



UNWTO Commission for the Americas

63rd meeting
Asuncion, Paraguay
13 April 2018
Decisions

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Decisions adopted by the UNWTO Commission for the Americas at its sixty-third meeting

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MINUTES OF THE SIXTY-THIRD MEETING OF THE UNWTO COMMISSION
FOR THE AMERICAS

On 13 April 2018, the Regional Commission for the Americas held its 63rd meeting in the city of Asunción, Paraguay, under the chairmanship of the Bahamas, represented by the General Director, Joy Jibrilu. The meeting was attended by representatives of the following Member States of the Commission: Argentina, Bahamas, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, Guatemala, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Paraguay, Peru, and Uruguay. Furthermore, a large number of Affiliate Members of the region, regional and international organizations, as well as other special guests, also attended the event.

I. Agenda

1. Adoption of the agenda
2. Communication of the Chair of the Commission (**Bahamas**)
3. Report of the Secretary-General:
 - 3.1. World and regional tourism trends
 - 3.2. Implementation of the Programme of Work and planning of main activities
 - 3.3. Priorities and vision of the UNWTO
 - 3.4. Administrative and financial report
4. Report on the implementation of the Programme of Work 2017- 2018: Regional activities
5. Update on Affiliate Member activities
6. Other subsidiary organs of the Council:
 - 6.1. Committee on Tourism and Sustainability
 - 6.2. Committee on Tourism and Competitiveness
 - 6.3. Committee on Statistics and the Tourism Satellite Account
7. Other matters
8. Place and date of the 64th meeting of the Regional Commission for the Americas

1. Adoption of the agenda [\(Document CAM/63/ODP\)](#)

The Commission adopted the agenda of its sixty-third meeting as set forth in page 2 of this document.

2. Communication of the Chair of the Commission (Bahamas) [\(Document CAM/63/2\)](#)

In her communication as Chair of the Commission, the delegate of the Bahamas thanked Full and Affiliate Members delegations for their presence. Subsequently, she congratulated the organizers for the success of the International Seminar on Women's Empowerment in the Tourism Sector held the previous day.

The Chair highlighted the important role tourism plays in our global economy, as well as her commitment to use the tourism sector to meet the Sustainable Development Goals. She also expressed concern about global warming and the devastating effects in the Caribbean and highlighted the importance of improving competitiveness in the region, as well as maintaining a positive attitude towards innovation.

3. Report of the Secretary-General [\(Document CAM/63/3\)](#)

The report of the Secretary-General focused mainly on the following points:

- A. International tourism in 2017 and prospects for the 2018
- B. Management vision and priorities
- C. Implementation of the General Programme of Work
- D. Administrative and Financial Matters

The Secretary-General, in his statement, underlined the great potential of the region evidenced by positive results and very favourable growth prospects for the year 2018.

The Secretary-General made special mention of the priorities and vision of the management, aimed at innovation and digital transformation, the need to invest in education as well as the creation of employment in the private sector, the promotion of safe and seamless travel, and social, economic and environmental sustainability.

He also mentioned that the UNWTO can contribute to the development of new tourism destinations in the Americas and urged the countries to work in the rural tourism segment because of the possibilities it offers as a generator of jobs and as a tool for poverty reduction.

Another issue on which the region should work is the promotion and creation of multi-destination tourist routes such as the Jesuit Routes and others, which are also found in the region, based mainly on native products such as coffee or rum.

He also announced to the delegations present that the following year the 4th UNWTO World Conference on Wine Tourism would be held in Chile, which will give even greater visibility to the region.

With regard to innovation and digital transformation, the Secretary-General introduced Innovation and Digital Transformation expert, Natalia Bayona, who explained the UNWTO's initiative on this area with a presentation. Also mentioned, during the discussion of this point, that this initiative would have its first tangible manifestation with the 1st UNWTO Tourism Tech (Ad)venture event to be held on 13 and 14 November of this year in Buenos Aires, Argentina.

Many delegations welcomed this initiative with satisfaction and agreed that adaptation to this technological era is essential.

The Minister of Tourism of Jamaica mentioned the intention to create, together with UNWTO, a Resilience Centre in the Caribbean. The objective of this centre is to manage crises and disasters generated by climate change and it will be located at the University of the West Indies.

4. Report on the implementation of the General Programme of Work 2017-2018: **Regional activities** [\(Document CAM/63/4\)](#)

The Deputy Regional Director for the Americas presented the General Programme of Work of the Organization focusing on regional activities.

These activities have been carried out following the two strategic axes: Sustainability/Ethics and Competitiveness/Quality. He also reaffirmed to the Member States the priorities and the new approach that will be presented to the Executive Council for information

On this point, the Minister of Tourism of Uruguay, Liliam Kechichián, mentioned the need for support from the member countries of the Action Group of the Americas (GARA) for the adoption of its regulations. In the same vein, Guatemala supported the statement of the Uruguayan representative and, likewise, insisted on the need for other countries to join GARA.

