



# **An Assessment of the ECOTECH Implementation of the APEC Tourism Working Group (TWG)**

August 2007

**APEC Tourism Working Group (TWG)  
&  
Ministry of Culture and Tourism, Republic of Korea**

# **An Assessment of the ECOTECH Implementation of the APEC Tourism Working Group (TWG)**

Project # ESC 01/2006

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APEC Publication Number: APEC#207-ES-01.2



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**Ministry of Culture and Tourism, Republic of Korea**

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## **Executive Summary**

### **Background**

1. This project directly responds to the call by Ministers to improve the implementation of ECOTECH activities through developing best management practices, improved project design, and raising the profile of APEC's ECOTECH agenda. It also seeks to improve the SCE's ability to measure the impact of APEC's ECOTECH activities and make appropriate recommendations to Ministers. This project also directly responds to the Patagonia Declaration in which APEC Tourism Ministers instructed the TWG to undertake a strategic review of the APEC Tourism Charter and report on the findings to the 4<sup>th</sup> APEC Tourism Ministers Meeting.
2. The objectives of this project are to:
  1. review of TWG activities and their outcomes;
  2. evaluate the way TWG activities support the APEC Tourism Charter, its goals, sub-goals and objectives;
  3. assess the impact of the TWG work program "on the ground" in member economies;
  4. identify ways to develop synergies among the work of APEC fora;
  5. identify opportunities for greater collaboration with the private sector and other multilateral fora;
  6. identify ways to access APEC resources for TWG projects;
  7. identify opportunities to profile and share programs or projects; and
  8. identify ways to strengthen TWG's strategic priorities and direction for future works, including the 2000 Tourism Charter, as mandated by the 3<sup>rd</sup> APEC Tourism Ministers in 2004.

### **APEC, SCE, and the Working Groups**

3. APEC was established in 1989 to further enhance economic growth and prosperity for the Asia-Pacific region. APEC focuses on facilitating economic growth, cooperation, trade and investment in the region. APEC works in three broad areas, also known as APEC's 'Three Pillars', which are: Trade and Investment Liberalisation; Business Facilitation; and Economic and Technical Cooperation.
4. High level APEC policy is set by the Economic Leaders of the 21 member economies, following strategic recommendations provided by APEC Ministers

and the APEC Business Advisory Council. A range of meetings are conducted each year which culminate in the APEC Economic Leaders' Meeting, where Leaders issue a declaration outlining the policy agenda for APEC.

5. APEC's working level activities and projects are guided by APEC Senior Officials from the 21 APEC member economies. These activities and projects are carried out by four high level committees: Committee on Trade and Investment; Senior Officials' Meeting Committee on Economic and Technical Cooperation; Economic Committee; and Budget and Management Committee.
6. The SCE coordinates and manages APEC's economic and technical cooperation (ECOTECH) agenda. The objectives of the SCE are to: strengthen implementation of APEC's ECOTECH activities by prioritising in accordance with Leaders and Ministers commitments, coordinating and providing oversight of the work of APEC fora; provide policy guidance on ways to contribute to APEC's ECOTECH goals; and coordinate ECOTECH objectives and priorities as instructed by the APEC Economic Leaders and Ministers.
7. In 2006, Senior Officials endorsed the Terms of Reference for the SCE, in which it re-affirmed its commitment to the Manila Framework as a living document that provides the basis for the implementation of the ECOTECH activities. The SCE's work program and an updated list of policy criteria for 2007 were endorsed in January 2007 when it met in Canberra, Australia. In accordance with the Terms of Reference, the SCE conducted a review of APEC working groups, task forces and networks in 2006.
8. Working Groups carry out APEC's work in specific sectors as directed by APEC Economic Leaders, APEC Ministers, APEC Sectoral Ministers and Senior Officials. There are currently 11 Working Groups.

#### **Tourism Working Group (TWG)**

9. Formed in 1991, the APEC Tourism Working Group (TWG) was premised on the increasing recognition that the tourism industry is a key contributor in promoting economic growth and social development in the Asia-Pacific region.
10. The TWG will foster economic development in the Asia-Pacific region through sustainable tourism growth that is consistent with the enhancement of the natural, social and cultural environment, recognizing that: tourism is one the region's fastest growing industries and is of significant importance to the economic

development of the APEC economies; tourism is important in fostering regional understanding and cooperation; the tourism industry in member economies is at different levels of development; and member economies share the common goal of quality development and services.

11. The APEC Tourism Charter, endorsed at the 1st Tourism Ministerial Meeting in Korea in 2000, constitutes the basis for APEC tourism cooperation. The Charter reflects a collective commitment to improve the economic, cultural, social and environmental well-being of APEC Member Economies through tourism. The Charter recognizes the significant contribution tourism makes to APEC economies.
12. APEC Leaders endorsed the outcomes of the 4<sup>th</sup> APEC Tourism Ministerial Meeting, held in Hoi An, Viet Nam on 12-18 October 2006. In this endorsement Leaders attached great importance to the APEC priority on promoting community linkages with a view to generating better understanding and trust among APEC members.
13. Leaders endorsed the Hoi An Declaration on Promoting Tourism, urging member economies to further explore opportunities for tourism cooperation and to identify impediments in the travel and tourism industry. Additionally, Ministers encouraged the TWG to identify impediments to travel and tourism growth and to develop policies that foster the creation of a positive business climate.

### **TWG Projects and Outputs**

14. APEC projects are a vital part of the broader APEC process, undertaking specific actions based on APEC Ministers and Economic Leaders' policy directions. Projects cover a range of beneficial activities for the region, from establishing channels for information exchange to assisting business with trade and investment, to providing information technology training in developing economies.
15. Historically the TWG has organised its projects according to the four policy goals of the APEC Tourism Charter. While the TWG has received funding for some of its projects from central APEC funding sources, the majority of TWG projects have been funded by member economies. This has resulted in the amount of central APEC project funding for the TWG being significantly lower than that of other working groups.

16. The outputs of TWG projects are required to address issues relating to the four policy goals of the APEC Tourism Charter. These outputs generally fall within two broad categories:
1. Communication of knowledge: specific activities include workshops, training sessions, conferences, organising a forum, and establishing and operating a network.
  2. Production of knowledge: the range of activities includes, producing a manual, developing a database, conference proceedings, standards and guidelines, and research.

### **Economic Impacts of Tourism In the APEC Region**

17. Tourism makes a significant economic contribution to the APEC region and APEC member economies. In particular, the contribution of tourism is:
1. a key source of economic demand and growth in demand;
  2. a major employer of both women and men at all economic levels and generator of sustainable employment opportunities;
  3. a significant earner of foreign exchange;
  4. an important generator of business opportunity for small and medium sized enterprises;
  5. an effective vehicle for dispersing economic benefits within and among economies, particularly at the provincial level;
  6. an important contributor to the achievement of governments- economic, fiscal, social and environmental goals; and
  7. a catalyst for partnership between the public and private sectors.
18. In the APEC region, Travel and Tourism was expected to generate US\$ 2,374.0 Billion of economic activity (Total Demand) in year 2002, growing (nominal terms) to US\$ 4,707.1 Billion by 2012. Travel and Tourism Demand was also expected to grow by 4.6% per annum, in real terms, between 2002 and 2012.
19. The Travel and Tourism Industry was expected to contribute 3.7% to Gross Domestic Product (GDP) in 2002 (US\$ 717.4 Billion), rising in nominal terms to US\$ 1,301.8 Billion (3.8% of total) by 2012. The Travel and Tourism Economy contribution (percent of total) should rise from 10.1% (US\$ 1,961.2 Billion) to 10.6% (US\$ 3,683.7) in this same period.
20. In 2002, Travel and Tourism Economy employment was estimated at 110,144,389 jobs or 8.2% of total employment, which was 1 in every 12.2 jobs. By 2012, this should total 134,650,130 jobs, 8.9% of total employment or 1 in every 11.3 jobs.

The 35,404,765 Travel and Tourism Industry jobs accounted for 2.6% of total employment in 2002 and were forecast at 42,154,263 jobs or 2.8% of the total by 2012.

21. Travel and Tourism was expected to generate 11.2% of total exports (US\$ 399.6 Billion) in 2002, growing (nominal terms) to US\$ 1,036.5 Billion (11.1% of total) in 2012. Capital investment was estimated at US\$ 375.5 Billion or 8.7% of total investment in year 2002. By 2012, this should reach US\$ 738.8 Billion or 9.2% of total.

### **The Review and Findings**

22. The purpose of this review was to assess the performance of the TWG to date and identify ways to improve the operation of the Tourism Working Group (TWG), and provide suggestions leading to a more focused Working Group in the future. The findings of the review relate to the five key areas of APEC Tourism Charter, TWG functions, TWG operations, TWG projects, and Collaboration.
23. The review found that the goals, sub-goals, objectives and considerations of the APEC Tourism Charter are still relevant and well-determined. While the four goals are well understood, there appears to be a lack of awareness of the sub-goals, objectives and considerations.
24. The review found that the key roles and functions of the TWG were to: facilitate and increase cooperation and learning between TWG members; increase awareness of tourism and its role as an economic driver within the APEC region throughout the broader APEC forum and in member economies; influence policy developers and decision makers on issues relating to, and impacting on, tourism; and focus APEC Leaders on tourism.
25. The review found that the goals, statement, objectives, consideration of the APEC Charter are effective in capturing the role of the TWG in supporting the implementation of the APEC Tourism Charter
26. The review found the operations of the TWG to be one of the areas which required greatest change. In compiling the findings of the review, TWG operations were split into three categories which were meetings, chair/lead shepherd; and TWG members.

27. While the review found that the schedule of meetings, two each year in May and October, was useful, the meeting structure needed much improvement.
28. The review highlighted the need for strong leadership by the Chair/Lead Shepherd throughout the year, not just limited to the two annual meetings.
29. The review found that typically there is little interaction between TWG members beyond preparing for, and participating in, the annual meetings.
30. The review found that it is imperative the TWG take a more strategic approach to project development and implementation.
31. The review found that the TWG needed to have a greater focus on the outputs of TWG projects, noting the importance of projects focusing on capacity building within the region and not just the production of a report or document.
32. The review found that the TWG should re-examine the role of project overseers, noting that responsibility for communicating with TWG members intersessionally on issues relating to their projects rested with them.
33. The review found that the TWG needed to consider the broader APEC goals when developing projects, which would increase the likelihood of TWG accessing central APEC funding for its projects.
34. While the review found that TWG members had a high awareness of TWG activities, this awareness did not extend to actual implementation or attempts to link TWG project work to specific challenges to tourism development in individual economies.
35. The review found that the TWG must increase its collaboration efforts within the broader APEC context and with the private sector, industry organisations and associations and other multilateral organisations.

### **Recommendations**

36. The TWG should utilise the sub-goals, objectives and considerations of the APEC Tourism Charter to provide greater focus and drive to the APEC Tourism Charter goals.
37. The TWG should regularly review the role and need for policy goal chairs.

38. The TWG should amend the standard agenda for its meetings to include a number of sessions focusing on key issues impacting on tourism in the APEC region.
39. The TWG should decrease the time spent during meetings on reporting of progress on TWG projects, but include information on the implementation of projects.
40. The TWG should extend the term for Chair/Lead Shepherd to two years.
41. The TWG Chair/Lead Shepherd should provide greater leadership to TWG members during its term, and outside of the two meetings.
42. The Chair/Lead Shepherd should undertake ongoing monitoring of TWG activities to ensure it is progressing the priorities outlined in the TWG workplan.
43. The Chair/Lead Shepherd should place greater emphasis on building relationships with its counterparts in other APEC sub-fora.
44. The TWG should take a more strategic approach to project development to ensure projects meet both the broader APEC goals as well as Tourism Charter Goals and the priorities set out in the TWG workplan.
45. The TWG should focus projects on capacity building and ensure that projects have a detailed implementation plan, with real outcomes.
46. The TWG should utilise APEC's project evaluation framework for all APEC projects. In doing this, the TWG may wish to explore the option of establishing a project evaluation sub-committee.
47. The TWG should seek to access central APEC funding for its projects.
48. The TWG should increase its efforts in collaboration with the private sector, industry associations and other multilateral organisations.
49. The TWG should foster relationships with other relevant APEC sub-fora.
50. The TWG should maximise the opportunities offered by its guest members in both collaboration on issues of shared interest and to raise the profile of the TWG.





## **1. Background**

In 1996 Ministers adopted the Framework for Strengthening Economic Cooperation and Development to further strengthen economic and technical cooperation (ECOTECH) within the Asia-Pacific Economic Cooperation (APEC). To effectively implement the ECOTECH agenda, the SOM Sub-Committee for Economic and Technical Cooperation (ESC) was established in 1998. It was further elevated in 2002 when it was tasked to continue improving coordination and ensure ECOTECH projects were of high quality, results-oriented, would add maximum value, and enjoy wide participation.

As part of the broad APEC reform process, with effect from 2006, the ESC was transformed into the SOM Steering Committee on ECOTECH (SCE) and given an enhanced mandate to strengthen the prioritisation and effective implementation of ECOTECH activities by APEC fora. APEC ministers have directed that this work should focus on six priority areas:

1. developing human capital;
2. developing stable, safe and efficient capital markets;
3. strengthening economic infrastructure;
4. harnessing technologies for the future;
5. safeguarding the quality of life through environmentally sound growth; and
6. developing and strengthening the dynamism of small and medium sized enterprises.

In 1999, Ministers directed the Senior Officials' Meeting (SOM) to continue working on improving coordination and to ensure that ECOTECH projects are of high quality, results-oriented, add maximum value, and enjoy wide participation. In 2000, Ministers endorsed the ESC recommendation for an evaluation of ECOTECH themes with external assistance. Under the 2001 Shanghai Accord, Leaders recognized the importance of substantially enhancing the profile of ECOTECH and improving the coordination and management of ECOTECH activities of all fora. In 2002, Ministers instructed officials to continue their efforts to improve the coordination of the activities of APEC fora, and urged APEC fora to enhance their communication efforts in order to avoid the duplication of activities and to maximize synergies. In 2003, Ministers instructed Senior Officials to use existing management mechanisms, such as the SOM Committee on ECOTECH and the Budget and Management Committee to significantly strengthen the coordination of APEC activities, in particular APEC Projects, so as to avoid duplication and maximize APEC value, goodwill and benefit to stakeholders. They welcomed the development of a project evaluation framework,

which should be integrated into the APEC project framework in time for 2005 projects, and looked forward to continued progress in assessing APEC's ECOTECH activities.

In 2004, the ESC assisted the Fisheries Working Group (FWG) to successfully conduct an independent assessment of its implementation of ECOTECH activities. Ministers welcomed this exercise and encouraged the other working groups to undertake a similar review to ensure they were responsive to APEC's current work priorities and contribute to the achievement of the Bogor goals.

This project, *Independent Assessment of the ECOTECH Implementation of the Tourism Working Group (TWG)*, directly responds to the call by Ministers to improve the implementation of ECOTECH activities through developing best management practices, improved project design, and raising the profile of APEC's ECOTECH agenda. It also seeks to improve the SCE's ability to measure the impact of APEC's ECOTECH activities and make appropriate recommendations to Ministers.

This project also directly responds to the Patagonia Declaration, issued following the 3<sup>rd</sup> APEC Tourism Ministers Meeting, in which APEC Tourism Ministers instructed the TWG to undertake a strategic review of the APEC Tourism Charter and report on the findings to the 4<sup>th</sup> APEC Tourism Ministers Meeting.

## **1.1 Objectives of the Assessment**

The project reviewed the operations of the TWG, with the aim of leading to the development of a more focused TWG in the future. It considered reviewed all ECOTECH programs relating to the TWG, and key components of this analysis included:

1. a review of TWG activities and their outcomes;
2. an evaluation of the way TWG activities support the APEC Tourism Charter, its goals, sub-goals and objectives;
3. an assessment of the impact of the TWG work program "on the ground" in member economies;
4. identification of ways to develop synergies among the work of APEC fora;
5. identification of opportunities for greater collaboration with the private sector and other multilateral fora;
6. identification of ways to access APEC resources for TWG projects;
7. identification of opportunities to profile and share programs or projects; and

8. identification of ways to strengthen TWG's strategic priorities and direction for future works, including the 2000 Tourism Charter, as mandated by the 3<sup>rd</sup> APEC Tourism Ministers in 2004.

## **1.2 Methodology**

The reviewers undertook the following process:

1. liaised with the TWG Lead Shepherd, TWG Tourism Charter Review Team (Australia, Korea, Thailand and Viet Nam), TWG members, and APEC Secretariat;
2. developed a timeline and project outline;
3. gained an understanding of other official and non-official assessments of APEC sectoral work;
4. reviewed the 2000 APEC Tourism Charter including its goals, sub-goals, objectives and work programs;
5. attended TWG meetings to gain a deeper understanding of its operations, procedures and objectives;
6. conducted a survey of TWG members; and
7. recommended best practices to assist TWG in improving the management and coordination of programs to effectively meet APEC's goals and objectives.

The reviewer attended the 27<sup>th</sup> TWG, Ha Noi, Viet Nam, October 2005, the 28<sup>th</sup> TWG, Shizuoka, Japan, May 2006, and the 29<sup>th</sup> TWG, Hoi An, Quang Nam, Viet Nam, October 2006. Presentations were made and to the APEC member economies.



## **2. Context**

### **2.1 About APEC**

The Asia-Pacific Economic Cooperation (APEC) was established in 1989 to further enhance economic growth and prosperity for the Asia-Pacific region. APEC focuses on facilitating economic growth, cooperation, trade and investment in the Asia-Pacific region. APEC also works to create an environment for the safe and efficient movement of goods, services and people across borders in the region through policy alignment and economic and technical cooperation.

APEC has 21 member economies, which account for approximately 40 per cent of the world's population, approximately 56 per cent of world GDP and about 48 per cent of world trade. The 21 APEC economies are Australia; Brunei Darussalam; Canada; Chile; People's Republic of China; Hong Kong, China; Indonesia; Japan; Republic of Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; Republic of the Philippines; Russian Federation; Singapore; Chinese Taipei; Thailand; United States of America; and Viet Nam.

Central to achieving APEC's vision are the 'Bogor Goals,' free and open trade and investment in the Asia-Pacific by 2010 for industrialised economies and 2020 for developing economies. These goals were adopted by Leaders at their 1994 meeting in Bogor, Indonesia. APEC works in three broad areas, also known as APEC's 'Three Pillars', which are:

1. Trade and Investment Liberalisation
2. Business Facilitation; and
3. Economic and Technical Cooperation

The outcomes of these three areas enable APEC Member Economies to strengthen their economies by pooling resources within the region and achieving efficiencies. Tangible benefits are also delivered to consumers in the APEC region through increased training and employment opportunities, greater choices in the marketplace, cheaper goods and services and improved access to international markets.

#### *Trade and Investment Liberalisation*

Trade and Investment Liberalisation seeks to reduce, and eventually eliminate, tariff and non-tariff barriers to trade and investment and encourage the opening of markets to increase trade and investment among economies.

### *Business Facilitation*

Business Facilitation focuses on reducing the costs of business transactions, improving access to trade information and aligning policy and business strategies to facilitate growth and free and open trade. Essentially, Business Facilitation helps importers and exporters in Asia Pacific meet and conduct business more efficiently, thus reducing costs of production and leading to increased trade, cheaper goods and services and more employment opportunities due to an expanded economy.

### *Economic and Technical Cooperation (ECOTECH)*

ECOTECH is dedicated to the provision of training and cooperation to build capacities in all APEC economies at the institutional and personal level to assist them gain the necessary skills to meet their economic potential.

## **2.2 Operations**

### *2.2.1 APEC Operations*

APEC operates as a cooperative, multilateral economic and trade forum. It is unique in that it represents the only intergovernmental grouping in the world committed to reducing trade barriers and increasing investments without requiring its members to enter into legally binding obligations.

The forum succeeds by promoting dialogue and equal respect for the views of all participants and making decisions based on consensus to achieve its free and open trade and investment goals. APEC member economies take individual and collective actions to open their markets and promote economic growth.

### *2.2.2 Funding*

APEC activities are centrally funded by annual contributions from member economies. These contributions are used to fund the APEC Secretariat, located in Singapore, and projects which support APEC's economic and trade goals. APEC projects generally:

1. relate to the priorities of APEC Economic Leaders and APEC Ministers;
2. cover the interests of a number of member economies;
3. build capacity;
4. improve economic efficiency; and

5. encourage the participation of the business sector, non-governmental institutions and women.

In addition to financial contributions, member economies also provide resources to assist in the operations of APEC, including the secondment of staff to the Secretariat, the hosting of meetings, and partial (or full) funding of some projects.

### *2.2.3 Policy Level*

High level APEC policy is set by the Economic Leaders of the 21 member economies, following strategic recommendations provided by APEC Ministers and the APEC Business Advisory Council. A range of meetings are conducted each year which culminate in the APEC Economic Leaders' Meeting, where Leaders issue a declaration outlining the policy agenda for APEC. The annual program of APEC meetings include:

1. APEC Economic Leaders' Meeting - APEC Economic Leaders' Meetings are held once a year in the APEC host economy. Declarations from these meetings set the policy agenda for APEC;
2. APEC Ministerial Meeting - involving foreign and economic/trade ministers held immediately prior to APEC Economic Leaders' Meetings. Ministers consider the year's activities and provide recommendations for Leaders' consideration;
3. Sectoral Ministerial Meetings - covering areas such as education, energy, environment and sustainable development, finance, human resource development, regional science and technology cooperation, small and medium enterprises, telecommunications and information industry, tourism, trade, transportation and women's affairs. Recommendations from these meetings are also provided to APEC Economic Leaders for their consideration; and
4. APEC Business Advisory Council (ABAC) - provides APEC Economic Leaders with a business perspective on issues through an annual meeting and a formal report. The annual report contains recommendations to improve the business and investment environment in the APEC region. ABAC also meets four times per year and a representative attends Ministerial Meetings.

### *2.2.4 Working Level*

APEC's working level activities and projects are guided by APEC Senior Officials from the 21 APEC member economies. These activities and projects are carried out by four high level committees:

1. Committee on Trade and Investment;
2. Senior Officials' Meeting Committee on Economic and Technical Cooperation;
3. Economic Committee; and
4. Budget and Management Committee.

The activities and projects of these four high level committees are supported by sub-committees, experts' groups, working groups and task forces.

#### *Committee on Trade and Investment (CTI)*

The CTI concentrates on global trade and investment issues, and is the coordinating body for all APEC work relating to Trade and Investment Liberalization and Facilitation (TILF). The priorities of the CTI are issued by APEC Leaders and Ministers under the guidance of Senior Officials. The CTI works to reduce impediments to business activity and provides a forum for APEC's member economies to deliberate trade and policy issues. CTI oversees 10 sub-groups as well as four industry dialogues.

The CTI has adopted a work program built around the Busan Road Map to the Bogor Goals, endorsed by APEC Leaders and Ministers in November 2006, which includes clear time frames, objectives and deliverables in five areas:

1. Support for the Multilateral Trading System;
2. Regional Trade Agreements/Free Trade Agreements (RTAs/FTAs);
3. Trade Facilitation;
4. Transparency and Anti-Corruption; and
5. Digital Economy and Strengthening Intellectual Property Rights.

##### *a. Support for the Multilateral Trading System*

Support for the multilateral trading system remains CTI's highest priority. CTI is committed to providing substantive contributions in collaboration with its sub-fora to the World Trade Organization (WTO) sections of the Ministers Responsible for Trade (MRT), Annual Ministers' Meeting (AMM) and Annual Economic Leaders' Meeting's (AELM) declarations for the successful conclusions of Doha Development Agenda (DDA).



Providing capacity building support to APEC members, CTI will continue to assist those economies which may require institutional training and knowledge to better implement WTO obligations and better participate in the WTO.

*b. Regional Trading Arrangements (RTAs) and Free Trade Agreements (FTAs)*

The work plan for RTAs/FTAs builds on APEC achievements to-date, including the Best Practices for RTAs/FTAs in APEC, Model Measures for Trade Facilitation in RTAs/FTAs, the SOM Policy Dialogues, Individual Action Plans (IAP) FTA reporting templates and the APEC Secretariat's FTA database.

Six sets of model measures were agreed for adoption by APEC Ministers in November 2006 including: trade in goods; technical barriers to trade; transparency; government procurement; dispute settlement and cooperation. And a process that will take forward the work in identifying and developing model measures and commonly accepted RTA and FTA chapters by 2008 was adopted.

*c. Trade Facilitation*

A comprehensive work plan on trade facilitation that focused on four broad fronts was put in place: Preparing for the Final Review of the implementation of the Trade Facilitation Action Plan (TFAP); Developing a new action plan to implement the Leaders/Ministerial instructions to further reduce transactions costs by 5% by 2010; Identifying actions and priority areas where APEC can work collectively to improve business environment; and Advancing trade facilitation negotiations in the WTO.

*d. Transparency and Anti-Corruption*

The 2006 work plan for the Transparency and Anti-Corruption commits economies to assess their implementation of the APEC Transparency Standards, respond to ABAC's report on transparency and contribute to the 2004 Santiago Commitment and the APEC Course of Action to Fight Corruption and Ensure Transparency.

*e. Digital Economy and Strengthening IPR*

A set of technology choice principles, which were adopted by APEC Leaders and Ministers in Ha Noi, as a Pathfinder Initiative with 14 economies participating was agreed by CTI members. Two more sets of model guidelines under the APEC Anti-Counterfeiting and Piracy Initiative including effective public awareness campaigns and securing supply chains were also adopted. Information was compiled on

intellectual property rights (IPR) websites and IPR enforcement points of contact in APEC economies.

*SOM Steering Committee on Economic and Technical Cooperation (SCE)*

The SCE coordinates and manages APEC's economic and technical cooperation (ECOTECH) agenda. The objectives of the SCE are to:

1. strengthen implementation of APEC's ECOTECH activities by prioritising in accordance with Leaders and Ministers commitments, coordinating and providing oversight of the work of APEC fora;
2. provide policy guidance on ways to contribute to APEC's ECOTECH goals and;
3. coordinate ECOTECH objectives and priorities as instructed by the APEC Economic Leaders and Ministers.

In 2006, Senior Officials endorsed the Terms of Reference for the SCE, in which it re-affirmed its commitment to the Manila Framework as a living document that provides the basis for the implementation of the ECOTECH activities. Recognising emerging priorities, the SCE endorsed an updated list of ECOTECH priorities:

1. developing human capital;
2. developing stable and efficient markets through structural reform;
3. strengthening economic infrastructure;
4. facilitating technology flows and harnessing technologies for the future;
5. safeguarding the quality of life through environmentally sound growth;
6. developing and strengthening the dynamism of small and medium enterprises (SMEs);
7. integration into the global economy;
8. human security and counter-terrorism capacity building;
9. promoting the development of knowledge-based economies; and
10. addressing social dimension of globalization.

The SCE's work program and an updated list of policy criteria for 2007 were endorsed in January 2007 when it met in Canberra, Australia. In accordance with the Terms of Reference, the SCE conducted a review of APEC working groups, task forces and networks in 2006. The recommendations from this review are at **Attachment D**. The SCE reported to Senior Officials and made recommendations on structural reform for these sub-fora. This work will be ongoing in 2007. In addition to SCE's review of APEC sub-fora in 2006, it also undertook independent assessments of the Tourism

Working Group (TWG) and the Small to Medium Enterprise Working Group (SMEWG). The recommendations of the reviews of TWG and SMEWG will be implemented in 2007.

*Economic Committee (EC)*

The EC has a mandate to promote structural reform within APEC by undertaking policy analysis and action-oriented work. The EC progresses this mandate in close coordination with other relevant APEC fora, including the Strengthening Economic and Legal Infrastructure (SELI) Group, the Competition Policy and Deregulation Group (CPDG) and the Finance Ministers' Process (FMP).

As tariffs have declined in the APEC region, attention has gradually shifted to the structural and regulatory obstacles that inhibit cross-border trade and investment by creating behind-the-border barriers to doing business. Structural reform consists of improvements made to institutional frameworks, regulations and government policies so that the efficient functioning of markets is supported, and behind-the-border barriers are reduced.

The EC's structural reform activities are based on its work plan, which aims to develop a "whole of APEC" approach for carrying out structural reform activities that are consistent with the Leaders' Agenda to Implement Structural Reform 2010 (LAISR 2010). LAISR 2010 seeks to set out a road map for addressing structural reform issues in APEC.

At its first meeting in January 2007, the EC agreed on the need to progress concurrently the five different policy areas of LAISR 2010 with policy-oriented and multi-year work programs for each policy area. The five policy areas of LAISR 2010 are:

1. public sector management;
2. corporate governance;
3. regulatory reform;
4. competition policy; and
5. strengthening economic and legal infrastructure.

These work programs will be developed and finalized for reporting back to Ministers in September 2007.

### *Budget and Management Committee (BMC)*

The Budget and Management Committee (BMC) advises the Senior Officials' Meeting (SOM) on budgetary, administrative and managerial issues. Its key responsibility is to prepare the budget for APEC and recommend the approval of projects. The BMC also monitors and evaluates project management aspects of the operations of committees and working groups and makes recommendations to SOM for improved efficiency and effectiveness. The BMC meets twice a year. The three main sources of funding for APEC projects are:

1. Operational Account - projects in support of APEC's ECOTECH agenda are funded by the Operational Account. This account is funded from a portion of members' annual contributions to APEC;
2. Trade and Investment Liberalisation and Facilitation (TILF) Special Account – funds cooperative projects which aim to assist APEC members to meet the free trade and investment goals; and
3. APEC Support Fund (ASF) – established in 2005 to provide further assistance to capacity building programs for developing economies. The ASF can receive donations from member economies and other organizations for both general capacity building projects and for capacity building projects in specific areas. Currently, specified sub-funds relating to human security and avian influenza are being set up.

