

WORLD TOURISM ORGANIZATION
SOUTH ASIA REGIONAL TRAVEL COMMISSION

Provisional Summary Records of the 2nd Session
held in Dacca, Bangladesh, 7th to 12 December 1976

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SUMMARY RECORDS OF THE 2ND SESSION OF THE
SOUTH ASIA REGIONAL TRAVEL COMMISSION OF THE
WORLD TOURISM ORGANIZATION

Dacca, Bangladesh, 7th to 12 December 1976.

CHAIRMAN

Mr. C. B. Jain

- Director-General of Tourism & Additional Secretary to Government of India, Ministry of Tourism & Civil Aviation.

PARTICIPANTS

MEMBER STATES

AFGHANISTAN (Vice-Chairman)

Mr. Zalmai Roashan

- Director (Publicity), Afghan Tourist Organization.

Mr. E. Kohgada

- Second Secretary, Embassy of Afghanistan, Dacca.

BANGLADESH

Mr. A.M. Hyder Hussain

- Secretary, Civil Aviation & Tourism Division, Ministry of Communication.

Mr. Hedayat Ahmed

- Chairman, Bangladesh Parjatan Corporation.

Group Captain Syed Ahmed

- Director-General, Department of Civil Aviation.

Syed Mannan Baksh

- Director, Department of Immigration & Passports.

Mr. Hemayetuddin Ahmed

- Director (Planning), Bangladesh Parjatan Corporation.

Mr. A.M. Jalaluddin Ahmed

- Director (Finance), Bangladesh Parjatan Corporation.

Mr. T.I.M. Hasan Imam

- Director (Implementation), Bangladesh Parjatan Corporation.

Mr. Shahabuddin Ahmed

- Director (Public Relations), Bangladesh Parjatan Corporation.

Mr. G.M.M.E. Karim

- Deputy Chief - Tourism Cell, Civil Aviation & Tourism Division, Ministry of Communication.

Mr. A. H. Mahmood Ali

- Director (Economic Affairs), Ministry of Foreign Affairs.

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|-------------------------|--|
| Mr. Abul Hussain | - First Secretary,
National Board of Revenue. |
| Mr. Nazmul Ahsan | - Deputy Chief,
Planning Commission. |
| Mr. Md. Ismail Hussain | - Deputy Secretary,
Ministry of Finance. |
| Mr. S. Kutubuddin Ahmad | - Manager (Research & International
Affairs), Bangladesh Parjatan
Corporation. |

INDIA

- | | |
|---------------|---|
| Mr. Pran Seth | - Deputy Director-General,
Government of India
Department of Tourism. |
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IRAN

- | | |
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| Mr. Ahmad Binazir | - Director General-International
Communications, Ministry of
Information & Tourism. |
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NEPAL (Vice-Chairman)

- | | |
|----------------------|---|
| Mr. Dilli Raj Uprety | - Director General,
HMG Department of Tourism. |
| Mr. D. B. Rana | - General Manager, Royal Nepal
Airlines Corporation. |

PAKISTAN

- | | |
|------------------------|---|
| Mr. Ahmad Shamsul Huda | - Deputy Secretary-Tourism Division,
Ministry of Commerce and Tourism. |
| Mr. M. Tayyab Siddiqui | - First Secretary,
Embassy of Pakistan, Dacca. |

SRI LANKA

- | | |
|------------------|---|
| Mr. A. Wijetunge | - Director (Promotions),
Ceylon Tourist Board. |
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AFFILIATE MEMBERS

AIR INDIA

- | | |
|------------------|----------------------|
| Mr. J. T. Parakh | - Manager (Tourism). |
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INDIAN AIRLINES

- | | |
|---------------------|-----------------------|
| Mr. S. A. Rajagopal | - Commercial Manager. |
|---------------------|-----------------------|

INTERNATIONAL AIR CARRIER ASSOCIATION

- | | |
|-----------------------|-------------|
| Mr. Anders Helgstrand | - Chairman. |
|-----------------------|-------------|

SRI LANKA RAILWAY TOURIST SERVICE

Mr. Alfred Amunugama - Assistant Manager (Tours).

