



**Asia-Pacific  
Economic Cooperation**

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**2016/TWG49/017a**

Agenda Item: 6

## **TWG Strategic Plan Review - Presentation**

Purpose: Information  
Submitted by: United States



**49<sup>th</sup> Tourism Working Group Meeting  
Kokopo, Papua New Guinea  
31 August – 1 September 2016**

# APEC Tourism Working Group

Strategic Plan  
2015 – 2019

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## Priority Areas

- ▶ Promote better understanding and recognition of tourism as an engine for economic growth and prosperity in the APEC region.
- ▶ Ensure sustainable and inclusive growth in the travel and tourism sector, by encouraging socially, culturally and responsible tourism.
- ▶ Promote labor, skills development and certification through increased cooperation in order to develop the tourism workforce in the region.
- ▶ Promote competitiveness and regional economic integration through policy alignment and structural reform.

## Objective 1

**Cooperate with international organizations and private sector stakeholders to exchange best practices in tourism statistics.**

Activities	Start	Completion	Champion
Participate in meetings on tourism statistics	2015	Ongoing	
Invite statistical experts to TWG meetings	2015	Ongoing	

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## Objective 2

**Increase communication on the value of tourism, the work of the TWG and the efforts of the economies to increase tourism in the region.**

Activities	Start	Completion	Champion
Publish a State of APEC Tourism report	2015	Annually	
Develop a communications strategy	2015	2016	
APEC Youth Cruise	2016	2017	
APEC Photo Contest for Tourism	2016	2017	

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## Objective 3

**Assist micro, small and medium enterprises, including women, youth, disabled and other local entrepreneurs, to gain better access to global markets.**

Activities	Start	Completion	Champion
Policy study on supporting MSME growth	2015	2016	
Research on tourism sustainability – the development of eco-tourism in the Asia Pacific	2015	2016	

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## Objective 4

**Encourage innovation, new tourism products and niche segments.**

Activities	Start	Completion	Champion
Muslim-friendly tourism as a new product	2016	2019	
Study on contribution of sport tourism in tourism development	2016	2018	
Development an assessment on innovative tourism products with high potential to be replicated in APEC economies	2016	2017	

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## Objective 5

**Encourage improvement of tourism skills standards and certification programs, capacity building, access to tourism training and create long-term career pathways for young people and women across the APEC region.**

Activities	Start	Completion	Champion
Map implementation of APEC Tourism Occupational Skill Standards	2015	2019	
Survey/workshops on best practices in tourism professional certification processes	2016	Ongoing	

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## Objective 6

**Identify and facilitate adoption of best practice, including in mutual recognition, recruitment, career pathways, retention, skills development and workforce planning.**

Activities	Start	Completion	Champion
Project on developing the tourism workforce of the future through labor and skills development, certification and mobility in the APEC region.	2015	2016	

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## Objective 7

**Explore barriers and mechanisms to facilitating tourism labor mobility across the APEC region. Identify and facilitate adoption of best practices in labor mobility.**

Activities	Start	Completion	Champion
Conduct a survey on possibility of Mutual Recognition Agreement in the APEC Region	2016	2017	
Workshops on the implementation of MRA model	2017	Ongoing	

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## Objective 8

**Develop and showcase best practices and key characteristics for traveler-friendly airports to improve the passenger experience in the APEC region.**

Activities	Start	Completion	Champion
Project: Developing Traveler-Friendly Airports to Improve the Passenger Experience in the APEC region	2015	2016	
Traveler friendly airport dialogue/training	2016	2017	
Traveler-friendly airport follow-up.	2018	2019	

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## Objective 9

**Provide recommendations to improve air connectivity and infrastructure in the region.**

Activities	Start	Completion	Champion
Project: Develop Air Connectivity in the APEC region.	2014	2016	

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## Objective 10

**Review tools that work to ensure traveler safety and improve crisis communications in APEC economies.**

Activities	Start	Completion	Champion
Implementation of Developing Smart Traveler Programs to Facilitate International Travel in the APEC Region.	2015	2016	

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## Objective 11

**Guide policy and decision makers in APEC destinations in developing policies that support tourism growth.**

Activities	Start	Completion	Champion
Develop an APEC-wide code of conduct for travel providers.	2016	2019	
Workshops on policy issues that support tourism growth.	2015	Annually	