## **2.3 Working Groups**

### *2.3.1 APEC Working Groups*

Working Groups carry out APEC's work in specific sectors as directed by APEC Economic Leaders, APEC Ministers, APEC Sectoral Ministers and Senior Officials. There are currently 11 Working Groups:

1. Agricultural Technical Cooperation Working Group
2. Energy Working Group
3. Fisheries Working Group
4. Human Resources Development Working Group
5. Industrial Science and Technology Working Group
6. Marine Resource Conservation Working Group
7. Small and Medium Enterprises Working Group
8. Telecommunications and Information Working Group
9. Tourism Working Group

10. Working Group on Trade Promotion

11. Transportation Working Group

## **2.4 Tourism Working Group**

### *2.4.1. Background*

Formed in 1991, the APEC Tourism Working Group (TWG) was premised on the increasing recognition that the tourism industry is a key contributor in promoting economic growth and social development in the Asia-Pacific region.

### *2.4.2. Vision Statement*

The TWG will foster economic development in the Asia-Pacific region through sustainable tourism growth that is consistent with the enhancement of the natural, social and cultural environment, recognizing that:

1. tourism is one the region's fastest growing industries and is of significant importance to the economic development of the APEC economies;
2. tourism is important in fostering regional understanding and cooperation;
3. the tourism industry in member economies is at different levels of development; and
4. member economies share the common goal of quality development and services.

### *2.4.3 APEC Tourism Charter*

The APEC Tourism Charter (**Appendix A**), endorsed at the 1st Tourism Ministerial Meeting in Korea in 2000, constitutes the basis for APEC tourism cooperation. The Charter reflects a collective commitment to improve the economic, cultural, social and environmental well-being of APEC Member Economies through tourism. The Charter recognizes the significant contribution tourism makes to APEC economies. It establishes four key policy goals and an agreed process for realizing these aims:

- Goal 1: removal of impediments to tourism business and investment;
- Goal 2: increase mobility of visitors and demand for tourism goods and services;
- Goal 3: sustainable management of tourism outcomes and impacts; and
- Goal 4: enhance recognition and understanding of tourism as a vehicle for economic and social development.

In accordance with its vision and consistent with the overall APEC mission, the TWG will actively pursue the following objectives:

1. highlight the importance and significant contribution of tourism in the economic development of the region;
2. address issues to facilitate the flow of visitors into and within the region;
3. investigate the successful management strategies for the sustainable development of tourism in environmentally sensitive areas of the region;
4. facilitate human resources development and training in tourism;
5. cooperate in ensuring the safety of visitors and quality of tourism;
6. develop strong relationships with the private sector through an active representation of the private sector in the tourism agenda;
7. foster collaborative initiatives amongst the APEC economies and other international bodies related to tourism industry and the private sector;
8. facilitate and encourage the liberalization of tourism investment opportunities in the APEC economies;
9. facilitate the exchange of information, including sharing tourism data and views on tourism issues; and
10. formulate and implement marketing and promotional programs to enhance travel into and within the APEC economies.

In order to achieve the above objectives, the TWG will develop and implement its collective actions plan to:

1. encourage the sustainable growth of tourism in the APEC region as a means of generating economic benefits for all member economies;
2. reduce barriers to the flow of visitors;
3. promote tourism development in a sensitive and sustainable manner in respect of the natural, cultural and social environment of the region;
4. encourage each member economy to ensure the safety of visitors and the quality of tourism;
5. promote high quality provision of tourism services through human resources development;
6. exchange tourism statistics and information to heighten awareness of tourism's contribution to the APEC region;
7. encourage infrastructure development, consistent with sustainable growth;
8. pursue opportunities for enhanced technology applications in the tourism sector ; and
9. avoid duplication of activities with other relevant regional organizations.

#### *2.4.4 Selection, Terms and Functions of the Lead Shepherd or Chair*

The TWG will be led by a Lead Shepherd or Chair, selected from amongst member economies on a rotation basis, for a two year period. The functions of the Lead Shepherd or TWG Chair, with support of the APEC Secretariat, include:

1. coordinating the scheduling and chairing of meetings;
2. initiate the preparation of the necessary reports;
3. tracking project implementation; and
4. act as the spokesperson and representative of the TWG.

#### *2.4.5 Schedule of Meetings*

The APEC TWG shall meet twice a year in the month of May and October. The APEC Secretariat shall notify member economies of the actual date, place and time of the scheduled meetings.

#### *2.4.6 Revision of Terms of Reference/Mandate*

The APEC TWG shall review all aspects of its operations including its Terms of Reference (**Appendix B**) every two years.

#### *2.4.7 Current TWG Activities*

APEC Leaders endorsed the outcomes of the 4<sup>th</sup> APEC Tourism Ministerial Meeting, held in Hoi An, Viet Nam on 12-18 October 2006. In this endorsement Leaders attached great importance to the APEC priority on promoting community linkages with a view to generating better understanding and trust among APEC members.

Leaders endorsed the Hoi An Declaration on Promoting Tourism, urging member economies to further explore opportunities for tourism cooperation and to identify impediments in the travel and tourism industry. Additionally, Ministers encouraged the TWG to identify impediments to travel and tourism growth and to develop policies that foster the creation of a positive business climate.

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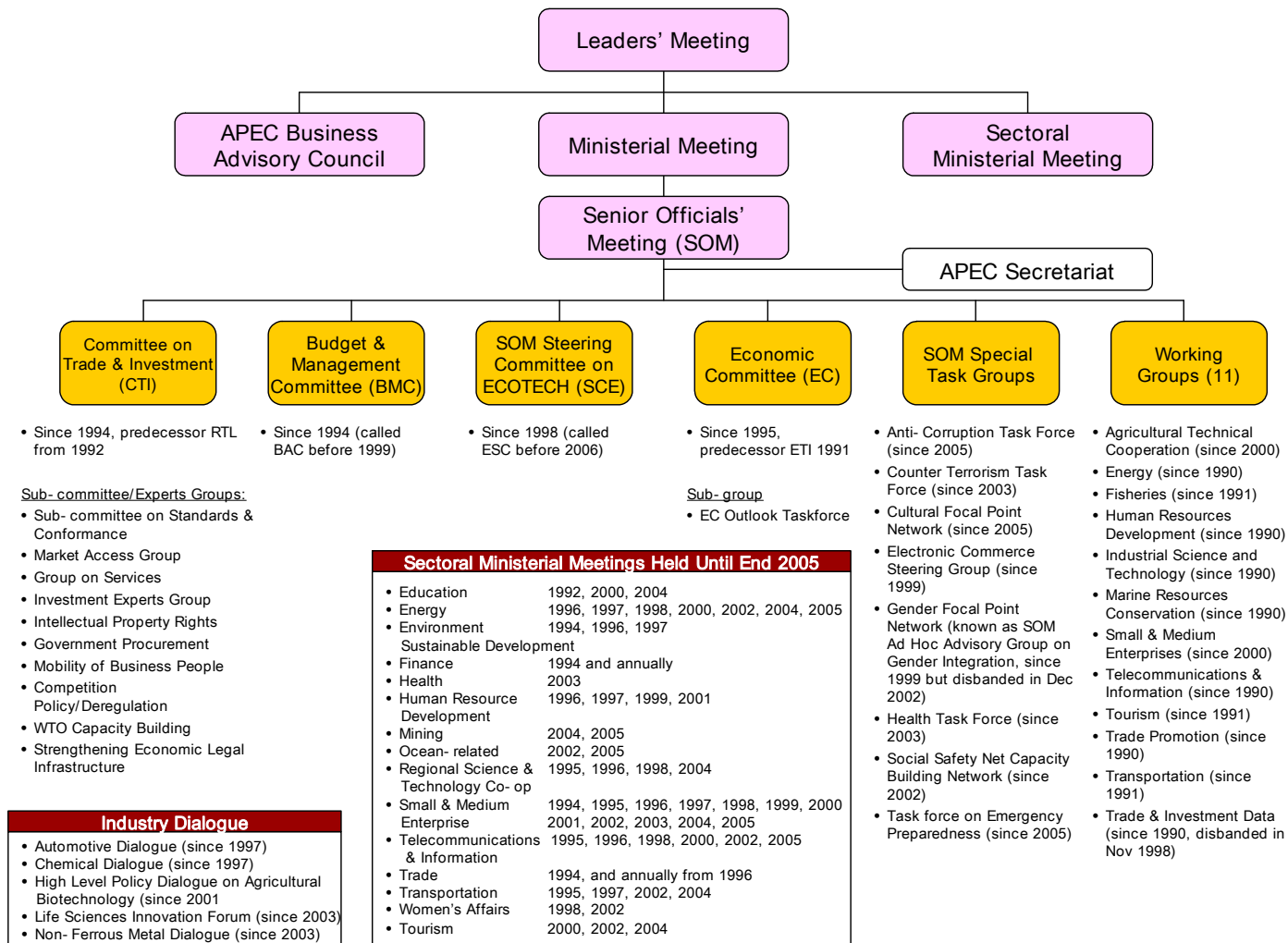


Figure 1. APEC Structure



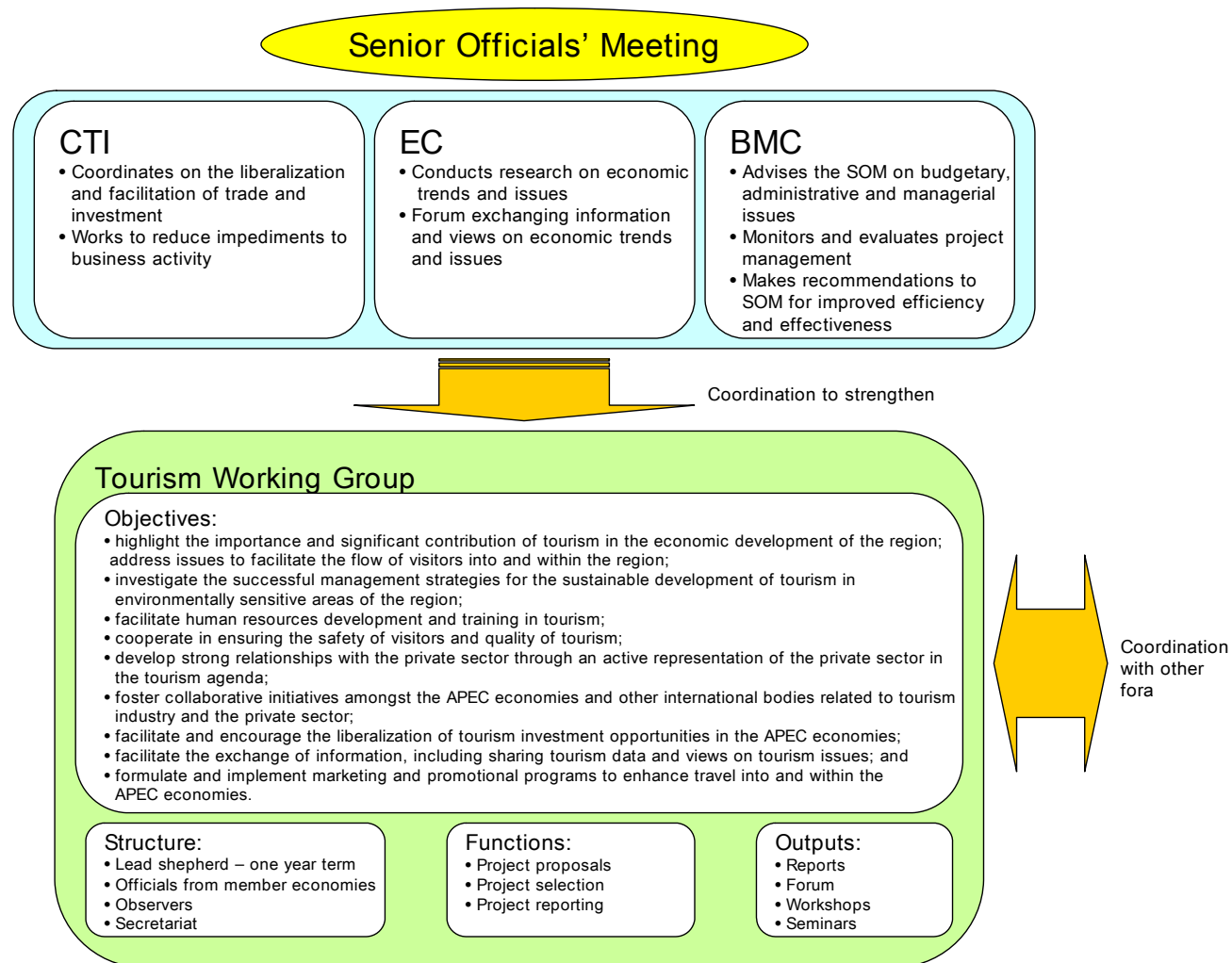


Figure 2. Objective, Structure, Functions and Outputs of APEC TWG

## **2.5 Projects**

### *2.5.1. Project Background*

APEC projects are a vital part of the broader APEC process, undertaking specific actions based on APEC Ministers and Economic Leaders' policy directions. Projects cover a range of beneficial activities for the region, from establishing channels for information exchange to assisting business with trade and investment, to providing information technology training in developing economies.

Project funding is drawn from member economies' annual financial contributions and contributions to the TILF Special Account. With limited funds at its disposal, APEC ensures that projects are focused on providing regional benefits. APEC actively encourages the involvement of the private sector, universities and government in the Asia-Pacific Region in projects.

Clearly, the set of approved TWG projects is a function of what is proposed, ECOTECH priorities, proposal quality and budget. The sequence of project approval typically proceeds as follows. An individual member economy proposes a project (see **Appendix C** for details requested). Each project is discussed and assessed at the TWG meeting, recommendations then go forward to the BMC, SOM III and the Ministers sign off on the work program. Not all projects forwarded by the TWG to BMC are approved.

For the first time, the TWG reviewed and ranked project proposals entirely. In addition to the comments provided by each economy, the Lead Shepherd prepared comments on each proposal. The BMC then reviewed proposals that include comments and suggestions made during the review process.

### *2.5.2 Projects of the Tourism Working Group.*

Historically the TWG has organised its projects according to the four policy goals of the APEC Tourism Charter:

1. removal of impediments to tourism business and investment;
2. increase mobility of visitors and demand for tourism goods and services;
3. sustainable management of tourism outcomes and impacts; and
4. enhance recognition and understanding of tourism as a vehicle for economic and social development.

A list of TWG projects, funded through central APEC funding including the operational account and the TILF Special Account is below.

While the TWG has received funding for some of its projects from central APEC funding sources, the majority of TWG projects have been funded by member economies. This has resulted in the amount of central APEC project funding for the TWG being significantly lower than that of other working groups, as per Graph 1.

**Table 1. List of TWG projects: Operational Account**

No.	Project No.	Title	Year	Amount (US\$)	Remarks
1.	TWG 01/2001	Best Practices on Development of Tourism Satellite Accounts	2001	46,750.-	Policy Goal 4/ Completed
2.	TWG 02/2001	Tourism Research Network	2001	20,000.-	Policy Goal 4/ Completed
3.	TWG 04/2001	Tourism Impediments Stage 1	2001	88,000.-	Policy Goal 1/ Completed
4.	TWG 01/2002	Tourism Occupational Skill Standard Development in the APEC Region Stage III	2002	64,650.-	Policy Goal 2/ Completed
5.	TWG 01/2003	Small to Medium Size Tourism Business Development Needs	2003	46,500.-	Policy Goal 4/ Completed
6.	TWG 02/2003	Best Practices and Ideas in Safety and Security for APEC Economies to combat terrorism in tourism	2003	34,240.-	Policy Goal 2/ Completed
7.	TWG 01/2004	Tourism Impediments Stage 2	2004	86,335.-	Policy Goal 1/ Completed
8.	TWG 01/2005	Tourism Occupational Skill Standard Development in the APEC Region Stage IV	2005	63,750.- + 30,000.- (Self-funding)	Policy Goal 2/ In progress
9.	TWG 02/2005	Best Practices In Sustainable Tourism Management Initiatives For APEC Economies	2005	39,820	Policy Goal 3/ Completed
10.	TWG 01/2006	Strengthening Safety & Security Best Practices Against Terrorism For Sustainable Tourism Development	2006	49,370	Policy Goal 2/ Consultant in selection

**Table 2. List of TWG projects: TILF Special Account**

No.	Project No.	Title	Year	Amount (US\$)	Remarks
1.	TWG 01/2001T	Tourism Information Network	2001	38,100.-	Policy Goal 4/ Completed
2.	TWG 02/2001T	Application of Electronic Commerce to Small & Medium Tourism Enterprises in APEC Member Economies	2001	9,000.-	Policy Goal 2/ Completed
3.	TWG 03/2001T	Best Business Practices for access to Tourists with Restricted Physical Ability	2001	40,000.-	Policy Goal 2/ Completed
4.	TWG 04/2001T	Training for Sustainable Development in the Tourism Industry	2001	37,000.-	Policy Goal 3/ Completed
5.	TWG 05/2001T	Public-Private Partnership for Sustainable Tourism	2001	50,000.-	Policy Goal 3/ Completed
6.	TWG 01/2004T	Public and Private Partnership for Facilitating Tourism Investment in the APEC Member Economies	2004	25,000.-	Policy Goal 1/ Completed
7.	TWG 02/2004T	Exploring Best Practices of E-Commerce Application to the SMTEs in the APEC Region	2004	20,400.-	Policy Goal 2/ Completed
8.	TWG 01/2006T	Tourism Impediments Stage 3	2006	21,500.-	Policy Goal 1/ In progress

### 2.5.3 TWG Project Outputs

The outputs of TWG projects are required to address issues relating to the four policy goals of the APEC Tourism Charter. These outputs generally fall within two broad categories:

1. Communication of knowledge: specific activities include workshops, training sessions, conferences, organising a forum, and establishing and operating a network.
2. Production of knowledge: the range of activities includes, producing a manual, developing a database, conference proceedings, standards and guidelines, and research.

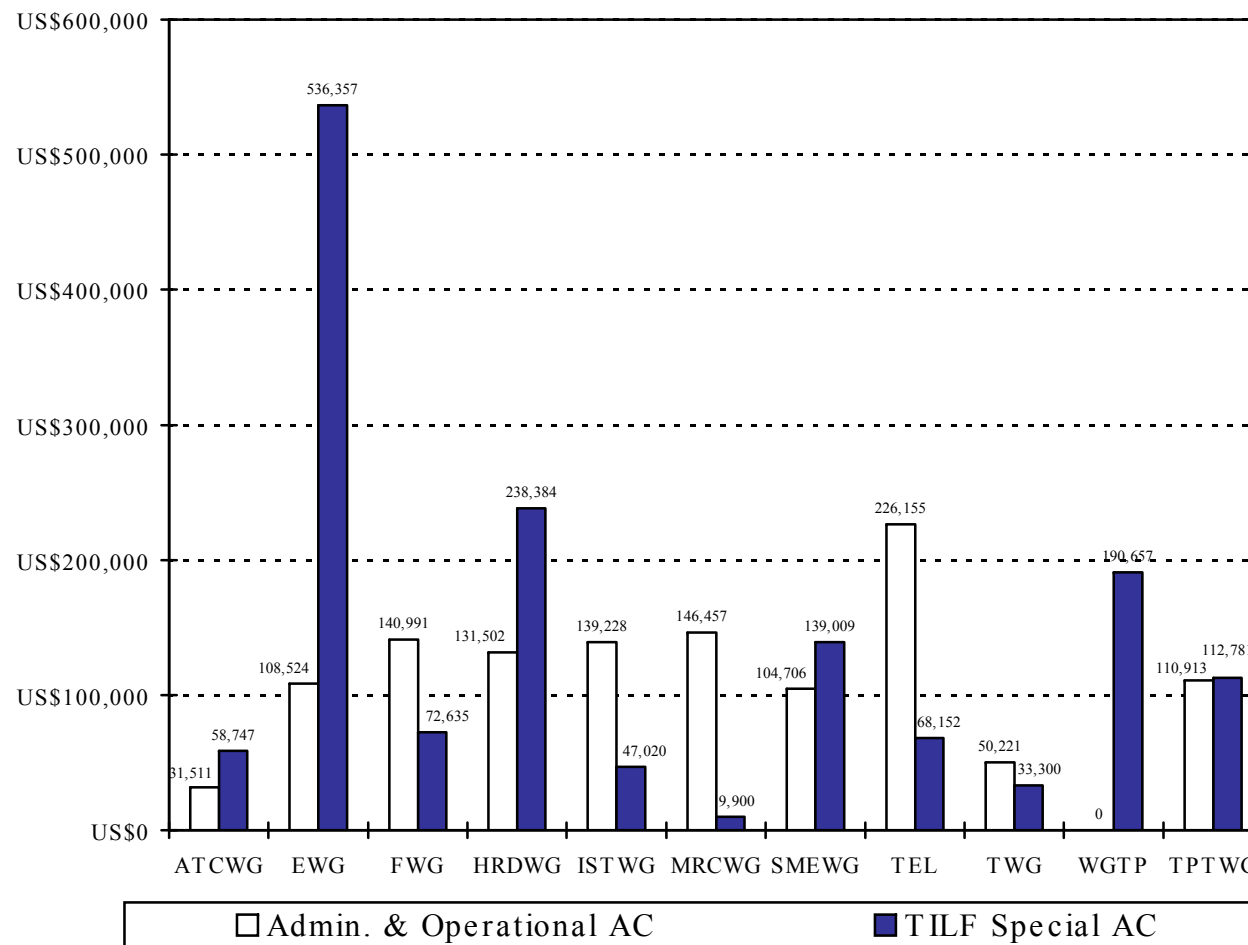


Figure 3. Project Expenditures for Each Working Group in 2005



### 3. APEC Economies and Tourism

#### 3.1 General Economic Indicators of the APEC Region

**Table 3. General Economic Indicators of APEC (December 2005)**

Member Economy Year Joined	Area ('000 sq km)	Population (million)	GDP (US\$bn) (current prices)	GDP per capita (US\$)	Exports (US\$m)	Imports (US\$m)
Australia (1989)	7,692	20.5	743.7	36,016	105,877	118,593
Brunei Darussalam (1989)	6	0.4	11.5	30,415	5,711	1,618
Canada (1989)	9,971	32.2	1,273.1	39,135	360,136	314,436
Chile (1994)	757	16.2	140.4	8,570	39,544	32,321
China (1991)	9,561	1307.6	2,554.2	1,944	762,327	660,222
Hong Kong, China (1991)	1	7	188.7	26,824	292,328	300,635
Indonesia (1989)	1,905	219.2	351	1,581	85,660	57,701
Japan (1989)	378	127.7	4,463.6	34,955	595,269	516,202
Korea (1989)	99	48.3	877.2	18,015	284,419	261,238
Malaysia (1989)	330	26	147	5,570	140,979	114,626
Mexico (1993)	1,958	105.3	811.3	7,594	213,686	221,269
New Zealand (1989)	271	4.1	101.8	24,566	21,738	24,541
Papua New Guinea (1993)	463	5.9	4.1	662	5,194	1,980
Peru (1998)	1,285	27.9	89.3	3,151	17,269	13,222
Philippines (1989)	300	84.2	116.9	1,361	41,007	44,052
Russia (1998)	17,075	142.7	975.3	6,861	241,244	98,577
Singapore (1989)	1	4.4	133.5	30,161	229,681	200,075
Chinese Taipei (1991)	36	22.8	355.5	15,472	188,963	181,743
Thailand (1989)	513	65.1	194.6	2,959	109,848	118,112
United States (1989)	9,364	296.6	13,262.1	44,315	905,978	1,673,455

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Viet Nam (1998)	332	83.2	55.3	655	30,966	38,348
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Above Table highlights the magnitude and range of macroeconomic indicators across APEC member economies. GDP per capita is ranging from US \$655 to US \$44,315 in 2005.



**Table 4. Real GDP growth in APEC Member Economies, 2000-2005 (annual percent change)**

Economies	2000	2001	2002	2003	2004	2005
Australia	3.3	2.2	4.1	3.1	3.5	2.5
Brunei Darussalam	2.9	2.7	3.9	2.9	0.5	0.4
Canada	5.2	1.8	2.9	1.8	3.3	2.9
Chile	4.5	3.4	2.2	3.9	6.2	6.3
China	8.4	8.3	9.1	10	10.1	10.2
Hong Kong, China	10	0.6	1.8	3.2	8.6	7.3
Indonesia	5.4	3.6	4.5	4.8	5.1	5.6
Japan	2.9	0.4	0.1	1.8	2.3	2.6
Korea	8.5	3.8	7	3.1	4.7	4
Malaysia	8.9	0.3	4.4	5.5	7.2	5.2
Mexico	6.6	0	0.8	1.4	4.2	3
New Zealand	3.4	3	4.8	3.4	4.4	2.3
Papua New Guinea	-2.5	-0.1	-0.2	2	2.9	3.1
Peru	3	0.2	5.2	3.9	5.2	6.4
Philippines	6	1.8	4.4	4.9	6.2	5
Russia	10	5.1	4.7	7.3	7.2	6.4
Singapore	10	-2.3	4	2.9	8.7	6.4
Chinese Taipei	5.8	-2.2	4.2	3.4	6.1	4.1
Thailand	4.8	2.2	5.3	7	6.2	4.5
United States	3.7	0.8	1.6	2.5	3.9	3.2
Vietnam	6.8	6.9	7.1	7.3	7.8	8.4

Note: Local currency based.

Source: IMF, World Economic Outlook, September 2006.

### 3.2 Economic Impacts of Tourism in the APEC Region

Tourism makes a significant economic contribution to the APEC region and APEC member economies. In particular, the contribution of tourism is:

1. a key source of economic demand and growth in demand;
2. a major employer of both women and men at all economic levels and generator of sustainable employment opportunities;
3. a significant earner of foreign exchange;
4. an important generator of business opportunity for small and medium sized enterprises;
5. an effective vehicle for dispersing economic benefits within and among economies, particularly at the provincial level;
6. an important contributor to the achievement of governments- economic, fiscal, social and environmental goals; and
7. a catalyst for partnership between the public and private sectors.

### *3.2.1 The APEC Region*

In the APEC region, Travel and Tourism was expected to generate US\$ 2,374.0 Billion of economic activity (Total Demand) in year 2002, growing (nominal terms) to US\$ 4,707.1 Billion by 2012. Travel and Tourism Demand was also expected to grow by 4.6% per annum, in real terms, between 2002 and 2012.

The Travel and Tourism Industry was expected to contribute 3.7% to Gross Domestic Product (GDP) in 2002 (US\$ 717.4 Billion), rising in nominal terms to US\$ 1,301.8 Billion (3.8% of total) by 2012. The Travel and Tourism Economy contribution (percent of total) should rise from 10.1% (US\$ 1,961.2 Billion) to 10.6% (US\$ 3,683.7) in this same period.

In 2002, Travel and Tourism Economy employment was estimated at 110,144,389 jobs or 8.2% of total employment, which was 1 in every 12.2 jobs. By 2012, this should total 134,650,130 jobs, 8.9% of total employment or 1 in every 11.3 jobs. The 35,404,765 Travel and Tourism Industry jobs accounted for 2.6% of total employment in 2002 and were forecast at 42,154,263 jobs or 2.8% of the total by 2012.

Travel and Tourism was expected to generate 11.2% of total exports (US\$ 399.6 Billion) in 2002, growing (nominal terms) to US\$ 1,036.5 Billion (11.1% of total) in 2012. Capital investment was estimated at US\$ 375.5 Billion or 8.7% of total investment in year 2002. By 2012, this should reach US\$ 738.8 Billion or 9.2% of total.