The Vice-Minister of Tourism of Colombia, Sandra Howard, took the floor in order to inform participants about the International Summit for the Protection of Children and Adolescents in Travel and Tourism that will take place in Bogotá, on 6 and 7 June.

To access the presentation of the Regional Programme for the Americas click [here](#).

5. Update on Affiliate Member activities [\(Document CAM/63/5\)](#)

The Deputy Regional Director carried out the presentation of this agenda item and mentioned that the Affiliate Members Programme continues to use diverse instruments, such as prototypes, reports, networks, joint projects with other programs and technical seminars, etc., in order to foster public-private collaboration by involving and grouping different members by areas of interest, encouraging interaction and networking, as well as the exchange of knowledge.

During the discussion of this item, there was active participation by some of the Affiliate Members such as the Vice-Chair of the Affiliate Members (CAT) who expressed his agreement with the statements made by the Deputy Regional Director and reaffirmed the participation of the Affiliate Members in the meetings of the regional commissions.

The representative of ICF presented a proposal to create a new working group to work on best practices in air connectivity linked to branding. He also invited all Affiliate Members to join this initiative. For its part, the representative of COTELCO expressed the need for the regulation of digital platforms such as AirBnB and, in terms of innovation, considered it necessary for sector actors to begin to engage more with the content of this topic and to train in order to more easily handle the technological area.

The Secretary-General described the ICF proposal as very positive. In addition, he requested the delegations for their intermediation with the private sector in order to assist the Secretariat in increasing the number of Affiliate Members.

6. Other subsidiary organs of the Council:

6.1. Committee on Tourism and Sustainability

[\(Document CAM/63/6.1\)](#)

The Deputy Regional Director informed delegations of the latest progress made by this subsidiary body of the Executive Council, reviewing recent meetings and announcing the holding of the next High Level Political Forum on Sustainable Development in New York, from 9 to 18 July 2018

Under this item, Costa Rica took the floor to report on the Social Progress Index (IPS) applied to tourism, as a comprehensive measure to measure the impact of tourism on the welfare of communities that are subject to tourism development.

6.2. Committee on Tourism and Competitiveness

[\(Document CAM/63/6.2\)](#)

The Deputy Regional Director presented to the delegations the latest advances made by the Committee, such as the definitions of concepts related to the tourism value chain. The result aims to enhance the normative role of the Organization and at the same time assist its Members in their efforts to carry out assessments, measurements and comparisons on a common basis and based on harmonized concepts.

The delegations welcomed the information provided on this point.

6.3. Committee on Statistics and the Tourism Satellite Account

[\(Document CAM/63/6.3\)](#)

As in the cases of the previous two committees, the Deputy Regional Director commented on the most important activities carried out by this committee.

These activities include the presentation of a report that proposes the development of a statistical framework to measure sustainable tourism, a compilation guide for satellite tourism accounts and a technical note on linking the economic and environmental measurement of tourism. This report was submitted by UNWTO for decision to the United Nations Statistical Commission, the highest decision-making body for international statistical activities.

Under this item of the agenda, the Minister of Tourism of Jamaica commented on the need to develop statistics following broader patterns than those currently used for measurement.

According to information provided by the Secretariat, the criteria used are the most precise and that the methodology used had been ratified by the United Nations. In addition, if necessary, the data collected could be complemented with other measurement patterns that will not necessarily coincide in the countries. Honduras complemented the intervention by expressing satisfaction with the assistance provided by the UNWTO to implement the TSA, which had resulted in a re-ranking of INGUAT in the State Secretariat for Tourism.

7. Other matters

Under this item, the General Director of INGUAT invited delegations to attend the Ministerial Conference on Economy and Tourism - SEGIB 2018 through a presentation providing general information on the agenda and other aspects of the event. To access the presentation, click [here](#).

The delegation of Mexico invited the delegations to participate in the workshop "The road ahead: Progress in the implementation of the Cancun Declaration on Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-being" that will take place in Mexico City from 5 to 7 June 2018.

8. Place and date of the 64th Regional Commission meeting for the Americas [\(Document CAM/63/8\)](#)

The General Director of INGUAT, Jorge Mario Chajón, presented to the delegations a video presenting Guatemala as a candidate to hold the 64th meeting of the UNWTO Regional Commission of for the Americas.

The candidature was unanimously accepted by the delegations, and thus Guatemala is to be the venue to host the 64th CAM.

