



**Asia-Pacific
Economic Cooperation**

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Agenda Item: 7

Tourism Working Group Proposed Workplan for 2017

Purpose: Consideration
Submitted by: TWG Lead Shepherd



**SOM Steering Committee on Economic and
Technical Cooperation - Committee of the Whole
Meeting
Nha Trang, Viet Nam
28 February 2017**

Tourism Working Group Proposed Workplan for 2017

Introduction

In 2017, the Tourism Working Group (TWG) will aim to foster economic development in the Asia-Pacific region through growth in travel and tourism by taking on such issues as sustainable tourism development, travel facilitation, labor and skills development and inclusive growth. Throughout the year, the TWG will undertake work to increase traveler movement, stimulate investments in destination development and infrastructure, and strengthen the capabilities of industry workers and institutions, in close cooperation with other public and private sector multilateral organizations.

In alignment with the TWG Strategic Plan 2015-2019, the TWG will aim to create the following conditions to enable successful implementation of specific workplan initiatives:

- Enable a better understanding of the importance of tourism by leaders and policy makers;
- Establish stronger linkages with other APEC working groups, the private sector and international organizations; and
- Foster appreciation of the region as a competitive tourism destination through sharing of best practices on marketing and promotion, sustainable growth, travel facilitation models and capacity building.

1. Expected Outcomes/Deliverables for 2017

- 1.1. Hold a High Level Policy Roundtable on Sustainable Tourism.
- 1.2. Produce and distribute the third annual State of APEC Tourism Report to APEC leaders and public and private sector stakeholders.
- 1.3. Distribute recommendations for best practices on creating traveler-friendly airports and self-assessment tool (TWG 01 2015).
- 1.4. Create and distribute a follow-up evaluation survey for traveler-friendly airport study (TWG 01 2015).
- 1.5. Recommendations for best practices on developing labour and skills in the tourism workforce to be considered by relevant APEC fora. (TWG 02 2015).
- 1.6. Hold an APEC Workshop on Volun-Tourism Best Practices: Promoting Inclusive Community-Based Sustainable Tourism Initiatives (TWG 01 2016).
- 1.7. Develop and agree on a plan to better incorporate the private sector into TWG work.
- 1.8. Develop an APEC Framework on Sustainable Tourism Development in the context of Climate Change.

2. Itemized Work Plans for 2017

Title	Summary of Specific Plans	Mandate (Leaders/Ministers/SOM/SCE Priorities and Decisions, Strategic Plans and to ABAC recommendations)	ECOTECH Priorities and/or Host Year Priorities	Cross-fora collaboration (Within APEC and beyond APEC)
1.1 High-Level Policy Dialogue on Sustainable Tourism	<p>The policy dialogue (June 2017, Halong Bay, Viet Nam), through the insight of high-level tourism officials and experts, will explore the concept of sustainable tourism in APEC economies; best practices in sustainable tourism development; guidelines and assessment tools in sustainable tourism; sustainable tourism policies (strategies, master plans, action plans, regulations, laws, etc.); and issues raised in sustainable tourism development in the context of responding to climate change.</p> <p>The outcomes/best practices and statement from the dialogue will inform future work in this area.</p>	<p>TWG Strategic Plan priority area 2: Ensure sustainable and inclusive growth in the travel and tourism sector by encouraging socially, culturally and responsible tourism.</p>	<p>ECOTECH: safeguarding the quality of life through sustainable growth</p> <p>Viet Nam Year: Promoting sustainable, innovative and inclusive growth</p>	<p>AICST (APEC International Centre for Sustainable Tourism) will present on sustainable tourism best practices at the TWG workshop in preparation for the HLPD on February 23 in Nha Trang.</p> <p>UN World Tourism Organization: The UN General Assembly has adopted 2017 as the International Year of Sustainable Tourism for Development. The TWG will coordinate with the UNWTO, a TWG guest, at TWG50 to determine how the TWG can contribute to the Sustainable Development Goals.</p>
1.2 State of APEC Tourism Report	<p>The third annual State of APEC Tourism Report will be discussed at the first TWG meeting in Nha Trang, Viet Nam in February 2017 and will be finalized interessionally. It will be submitted for endorsement to the SCE.</p>	<p>TWG Strategic Plan 2015-19 Priority Area 1: Promote better understanding and recognition of tourism as an engine for economic growth and prosperity in the APEC region</p> <p>TMM9 Declaration 2016</p>	<p>ECOTECH: regional economic integration and inclusive growth</p> <p>Viet Nam Year: Promoting sustainable and inclusive growth, supporting small business competitiveness, innovation and</p>	<p>World Travel and Tourism Council: WTTC will provide the data for the report.</p> <p>International Air Transport Association: IATA will assist WTTC in providing data for</p>