TOURISTCONSULT

Mr. G. Frick - Managing Director.

CANDIDATE MEMBERS

INDIA TOURISM DEVELOPMENT CORPORATION

Mr. G. B. Dey - Joint Divisional Manager
(Marketing).

PAKISTAN INTERNATIONAL AIRLINES

Mr. M. Ayaz Ghaznavi - Manager, Passenger Sales.

Mr. M. Aquil - General Manager, Dacca.

ROYAL NEPAL AIRLINES CORPORATION

Mr. D. B. Pandey - Manager (Marketing).

OBSERVERS FROM BANGLADESH

BANGLADESH BIMAN

Mr. Azimuddin Ahmad - Director, Sales & Service.

BANGLADESH INLAND WATER TRANSPORT CORPORATION

Mr. Zahurul Huq - Commercial Manager.

BANGLADESH ROAD TRANSPORT CORPORATION

Mr. Khalequzzaman - Secretary.

BANGLADESH TRAVEL AGENTS ASSOCIATION

Mr. M. A. Taher

DEPARTMENT OF ARCHAEOLOGY & MUSEUMS

Mr. Habibur Rahman - Field Officer.

HOTEL PURBANI INTERNATIONAL

Mr. Azizur Rahman - Executive Director.

IATA-BANGLADESH WORKING GROUP OF ATP 9

Mr. Reza Hussain - Chairman.

MINISTRY OF COMMUNICATION

Mr. S.A.A. Meerza - Deputy Secretary.

WTO SECRETARIAT

Mr. Rajesh Rawat - Deputy Secretary-General.

Mr. J. M. Handy - Regional Secretary for South Asia.

Mr. R. Theivendra - Research/Technical Officer,
WTO Secretariat for South Asia.

INAUGURAL CEREMONY

MR. HEDAYET AHMED (Chairman, Bangladesh Parjatan Corporation) welcomed all those present, and stated that it was an honour for Bangladesh to host a SARTC meeting for the first time. He outlined the tourist attractions of Bangladesh and traced the development of tourism over the past few years.

THE CHAIRMAN thanked the Government of Bangladesh for inviting the Commission to meet at Dacca, and for agreeing to host the meeting. He stated that it was an honour to have the Chief of Army Staff and Chief Martial Law Administrator - Major General Ziaur Rahman present on this occasion, and invited him to inaugurate the 2nd Session of the SARTC.

MAJOR GENERAL ZIAUR RAHMAN BU., psc (Chief of Army Staff and Chief Martial Law Administrator) thanked the SARTC for accepting the offer of Dacca as the venue for this meeting. He outlined the role of tourism in the development of the national economy, and emphasized the need for regional co-operation and joint promotion to attract more tourists to the South Asia region. He then inaugurated the 2nd Session of the SARTC.

PROVISIONAL AGENDA

1. Adoption of the Agenda.
2. Adoption of the Summary Records of the 1st Meeting held in Kathmandu, Nepal, (16 - 21 March 1976).
3. Communication of the Chairman.
4. Communication of the Secretary-General of WTO.
5. Regional Secretary's Report to the Commission.
6. Administrative Accounts and Membership Subscriptions.
7. Draft Terms of Reference and Rules of Procedure of the Commission.
8. Programme of Work of the Commission for 1976/1977.
9. Review of the Development of Tourism in member countries.
10. Any other business.
11. Place and date of next meeting.

I. ADOPTION OF THE AGENDA

The delegates of India and Bangladesh proposed and seconded the adoption of the Provisional Agenda, which had been circulated among the members in advance by the Secretariat.

The delegate of Bangladesh suggested that provision be made for the inclusion of reports by the Commission's Representatives on the Executive Council, TCPC and Committee for Budget and Finance in the Agenda for future meetings.

THE COMMISSION ADOPTED the Provisional Agenda and the suggestion of the delegate of Bangladesh.