ANNEX I – LIST OF PARTICIPANTS

1. Chair of the Commission

BAHAMAS

Head of delegation

Mrs. Joy Jibrilu

Director General
Ministry of Tourism, Aviation and Bahamasair

Delegates

Mr. Earliston McPhee

Director
Ministry of Tourism, Aviation and Bahamasair

2. Full Members

ARGENTINA

Head of delegation

Mr. José Gustavo Santos

Minister of Tourism
Ministry of Tourism

Delegates

Mrs. Florencia Solari

Public Relations and Protocol Assistant
Ministry of Tourism

BOLIVIA

Head of delegation

Mr. Ervin Hurtado

Secretary
Embassy of Bolivia in Paraguay

BRASIL

Head of delegation

Mr. Rafael Augusto Luisi de Oliveira

Special Advisor for International Relations
Ministry of Tourism

Delegates

Mr. Mauricio Rasi

Special Advisor of the Minister
Ministry of Tourism

CHILE

Head of delegation

Mrs. Mónica Zalaquett

Undersecretary of Tourism
Ministry of Economy, Development and Tourism

Delegates

Mrs. Helen Kouyoumdjian Inglis

Head of Investment and Investment Division
Ministry of Economy, Development and Tourism

COLOMBIA

Head of delegation

Mrs. Sandra Victoria Howard Taylor

Vice-Minister of Tourism
Ministry of Commerce, Industry and Tourism

COSTA RICA

Head of delegation

Mr. Rodrigo A. Castro
Director of the Minister's Office
Costa Rica Tourism Board

CUBA

Head of delegation

Mrs. Mayra Alvarez García
Vice-Minister of Tourism
Ministry of Tourism

Delegates

Mr. Raúl Cortázar Marrero
Ambassador
Embassy of Cuba in Paraguay

Mrs. Niurka Martinez Perugorría
Advisor for Tourism Southern Cone
Embassy of Cuba in Paraguay

ECUADOR

Head of delegation

Mr. Santiago Aponte
Ambassador
Embassy of Ecuador in Paraguay

GUATEMALA

Head of delegation

Mr. Jorge Mario Chajón
Director General
Guatemalan Tourism Institute

Delegates

Mrs. Ericka Guillermo
Chief, Department, Tourism Product Development
Guatemalan Tourism Institute

Mrs. M^a Luisa Garzaro
Advisor
Guatemalan Tourism Institute

HAITI

Head of delegation

Mrs. Colombe Emilie Jessy Menos
Minister of Tourism
Ministry of Tourism

Delegates

Mr. Gracia Joseph Sacelus Maxi
Legal Advisor of the Minister
Ministry of Tourism

HONDURAS

Head of delegation

Mr. Ernie Emilio Silvestri Thompson
Minister of Tourism
Honduras Tourism Institute

Delegates

Mrs. Lidia Manzanarez
Administrative Assistant
Honduras Tourism Institute

JAMAICA*Head of delegation***Mr. Edmund Bartlett**Minister of Tourism
Ministry of Tourism*Delegates***Mrs. Jennifer Griffith**Permanent Secretary
Ministry of Tourism**MEXICO***Head of delegation***Mrs. Anabella Barbosa**Deputy Director of International Affairs
Secretariat of Tourism*Delegates***Mr. Vladimir Hernandez**Charge d'affaires
Embassy of Mexico in Paraguay**NICARAGUA***Head of delegation***Mrs. Shanthanny Anasha Campbell**Co-General Director – Minister of Tourism
Nicaraguan Institute of Tourism*Delegates***Mrs. Flora Karina Ramírez**Responsible for the Tourism Projects Division and
External Cooperation
Nicaraguan Institute of Tourism**PARAGUAY***Head of delegation***Mrs. Marcela Bacigalupo**Minister of Tourism
National Secretariat of Tourism*Delegates***Mrs. Rosa Sanabria**Director of International Relations
National Secretariat of Tourism**Mrs. Teresa Espínola**Director of Tourism Products
National Secretariat of Tourism**Mrs. Ingrid Molas**Director of Tourism Observatory
National Secretariat of Tourism**PERU***Head of delegation***Mr. Manuel Carrasco E.**Minister Counselor, Head of Chancery
Embassy of Peru in Paraguay

URUGUAY

Head of delegation

Mrs. Liliam Kechichiam
Minister of Tourism
Ministry of Tourism

Delegates

Mr. Jorge W. Morandeira
Advisor
Ministry of Tourism

3. Affiliate Members

ANATO

Mrs. Paula Cortés
Chair

CAT

Mr. Aldo Elias
Chair

CENFOTUR

Mrs. Madelein Burns Vidaurrázaga
National Director

CNN

Mrs. Corinna Keller
Vice President of CNN International
commercial for the Americas

COTELCO

Mr. Gustavo Toro
CEO

ICF

Mr. Jared Hackman
Vice President

Mr. David Fiedler
Director of Strategy

FITUR / IFEMA

Mrs. Silvia Bueno
Commercial Director

4. International Organizations

ACS

Mrs. Tanya Amaya Castro
Advisor on Sustainable Tourism

OEA

Mrs. Maryse Robert
Director

5. World Tourism Organization

Mr. Zurab Pololikashvili
Secretary-General

Mr. Alejandro Varela
Deputy Regional Director for the Americas

Mrs. Marina Diotallevi

Head – Ethics and Social Responsibility

Mrs. Natalia Bayona

Expert – Innovation and Digital Transformation

Mrs. Esther Ruiz

Regional Programme for the Americas