



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACION MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ

CSA/25/DEC
Original: English

WTO COMMISSION FOR SOUTH ASIA

DECISIONS TAKEN AT ITS TWENTY-FIFTH MEETING

Isfahan, Iran, 12 June 1991

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DECISIONS

CSA/DEC/1(XXV)

ADOPTION OF THE AGENDA

Agenda item 1 (document CSA/25/1 Prov.Ag.)

The Commission,

Adopts the provisional agenda of the twenty-fifth meeting as contained in document CSA/25/1 Prov.Ag. submitted by the Secretary-General, with the modification that conclusions and recommendations of the technical Seminar should be included in agenda item 4.

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CSA/DEC/2(XXV)

COMMUNICATION OF THE CHAIRMAN

Agenda item 2

The Commission,

Having heard the communication of the Chairman,

1. **Thanks** him for his communication;
2. **Appreciates** his words of welcome and greetings extended to all Members, Affiliate Members, representatives of international organizations present at the meeting and the Deputy Secretary-General and his officers in attendance;
3. **Agrees** with his statement that the Members should give priority to regional cooperation and promotion programmes; and
4. **Joins** him in thanking the Government of the Islamic Republic of Iran for hosting the twenty-fifth meeting of the Commission and for making excellent arrangements for the meeting.

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COMMUNICATION OF THE SECRETARY-GENERAL

Agenda item 3 (document CSA/25/3)

The Commission,

Having heard the communication of the Secretary-General,

1. **Appreciates** submission of a Monograph on South Asia and a Spot Report on the Persian Gulf Crisis, to the Commission;
2. **Thanks** him for a very comprehensive review of the situation of world tourism after the Persian Gulf Crisis;
3. **Notes** the summary of the latest tourism trends in the region and the world as a whole; and
4. **Congratulates** him on the draft general programme of work of the Organization for 1992-1993.

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CSA/DEC/4 (XXV)

**SUMMARY OF RECOMMENDATIONS OF THE FIRST
MEETING OF THE STEERING COMMITTEE FOR SOUTH ASIA
TOURISM YEAR AND CONCLUSIONS AND RECOMMENDATIONS
OF THE SEMINAR ON CHANGES IN INTERNATIONAL TOURISM
DEMAND IN THE 1990s - THE SOUTH ASIA PERSPECTIVE**

Agenda item 4 (documents CSA/25/4 and CSA/25/SEM)

I. With regard to the Steering Committee Meeting

The Commission,

Having considered the background paper prepared by the Secretariat,

1. **Thanks** the Secretariat for organizing the meeting;
2. **Adopts** the decisions as presented by the Chairman of the Committee, Sri Lanka, which are in Annex I to this document; and
3. **Appeals** to the Members to take appropriate action on the decisions on a time-bound basis.

II. With regard to the technical Seminar

The Commission,

Having considered the background paper prepared by the WTO consultant and presented by the Secretariat,

Having listened to the presentations made by various Members,

1. **Thanks** the Secretariat for organizing the Seminar;
2. **Thanks** the WTO officials for a very comprehensive presentation on the Seminar subject;
3. **Adopts** the conclusions and recommendations of the Seminar as contained in Annex II to this document; and
4. **Calls upon** the Members to take appropriate steps to implement the recommendations of the Seminar.

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CSA/DEC/5(XXV)

**DRAFT GENERAL PROGRAMME OF WORK
OF THE ORGANIZATION FOR 1992-1993**

Agenda item 5 (document CSA/25/5)

The Commission,

Having considered the document submitted by the Secretary-General on this agenda item,

1. **Congratulates** the Secretary-General for formulating a very comprehensive general programme of work for 1992-1993 keeping in view the needs of the Members;
2. **Endorses** the general programme of work for 1992-1993;
3. **Requests** the Secretariat to explore the possibility of providing air fares to nominees of the Members who participate in the education and training programmes conducted by the Organization;
4. **Supports** the statement of the representatives of the Maldives and Iran that the Organization should lay more emphasis on education and training;

5. Takes note of the view expressed by India that the Organization has rather high fixed costs but these costs are largely devoted to implementation of the programme of work and common preoccupation of Members and particularly of the Secretary-General's intention to better control these costs; and
6. Notes in answer to the question submitted by Bangladesh, that the problem of cyclones and other meteorological events will be included in the next programme of work and that action in this field is planned in coordination with the World Meteorological Organization.