**Table 5. Impacts of Tourism in the APEC**

WTTC TSA ESTIMATES AND FORECASTS						
APEC	2002			2012		
	US\$ Bn	% of Tot	Growth <sup>1</sup>	US\$ Bn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	1,230.4	9.9	-0.7	2,257.5	10.6	3.8
Business Travel	239.3	--	-1.5	443.1	--	3.9
Government Expenditures	129.2	4.3	4.2	231.1	4.5	3.6
Capital Investment	375.5	8.7	-0.9	738.8	9.2	4.8
Visitor Exports	199.1	5.6	-6.8	518.1	5.6	7.4
Other Exports	200.5	5.6	-3.6	518.4	5.6	7.3
Travel & Tourism Demand	2,374.0	--	-1.5	4,707.1	--	4.6
T & T Industry GDP	717.4	3.7	-1.1	1,301.8	3.8	3.7
T & T Economy GDP	1,961.2	10.1	-0.9	3,683.7	10.6	4.1
T & T Industry Employment	35,404.8	2.6	-2.3	42,154.3	2.8	1.8
T & T Economy Employment	110,144.4	8.2	-1.2	134,650.1	8.9	2.1

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent); <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent);  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

### 3.2.2 Each Member Economy

**Table 6. Impacts of Tourism in Australia**

Australia Estimates and Forecasts						
Australia	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	27,746.3	11.8	-0.5	60,334.8	13.0	4.5
Business Travel	6,055.7	--	-1.9	12,763.3	--	4.1
Government Expenditures	2,706.1	3.8	0.2	4,864.3	3.8	2.5
Capital Investment	10,981.0	13.0	-0.6	23,540.4	12.5	4.3
Visitor Exports	10,401.0	11.8	1.3	27,495.0	10.8	6.5
Other Exports	2,808.7	3.2	7.7	8,307.0	3.3	7.7
Travel & Tourism Demand	60,698.8	--	0.1	137,305.0	--	4.9
T & T Industry GDP	20,810.2	5.3	1.3	44,203.7	5.7	4.2
T & T Economy GDP	46,580.3	11.9	1.3	98,237.2	12.8	4.1
T & T Industry Employment	502.7	5.4	1.6	563.2	5.3	1.1
T & T Economy Employment	1,141.9	12.3	1.8	1,251.9	11.8	0.9

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent); <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent);  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 7. Impacts of Tourism in Brunei Darussalam**

Brunei Darussalam Estimates and Forecasts						
Brunei Darussalam	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	172.3	5.6	0.8	251.1	5.7	3.3
Business Travel	43.5	--	-13.4	82.9	--	6.2
Government Expenditures	11.7	2.3	1.8	17.2	2.3	3.3
Capital Investment	118.6	9.6	1.9	171.6	9.7	3.2
Visitor Exports	45.5	1.9	-4.0	138.7	3.9	11.2
Other Exports	160.0	6.7	1.9	229.0	6.4	3.1
Travel & Tourism Demand	551.6	--	-0.5	890.5	--	4.3
T & T Industry GDP	81.1	1.6	-4.6	163.6	2.2	6.7
T & T Economy GDP	308.1.3	6.0	-1.8	540.8	7.3	5.2
T & T Industry Employment	2.2	1.5	-4.1	4.0	2.1	6.1
T & T Economy Employment	6.3	4.3	-1.2	10.0	5.2	4.7

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 8. Impacts of Tourism in Canada**

Canada Estimates and Forecasts						
Canada	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	54,174.3	13.0	0.8	114,304.0	13.7	3.5
Business Travel	15,781.7	--	0.4	33,365.2	--	3.6
Government Expenditures	5,305.6	3.9	2.9	10,791.5	4.1	3.2
Capital Investment	9,772.5	6.8	1.7	21,761.3	6.8	4.1
Visitor Exports	11,486.0	3.7	-2.6	28,755.0	3.4	5.3
Other Exports	32,638.6	10.5	-2.1	89,223.0	10.7	6.3
Travel & Tourism Demand	129,159.0	--	-0.2	298,200.0	--	4.5
T & T Industry GDP	30,972.1	4.3	2.8	61,799.1	4.3	3.0
T & T Economy GDP	92,129.9	12.7	2.0	193,583.0	13.4	3.5
T & T Industry Employment	735.4	4.8	2.7	812.4	4.7	1.0
T & T Economy Employment	2,038.4	13.4	2.3	2,307.9	13.2	1.2

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 9. Impacts of Tourism in Chile**

Chile Estimates and Forecasts						
Chile	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	2,206.3	5.4	4.7	3,264.0	5.7	4.5
Business Travel	1,232.2	--	-13.8	2,320.0	--	7.1
Government Expenditures	209.3	4.4	2.3	320.8	4.5	4.8
Capital Investment	1,280.1	8.2	-0.9	1,931.6	8.3	4.7
Visitor Exports	1,081.6	4.9	5.2	2,161.3	4.2	7.7
Other Exports	366.1	1.7	10.3	882.2	1.7	9.7
Travel & Tourism Demand	6,375.6	--	-0.9	10,879.8	--	6.0
T & T Industry GDP	1,520.2	2.5	-8.3	2,334.9	2.5	4.9
T & T Economy GDP	4,006.2	6.5	-6.7	6,080.7	6.6	4.8
T & T Industry Employment	146.4	2.7	-10.5	177.2	2.8	2.0
T & T Economy Employment	409.8	7.5	-8.9	490.2	7.6	1.8

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 10. Impacts of Tourism in China**

China Estimates and Forecasts						
China	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	61,614.6	10.2	7.3	142,888.0	11.1	6.9
Business Travel	5,649.4	--	-7.6	15,942.3	--	9.1
Government Expenditures	6,590.1	3.7	13.7	17,134.1	4.0	8.1
Capital Investment	42,499.9	8.9	9.7	113,480.0	9.2	8.4
Visitor Exports	16,843.0	5.8	-4.6	63,278.0	6.9	12.2
Other Exports	11,119.5	3.9	2.3	35,239.1	3.8	10.3
Travel & Tourism Demand	144,316.0	--	5.4	387,961.0	--	8.5
T & T Industry GDP	31,719.5	2.5	3.3	82,297.0	2.7	8.1
T & T Economy GDP	121,613.0	9.7	5.4	322,861.0	10.5	8.4
T & T Industry Employment	14,619.9	2.0	-3.1	16,876.7	2.1	1.5
T & T Economy Employment	51,096.3	7.1	-1.1	60,355.1	7.7	1.7

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 11. Impacts of Tourism in Hong Kong, China**

Hong Kong, China Estimates and Forecasts						
Hong Kong, China	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	16,204.8	16.5	11.5	40,432.4	19.8	6.2
Business Travel	702.8	--	-12.2	1,928.8	--	7.3
Government Expenditures	1,313.1	7.4	7.4	2,785.4	7.7	4.5
Capital Investment	4,963.4	12.6	-5.4	13,308.7	13.0	6.9
Visitor Exports	7,269.8	3.3	-6.5	20,940.0	3.7	7.7
Other Exports	9,499.1	4.3	-3.6	24,081.2	4.3	6.3
Travel & Tourism Demand	39,952.9	--	0.8	103,476.0	--	6.6
T & T Industry GDP	3,314.9	2.1	-5.0	9,081.9	2.5	7.2
T & T Economy GDP	17,657.3	10.9	-4.1	46,688.6	12.9	6.8
T & T Industry Employment	82.3	2.5	-2.8	132.4	3.0	4.9
T & T Economy Employment	267.7	8.1	-1.9	415.5	9.5	4.5

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 12. Impacts of Tourism in Indonesia**

Indonesia Estimates and Forecasts						
Indonesia	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	6,129.8	5.1	1.3	14,882.1	5.4	5.5
Business Travel	2,345.9	--	-10.5	7,152.0	--	8.0
Government Expenditures	983.7	8.4	4.3	2,582.2	9.0	6.3
Capital Investment	4,157.9	10.9	3.6	11,223.5	11.2	6.6
Visitor Exports	4,821.0	7.6	4.0	13,906.0	6.8	7.3
Other Exports	1,532.3	2.4	3.7	4,982.8	2.4	8.7
Travel & Tourism Demand	19,970.5	--	1.0	54,728.6	--	6.8
T & T Industry GDP	5,737.6	3.4	-0.2	14,861.9	3.5	6.2
T & T Economy GDP	15,310.2	9.1	0.9	39,999.6	9.5	6.3
T & T Industry Employment	1,979.9	2.1	-1.0	2,900.8	2.2	3.9
T & T Economy Employment	5,750.8	6.1	0.1	8,498.2	6.3	4.0

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 13. Impacts of Tourism in Japan**

Japan Estimates and Forecasts						
Japan	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	242,502.0	11.1	-0.4	355,505.0	11.5	1.8
Business Travel	19,012.0	--	-3.2	28,862.2	--	2.1
Government Expenditures	27,257.6	3.8	4.7	41,858.8	4.0	2.3
Capital Investment	42,673.1	4.3	-0.5	61,240.6	4.4	1.6
Visitor Exports	5,698.7	1.3	8.7	12,874.0	1.2	6.3
Other Exports	29,806.3	7.1	-2.2	77,150.9	7.4	7.7
Travel & Tourism Demand	366,949.0	--	-0.2	577,491.0	--	2.5
T & T Industry GDP	117,055.0	3.0	-0.6	162,056.0	2.9	1.2
T & T Economy GDP	315,669.0	8.1	-0.6	464,168.0	8.4	1.8
T & T Industry Employment	2,258.4	3.6	-2.6	2,304.1	3.7	0.2
T & T Economy Employment	5,934.2	9.4	-2.1	6,315.4	10.1	0.6

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 14. Impacts of Tourism in Korea, Republic**

Korea, Republic Estimates and Forecasts						
Korea, Republic	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	15,208.2	5.7	3.1	42,111.0	6.4	5.9
Business Travel	3,069.7	--	-10.4	9,956.9	--	7.7
Government Expenditures	1,126.4	2.4	3.6	2,144.6	2.5	2.0
Capital Investment	9,736.5	7.9	-2.9	25,139.6	8.1	5.2
Visitor Exports	7,529.5	4.2	0.6	17,092.0	3.1	3.8
Other Exports	7,831.4	4.3	-1.6	24,695.6	4.4	7.3
Travel & Tourism Demand	44,501.6	--	-0.6	121,140.0	--	5.7
T & T Industry GDP	8,102.5	1.8	0.8	19,588.2	1.7	4.5
T & T Economy GDP	32,237.9	7.1	-0.4	81,233.7	7.1	4.9
T & T Industry Employment	385.0	1.8	-0.7	416.4	1.7	0.8
T & T Economy Employment	1,371.8	6.4	-1.8	1,546.5	6.4	1.2

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 15. Impacts of Tourism in Malaysia**

Malaysia Estimates and Forecasts						
Malaysia	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	3,503.9	8.2	-2.6	9,060.1	8.4	6.3
Business Travel	374.0	--	-8.9	929.4	--	5.9
Government Expenditures	181.1	1.6	9.0	381.8	1.7	4.2
Capital Investment	3,968.2	13.5	0.2	12,467.3	13.9	8.4
Visitor Exports	4,575.4	4.2	-4.9	14,799.0	5.3	8.8
Other Exports	3,640.8	3.3	-6.4	9,139.4	3.2	6.1
Travel & Tourism Demand	16,243.3	--	-3.5	46,776.9	--	7.5
T & T Industry GDP	3,470.0	3.8	-2.8	9,176.9	4.0	6.6
T & T Economy GDP	10,661.5	11.5	-3.1	30,971.6	13.6	7.6
T & T Industry Employment	337.4	3.4	-0.9	539.7	4.1	4.8
T & T Economy Employment	939.0	9.5	-0.2	1,468.7	11.1	4.6

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 16. Impacts of Tourism in Mexico**

Mexico Estimates and Forecasts						
Mexico	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	22,916.8	5.0	4.0	37,633.7	5.2	3.7
Business Travel	6,383.3	--	0.2	11,583.7	--	4.8
Government Expenditures	3,431.4	4.8	2.1	4,580.0	4.8	1.6
Capital Investment	19,725.4	15.3	-4.9	51,484.9	15.2	8.7
Visitor Exports	8,190.3	4.4	-14.2	21,175.0	3.1	8.6
Other Exports	14,713.2	7.8	-8.7	54,340.1	8.0	12.5
Travel & Tourism Demand	75,360.4	--	-3.7	180,797.0	--	7.7
T & T Industry GDP	15,774.7	2.5	0.9	27,082.1	2.3	4.2
T & T Economy GDP	60,685.5	9.4	-2.1	135,211.0	11.7	7.0
T & T Industry Employment	848.2	2.5	3.0	1,029.0	2.3	2.0
T & T Economy Employment	3,192.6	9.5	1.3	4,809.6	10.9	4.2

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "



**Table 17. Impacts of Tourism in New Zealand**

New Zealand Estimates and Forecasts						
New Zealand	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	3,614.9	12.0	-0.2	5,402.1	13.2	3.5
Business Travel	1,402.9	--	0.4	2,033.0	--	3.2
Government Expenditures	247.2	3.5	2.4	351.8	3.5	3.0
Capital Investment	2,134.2	23.6	10.1	2,973.4	23.1	2.8
Visitor Exports	2,654.8	14.0	10.7	5,815.7	10.3	7.7
Other Exports	495.7	2.6	4.9	1,620.3	2.9	12.0
Travel & Tourism Demand	10,549.7	--	4.7	18,196.3	--	5.0
T & T Industry GDP	3,135.5	6.6	5.1	4,697.6	7.0	3.6
T & T Economy GDP	7,360.3	15.6	5.9	10,278.5	15.3	2.8
T & T Industry Employment	129.2	7.1	5.9	153.7	6.8	1.8
T & T Economy Employment	298.9	16.4	6.8	324.9	14.4	0.8

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 18. Impacts of Tourism in Papua New Guinea**

Papua New Guinea Estimates and Forecasts						
Papua New Guinea	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	283.2	11.1	10.0	577.0	13.3	4.9
Business Travel	48.1	--	-13.1	111.2	--	6.1
Government Expenditures	16.6	3.2	2.1	29.3	3.3	3.4
Capital Investment	98.2	18.2	2.2	170.1	18.5	3.2
Visitor Exports	151.7	6.1	-3.8	416.2	8.2	8.1
Other Exports	52.5	2.1	10.1	105.2	2.1	4.7
Travel & Tourism Demand	651.2	--	2.7	1,408.9	--	5.5
T & T Industry GDP	142.0	3.7	-6.6	336.9	5.1	6.5
T & T Economy GDP	370.9	9.5	-3.7	807.9	12.2	5.6
T & T Industry Employment	61.8	2.8	-6.6	106.9	3.9	5.7
T & T Economy Employment	188.0	8.5	-3.8	298.6	10.8	4.8

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 19. Impacts of Tourism in Peru**

Peru Estimates and Forecasts						
Peru	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	2,396.0	6.0	-2.3	5,234.6	6.6	5.6
Business Travel	1,348.5	--	-15.9	3,559.8	--	7.7
Government Expenditures	166.4	2.6	0.4	355.9	2.7	5.4
Capital Investment	1,194.5	10.3	0.3	2,485.3	10.5	5.1
Visitor Exports	861.5	10.0	-8.1	2,078.1	11.9	6.7
Other Exports	118.1	1.4	-7.0	229.6	1.3	4.4
Travel & Tourism Demand	6,085.0	--	-6.4	13,943.3	--	6.1
T & T Industry GDP	2,065.6	3.6	-7.9	4,908.9	4.2	6.5
T & T Economy GDP	4,965.1	8.6	-5.9	11,452.6	9.7	6.2
T & T Industry Employment	285.9	3.1	-6.2	420.0	3.6	3.9
T & T Economy Employment	687.7	7.4	-4.2	980.5	8.4	3.6

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 20. Impacts of Tourism in Philippines**

Philippines Estimates and Forecasts						
Philippines	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	3,336.0	5.7	1.6	9,259.5	6.2	5.1
Business Travel	170.6	--	-12.6	574.3	--	7.3
Government Expenditures	205.2	3.5	-1.6	498.9	3.7	3.7
Capital Investment	1,417.1	9.9	-2.2	4,064.4	10.2	5.5
Visitor Exports	2,192.4	5.6	-4.2	5,518.0	3.7	4.1
Other Exports	780.1	2.0	-8.8	3,068.6	2.1	8.9
Travel & Tourism Demand	8,101.4	--	-2.2	22,983.6	--	5.4
T & T Industry GDP	2,257.3	3.0	-3.1	5,495.2	2.9	3.8
T & T Economy GDP	5,733.7	7.6	-4.0	15,025.6	7.9	4.5
T & T Industry Employment	923.5	3.3	-4.5	1,117.0	3.2	1.9
T & T Economy Employment	2,724.9	9.7	-5.4	3,547.7	10.1	2.7

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 21. Impacts of Tourism in Former Soviet Union**

Former Soviet Union Estimates and Forecasts						
Former Soviet Union	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	18,538.0	5.9	8.1	34,733.7	6.5	4.4
Business Travel	591.9	--	-7.6	1,354.7	--	6.7
Government Expenditures	1,390.3	1.9	9.5	2,476.9	1.9	3.9
Capital Investment	5,508.4	5.8	9.0	9,609.9	5.9	3.7
Visitor Exports	8,738.7	4.8	2.7	26,284.0	4.8	9.5
Other Exports	6,580.3	3.6	7.3	20,539.2	3.7	9.9
Travel & Tourism Demand	41,347.6	--	6.7	94,998.3	--	6.6
T & T Industry GDP	5,958.9	1.1	5.1	13,649.6	1.5	6.5
T & T Economy GDP	27,259.7	5.2	6.4	62,915.3	7.0	6.6
T & T Industry Employment	3,380.0	3.0	-2.3	4,738.7	4.0	3.4
T & T Economy Employment	12,094.5	10.8	-1.2	17,084.9	14.5	3.5

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 22. Impacts of Tourism in Singapore**

Singapore Estimates and Forecasts						
Singapore	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	4,309.0	12.1	6.2	8,669.1	11.8	4.9
Business Travel	708.9	--	-13.9	1,919.8	--	8.0
Government Expenditures	868.9	9.2	1.1	1,620.4	9.6	4.0
Capital Investment	2,684.2	9.0	-3.8	5,568.0	9.2	5.1
Visitor Exports	6,130.5	4.2	-5.2	15,301.0	5.1	7.1
Other Exports	3,232.2	2.2	-7.5	6,215.5	2.1	4.3
Travel & Tourism Demand	17,933.7	--	-3.3	39,293.7	--	5.7
T & T Industry GDP	2,980.9	3.5	-5.5	7,753.4	4.2	7.5
T & T Economy GDP	9,156.1	10.6	-5.4	21,693.4	11.8	6.5
T & T Industry Employment	67.2	3.3	-0.4	90.3	4.0	3.0
T & T Economy Employment	198.0	9.6	-0.3	242.5	10.6	2.0

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 23. Impacts of Tourism in Chinese Taipei**

Chinese Taipei Estimates and Forecasts						
Chinese Taipei	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	9,556.7	5.2	-1.9	26,222.2	6.6	7.1
Business Travel	1,956.0	--	-14.2	5,490.6	--	7.4
Government Expenditures	644.0	1.7	-1.1	1,253.4	1.7	3.5
Capital Investment	4,688.6	7.7	-13.7	10,098.0	7.8	4.5
Visitor Exports	3,334.7	2.6	-1.5	8,275.0	2.3	6.0
Other Exports	2,201.3	1.7	-12.9	6,201.0	1.7	7.4
Travel & Tourism Demand	22,381.3	--	-6.9	57,540.2	--	6.4
T & T Industry GDP	3,152.3	1.1	2.7	6,786.7	1.1	4.5
T & T Economy GDP	11,719.0	4.2	-1.5	24,843.0	3.9	4.4
T & T Industry Employment	172.9	1.8	6.0	192.8	1.7	1.1
T & T Economy Employment	585.6	6.0	1.6	643.0	5.7	0.9

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 24. Impacts of Tourism in Thailand**

Thailand Estimates and Forecasts						
Thailand	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	6,837.5	9.7	0.4	17,972.4	10.2	5.6
Business Travel	1,295.9	--	-12.3	4,320.8	--	8.2
Government Expenditures	395.3	2.6	0.7	1,104.7	2.8	6.2
Capital Investment	2,084.1	8.5	0.4	5,634.1	8.7	5.9
Visitor Exports	9,060.2	10.5	2.9	22,930.0	9.3	5.2
Other Exports	1,717.7	2.0	1.4	4,924.7	2.0	6.5
Travel & Tourism Demand	21,390.8	--	0.6	56,886.7	--	5.7
T & T Industry GDP	7,179.9	5.6	-0.7	18,725.2	5.6	5.5
T & T Economy GDP	15,287.7	12.0	-0.7	40,361.5	12.0	5.7
T & T Industry Employment	1,423.1	4.4	-0.3	1,544.6	4.4	0.8
T & T Economy Employment	3,014.7	9.4	-0.3	3,312.4	9.4	1.0

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
 Employment in Thousands  
 Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 25. Impacts of Tourism in United States**

United States Estimates and Forecasts						
United States	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	727,012	10.1	-2.4	1,322,880	10.9	3.7
Business Travel	170,825	--	-0.4	298,152	--	3.3
Government Expenditures	76,125	4.8	3.5	135,926	5.1	3.5
Capital Investment	205,205	10.4	-2.8	361,112	10.7	3.4
Visitor Exports	87,820	8.4	-13.3	208,390	9.5	6.5
Other Exports	70,431	6.7	-6.4	145,067	6.6	5.0
Travel & Tourism Demand	1,337,420	--	-3.0	2,471,530	--	3.9
T & T Industry GDP	451,400	4.3	-2.0	805,414	4.5	3.5
T & T Economy GDP	1,160,270	11.2	-2.0	2,071,490	11.5	3.5
T & T Industry Employment	6,470.7	4.8	-2.6	7,264.3	4.7	1.2
T & T Economy Employment	16,387.4	12.1	-2.1	18,336.1	12.0	1.1

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

**Table 26. Impacts of Tourism in Vietnam**

Vietnam Estimates and Forecasts						
Vietnam	2002			2012		
	US\$ Mn	% of Tot	Growth <sup>1</sup>	US\$ Mn	% of Tot	Growth <sup>2</sup>
Personal Travel & Tourism	2,176.8	9.6	8.0	5,874.0	12.6	7.8
Business Travel	256.0	--	-10.4	700.9	--	8.1
Government Expenditures	31.6	1.4	4.0	69.4	1.4	5.6
Capital Investment	623.2	7.2	4.0	1,329.7	7.4	5.3
Visitor Exports	164.9	1.0	-4.7	476.8	1.0	8.6
Other Exports	806.1	4.7	2.6	2,187.1	4.8	7.9
Travel & Tourism Demand	4,058.7	--	4.1	10,638.0	--	7.5
T & T Industry GDP	595.6	1.8	-0.4	1,383.6	2.0	6.2
T & T Economy GDP	2,204.7	6.5	1.4	5,232.7	7.4	6.5
T & T Industry Employment	592.8	1.7	-2.7	770.1	1.9	2.7
T & T Economy Employment	1,815.9	5.1	-0.9	2,410.6	5.8	2.9

<sup>1</sup> 2001 Real Growth Adjusted for Inflation (percent): <sup>2</sup> 2002-2012 Annualized Real Growth Adjusted for Inflation (percent):  
Employment in Thousands  
Source: World Travel & Tourism Council. 2002. "APEC – The Impact of Travel & Tourism on Jobs and the Economy – 2002. "

## **4. The Review**

### **4.1 Introduction**

The APEC Tourism Charter recognises the significant contribution tourism makes to APEC economies and the goals of APEC. The Charter, adopted by APEC Tourism Ministers at the 1<sup>st</sup> meeting in 2000 in Seoul, serves as a statement of Ministerial purpose and intent to further develop this contribution and acknowledge tourism as a key vehicle for achieving positive and sustainable economic, social, environmental and cultural outcomes in the Asia Pacific region and for member economies.

The Charter sets out four key policy goals which are intended to guide policy development and program activities within the TWG and its members. The Charter also calls for the establishment of individual and collective action plans within which the TWG and its members can articulate actions being taken to support the achievement of positive outcomes against each of the key goals.

The Patagonia Declaration, endorsed by Ministers at the 3<sup>rd</sup> APEC Tourism Ministers Meeting in Punta Arenas, Chile, in October 2004, instructed the TWG to undertake a strategic review of the Charter to ensure a work program that addresses challenges affecting tourism in the coming years. This review was also required by the SCE as part of its broader review of APEC sub-fora (recommendations of this are at **Appendix D**) and its mandate to undertake an independent assessment of the TWG and SMEWG.

In order to be able to provide Ministers with a comprehensive review of the Charter, and to identify possible changes to it, the TWG commissioned a consultant to analyse a number of key questions, including:

- the extent to which the stated Charter goals and supporting initiatives been delivered – at the collective and individual economy levels;
- the extent to which the outcomes delivered to date through the Charter’s implementation have been effective, useful and relevant in supporting sustainable tourism development in the region and at economy level;
- whether the current Charter’s goals and supporting initiatives are relevant to the future needs of the tourism sector in the Asia Pacific region;
- what, if any, amendments to the Charter are necessary to reflect current developments and future needs; and
- is the current TWG operating framework effective in supporting the implementation of the Charter.

## **4.2 Purpose**

The purpose of this review was to assess the performance of the TWG to date and identify ways to improve the operation of the Tourism Working Group (TWG), and provide suggestions leading to a more focused Working Group in the future.

## **4.3 Questionnaire**

To obtain a clear understanding of TWG members' views on the operations of the TWG a questionnaire was designed to achieve independent feedback from TWG members and key stakeholders (Appendix E). The questionnaire was structured to encourage responses from both collective regional and individual economy perspectives.

In completing the questionnaire, TWG members were encouraged to seek, and include, the views of officials from other relevant government agencies and peak industry associations within their economies. The consultant also gathered responses from guest members, including other multilateral organisations.

## **4.4 Workshop at 29<sup>th</sup> TWG meeting, Hoi An**

TWG members agreed to hold a workshop session on the review, covering the following key areas:

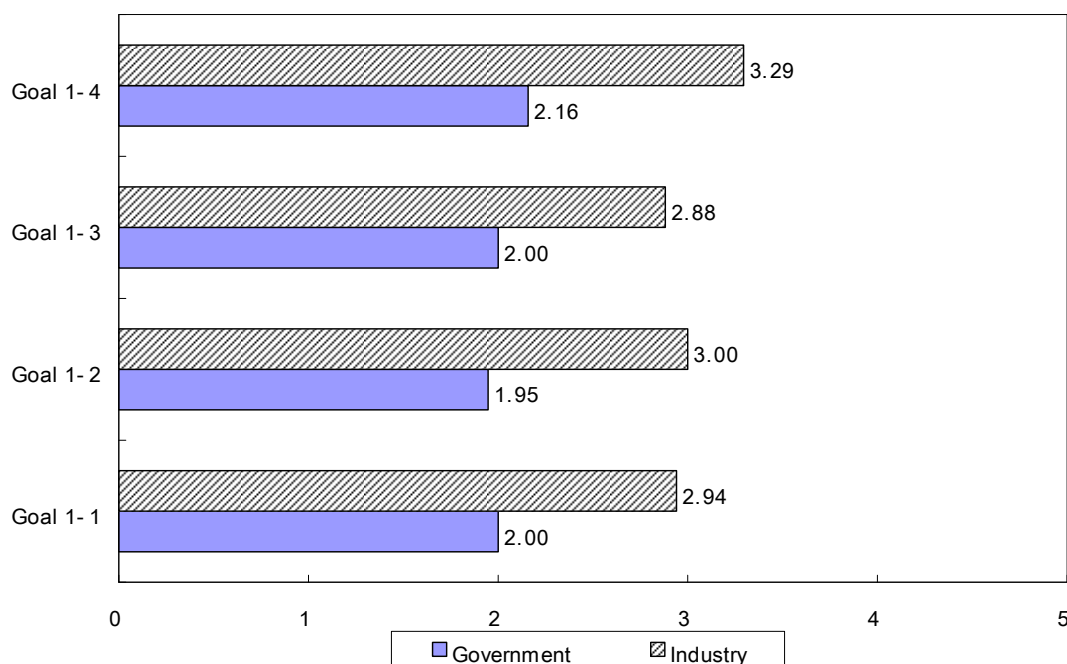
- function;
- operation;
- projects;
- role of the TWG Chair/Lead Shepherd; and
- collaboration.

The outcomes of this workshop have been incorporated into the review and considered when preparing the findings and recommendations of this report.

#### 4.5 Result 1: About the APEC Tourism Charter (As of October 2006)

##### 4.5.1 Awareness of the APEC Tourism Charter’s Goals and Sub-Goals within government tourism body, Ministry, or agencies; and relevant tourism industry organizations/associations

###### a. Goal 1: Remove impediments to tourism business and investment



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of awareness

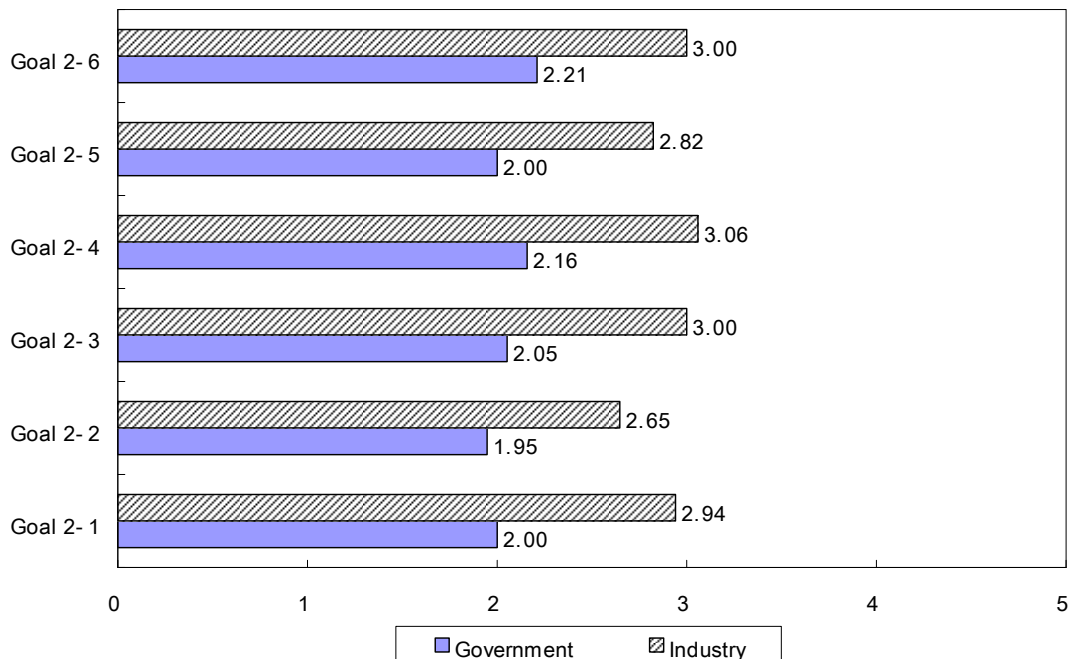
Figure 4. Awareness of the APEC Tourism Charter’s Goal 1 and its sub goals

Member economies’ government tourism body, Ministry, or agencies highly aware the APEC Tourism Charter’s Goal 1, “Remove impediments to tourism business and investment.” They highly aware Goal 1-2, “promoting and facilitating productive investment in tourism and associated sectors,” (average 1.95), followed by Goal 1-1, “promoting and facilitating the mobility of skills, training and labor,” (average 2.00), Goal 1-3, “removing regulatory impediments to tourism business and investment,” (average 2.00) and Goal 1-4, “encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)” (average 2.16).

However, tourism industry organizations or associations somewhat aware Goal 1 and its sub goals: Goal 1-3 (average 2.88), Goal 1-1 (average 2.94), Goal 1-2 (average 3.00), and Goal 1-4 (average 3.29).



