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WORLD TOURISM ORGANIZATION
COMMISSION FOR SOUTH ASIA

Provisional Summary Records of the 4th Session
held in Rawalpindi, Pakistan, 20 to 25 September 1977

Issued by the WTO Secretariat for South Asia,
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SUMMARY RECORDS OF THE 4TH SESSION OF THE
WTO COMMISSION FOR SOUTH ASIA

Rawalpindi, Pakistan, 20th to 25 September 1977

PARTICIPANTS

CHAIRMAN

Mr. G. B. N. Pradhan : Secretary
HMG Ministry of Tourism, Nepal.

MEMBER STATES

BANGLADESH

Mr. Hemayatuddin Ahmed : Director
Bangladesh Parjatan Corporation

Mr. G. Panjaton : Second Secretary
Bangladesh Embassy, Islamabad.

INDIA

Mr. Pran Nath Seth : Deputy Director-General
Government of India
Department of Tourism

Mr. O. P. Khanna : First Secretary
Embassy of India, Islamabad

IRAN (Vice-Chairman)

Mr. K. Sanjari : Senior Officer
Ministry of Information & Tourism

Mr. A. Ketabdari : Officer
Ministry of Information & Tourism

NEPAL

Mr. Y. R. Satyal : Deputy Director
HMG Department of Tourism

PAKISTAN

Mr. M. Jameelur Rehman Khan : Joint Secretary
Ministry of Tourism

Mr. A. S. Huda : Deputy Secretary (Development)
Ministry of Tourism

Mr. Mahmud Alam Kureishy : Assistant Chief
Ministry of Tourism

SRI LANKA

Mr. Nihal C.B.Perera : Director
Ceylon Tourist Board

AFFILIATE MEMBERS

PAKISTAN INTERNATIONAL AIRLINES

Mr. Agha Arshad Ali : District Manager
Rawalpindi

Mr. Ejaz Ahmed : Assistant Manager
Tours Promotion

PAKISTAN TOURISM DEVELOPMENT CORPORATION

Mr. M. Anwar Khan : General Manager
(Marketing)

Mr. Changaaz Sultan : General Manager
(Publicity & Promotion)

SITA WORLD TRAVEL (INDIA) PVT.LTD.

Mr. G. Naqshband : Director

OBSERVERS FROM PAKISTAN

DEPARTMENT OF TOURIST SERVICES

Miss Shireen Ghory : Controller

PAKISTAN SERVICES LTD

Mr. Mumtaz Hassan Khan : Managing Director

TRAVEL WALJIS LTD

Mrs. Shirin S. Walji : President

WALJIS TRAVEL BUREAU (PAKISTAN) LTD

Mr. Siraj Valliani : Managing Director

TRAVEL AGENTS' ASSOCIATION OF PAKISTAN

Mr. Waheed Khan : Vice-Chairman

WTO SECRETARIAT

Mr. Rajesh Rawat : Deputy Secretary-General

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

Mr. R. Theivendra : Research/Technical Officer
Secretariat for South Asia

INAUGURAL CEREMONY

MR. JAMEELUR REHMAN KHAN (Joint Secretary, Ministry of Tourism) welcomed all those present and stated that it was a privilege for Pakistan to host this Session of the Commission. He pointed out that it was the first meeting in Pakistan of an international organization dealing with tourism, and for this reason the deliberations of the Conference and the decisions it arrives at will act as a special stimulus to the tourism industry in Pakistan. He traced the growth of the industry over the past three years, and outlined plans for its future development.

THE CHAIRMAN thanked the Government of Pakistan for agreeing to host the meeting, and pointed out that it was a happy coincidence that this was also the first meeting at which Nepal was the Chairman. He stated that it was an honour to have the Cabinet Secretary to the Government of Pakistan - Mr. Ejaz Ahmad Naik present on this occasion, and invited him to inaugurate the 4th Session of the Commission.

