

**DESTINATION APEC 2020: A CONFERENCE ON ENHANCING TOURISM AND AIR
CONNECTIVITY IN THE ASIA-PACIFIC REGION**

LIST OF SPEAKERS AND MODERATORS

1. Mr. Javier Esteban Guillermo Molina (Mexico)
2. Mr. Taleb Rifai (UNWTO)
3. Datuk Dr. Victor Wee (Malaysia)
4. Mr. Diego Silva (Chile)
5. Mr. George Anjaparidze (IATA)
6. Mr. Martin Craigs (PATA)
7. Atty. Beatrice Lim (AAPA)
8. Ms. Thanitta Savetsila Maneechote (Thailand)
9. Mr. Andrew Wilson (Australia)
10. Mr. Daniel G. Corpuz (Philippines)
11. Atty. Carmelo Arcilla (Philippines)
12. Professor Tae Hoon Oum (Canada)
13. Mr. Ross Clapcott (New Zealand)
14. Ms. Jessica Soto (Peru)
15. Mr. Felix Cruz (Philippines)
16. Mr. Eddy Krismeidi Soemawilaga (ASEAN Secretariat)
17. Col. Ramon Gutierrez (Philippines)
18. Professor Anthony T. H. Chin (Singapore)
19. Mr. Jorge Mezher Rage (Mexico)

PROFILE OF PARTICIPANTS

	Foreign Delegates	Local Delegates	Total
Speakers	15	3	18
Delegates	38	105	143
TOTAL	53	108	161

APEC Member Economies	No. of representatives	International Organizations/ Airlines/Others	No. of representatives
1. Australia	3	Cambodia	2
2. Brunei	2	Lao PDR	1
3. Canada	2		
4. Chile	1	United Nation World	2
5. Indonesia	2	Tourism Organization	
6. Malaysia	6	(UNWTO)	
7. Mexico	2		
8. New Zealand	1	International Air Transport	2
9. Papua New Guinea	1	Association (IATA)	
10. Philippines	110	Association of Asia Pacific	1
11. Peru	1	Airlines	
12. Russia	3		
13. Singapore	2	Pacific Asia Travel	2
14. Thailand	5	Association (PATA)	
15. United States	1		
16. Vietnam	2	Foreign Airlines	7
TOTAL	144		17

PROFILE OF PARTICIPANTS BY NATIONALITY AND BY SECTOR

Foreign Participants		Local Participants	
Tourism	16	Tourism	49
Transport	30	Transport	17
Others	7	Others	39
American Chamber of Commerce Canadian Chamber of Commerce National University of Singapore University of British Columbia Representative from the Russian Embassy Representatives from the Australian Embassy		The Asia Foundation Chambers of Commerce Academe Tourism Congress Philippine Travel Agencies Association Government - House of Representatives - Office of the President - Presidential Management Staff - Bureau of Immigration - Department of Finance - Department of Justice - Department of Tourism - Department of Transport and Communications - Department of Foreign Affairs - National Economic Development Authority - Mindanao Development Authority	



**Asia-Pacific
Economic Cooperation**



**DESTINATION APEC 2020:
A Conference on Enhancing Tourism
and Air Transport Connectivity
in the Asia-Pacific Region**

**27 – 28 February 2012
Sofitel Philippine Plaza, Philippines**

**It's more fun in the
Philippines**



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CONFERENCE OBJECTIVES

The Asia-Pacific region is the fast growing tourism destination in the world today. In 2011, the World Tourism Organization (UNWTO) reported that visitor arrivals in the Asia Pacific region reached 216 Million, 6 percent higher or 11 million more than in 2010. Connectivity is a crucial tourism growth driver. The mobility of visitors is a crucial component of economic integration and this depends on the state of international and regional connectivity—by air, land and sea. The APEC Tourism Charter of 2000 establishes the promotion of an efficient regional economic integration through policy alignment and structural reform as one of its key policy goals. Thus, the required actions include reducing barriers, enhancing competitiveness, building the capacity of the economies, promoting positive policies for the development of tourism, discouraging practices which have a negative impact on member economies and on the image of tourism, identifying emerging issues impacting upon tourism, and promoting environmental sustainability and cooperation.

This conference aims to achieve the following objectives:

1. To exchange information on the more recent developments and issues in both tourism and air transport among APEC member economies and promote a common understanding of these issues
2. To exchange and share experiences on policies, practices and processes in addressing the various regulatory issues and in coping with the impacts related to air services liberalization
3. To develop recommendations on joint tasks or work program for achieving greater integration and convergence of tourism and air connectivity policies for immediate and future cooperation among APEC member economies

The conference will serve as a venue for identifying specific areas for regional cooperation and integration of programs, projects, and initiatives that will address the chokepoints on tourism and air connectivity. By demonstrating the benefits of air access liberalization on tourism growth and competitiveness, APEC will be able to adopt a more balanced and coordinated evaluation of available policy options.

