

Summary Record of Discussion
40th APEC Tourism Working Group Meeting (TWG)
25-26 April 2012

The 40th Meeting of the Tourism Working Group (TWG40) was held on April 25-26, 2012, in Taipei, Chinese Taipei. The meeting was chaired by Mr. Javier Guillermo of Mexico, International Affairs Advisor, Ministry of Tourism of Mexico, Lead Shepherd of the TWG. The meeting was attended by representatives from 17 APEC economies: Australia, Brunei Darussalam, China, Hong Kong China, Indonesia, Japan, Malaysia, Mexico, Peru, Philippines, Russia, Chinese Taipei, Thailand, the United States, and Viet Nam. Invited guest attended from Columbia, Macau, China, the World Travel and Tourism Council (WTTC), Pacific Asia Travel Association (PATA), the APEC International Centre for Sustainable Tourism (AICST), TRC Tourism. The meeting was also facilitated by the Program Director of the APEC Secretariat.

1. Welcoming, opening remarks and introductions

- The meeting was opened by the Lead Shepherd of the TWG.
- Mr. Eric Lai from Chinese Taipei, welcomed TWG members to Chinese Taipei

2. Adoption of the Agenda

- The Lead Shepherd proposed the Draft Annotated Agenda which was adopted by the TWG members.

3. Business Arrangement

- The host economy announced business arrangements for the 40th TWG Meeting.

4. Report of the Secretariats

- The Secretariat presented on key services that the Secretariat can provide for the group in achieving its goals and objectives, including: project management, and policy support unit.

5. APEC 2012 Priorities

- Russia briefed the group on its priorities for APEC 2012. Tourism is not specifically mentioned but this is an opportunity given the flexibility of the TWG work program. Indonesia (seconded by the Philippines) mentioned that priority #1 is relevant with the tourism sector. The Lead Shepherd is of the view that the priority #4 is also relevant to TWG work program.

6. 2012 Work Plan

- The Lead Shepherd briefed the group on the work plan which was presented to the SCE-COW. The Lead Shepherd underlined the need to promote the group's understanding of the priority areas and develop collaboration. The group is encouraged to develop understanding through dialogues.
- The Lead Shepherd also called for the group to work on black and white deliverables which will provide a strong base for the Ministers to make decision and give strategic direction.

7. Follow up to the APEC Travel Facilitation Initiative (TFI)

- The US briefed the group on the US proposal for TFI coordination – a TFI Steering Council. TWG could focus on an Airport Travel Partnership Program which specifically mentions its role.
- Viet Nam sees the importance of air links and immigration; and further recommends the group identify key issues and partners (other foras) with whom the TWG could forge cooperation. The Philippines suggested that the group to look into other areas as well, such as visa facilitation and travel restrictions.

Follow up:

- **Following discussion at the SOM2 in May 2012, TWG will appoint its focal point who will liaise with the counterparts of other TFI-relevant working groups**

8. Special Report: Destination APEC 2020: A Conference on Enhancing Tourism and Air Transport Connectivity in the Asia-Pacific Region.

- The Philippines presented the TWG with the conclusions and recommendations from the conference held in Manila on the 27 and 28 of February of this year.
- Responding to the presentation, Thailand, Peru, and Viet Nam shared common views in the need to increase linkages between APEC economies as well as developing further low cost carriers.
- The Philippines proposes to emphasize again the importance of tourism itself to the Ministers, with a view to promoting tourism-driven policies.
- The group acknowledged that it is important to start closer coordination and cooperation with the Transportation Working Group (TPTWG). The Lead Shepherd proposes a paper on the benefits of a relaxing of the air industry for tourism and other relevant industries.
- The Secretariat noted that the next TPTWG will be in August 2012 in St. Petersburg.

Follow up:

- **The TWG Lead Shepherd will establish contact with his counterpart at the TPTWG to start closer coordination.**
- **APEC Economies to do preliminary approach to their TPTWG counterparts taking into account the different scope of works. Russia will probe the possibility of the participation of a TPTWG representative in TWG41.**
- **IATA is to be invited to the TWG41 and TMM7. The Philippines will work with IATA, including on the substance of a report/presentation. The Secretariat will assist in procedures for their participation.**
- **Secretariat to brief the TWG on the projects or works of TPTWG in relation to liberalization of the transport sector**

9. Reviewing the four champion economies for the Medium-Term Work Plan, based on the 4 priority areas established by the 2012 – 2015 Strategic Plan.