MR. EJAZ AHMAD NAIK (Cabinet Secretary) thanked the Commission for accepting Pakistan's offer to host this Session. He emphasized the importance of developing intra-regional tourism between the Member States of the Commission, and the need for cooperation and joint promotion to attract more tourists to the South Asia region. He also referred to the complementary nature of public and private agencies in the development of the tourist industry. He then inaugurated the 4th Session of the Commission.

THE DEPUTY SECRETARY-GENERAL proposed a Vote of Thanks to the Cabinet Secretary and the Government of Pakistan on behalf of the Organization.

PROVISIONAL AGENDA

1. Adoption of the Agenda.
2. Adoption of the Summary Records of the 2nd Session held in Dacca, Bangladesh (7 - 12 December 1976).
3. Adoption of the Summary Records of the 3rd Session held in Torremolinos, Spain (30 May 1977).
4. Communication of the Chairman.
5. Communication of the Secretary-General.
6. Report of the Commission's Representative on the Executive Council.
7. Report of the Commission's Representative on the Technical Committee for Programme & Coordination (TCPC).
8. Report of the Commission's Representative on the Committee on Budget & Finance (CBF).
9. Regional Secretary's report to the Commission.
10. Commission Accounts.

11. Regional Structure of the Organization, and its policy for regionalization of certain activities.
12. Report on the Commission's Programme of Work for 1976/77.
13. Report of the Regional Committee on "South Asia Tourism Decade".
14. Draft Programme of Work of the Commission for 1978/79.
15. Review of the Development of Tourism in member countries.
16. Any other business.
17. Place and date of next Session.

I. ADOPTION OF THE AGENDA

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

THE COMMISSION ADOPTED the Agenda consisting of 17 items.

II. ADOPTION OF THE SUMMARY RECORDS OF THE 2ND SESSION HELD IN DACCA, BANGLADESH (7 - 12 December 1976)

The delegates of Sri Lanka and Nepal proposed and seconded the adoption of the Provisional Summary Records (WTO/SARTC/2/76/SR) of the 2nd Session, which had been circulated in advance by the Secretariat.

THE COMMISSION ADOPTED the Summary Records of the 2nd Session.

III. ADOPTION OF THE SUMMARY RECORDS OF THE 3RD SESSION HELD IN TORREMOLINOS, SPAIN (30 May 1977)

The Regional Secretary made the following corrections in the Provisional Summary Records (WTO/CSA/3/77/SR) of the 3rd Session, which had been circulated in advance by the Secretariat.

- Page 1 : The title of the Bangladesh delegate should be Lt.Col. (Retd) instead of Lt.Gen.(Retd).
- Page 2 : The terms of office of the Chairman and Vice-Chairmen of the Commission should be with effect from the General Assembly and not from 1 January 1978.

The delegates of Bangladesh and India proposed and seconded the adoption of the Provisional Summary Records, subject to these corrections.

THE COMMISSION ADOPTED the Summary Records of the 3rd Session, subject to the above corrections.

IV. COMMUNICATION OF THE CHAIRMAN

The Chairman thanked the members for the election of Nepal as Chairman of the Commission, and stated that he would try to uphold the high traditions of this office established by his predecessors. He also thanked the outgoing Chairman - India, for the very valuable services rendered over the past 2 years.

The Chairman stated that he was glad to find all Member States belonging to the Commission, except Afghanistan, present at this Session. Afghanistan had also informed that they would be participating, and hence, their delegation might still arrive. He regretted however, that only 3 out of the 13 affiliate members in the region were represented. He welcomed the presence of the Deputy Secretary-General - Mr. Rawat, and observers representing various sectors of the tourist industry in Pakistan.

The Chairman pointed out that all the Member States of the Commission had been present at the 2nd General Assembly and participated actively in its proceedings. Iran had been elected as a Vice-President, Afghanistan as Chairman of the Credentials Committee, Pakistan as Chairman of Committee 'A' and Bangladesh as Vice-Chairman of Committee 'B' at the General Assembly. The Commission had also sponsored a resolution on the Immunities & Privileges of the Organization.