*b. Goal 2: Increase mobility of visitors and demand for tourism goods and services*



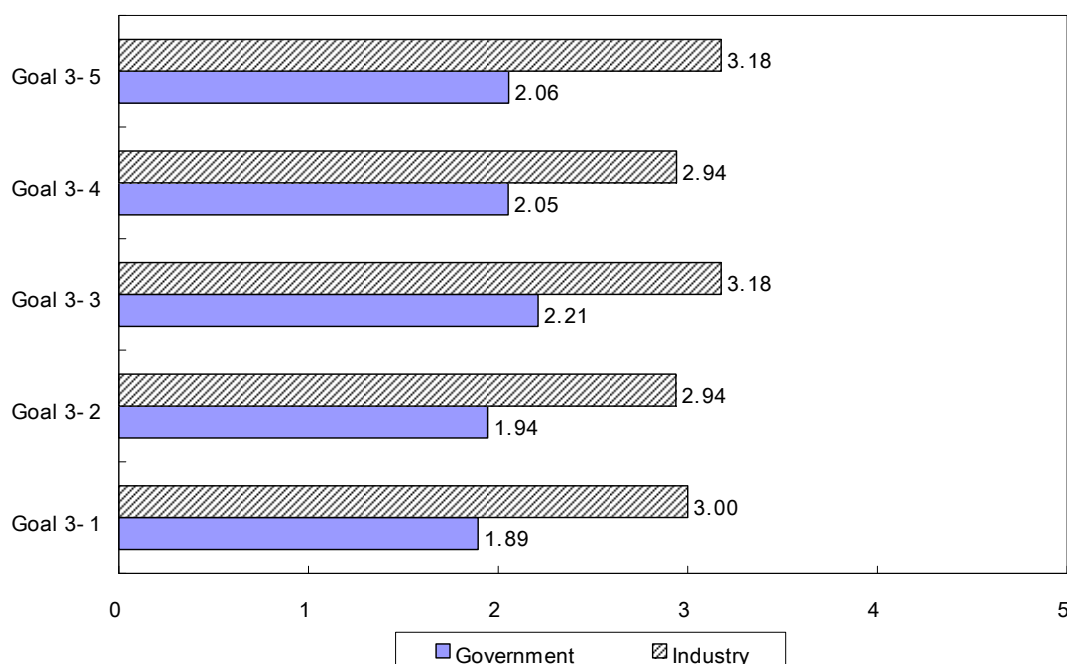
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of awareness

Figure 5. Awareness of the APEC Tourism Charter's Goal 2 and its sub goals

Member economies' government tourism body highly aware the APEC Tourism Charter's Goal 2, "Increase mobility of visitors and demand for tourism goods and services in the APEC region." They highly aware Goal 2-2, "enhancing visitor experiences," (average 1.95), followed by Goal 2-1, "facilitating seamless travel for visitors," (average 2.00), Goal 2-5, "enhancing safety and security of visitors," (average 2.00), Goal 2-3, "promoting inter- and intra-regional marketing opportunities and cooperation," (average 2.05), Goal 2-4, "facilitating and promoting e-commerce for tourism business," (average 2.16) and Goal 2-6, "fostering a non-discriminatory approach to the provision of visitor facilities and services," (average 2.21).

However, tourism industry organizations or associations somewhat aware Goal 2 and its sub goals: Goal 2-2 (average 2.65), Goal 2-5 (average 2.82), Goal 2-1 (average 2.94), Goal 2-3 (average 3.00), Goal 2-6 (average 3.00), and Goal 2-4 (average 3.06).

*c. Goal 3: Sustainably manage tourism outcomes and impacts*



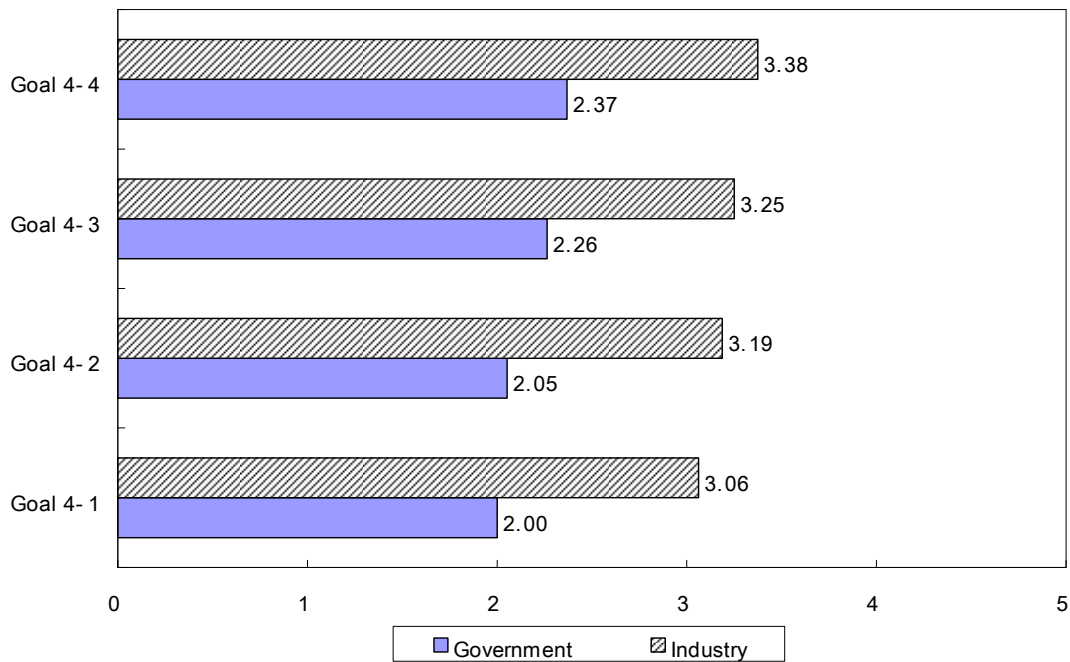
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of awareness

Figure 6. Awareness of the APEC Tourism Charter’s Goal 3 and its sub goals

Member economies’ government tourism body highly aware the APEC Tourism Charter’s Goal 3, “Sustainably manage tourism outcomes and impacts.” They highly aware Goal 3-1, “demonstrate an appreciation and understanding of our natural environment and seek to protect that environment,” (average 1.89), followed by Goal 3-2, “foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets,” (average 1.94), Goal 3-4, “recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage,” (average 2.05), Goal 3-5, “enhance capability building in the management and development of tourism,” (average 2.06), and Goal 3-3, “protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism,” (average 2.21).

However, tourism industry organizations or associations somewhat aware Goal 3 and its sub goals: Goal 3-2 (average 2.94), Goal 3-4 (average 2.94), Goal 3-1 (average 3.00), Goal 3-3 (average 3.18), and Goal 3-5 (average 3.18).

*d. Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development*



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of awareness

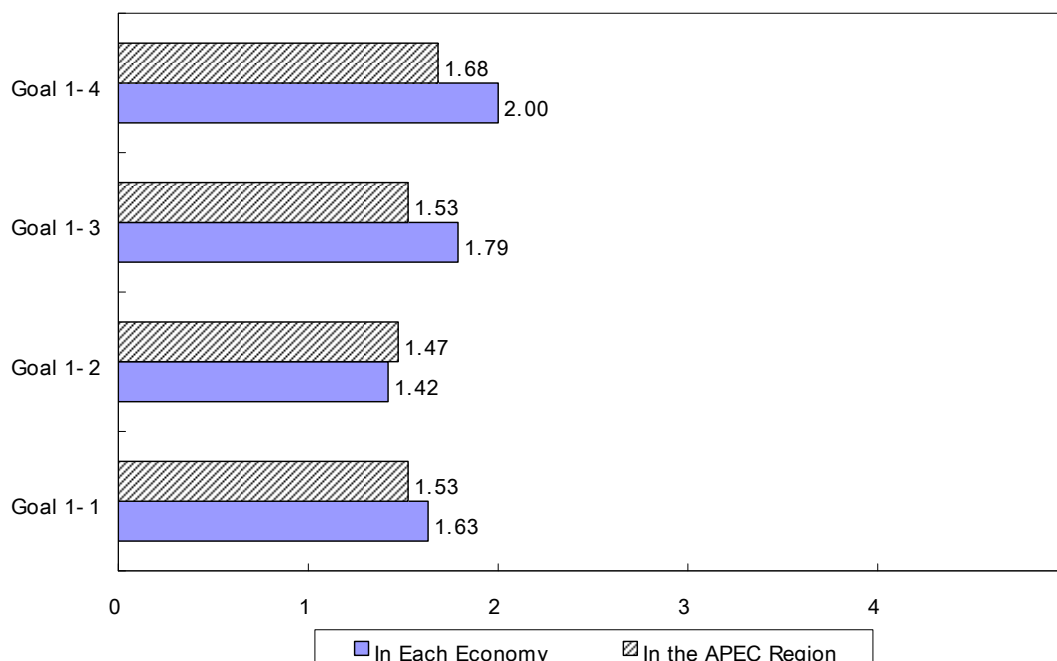
Figure 7. Awareness of the APEC Tourism Charter's Goal 4 and its sub goals

Member economies' government tourism body highly aware the APEC Tourism Charter's Goal 4, "Enhance recognition and understanding of tourism as a vehicle for economic and social development." They highly aware Goal 4-1, "harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations," (average 2.00), followed by Goal 4-2, "facilitating the exchange of information on tourism between economies," (average 2.05), Goal 4-3, "promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth," (average 2.26), and Goal 4-4, "expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter," (average 2.06).

However, tourism industry organizations or associations somewhat aware Goal 4 and its sub goals: Goal 4-1 (average 3.06), Goal 4-2 (average 3.19), Goal 4-3 (average 3.25), and Goal 4-4 (average 3.38).

4.5.2 *Relevance of the APEC Tourism Charter’s Goals and Sub-Goals to the current key issues in tourism sector*

a. *Goal 1: Remove impediments to tourism business and investment*

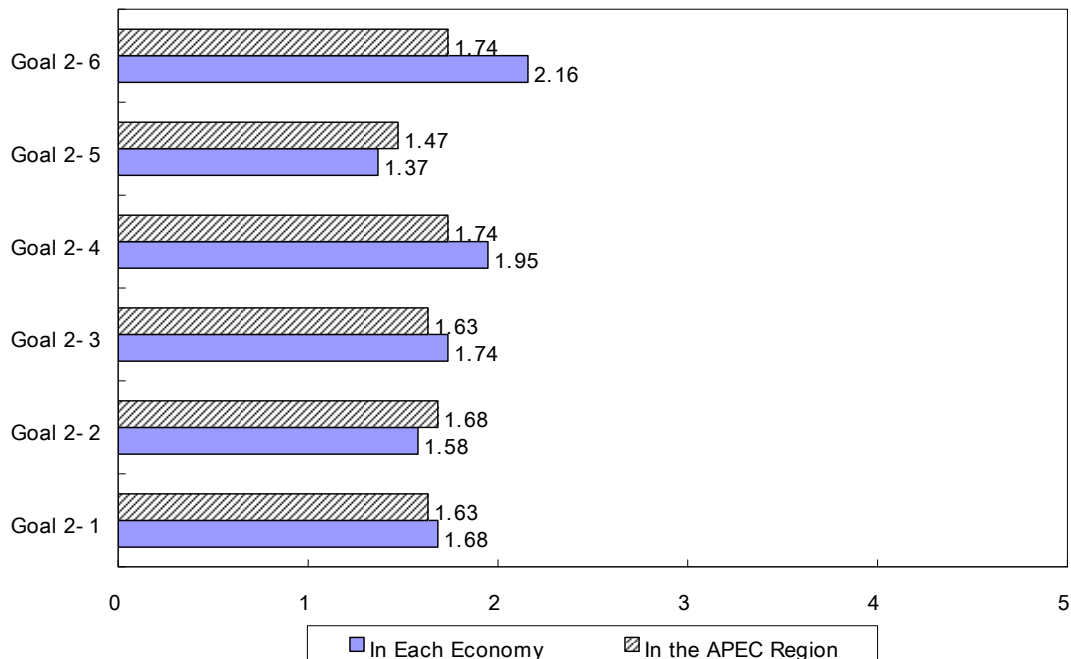


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 8. Relevance of the APEC Tourism Charter’s Goal 1 and its sub goals to the current key issues in tourism sector

Member economies mentioned that the APEC Tourism Charter’s Goal 1, “Remove impediments to tourism business and investment,” is very highly or highly relevant to the current key issues in the tourism sector in each economy and in the APEC Region. The average levels of relevance to the current key issues in tourism sector for the Goal 1-2, “promoting and facilitating productive investment in tourism and associated sectors,” are 1.42 in each economy and 1.47 in the APEC Region, followed by Goal 1-1, “promoting and facilitating the mobility of skills, training and labor,” (average 1.63 in each economy, 1.54 in the APEC Region), Goal 1-3, “removing regulatory impediments to tourism business and investment,” (average 1.79 in each economy, 1.53 in the APEC Region) and Goal 1-4, “encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)” (average 2.00 in each economy, 1.68 in the APEC Region).

*b. Goal 2: Increase mobility of visitors and demand for tourism goods and services*

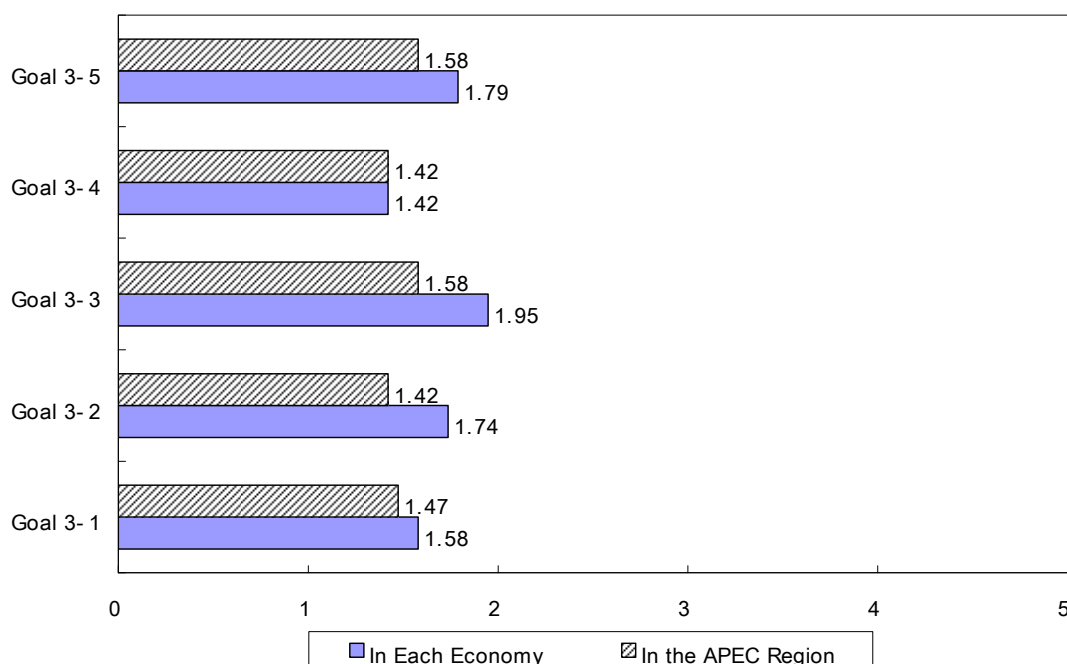


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 9. Relevance of the APEC Tourism Charter's Goal 2 and its sub goals to the current key issues in tourism sector

Member economies mentioned that the APEC Tourism Charter's Goal 2, "Increase mobility of visitors and demand for tourism goods and services in the APEC region," is very highly or highly relevant to the current key issues in the tourism sector in each economy and in the APEC Region. The average levels of relevance to the current key issues in tourism sector for the Goal 2-5, "enhancing safety and security of visitors," are 1.37 in each economy and 1.47 in the APEC Region, followed by Goal 2-2, "enhancing visitor experiences," (average 1.58 in each economy, 1.68 in the APEC Region), Goal 2-1, "facilitating seamless travel for visitors," (average 1.68 in each economy, 1.63 in the APEC Region), Goal 2-3, "promoting inter- and intra-regional marketing opportunities and cooperation," (average 1.74 in each economy, 1.63 in the APEC Region), Goal 2-4, "facilitating and promoting e-commerce for tourism business," (average 1.95 in each economy, 1.74 in the APEC Region), and Goal 2-6, "fostering a non-discriminatory approach to the provision of visitor facilities and services," (average 2.16 in each economy, 1.74 in the APEC Region).

*c. Goal 3: Sustainably manage tourism outcomes and impacts*

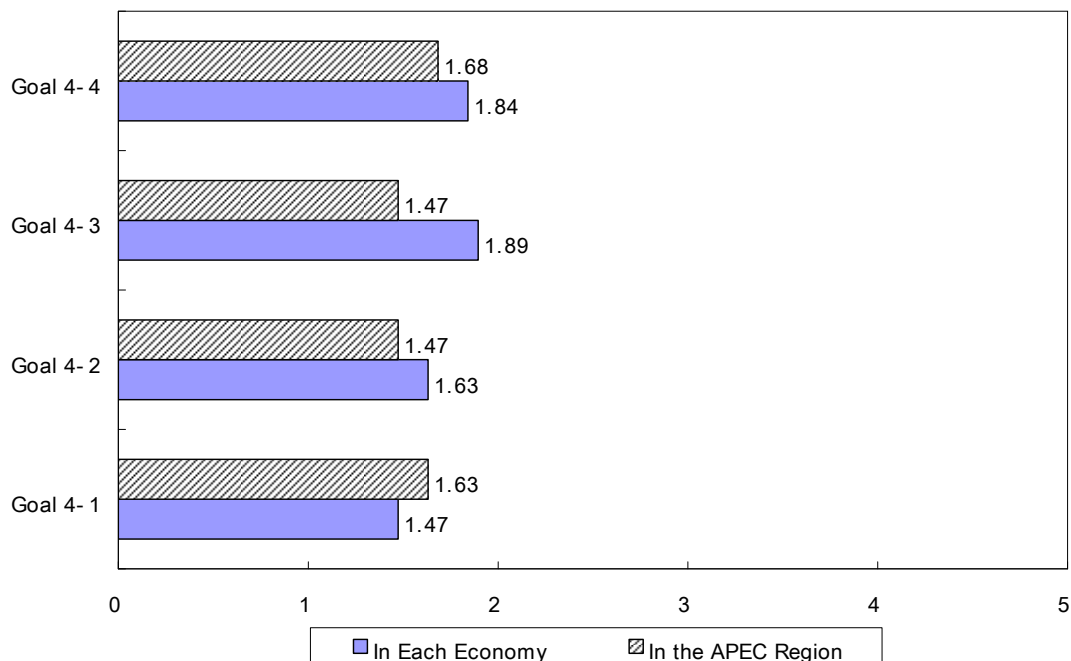


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 10. Relevance of the APEC Tourism Charter’s Goal 3 and its sub goals to the current key issues in tourism sector

Member economies mentioned that the APEC Tourism Charter’s Goal 3, “Sustainably manage tourism outcomes and impacts,” is very highly or highly relevant to the current key issues in the tourism sector in each economy and in the APEC Region. The average levels of relevance to the current key issues in tourism sector for the Goal 3-4, “recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage,” are 1.42 in each economy and in the APEC Region, followed by Goal 3-1, “demonstrate an appreciation and understanding of our natural environment and seek to protect that environment,” (average 1.58 in each economy, 1.47 in the APEC Region), Goal 3-2, “foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets,” (average 1.74 in each economy, 1.42 in the APEC Region), Goal 3-5, “enhance capability building in the management and development of tourism,” (average 1.79 in each economy, 1.58 in the APEC Region), and Goal 3-3, “protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism,” (average 1.95 in each economy and 1.58 in the APEC Region).

*d. Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development*



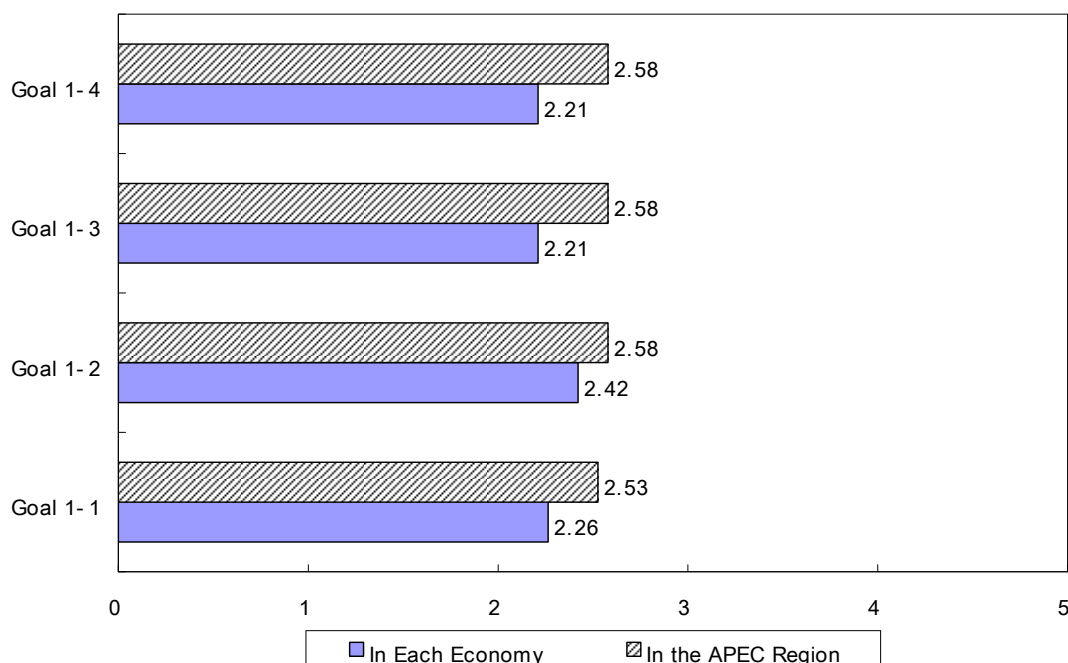
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 11. Relevance of the APEC Tourism Charter's Goal 4 and its sub goals to the current key issues in tourism sector

Member economies mentioned that the APEC Tourism Charter's Goal 4, "Enhance recognition and understanding of tourism as a vehicle for economic and social development," is very highly or highly relevant to the current key issues in the tourism sector in each economy and in the APEC Region. The average levels of relevance to the current key issues in tourism sector for the Goal 4-1, "harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations," are 1.47 in each economy and 1.63 in the APEC Region, followed by Goal 4-2, "facilitating the exchange of information on tourism between economies," (average 1.63 in each economy, 1.47 in the APEC Region), Goal 4-4, "expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter," (average 1.84 in each economy, 1.68 in the APEC Region), and Goal 4-3, "promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth," (average 1.89 in each economy, 1.47 in the APEC Region).

4.5.3 Achievement of the APEC Tourism Charter’s Goals and Sub-Goals

a. Goal 1: Remove impediments to tourism business and investment



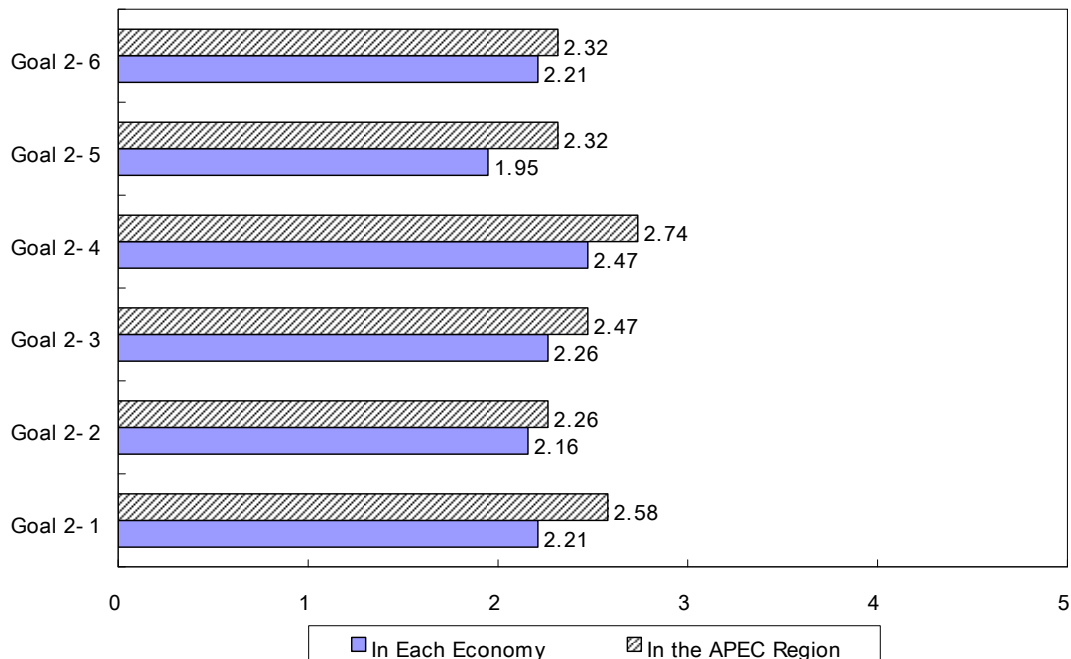
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of achievement

Figure 12. Achievement of the APEC Tourism Charter’s Goal 1 and its sub goals

Member economies mentioned that the APEC Tourism Charter’s Goal 1, “Remove impediments to tourism business and investment,” is highly or somewhat achieved in each economy and in the APEC Region. The average levels of achievement in tourism sector for the Goal 1-3, “removing regulatory impediments to tourism business and investment,” and Goal 1-4, “encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)” are 2.21 in each economy and 2.58 in the APEC Region, followed by Goal 1-1, “promoting and facilitating the mobility of skills, training and labor,” (average 2.26 in each economy, 2.53 in the APEC Region), and Goal 1-2, “promoting and facilitating productive investment in tourism and associated sectors,” (average 2.42 in each economy, 2.58 in the APEC Region).



*b. Goal 2: Increase mobility of visitors and demand for tourism goods and services*

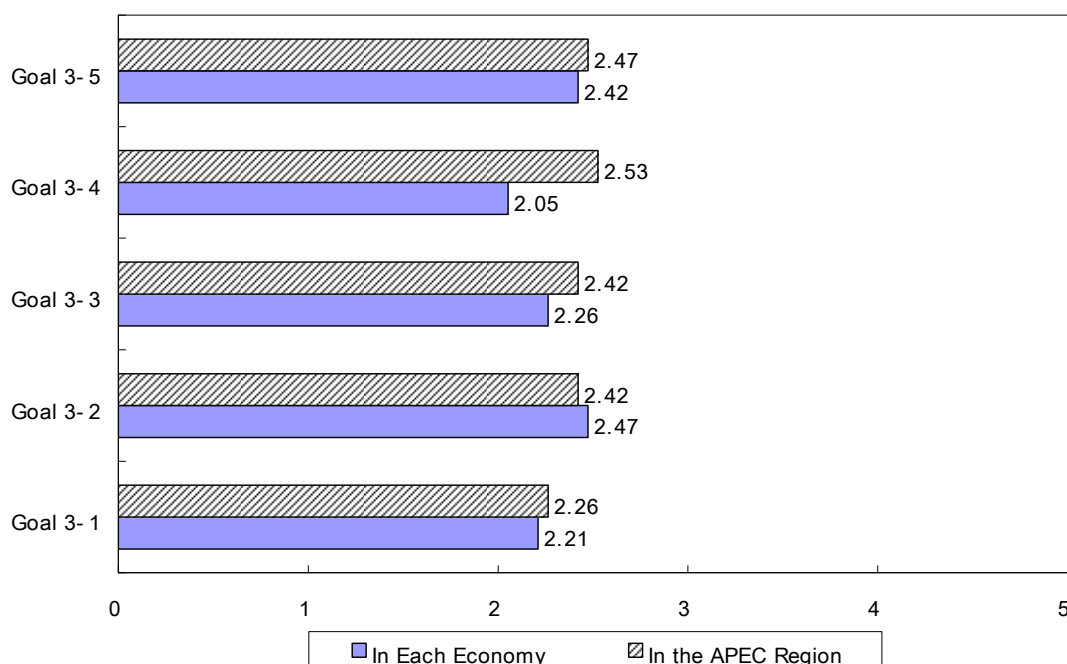


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of achievement

Figure 13. Achievement of the APEC Tourism Charter's Goal 2 and its sub goals

Member economies mentioned that the APEC Tourism Charter's Goal 2, "Increase mobility of visitors and demand for tourism goods and services in the APEC region," is highly or somewhat achieved in each economy and in the APEC Region. The average levels of achievement in tourism sector for the Goal 2-5, "enhancing safety and security of visitors," are 1.95 in each economy and 2.32 in the APEC Region, followed by Goal 2-2, "enhancing visitor experiences," (average 2.16 in each economy, 2.26 in the APEC Region), Goal 2-6, "fostering a non-discriminatory approach to the provision of visitor facilities and services," (average 2.21 in each economy, 2.32 in the APEC Region), Goal 2-1, "facilitating seamless travel for visitors," (average 2.21 in each economy, 2.58 in the APEC Region), Goal 2-3, "promoting inter- and intra-regional marketing opportunities and cooperation," (average 2.26 in each economy, 2.47 in the APEC Region), and Goal 2-4, "facilitating and promoting e-commerce for tourism business," (average 2.47 in each economy, 2.74 in the APEC Region).

