidenta Ejecutiva en Funciones
Instituto Nicaragüense de Turismo

María Mercedes BALLADARES P.
Asistente a la Vicepresidencia
Instituto Nicaragüense de Turismo

PARAGUAY

Hugo José GALLI ROMAÑACH
Ministro-Secretario Ejecutivo
Secretaría Nacional de Turismo

Eulalio CAMPOS CERVERA
Asesor
Secretaría Nacional de Turismo

Marcelo CHAVES
Jefe de Gabinete
Secretaría Nacional de Turismo

Alicia OLMEDO DE RODAS
Jefa de Cooperación Multilateral
Dirección de Cooperación Internacional
Ministerio de Relaciones Exteriores

Graciela CELAURO
Dirección de Organismos Internacionales
del Ministerio de Relaciones Exteriores.

Julio ESCOBAR
Director Técnico
Secretaría Nacional de Turismo

Jorge RAMÍREZ YELSI
Director de Desarrollo Operativo
Secretaría Nacional de Turismo

Aurelio ROJAS
Jefe de Operaciones.
Secretaría Nacional de Turismo

Humberto SÁNCHEZ FIGUEREDO
Director de Marketing para Europa
Secretaría Nacional de Turismo

Ángel SAKODA CHIRIFE
Coordinador
Secretaría Nacional de Turismo

PARAGUAY (cont.)

Isis LEZCANO DE GÓMEZ
 Jefa de la Oficina de Planificación
 Secretaría Nacional de Turismo

Delia BENÍTEZ DE GÓMEZ
 Jefa de Estadísticas
 Secretaría Nacional de Turismo

Zulma Asunción IBARRA RODRÍGUEZ
 Jefa del Departamento de Inventario Patrimonial
 Secretaría Nacional de Turismo

Fernando GÓMEZ SCIFO
 Jefe del Departamento de Prensa
 Secretaría Nacional de Turismo

Rósulo MÁRMOL CÁCERES
 Asesor Legal
 Secretaría Nacional de Turismo

PERÚ/PERU

Eduardo SEVILLA
 Asesor del Viceministro de Turismo
 Ministerio de Comercio Exterior y Turismo

**REPÚBLICA DOMINICANA/
DOMINICAN REPUBLIC**

Ana Rita TEJEDA CÉSPEDES
 Subsecretaria de Turismo
 Asuntos Internacionales
 Secretaría de Estado de Turismo

URUGUAY

Roberto ACLE TAMARO
 Subsecretario de Turismo
 Ministerio de Turismo

III. MIEMBRO ASOCIADO/ASSOCIATE MEMBER**PUERTO RICO**

Brenda CRUZ
 Asistente Especial
 Investigación y Desarrollo
 Compañía de Turismo de Puerto Rico

IV. ESTADO OBSERVADOR/OBSERVER STATE**ESPAÑA**

Reyes FEITO CASTELLANO
 Jefe de Área de Cooperación Internacional
 Subdirección General de Cooperación y Coordinación
 Turística
 Secretaría General de Turismo

V. MIEMBROS AFILIADOS/AFFILIATE MEMBER

**FEDERACIÓN NACIONAL DE
HOTELES, RESTAURANTES,
BARES Y SIMILARES (Brasil)**

Norton LENHART
Presidente

Antonio Henrique ALCÁNTARA
Vicepresidente para Medios de Alojamiento

HVS INTERNATIONAL
(Delegación Argentina)

Marcela BARTHELOT
Consultant

Anabella ÁLVAREZ
Partner Assistant

VI. PONENTES/SPEAKERS (en orden alfabético/in alphabetical order)

Ernesto BARRERA
Coordinador del Programa Argentino de Turismo
Rural "Raíces"

Alfredo DACHARY
Director del CEDESTUR
Universidad de Guadalajara (México)

Gonzalo A. FREIRÍA
Director, Dpto. de Turismo Rural
Facultad de Ciencias Agrarias (Uruguay)

Margalet MAGLIO
Presidenta, Sociedad de Turismo Rural (Uruguay)

Marian PINO
Presidente – APATUR (Paraguay)

Federico WYSS
Consultor de la OMT

VII. SECTOR PRIVADO DE PARAGUAY/PARAGUAY PRIVATE SECTOR

ALTER VIDA

Víctor RIVEROS
Coordinador Gestión Ambiental

Dante Daniel CARDOZO
Gestión Ambiental

**ASOCIACIÓN PARAGUAYA DE
TURISMO RURAL**

D. MARTÍNEZ PASTORE

BARKA VIAJES Y TURISMO

Alfredo DE HOLLANDA
Angélica DE HOLLANDA

CiCop	Luis CÁCERES S. LÓPEZ
ECOTURISMO BOQUERÓN	Enrique GOOSEN
EST. AGROGANADERO JEJUI	Susy ALSINA
ESTABLECIMIENTO GOLONDRINA	Ana DE SILVERO
GRANJA ESCUELA OÑONDIVEMI	Feliciana DE VALDÉZ Javier Emiliano PAIVA
ESTABLECIMIENTO LOMA LINDA	Marta PLATE
ESTABLECIMIENTO SANTA CLARA	Valeri MARTÍNEZ
FUNDACIÓN EMOCIONES	Jorge Alberto CASTRO
LA QUINTA	Olga FERREIRA
PARAGUAY TOURING Y AUTOMÓVIL CLUB PARAGUAYO	María I. BRUGADA GUGGIARI Jefe de Turismo Guadalupe VIVEROS Secretaria de Turismo