The Chairman drew the attention of the members to Agenda items 6, 7 and 8, which had been included for the first time as decided at the last meeting. The Commission's views on item 11 have to be conveyed to the Working Party on Regionalization, scheduled to meet at Madrid in early November. The Secretariat had circulated in advance reports on items 12 and 13, which should be useful for considering item 14. He sought the cooperation of the members to arrive at fruitful decisions, and for the successful conclusion of the meeting.

THE COMMISSION TOOK NOTE of the Communication of the Chairman.

V. COMMUNICATION OF THE SECRETARY-GENERAL

The Deputy Secretary-General introduced the communication of the Secretary-General (WTO/CSA/4/77/5), which was distributed at the meeting.

In discussion the following points were made:-

1. Inquiry as to when CUEST will become operational in Mexico (Bangladesh).
2. Graduate and post-graduate courses in tourism were already available in some Indian Universities (India).

3. Report on the Seminar on 'Tourism Promotion' held in New Delhi had been published, and was now available (India).
4. Request for details of the technical cooperation project in Jordan, and the procedure for obtaining assistance on such projects (Pakistan).
5. A site had already been obtained and architects commissioned for a Hotel & Tourism Training Centre in Karachi, which could be used for the proposed Regional Training Centre (Pakistan).
6. Request that the Secretary-General's communication be sent in advance like the other working papers, so that members may have time to study it (Sri Lanka).

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

(1) As indicated in paragraph 6 of the communication, two agreements had been signed with the Government of Mexico for the establishment of CREST. CREST would become operational as soon as the physical transfer from Turin was completed, but meanwhile, the correspondence courses offered by the Organization were still available.

(2) A note was available on the procedure to be followed in applying for technical assistance through the UNPP. The Organization was now in a position to service requests from Member States as an executing agency of the UNDP, or in collaboration with other agencies.

(3) Every effort had been made to send the Secretary-General's communication in advance, but in view of the complaints of delays in the postal service, this document was distributed at the meeting.

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

VI. REPORT OF THE COMMISSION'S REPRESENTATIVE ON THE EXECUTIVE COUNCIL

The delegate of Bangladesh (Commission's Representative on the Executive Council) presented a report on the 4th, 5th and 6th Sessions of the Executive Council, which was distributed at the meeting.

THE COMMISSION TOOK NOTE of the report of its Representative on the Executive Council.

VII. REPORT OF THE COMMISSION'S REPRESENTATIVE ON THE TECHNICAL COMMITTEE FOR PROGRAMME & COORDINATION (TCPC)

The delegate of Pakistan (Commission's Representative on the TCPC) presented a report on the Committee's meeting at Madrid in September 1976, which was distributed at the meeting.

The delegate of Bangladesh sought clarification on the following points:-

1. Whether the regional studies included in the General Programme of Work for 1978/79 will all be undertaken at the same time, or whether there will be a system of priorities.
2. Whether the expertise available within the region will be utilized for these studies, or whether they will be undertaken through consultants.
3. Whether the Regional Secretariat could compile a list of Experts within the region.

The Deputy Secretary-General clarifying the points raised, stated that:-

- (1) The General Assembly had decided on certain priorities in considering the General Programme of Work for 1978/79.
- (2) The Secretariat-General would welcome the offer of expertise or comments from Member States on the proposed studies.
- (3) The Secretariat-General maintains a list of experts based on nominations received from Member States.

THE COMMISSION TOOK NOTE of the report of its Representative on the TCPC and the clarifications by the Deputy Secretary-General.

VIII. REPORT OF THE COMMISSION'S REPRESENTATIVE ON THE COMMITTEE ON BUDGET & FINANCE (CBF)

The delegate of Bangladesh (Commission's Representative on the CBF) presented a report on the Committee's meeting at Madrid in February 1977, which was distributed at the meeting.