PROGRAMME

MONDAY, 27 FEBRUARY 2012

- 7:30 AM - Registration
- 9:00 AM - Opening Ceremony
- Welcome Remarks
Mr. Javier Esteban Guillermo Molina
Lead Shepherd
APEC Tourism Working Group
- Keynote Addresses
- Hon. Ramon R. Jimenez, Jr.
Secretary
Philippine Department of Tourism
- Hon. Mar Roxas
Secretary
Philippine Department of Transportation and Communications
- Ms. Cherry Lyn Rodolfo
Co-Convenor
Objectives and Programme of the Conference
- 10:00 AM - Mr. Taleb Rifai
Secretary – General
World Tourism Organization (UNWTO)
Vision and Strategies for Tourism 2020
- 10:15 AM - Coffee Break
- 10:30 AM - Session I: Impact of Air Services Liberalization on Tourism Growth:
Progress in Regional Air Services Integration
- Moderator: Datuk Dr. Victor Wee
Chairman
Malaysia Tourism Promotion Board
- Panelists: Mr. George Anjaparidze
Senior Economist
International Air Transport Association
Economic Impact of Air Connectivity and Liberalization on
APEC Tourism and Economic Integration
- Mr. Martin Craigs
Chief Executive Officer
Pacific Asia Travel Association
How Integrated is Aviation with the Tourism Sector?
Binding Constraints to APEC Tourism Growth
- Open Forum
- 12:00 NN - Lunch and Networking
- 1:30 PM - Session II: Impact of Air Services Liberalization on Tourism Growth:
Country Experiences in Regulatory Reform Process
- Moderator: Ms. Beatrice Lim
Director, Industry & Regulatory Affairs
Association of Asia Pacific Airlines
- Panelists: Mrs. Thanitta Maneechote
Deputy Permanent Secretary
Thailand Ministry of Tourism and Sports
Case Study of Thailand

Datuk Dr. Victor Wee
Chairman
Malaysia Tourism Promotion Board
Case Study of Malaysia

Mr. Diego Silva
Responsible for Facilitation
Chile Civil Aeronautics Board
Case Study on Chile

Open Forum

3:00 PM Coffee Break

3:30 PM Panelists: Mr. Andrew Wilson
Deputy Secretary
Australia Department of Infrastructure and Transport
Case Study of Australia

Mr. Daniel Corpuz
Undersecretary
Philippine Department of Tourism
Case Study of the Philippines

Atty. Carmelo Arcilla
Executive Director
Philippine Civil Aeronautics Board
Updates on APEC Air Services Liberalization

Professor Tae Hoon Oum, PhD
Sauder School of Business
University of British Columbia

Open Forum

5:00 PM - End of Day 1

7:00 PM - Dinner

TUESDAY, 28 FEBRUARY 2012

9:00 AM - Synthesis of Day 1 Proceedings
Ms. Cherry Lyn Rodolfo
Co-Convenor

9:30 AM - Session III: Convergence of Tourism and Aviation Investment Policies

Moderator: Mr. Andrew Wilson
Deputy Secretary
Australia Department of Infrastructure and Transport

Panelists: Mr. George Anjaparidze
Senior Economist
International Air Transport Association
Aviation and Tourism Taxes and Charges: Impact on
Tourism Growth

Ms. Jessica Soto
National Director for Tourism Development
Peru Ministry of Foreign Trade and Tourism
Case Study of Peru

Working Break

Mr. Ross Clapcott
Chief Adviser
New Zealand Ministry of Economic Development
Case Study of New Zealand

Mr. Felix Cruz
Chairman
Philippine Board of Airlines Representatives
Case Study of the Philippines

Open Forum

12:00 NN - Lunch and Networking

2:00 PM - Session IV: Aviation and Tourism Growth: Implications for Airport
Infrastructure

Moderator: Mr. Javier Esteban Guillermo Molina
Lead Shepherd
APEC Tourism Working Group
Adviser on International Affairs, Mexico Ministry of Tourism

Panelists: Mr. Eddy Krismedi
Senior Officer
ASEAN Secretariat
ASEAN Air Connectivity Agenda: Implications for APEC
Tourism Growth

Col. Ramon Gutierrez
Director-General
Civil Aviation Authority of the Philippines
Strengthening Aviation Institutions for Safe and Secure Travel

Professor Anthony Chin, PhD
Department of Economics
National University of Singapore

Open Forum

3:30 PM Coffee Break

3:45 PM Response from the Tourism Sector: Areas of Cooperation Between
Aviation and Tourism Sectors