*c. Goal 3: Sustainably manage tourism outcomes and impacts*

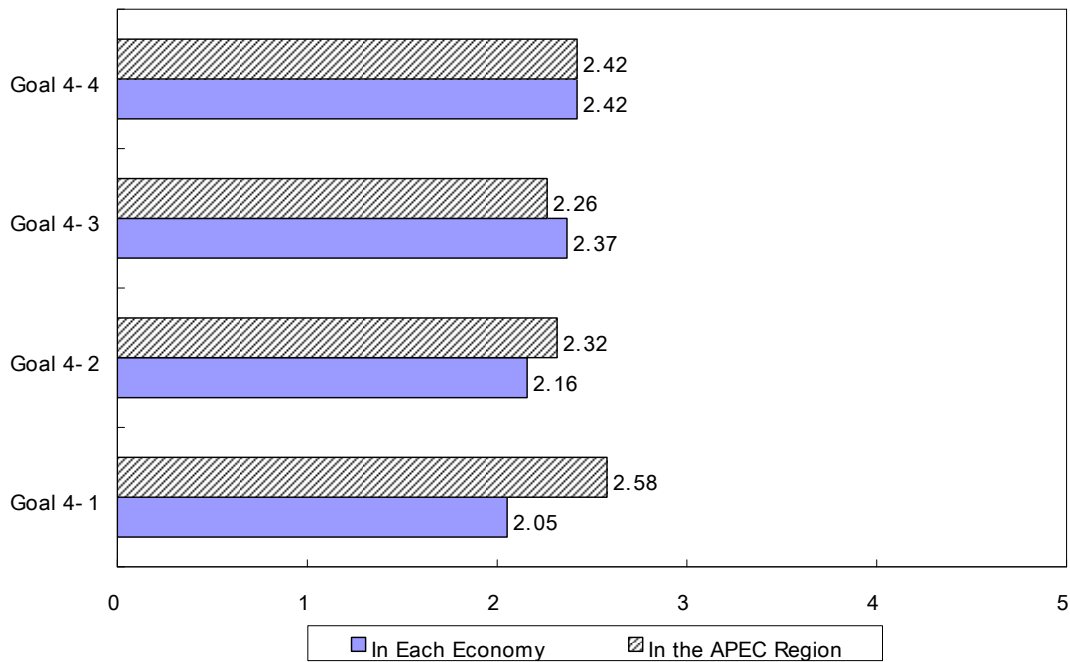


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of achievement

Figure 14. Achievement of the APEC Tourism Charter’s Goal 3 and its sub goals

Member economies mentioned that the APEC Tourism Charter’s Goal 3, “Sustainably manage tourism outcomes and impacts,” is highly or somewhat achieved in each economy and in the APEC Region. The average levels of achievement in tourism sector for the Goal 3-4, “recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage,” are 2.05 in each economy and 2.53 in the APEC Region, followed by Goal 3-1, “demonstrate an appreciation and understanding of our natural environment and seek to protect that environment,” (average 2.21 in each economy, 2.26 in the APEC Region), Goal 3-3, “protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism,” (average 2.26 in each economy and 2.42 in the APEC Region), Goal 3-5, “enhance capability building in the management and development of tourism,” (average 2.42 in each economy, 2.47 in the APEC Region), and Goal 3-2, “foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets,” (average 2.47 in each economy, 2.42 in the APEC Region).

*d. Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development*



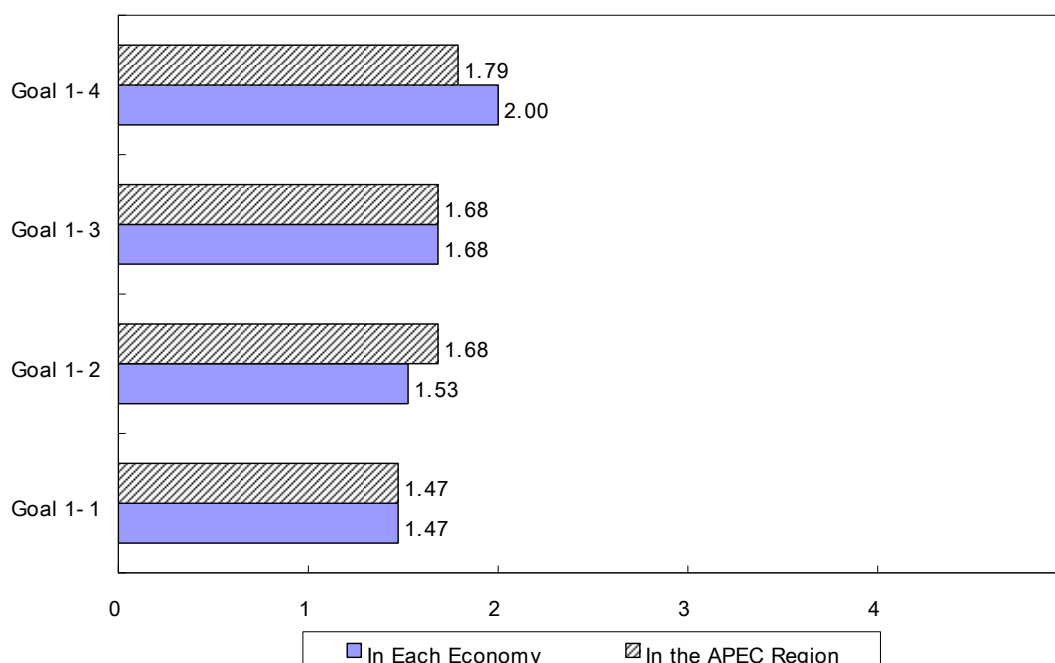
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of achievement

Figure 15. Achievement of the APEC Tourism Charter's Goal 4 and its sub goals

Member economies mentioned that the APEC Tourism Charter's Goal 4, "Enhance recognition and understanding of tourism as a vehicle for economic and social development," is highly or somewhat achieved in each economy and in the APEC Region. The average levels of achievement in tourism sector for the Goal 4-1, "harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations," are 2.05 in each economy and 2.58 in the APEC Region, followed by Goal 4-2, "facilitating the exchange of information on tourism between economies," (average 2.16 in each economy, 2.32 in the APEC Region), Goal 4-3, "promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth," (average 2.37 in each economy, 2.26 in the APEC Region), and Goal 4-4, "expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter," (average 2.42 in each economy, 2.42 in the APEC Region).

*4.5.4 Relevance of the APEC Tourism Charter’s Goals and Sub-Goals to the future needs of the tourism sector*

*a. Goal 1: Remove impediments to tourism business and investment*

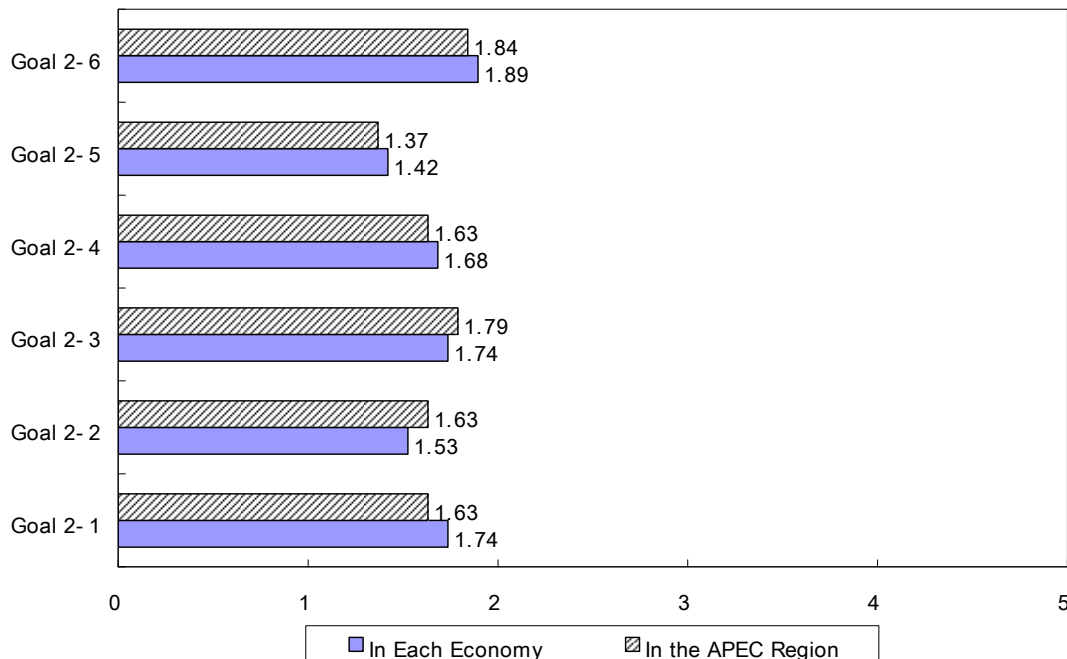


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 16. Relevance of the APEC Tourism Charter’s Goal 1 and its sub goals to the future needs of the tourism sector

Member economies mentioned that the APEC Tourism Charter’s Goal 1, “Remove impediments to tourism business and investment,” is highly relevant to the future needs of the tourism sector in each economy and in the APEC Region. The average levels of relevance to the future needs of tourism sector for the Goal 1-1, “promoting and facilitating the mobility of skills, training and labor,” are 1.47 in each economy and 1.47 in the APEC Region, followed by Goal 1-2, “promoting and facilitating productive investment in tourism and associated sectors,” (average 1.53 in each economy, 1.68 in the APEC Region), Goal 1-3, “removing regulatory impediments to tourism business and investment,” (average 1.68 in each economy, 1.68 in the APEC Region), and Goal 1-4, “encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)” (average 2.00 in each economy, 1.79 in the APEC Region).

*b. Goal 2: Increase mobility of visitors and demand for tourism goods and services*

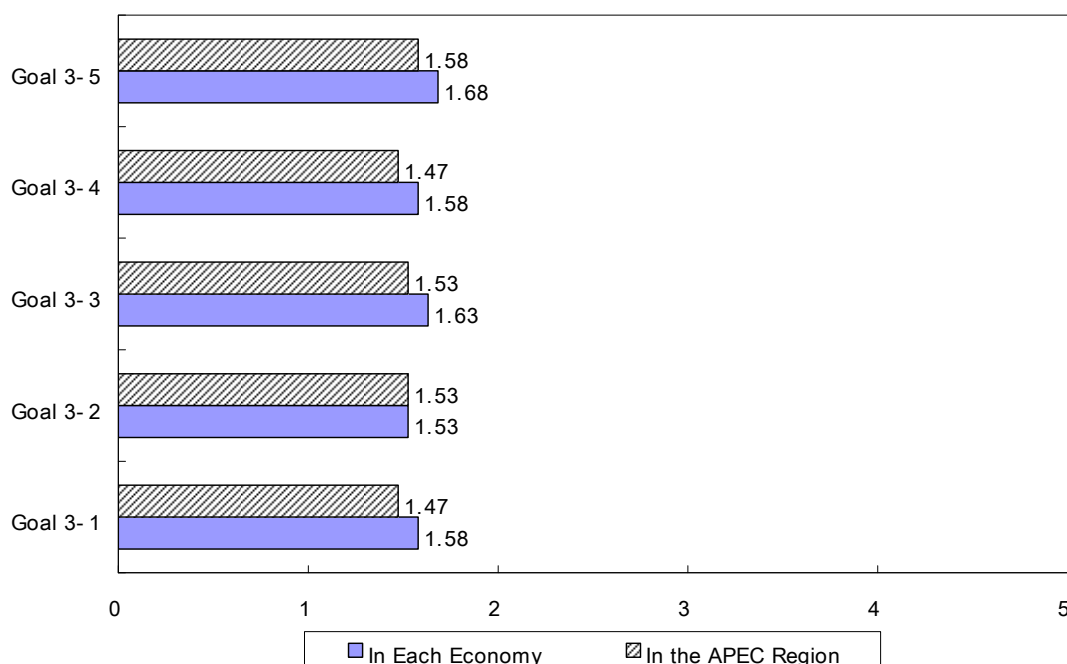


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 17. Relevance of the APEC Tourism Charter's Goal 2 and its sub goals to the future needs of the tourism sector

Member economies mentioned that the APEC Tourism Charter's Goal 2, "Increase mobility of visitors and demand for tourism goods and services in the APEC region," is very highly or highly relevant to the future needs of the tourism sector in each economy and in the APEC Region. The average levels of relevance to the future needs of tourism sector for the Goal 2-5, "enhancing safety and security of visitors," are 1.42 in each economy and 1.37 in the APEC Region, followed by Goal 2-2, "enhancing visitor experiences," (average 1.53 in each economy, 1.63 in the APEC Region), Goal 2-4, "facilitating and promoting e-commerce for tourism business," (average 1.68 in each economy, 1.63 in the APEC Region), Goal 2-1, "facilitating seamless travel for visitors," (average 1.74 in each economy, 1.63 in the APEC Region), Goal 2-3, "promoting inter- and intra-regional marketing opportunities and cooperation," (average 1.74 in each economy, 1.79 in the APEC Region), and Goal 2-6, "fostering a non-discriminatory approach to the provision of visitor facilities and services," (average 1.89 in each economy, 1.84 in the APEC Region).

*c. Goal 3: Sustainably manage tourism outcomes and impacts*

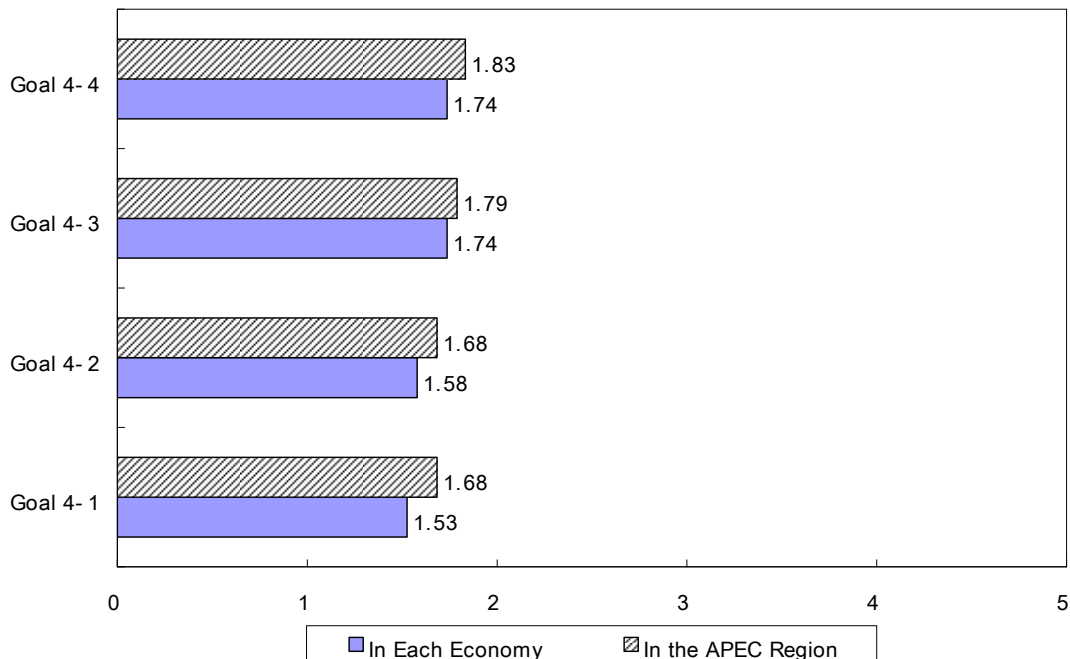


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 18. Relevance of the APEC Tourism Charter’s Goal 3 and its sub goals to the future needs of the tourism sector

Member economies mentioned that the APEC Tourism Charter’s Goal 3, “Sustainably manage tourism outcomes and impacts,” is highly relevant to the future needs of the tourism sector in each economy and in the APEC Region. The average levels of relevance to the future needs of tourism sector for the Goal 3-2, “foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets,” are 1.53 in each economy and 1.53 in the APEC Region, followed by Goal 3-1, “demonstrate an appreciation and understanding of our natural environment and seek to protect that environment,” (average 1.58 in each economy, 1.47 in the APEC Region), Goal 3-4, “recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage,” (average 1.58 in each economy, 1.47 in the APEC Region), Goal 3-3, “protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism,” (average 1.63 in each economy and 1.53 in the APEC Region), and Goal 3-5, “enhance capability building in the management and development of tourism,” (average 1.68 in each economy, 1.58 in the APEC Region).

*d. Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development*



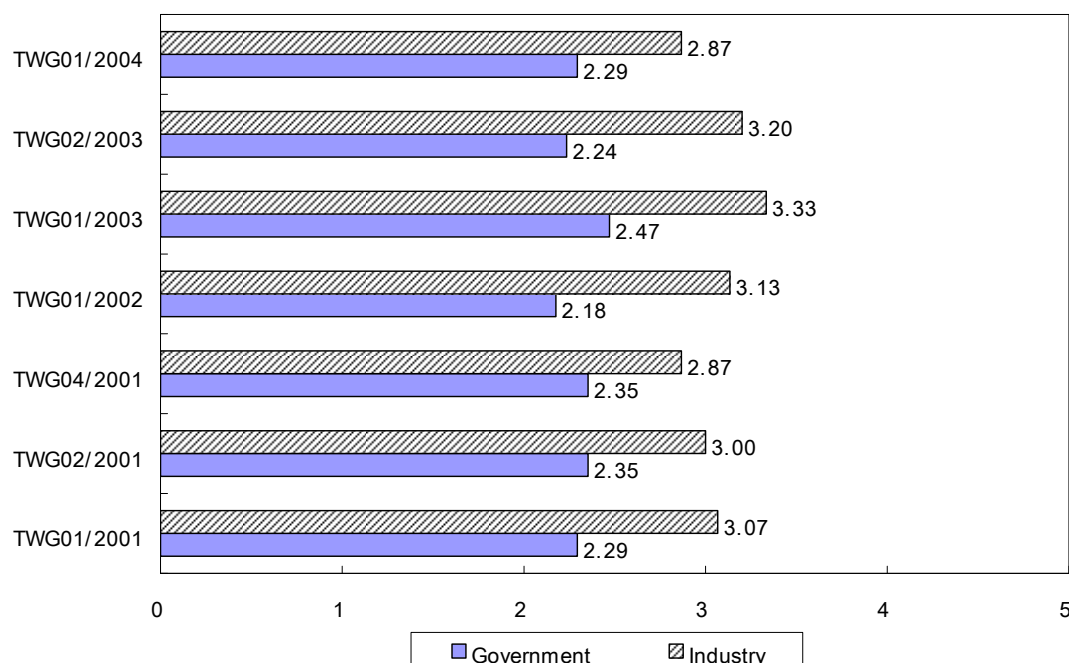
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of relevance

Figure 19. Relevance of the APEC Tourism Charter's Goal 4 and its sub goals to the future needs of the tourism sector

Member economies mentioned that the APEC Tourism Charter's Goal 4, "Enhance recognition and understanding of tourism as a vehicle for economic and social development," is highly relevant to the future needs of the tourism sector in each economy and in the APEC Region. The average levels of relevance to the future needs of tourism sector for the Goal 4-1, "harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations," are 1.53 in each economy and 1.68 in the APEC Region, followed by Goal 4-2, "facilitating the exchange of information on tourism between economies," (average 1.58 in each economy, 1.68 in the APEC Region), Goal 4-3, "promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth," (average 1.74 in each economy, 1.79 in the APEC Region), and Goal 4-4, "expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter," (average 1.74 in each economy, 1.83 in the APEC Region).

## 4.6 Result 2: About the Products of the APEC TWG (As of October 2006)

### 4.6.1 Awareness of the Products of the APEC TWG: Operational Account



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of awareness

TWG 01/2001: Best Practices on Development of Tourism Satellite Accounts

TWG 02/2001: Tourism Research Network

TWG 04/2001: Tourism Impediments Stage 1

TWG 01/2002: Tourism Occupational Skill Standard Development in the APEC Region Stage III

TWG 01/2003: Small to Medium Size Tourism Business Development Needs

TWG 02/2003: Best Practices and Ideas in Safety and Security for APEC Economies to combat terrorism in tourism

TWG 01/2004: Tourism Impediments Stage 2

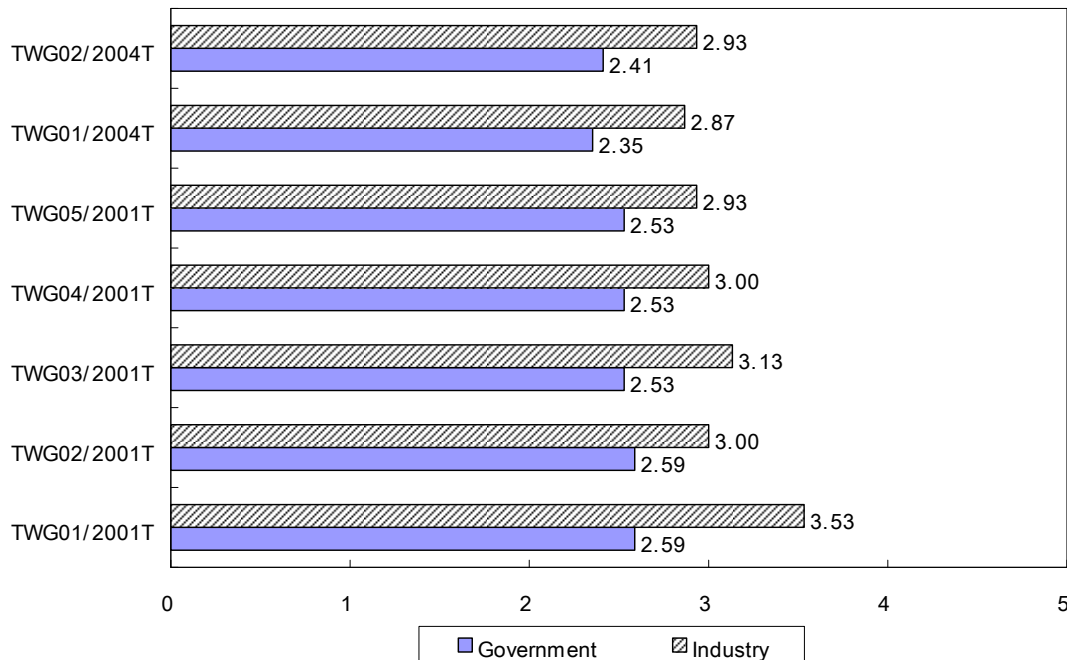
Figure 20. Awareness of APEC outcomes in the field of tourism: Operational account

In case of operation account, member economies' government tourism body, Ministry, or agencies aware the products of the APEC TWG. The average level of awareness for the TWG01/2002, "Tourism Occupational Skill Standard Development in the APEC Region Stage III," is 2.18, followed by TWG02/2003 (2.24), TWG01/2001 (2.29), TWG01/2004 (2.29), TWG02/2001 (2.35), TWG04/2001 (2.35), and TWG01/2003 (2.47).

However, other government ministries and agencies, and relevant tourism industry organizations or associations somewhat aware the outcomes of APEC TWG: TWG04/2001 (2.87), TWG01/2004 (2.87), TWG02/2001 (3.00), TWG01/2001 (3.07), TWG01/2002 (3.13), TWG02/2003 (3.20), and TWG01/2003 (3.33).



## 4.6.2 Awareness of the Products of the APEC TWG: TILF Account



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of awareness

TWG 01/2001T: Tourism Information Network

TWG 02/2001T: Application of Electronic Commerce to Small & Medium Tourism Enterprises in APEC Member Economies

TWG 03/2001T: Best Business Practices for access to Tourists with Restricted Physical Ability

TWG 04/2001T: Training for Sustainable Development in the Tourism Industry

TWG 05/2001T: Public-Private Partnership for Sustainable Tourism

TWG 01/2004T: Public and Private Partnership for Facilitating Tourism Investment in the APEC Member Economies

TWG 02/2004T: Exploring Best Practices of E-Commerce Application to the SMTEs in the APEC Region

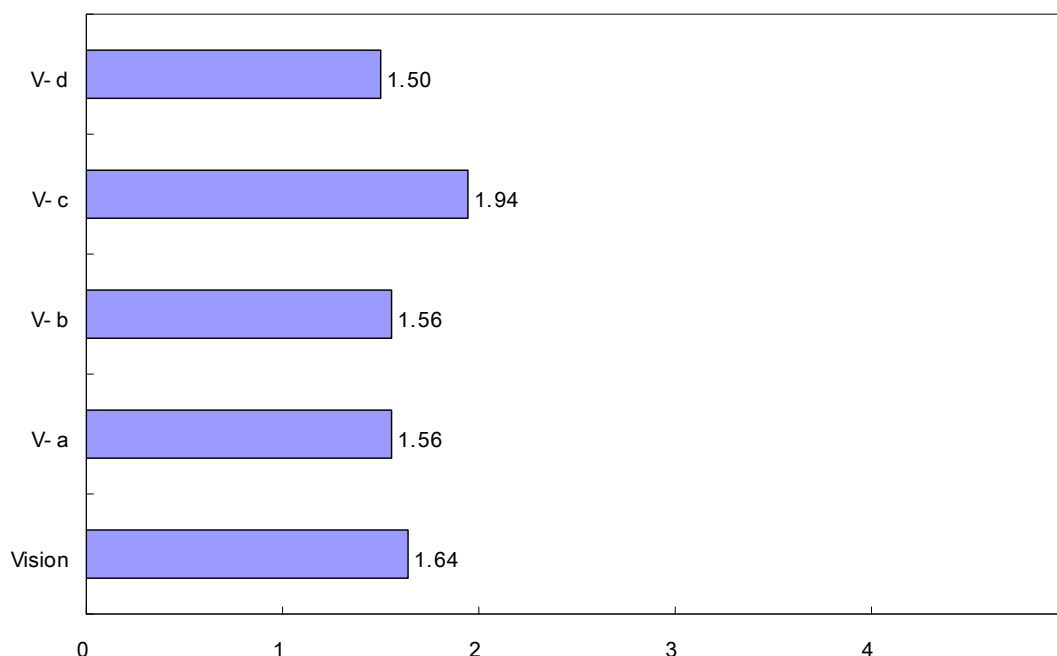
Figure 21. Awareness of APEC outcomes in the field of tourism: TILF account

In case of TILF account, member economies' government tourism body, Ministry, or agencies aware the products of the APEC TWG. The average level of awareness for the TWG01/2004T, "TWG 01/2004T: Public and Private Partnership for Facilitating Tourism Investment in the APEC Member Economies," is 2.34, followed by TWG02/2004T (2.41), TWG03/2001T (2.53), TWG04/2001T (2.53), TWG05/2001T (2.53), TWG01/2001T (2.59), and TWG02/2001T (2.59).

However, other government ministries and agencies, and relevant tourism industry organizations or associations somewhat aware the outcomes of APEC TWG: TWG04/2001 (2.87), TWG01/2004 (2.87), TWG02/2001 (3.00), TWG01/2001 (3.07), TWG01/2002 (3.13), TWG02/2003 (3.20), and TWG01/2003 (3.33).

## 4.7 Result 3: About the APEC TWG Operating Framework

### 4.7.1 Effectiveness of the APEC TWG's Vision Statement



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Vision Statement: The TWG will foster economic development in the Asia-Pacific region through sustainable tourism growth that is consistent with the enhancement of the natural, social and cultural environment, recognizing that:

V-a: tourism is one the region's fastest growing industries and is of significant importance to the economic development of the APEC economies

V-b: tourism is important in fostering regional understanding and cooperation

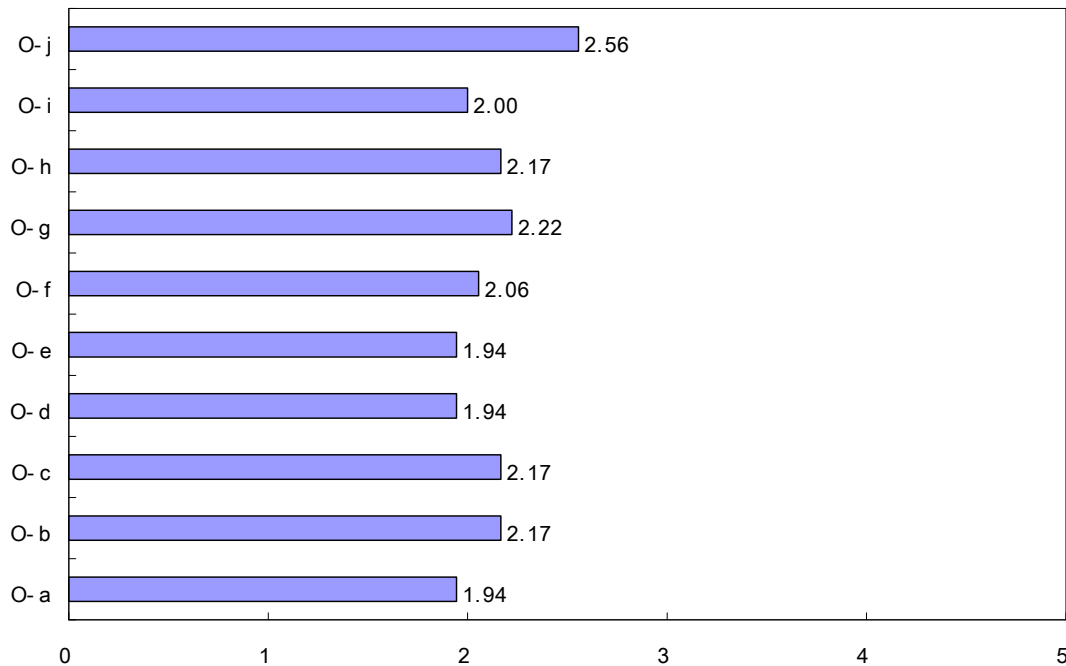
V-c: the tourism industry in member economies is at different levels of development

V-d: member economies share the common goal of quality development and services

Figure 22. Effectiveness of the APEC TWG's Vision Statement

Member economies mentioned that the APEC TWG's vision statement is very highly effective in capturing the role of the TWG in supporting the implementation of the APEC Tourism Charter. The average level of effectiveness for the vision statement #4 (V-d), "member economies share the common goal of quality development and services," is 1.50, followed by V-a, "tourism is one the region's fastest growing industries and is of significant importance to the economic development of the APEC economies," (1.56), V-b, "tourism is important in fostering regional understanding and cooperation," (1.56), and V-c, "the tourism industry in member economies is at different levels of development," (1.94).