THE COMMISSION TOOK NOTE of the report of its Representative on the CBF.

IX. REGIONAL SECRETARY'S REPORT TO THE COMMISSION

The Regional Secretary presented his report (WTO/CSA/4/77/9) for the period November 1976 to July 1977, which had been circulated in advance.

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In discussion the following points were made:-

1. Appreciation of the Seminar and joint Commission meeting held at New Delhi (Pakistan, Iran).
2. Inquiry on the follow-up action on the recommendations of the Seminar (Sri Lanka).
3. Conclusions and recommendations of the Seminar have been translated and published in the newspapers, to which there had been a very good response (Iran).
4. The recommendations of the Seminar were meant to be guidelines, and it was up to each Member State to initiate action to implement them (India).

THE COMMISSION TOOK NOTE of the Regional Secretary's report and DECIDED:-

- (1) Member States to inform the Regional Secretariat the follow-up action taken by them on the recommendations of the regional seminar on "Promotion of the Tourist Product".
- (2) Regional Secretariat to submit a report to the next Commission meeting on the progress in implementation, on the basis of the information received from Member States.

X. COMMISSION ACCOUNTS

The Regional Secretary submitted the accounts of the Commission for 1976 (WTO/CSA/4/77/10) which had been circulated in advance. He stated that the contributions due from Bangladesh towards the administrative expenses had since been received in respect of both 1976 and 1977.

In discussion the following points were made:-

1. Action has already been taken to remit the contribution due to the promotional budget (Sri Lanka).
2. Inquiry regarding expenditure on promotional and information activities, and non-utilization of the total promotional budget (Bangladesh).

The Regional Secretary explained that paragraph 1 under the title "Statement of Accounts" contained details of the expenditure on promotional and information activities. Contributions to the promotional budget received during 1976 amounted to only US\$1,500/-, so that there was no underutilization of funds on this account.

THE COMMISSION TOOK NOTE of the accounts submitted and the clarifications made by the Regional Secretary.

XI. REGIONAL STRUCTURE OF THE ORGANIZATION, AND ITS POLICY FOR REGIONALIZATION OF CERTAIN ACTIVITIES

The Deputy Secretary-General introduced working paper (WTO/CSA-4/77/11), which was distributed at the meeting. He pointed out that the Executive Council had requested the Regional Commissions to convey their observations to the Secretary-General, for consideration by the Working Party established for this purpose. The Chairmen of Regional Commissions had also been invited to participate in the proceedings of the Working Party, which is scheduled to meet in Madrid from 1 November to 5 November 1977.

In discussion the following points were made:-

1. The Commission should await the recommendations of the Working Party. Since the working paper was made available only at the meeting, members have not had time to study it in depth and formulate any views (Bangladesh).
2. The present regional structure is quite suitable for the South Asian region, since the members belonging to this Commission are geographically contiguous, have the same aspirations and have been able to coordinate their efforts through joint action (India).

THE COMMISSION DECIDED not to formulate any views on the regional structure of the Organization and its policy for regionalization of certain activities, but to await the recommendations of the Working Party established for this purpose.

XII. REPORT ON THE COMMISSION'S PROGRAMME OF WORK FOR 1976/1977

The Regional Secretary introduced the Report on the Commission's Programme of Work for 1976/1977 (WTO/CSA/4/77/12) which had been circulated in advance. He pointed out that the report indicated the Commission's decisions and the progress in implementation of the various measures adopted in regard to research, operations and promotion.

The delegates of all the Member States complimented the Regional Secretariat for the comprehensive review provided in the report. The delegate of Bangladesh stated that there were serious constraints in implementing the programme of work, and these should be borne in mind when deciding the programme of work for the next two years. The delegate of Pakistan suggested that there should be more communication between the Regional Secretariat and Member States, and between Member States. The delegate of India pointed out that there were positive achievements even if the whole programme could not be implemented.