Mr. Jorge Enrique Mezher
Undersecretary
Mexico Secretariat of Tourism

4:15 PM Open Forum

4:30 PM - Conference Synthesis

Mr. Rolando Canizal
Director
Philippine Department of Tourism

5:00 PM - Closing Remarks

Ambassador Laura del Rosario
Philippine APEC SOM

PROFILE OF SPEAKERS AND MODERATORS



JAVIER ESTEBAN GUILLERMO MOLINA is the current International Affairs Advisor of the Office of the Minister of Tourism, Ministry of Tourism of Mexico. After graduating as a public accountant from the prestigious Anahuac University in nearby Merida, Yucatan, he worked for three years in International tax consulting at the worldwide firm KPMG in Mexico City. During this period, he realized that tourism was his passion, and moved back to Cozumel to start his own business that survived two major hurricanes during the record breaking 2005 season, Emily and Wilma. In 2009, the former Minister of Tourism of Quintana Roo asked him to join his team as State Promotion Director, a position that he held for a year before he was named State Undersecretary of Promotion. During this appointment he worked in modernizing the ministry's promotional strategies like the creation of a cultural destination in the state, "The Mayan Zone"; created the ministry's online and social media strategy; and redesigned its promotional materials. On May, 2011, he started working as International Affairs Advisor to the Minister of Tourism of Mexico, Gloria Guevara Manzo. Following the directions of the Minister, he has been representing Mexico's Tourism in international forums and communicating with various international organizations, like the UNWTO and WTTC. He studied Marketing, Negotiation, English and Finance.

TALEB RIFAI's background combines solid political experience and technical knowledge in the field of tourism, as well as experience in the work and functioning of International Organizations. His background also provides him with extensive economic, business and academic experience. He was elected as Secretary-General of the World Tourism Organization (UNWTO) at the General Assembly, Astana, Kazakhstan, in October 2009 and begun his four-year term on the 1st January 2010. He assumed the functions of Secretary-General ad interim of the World Tourism Organization since 1st March 2009 and served as Deputy Secretary-General from February 2006 to February 2009. Prior to assuming his current post, he was the Assistant Director-General of the International Labour Organization (ILO) for three consecutive years. His responsibilities included the overall supervision and implementation of the International Labour Standards, as well as advising on labour markets and employment policies, particularly in the Middle East region. From 1999 to 2003, he served in several ministerial portfolios in the Government of Jordan, first, as Minister of Planning and International Cooperation in charge of Jordan's Development Agenda and bilateral and multilateral relationships with donors and agencies. He was subsequently appointed Minister of Information, in which capacity he was spokesman of the Government of Jordan and in charge of communication and public media. During his tenure, he embarked on restructuring public media and in particular the Jordan Television Network. In 2001, his portfolio was expanded to include the Ministry of Tourism and Antiquity.



DATUK DR. VICTOR WEE is currently Chairman of Malaysia Tourism Promotion Board and Chairman of the Programme Committee of the World Tourism Organisation (UNWTO). He previously served as Advisor to the Ministry of Finance. During his tenure as Secretary General of the Ministry of Tourism, he led the successful campaign of Visit Malaysia Year 2007, which saw an increase of 3.5 million tourist arrival and over RM10 billion tourism receipts in one year. In 2010, he served as the leader for the Tourism Lab to draw up the Tourism Transformation Programme for Malaysia, which is now being implemented in the country. He was instrumental in establishing the Cabinet Committee on Tourism Malaysia and the Malaysia My Second Home (MM2H) One-Stop Centre at the Ministry of Tourism. He had been invited to speak in tourism conferences organized by UN World Tourism Organisation, PATA and ASEAN National Tourism Organisations as well as presented papers at the World Tourism Conferences (2007 and 2010). In 2007, he chaired the officials meeting in the 17th General Assembly of the World Tourism Organisation (UNWTO) at Cartagena de Indias, Columbia. At the Economic Planning Unit of the Prime Minister's Department, he was responsible for the preparation of the Third Outline Perspective Plan, 2001-2010 and he served on the editorial board for Malaysia's Five Year Development Plans. He was Deputy Head in the National Economic Action Council during the Asian Financial Crisis (1997-98) and was responsible for the preparation of the National Economic Recovery Plan which served as the Blueprint for Malaysia's economic recovery from the crisis. He went as consultant on several economic missions to other countries under the World Bank and United Nations Development Programme. He obtained his Bachelor degree in Economics from University of Malaya, Master of Arts from Brown University, U.S.A. and Ph.D. in Economics from Bristol University, United Kingdom. He had also received training at Harvard University, Institute of Manpower Studies at University of Sussex and the East West Center in Hawaii.

GEORGE ANJAPARIDZE is a Senior Economist with the Chief Economist Department at the International Air Transport Association which is working on policy and regulatory issues. Since joining IATA, he has led work on quantifying the economic impacts of air connectivity and assessing impacts of taxation as well as identifying policy options for promoting alternative aviation fuels and supporting the technical design of the industry approach to achieve Carbon Neutral Growth from 2020. Prior to joining IATA, he was based in Bonn, Germany with the secretariat of the United Nations Framework Convention on Climate Change, facilitating and providing technical support to the multilateral negotiations on the climate finance architecture. He also worked at the Sustainable Development Department of the World Bank in Washington, D.C. developing investment programs in the energy, environment and transport sectors in Europe and Central Asia. He has also undertaken research in energy security issues at the Center for Strategic and International Studies. He holds a Master in Public Policy from the Harvard Kennedy School and a Bachelor of Business Administration in Finance and International Business from the Goizueta Business School.