#### 4.7.2 Effectiveness of the APEC TWG's Objectives



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Objectives: In accordance with its vision and consistent with the overall APEC mission, the TWG will actively pursue the following objectives:

O-a: highlight the importance and significant contribution of tourism in the economic development of the region

O-b: address issues to facilitate the flow of visitors into and within the region

O-c: investigate the successful management strategies for the sustainable development of tourism in V-environmentally sensitive areas of the region

O-d: facilitate human resources development and training in tourism

O-e: cooperate in ensuring the safety of visitors and quality of tourism

O-f: develop strong relationships with the private sector through an active representation of the private sector in the tourism agenda

O-g: foster collaborative initiatives amongst the APEC economies and other international bodies related to tourism industry and the private sector

O-h: facilitate and encourage the liberalization of tourism investment opportunities in the APEC economies

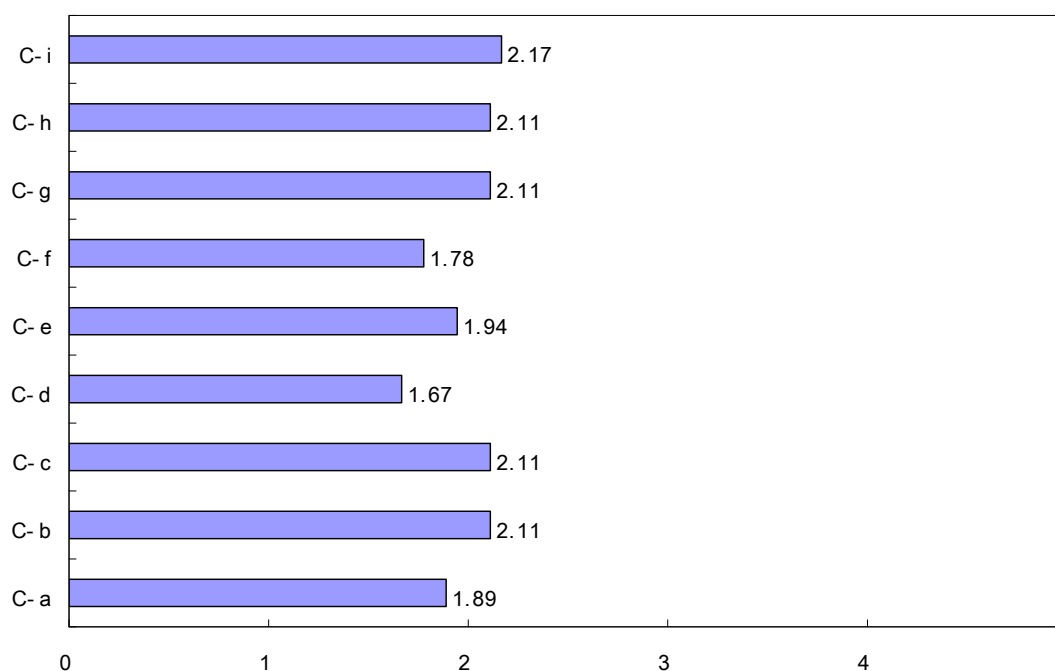
O-i: facilitate the exchange of information, including sharing tourism data and views on tourism issues

O-j: formulate and implement marketing and promotional programs to enhance travel into and within the APEC economies

Figure 23. Effectiveness of the APEC TWG's Objectives

Member economies mentioned that the APEC TWG's objectives are highly effective in supporting the implementation of the APEC Tourism Charter. The average levels of effectiveness for each objective are: 1.94 (O-a, O-d, O-e), 2.00 (O-i), 2.06 (O-f), 2.17 (O-b, O-c, O-h), 2.22 (O-g), and 2.56 (O-j).

### 4.7.3 Effectiveness of the APEC TWG's Considerations



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Considerations: In order to achieve the above objectives, the TWG will develop and implement its collective action plan to:

C-a: encourage the sustainable growth of tourism in the APEC region as a means of generating economic benefits for all member economies

C-b: reduce barriers to the flow of visitors

C-c: promote tourism development in a sensitive and sustainable manner in respect of the natural, cultural and social environment of the region

C-d: encourage each member economy to ensure the safety of visitors and the quality of tourism

C-e: promote high quality provision of tourism services through human resources development

C-f: exchange tourism statistics and information to heighten awareness of tourism's contribution to the APEC region

C-g: encourage infrastructure development, consistent with sustainable growth

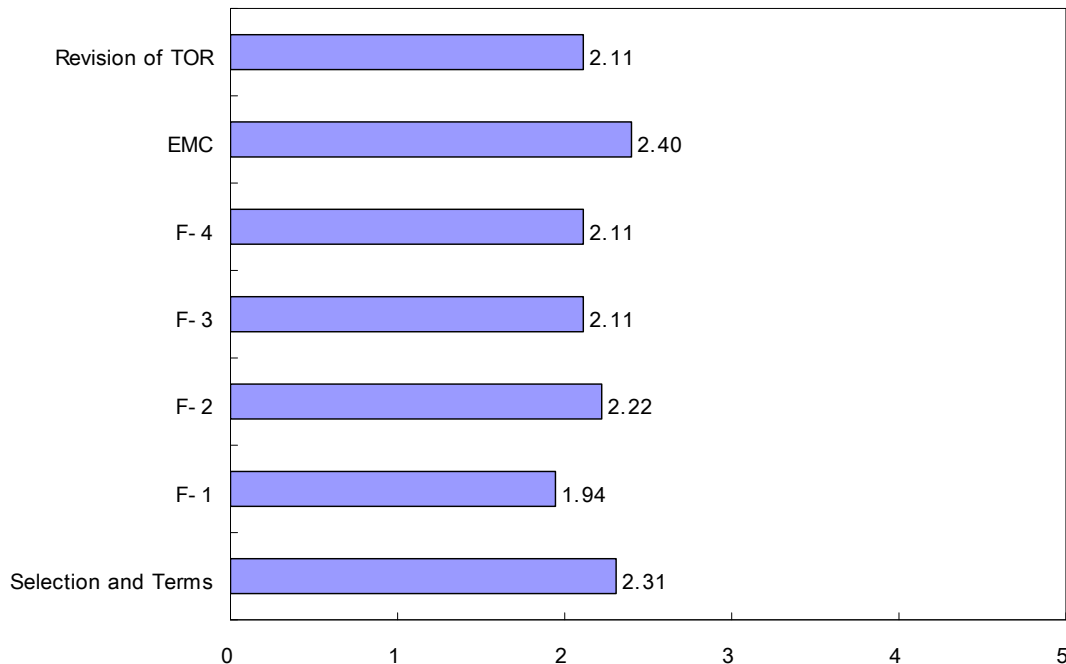
C-h: pursue opportunities for enhanced technology applications in the tourism sector

C-i: avoid duplication of activities with other relevant regional organizations

Figure 24. Effectiveness of the APEC TWG's Considerations

Member economies mentioned that the APEC TWG's considerations are highly effective in supporting the implementation of the APEC Tourism Charter. The average levels of effectiveness for each consideration are: 1.67 (C-d), 1.78 (C-f), 1.89 (C-a), 1.94 (C-e), 2.11 (C-b, C-c, C-g, C-h), and 2.17 (C-i).

#### 4.7.4 Effectiveness of the Current Arrangements



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Selection and Terms: A Lead Shepherd or Chair, who shall be selected from amongst member economies on a rotation basis, to serve for a one year period, shall lead the TWG

Functions: The functions of the Lead Shepherd or TWG Chair, with support of the APEC Secretariat, include:

F-1. coordinating the scheduling and chairing of meetings

F-2. initiate the preparation of the necessary reports

F-3. tracking project implementation

F-4. act as the spoke person and representative of the TWG

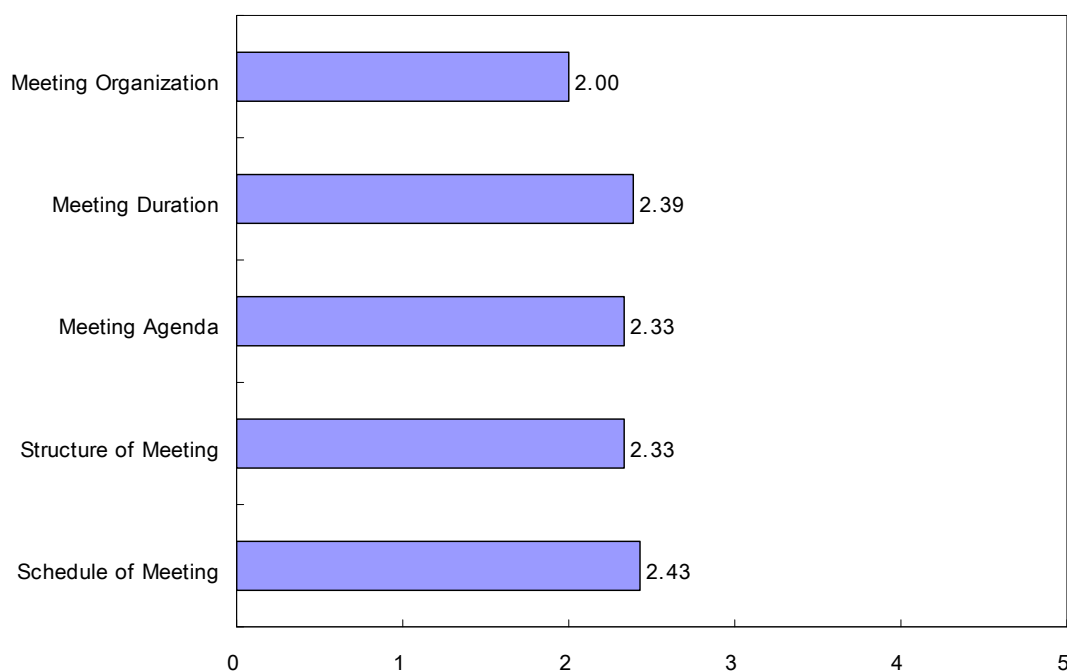
TWG Executive Management Committee (EMC) was established at the 14th Meeting of the TWG in Manzanillo, Mexico on May 11-13, 1999 to improve the operating procedures, communications and relationship management activities of the TWG. The EMC comprises the current chair, immediate past chair and incoming chair of the TWG and representatives of the host economies.

Revision of TOR/Mandate: The APEC-TWG shall review all aspects of its operation every two years

Figure 25. Effectiveness of the Current Arrangement

Member economies mentioned that current arrangements are somewhat effective in supporting the implementation of the APEC Tourism Charter: 1) average level of effectiveness for the selection process and terms of appointment and function of the lead shepherd or chair of TWG is 2.31; 2) average level of effectiveness of EMC function is 2.40; 3) average levels of effectiveness for Secretariat support function are 1.94 for F-1, 2.22 for F-2, 2.11 for F-3, and 2.11 for F-4; and 4) revision of the TWG's terms of reference/mandate is 2.11.

#### 4.7.5 Effectiveness of TWG Meeting Arrangements



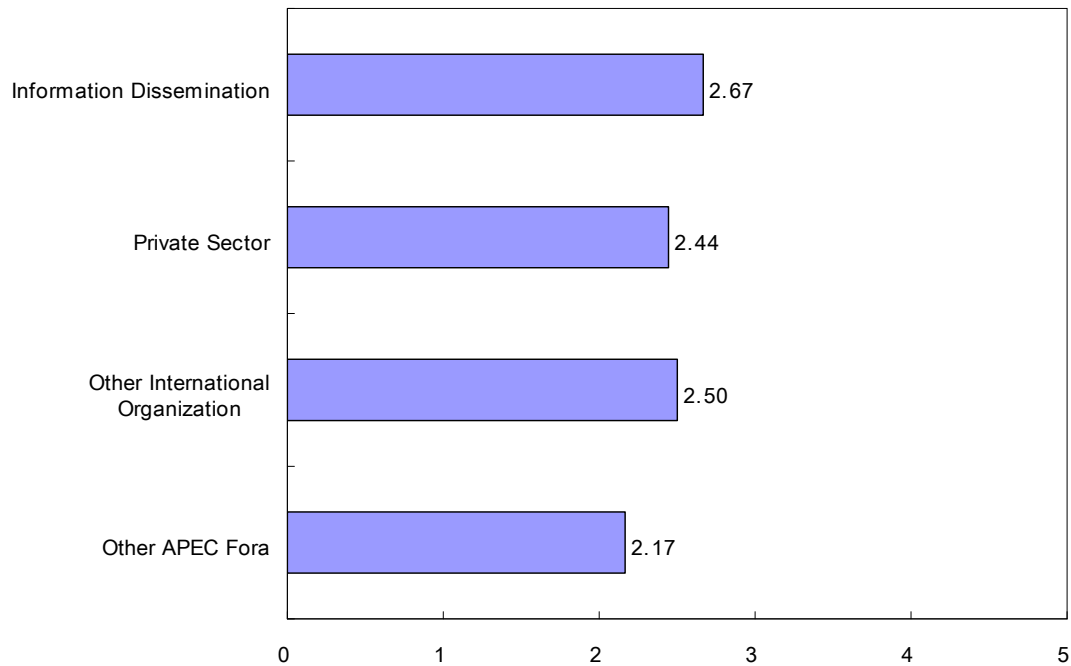
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Schedule of Meetings: The APEC- TWG shall meet twice a year in the month of May and October. The APEC Secretariat shall notify member economies the actual date, place and time of the schedule meetings

Figure 26. Effectiveness of TWG Meeting Arrangement

Member economies mentioned that TWG meeting arrangements are somewhat effective in supporting the operations of the TWG in implementing the APEC Tourism Charter: 1) average level of effectiveness for the schedule of meeting is 2.43; 2) average level of effectiveness for the structure of meeting is 2.33; 3) average level of effectiveness for meeting agendas and content is 2.33; 4) average level of effectiveness for meeting duration is 2.39; and 5) average level of effectiveness for meeting organization is 2.00.

#### 4.7.6 Effectiveness of TWG Consultative Processes and Information Dissemination

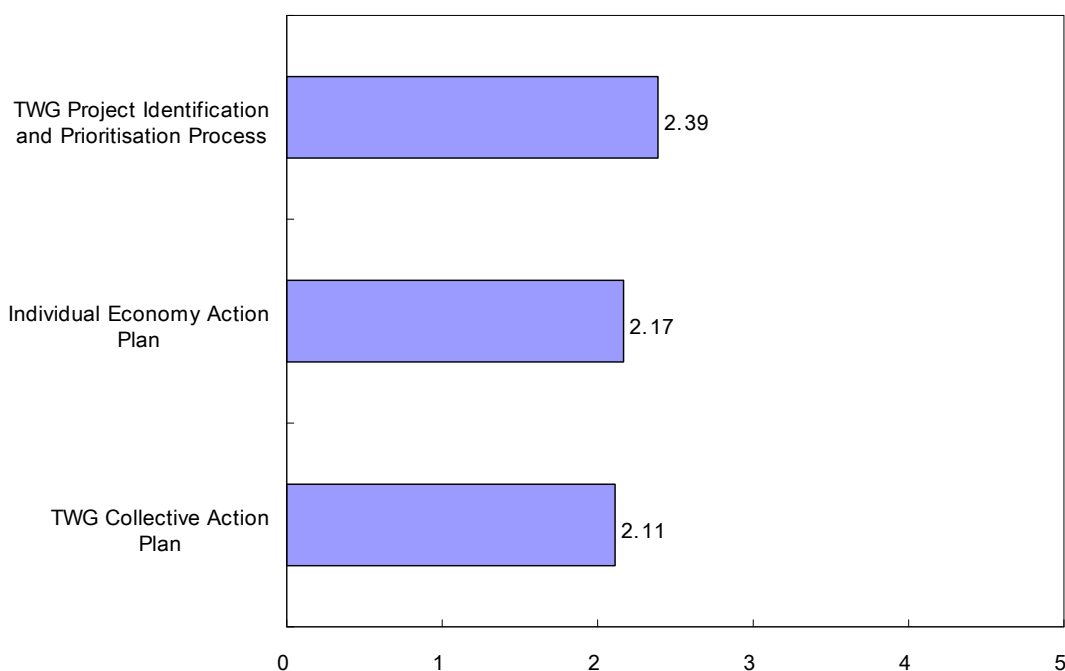


Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Figure 27. Effectiveness of TWG Consultative Process and Dissemination

Member economies mentioned that the TWG's consultation with other APEC Fora is highly effective (average 2.17) in supporting the implementation of the APEC Tourism Charter. However, consultations with private sector (average 2.44), with other international organization (average 2.50), and information dissemination (average 2.67) are somewhat effective.

*4.7.7 Effectiveness of TWG Collective and Individual Action Plans and Process*



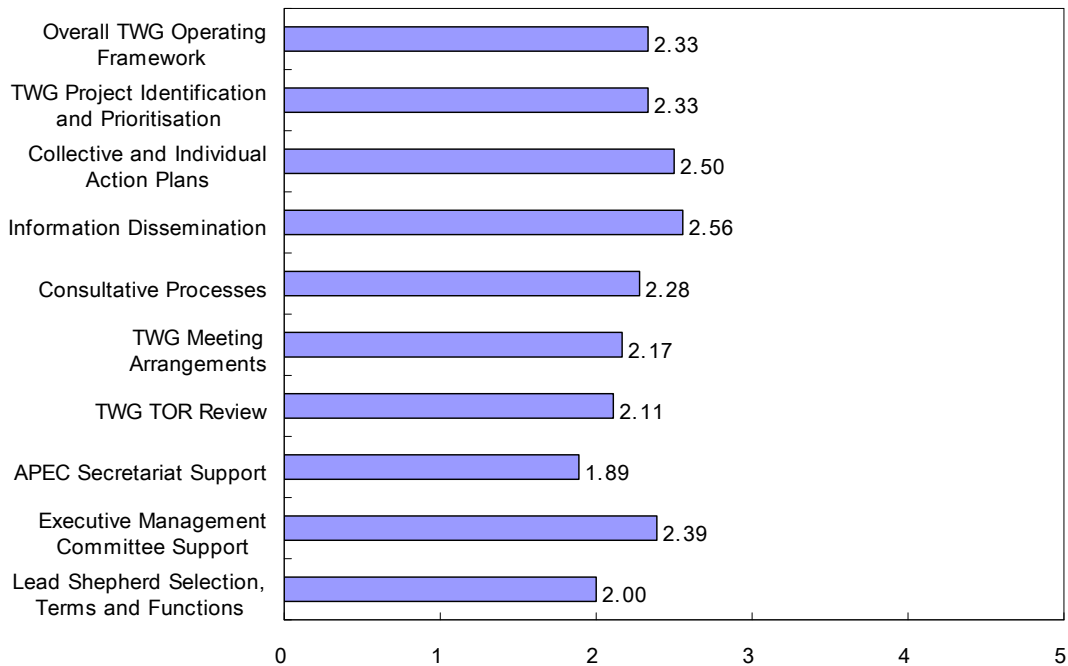
Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Figure 28. Effectiveness of TWG Collective and Individual Action Plans

Member economies mentioned that the TWG’s collective action plan (average 2.11), individual economy action plan (average 2.17), and TWG project selection processes (average 2.39) are highly effective tools in supporting the implementation of the APEC Tourism Charter.



#### 4.7.8 Effectiveness of the Current TWG Operating Framework



Note: 1=very high, 2=high, 3=medium, 4=low, and 5=very low level of effectiveness

Figure 29. Effectiveness of TWG Operating Framework

Among key factors of the APEC TWG operating frameworks, member economies mentioned that APEC Secretariat support is highly effective (average 1.89) in supporting the implementation of the APEC Tourism Charter, followed by Lead Shepherd selection, terms and functions (average 2.00), TWG TOR review (average 2.11), TWG meeting arrangements (2.17), consultative processes (average 2.28), TWG project identification and prioritisation (average 2.33), Executive Management support (average 2.39), collective and individual economy action plans (average 2.50), and information dissemination (average 2.56). Member economies mentioned that the average level of effectiveness on the current overall TWG operating framework is 2.33, highly effective.

## **5. Findings**

The findings of the review relate to the five key areas of APEC Tourism Charter, TWG functions, TWG operations, TWG projects, and Collaboration.

### **5.1 APEC Tourism Charter**

The review found that the goals, sub-goals, objectives and considerations of the APEC Tourism Charter are still relevant and well-determined. While the four goals are well understood, there appears to be a lack of awareness of the sub-goals, objectives and considerations. These sub-goals, objectives and considerations provide focus and strategic direction to the implementation of the Charter goals.

The TWG needs to make better use of these elements as they provide a framework for its activities, and would allow the TWG to maintain greater focus and direction in implementing the Charter goals. There appears to be a lack of role for policy goal chairs, with greater emphasis placed on project overseers. This review has not undertaken a comprehensive analysis of this position and this is an area the TWG should focus on in 2007.

### **5.2 TWG Functions**

As part of the review, TWG members and guest members were asked to identify what they perceived the key functions of the TWG to be. Results showed a general consensus within the TWG on its role and function. The review found that the key roles and functions of the TWG were to:

- facilitate and increase cooperation and learning between TWG members;
- increase awareness of tourism and its role as an economic driver within the APEC region throughout the broader APEC forum and in member economies;
- influence policy developers and decision makers on issues relating to, and impacting on, tourism; and
- focus APEC Leaders on tourism.

It appears that while TWG members agree to the roles and functions of the TWG, these roles and functions do not always seem to be evident in the activities undertaken by the TWG. The review found that the goals, statement, objectives, consideration of the APEC Charter are effective in capturing the role of the TWG in supporting the implementation of the APEC Tourism Charter

### **5.3 TWG Operations**

The review found the operations of the TWG to be one of the areas which required greatest change. In compiling the findings of the review, TWG operations were split into three categories which were meetings, chair/lead shepherd; and TWG members.

#### *5.3.1 Meetings*

While the review found that the schedule of meetings, two each year in May and October, was useful, the meeting structure needed much improvement. Members noted that the current meeting agendas did not allow for time to discuss key issues impacting on tourism within the APEC region.

In analysing members comments during discussions on this topic at the 29<sup>th</sup> TWG meeting in Hoi An, and in their responses to the questionnaire, it appears that the current meeting agendas are largely dominated by reporting on the TWG projects undergoing implementation and little time is spent discussing real and topical issues. TWG members noted their preference for the TWG meeting agendas for focus more on two or three key issues and allow for general discussion and information sharing among members on these issues. The review found that TWG members would prefer project reporting be undertaken predominantly between meetings and only briefly covered during the actual meetings.

#### *5.3.2 Chair/Lead Shepherd*

The review highlighted the need for strong leadership by the Chair/Lead Shepherd throughout the year, not just limited to the two annual meetings. It found that it is vital for the Chair/Lead Shepherd to represent the TWG within the broader APEC context to maintain links with other relevant APEC fora, the SCE and the APEC Secretariat. The review found that the previous term of one year was prohibitive to the TWG maintaining focus and direction. This has recently been addressed by the SCE recommending that all APEC sub-fora introduce a two year term.

The two year term would increase the TWG's ability to develop medium term strategies which aim to address key issues impacting on tourism within the APEC region. The extension of the term will also allow the TWG to develop a workplan for the two year period, which would include key activities, outputs and outcomes which would act as performance indicators for TWG activities.

One key role of the Chair/Lead Shepherd is to monitor the progress of the TWG in achieving the priorities set down in its workplan and oversee its implementation of projects and other activities. The priorities outlined in the TWG's workplan would provide the Chair/Lead Shepherd with a framework for not only TWG meeting agendas, but the ongoing projects and activities of the TWG. Since then SCE has released the recommendations from its review of APEC sub-fora which included that all APEC sub-fora must set the term of Chair/Lead Shepherd for a two year period.

### *5.3.3 TWG members*

While responsibility for leadership of the TWG rests with the Chair/Lead Shepherd, there is an onus on TWG members to maintain focus and continue the work of the TWG outside of the annual meetings. The review found that typically there is little interaction between TWG members beyond preparing for, and participating in, the annual meetings. This lack of interaction exacerbates the ad hoc nature of the TWG and prevents ongoing focus, direction and drive on key issues impacting on tourism within the APEC region.

There is also an onus on TWG members for raising awareness of tourism within their own economies. TWG members are encouraged to foster relationships with representatives from other APEC sub-fora within their own economies.

## **5.4 TWG Projects**

The projects undertaken by TWG have historically been project driven, rather than issue driven. This may be a result of the lack of focus on the major impediments to tourism growth during TWG meetings. The review found that it is imperative the TWG take a more strategic approach to project development and implementation. TWG members strongly supported the introduction of a more collaborative and strategic approach to project development to ensure that projects address the broader APEC goals. TWG members also strongly supported the development of a delivery process for TWG projects which moves away from the information dissemination approach which TWG has traditionally used.

While members stressed the importance of taking a regional approach to project development, they noted that different members were at different stages of tourism development and it was important to ensure the needs of all members were considered.

The review found that the TWG needed to have a greater focus on the outputs of TWG projects, noting the importance of projects focusing on capacity building within

the region and not just the production of a report or document. A detailed implementation plan is necessary for each TWG project to maximise its relevance for members and meet TWG's aim to build capacity within the APEC region. Elements of the implementation plan could be incorporated into the TWG workplan.

The review also found that the TWG should re-examine the role of project overseers, noting that responsibility for communicating with TWG members intersessionally on issues relating to their projects rested with them. TWG members also noted that the framework for strategic project development, implementation and evaluation currently exists but was not widely utilised.

The review also found that the TWG needed to consider the broader APEC goals when developing projects, which would increase the likelihood of TWG accessing central APEC funding for its projects. The benefits of this are threefold, firstly it would mean that individual economies would not have to provide the majority of project funding, secondly it would raise the profile of TWG within broader APEC fora, and thirdly would lead to increased collaboration on projects which cut across other APEC sub-fora.

## **5.5 Collaboration**

While the review found that TWG members had a high awareness of TWG activities, this awareness did not extend to actual implementation or attempts to link TWG project work to specific challenges to tourism development in individual economies. TWG members noted that this was an area they felt needed to be improved, at both the collective and individual level. The review found that the TWG must increase its collaboration efforts within the broader APEC context and with the private sector, industry organisations and associations and other multilateral organisations.

## **6. Recommendations**

These recommendations have been drawn from a number of sources, but primarily an analysis of the questionnaire and outcomes of the discussion held during the 29<sup>th</sup> TWG meeting in Hoi An, Viet Nam in October 2006.

### **6.1 APEC Tourism Charter**

The TWG should utilise the sub-goals, objectives and considerations of the APEC Tourism Charter to provide greater focus and drive to the APEC Tourism Charter goals.

The TWG should regularly review the role and need for policy goal chairs.

### **6.2 TWG Functions**

TWG members should pay greater attention to the agreed functions as set out in section 5.2 of this report.

### **6.3 TWG Operations**

#### *6.3.1 TWG Meetings*

The TWG should amend the standard agenda for its meetings to include a number of sessions focusing on key issues impacting on tourism in the APEC region.

The TWG should decrease the time spent during meetings on reporting of progress on TWG projects, but include information on the implementation of projects.

#### *6.3.2 TWG Chair/Lead Shepherd*

The TWG should extend the term for Chair/Lead Shepherd to two years.

The TWG Chair/Lead Shepherd should provide greater leadership to TWG members during its term, and outside of the two meetings.

The Chair/Lead Shepherd should undertake ongoing monitoring of TWG activities to ensure it is progressing the priorities outlined in the TWG workplan.

The Chair/Lead Shepherd should place greater emphasis on building relationships with its counterparts in other APEC sub-fora.

#### **6.4 TWG Projects**

The TWG should take a more strategic approach to project development to ensure projects meet both the broader APEC goals as well as Tourism Charter Goals and the priorities set out in the TWG workplan.

The TWG should focus projects on capacity building and ensure that projects have a detailed implementation plan, with real outcomes.

The TWG should utilise APEC's project evaluation framework for all APEC projects. In doing this, the TWG may wish to explore the option of establishing a project evaluation sub-committee.

The TWG should seek to access central APEC funding for its projects.

#### **6.5 Collaboration**

The TWG should increase its efforts in collaboration with the private sector, industry associations and other multilateral organisations.

The TWG should foster relationships with other relevant APEC sub-fora.

The TWG should maximise the opportunities offered by its guest members in both collaboration on issues of shared interest and to raise the profile of the TWG.

#### **6.6 Future Review of the TWG**

That the Lead Shepherd, assisted by a sub-committee of interested economies, develop, for immediate implementation, a framework and detailed process for an internal review of the TWG. This internal review should be completed and presented at the 32<sup>nd</sup> APEC TWG meeting in October 2008. The recommendations outlined in this report should fall within the scope of the internal review. The TWG must include an assessment of its effectiveness in implementing these recommendations in the process for the internal review.

In preparing this framework and process the TWG should consult with SCE to ensure that the framework and process for the internal review (as per recommendation 6.6) satisfies SCE's requirement for TWG to undergo further review in 2008.





## **APPENDIX A - APEC Tourism Charter**

### The APEC Tourism Charter

The First APEC Meeting of Ministers Responsible for Tourism

7 July 2000, Seoul, Korea

#### SEOUL DECLARATION ON AN APEC TOURISM CHARTER

##### A Ministerial Statement of Purposes and Intent

This declaration captures the spirit of agreement and shared purpose for the development of tourism in the APEC region forged at the XIV meeting of the APEC Tourism Working Group in Manzanillo, Mexico. It reflects a collective commitment to improve the economic, cultural, social and environmental well being of APEC member economies through tourism.