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CSA/DEC/6(XXV)

REPRESENTATION OF THE COMMISSION ON THE
EXECUTIVE COUNCIL AND ITS SUBSIDIARY ORGANS

Agenda item 6 (document CSA/25/6)

The Commission,

Having considered the document, submitted by the Secretary-General on this agenda item,

Takes note of the information provided on the conditions in which the General Assembly will decide on the representation of the Commission on the Executive Council and its subsidiary organs.

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CSA/DEC/7(XXV)

PREPARATIONS FOR THE NINTH SESSION
OF THE GENERAL ASSEMBLY

Agenda item 7 (document CSA/25/7)

The Commission,

Having considered the document submitted by the Secretary-General on this agenda item,

1. Thanks the Secretariat for advance information;
2. Notes with interest and satisfaction that six Round Tables on subjects of contemporary interests will be organized during the General Assembly; and
3. Calls upon the Members to attend the ninth session of the General Assembly in full strength and take the benefit of technical meetings.

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CSA/DEC/8(XXV)

**ARREARS IN CONTRIBUTIONS TO THE
ORGANIZATION'S BUDGET BY COMMISSION MEMBERS**

Agenda item 8 (document CSA/25/8)

The Commission,

Having considered the document submitted by the Secretary-General on this subject,

1. **Calls upon** the Full Members who are in arrears of their contributions to initiate action to discharge their financial obligations to the Organization without further delay, according to the procedures established by the General Assembly and the Executive Council;
2. **Appeals** to Full Members to approach the Affiliate Members in their respective countries who are in arrears, with a view to persuading them to settle their outstanding contributions as soon as possible; and
3. **Takes note** of the view expressed by Pakistan regarding bifurcation of contribution into dollars and pesetas which has created certain complications for making budget provision due to fluctuations in exchange rates of pesetas vis-à-vis dollars and **recommends** that WTO Secretariat should evolve a procedure to overcome this complication.

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CSA/DEC/9(XXV)

WORLD TOURISM DAY 1990

Agenda item 9 (document CSA/25/9)

The Commission,

Having taken note of the information report on World Tourism Day 1990,

Recognizing the importance of this day which was instituted by the General Assembly in order to promote greater awareness among local populations of the economic, cultural and political values of tourism as well as its real potential benefits,

1. **Commends** the member States belonging to the region that organized events to commemorate World Tourism Day 1990;

2. Recommends to the member States to celebrate World Tourism Day 1991, whose theme is: "Communication, information and education: powerlines of tourism development"; and
 3. Invites the member States of the region to communicate to the Secretary-General full information on the activities they carry out to mark World Tourism Day 1991.
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CSA/DEC/10(XXV)

JOINT PROMOTIONAL ACTIVITIES OF THE MEMBERS

Agenda item 10 (document CSA/25/10)

The Commission,

Having considered the document submitted on this agenda item by the Secretary-General,

1. Calls upon Bangladesh to settle its outstanding contribution to the Fund-in-Trust at the earliest;
 2. Notes the inability of the Government of Japan to finance the project relating to marketing of South Asia in Japan;
 3. Urges the Members to fulfil the conditions of the EEC in respect of the marketing proposal, as early as possible so that the project gets off the ground; and
 4. Considers the proposal of Air India to produce an audiovisual on Buddhism in South Asia, to be funded jointly by India, Nepal and Sri Lanka;
 5. Takes note of the request of Bangladesh to be included in the audiovisual/video presentation subject to the approval of the Government of Bangladesh to be communicated subsequently; and
 6. Decides that the proposal after examination by the respective member States shall be reconsidered at the next meeting of the Commission.
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CSA/DEC/11 (XXV)