MARTIN CRAIGS joined the Pacific Asia Travel Association (PATA) as the Chief Executive Officer on October 31, 2011. PATA is a not-for profit membership association that acts as a catalyst for the responsible development of travel and tourism within the Asia Pacific region. The Association, which celebrated its 60th anniversary in 2011, provides travel industry leadership and counsel to over 80 government, state and city tourism bodies, nearly 50 international airlines, airports and cruise lines, and many hundreds of travel industry companies across Asia Pacific and beyond. Prior to PATA, he was the five-times elected president of Aerospace Forum Asia (AFA), a Hong Kong-based non-profit business networking, advocacy and charity fund-raising group of which he was a founding committee member in 1986. In 1998, he was recruited as Executive Vice President, Asia by BAE SYSTEMS for their venture capital based joint venture in Hong Kong. In 2002, he founded his own institutional advisory company Hillcrest International whose clients have included AirAsia, Liberty Aerospace, The Economist Group, Reed Exhibitions and ELFC. He is a holder of British and Irish passports and a HK identity card and alumni of INSEAD, Columbia and Cambridge universities. He is currently working through his ninth passport. Married for over 25 years to Sherwin, they have two sons together, Kain 21 and Kallam 19.

BEATRICE LIM joined the Association of Asia Pacific Airlines (AAPA) in July 2005. In this capacity, she represents the interests of the AAPA and its member airlines on a wide range of commercial, aeropolitical, regulatory and other non-technical issues, working closely with member airlines and other aviation industry stakeholders. With her previous experience working in both the public and private sectors of the aviation industry, she brings a broad knowledge of aviation policy issues and fresh ideas to meet the challenges facing AAPA members today. She was previously a Senior Air Transport Manager with the Civil Aviation Authority of Singapore, where her responsibilities included international relations, government-to-government air services negotiations and the development of various aspects of aviation policy. In an earlier role, she was Legal Counsel with Singapore Technologies Aerospace Ltd, specialising in commercial agreements relating to the company's aircraft maintenance and support activities in Asia and the United States. She holds a Bachelor of Law honours degree from the National University of Singapore and she was admitted to the Singapore Bar in 1996.



THANITTA SAVETSILA MANEECHOTE is the current Deputy Permanent Secretary of the Ministry of Tourism and Sports, Thailand. She was a graduate of the faculty of Journalism and Mass Communication, Thammasat University, Thailand. She also completed a Diploma (Industrial Extension Officers Training) at the Research Institute for Management Science (RVB), the Netherlands. She completed seminars and training programs on Export Business, Export Marketing in CDG Germany, the Netherlands, Ireland. She also held posts such as Assistant Director for International Trade Training Institute and Director for the Bureau of Service Trade Promotion (Department of Export Promotion, Ministry of Commerce), Minister (Commercial) at the Royal Thai Embassy, Beijing, PRC, Director, Information and Communication Technology Center, Deputy Director – General, Office of Tourism Development, Director – General, Department of Tourism (former Office of Tourism Development) and Advisor to the Prime Minister.

PROFILE OF SPEAKERS AND MODERATORS



ANDREW WILSON is the Deputy Secretary of the Department of Infrastructure and Transport. He has held a variety of positions within the APS over his 26 year career, spending the last 23 years within the Department of Infrastructure and Transport (the Department). He was appointed to the position of Deputy Secretary of the Department with responsibility for aviation and transport security matters in February 2010. His career highlights include the establishment of the Office of the Coordinator General, oversight of the Aviation White Paper, enhancement of the Aviation Security settings in Australia, delivery of the Governments revitalisation of Australia coastal shipping industry and reform of service provision for the Indian Ocean Territories. He has been a board member of Australian Maritime Safety Authority for the past 5 years. He is married with two boys. He is a fanatical skier and enjoys good food, wine and travel.

DANIEL GARCIA CORPUZ is the current Undersecretary for Tourism Planning and Promotions of the Philippine Department of Tourism. He served as Director in various institutions such as the Intramuros Administration, Philippine International Convention Center, Hotel & Restaurant Association of the Philippines, Philippine Tourism Authority, Pacific Asia Travel Association. In 2001, he was the tourism expert in the two-year project for the development of the City of Vigan with special emphasis on the restoration of its historical district under Fundacion Santiago of the 2001 Spanish Government for the Master Plan for the Historic Center of Vigan, Philippines. He was the event planner advisor of the Miller Freeman Singapore & Brunei and worked with the Tourism Unit of the Ministry of Trade for the Holding of ASEAN Tourism Forum and the ASEAN Games in Brunei. In 1998, he served as marketing consultant for the United Nations Development Program and World Tourism Organization tourism masterplan project in Sichuan, China. He finished his Master of Arts in Urban Planning from the University of the Philippines in 1982 and he completed a special training (diploma distinction) in the Institute of Tourism and Hotel Management in Salzburg, Austria in 1975.