II. ADOPTION OF THE PROVISIONAL SUMMARY RECORDS OF THE FIRST MEETING HELD IN KATHMANDU, NEPAL, (16 - 21 MARCH 1976)

The delegates of Bangladesh and Nepal proposed and seconded the adoption of the Provisional Summary Records (WTO/SARTC/1/76) of the first meeting, which had been circulated in advance by the Secretariat.

THE COMMISSION ADOPTED the Summary Records of the 1st meeting.

III. COMMUNICATION OF THE CHAIRMAN

The Chairman welcomed the delegates of Member States, Affiliate Members, Candidate Members and Observers present at the meeting. All the Affiliate Members of the Organization had been invited for the first time for this meeting of the Commission, and he was glad that 2 members from outside the region were able to attend this meeting. The Commission was fortunate in having the presence of Mr. Rawat, Deputy Secretary-General, as the Secretary-General's representative.

The Chairman invited the Commission's Representatives on the Executive Council to report on the proceedings of the Council, particularly in regard to matters pertaining to the region. He drew the attention of the members to items 7 and 8 of the Agenda, on which the Commission will have to make decisions at this meeting.

One of the Commission's Representatives on the Executive Council (Bangladesh) reported on the Council meetings in Mexico (April 1976) and Tunisia (November 1976). He referred in particular to the following matters:-

1. Establishment of a Technical Committee for Programme and Coordination, on which Pakistan was the Commission's representative.
2. Establishment of a Committee on Budget and Finance, on which Bangladesh was the Commission's representative.

3. Establishment of a Working Party to examine the Rules of Procedure for the General Assembly and the Executive Council, and to draft Rules of Procedure for the TCPC and Committee on Budget and Finance.
4. Establishment of a Working Party to examine the regional structure of the Organization, of which Pakistan was the Chairman and Bangladesh a member.
5. Contributions due to the Organization from Member States belonging to the Commission.

In the ensuing discussion, the delegates of Bangladesh, India, Nepal and Sri Lanka were of the opinion that Regional Commissions had served an useful function in promoting regional cooperation among Member States. The delegate of Pakistan expressed the view that the Working Party should be free to examine this question and make its recommendations, without being bound by Commission decisions.

The Deputy Secretary-General clarified that a final decision on this matter will have to be taken by the General Assembly. The Secretary-General's paper to the Executive Council was not against the principle of regionalization, but only sought to examine the best possible structure to serve the interests of the Organization and its members.

THE COMMISSION TOOK NOTE of the communication by the Chairman and the report by its representatives on the Executive Council, and DECIDED:-

- (1) to request its representatives on the Executive Council and the Working Party to examine the Organization's regional structure, to take into account the regional requirements of the members in considering any changes that may be necessary in the present regional structure, in the light of the Organization's intergovernmental and universal character,
- (2) to request the Member States belonging to the Commission who have still not paid their contributions to the Organization to do so without any further delay.

IV. COMMUNICATION OF THE SECRETARY-GENERAL OF WTO

The Deputy Secretary-General introduced the communication by the Secretary-General on the activities of the Organization- (SARTC/2/76/4), which was distributed at the meeting.

In discussion the following points were made:-

1. The Government of Sri Lanka had agreed to the terms and conditions for the Regional Secretariat at Colombo, with some minor amendments (Sri Lanka).

Details were requested of the agreements with host countries for Regional Secretariats (Bangladesh).

2. Clarification was sought on the nature and scope of the agreement with the U.N. (Pakistan).

Inquiry on coordination with the ILO regarding an ILO resolution to provide training facilities in the hotel sector (ITDC).

3. Provision of adequate training facilities to meet the needs of the members (India).

Inquiry as to how much of the Organization's budget was provided for vocational training (Bangladesh).

4. Clarification was sought on the services that could be offered to the members - paragraph 20 of the Secretary-General's communication (Bangladesh).

Inquiry on what basis these services would be made available (Iran).