In discussion the following points were made:-

R E S E A R C H

1. Summary reports of the Visitor Motivation Surveys had been sent to all Member States (Sri Lanka).

2. Tourist Legislation was being translated into English and will be sent to the Regional Secretariat and Member States (Nepal).
3. A copy of the 6th Development Plan which commences from March 1978 and Studies on the U.S. Market will be sent to the Regional Secretariat (Iran).

OPERATIONS

1. The Hotels Code was being implemented, and when classification is completed the details will be sent to the Regional Secretariat and Member States (Sri Lanka).
2. Discussions had been held with India and Pakistan on a Voucher Scheme to exchange tourists. Fiscal policies were involved and once these were sorted out details of this scheme will be submitted to the Regional Secretariat (Sri Lanka).
3. In reply to the circular letter from Secretariat-General, two offers had been received from India and Pakistan that their present institutes could be expanded to cover regional training requirements (Deputy Secretary-General).

PROMOTION

1. There had been no feedback from the overseas offices regarding joint promotions (Sri Lanka).
2. Travel writers were also being invited by their organizations, and they will keep the Secretariat informed of such familiarization tours (SITA and PTDC).
3. Tourist literature of other Member States was not available at their documentation centre (Nepal).
4. Special Interest Tours were already being offered to individual countries (India).

THE COMMISSION TOOK NOTE of the Report on its Programme of Work for 1976/1977 and the comments made by delegates.

YIII. REPORT OF THE REGIONAL COMMITTEE ON "SOUTH ASIA TOURISM DECADE"

The Regional Secretary introduced the Report of the Regional Committee (WTO/CSA/4/77/13), which had been circulated in advance. He stated that all the measures recommended by the Committee had been included in the Commission's programme of work for 1978/1979, and could therefore be considered under the next item in the Agenda. He drew the attention of the Members to two new objectives and the implementation procedure recommended by the Committee.

THE COMMISSION DECIDED:-

(1) To adopt the following objectives in addition to those adopted for "South Asia Tourism Year - 1975".

- Continue the spirit of regional cooperation and implementation of joint measures initiated during SATY-1975.
- Foster the development of intra-regional tourism between Member States of the Commission.

(2) Member States to establish National Committees, fully representative of public and private sectors of the tourist industry, to implement the measures adopted for "South Asia Tourism Decade".

(3) Each Member State to nominate a representative to coordinate with the National Committee and to report progress quarterly to the Regional Secretariat.

(4) To review at Commission meetings the progress in implementation of the measures adopted.

XIV. DRAFT PROGRAMME OF WORK OF THE COMMISSION FOR 1978/1979

The Regional Secretary introduced the draft Programme of Work of the Commission for 1978/1979 (WTO/CSA/4/77/14), which had been circulated in advance. He suggested considering the three main sections - Research, Operations and Promotions - separately, since decisions have to be made on the measures recommended.

R E S E A R C H

In discussion the following points were made:-

1. Priority should be given to the issue of a quarterly bulletin reviewing tourist statistics, and this could be combined with the information bulletin proposed under Promotion (Bangladesh, India, Nepal, Pakistan)..
2. Member States to supply quarterly statistics within two months of the end of a quarter. Member States failing to do so will not be included in the quarterly review (Bangladesh, Pakistan).
3. Research studies were being undertaken on tourist arrivals, accommodation, facilities and other resources available. Findings will be made available to the Secretariat and other member countries (Pakistan).

THE COMMISSION DECIDED:-

(1) To continue implementation of an earlier decision that Member States should send the Secretariat-General, Regional Secretariat and other Member States:

- Monthly/Quarterly and Annual Statistics. Quarterly Statistics to be sent within two months of the end of a quarter, and Annual Statistics by April of the following year.
- Copies of Surveys carried out on Tourist Demand.
- Data on Tourist Supply - accommodation and transport facilities available.
- Copies of studies carried out on Tourism Planning.
- Information on Tourism Financing - budgets, investment and incentives offered.
- Copies of all other tourist publications particularly relating to legislation, regulations and facilitation.