ATTY. CARMELO ARCILLA is the present Executive Director of the Civil Aeronautics Board (CAB). As Chief Executive Officer of the CAB, he runs and manages the day-to-day operation and overall affairs of the Board, consisting in the administration of laws, execution of policies and implementation of rules and regulations pertaining to the economic regulation of air carriers, as well as the promotion of the growth and development of the aviation industry. Under his term from 2006 to present, he has led the CAB in accomplishing the following: ISO Certification obtained on August, 2007 on the Implementation of the CAB Quality Management System (ISO 9001:2000), On-going ISO program: Expansion of the scope of the ISO certification of core business processes to include the support services; Conversion of QMS from ISO 9001:2000 to ISO 9001:2008, Computerization Program, including databasing, creation and launching of the CAB website (CAB.gov.ph) on December 18, 2009, and the installation of a Data Management System using the Alchemy Software and steady pursuit of the current public policy towards the expansion of air linkages and the overall development of the air transportation industry through enhanced competition and investments and progressive liberalization of market access.



PROFESSOR TAE HOON OUM, PhD, MBA is the UPS Foundation Chair Professor at Sauder School of Business, University of British Columbia, the President of the Air Transport Research Society (ATRS), and Editor, Journal of Transport Economics and Policy. He also serves on Editorial Boards of twelve other international journals. His research and teaching interests are in the areas of economics, management and policy analysis in transport/logistics sectors. He has authored/co-authored 31 books, over 110 refereed academic journal papers, and numerous reports for international organizations including World Bank, OECD, International Transport Forum, APEC, and for various government agencies, regulatory commissions and major corporations (Canada, United States, UK, Netherlands, Japan, Korea, Australia, New Zealand, Singapore). He has delivered over 300 keynote addresses, invited speeches/seminars, and presentations. The honors and distinctions he had received include the Distinguished Career Research Achievement Award from the (US) Transportation Research Forum (TRF, 2006); The Overall Best Paper Prize from the US TRF (2009 Annual Conference); The Overall Best Paper Prize from The World Conference on Transport Research Society (1998); Killam Research Prize of Canada-Senior Science Category (2002); Killam Research Fellowship (1988). He has been a Distinguished Fellow of the Transportation and Public



Utilities Group of American Economic Association (AEA-TPUG) since 2004. He has also been decorated with a Medal of National Order of Merit by the President of the Republic of Korea (South) in 2005.

ROSS CLAPCOTT is a chief advisor within the Ministry of Economic Development's tourism policy team. This team reports to the Minister of Tourism who is also the Prime Minister. He currently leads a whole of government international aviation linkages work programme which is designed to maximise connectivity for New Zealand businesses to global markets. He has worked in tourism policy since 2003 initially within the Ministry of Tourism which has now become part of the Ministry of Economic Development. He has previously held senior management and consulting roles in the industry training and industrial safety fields, specialising in adventure activities and emergency management. He holds university qualifications in business and tourism and has published articles on tourism and climate change policy. He is currently undertaking an Executive Masters degree in Public Administration through the New Zealand and Australian School of Government.



JESSICA SOTO has a Bachelor's Degree in Economics from Pontificia Universidad Católica del Peru. She has a Master of Arts in Economics, from Washington University, in St Louis, Missouri, and a Master in Public Policy, from Humphrey Institute of Public Affairs, University of Minnesota. She counts on a variety of experience that goes from economic research projects, public policy and policy administration. Now a day, she works in the Ministry of Foreign Trade and Tourism as National Director of Tourism Development and she has been Director of Tourism Development Product in the Vice Ministry of Tourism. She was also Advisor and Coordinator Project in General Direction of SME from Ministry of Production. Earlier, she had worked in The Center for Strategic Studies from IPAE as Organizational Development and Fundraising Specialist and Project Manager. Also, she worked in Instituto Invertir as General Manager, promoting the development of SMEs through venture capital investments. She has also gained professional experience overseas working at The Ronald Coase Institute where she has developed as Economic Researcher and Project Manager. She has also worked as consultant for The World Bank and Economic Research Forum for the Arab Countries.

FELIX CRUZ is Vice President for Marketing Support under the Commercial Group of Philippine Airlines. As VP, he formulates and implements the long term and medium term objectives, policies and strategies of the Marketing Support Department for both domestic and international operations of PAL. He serves as Chairman of the Board of Airline Representatives and sits in various government and private committees involved in Philippine tourism promotions, i.e. Philippine Convention and Visitors Corporation and ASEAN Tourism Association. He represents PAL as Chief Delegate in overseas sales missions promoting the Philippines as a tourism destination. He served as Regional Vice President & General Manager for Southeast Asia, Middle East & Indian Subcontinent. He was overall manager of the marketing and sales functions including airport and finance operations of the region. The whole region covered the on-line operations in Riyadh and Dhahran in Saudi Arabia; the Malaysian cities of Kuala Lumpur and Kota Kinabalu, Bandar Seri Begawan in Brunei, the city of Jakarta in Indonesia, Singapore and Saigon, Vietnam. He also directed and supervised the sales operations of off-line General Sales Agents in Kuwait, Beirut, Bahrain, Jeddah, Damascus, Dubai, Abu Dhabi, Doha, Muscat, Sanaa, Amman, Bombay, Colombo and Dhaka. In 1985, he worked as Technical Officer P-3 for Facilitation Section, Air Transport Bureau of the International Civil Aviation Organization. He is married with four children.