##### A. Preamble

1. We, the Ministers responsible for tourism from the Asia-Pacific Economic Cooperation (APEC) region, at our first meeting held on July 6-7, 2000, in Seoul, the Republic of Korea, have made a commitment to the following Charter for the advancement of tourism in our region.
2. As Ministers we recognize the significant contribution tourism makes to our respective economies and the goals of APEC. This Charter serves as a statement of Ministerial purposes and intent to further develop this contribution and acknowledge tourism as a key vehicle for achieving positive and sustainable economic, social, environmental and cultural outcomes in our region and for our respective economies.
3. This Charter establishes four key policy goals and an agreed process for realizing these goals by liberalizing barriers, enhancing competitiveness, capability building, promoting positive policies for the development of tourism, discouraging practices which have a negative impact on members of our economies and on the image of tourism, and identifying emerging issues impacting upon tourism.
4. This Charter defines a clear business plan and work program for the APEC Tourism Working Group (TWG). It is our expectation that the TWG will move quickly to implement this Charter and provide regular progress reports to future Tourism Ministerial meetings.

The policy goals and processes adopted in the Charter are consistent with the goals for free and open trade and investment established in the 'Bogor Declaration' and the general principles for trade liberalization and economic and technical cooperation established in the Osaka Action Agenda. The Charter also responds to the 'Auckland Challenge' to maintain the momentum and deliver on the commitment of APEC and takes into account the "Framework for the Integration of Women in APEC".

5. Issues raised for direct action pursuant to this Charter are restricted to matters within the portfolio jurisdiction of Tourism Ministers. However, in recognition of the broader impact that governments have on the development and performance of tourism, this Charter provides for the identification of issues outside the jurisdiction of Tourism Ministers that impact on tourism and to alert other relevant APEC fora to such issues for their consideration and action. In this respect, the Charter responds to the request of Economic Leaders to expand the level of co-operation and dialogue among APEC fora.
6. As Ministers we recognize the importance of partnership between the public and private sector to deliver tourism outcomes and achieve the purposes of this Charter. The partnership between the private and public sector is a key feature of the APEC process, as confirmed by Economic Leaders in their 1997 Vancouver Declaration.
7. We acknowledge and extend our appreciation to the private sector for their contribution to the development of this Charter, in particular the World Travel and Tourism Council (WTTC) and the Pacific Asia Travel Association (PATA). We also acknowledge and note the contributions and expectations of the private sector with regard to this Charter provided at the inaugural APEC Tourism Forum held in Hong Kong, China, on April 29, 2000.
8. We also acknowledge and welcome the contribution of other international multilateral organizations such as the World Tourism Organization (WTO), the United Nations and the Organization for Economic Cooperation and Development (OECD) to the development and evolution of the Charter and its implementation.
9. Finally, as Ministers we task the APEC Tourism Working Group (TWG) to move quickly to implement this Charter. It is our expectation that the TWG will provide regular progress reports and make recommendations for refining the Charter at future Ministerial meetings.

#### B. The Contribution of Tourism

10. Tourism makes a significant economic contribution to the APEC region and APEC member economies. We recognize and value this contribution of tourism, in particular as:
  - a. a key source of economic demand and growth in demand;
  - b. a major employer of both women and men at all economic levels and generator of sustainable employment opportunities;
  - c. a significant earner of foreign exchange;
  - d. an important generator of business opportunity for small and medium sized enterprises;
  - e. an effective vehicle for dispersing economic benefits within and among economies, particularly at the provincial level;
  - f. an important contributor to the achievement of governments' economic, fiscal, social and environmental goals; and
  - g. a catalyst for partnership between the public and private sectors.
11. In acknowledging tourism's economic contribution we note the estimates provided by the WTTC that tourism and travel in the APEC region presently accounts for more than 100

million jobs, generates over US\$2 trillion in travel and tourism-related demand and approximately US\$400 billion in export earnings. We also note that the WTTC is forecasting that by 2010 employment in travel and tourism will increase by more than one quarter (more than 30 million new jobs), and export earnings will increase by almost two-thirds. Total tourism and travel demand in 2010 is expected by the WTTC to exceed US\$3 trillion.

12. Furthermore, we note that tourism within the APEC region accounts for one-quarter of world international visitor arrivals and more than one-third of global international visitor expenditure. Of greater significance is that more than three-quarters of international visitor arrivals in the APEC region are generated by APEC economies, i.e. it is intra-regional.
13. The high level of intra-regional tourism and the experience of the recent Asian currency crisis has highlighted the importance of APEC's broader goals to strengthen our respective economies and provide a stronger platform for sustainable development, economic growth and cooperation. We therefore affirm these broader goals and encourage their achievement in the interests of advancing tourism in the APEC region, and the benefits tourism delivers our economies.
14. We also recognize and value the many non-economic benefits that tourism provides for our respective economies, in particular:
  - a. fostering cross cultural understanding and well-being among and within APEC economies;
  - b. improving our ability to appreciate and provide an incentive and vehicle for sustainable management of our natural environment;
  - c. promoting the development and understanding of local and indigenous cultures, arts and heritage;
  - d. highlighting the need to preserve the social and cultural fabric and integrity of host communities; and
  - e. promoting world peace through the joint efforts of all APEC members in developing international cooperation in a spirit of friendship, dialogue and understanding.

### C. Policy Goals

15. We establish the following policy goals for economies to foster the development of tourism and enhance its contribution in the APEC region.

#### Goal 1: Remove impediments to tourism business and investment

16. In particular we will seek to achieve this goal by:
  - a. promoting and facilitating the mobility of skills, training and labor;
  - b. promoting and facilitating productive investment in tourism and associated sectors;
  - c. removing regulatory impediments to tourism business and investment; and

- d. encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS).

Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region.

17. In particular we will seek to achieve this goal by:

- a. facilitating seamless travel for visitors;
- b. enhancing visitor experiences;
- c. promoting inter- and intra-regional marketing opportunities and cooperation;
- d. facilitating and promoting e-commerce for tourism business;
- e. enhancing safety and security of visitors; and
- f. fostering a non-discriminatory approach to the provision of visitor facilities and services

Goal 3: Sustainably manage tourism outcomes and impacts:

18. In particular we will seek to achieve this goal by pursuing policies that:

- a. demonstrate an appreciation and understanding of our natural environment and seek to protect that environment;
- b. foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets;
- c. protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism;
- d. recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage; and,
- e. enhance capability building in the management and development of tourism.

Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development.

19. In particular we will seek to achieve this goal by:

- a. harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations;
- b. facilitating the exchange of information on tourism between economies;
- c. promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth; and,
- d. expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter.

D. Implementation and review mechanisms

20. We as Ministers will demonstrate our commitment to the policy goals in this Charter by developing and implementing individual and collective action plans and identifying issues for consideration by other APEC fora, consistent with APEC practices for such activity.
21. Individual and collective action plans will be developed by economies through the TWG and will reference three key delivery dates, as relevant to the respective economy ? namely 2005, 2010 and 2020. Identification of issues for consideration by other APEC fora will be determined as deemed necessary by consensus and will be non-binding to member economies, consistent with APEC practice.
22. The mechanism for nomination, implementation and review of individual and collective action plans and the identification of indirect issues for consideration by other APEC fora pursuant to the policy goals agreed in this Charter will be consistent with established APEC processes and guidelines for the development, updating and reporting of Individual and Collective action plans and as prescribed in Schedule 1.
23. Schedule 1 may be amended and/or modified by the TWG as is deemed appropriate to further the goals and objectives of the Charter. Any such modifications will be advised to Ministers at our regular meetings.
24. Ministers responsible for Tourism will meet again no later than July 2002 and thereafter as agreed to review the full schedule of individual and collective action plans developed by the TWG and to review implementation and discuss any modifications to the Charter as required.

July 7, 2000, Seoul, Republic of Korea

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### *Schedule 1*

Procedures for the development of IAPs and CAPs and identification of issues for consideration by other APEC Fora pursuant to the APEC Tourism Charter

#### 1. Nomination Phase

- a. Economies to nominate issues relating to policy goals agreed in the Charter to be included in collective plans for consideration by TWG (2/01)
- b. Economies to nominate issues relating to policy goals agreed in the Charter to be included in package of issues to be referred to relevant APEC fora for consideration by TWG (2/01)
- c. Economies to nominate individual action plans on matters relating to policy goals agreed in Charter (5/01)
- d. Economies to have opportunity to engage other economies in bi/multilateral discussion on action plans relating to policy goals agreed in the Charter all such approaches can be made in strict confidence and participation is on a voluntary basis (5/01).

#### 2. Response Phase

- a. Economies to confirm and update individual action plans for TWG , including action plans agreed in bi/multilateral discussions (5/02)
- b. TWG to agree collective action plans (5/01, 5/02)
- c. TWG to agree issues to be referred to relevant APEC fora (5/01, 5/02)
- d. TWG to prepare comprehensive schedule of individual and collective plans and issues identified for referral together to APEC Fora (5/02)
- e. Endorsement of Comprehensive Schedule by 2nd meeting of Tourism Ministers (7/02).

3. Monitoring, Research and Review Phase (post 7/02)

- a. Economies to report annually in February:
  - i. against performance of individual and collective action plans
  - ii. nominating additions to individual action plans
  - iii. nominating additional issues for collective action plans and referral to other APEC fora for consideration by TWG
- b. Delivery against actions plans to be verified annually for report to TWG in October consistent with independent verification procedures employed elsewhere by APEC.
- c. TWG to confirm annually in May changes to individual action plans and agree additions to collective action plans and issues for referral together APEC fora..

TWG to provide for a report to be delivered annually in October on emerging issues and trends in tourism to guide consideration of individual and collective action plans and issues identified to ensure and maintain the relevance of the Charter.

## **APPENDIX B - Terms of Reference of APEC TWG**

### **1. Background**

1.1 Formed in 1991, the APEC Tourism Working Group (TWG) was premised on the increasing recognition that the tourism industry is a key contributor in promoting economic growth and social development in the Asia-Pacific region.

### **2. Vision Statement**

2.1 The TWG will foster economic development in the Asia-Pacific region through sustainable tourism growth that is consistent with the enhancement of the natural, social and cultural environment, recognizing that:

- a) tourism is one the region's fastest growing industries and is of significant importance to the economic development of the APEC economies;
- b) tourism is important in fostering regional understanding and cooperation;
- c) the tourism industry in member economies is at different levels of development; and
- d) member economies share the common goal of quality development and services.

### **3. Objectives**

3.1 In accordance with its vision and consistent with the overall APEC mission, the TWG will actively pursue the following objectives:

- a) highlight the importance and significant contribution of tourism in the economic development of the region;
- b) address issues to facilitate the flow of visitors into and within the region;
- c) investigate the successful management strategies for the sustainable development of tourism in environmentally sensitive areas of the region;
- d) facilitate human resources development and training in tourism;
- e) cooperate in ensuring the safety of visitors and quality of tourism;
- f) develop strong relationships with the private sector through an active representation of the private sector in the tourism agenda;
- g) foster collaborative initiatives amongst the APEC economies and other international bodies related to tourism industry and the private sector;
- h) facilitate and encourage the liberalization of tourism investment opportunities in the APEC economies;
- i) facilitate the exchange of information, including sharing tourism data and views on tourism issues; and
- j) formulate and implement marketing and promotional programs to enhance travel into and within the APEC economies.



#### **4 Considerations**

- 4.1 In order to achieve the above objectives, the TWG will develop and implement its collective actions plan to:
- a) encourage the sustainable growth of tourism in the APEC region as a means of generating economic benefits for all member economies;
  - b) reduce barriers to the flow of visitors;
  - c) promote tourism development in a sensitive and sustainable manner in respect of the natural, cultural and social environment of the region;
  - d) encourage each member economy to ensure the safety of visitors and the quality of tourism;
  - e) promote high quality provision of tourism services through human resources development;
  - f) exchange tourism statistics and information to heighten awareness of tourism's contribution to the APEC region;
  - g) encourage infrastructure development, consistent with sustainable growth;
  - h) pursue opportunities for enhanced technology applications in the tourism sector ; and
  - i) avoid duplication of activities with other relevant regional organizations.

#### **5 Selection, Terms and Functions of the Lead Shepherd or Chair of TWG**

##### 5.1 Selection and Terms

5.1.1 A Lead Shepherd or Chair, who shall be selected from amongst member economies on a rotation basis, to serve for a one year period, shall lead the TWG.

##### 5.2 Functions

5.2.1 The functions of the Lead Shepherd or TWG Chair, with support of the APEC Secretariat, include:

- i. coordinating the scheduling and chairing of meetings
- ii. initiate the preparation of the necessary reports
- iii. tracking project implementation
- iv. act as the spoke person and representative of the TWG

##### 5.3 Schedule Of Meetings

5.3.1 The APEC- TWG shall meet twice a year in the month of May and October. The APEC Secretariat shall notify member economies the actual date, place and time of the schedule meetings.

**6 Revision of TOR/Mandate**

6.1 The TWG should regularly review the role and need for policy goal chairs.



## APPENDIX C - Project Application Details

### APEC PROJECT FORMAT

#### Facesheet

Project number: (To be filled in by Secretariat: )		Date received by Secretariat:
Name of Committee/Working Group:		
Title of Project:		
Proposing APEC Economy:		
Co-sponsoring APEC Economy (ies)		
Project Overseer: Name, Title and Organization (M/F)		
Postal address:		Tel: Fax: Email:
Financial Information	Total cost of proposal (US\$):	Amount being sought from APEC Central Fund
Type of Project: [ <input checked="" type="checkbox"/> ] seminar/symposium [ <input type="checkbox"/> ] short-term training course [ <input type="checkbox"/> ] survey or analysis and research [ <input type="checkbox"/> ] database/website [ <input type="checkbox"/> ] others (Please specify)		
Project start date:		Project end date:
Brief description of Project : its purpose and the principal activities (including when and where)		
Signature of Project Overseer:		
(Separate written confirmation acceptable for email submission) Date:		
Signature of Committee Chair/WG Lead Shepherd: (Not applicable to Progress Report and Evaluation Report)		
(Separate written confirmation acceptable for email submission) Date:		

## ECOTECH Weightings Matrix

Criteria	Supporting Information (indicate paragraph number if details are in the project proposal)	Linkage (1 point per criterion)
Responds to a <u>specific</u> instruction from Leaders/Ministers <i>1</i>	Paragraph 2	1
Meets a core ECOTECH theme under the Manila Declaration <i>1</i>	Paragraph 2	1
Responds to the Common Policy Concepts, Activities and Dialogues identified in Part II of the Osaka Action Agenda <i>1</i>	Paragraph 2	1
Responds to a <u>specific</u> ECOTECH Initiative 2	Paragraph 2	1
Improves skills, including in new technologies	Paragraph 1	1
Builds capacity and strengthens institutions	Paragraph 4 and 6	1
<u>Measurably</u> improves economic efficiency/performance <i>3</i>	Paragraph 4 and 5	1
Is of <u>practical</u> benefit to the private/business sector; has private/business sector <u>participation</u> ; and/or <u>funding</u> <i>4</i>	Paragraph 4 and 6	1
Assists economies attain sustainable growth and equitable development, while reducing economic disparities among APEC economies and improving economic and social well-being	Paragraph 2, 4 and 5	2
Supports a TILF objective, as laid down in Part I of the Osaka Action Agenda <i>1</i>		
Disseminates information including through seminars/websites/databases <i>5</i>	Paragraphs 11	
Outline the <u>outcome</u> and how members will benefit <i>5</i>	Paragraphs 4 and 5	
	Net Score (Maximum = 12)	10

## Footnote

*1* Identify which instruction/ECOTECH theme/OAA element.

*2* See <http://www.apecsec.org.sg/ecotech/index.html>

*3* Policy outcomes that include development of energy efficiency guidelines, food safety standards etc

*4* One point for each element up to a maximum of 3 points.

*5* Not scored

**Remarks** (Please indicate if not applicable e.g., for TILF projects. Additional information in support of projects which do not score as highly as a lower-ranked project may also be provided here by the Lead Shepherd/Chair).

### **Details of the Project Proposal**

*Please provide your answers in point form or as succinctly as possible below each paragraph heading.*

#### **Project Objectives**

1) Describe briefly the objectives and how you will measure your results (in the short and longer term) to know if your project has been successful. (You must provide detailed assessment measures in paragraph 22)

*2) How, briefly, does this project respond to the priorities set by APEC Leaders and Ministers, Please make reference to the relevant parts of the APEC Action Agenda including Action Program, work plan, vision statement, and policy statement that relate to this project.*

3) For applications under the TILF Special Account: How briefly this project contributes to APEC Trade and Investment Liberalisation and Facilitation (e.g. relevance to specific parts of the Osaka Action Agenda).

#### **Linkages**

4) Who are the intended beneficiaries in member economies of the project. Highlight the direct benefits to the institutions / the types of business in member economies that will benefit from the results of the project and what the direct benefits are.

5) Describe the deliverables of the project and demonstrate how they will meet the needs of the targeted beneficiaries.

*6) How the participation of the business/private sector and non-governmental institutions has been sought or will be sought. Illustrate how the business/private sector has been involved in the planning and delivery of the project and whether any other APEC fora have been consulted.*

#### **Methodology**

9) *A concise description of the project's methodology by components, with its associated outputs clearly specified.* (For a research project this may include the means and timescale for the collection and analysis of data and how this analysis will be disseminated; for a capacity building project it may include the preparation of the teaching materials and the dates of holding the courses and any provision for the compilation of a report; etc).

10) The number of APEC member economies that will participate in this project. Please indicate the names of member economies participating in each component of the project as set out in (9).

#### **Dissemination of Project Output**

- 11) A plan for the publication and dissemination of the results of the project, including:
- a. the nature of the target audience;
  - b. the form and content;
  - c. format (e.g. hard copies, floppy discs, internet uploading);
  - d. number of copies for the publication;
  - e. a publicity plan for:
    - i) briefing the general or specialist media about key components of the project;
    - ii) the promotion of sales or other dissemination of the final product; and
  - f. a budget for publication and dissemination, to form part of the itemized budget.

### **Gender Concerns**

12) Show how the objectives of the project provide benefits for women, where appropriate. APEC Ministers have indicated (*Framework for the Integration of Women in APEC*) that benefits might include: increased involvement of women; taking account of the differences in women's and men's lives (gender analysis); and collection/use of sex-disaggregated data.

13) Show how the participation of women has been/will be sought. Show how women are involved in the planning, management, allocation of resources, and implementation of the project.

14) Provide a brief description of the way women will be able to participate equitably in the development and implementation of the project.

15) Provide a brief description to show that the project will collect and use sex-disaggregated data (if available) to measure the project's effects on women.

16) Does the plan for the publication and dissemination of the project's results include communication methods that are appropriate for women? Questions that may be relevant include: Are women one of the target audiences? Does the plan take account of women with low literacy and women with low access to electronic media? Will the results be disseminated to women's organizations?

17) Where appropriate, provide details of the project's budget that are allocated to activities that address the specific needs of women.

18) Provide details of how the project proponent will assess whether he/she has met the gender criteria for APEC projects and how he/she will measure the impact of the project on women.

### **Budget**

19) An itemized budget for the project in the prescribed format. Applications under the Operational Account should use the format at *Annex AI*. The budget should illustrate the assumptions adopted (e.g. unit costs) for the computations.

20) A timetable for the drawdown of APEC funding requested for the project, including details of any advance payment or instalment payment requested and justifications for such requests.

21) Details of any request for waiver or exception from the normal APEC financial rules with justifications. (*Examples are from tendering requirements; for advance payment; for early disbursement (for TILF projects to begin before the receipt of the TILF contribution , normally in June); for government officials to receive funding; for active participants from travel-eligible economies to receive per diems*).

### **Assessment of Project**

22) With reference to your objectives stated in paragraph 1, provide detailed criteria (quantitative and qualitative) for how you will measure your results in the short and long term to know if your project has been successful. State your current benchmarks for measurement, your target results from the project for each measurement criterion and the range of acceptable results both in numerical and percentage terms, where possible.





## **APPENDIX D - Steering Committee on ECOTECH (SCE) Review of Fora**

### **Report to SOM**

The SOM Steering Committee on ECOTECH (SCE) was mandated to conduct a review of APEC working groups and task forces and to make recommendations to Senior Officials on establishing merging disbanding or reorienting these bodies.

The SCE undertook extensive consultation throughout the year with members and fora, examined information on terms of reference, meeting arrangements and project history and conducted a survey of views across economies and fora. Draft discussion papers were tabled at SCEII (2006/SOMII/SCE/012), SCEIII (2006/SOMIII/SCE/002) and distributed intersessionally; and a final outcomes paper was tabled and discussed at SCEIV (2006/CSOM/SCE/001).

The SOM Steering Committee on ECOTECH (SCE) recommends that SOM endorse the following recommendations:

#### **Recommendation 1**

The Social Safety Nets Capacity Building Network (SSNCBN) be merged into the Human Resource Development Working Group (HRDWG).

*Next steps:* The HRDWG and SSN-CBN to discuss at the SCE-COW meeting in January 2007 how Recommendation 1 might be implemented. In consultation with the SCE, the two fora are requested to analyze their Terms of Reference (TOR) and prepare a proposal outlining the process for the merger, taking into consideration comments raised by members in Appendix II.

#### **Recommendation 2**

Further consideration be given to merging the Agricultural Biotechnology High Level Policy Dialogue (ABHLPD) with the Agriculture Technical Cooperation Working Group (ACTWG).

*Next steps:* Taking into account alternative suggestions, the SCE recommends that an independent assessment be conducted on the ATCWG in 2007 to review the ATCWG and its sub-fora, including a critical assessment of the option to merge the ATCWG with the ABLPD, and, if applicable, to prepare a plan for merging the fora from 2008 onwards.

**Recommendation 3**

The Non-Ferrous Metals Dialogue (NFMD) be incorporated into the EWG sub-fora Expert Group on Mining, Exploration and Energy Development (GEMEED).

*Next steps:* The EWG and NFMD to discuss at the SCE-COW meeting in January 2007 how the merger might take effect. In consultation with the SCE and CTI, the two fora are requested to analyze their TOR and prepare a proposal to implement the recommendation, taking into consideration comments raised by members in Appendix II.

**Recommendation 4**

The Fisheries Working Group (FWG) and the Marine Resource Conservation Working Groups (MRCWG) continue to collaborate and consult closely, including through annual joint meetings from 2007 onwards. The SCE also recommends that the fora revise their TORs in consultation to identify how they will collaborate on areas of mutual interest and to indicate a clearer link with broader APEC priorities.

*Next steps:* The FWG and MRCWG to discuss at the SCE-COW in January 2007 how Recommendation 4 might be implemented. The MRCWG undergo an independent assessment in 2007, which should consider the results of the 2006 assessment of the FWG. The independent assessment should also address the feasibility of merging the two groups.

**Recommendation 5**

The Gender Focal Point Network (GFPN) work with the Executive Director to establish the level of Secretariat support available to support the network's work program and to ensure that the support given leads to substantive outcomes related to gender integration in APEC.

*Next steps:* The SCE recommends that an Independent Assessment be undertaken of the GFPN in 2007 to identify how gender work in APEC could be strengthened, including whether it should continue as a separate fora or whether its work could be mainstreamed.

**Recommendation 6**

The Cultural Focal Point Network (CFPN) be disbanded.

*Next steps:* The HRDWG and Tourism Working Group include integration of culture in APEC activities in their TOR; other fora be encouraged to consider how cultural/community building aspects might be better incorporated into their work.

### **Recommendation 7**

The SCE recommends that further consideration be given to the suggestions for improving the operations of the Telecommunications Working Group (TELWG) and Electronic Commerce Steering (ECSG) in 2007.

*Next steps:* As a first step, it is recommended that the Chairs of the CTI and EC consult with the ECSG and TELWG s and make recommendations to SOM in 2007.

### **Recommendation 8**

The SCE recommends that the Trade Promotion Working Group (WGTP) be incorporated into the Small and Medium Enterprises Working Group (SMEWG).

*Next steps:* The SMEWG and WGTP to discuss at the SCE-COW meeting in January 2007 how Recommendation 8 might be implemented. In consultation with the SCE, the two fora are requested to analyze their TOR and prepare a proposal outlining the process for the merger, taking into consideration comments raised by members in Appendix II and the SMEWG Independent Assessment recommendations.

### **Recommendation 9**

The SCE recommends that the Tourism Working Group (TWG) remain an independent working group at this stage, but be subject to further review in 2008.

*Next steps:* The SCE requests that the TWG report back with concrete proposals on reforming, reinvigorating and re-focusing the TWG in 2007, taking into consideration outcomes of the TWG Independent Assessment and concerns of the SCE.

### **Recommendation 10**

The SCE recommends that further consideration be given to possibilities for improving the synergies between the Anti-Corruption Task Force (ACT) and the Economic Committee (EC), taking account of related work being conducted in CTI sub-fora such as Strengthening Economic Legal Infrastructure (SELI) and the Competition Policy and Deregulation Group (CPDG).

*Next steps:* To begin this process the Chairs of the CTI, EC and ACT should consult and make recommendations to SOM in 2007.

### **Recommendation 11**

The SCE recommends that further consideration be given to transforming the Health Task Force (HTF) to a Working Group during the review of its mandate in 2007.

*Next steps:* The HTF is requested to report back to the SCE on completion of its review.

**Recommendation 12**

The SCE recommends that the list of suggestions for improving working arrangements (at Annex A) be endorsed and implemented in 2007.

## **Recommendations for improving working arrangements**

The SCE recommends that:

- the Secretariat develop guidelines on TOR to ensure all SCE fora have relevant and targeted TOR, which reflect a clear strategic focus, establish policy criteria, clearly define key goals and projected outputs, include a sunset clause and provide for periodic review and evaluation against set objectives;
- the Secretariat develop a standardized reporting process for all fora, based on the SCE Fora Report for endorsement by SOM;
- a two year fixed term arrangement be put in place for all lead shepherds and chairs;
- all fora minimize events and meeting schedules and ensure they are well timed, consistent with APEC processes, and well targeted to ensure relevant participation;
- the Secretariat develop a program of independent assessments to evaluate all SCE working groups and task forces and support periodic review processes, starting with those working groups identified in Recommendations 2, 4 and 5 above. The APEC Secretariat is asked to prepare a plan, including funding suggestions, for consideration at SCEI;
- the Secretariat develop standardized project proposal processes and put in place mechanisms to ensure that when Program Directors are processing project proposals they check that appropriate consultation with other fora has occurred before submitting to the BMC;
- the Secretariat re-examine guidelines for projects with a view to strengthening design outlines and sponsoring arrangements, including the roles and responsibilities of co-sponsors; and
- the Secretariat develop a more accurate reporting structure for self-funded projects for SCE endorsement.

The SCE reaffirms the need to adhere to the guidelines governing the establishment of APEC fora, and recommends that these guidelines be reviewed by the Secretariat to ensure they reflect current policy.

The SCE also recommends that a further review be conducted with regard to the ability of the Secretariat, given limited resources, to comprehensively and productively support all APEC fora.

## **APPENDIX E – Questionnaire**

### **Review of the APEC Tourism Charter**

#### **Introduction:**

The APEC Tourism Charter recognises the significant contribution tourism makes to APEC economies and the goals of APEC. The Charter, adopted by APEC Tourism Ministers at their first meeting in 2000 in Seoul, serves as a statement of Ministerial purposes and intent to further develop this contribution and acknowledge tourism as a key vehicle for achieving positive and sustainable economic, social, environmental and cultural outcomes in the Asia Pacific region and for respective economies.

The Charter sets out four key policy goals which are intended to provide a blueprint that guides policy development and program activities within economies. The Charter also calls for the establishment of individual and collective action plans within which economies and the TWG can articulate actions being taken to support the achievement of positive outcomes against each of the key goals.

At their third meeting in Punta Arenas, Chile, in October 2004, Tourism Ministers instructed the TWG through the Patagonia Declaration 2004, to undertake a strategic review of the Charter to ensure a work program that addresses challenges affecting tourism in the coming years.

In order to be able to provide Ministers with a comprehensive review of the Charter, and to identify possible changes to it, the TWG has commissioned a consultant to analyse a number of key questions, including:

- The extent to which the stated Charter goals and supporting initiatives been delivered – at the collective and individual economy levels ?
- The extent to which the outcomes delivered to date through the Charter’s implementation have been effective, useful and relevant in supporting sustainable tourism development in the region and at economy level ?
- Whether the current Charter’s goals and supporting initiatives are relevant to the future needs of the tourism sector in the Asia Pacific region ?
- What, if any, amendments to the Charter are necessary to reflect current developments and future needs ?
- Is the current TWG operating framework effective in supporting the implementation of the Charter ?

#### **Questionnaire**

This following questionnaire is designed to achieve independent feedback from key stakeholders on the above issues. The focus is twofold – to receive views from a regional perspective and from an individual economy perspective.

It is intended to be completed by officials from National Tourism Offices, incorporating (obtained either through individual meetings, round table discussions or other approaches suitable to NTOs) the views of officials from other national agencies with a policy interest in tourism and industry groups (in relation to matters relevant to them covered by the Charter) and by international organisations (ie UNWTO, PATA and WTTC) with an interest in Charter issues.

It would be appreciated if you could complete the questionnaire and return it directly by email to the APEC at the address provided below by **Friday 28 July 2006**.

Mr. Benyamin Carnadi, Director (Program)

APEC Secretariat, 35 Heng Mui Keng Terrace, Singapore 119616

Tel: (65) 6775-6012, Fax: (65) 6775-6013, E-mail: bc@apec.org

***THANK YOU FOR YOUR ASSISTANCE***



Name of member economy	
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Please list below the ministries and departments that have contributed to completion of the questionnaire.