(2) Regional Secretariat to include a quarterly review of tourist statistics in the proposed information bulletin.)

(3) Regional Secretariat to issue a supplementary list to the bibliography of tourist publications issued in June 1975.

OPERATIONS

Hotel Classification

In discussion the following points were made:-

1. Request for uniform standards adopted by the Commission (Pakistan).

European Commission has also devised common standards, and Middle East Commission has appointed two consultants to work out such standards (Deputy Secretary-General).

2. Member States without classification systems to provide information on hotels considered suitable for foreign tourists for inclusion in the Regional Hotel Guide (India, Bangladesh).)

Include information on economy accommodation for youth tourists in the proposed Hotel Guide (Sri Lanka).

3. Secretariat to provide the format, within one month, of the information required for the proposed Hotel Guide (Bangladesh).

Member States to provide all the information available and the Secretariat to devise the format thereafter (Iran).

Member States to supply the information required by 31st December 1977 (Pakistan, Bangladesh).

THE COMMISSION DECIDED:-

- (1) To continue implementation of an earlier decision that Member States should devise and adopt Hotel Classification Systems based on the uniform standards recommended.

(2) Regional Secretariat to supply the Member States with the recommendations of the Working Party on Hotel Classification Standards.

Member States to keep the Regional Secretariat informed of the progress in implementation.

(3) To publish a Regional Hotel Guide as part of the proposed joint publicity material.

Regional Secretariat to indicate the information required within one month, and Member States to supply the information before 31st December 1977.

Facilitation

In discussion the following points were made:-

1. Establishment of a Regional Committee will be useful to review the measures adopted, and to recommend uniformity in frontier formalities and facilities of Member States (Pakistan).
2. Regional Secretariat to circulate a report on existing formalities and facilities in Member States, identifying possible areas of uniformity, before establishment of a Regional Committee (Bangladesh, India).

The Regional Secretary clarifying the points raised, stated that a Working Party established by the Commission had examined the formalities in Member States, and made specific recommendations for liberalization and uniformity during SATY-1975. The 'Review of SATY-1975' indicated the progress in implementation of these recommendations by Member States.

THE COMMISSION DECIDED:-

- (1) To continue implementation of an earlier decision that Member States should liberalize frontier formalities in accordance with the specific recommendations made.
- (2) Regional Secretariat to supply Member States with the specific recommendations of the Working Party on Facilitation.

Member States to keep the Regional Secretariat informed of the progress in implementation.

- (3) Member States to inform the Regional Secretariat of their present frontier formalities and facilities.

Promotion of Intra-regional Tourism

The Regional Secretary drew the attention of members to a paper submitted by an affiliate member (George Steuarts Travel International Ltd.) and a reproduction of an article by Mr. S. N. Chib, which had been distributed at the meeting.

In discussion the following points were made:-

1. Create a favourable climate and conditions to promote intra-regional travel (India, Bangladesh).
National Carriers to meet and consider promotional air fares, and familiarization tours to be arranged for travel agents, within the region (India).
2. Organize group tours by Government sponsored agencies in Member States wherever possible, on a bilateral basis (Bangladesh).
Educate the public on group travel, and allow travel agents' associations to exchange groups on the basis of current foreign exchange allowances in Member States (Travel Agents' Association of Pakistan).
3. Governments can fix quotas and authorize payments in local currency, as envisaged in the Voucher Scheme (SITA).
The Commission could take up with the IMF clearance for the Voucher Scheme (Pakistan).
Outline of the Voucher Scheme will be made available to the Secretariat in October (Sri Lanka).
4. Member States to inform the Regional Secretariat of the facilities available for cultural and youth tourism (Nepal).

THE COMMISSION DECIDED:-

(1) To reiterate an earlier decision to formulate a scheme for the exchange of tourists between Member States, based on a system of vouchers without involving the release of foreign exchange.

To request Sri Lanka to provide the guidelines for devising such a scheme, even if the details have still not been finalized.