VIII. SECTOR PRIVADO INTERNACIONAL/INTERNATIONAL PRIVATE SECTOR

EMPRENDIMIENTO PRIVADO DE TURISMO RURAL Y ECOTURISMO DE LA PROVINCIA DE MISIONES (ARGENTINA)	Stella Maris VIO QUIROGA Patricia WÉLLER
FUNDACION ECOTURISMO ARGENTINA	Lic. Hugo H. VECCHIET Presidente
HOTEL CAPO SAN PEDRO DE TIMOTE (URUGUAY)	José CERISOLA Sylvia DE CERISOLA
SOCIEDAD DE TURISMO RURAL (URUGUAY)	Victoria MAILHOS AUERSPERG

IX. INVITADO ESPECIAL/SPECIAL GUEST: DELEGACIÓN DE LA PROVINCIA DE FORMOSA (ARGENTINA)**MINISTERIO DE TURISMO**

Gustavo R. FERNÁNDEZ PATRI
Subsecretario de Turismo

**ASESORES TÉCNICOS
DEL MINISTERIO**

María Fernanda ALLOI

Lorena BAROZZI

Liliana CARDOZO

Raquel Elisa CECOTTO

Mariela ESPÍNDOLA

Verónica ESPÍNDOLA

Jorge Arturo FERRO

Adela OVIEDO

Félix Germán RAVE

Edgardo Daniel SERVIN

**CÍRCULO DE SUBOFICIALES DE
LA GENDARMERÍA NACIONAL**

César GAVILÁN ORTIZ
Departamento de Turismo

Rubén GONZÁLEZ
Departamento de Turismo

AGENCIA DE NOTICIAS TELAM

Natalia DUHALDE

**ASOCIACIÓN DE TRADUCTORES
PÚBLICOS DE LA PROVINCIA**

Adriana MINGUITO
Traductora

Claudia PÉREZ
Traductora

AVENTURA FORMOSA 2000

Pedro Alfredo IZNARDO
Liliana SARTO

**CASA DE LA PROVINCIA DE
DE FORMOSA EN BUENOS AIRES**

Carlos ARNEDO
Departamento de Turismo

**CONSEJO FEDERAL DE
INVERSIONES**

Patricia Gabriela PASTOR

CONSTRUCCIONES CIVILES S.A.

Claudia Nora ALLOI

DOMÍNGUEZ EXCURSIONES	Federico DOMÍNGUEZ Rosa DOMÍNGUEZ
ESTANCIA MONTE LINDO	Ricardo O. GIMÉNEZ
ESTANCIA SAN CARLOS	Verónica Cristina GONZÁLEZ Nidia Viviana MOLINA AUGUSTO Benito ARANDA
LA FLORIDA	Estela SANTOS DE KULLAK
MUNICIPALIDAD DE VILLAFÑE	Mª Cristina MOLA
PROFESIONALES TURÍSTICOS	Carolina ELENA Patricia Andrea SOSA
TADRASA TURISMO	Carlos Antonio OVIEDO Verónica RUIZ DÍAZ
UNIVERSIDAD NACIONAL	Walter CABALLERO
PARTICULARES	Gloria CARDOZO Mariano Carlos DOMÍNGUEZ Osvaldo DURE Gustavo Javier FRAIXEDES Pablo Reynaldo GIMÉNEZ Andrés Adrián GONZÁLEZ Evelio RÍOS Claudia RODAS
ESTUDIANTES	Juan Claudio BETERETTE Judith DALMAZZO Carmen FLORENTIN DE SANDOVAL Juan Carlos GALENO Emilia GARAY Olga GARNERO Marisa GONZÁLEZ Javier LÓPEZ Javier MORINIGO Argentina NAZAR José Ignacio OTARÁN Graciela PAVÓN Eduardo QUINTANA Edgar Abel ROMERO Fernando RUIZ DÍAZ Sergio RUIZ DÍAZ Gonzalo Luis SALAZAR Claudio SALCEDO Gustavo TALAVERA Sixto TORRES Pedro VARGAS

**X. SECRETARÍA DE LA ORGANIZACIÓN MUNDIAL DEL TURISMO/WORLD
TOURISM ORGANIZATION SECRETARIAT**

Francesco FRANGIALLI
Secretario General

Carlos E. GUTIÉRREZ
Representante Regional para las Américas

José Antonio FERREIRO
Director General
Consejo Empresarial

Carmen GAYO WALDBERG
Oficina del Representante Regional para las
Américas