

ANNEX 6

APEC Tourism Strategic Plan 2011 - 2015

Background and Planning Process

Pursuant to the decisions of the 6th APEC Tourism Ministerial Meeting (TMM) in September 2010 in Nara, Japan, the APEC Tourism Working Group (TWG) undertook the formulation of an APEC Tourism Strategic Plan for 2011 to 2015 to provide the roadmap to address critical issues and concerns pertaining to tourism growth in the region.

The Plan preparation involved the TWG review of the tourism policy goals in the APEC Tourism Charter adopted by the TMM during its first meeting in 2001 and the independent assessment undertaken by the ECOTECH on the efficiency and relevance of the TWG. Guided by the strategic planning process/ guide for APEC Working Groups, the TWG conducted focused group discussions and workshops on the sideline of the TWG meetings in Japan, Philippines, and USA as well as intercessional exchange of information, inputs and comments to develop its strategic plan.

TWG Vision

The APEC Tourism Working Group (TWG) shall promote a sustainable and balanced tourism development in the APEC region that will enable Member Economies to increase their visitor arrivals, stimulate greater investments in destination development and infrastructure, as well as develop the capability of its industry workers and local people to benefit from tourism growth, while working to ensure the protection and conservation of natural and cultural heritage resources.

TWG Mission Statement

The APEC TWG shall persist as a working group to provide a platform for Member Economies reap the benefits of regional economic integration in tourism by harmonizing and consolidating national policies and programs with the regional objectives; providing access to market information and knowledge that will promote competitiveness; working to promote better understanding of tourism as an industry, and optimizing the benefits of tourism for the local communities, including women, youth and indigenous/ ethnic people.

TWG Critical Success Factors

The attainment of the forgoing vision and mission is hinged on ensuring that the following factors are eliminated, if not minimized, by the TWG through the cooperation of other APEC Fora and support from the private sector and international and multilateral organizations:

1. Undertaking greater market research and sharing of information to allow for free flow of investments and mobility of natural persons in the region pursuant to the Bogor Declaration, while ensuring a sustainable path as inscribed in the Manila Declaration.
2. Providing a mechanism that will enable a better understanding of the importance of tourism by leaders and policy makers.
3. Forging stronger linkages with other sectors and working groups in the APEC as well as the private sector and international and multilateral organizations to address various issues

affecting the movement of visitors, destination and product development, human resources development and, marketing and promotion (e.g. transport, investments, business mobility and counter terrorism, UNWTO, WTTC, PATA, ASEAN, etc).

4. Promoting appreciation of the multi-cultural and distinct natural resources of the region as a tourism destination through sharing of best practices and models on conservation, preservation and protection of tourism assets.
5. Establishing protocols and mechanisms to assist Member Economies in distress, as a result of natural or man-made calamities and circumstances, to rise above and regain tourism growth momentum.

Strategic Objectives/ Directions and Programs

1. Promote better understanding and recognition of tourism as an engine for growth and prosperity in the APEC region.
 - Institutionalize the Tourism Satellite Account as an effective tool to measure socio-economic impact of tourism.
 - Engage the private sector, multilateral, and international organizations in research and joint activities to address current issues and to identify new ones.
 - Ensure the travel and tourism sector's voice is considered in broader economic and social issues, e.g. climate change.
2. Ensure inclusive growth in the travel and tourism sector by encouraging socially and culturally responsible tourism.
 - Help small and medium enterprises, including women, youth and other local entrepreneurs, to gain better access to global markets.
 - Facilitate worker retraining, skills upgrading, and career path direction to promote labour mobility in the travel and tourism industry.
 - Encourage responsible community-based tourism, rural tourism, ecotourism, etc.
 - Continue to develop occupational skills standards, certification programs, and capacity building for the tourism workforce.
 - Identify new tourism products and niche segments (e.g. cruise tourism, culinary tourism, sports and adventure tourism, health/ medical and wellness tourism).
3. Promote and enhance sustainability of businesses and destinations by providing an enabling environment based on sound principles of sustainable tourism.
 - Promote environmental, social and cultural indicators for sustainable tourism.
 - Facilitate green initiatives, best practices, ethics, and technologies for the management of tourism businesses and destinations.
 - Embrace a set of sustainability standards for accreditation and certification of tourism businesses and destinations.
 - Recognize and highlight best practices and models.

4. Promote efficiency and regional economic integration through policy alignment and structural reform.
- Facilitate access and connectivity (air transport, infrastructure, etc.)
 - Address opportunities for cross-border tourism flows.
 - Identify convergences between tourism and national policies as well as programs with other economic sectors and multi-lateral organizations.
 - Facilitate investment in tourism infrastructure and destinations.
 - Consolidate an emergency preparedness plan from several resources and support crisis and risk management protocols.
 - Develop a crisis communication plan to assist economies in distress and provide support for recovery and revival of the travel and tourism industry.

Implementation Schedule

Attached as Annex A is the work plan of the APEC TWG for 2011 to 2015, which enumerates the strategic objectives/ directions, programs, activities, expected outcome, timeframe and cooperating parties for easy reference and monitoring.

To ensure the effective implementation of the APEC Tourism Strategic Plan, the TWG shall designate a coordinator for each strategic objective to assist Member Economies identify issues and develop project proposals, coordinate with multilateral, international and regional organizations for joint cooperation/ partnership, monitor implementation of programs, and monitor outcomes. The following economies shall serve as coordinators for the identified strategic objectives:

Strategic Objectives	Coordinators
1. Promote better understanding and recognition of tourism as an engine for growth and prosperity in the APEC region	Lead Economy: USA Co-Lead Economy: Philippines
2. Ensure inclusive growth in the travel and tourism sector by encouraging socially and culturally responsible tourism	Lead Economy: Indonesia Co-Lead Economy: Peru
Strategic Objectives	Coordinators
3. Promote and enhance sustainability of businesses and destinations by providing an enabling environment based on sound principles of sustainable tourism	Lead Economy: Australia Co-Lead Economy: Chile
4. Promote efficiency and regional economic integration through policy alignment and structural reforms	Lead Economy: Philippines Co-Lead Economy: USA

The membership of TWG Executive Board/Committee shall be expanded to include the above coordinators. The Board shall regularly assess the implementation of the strategic plan and its work program through the coordinators. A report of the implementation of each strategic objective shall be made by the concerned coordinator during TWG meetings, highlighting on projects and activities undertaken as well as policy and program interventions.

The Chair of the TWG shall report to the TMM the accomplishments of the strategic plan, including the necessary policy and program adjustments, if necessary.