The Deputy Secretary-General clarifying the points raised explained that:-

- (1) The agreements provided for the Regional Secretariats to be financed primarily by the host countries, while the Organization paid for the salaries of the Regional Secretaries.
- (2) An agreement has already been concluded with the UNDP, whereby the Organization is an Executing Agency of the UNDP. Negotiations are proceeding with the UN, its specialized agencies and other organizations to ensure coordination of activities and to avoid duplication.
- (3) The General Assembly had decided on the priorities in the Programme of Work according to the budget available. Negotiations were proceeding for the continuation of the International Centre for Advanced Tourism Studies (CIEST).
- (4) The services to be offered to the members included study groups, seminars, research projects and field missions. Members were free to indicate their requirements, and these would be considered on the basis of funds available.

THE COMMISSION TOOK NOTE of the communication by the Secretary-General and clarifications by the Deputy Secretary-General.

V. REGIONAL SECRETARY'S REPORT TO THE COMMISSION

The Regional Secretary introduced Working Paper SARTC/2/76/5 which had been circulated in advance.

In discussion, the following points were made:-

1. PTDC had already applied and Bangladesh Biman will be applying for Affiliate Membership (Bangladesh).
2. Of the research subjects suggested for inclusion in the Organization's Programme of Work for 1976/77, (paragraph 9 of the Regional Secretary's report) priority should be given to the "Study of the factors limiting the growth of international tourism to the South Asia region, with particular reference to the air fare structure" (India), and "Survey of the manpower requirements and vocational training facilities necessary in the tourism sector of the South Asia region" (Sri Lanka).

Since the 1976/77 Programme had already been finalized, these studies should be considered for inclusion in the 1978/79 Programme (Bangladesh).

THE COMMISSION TOOK NOTE of the Regional Secretary's report and the comments made by the delegates of Bangladesh, India and Sri Lanka.

VI. ADMINISTRATIVE ACCOUNTS AND MEMBERSHIP SUBSCRIPTIONS

The Regional Secretary introduced Working Paper SARTC/2/76/6 which had been circulated in advance.

In discussion the following points were made:-

1. Accounts to be submitted in US Dollars hereafter (Bangladesh).
2. Subscriptions due had been sent (Afghanistan, India, Sri Lanka Railway Tourist Service).
3. Balance SARTC funds of Ind.Rs.16,458/28 will be sent shortly (Afghanistan).

THE COMMISSION TOOK NOTE of the accounts submitted and the comments made by the delegates of Afghanistan, Bangladesh, India and Sri Lanka Railway Tourist Service.

VII. DRAFT TERMS OF REFERENCE AND RULES OF PROCEDURE

The Regional Secretary introduced Working Paper SARTC/2/76/7 which had been circulated in advance.

In discussion the following points were made:-

1. The Draft Terms and Rules could be adopted provisionally until the General Assembly adopted its own Rules of Procedure. It is possible that the General Assembly may decide that its rules will apply mutatis mutandis to its -

subsidiary organs, as the Executive Council did in the case of the TCPC and CBF (Deputy Secretary-General, Bangladesh and Pakistan).

2. Provision for the election of two vice-chairmen, whose order of precedence will be according to the alphabetical order of the Member States they represent (Bangladesh and Nepal).
3. Provision for inclusion of the reports by the Commission's Representatives on the Executive Council, TCPC and CBF in the Agenda for Commission meetings (Bangladesh).
4. Provision for observers to be invited for Commission meetings (Bangladesh).
5. There is no provision to vote by proxy in intergovernmental organizations (Deputy Secretary-General)
6. Appointment of a Drafting Committee for drawing up a summary of decisions to be issued at the end of the meeting. (Bangladesh and Afghanistan).

The Regional Secretary to be responsible for drawing up and issuing a summary of decisions at the end of the meeting (India and Pakistan).

Delegates to be responsible for noting down decisions during the meeting (Iran).

THE COMMISSION DECIDED:-

- (1) To adopt provisionally the Draft Terms of Reference and Rules of Procedure with immediate effect, subject to the following provisions:
 - Rule 2 - election of two vice-chairmen,
 - Rule 4 - the precedence of vice-chairmen to act as chairman to be determined according to the alphabetical order of the Member States they represent,
 - Rule 10 - Provisional Agenda for Commission meetings to include reports by the Commission's Representatives on the Executive Council, TCPC and CBF,
 - Rule 13 - observers to be invited for Commission meetings.
- (2) To entrust the Regional Secretary with the responsibility of drawing up and issuing a summary of decisions at the end of the meeting, subject to confirmation within 30 days (in terms of Rule 44).