<u>Name of ministry or department:</u>	
<u>Contact person:</u>	
<u>Email:</u>	<u>Telephone:</u>

<u>Name of ministry or department:</u>	
<u>Contact person:</u>	
<u>Email:</u>	<u>Telephone:</u>

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<u>Name of ministry or department:</u>	
<u>Contact person:</u>	
<u>Email:</u>	<u>Telephone:</u>

## Ministry of Culture and Tourism, Republic of Korea

An Assessment of the ECOTECH Implementation of the APEC Tourism Working Group (TWG)

### PART I. Questions on the APEC Tourism Charter

#### Part I-1: For Each Economy

##### Question I-1-1: **Awareness** of the APEC Tourism Charter's Goals and Sub-Goals

<p>What is the <b>level of awareness</b> of the APEC Tourism Charter Goals and Sub-Goals within</p> <p>a) your government tourism body, Ministry or agencies; and</p> <p>b) relevant tourism industry organisations/associations.</p> <p>Please write a number to indicate to the best of your knowledge whether the above groups have a very high (1), high (2), medium (3), low (4), very low (5) level of <b>awareness</b> of the Charter's Goals and Sub goals. If you do not know, please write 0.</p>		
	Government	Industry
<b>Awareness of the APEC Tourism Charter (See Attachment A)</b>		
<b>Goal 1: Remove impediments to tourism business and investment</b>		
Goal 1-1: Promoting and facilitating the mobility of skills, training and labour		
Goal 1-2: Promoting and facilitating productive investment in tourism and associated sectors		
Goal 1-3: Removing regulatory impediments to tourism business and investment		
Goal 1-4: Encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)		
<b>Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region</b>		
Goal 2-1: Facilitating seamless travel for visitors		
Goal 2-2: Enhancing visitor experiences		
Goal 2-3: Promoting inter- and intra-regional marketing opportunities and cooperation		
Goal 2-4: Facilitating and promoting e-commerce for tourism business		
Goal 2-5: Enhancing safety and security of visitors		
Goal 2-6: Fostering a non-discriminatory approach to the provision of visitor facilities and services		
<b>Goal 3: Sustainably manage tourism outcomes and impacts</b>		
Goal 3-1: Demonstrate an appreciation and understanding of our natural environment and seek to protect that environment		
Goal 3-2: Foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets		
Goal 3-3: Protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism		
Goal 3-4: Recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage		
Goal 3-5: Enhance capability building in the management and development of tourism		
<b>Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development</b>		
Goal 4-1: Harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations		
Goal 4-2: Facilitating the exchange of information on tourism between economies		
Goal 4-3: Promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth		
Goal 4-4: Expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter		

Question I-1-2: **Relevance** to current key issues in **Your Economy** in tourism field

How **relevant** are the APEC Tourism Charter's Goals and Sub-Goals to the current key issues in the tourism sector **in your Economy**?

Please write a number to indicate whether the APEC Tourism Charter's Goals and Sub-Goals have a very high (1), high (2), medium (3), low (4), very low (5) level of **relevance to the key issues** in the tourism sector **in your Economy**. If you do not know, please write 0.

<i>Relevance of the APEC Tourism Charter (See Attachment A) to the key issues in Your Economy</i>	
<b>Goal 1: Remove impediments to the tourism business and investment</b>	
Goal 1-1: Promoting and facilitating the mobility of skills, training and labour	
Goal 1-2: Promoting and facilitating productive investment in tourism and associated sectors	
Goal 1-3: Removing regulatory impediments to tourism business and investment	
Goal 1-4: Encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)	
<b>Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region</b>	
Goal 2-1: Facilitating seamless travel for visitors	
Goal 2-2: Enhancing visitor experiences	
Goal 2-3: Promoting inter- and intra-regional marketing opportunities and cooperation	
Goal 2-4: Facilitating and promoting e-commerce for tourism business	
Goal 2-5: Enhancing safety and security of visitors	
Goal 2-6: Fostering a non-discriminatory approach to the provision of visitor facilities and services	
<b>Goal 3: Sustainably manage tourism outcomes and impacts</b>	
Goal 3-1: Demonstrate an appreciation and understanding of our natural environment and seek to protect that environment	
Goal 3-2: Foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets	
Goal 3-3: Protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism	
Goal 3-4: Recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage	
Goal 3-5: Enhance capability building in the management and development of tourism	
<b>Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development</b>	
Goal 4-1: Harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations	
Goal 4-2: Facilitating the exchange of information on tourism between economies	
Goal 4-3: Promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth	
Goal 4-4: Expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter	

## Ministry of Culture and Tourism, Republic of Korea

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### Question I-1-3: **Achievement** of the APEC Tourism Charter's Goals and Sub-Goals **in Your Economy**

To what extent do you believe that the APEC Tourism Charter's Goals and Sub-Goals have been achieved **in your Economy**?

Please write a number to indicate to the best of your knowledge if the APEC Tourism Charter's Goals, and Sub-Goals have a very high (1), high (2), medium (3), low (4), very low (5) level of achievement in the tourism sector **in your Economy**. If you do not know, please write 0.

<b>Achievement of the APEC Tourism Charter (See Attachment A) in the APEC Region</b>	
<b>Goal 1: Remove impediments to the tourism business and investment</b>	
Goal 1-1: Promoting and facilitating the mobility of skills, training and labour	
Goal 1-2: Promoting and facilitating productive investment in tourism and associated sectors	
Goal 1-3: Removing regulatory impediments to tourism business and investment	
Goal 1-4: Encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)	
<b>Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region</b>	
Goal 2-1: Facilitating seamless travel for visitors	
Goal 2-2: Enhancing visitor experiences	
Goal 2-3: Promoting inter- and intra-regional marketing opportunities and cooperation	
Goal 2-4: Facilitating and promoting e-commerce for tourism business	
Goal 2-5: Enhancing safety and security of visitors	
Goal 2-6: Fostering a non-discriminatory approach to the provision of visitor facilities and services	
<b>Goal 3: Sustainably manage tourism outcomes and impacts</b>	
Goal 3-1: Demonstrate an appreciation and understanding of our natural environment and seek to protect that environment	
Goal 3-2: Foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets	
Goal 3-3: Protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism	
Goal 3-4: Recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage	
Goal 3-5: Enhance capability building in the management and development of tourism	
<b>Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development</b>	
Goal 4-1: Harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations	
Goal 4-2: Facilitating the exchange of information on tourism between economies	
Goal 4-3: Promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth	
Goal 4-4: Expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter	

Question I-1-4: **Relevance to the Future Needs of the tourism sector in Your Economy**

To what extent do you believe that the current APEC Tourism Charter's Goals and Sub-Goals are **relevant** to the **future needs** of tourism sector **in Your Economy**?

Please write a number to indicate to the best of your knowledge if the APEC Tourism Charter, Goals, and Sub-Goals have a very high (1), high (2), medium (3), low (4), very low (5) level of **relevance to the future needs** of tourism sector **in Your Economy**. If you do not know, please write 0.

<b>Relevance to the Future Needs of tourism sector in Your Economy: the APEC Tourism Charter (See Attachment A)</b>	
<b>Goal 1: Remove impediments to tourism business and investment</b>	
Goal 1-1: Promoting and facilitating the mobility of skills, training and labour	
Goal 1-2: Promoting and facilitating productive investment in tourism and associated sectors	
Goal 1-3: Removing regulatory impediments to tourism business and investment	
Goal 1-4: Encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)	
<b>Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region</b>	
Goal 2-1: Facilitating seamless travel for visitors	
Goal 2-2: Enhancing visitor experiences	
Goal 2-3: Promoting inter- and intra-regional marketing opportunities and cooperation	
Goal 2-4: Facilitating and promoting e-commerce for tourism business	
Goal 2-5: Enhancing safety and security of visitors	
Goal 2-6: Fostering a non-discriminatory approach to the provision of visitor facilities and services	
<b>Goal 3: Sustainably manage tourism outcomes and impacts</b>	
Goal 3-1: Demonstrate an appreciation and understanding of our natural environment and seek to protect that environment	
Goal 3-2: Foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets	
Goal 3-3: Protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism	
Goal 3-4: Recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage	
Goal 3-5: Enhance capability building in the management and development of tourism	
<b>Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development</b>	
Goal 4-1: Harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations	
Goal 4-2: Facilitating the exchange of information on tourism between economies	
Goal 4-3: Promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth	
Goal 4-4: Expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter	

**Ministry of Culture and Tourism, Republic of Korea**

An Assessment of the ECOTECH Implementation of the APEC Tourism Working Group (TWG)

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Question I-1-5: Other issues of **Relevance** to the **Future Needs** of the tourism sector **in Your Economy**

Please identify other issues you believe are relevant to the **Future Needs** of the tourism sector in **Your Economy, which are not already adequately covered** within existing APEC Tourism Charter Goals and Sub-Goals.

Please list issues in order of priority

<i>Most issues are already included in the Charter</i>	1
	2
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**Part I-2: For the APEC Region****Question I-2-1: Relevance to the key issues in tourism field in the APEC Region**

How **relevant** are the APEC Tourism Charter's Goals and Sub-Goals to the key issues in the tourism sector **in the APEC Region**?

Please write a number to indicate whether the APEC Tourism Charter's Goals, and Sub-Goals have a very high (1), high (2), medium (3), low (4), very low (5) level of **relevance to the current key issues** in the tourism sector **in the APEC Region**. If you do not know, please write 0.

<i>Relevance of the APEC Tourism Charter to the current key issues in the tourism field in the APEC Region</i>	
<b>Goal 1: Remove impediments to the tourism business and investment</b>	
Goal 1-1: Promoting and facilitating the mobility of skills, training and labour	
Goal 1-2: Promoting and facilitating productive investment in tourism and associated sectors	
Goal 1-3: Removing regulatory impediments to tourism business and investment	
Goal 1-4: Encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)	
<b>Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region</b>	
Goal 2-1: Facilitating seamless travel for visitors	
Goal 2-2: Enhancing visitor experiences	
Goal 2-3: Promoting inter- and intra-regional marketing opportunities and cooperation	
Goal 2-4: Facilitating and promoting e-commerce for tourism business	
Goal 2-5: Enhancing safety and security of visitors	
Goal 2-6: Fostering a non-discriminatory approach to the provision of visitor facilities and services	
<b>Goal 3: Sustainably manage tourism outcomes and impacts</b>	
Goal 3-1: Demonstrate an appreciation and understanding of our natural environment and seek to protect that environment	
Goal 3-2: Foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets	
Goal 3-3: Protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism	
Goal 3-4: Recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage	
Goal 3-5: Enhance capability building in the management and development of tourism	
<b>Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development</b>	
Goal 4-1: Harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations	
Goal 4-2: Facilitating the exchange of information on tourism between economies	
Goal 4-3: Promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth	
Goal 4-4: Expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter	

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### Question I-2-2: **Achievement** of the APEC Tourism Charter's Goals and Sub-Goals **in the APEC Region**

To what extent do you believe that the APEC Tourism Charter's Goals and Sub-Goals have been achieved <b>in the APEC Region</b> ?	
Please write a number to indicate to the best of your knowledge if the APEC Tourism Charter's Goals, and Sub-Goals have a very high (1), high (2), medium (3), low (4), very low (5) level of achievement in the tourism sector <b>in the APEC Region</b> . If you do not know, please write 0.	
<b>Achievement of the APEC Tourism Charter (See Attachment A) in the APEC Region</b>	
<b>Goal 1: Remove impediments to the tourism business and investment</b>	
Goal 1-1: Promoting and facilitating the mobility of skills, training and labour	
Goal 1-2: Promoting and facilitating productive investment in tourism and associated sectors	
Goal 1-3: Removing regulatory impediments to tourism business and investment	
Goal 1-4: Encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)	
<b>Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region</b>	
Goal 2-1: Facilitating seamless travel for visitors	
Goal 2-2: Enhancing visitor experiences	
Goal 2-3: Promoting inter- and intra-regional marketing opportunities and cooperation	
Goal 2-4: Facilitating and promoting e-commerce for tourism business	
Goal 2-5: Enhancing safety and security of visitors	
Goal 2-6: Fostering a non-discriminatory approach to the provision of visitor facilities and services	
<b>Goal 3: Sustainably manage tourism outcomes and impacts</b>	
Goal 3-1: Demonstrate an appreciation and understanding of our natural environment and seek to protect that environment	
Goal 3-2: Foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets	
Goal 3-3: Protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism	
Goal 3-4: Recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage	
Goal 3-5: Enhance capability building in the management and development of tourism	
<b>Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development</b>	
Goal 4-1: Harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations	
Goal 4-2: Facilitating the exchange of information on tourism between economies	
Goal 4-3: Promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth	
Goal 4-4: Expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter	



**Question I-2-3: Relevance to the Future Needs of the tourism sector in the APEC Region**

To what extent do you believe that the current APEC Tourism Charter's Goals and Sub-Goals are relevant to the future needs of tourism sector in the APEC Region?

Please write a number to indicate to the best of your knowledge if the APEC Tourism Charter, Goals, and Sub-Goals have a very high (1), high (2), medium (3), low (4), very low (5) level of relevance to the future needs of tourism sector in the APEC Region. If you do not know, please write 0.

<b>Relevance to the Future Needs of tourism sector in the APEC Region: the APEC Tourism Charter (See Attachment A)</b>	
<b>Goal 1: Remove impediments to the tourism business and investment</b>	
Goal 1-1: Promoting and facilitating the mobility of skills, training and labour	
Goal 1-2: Promoting and facilitating productive investment in tourism and associated sectors	
Goal 1-3: Removing regulatory impediments to tourism business and investment	
Goal 1-4: Encouraging liberalization of services trade related to tourism under General Agreement on Trade in Services (GATS)	
<b>Goal 2: Increase mobility of visitors and demand for tourism goods and services in the APEC region</b>	
Goal 2-1: Facilitating seamless travel for visitors	
Goal 2-2: Enhancing visitor experiences	
Goal 2-3: Promoting inter- and intra-regional marketing opportunities and cooperation	
Goal 2-4: Facilitating and promoting e-commerce for tourism business	
Goal 2-5: Enhancing safety and security of visitors	
Goal 2-6: Fostering a non-discriminatory approach to the provision of visitor facilities and services	
<b>Goal 3: Sustainably manage tourism outcomes and impacts</b>	
Goal 3-1: Demonstrate an appreciation and understanding of our natural environment and seek to protect that environment	
Goal 3-2: Foster ecologically sustainable development opportunities across the tourism sector, particularly for small and medium sized enterprises, employment and providing for open and sustainable tourism markets	
Goal 3-3: Protect the social integrity of host communities with particular attention to the implications of gender in the management and development of tourism	
Goal 3-4: Recognize, respect and preserve local and indigenous cultures together with our natural and national cultural heritage	
Goal 3-5: Enhance capability building in the management and development of tourism	
<b>Goal 4: Enhance recognition and understanding of tourism as a vehicle for economic and social development</b>	
Goal 4-1: Harmonizing methodologies for key tourism statistical collections, consistent with activities of other international tourism organizations	
Goal 4-2: Facilitating the exchange of information on tourism between economies	
Goal 4-3: Promoting comprehensive analysis of the role of tourism in member economies in promoting sustainable growth	
Goal 4-4: Expanding our collective knowledge base on tourism issues in order to identify emerging issues and assist implementation of the Charter	

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Question I-2-4: Other issues of **Relevance** to the **Future Needs** of the tourism sector **in the APEC Region**

Please identify other issues you believe are relevant to the **Future Needs** of the tourism sector in **the APEC Region, which are not already adequately covered** within existing APEC Tourism Charter Goals and Sub-Goals.

Please list issues in order of priority

<i>Most issues are already included in the Charter</i>	1
	2
	3
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**PART II. Questions on the Products of the APEC TWG****Question II-1: Awareness of the Products of the APEC TWG**

What is the level of awareness of APEC tourism products (reports, projects, and forums) among tourism policy makers in  
 a) your government tourism body, Ministry or agency; and  
 b) other government ministries and agencies and relevant tourism industry organisations/associations.

Please write a number to indicate to the best of your knowledge if **policy makers** have a very high (1), high (2), medium (3), low (4), very low (5) level of **awareness** of APEC outcomes in the field of tourism as listed below. If you do not know, please write 0.

*Awareness of APEC products in the field of tourism since the adoption of the APEC Tourism Charter in 2000 in Seoul, Korea.*

**Operational Account**

Project No.	Title	Year	Amount (US\$)	Remarks	Government Tourism Body	Other Government and industry bodies
TWG 01/2001	Best Practices on Development of Tourism Satellite Accounts	2001	46,750.-	Policy Goal 4/ Completed		
TWG 02/2001	Tourism Research Network	2001	20,000.-	Policy Goal 4/ Completed		
TWG 04/2001	Tourism Impediments Stage 1	2001	88,000.-	Policy Goal 1/ Completed		
TWG 01/2002	Tourism Occupational Skill Standard Development in the APEC Region Stage III	2002	64,650.-	Policy Goal 2/ Completed		
TWG 01/2003	Small to Medium Size Tourism Business Development Needs	2003	46,500.-	Policy Goal 4/ Completed		
TWG 02/2003	Best Practices and Ideas in Safety and Security for APEC Economies to combat terrorism in tourism	2003	34,240.-	Policy Goal 2/ Completed		
TWG 01/2004	Tourism Impediments Stage 2	2004	86,335.-	Policy Goal 1/ Completed		

Note : 1=very high, 2=high, 3=medium, 4=low, 5=very low level of **awareness** of APEC outcomes in the field of tourism.  
 0=don't know

**TIF Special Account**

Project No.	Title	Year	Amount (US\$)	Remarks	Government Tourism Body	Other Government and Industry Bodies
TWG 01/2001T	Tourism Information Network	2001	38,100.-	Policy Goal 4/ Completed		
TWG 02/2001T	Application of Electronic Commerce to Small & Medium Tourism Enterprises in APEC Member Economies	2001	9,000.-	Policy Goal 2/ Completed		
TWG 03/2001T	Best Business Practices for access to Tourists with Restricted Physical Ability	2001	40,000.-	Policy Goal 2/ Completed		
TWG 04/2001T	Training for Sustainable Development in the Tourism Industry	2001	37,000.-	Policy Goal 3/ Completed		
TWG 05/2001T	Public-Private Partnership for Sustainable Tourism	2001	50,000.-	Policy Goal 3/ Completed		
TWG 01/2004T	Public and Private Partnership for Facilitating Tourism Investment in the APEC Member Economies	2004	25,000.-	Policy Goal 1/ Completed		
TWG 02/2004T	Exploring Best Practices of E-Commerce Application to the SMTEs in the APEC Region	2004	20,400.-	Policy Goal 2/ Completed		

Note : 1=very high, 2=high, 3=medium, 4=low, 5=very low level of **awareness** of APEC outcomes in the field of tourism.  
 0=don't know

**Ministry of Culture and Tourism, Republic of Korea**

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Question II-2: **Relevance and effectiveness of APEC Products in the field of tourism in the APEC Region**

Please comment on those aspects of APEC products (reports, projects and forums) in the field of tourism listed in Question II-1 above which you found most relevant, effective and useful, or on their levels of relevance, effectiveness and usefulness, **in supporting sustainable tourism development in the APEC Region.**


Question II-3: **Relevance and effectiveness of APEC Products in the field of tourism in Your Economy**

Please comment on those aspects of APEC products (reports, projects and forums) in the field of tourism listed in Question II-1 above which you found most relevant, effective and useful, or on their levels of relevance, effectiveness and usefulness, **in supporting sustainable tourism development in the Your Economy.**


**PART III. Questions on the APEC Tourism Working Group (TWG) Operating Framework**

**Question III-1: Vision Statement**

To what extent do you believe that the current APEC TWG’s Vision Statement is effective in capturing the role of the TWG in supporting the implementation of the APEC Tourism Charter?

Please write a number to indicate whether you believe that the vision statement is an effective statement of the role of the TWG to a very high (1), high (2), medium (3), low (4), very low (5) level. If you do not know or are unable to answer please write 0.

<b><i>Vision Statement: The TWG will foster economic development in the Asia-Pacific region through sustainable tourism growth that is consistent with the enhancement of the natural, social and cultural environment, recognizing that:</i></b>	
a) tourism is one the region’s fastest growing industries and is of significant importance to the economic development of the APEC economies	
b) tourism is important in fostering regional understanding and cooperation	
c) the tourism industry in member economies is at different levels of development	
d) member economies share the common goal of quality development and services	

**Question III-2: Comments and Suggestions on the Vision Statement**

Please provide any comments or suggestions on ways that the current Vision Statement could be improved to more effectively identify the role of the TWG in supporting the implementation of the APEC Tourism Charter.


## Ministry of Culture and Tourism, Republic of Korea

An Assessment of the ECOTECH Implementation of the APEC Tourism Working Group (TWG)

### Question III-3: Objectives

To what extent do you believe that the current APEC TWG's Objectives are effective in supporting the implementation of the APEC Tourism Charter?

Please write a number to indicate to the best of your knowledge if the Objectives have a very high (1), high (2), medium (3), low (4), very low (5) level of effectiveness in supporting the implementation of the APEC Tourism Charter. If you do not know, please write 0.

<b><i>Objectives: In accordance with its vision and consistent with the overall APEC mission, the TWG will actively pursue the following objectives:</i></b>	
a) highlight the importance and significant contribution of tourism in the economic development of the region	
b) address issues to facilitate the flow of visitors into and within the region	
c) investigate the successful management strategies for the sustainable development of tourism in environmentally sensitive areas of the region	
d) facilitate human resources development and training in tourism	
e) cooperate in ensuring the safety of visitors and quality of tourism	
f) develop strong relationships with the private sector through an active representation of the private sector in the tourism agenda	
g) foster collaborative initiatives amongst the APEC economies and other international bodies related to tourism industry and the private sector	
h) facilitate and encourage the liberalization of tourism investment opportunities in the APEC economies	
i) facilitate the exchange of information, including sharing tourism data and views on tourism issues	
j) formulate and implement marketing and promotional programs to enhance travel into and within the APEC economies	

### Question III-4: Comments and Suggestions on the Objectives

Please provide comments and suggestions on ways that the current Objectives could be improved to more effectively support the implementation of the APEC Tourism Charter.


**Question III-5: Considerations**

To what extent do you believe that the current APEC TWG's Considerations are effective in supporting the implementation of the APEC Tourism Charter?

Please write a number to indicate to the best of your knowledge if the Considerations have a very high (1), high (2), medium (3), low (4), very low (5) level of effectiveness in supporting the implementation of the APEC Tourism Charter. If you do not know, please write 0.

<b><i>Considerations: In order to achieve the above objectives, the TWG will develop and implement its collective action plan to:</i></b>	
a) encourage the sustainable growth of tourism in the APEC region as a means of generating economic benefits for all member economies	
b) reduce barriers to the flow of visitors	
c) promote tourism development in a sensitive and sustainable manner in respect of the natural, cultural and social environment of the region	
d) encourage each member economy to ensure the safety of visitors and the quality of tourism	
e) promote high quality provision of tourism services through human resources development	
f) exchange tourism statistics and information to heighten awareness of tourism's contribution to the APEC region	
g) encourage infrastructure development, consistent with sustainable growth	
h) pursue opportunities for enhanced technology applications in the tourism sector	
i) avoid duplication of activities with other relevant regional organizations	

**Question III-6: Comments and Suggestions on the Considerations**

Please provide comments and suggestions on ways that the current Considerations could be improved to more effectively support the implementation of the APEC Tourism Charter.

**Ministry of Culture and Tourism, Republic of Korea**

An Assessment of the ECOTECH Implementation of the APEC Tourism Working Group (TWG)

Question III-7: Selection, Terms and Functions of the Lead Shepherd or Chair of TWG; Executive Management Committee and APEC Secretariat support functions; and revision of the TWG's Terms of Reference (TOR)/Mandate

<p>To what extent do you believe that the current arrangements in relation to the Selection process, Terms of appointment and Functions of the Lead Shepherd or Chair of TWG; Executive Management Committee and Secretariat support functions; and review of the TWG's TOR are effective in supporting the implementation of the APEC Tourism Charter?</p> <p>Please write a number to indicate in relation to the above whether current processes have a very high (1), high (2), medium (3), low (4), very low (5) level of effectiveness in supporting the implementation of the APEC Tourism Charter. If you do not know, please write 0.</p>	
<b>Selection and Terms</b>	
A Lead Shepherd or Chair, who shall be selected from amongst member economies on a rotation basis, to serve for a one year period, shall lead the TWG	
<b>Functions: The functions of the Lead Shepherd or TWG Chair, with support of the APEC Secretariat, include:</b>	
i. coordinating the scheduling and chairing of meetings	
ii. initiate the preparation of the necessary reports	
iii. tracking project implementation	
iv. act as the spoke person and representative of the TWG	
<b>TWG Executive Management Committee</b>	
The Executive Management Committee was established at the 14th Meeting of the TWG in Manzanillo, Mexico on May 11-13, 1999 to improve the operating procedures, communications and relationship management activities of the TWG. The EMC comprises the current chair, immediate past chair and incoming chair of the TWG and representatives of the host economies.	
<b>Revision of TOR/Mandate</b>	
The APEC-TWG shall review all aspects of its operation every two years	

Question III-8: Comments and Suggestions on the Selection, Terms and Functions of the Lead Shepherd or Chair of TWG, Executive Management Committee and Secretariat support functions; and Revision of the TWG's TOR/Mandate

<p>Please provide comments and suggestions on ways that the current Selection, Terms and Functions of the Lead Shepherd or Chair of TWG; Executive Management Committee and Secretariat support functions; and Revision of TOR/Mandate could be improved to more effectively support the operations of the TWG in implementing the APEC Tourism Charter.</p>



**Question III-9: TWG Meeting Arrangements**

<p>To what extent do you believe that the current schedule, structure, agenda, content, duration and organisation of TWG meetings is effective in supporting the operations of the TWG in implementing the APEC Tourism Charter ?</p> <p>Please write a number to indicate in relation to the above whether current arrangements have a very high (1), high (2), medium (3), low (4), very low (5) level of effectiveness in supporting the operations of the TWG in implementing the Tourism Charter. If you do not know, please write 0.</p>	
<p>Schedule of Meetings: The APEC- TWG shall meet twice a year in the month of May and October. The APEC Secretariat shall notify member economies the actual date, place and time of the schedule meetings</p>	
<p>Structure of Meetings</p>	
<p>Meeting Agendas and Content</p>	
<p>Meeting Duration</p>	
<p>Meeting Organisation</p>	

**Question III-10: Comments and Suggestions on TWG Meeting Arrangements**

<p>Please provide comments and suggestions on how the above TWG Meeting arrangements in relation to the above or other relevant matters could be improved to more effectively support the implementation of the APEC Tourism Charter.</p>

**Question III-11: TWG Consultative Processes and Information Dissemination**

<p>To what extent do you believe that TWG's consultation with other APEC bodies, international organisations/agencies and the private sector; and information dissemination is effective in supporting the implementation the APEC Tourism Charter ?</p> <p>Please write a number to indicate your opinion on whether the TWG's consultative processes and information dissemination have a very high (1), high (2), medium (3), low (4), very low (5) level of effectiveness in supporting the implementation of the Tourism Charter. If you do not know, please write 0.</p>	
<p>Other APEC Fora</p>	
<p>Other International Organisations/agencies</p>	
<p>Private Sector</p>	
<p>Information Dissemination</p>	

**Ministry of Culture and Tourism, Republic of Korea**

An Assessment of the ECOTECH Implementation of the APEC Tourism Working Group (TWG)

Question III-12: Comments and Suggestions on the TWG's consultation with other APEC bodies, international organisations/agencies and the private sector; and information dissemination

Please provide comments and suggestions on how the TWG consultative practices and information dissemination could be improved to more effectively support the implementation of the APEC Tourism Charter.

Question III-13: TWG Collective and Individual Action Plans and processes for identifying and prioritising TWG supported projects.

To what extent do you believe that the TWG's Collective and Individual (Economy level) Action Plans TWG project selection processes are effective tools in supporting the implementation the APEC Tourism Charter ?	
Please write a number to indicate whether you believe the TWG's Collective Action Plan (CAP), Individual Economy level Action Plans (IAPs) and the process for identifying and prioritising TWG supported project proposals have a very high (1), high (2), medium (3), low (4), very low (5) level of effectiveness in supporting the implementation of the Tourism Charter. If you do not know, please write 0.	
TWG Collective Action Plan	
Individual Economy Action Plan	
TWG Project identification and prioritisation process	

Question III-14: Comments and Suggestions on TWG Collective and Individual Action Plans and processes for identifying and prioritising TWG supported projects.

Please provide comments and suggestions on ways that the current TWG CAP, IAP and TWG project identification and prioritisation process could be improved to more effectively support the implementation of the APEC Tourism Charter.
none

Question III-15: Questions III-7 to III-14 above sought views and comments about a range of key factors influencing the effectiveness of the TWG in implementing the APEC Tourism Charter. Considering the consolidated list in the table below, please indicate those aspects of the current TWG operating framework which you believe are most effective in supporting the implementation of the APEC Tourism Charter.

	Very High	High	Medium	Low	Very Low
Lead Shepherd Selection, Terms and Functions					
Executive Management Committee Support					
APEC Secretariat Support					
TWG TOR Review					
TWG Meeting Arrangements					
Consultative Processes					
Information Dissemination					
Collective and Individual Action Plans					
TWG Project Identification and Prioritisation					

Question III-16: To what extent do you believe that the current overall TWG operating framework is effective in supporting the implementation of the APEC Tourism Charter? (Please tick a level of effectiveness)

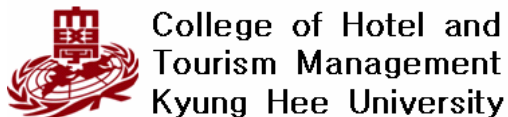
Very High	High	Medium	Low	Very Low

Question III-17: Please provide suggestions on ways that the current TWG operating framework could be improved.






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APEC Publication Number: APEC#207-ES-01.2