- In order to improve the efficiency and effectiveness for implementing the TWG Strategic Plan and Medium-Term Work Plan, the work should be divided into 4 panels, led by a coordinator with the help of “champion” economies.

	<u>Priority Areas</u>	<u>Coordinator (Name)</u>	<u>Champion Economies</u>
(i)	Tourism as an engine for growth and prosperity in the APEC region	Virginia Messina	Mexico
(ii)	Inclusive growth in the travel and tourism sector	Ni Wayan Giri Andnyani Jessica Soto	Indonesia Co-Champion: Peru
(iii)	Sustainability of businesses and destinations	Karen Jacobson	Australia
(iv)	Efficiency and regional economic integration	Jennifer Kirsch Rolando Canizal	USA Co-Champion: Philippines

- Champion economy assumes the roles of facilitation, coordination, and monitoring.
- The priority areas 3 and 4 will be discussed at TWG41.

10. Presentation of “Lessons Learned” from 2 volunteer member economies on the implementation of the strategic directions and actions of the first priority area.

- Two member economies made brief presentations (20 minutes) of success stories on how they have implemented the strategies and actions of the first priority area of the strategic plan “Tourism as an engine for growth and prosperity in the APEC region.”
- Mexico presented on their development of a national agreement. Australia asked if the national agreement was effective in bringing the different interests of states in Mexico together. Mexico is working to diversify the destination. Russia asked about job generation. Work on this area, which will be presented at T20 in Yucatan can be used for TMM-7.

Follow Up:

- **Group agrees that the discussion and report of T-20 should be considered as agenda at the TMM7 with relevance to APEC Economies. PATA offers that the paper for G-20 be extended for APEC circumstances. Mexico will request approval from UNWTO and WTTC.**

11. Presentation of “Lessons Learned” from 2 volunteer member economies on the implementation of the strategic directions and actions of the second priority area.

- Indonesia and Peru made brief presentations on how they have implemented the strategies and actions of the second priority area of the strategic plan “Inclusive growth in the travel and tourism sector.”
- Indonesia presented on the certification scheme for tourism related professions.

Peru is launching 2 new inclusive tourism programs: *Exportando hacia adentro* and *De mi Tierra un producto* (based on One World One Village, Japanese approach).

12. TWG PROJECT UPDATES: Project Overseers / Project proponents will briefly provide and update on the progress of APEC TWG projects since the 39th TWG Meeting in San Francisco

- The USA briefed the group on the progress of project TWG 01 2011A “Creating Business Growth Opportunities in the New APEC Economy”. A workshop to be held right after the closing of TWG40.
- TWG 02 2011A - Destination APEC 2020: A Conference on Enhancing Tourism and Air Transport Connectivity in the Asia-Pacific Region was already discussed at the special session (agenda item 8)
- Australia briefed the group on the progress of TWG 03 11A Sustainable Development of Touristic Destinations. Request for proposal for research is being prepared by Australia and Chile in consultation with Russia. Australia indicated that initial research could be undertaken in July 2012 and a seminar could be held in September. Australia requested information from the group on whether there are any ecotourism related events to be held in the region around September 2012. They would like to use such an opportunity for conducting the seminar. The Lead Shepherd suggested exploring the use of information technology such as a call/video conference rather than a face to face conference.

Follow up:

- **Project Overseers to finalize the RFP**
- **TWG members to provide information to Australia regarding any relevant tourism conferences to be held in the region in September 2012.**
- **Presentation of future projects.**
- The TWG was presented with six concept notes: three from the Philippines, two from Peru and one from Indonesia. It was suggested that TWG will make a priority list of the six projects. Peru initially submit three concept notes but decided to table only two projects. Concept note of the two projects will be submitted inter-sessionally. The Philippines noted that it readily prioritizes the project on TFI Conference. It was agreed that TWG needs more time to look into the concept notes and a decision on priorities will be made inter-sessionally.