PLACE AND DATE OF THE TWENTY-SIXTH
MEETING OF THE COMMISSION

The Commission,

1. Takes note that the twenty-sixth meeting of the Commission will take place during the ninth session of the General Assembly which is scheduled to be held in Buenos Aires, Argentina, from 27 September to 5 October 1991; and
2. Defers the decision about the place and date of the twenty-seventh meeting of the Commission, to its twenty-sixth meeting.

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LIST OF PARTICIPANTS

CHAIRMAN OF THE COMMISSION

PAKISTAN Mr. Shah Alam Khan
Chief Economist
Tourism Division

MEMBER STATES

AFGHANISTAN Mr. Mohammad Omar Karimzadeh
President
Afghan Tourism Organization

Mr. Mohammad Sadegyar
Chargé d'affaires
Embassy of Afghanistan in Tehran

BANGLADESH Mr. Hossain Ali
Commercial Counsellor
Embassy of Bangladesh in Tehran

INDIA Mr. A.K. Bhatia
Director (IC)
Department of Tourism

IRAN H.E. Mr. Morteza Haaji
Deputy Minister for Tourism and
Pilgrimage Affairs
Ministry of Culture and Islamic Guidance

Mr. K. Fallahi
General Director of Tourism
Research and Studies Centre
Ministry of Culture and Islamic Guidance

Mr. A. Mirchi
General Director of Tourism Services Supervision
Ministry of Culture and Islamic Guidance

Mr. M. Shir Mohammadi
Supervisor of Tourism Office
Branch Office in Mashad (Khorasan Province)
Ministry of Culture and Islamic Guidance

Mr. N. Yaghuti Pour
Chief Expert in International Relations
Tourism Research and Studies Centre
Ministry of Culture and Islamic Guidance

MALDIVES Mr. Ahmed Shareef
Deputy Minister
Ministry of Tourism

NEPAL Mr. Murari Khatiwada
Section Officer
Ministry of Tourism

PAKISTAN Mr. Taleh Mohammad
Assistant Chief
International Coordination
Tourism Division

SRI LANKA H.E. Mr. D.G. Bandusena de Silva
Ambassador of Sri Lanka in Tehran

Mr. Mohamed Nizam Latiff Lantra
Director/Research
Ceylon Tourist Board

AFFILIATE MEMBERS

AIR INDIA Mr. Gyan Taneja
Assistant Manager Tourism

INTERNATIONAL ORGANIZATIONS

**UNITED NATIONS
DEVELOPMENT
PROGRAMME (UNDP)** Mr. M.H. Kabir
Resident Representative a.i.

OBSERVER

**INTERNATIONAL
ACADEMY FOR THE
STUDY OF TOURISM** Mr. Jafar Jafari
President

WTO SECRETARIAT

Mr. Francesco Frangialli
Deputy Secretary-General

Dr. H. Varma
Regional Representative for Asia

Ms. Jacqueline Chartraire
Assistant to the Regional Representative

SUMMARY OF RECOMMENDATIONS OF THE FIRST
MEETING OF THE STEERING COMMITTEE FOR
SOUTH ASIA TOURISM YEAR 1993

Within the framework of the WTO Commission for South Asia, the first meeting of the Steering Committee for South Asia Tourism Year 1993, was held at Isfahan, Iran, on 10 June 1991, under the chairmanship of Sri Lanka.