EDDY KRISMEIDI SOEMAWILAGA is Senior Officer at the Association of Southeast Asian Nations (ASEAN) Secretariat Jakarta, Indonesia. He is in charge of handling cooperation on tourism, air transport and minerals and he is actively involved in the following ASEAN initiatives: Development the ASEAN Single Aviation Market, Development of ASEAN-China, ASEAN-India and ASEAN-Korea Open Skies, Conclusion of ASEAN Tourism Strategic Plan 2011-2012, Conclusion of ASEAN Tourism Marketing Strategy 2012-2015. From 2007-2010, he served as Special Officer actively involved in concluding the following agreements: ASEAN Open Skies Agreements and its Protocols for passenger and air freight services; Finalisation of ASEAN Multilateral Agreement on Liberalisation of Passenger Services; and ASEAN-China Air Transport Agreement Mutual Recognition Arrangement on Tourism Professional. Prior to that, he served as Technical Officer in charge of facilitating the



PROFILE OF SPEAKERS AND MODERATORS

conclusion of the ASEAN tourism cooperation. He is a graduate of the Institut Teknologi Bandung, Indonesia Master Degree in Engineering, Industrial Management M.T. Post Graduate Program. He was in charge of the Center for Research on Tourism, Institute Technology of Bandung, Indonesia from 1995 to 2000.



COL. RAMON GUTIERREZ serves as the current Director General of the Civil Aviation Authority of the Philippines (CAAP). He is the Chief Executive and Operating Officer and he is responsible for the exercise of all power and the discharge of all duties and activities of the authority. Currently, he is one of the members of the Board of Director of Manila International Airport Authority, Mactan-Cebu International Airport Authority, Clark International Airport Corporation, and Civil Aeronautics Board. He served as military attaché stationed at the Philippine Consulate General in Hongkong, as Junior Military aide-de-camp to former Pres. Corazon C. Aquino, as Intelligence and Operations officer at the Armed Forces Research and Development Center, and as Junior Operations Officer at Aviation Security Command. His experiences in civilian work started as Operations Manager of Ayala Aviation of the Ayala Group. He became President and Chief Operating Officer of Corporate Air, Inc. of FedEx / Lina Group of Companies and Board of Director of Zest Airways, Inc. He was part of the due diligence team that conducted technical and financial audit of Asian Spirit and SEAIR in tandem with Ciba Capital Philippines. His trainings include Advanced Officers Course at the US Air Force University in Alabama, Comptrollership and Fund Accountable Officers Course from the AFP Finance Center, Intelligence Course from the Intelligence Service (ISAFP) and Ranger Course from the Army Special Forces, Combat / tactical helicopter training at the Philippine Air Force, Aviation Security Course and Hostage Negotiation Seminar from the Aviation Security Command. He is a Civil Service Career Service Professional and Career Executive Service (CESO) eligible. He attained Master's Degree in Management at the Asian Institute of Management in Makati City, Philippines.

ANTHONY T H CHIN is Associate Professor of Transportation Economics at the Department of Economics at the National University of Singapore. He was seconded as Lead Economist in the Ministry of Trade and Industry and Land Transport Authority (2002-2004) and he served as a Member of the Public Transport Council for two terms and has taken part as Resource Panel Member in the Parliamentary Committee on Transport. He is also a founding member of the Networking Committee of the Air Transport Research Society (ATRS), Track Leader in the Centre for Maritime Studies, National University of Singapore and the Chief Editor of the Journal for Logistics and Sustainable Transport. He has also been a consultant to the World Bank, Asian Development Bank, The European Bank for Reconstruction and Development, Provincial Governments in China, Singapore Airlines, Port of Singapore Authority, Land Transport Authority and various private consultant companies. His current areas of research include investment appraisal (economic, financial and cluster) of transport investments, application of behavioral and experimental economics in influencing choice behavior, port and airport competition, road pricing strategies and environmental impacts from transport and public transport terminal licensing.



JORGE MEZHER RAGE is the current Deputy Minister for Tourism Planning of Mexico. From 1st February of 2012, he was appointed by Mexico's President, Felipe Calderon Hinojosa, as Deputy Minister for Tourism Planning. He obtained his Bachelor Degree in Law and a Masters in Business Administration from Universidad Iberoamericana, with a special distinction for his thesis on the subject "Privatization of the Mexico Airport System." He participated in the course "Development and Administration of Strategic Intelligence Systems" imparted by Instituto Tecnológico de Estudios Superiores Monterrey (ITESM) and holds a Diploma in "Planning and Participative Strategy" also by ITESM through Mexico's Presidency Office. From November of 2010 to January of 2011, he was the Executive Director at the Mexico Tourism Board, in charge or developing legal strategies to protect MTB's interests; prompt attention to legal matters pertaining to Mexico Public administration, and all legal instruments as required by law, which permitted the optimal execution of MTB responsibilities and core activities. From June to October of 2010, he was the Advisor to the Head of the Planning and Evaluation Unit for Education Policies at Mexico Ministry of Education. From September of 2007 to May of 2010, he was the Deputy General Director for Planning. During his term, he contributed to the elaboration of the Sector Program for Justice Administration (PGR) 2007-2012, with the design of performance indicators for this Program in alignment to the vision 2030 of the Federal Government. From May 1996 to August 2007, he was Deputy General Director for the Federal Commission for Competition Policy. He also served as Operational liason to the General Justice Procurement Agency for the National Agreement for Security, Justice and Legality, with the Presidency Office and with the Technical Secretariat of the Security Cabinet. He participated in the APEC meeting celebrated in Los Cabos with the Ministry of Commerce and Minister of Economy of Peru.