VIII. PROGRAMME OF WORK OF THE COMMISSION FOR 1976/1977

The Regional Secretary introduced Working Paper SARTC/2/76/8 which had been circulated in advance. He pointed out that the activities of the Commission had been included for the first time in one document as a programme of work. He suggested considering each section separately, particularly since decisions had to be made on certain measures.

R E S E A R C H

In discussion the following points were made:-

1. Tourist Statistics

Issue of a monthly (Bangladesh) or quarterly (Afghanistan, India, Nepal, Pakistan) bulletin.

Copies of data supplied to the Secretariat-General to be sent to the Regional Secretariat (Sri Lanka).

"International Tourist Statistics" for 1975 have not been received from the Secretariat-General (Bangladesh).

Definition of TOURIST is misleading since it includes business traffic, whose motivations are different (TOURISTCONSULT).

2. Tourist Demand

Summary of Visitor Motivation Survey (Sri Lanka), and Studies on the UK and USA Markets (India) can be made available to the Member States.

Regional Secretariat to explore the possibility of engaging a professional firm to carry out a study of the USA and European markets (Pakistan).

Inquiry whether the Organization can undertake such a survey (Nepal).

3. Tourist Supply

Regional Secretariat to devise a format for the supply of this information (Sri Lanka).

4. Tourism Planning

Studies to be made available to other Member States (Bangladesh, Nepal).

5. Tourism Financing

Regional Secretariat to devise a format for the supply of this information (Sri Lanka).

6. Tourism Documentation

Member States can be supplied on request (Sri Lanka).

Copies of 3 Laws enacted recently will be sent to the Regional Secretariat and Member States on request (Pakistan).

The Deputy Secretary-General clarifying the points raised explained that:-

- (a) "International Travel Statistics" has now been changed to "World Tourism Statistics", since it included domestic tourism. The 1975 publication although delayed had been sent. A technical bulletin on 1975 statistics had been issued earlier.
- (b) Although the definition of TOURIST included business traffic, most countries provided a breakdown which indicates such traffic separately. The definition was one accepted by the UN, and attempts are being made to ensure the uniform collection of statistics so that they are comparable.
- (c) The Commission's Representatives on the TCPC should be advised to bring up the requirements of the region in regard to studies and surveys to be included in the Organization's programme of work.

The Deputy Secretary-General requested Member States to supply the Secretariat-General regularly with statistics and copies of other documents.

THE COMMISSION DECIDED:-

- (1) that Member States should send the Secretariat-General, Regional Secretariat and other Member States -
 - * Monthly/Quarterly and Annual Tourist Statistical Data.
 - * Copies of Surveys on Tourist Demand.
 - * Data on Tourist Supply - accommodation and transport facilities available.
 - * Copies of Studies on Tourism Planning.
 - * Information on Tourism Financing - Budgets, Investment and Incentives offered.
 - * Copies of all other tourist publications particularly relating to legislation, regulation and facilitation.
- (2) that quarterly bulletins be issued by the Regional Secretariat reviewing tourist statistics in the region, on the basis of data supplied by Member States.

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OPERATIONS

1. International Hotel Classification Standards

Regarding classification systems based on the uniform standards recommended, the following points were made:-

- * A suitable system still has to be devised, taking into consideration the shortage of international standard hotels in the country (Bangladesh).
- * Ordinance had been promulgated, but procedure still to be finalized (Afghanistan, Pakistan).
- * Classification is done by a **Evaluation Board** according to the criteria adopted (Nepal).
- * Hotels Code to be implemented in 1977 (Sri Lanka).