Regional Secretariat to circularize the scheme among Member States on receipt of the guidelines from Sri Lanka.

(2) Member States to provide facilities for the development of cultural and youth tourism, and to keep the Regional Secretariat informed of these facilities.

(3) Member States to assist tour operators and travel agents within the region to develop and promote group tours between Member States.

Development of Promotional Air Fares

In discussion the following points were made:-

1. National Carriers should meet and consider promotional fares within the region (India, Sri Lanka, Pakistan, Iran).
Intra-regional promotional fares can be examined if there is a demand (PIA).
2. National Carrier and National Tourism Authority in each Member State should meet first as decided by the Commission earlier (Nepal).

A report on the possible areas for joint regional action will be sent to the Secretariat in October (Sri Lanka).

THE COMMISSION DECIDED:-

(1) To reiterate an earlier decision that the National Carrier and National Tourism Authority in each Member State should meet, examine potential markets and existing promotional air fares, and recommend what further measures should be adopted for the development of tourist traffic.

Member States to keep the Regional Secretariat informed of the outcome of these discussions.

(2) To request Sri Lanka to submit the report on the possible areas for joint regional action.

Regional Secretariat to circularize this report among Member States.

(3) To formulate measures for joint regional action at a meeting of National Carriers and National Tourism Authorities in the region.

Technical Meetings

In discussion the following points were made:-

1. The host country can project its tourist product at a seminar, and obtain the expert views of members from the other States (India).
2. There should be a theme for each seminar useful to all members and not only to the host country (Bangladesh).

THE COMMISSION DECIDED:-

(1) To organize seminars on themes of common interest to all members together with its future meetings.

(2) Regional Secretariat to finalize the theme and arrangements for the seminar with the Member State hosting the Commission meeting.

Vocational Training

The Deputy Secretary-General stated that members might like to consider various alternatives to the proposed Regional Training Centre. Every Member State had a training institute, and hence mobile training teams or task forces visiting these institutes might be a more flexible arrangement. The UNDP was also more likely to favour such a proposal, since their experience with Regional Training Centres had not been very satisfactory. He suggested that it might perhaps be better to undertake a feasibility study first, before deciding on the alternatives.

In discussion the following points were made:-

1. Request the Secretariat-General for a team of experts to survey the manpower and training requirements of the region (India).

. An UNDP expert was already in Pakistan on a one year assignment, to assess their training needs and in connection with their proposed training institute (Pakistan).

2. Priority be given for the exchange of tourist officials between Member States (Sri Lanka).

A study of tourist administration to be included in the programme for such exchange of officials (Pakistan).

THE COMMISSION DECIDED:-

(1) To request the Secretariat-General for an expert or a team of experts to carry out a feasibility study of the proposal to establish a Regional Training Centre, and to recommend alternate measures if necessary, to meet the training requirements of the region.

(2) Member States to inform the Secretariat-General the training facilities already available, tourism manpower requirements, nature and scope of additional training facilities required, before the end of November 1977.

(3) Member States to exchange students, tourist officials and experts, on a bilateral or multilateral basis.

P R O M O T I O N

The delegate of India suggested that except for item 7 (Special Events in the Region), the other measures may be adopted.

In discussion the following points were made:-

1. Include the caption "South Asia Tourism Decade" together with the logo (Nepal).

. Continue use of caption "South Asia Invites You" instead of "South Asia Tourism Decade" (Bangladesh, Sri Lanka).

2. Member States to participate jointly at travel trade functions whenever possible, particularly at PATA 1978 to be held in India and Sri Lanka (India and Sri Lanka).

3. Regional Secretariat to prepare a list of travel writers to be invited on familiarization tours, and circularize among Member States (Bangladesh).

Extend invitations for familiarization tours to cover airlines, tour operators and travel agents (Travel Waljis Ltd.)