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TOURISM AND AIR CONNECTIVITY IN THE ASIA-PACIFIC REGION
27-28 February 2012, Manila, Philippines**

**Javier Esteban Guillermo Molina
Lead Sheperd, APEC Tourism Working Group
27 February 2012**

I would like to thank the presence of Honorable Sec Ramon R. Jimenez Jr, Secretary of the Department of Tourism, Honorable Mar Roxas, Secretary of the Department of Transportation and Communications, and Honorable Mr. Taleb Rifai, Secretary General of the UNWTO, distinguished speakers, moderators and delegates.

The movement of travel across the Asia Pacific region for both business and tourism is intrinsic to economic growth. The region represents the world's biggest passenger aviation market. The IATA predicts that the number of air travelers around the world will grow from 2.4 Billion in 2010 to 16 Billion by 2015, with much of the growth expected to occur in the Asia-Pacific region. Given the growing economic importance of travel and the projected increases in travel volume in the region, APEC is undertaking a multifaceted travel facilitation initiative designed to expedite the flow of larger numbers of people including business and non-business travellers. Specifically it will include efforts to expedite departure and arrival for international passengers while ensuring the security of the overall travel system. Due to the variation in technical and financial capacities among APEC member economies, broad-based cooperation including capacity building will be a central pillar for APEC efforts to enhance the movement of people from across the region.

Travel facilitation in the APEC region will benefit travelers, the private sector and government while enhancing the potential for regional commerce and economic growth.

For the travellers it would mean and easier, more efficient and less stressful travel experience.

For the private sectors including transportation providers such as airlines it would be in operational and cost efficiency, streamlined procedures and a better environment to provide an enjoyable travel experience. For facility operators such as airports it means reducing passengers' wait time as well as more efficient and effective use of existing infrastructure.

For governments it means increasing the ability to manage flow of travellers while simultaneously ensuring high levels of security and border integrity in a more efficient cost effective way.

Aligned with this vision, the Tourism Working Group has defined a strategic plan for 2011-2015 based on 4 pillars:

1. Promote better understanding and recognition of tourism as an engine for growth and prosperity in the APEC region;
2. Ensure inclusive growth in the travel and tourism sector by encouraging socially and culturally responsible tourism;

3. Promote and enhance sustainability of businesses and destinations by providing an enabling environment based on sound principles of sustainable tourism; and of course the fourth one, that's why we're all here
4. Promote efficiency and regional economic integration through policy alignment and structural reform

Our work today and tomorrow will help APEC, our Tourism Working Group, and our economies to identify action programs and activities that will lead to a better understanding, cooperation and integration between the stakeholders of the tourism and transport sector.

These conclusions will also help shape the agenda of the Tourism Working Group on these issues. On the TWG this year we will be focusing on facilitation of travel. Job generation if this facilitation happens, an increase in cooperation between the public and private sectors.

I look forward to work with you Chinese Taipei and Russia especially because we have our 7th ministerial meeting in Russia last week of July.

On behalf of the Tourism Working Group, I would like to thank the Department of Tourism of the Government of the Philippines and the APEC Secretariat for organizing this conference and providing us with a forum for discussion and enrichment of such a current topic.

**DESTINATION APEC 2020: A CONFERENCE ON ENHANCING
TOURISM AND AIR CONNECTIVITY IN THE ASIA-PACIFIC REGION
27-28 February 2012, Manila, Philippines**

**Hon. Ramon R. Jimenez, Jr.
Secretary, Philippine Department of Tourism
27 February 2012**

Good Morning. Mr. Taleb Rifai, Secretary-General of the World Tourism Organization (UNWTO), Mr. Javier Guillermo Molina, Lead Shepherd of the Asia Pacific Economic Cooperation (APEC) Tourism Working Group, Honourable Mar Roxas, Secretary of the Department of Transportation and Communications, to all of our distinguished speakers and moderators from international organizations and the academe, officials from the transport and tourism agencies from the APEC Member Economies, Chief Operating Officers of foreign and local airlines based in the Philippines and in the Asia-Pacific region, esteemed members of the travel and tourism industry, dear friends from the prime media, a pleasant morning to all.