Regarding the proposal to publish a Regional Hotel Guide, the following points were made:-

- * A joint guide was necessary to promote a regional image (Iran, Pakistan).
- * A survey of the American market by the European Travel Commission revealed that the primary requirement by tour operators was for a Regional Hotel Guide (PIA).
- * Format and contents to be determined by the Secretariat, so that Member States could then print their own requirements (Bangladesh, Afghanistan).
- * Publication to be done centrally by the Secretariat, since this would be cheaper than printing small quantities in individual Member States (India).
- * Inquiries on cost, number of pages, type of hotels to be included and distribution (Nepal, Bangladesh, ITDC).
- * Cost of cover to be shared equally and of text proportionately according to the number of pages for each country (Bangladesh, Pakistan).
- * Publication to be revised annually to take into account changes in rates (Sri Lanka).
- * Authorize publication for a period of 5 years subject to annual revision. Hotels of 3 Star category and above to be included, and distribution to be done through overseas offices (Bangladesh).
- * Request to defer commitment on the proposal until the relevant authorities have been consulted (Afghanistan, India).

THE COMMISSION DECIDED:-

- (1) to agree in principle ^{to} the publication of a Regional Hotel Guide by the Secretariat,
- (2) that Member States should supply the required information within 1 month, after which the Secretariat will indicate the format and cost of producing such a guide,
- (3) that Member States will then confirm whether they are participating in the publication of such a guide.

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2. Facilitation

All the Member States reported that the special concessions granted during SATY were being continued, and that attempts were being made to further liberalize frontier formalities.

THE COMMISSION DECIDED that Member States should keep the Secretariat informed of the measures they were taking in the field of facilitation.

3. Promotion of Intra-regional Tourism & Special Travel Concessions for the Development of Cultural Tourism and Youth Travel

The delegate of Sri Lanka stated that details were being worked out on a bilateral basis for the exchange of tourists based on a system of vouchers. Once the scheme had been finalized, the method of operation will be indicated to the Secretariat.

The delegate of Nepal requested that details of this scheme be made available to other Member States, so that they could consider it for implementation.

The delegate of India reported that a foreign exchange allocation of US\$100 was given to any Indian going abroad on holiday.

THE COMMISSION DECIDED to request Sri Lanka to submit to the Secretariat details of this scheme to exchange tourists between Member States, based on a system of vouchers without involving the release of foreign exchange.

4. Air Fare Structure and the Development of Promotional Air Fares to the South Asia Region

The delegate of India pointed out that joint action by the National Carriers in the region was necessary for any progress in the implementation of recommendations in this field.

The delegate of Pakistan stated that negotiations had already been completed with Sri Lanka for the adoption of a 40% discounted fare between Karachi and Colombo, which could be combined with the excursion fares available from Europe and North America.

The delegate of Nepal reported that negotiations were continuing with India and Sri Lanka on a bilateral basis.

The delegate of Bangladesh stated that they had no problem in coordination, since the same person was Chairman of both the National Tourist Organization and the National Carrier. The concessions offered during SATY were still being continued.

THE COMMISSION DECIDED:-

- (1) to request Member States to keep the Secretariat informed of the outcome of discussions between National Carriers and National Tourist Organizations regarding potential markets, and the development of promotional air fares,
- (2) to request Sri Lanka to submit a report on the possible joint regional action in this field.

5. Technical Meetings

The Regional Secretary pointed out that the Organization intended organizing a regional seminar early next year, and hence the proposal for a seminar to be organized by the Commission may be deferred. The Secretary-General had also suggested a joint meeting with the Commission for the Pacific & East Asia at the same time as the seminar.

The delegates of Bangladesh and Afghanistan inquired as to what items will be discussed at the joint meeting.

The Regional Secretary explained that the agenda would consist of items of common interest to both regions, and the joint meeting will afford an excellent opportunity for the exchange of information and ideas.

THE COMMISSION DECIDED:-

- (1) that the proposal for a seminar organized by the Commission be deferred, in view of the regional seminar by the Organization early next year,
- (2) that the Regional Secretariat should circularize among Member States of the Commission the provisional agenda for the proposed joint meeting with the Commission for the Pacific & East Asia.

6. Vocational Training

A film on the Kenya Utalii Hotel & Tourism Training College was screened by the representative of Touristconsult (Affiliate Member).