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			participation in trade, and fostering regional integration and connectivity.	the report.
1.3 - 1.4 TWG 01 2015: Developing Traveler- Friendly Airports to Improve the Passenger Experience in the APEC Region	The United States will present on the final report at the first TWG meeting in Nha Trang. The TWG will note the report and its recommendations and discuss potential follow-up work.	TMM8 (2014) and TMM9 (2016) Declarations Travel Facilitation Initiative TWG Strategic Plan 2015-19 Objective 4:	ECOTECH: regional economic integration and structural reform Viet Nam Year: Fostering regional integration and connectivity.	TFI sub-fora – specifically the TPTWG (project consultants presented the project at two TPTWG meetings in 2016)
1.5 TWG 02 2015: Developing the Tourism Workforce of the Future through Labour and Skills Development, Certification and Mobility in the APEC Region	TWG will explore developing the tourism workforce of the future through labour and skills development, certification and mobility in the APEC region and through a pilot for an occupational standards framework in the travel and tourism industry. TWG will provide recommendations for best practices on developing labor and skills in the tourism workforce and work with relevant sub-fora to create roadmap for implementation of selected recommendations.	TMM8 (2014) and TMM9 (2016) Declarations – encouraged cooperation between economies for personnel education and training, and job creation through tourism APEC Connectivity Blueprint: strengthening people-to- people connectivity through human resources development TWG Strategic Plan 2015-19 priority area 3: Promote labor, skills development and certification through increased cooperation in order to develop the tourism workforce of the region 3:	ECOTECH: human capital development Viet Nam Year: Supporting small business competiveness, innovation and participation in trade	HRDWG: TWG will discuss the project recommendations with the HRDWG and choose priority recommendations to work to implement.
1.6 TWG 01 2016 : APEC Workshop on Volun- Tourism Best Practices: Promoting Inclusive	This two-day workshop will be held in August 2017 in Malaysia to discuss experience sharing and best practices of volun-tourism and how this trend has had a significant impact on communities within the APEC region by lifting the standard of living for local rural communities, and at the same time creating	TMM8 Declaration (2014): Role of tourism in promoting economic cooperation, trade and people-to-people and	ECOTECH: safeguarding the quality of life through sustainable growth;	UNWTO: Project overseers will engage with UNWTO for

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Community-Based Sustainable Tourism Initiatives	<p>MSME opportunities.</p> <p>Through this project, the TWG aims to increase cooperation between APEC economies by addressing barriers to people-to-people connectivity and to make this growing trend more sustainable and inclusive.</p>	<p>cultural exchanges.</p> <p>Manila Declaration (2015): enabling the full participation of all sectors and segments of our society to achieving inclusive growth; enhancing the welfare of communities in the region by promoting rural development.</p> <p>APEC Connectivity Blueprint: People-to-people connectivity</p> <p>TWG Strategic Plan 2015-19 priority area 2: Ensure sustainable and inclusive growth in the travel and tourism sector, by encouraging socially, culturally and responsible tourism</p>	<p>inclusive growth</p> <p>Viet Nam Year: Promoting sustainable and inclusive growth; Supporting small business competitiveness, innovation and participation in trade</p>	<p>expertise in this area.</p> <p>SMEWG: TWG will share lessons learned with SMEWG.</p>
1.7 APEC Tourism Working Group Strategic Plan	<p>The 2015-2019 Strategic Plan will be discussed at the first TWG meeting in Nha Trang, Viet Nam in February 2017.</p> <p>The first objective in Priority Area 1 is to incorporate the private sector into TWG work with support from international organizations and private sector stakeholders in the exchange of best practice in tourism statistics. This will be accomplished by engaging with international organizations that have tourism statistics.</p>	<p>TWG Strategic Plan 2015-19 Priority Area 1: Promote better understanding and recognition of tourism as an engine for economic growth and prosperity in the APEC region.</p> <p>TMM9 Declaration 2016</p>	<p>ECOTECH: regional economic integration and inclusive growth</p> <p>Viet Nam Year: Promoting sustainable and inclusive growth, supporting small business competitiveness, innovation and participation in trade, and fostering regional integration and connectivity.</p>	<p>World Travel and Tourism Council, UN World Tourism Organisation, Pacific Asia Travel Association, and International Air Transport Association:</p> <p>These organizations and TWG will exchange best practice in tourism statistics</p>