The agenda prepared by the Secretary-General was approved unanimously. After having perused the note submitted by the Secretary-General, the Committee took the following decisions:

1. **With regard to the constitution of National Coordination Committees and the nomination of National Coordinators**

The Committee,

(a) **Notes** with satisfaction:

- that the Tourism Advisory Committee of Maldives will function as the National Coordination Committee,
- that a National Coordination Committee has already been constituted in Pakistan under the chairmanship of the Secretary, Ministry of Tourism,
- that a National Coordination Committee will be formed by India shortly, and
- that a proposal for constituting a National Coordination Committee in Iran is awaiting the ratification of the Parliament;

(b) **Calls upon** the member States which have not yet constituted the National Coordination Committees or appointed National Coordinators, to do so without any further delay;

(c) **Urges** all member States to communicate the constitution of the National Coordination Committees and the names of National Coordinators, to the Government of Sri Lanka and the WTO Secretariat not later than **15 August 1991**.

2. With regard to the selection of a suitable theme for South Asia Tourism Year 1993

After having heard the suggestions put forward by the representatives of India, Iran, Maldives and Pakistan,

The Committee,

- (a) Decides that comprehensive suggestions about a suitable theme should be submitted to the Government of Sri Lanka and the WTO Secretariat by 15 August 1991;
- (b) Further decides that the final selection of the theme will be done at the second meeting of the Steering Committee which is proposed to be held in conjunction with the ninth session of the WTO General Assembly in Argentina, September-October 1991.

3. With regard to the formulation of national, regional and international programmes

The Committee,

After considering the suggestions given by the Secretary-General, and after having listened to the views of the Members,

- (a) Notes with appreciation that Pakistan has already drawn up a comprehensive national programme;
- (b) Decides that Pakistan's paper on the subject be circulated to other Members for drawing up similar programmes;
- (c) Accepts the suggestion of Sri Lanka that a joint wall calendar be produced by Members;
- (d) Notes with interest the statement of representatives of Maldives and India on the activities of the SAARC in the field of tourism; and
- (e) Decides that the draft proposals for an international programme be circulated by the Secretariat at least four weeks in advance of the next meeting of the Committee.

4. With regard to bilateral and multilateral agreements between the countries to facilitate intraregional tourism

After having listened to the views of the representative of Maldives and the Secretariat,

The Committee,

- (a) Notes with satisfaction that Maldives and Sri Lanka are discussing a proposal for joint promotion of tourism;
- (b) Decides to hold an Asian Tourism Conference in 1992 to discuss multilateral agreements between countries of the region; and
- (c) Noting UNDP's possible collaborative efforts with SAARC countries;
- (d) Accepts the suggestion of the house that UNDP may be approached to consider financing the Conference out of its regional programme resources.

5. With regard to the definition and establishment of the role of national air carriers and the private operational sector in supplementing the efforts of the respective National Coordination Committees

The Committee,

After having considered the suggestions contained in the Secretary-General's note and having listened to the views of the representative of Maldives,

- (a) Calls upon all Members to mobilize the support of national air carriers and the private operational sector in full measure to achieve the objectives of the programmes; and
- (b) Requests the Members to provide the details to the Committee at its next meeting.

6. With regard to joint promotional activities to be undertaken by the Members

The Committee,

After having heard the views of the Members,

- (a) Decides that each Member should develop two or three logotypes and present them before the second meeting of the Committee for final selection; and

- (b) Notes the statement of the Secretariat that all Members will be given equal coverage in the promotional material to be produced.

7. With regard to conducting of workshops and seminars

The Committee,

- (a) Accepts with gratitude the offer of India, Iran, Maldives, Pakistan and Sri Lanka for extending local hospitality for these events; and
- (b) Takes note of the subject for the seminar suggested by Sri Lanka and requests other member States to suggest topics before the next meeting of the Steering Committee.

8. With regard to funding of the programmes

The Committee,

- (a) Authorizes the Secretariat to prepare a comprehensive proposal and submit it to international organizations and potential donor countries;
- (b) Takes note of the statement of the representative of Maldives of the possibility of raising some contributions from the country's private sector; and
- (c) Accepts with gratitude the offer of Iran to provide additional financing for funding various programmes.