The delegates of all the Member States outlined the training facilities already available in their countries.

In the ensuing discussion the following points were made:-

- * Need for a regional training centre and for a survey of the manpower requirements and vocational training facilities necessary in the region (Bangladesh, Iran, Nepal).
- * The proposed post-graduate institute with UNDP assistance could cater to the requirements of other Member States in the region, if additional facilities can be provided (India).

- * Limited use can be made of the training facilities already available (Sri Lanka, ITDC, Air-India).
- * Circularize the facilities already available among Member States (Bangladesh).
- * The Secretariat-General could be requested to undertake a study of this subject, and to explore the possibilities of obtaining financial assistance from other organizations (Nepal, Bangladesh, Iran).

The Deputy Secretary-General outlined the work done earlier by the IUOTO in this field, and stated that the Secretariat-General would be happy to examine the region's requirements, if the Commission so requested.

THE COMMISSION DECIDED:-

- (1) to request the Secretariat-General to examine the tourism manpower requirements and vocational training facilities necessary in South Asia, with a view to establishing a regional training centre,
- (2) to request the Secretariat-General to explore the possibilities of obtaining financial assistance from international organizations such as the UNDP and ILO for the establishment of such a centre.

P R O M O T I O N

In discussion the following points were made:-

1. There had been considerable progress in the implementation of the joint promotional programme initiated during SATY. Consequently, a number of tour operators were offering regional tours to more than one country (India).

2. Joint Promotions

Frankfurt and New York offices had been authorized to participate out of their budgets, while the representatives in Tokyo and Sydney are also to be authorized (Sri Lanka).

In the absence of overseas offices they had to depend on the Regional Secretariat for information to consider participation. No intimation had been received regarding the "South Asia Tourism Week" at New York (Bangladesh).

Joint promotions had been undertaken with India and Sri Lanka in the American market (Nepal).

3. Invitations to hold Travel Trade Conventions

Meetings of the Singapore Travel & Tourist Agents Association, ASTA Board of Governors and some ASTA Regional Chapters had been held. Pre- and post-Convention tours were offered to neighbouring countries (India).

ABTA had been invited to hold their Annual Convention in 1978, but there was no final decision on this yet (Sri Lanka).

Convention facilities were not available at present (Pakistan).

4. Regional Familiarization Tours for Travel Writers

Request for Pakistan to be included in these tours, since they were now in a position to provide transportation (Pakistan).

Inquiry whether international airlines operating to the region could not be requested to provide transportation (Iran).

5. Joint Publicity Material

Inquiry regarding the supply of additional prints ordered of the joint film (Pakistan).

Request for the Secretariat to pay for the additional prints ordered out of the funds lying to their credit at the Secretariat (Sri Lanka).

6. Coordination of Promotional Activities

In the absence of overseas offices, they were willing to stock and distribute tourist literature of other Member States within the country (Pakistan).

7. Information Bulletins, News and Feature Releases

Start with releases before the issue of information bulletins (Sri Lanka).

Arrangements have been made to pay their share of the promotional budget (India, Nepal, Afghanistan).

Request to pay their share of the promotional budget in rupees, since most of the expenditure will be incurred locally (Sri Lanka).

8. Special Supplements

Unable to participate due to lack of foreign exchange (Bangladesh).

9. Travel Trade Functions

Regional Secretariat to be supplied with promotional material for distribution at travel trade functions where there is joint participation (Bangladesh).

Will be participating independently at both PATA and the ITB (Nepal).

Will be participating jointly with India at PATA, and independently at the ITB (Sri Lanka).

10. South Asia Tourism Decade

Committee to formulate a programme and provide guidelines (Bangladesh, Nepal).

Offer to host first meeting of the Committee (Nepal).

Reservations of participation until financial implications are known, since decision had been made without adequate notice to consider proposal (Sri Lanka).