4. Include production of a new film to be made on location in Member States (India, Pakistan, Bangladesh, Sri Lanka).

Seek cooperation of airlines for the production of this film (Sri Lanka).

5. Priority be given to the issue of a quarterly information bulletin (India, Pakistan, Iran).

Consider issue of the information bulletin in different languages (Nepal).

Member States to send monthly newsletters, news and feature releases regularly to the Secretariat (India).

THE COMMISSION DECIDED:-

(1) To adopt the following promotional measures for implementation as part of the programme for "South Asia Tourism Decade".

- Use of logo and caption particularly on advertisements by Member States.
- Joint Promotions in the generating markets including joint participation by Member States in travel trade functions such as PATA, ITB, UFTAA and ASTA.
- Invite travel trade associations to hold their Conventions in the region. Member States to keep the Regional Secretariat informed in advance of their bids to host such Conventions, their preferences in the choice of Conventions and the facilities they are willing to offer.

Promote travel trade associations within the region to hold their Conventions in different member countries.

- Invite travel writers and television teams from the generating areas on regional familiarization tours.
Arrange familiarization tours for tourist officials, travel writers and travel trade personnel within the region, on a bilateral or multilateral basis.

- Production of the following joint publicity material:

- * Film to be made on location in Member States.
- * Regional Hotel Guide. Regional Secretariat to indicate the information required within one month, and Member States to supply the information before 31.12.77.
- * Brochure in different languages, according to special interests, for the purpose of image creation.
- * Regional Travel Manual on a long term basis.

- Coordinate promotional activities of Government and trade organizations, including the stocking and distribution of tourist literature of Member States.

- Issue a quarterly information bulletin from January 1978, reviewing tourist statistics and other developments in the region.

Issue news and feature releases on items and events of interest in the region.

Member States to include the Regional Secretariat on their mailing list for monthly newsletters, press and feature releases.

- Undertake a systematic and planned advertising campaign in the generating markets. Issue special supplements on the region in cooperation with private sector organizations in Member States.
- Develop and promote special interest tours to the region in cooperation with tour operators.

(2) To adopt the following additional measures for "South Asia Tourism Decade";

- Improve the quality of facilities and services offered in Member States.
- Continue rebates/discounts offered by National Carriers, Hotels and Travel Agencies during "South Asia Tourism Year - 1975".
- Provide additional incentives to make travel to the region more attractive, particularly during the off-season.
- Continue national competitions initiated during "South Asia Tourism Year-1975" in Member States, and organize regional competitions for the winners of national competitions.

XV. REVIEW OF THE DEVELOPMENT OF TOURISM IN MEMBER COUNTRIES

The Regional Secretary tabled the Review of the development of tourism in member countries (WTO/CSA/4/77/15), which had been circulated in advance.

The Deputy Secretary-General pointed out that the Commission for South Asia had recorded the highest rate of increase in tourist arrivals among the Regional Commissions of the Organization.

THE COMMISSION TOOK NOTE of the Review of the development of tourism in member countries.

XVI. ANY OTHER BUSINESS

No matters were raised under this item.

XVII. PLACE AND DATE OF NEXT SESSION

The Regional Secretary pointed out that meetings either under IUOTO or WTO had been held in every Member State since the establishment of the Regional Secretariat. The only offer received to host the next Session was from Iran.

The delegate of Iran reiterated their offer to host the next Session in April/May 1978.

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THE COMMISSION DECIDED to accept Iran's offer to host the next Session in April/May 1978.

VOTES OF THANKS

The Chairman proposed a Vote of Thanks to the host country for the excellent facilities provided for the meeting, and for the warm hospitality extended. He also thanked all the delegates for their cooperation in the conduct of the meeting.

The delegates of all the Member States, the Deputy Secretary-General and the Regional Secretary expressed similar sentiments in thanking the host country, and the Commission carried the Vote of Thanks unanimously.

The delegate of India proposed a Vote of Thanks to the Chairman, and the Commission carried the Vote unanimously.

The delegate of Pakistan 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.