Follow up:

- **May 11, 2012 due date for response by the group and also co-sponsorship (3 member economies for each projects).**

13. Guest Reports

- Guests were provided the chance to present updates and deliver a short presentation outlining the key issues impacting tourism in their respective regions: WTTC; Macao, China; PATA; and AICST participated.

- **Follow up: Secretariat to collect and disseminate information from PATA to the TWG members.**

14. FUTURE MEETINGS:

14a. Preparations for the APEC 7th Tourism Ministerial Meeting and 41st TWG Meeting

Russia briefed the group on their preparations, both on logistics and substantive issues for the meetings:

- On logistical matters, Indonesia requested that invitations and agendas be sent at the earliest convenience as the Minister needs to get clearance from the Leader. Russia will send the necessary documents as soon as they are ready.
- On the substantive issues for consideration, Russia presented on an issue to be discussed at the TMM: APEC Guidelines on Ensuring Tourist Safety. AICST noted a previous project in 2001-02 which captured this information - the Tourism Information Network. The US suggested contacting and coordinating with the CTTF and/or EPWG.

Follow Up:

- **Russia to send information package for Ministers and prepare agendas.**

14.b. Briefing on the TWG42 .

- Indonesia presented its plan for the TWG42. It is scheduled in April or May of 2012 in Bangka Island. Thailand has set the venue for TWG43 in Phuket but may change it due to earthquakes. Lead Shepherd requested that Indonesia and Thailand kindly coordinate on dates.

Follow up:

- **Indonesia and Thailand to coordinate on dates/time frame of TWG42 and TWG43.**

14.c. Volunteers for TWG44, TWG45 and TMM8

- The Chair asked for expressions of interest by member economies to host the TWG44, TWG45 and TMM8 in 2014. Peru and Viet Nam expressed their interest in holding the TWG44. It was agreed that Peru will hold the TWG44 and Viet Nam is interested in hosting the TWG46.
- China expressed its readiness to host the TWG45 and TMM8 (Happy and Healthy Tour). Official confirmation will need to be given first.

Follow up:

- **China to discuss internally and, if applicable, confirm officially its readiness to host TWG 45 and TMM8 in 2014.**

15. 2012 Fora Report to SCE

The group is to discuss and adopt a report which will be submitted at the 2nd Meeting of the Steering Committee on ECOTECH (SCE) in May 2012, Kazan.

Follow Up:

- **The Secretariat will circulate the draft report to the group.**
- **The members are to provide input by May 4, 2012**

16. Members' Reports

- All members presented the current state of the travel and tourism industry in their respective economies. .

17. Other business

- TWG Social Media (Lead Shepherd). The Lead Shepherd proposed that social media can be used to enrich communication between TWG members (besides the email loop). Facebook allows for more interactive communication. A trial in the use of Social Media by the TWG was discussed and endorsed at the SOM in Russia in January 2012.

Follow Up:

- **At least one representative of each member is kindly invited to add the "APEC TWG" on Facebook and follow the twitter channel.**
- Presentation on Green Tourism (Chinese Taipei). Chinese Taipei presented its green tourism experiences with emphasis on biking tourism.
- Housekeeping announcements: The host informed on the remaining activities of a closing dinner and technical tour as well as transportation facilitation. The Secretariat presented the document classification list and asked the members to go through the list. The Secretariat also asked members to provide papers (especially members' report that have not yet been submitted).

Follow up:

- **Members to look through the classification list and provide additional documents which were presented to the meeting.**

18. Closing Remarks

- The Lead Shepherd informed the group of the five proposed deliverables for the TMM7: A paper on the importance of tourism to APEC, Guidelines for Tourist Safety and Security, the importance of liberalization in the transportation sector to tourism, Arrangements for TWG role in Travel Facilitation Initiative (TFI), and the TWG Strategic Plan.
- The Lead Shepherd on behalf of the group thanked Chinese Taipei for their hospitality and excellent arrangement of TWG40.
- The Lead Shepherd invited TRC Tourism to start the workshop.