The Regional Secretary clarifying some of the points raised, explained that:-

- (a) Member States had been requested to authorize representatives in the generating markets to consider joint promotions, even if they did not have overseas offices. There would have been no problems in communication if this had been done, particularly as in the case of New York where there was very short notice.
- (b) Travel writers were willing to visit only one or two countries at a time, and hence, the provision of transport by more than one National Carrier was necessary if they are to visit the region again. International carriers could not be requested to provide transportation if National Carriers were not willing to do so.
- (c) Procedure for payment and delivery for additional prints of the joint film had been conveyed to the Member States. Inquiry will be made however, as to why these have not been supplied.
- (d) There was a precedent for payment in rupees where the expenditure was to be incurred locally as in the case of the joint film.
- (e) In view of the India/Sri Lanka participation at PATA, and individual participation by some Member States at the ITB, it will not be desirable for the Commission to consider joint participation at these functions next year.

THE COMMISSION DECIDED:-

- (1) to request Member States to keep the Secretariat informed of their implementation of the joint promotional programme, particularly in regard to:-

- * Use of the Logo and Caption
- * Organization of joint promotions in the generating markets

- * Invitations to hold Travel Trade Conventions in the region
 - * Regional Familiarization Tours for travel writers
 - * Coordination of promotional activities
 - * Organization of special events in the region
 - * Issue of Information Bulletins, News and Feature Releases
 - * Issue of special supplements on the region
 - * Offer of special interest tours to the region
- (2) to request Member States who have so far not paid their share of the promotional budget to do so without any further delay, with the proviso that Sri Lanka may pay their share in rupees,
- (3) that Members will not participate jointly at the PATA Conference in Hong Kong and the ITB in Berlin next year,
- (4) to establish a Regional Committee consisting of one representative from each Member State, to work out details of the programme to be adopted for "South Asia Tourism Decade", and to accept Nepal's offer to host the first meeting of this Committee in February/March 1977.

IX. REVIEW OF THE DEVELOPMENT OF TOURISM IN MEMBER COUNTRIES

The Regional Secretary introduced Working Paper SARTC/2/76/9 which had been circulated in advance.

The delegate of Bangladesh requested the Commission to record its appreciation of the services rendered by the Regional Secretariat in preparing this review, which was a very useful document.

THE COMMISSION TOOK NOTE of the review of the development of tourism in member countries, and RECORDED its appreciation of the services rendered by the Regional Secretariat in the preparation of this review.

X. ANY OTHER BUSINESS

The delegates of Bangladesh, Afghanistan and Pakistan requested clarification of the method of recruitment of staff to the Organization. They inquired whether geographical distribution had been taken into consideration and suggested that the job specifications of the posts still vacant be sent to the Member States.

The Deputy Secretary-General explained that the recruitment of staff was governed by Article 24 of the Organization's Statutes. The staff cadre had been reduced by the Administrative Committee at the General Assembly, and it was not possible for every Member State to be represented on the staff. The Executive Council had decided that particulars of the present staff and posts still vacant will be sent to all the Member States.

THE COMMISSION TOOK NOTE of the Deputy Secretary-General's observations on the recruitment of staff to the Organization.

XI. PLACE AND DATE OF NEXT MEETING

The Regional Secretary pointed out that the next meeting was likely to be a joint meeting with the Commission for Pacific & East Asia in April 1977. This would be followed by the usual meeting during the General Assembly in May. The only offer received to host a meeting was from India.

The delegate of India reiterated their offer to host a meeting of the Commission.

THE COMMISSION DECIDED that the next session, after the proposed joint meeting with the Commission for the Pacific & East Asia and the meeting during the General Assembly, will be held in July/August 1977, and to accept India's offer to host this session.

VOTES OF THANKS

The Chairman proposed a vote of thanks to the host country for the facilities provided for holding the meeting and for the hospitality extended. He also thanked all the delegates for their cooperation in the conduct of the meeting.

The delegates of all the Member States expressed similar sentiments in thanking the host country, and the Commission carried the vote of thanks unanimously.

The delegate of Afghanistan proposed a vote of thanks to the Chairman and the Commission carried the vote unanimously.

The delegate of Bangladesh thanked the Chairman, the Deputy Secretary-General, the Regional Secretary and all the delegates for their cooperation in holding this meeting.

The Chairman then declared the sessions closed.

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