**TECHNICAL SEMINAR ON "CHANGES IN INTERNATIONAL TOURISM
DEMAND IN THE 1990s - THE SOUTH ASIA PERSPECTIVE"**

Within the framework of the WTO Commission for South Asia, a technical Seminar on "Changes in International Tourism Demand in the 1990s - The South Asia Perspective", was held at Isfahan, Iran on 11 June 1991. The Seminar was attended by representatives of Afghanistan, Bangladesh, India, Iran, Maldives, Nepal, Pakistan and Sri Lanka, as well as some Affiliate Members and operational sector of Iran.

The objectives of the Seminar were:

1. to increase awareness among countries of the South Asia region of emergent trends in tourism demand;
2. to identify appropriate product development and marketing strategies for the countries of the South Asia region to pursue individually or collectively which will take maximum advantage of these new developments.

The Seminar was conducted in three sessions.

In the first session, a presentation was made of three principal sections, dealing with:

- influence on, and determinants of, tourism demand for South Asia;
- emerging trends in the growth, pattern and characteristics of tourism demand for South Asia;
- resultant impacts of the developments in international tourism on, and prospects for, South Asia.

In the second session, individual member countries made brief presentations on tourism product and market development policies, strategies and trends in their own countries.

In the final session, open discussion took place on points arising from the presentation related to individual member countries' experience and plans.

CONCLUSIONS AND RECOMMENDATIONS

1. The participants in the Seminar concluded that the following elements have to be taken into consideration:

- constantly increasing travel and tourism movements and expenditure;

- more competition among destination regions/countries;
- more awareness of, and attention paid to, the growing impacts of tourism - economic, socio-cultural and environmental;
- a consumer who is both knowledgeable about tourism destinations and travel options, and more demanding about the travel and tourism products/services chosen;
- a technology-driven marketplace, particularly in respect of computerized information and reservation system.

2. The factors combined to produce one conclusion, namely that to succeed in tourism in the 1990s a fully-professional approach will be essential (on the part of both destination and the travel trade).

Success in this context is interpreted as a scale and form of tourism which;

- is assimilable by the host country and its people (with minimal negative socio-cultural and environmental impacts);
- provides significant contribution towards the economic development of the destination countries;
- enables the investors and operators in the travel and tourism trade to achieve a satisfactory return on their capital;
- provides a wholly satisfactory experience for the tourist.

3. The participants believe that this ideal position will not be reached without considerable upgrading of knowledge and skills (both on the part of tourism administrators and tourism operators) and greater political will to work together. The vital areas for improvement and expansion will be:

- comprehensive and integrated tourism development planning, leading to full and clear development strategies (and the control and implementation instruments needed);
- public-private sector collaboration, i.e. channels for consultation, and joint programmes of activities, between national tourist offices (and where relevant, other government departments) and travel and tourism operators;

- regional cooperation, covering aspects as varied as common standards and regional promotion.

4. Relating these recommendations to the South Asia region, it appears that the following aspects merit full consideration for national (and in some cases regional) actions:

- planning based on absorptive, or carrying capacity study related to various criteria, e.g. economic, socio-cultural, environmental;
- comprehensive and integrated planning at all levels, "matching" the capacities of transport infrastructure, tourist plant, trained tourism personnel, etc.;
- quality control, through well-researched and fully-implemented development and operating standards;
- improved cost effectiveness of tourist marketing through increased public-private sector collaboration;
- regional approach to issues such as trading and aviation agreements, as well as for common standards and regional promotion.

5. Finally, the participants in the Seminar concluded:

- that the market potential exists for South Asia;
- that the challenge then is to provide the international access and quality facilities in respect of environmental issues;
- that the time had come to undertake effective marketing and promotion in order to increase the awareness of the region's tourism potential;
- that the 1993 South Asia Tourism Year is the ideal means of advancing the region's credibility as a serious tourism destination region;
- that WTO should contribute to these actions in coordination with the other international organizations, such as the South Asia Association for Regional Cooperation (SAARC).