I hope first and foremost that you are all having fun so far. I think, I have to spend a few minutes explaining that. It is more fun in the Philippines because the campaign focuses on the Filipino as your host. The Filipino, your host, takes it as his absolute personal responsibility and almost as a matter of honour that your stay is in fact fun; we have no expectation other than that as I was telling the good Secretary-General. It is impossible for a Filipino to share space with a stranger for more than 24 hours without turning him into a friend, and that in some cases of course if you stay long enough by 30 days you could end up as godfather of the christening of his son but that is precisely what tourism is all about, isn't it? It is about the one who is making a welcome and one who is travelling which leads us to what connectivity is all about. Connectivity in the view of Department of Tourism of the Republic of Philippines is not merely about making flight plans. It not just about cooperation. It is, in the very big sense, about friendship. It is actually about understanding each other's needs and trusting in the sincerity behind those needs and those demands, and finally in the unity of goals and what makes each other happy.

The Philippines is working very hard to be worthy of this kind of friendship, of this kind of connectivity. First of all, tourism is something we understand to be for every and all the people every citizen all of people – the APEC region – the part of providing for people's future. We, in the Tourism business, realize that we cannot do it alone. We need partners such as the people in this room at the air transport sector to ensure that each citizen becomes part of tourism growth as the president told me when I started on this job. Tourism is the people's business. Tourism is not just about counting people coming out of airplanes. It is about building jobs and building opportunities on the ground in communities in very big places. Some of us here today, I have already a well-functioning flight plans and are already joining the fruits of very good connectivity. Some of us like the Philippines, may have just started but are implementing it well and therefore are able to catch up in tourism by air. Some of us may have well-designed flight plans but they just remain as plans or only a part

of it is implemented and there are various deviations of the plans leading to aborted take-offs and other incidents or even the lack of interest for airlines. When the president asked me to become the secretary sometime last year, I made it known to everyone that we needed to be more pro-active. We need to change policies, change programs and even raise expectations. With an estimated 1B tourism possible in borders this year that means 1B people travelling according to the UNWTO, the Philippines has earmarked just one percent of that to be our share or 10M tourists for the end 2016. People have asked me where are the flights to achieve that target? Perhaps, they would be surprised when I share to you today that I look at the broader goal of making APEC a liveable destination for tourists and our own people. I encourage both the APEC tourism and transport working groups to support the APEC Charter of 2000 and the APEC Tourism Strategic Plan for 2015 that establishes the promotion of an efficient regional economic integration for policy environment and structural reform.

I appeal to the APEC Transport Working Groups to make tourism an integral part of your plans as well. To my colleagues in the tourism industry, this conference is an opportunity for us to achieve stronger representation in the formulation of air transport policies and reforms. We are not here today just for identifying impediments or disadvantages. We are here today to propose solutions and programs that can serve as the basis for regional action. Let us aim to make this conference a part of the new APEC initiative that is of breaking business growth opportunities for travel and tourism in the new APEC economy. Let us not make this conference for convergence advocacy alone. Remember as I said, it is a forum to build friendship.

Again, I end by asking everyone, fun is very important goal because it ensures that travel is finally in the Philippine and everywhere else in the world, the gesture of real friendship among us.

Thank you very much and good day.

**DESTINATION APEC 2020: A CONFERENCE ON ENHANCING
TOURISM AND AIR CONNECTIVITY IN THE ASIA-PACIFIC REGION
27-28 February 2012, Manila, Philippines**

**Hon. Mar Roxas
Secretary, Philippine Department of Transportation and Communications
27 February 2012**

Thank you Cherry Lyn. To Mr. Taleb Rifai for explaining all the opportunities and the excitement in the tourism sector presently and years to come, to Mr Javier Esteban Guillermo Molina from the APEC Tourism Working Group, to Ms. Cherry Lyn Rodolfo co--- convenor of this conference, to Mr. Andrew Wilson the Deputy Secretary for the Australian Department Infrastructure and Transport, to my colleague in the cabinet Secretary Ramon Jimenez. I know that there a few legislators in the audience Congressman Lalo Matugas from the Siargao surfing area in Eastern Mindanao, Congresswoman Rachel Del Mar from Cebu, Ms. Rossana Tuazon from the Davao Area, friends in government, friends in tourism, ladies and gentlemen good morning.

Let me first say how delighted we are to host this conference here in Manila. It gives us a chance to show our guests who we are, what is happening in the country, the excitement and interest that everyone feels in the opportunities for progress and modernity that is now presently on-going in the Philippines. And second, in tourism that is very much in the center of all these programs and projects that the government is undertaking in order to support the private sector. I underscore support to the private sector because we clearly recognize the private sector that may drive the engine of this effort of the government, and this is in the middle of the President's and the government's efforts for development in our country.

It is a chance to show as Secretary Ramon had indicated in his remarks how much fun it is truly to do things here in the Philippines and how central this concept of fun, the warmth, the welcoming spirit of the Filipino, us, is very much a part of our culture and thus as well the very basis of foundation for our tourism development.

As regards the Department of Transport and Communications, we are in the support of making it more fun in the Philippines. Support is by ensuring that there is comfortable and convenient travel, by making sure that it is available and affordable, ensuring that it is likewise reliable, efficient and safe. This is the sort back of the office work that has to happen so that the experience of every traveller both domestic and foreign is pleasant and is, has ought to be, a seamless event. It should not be just taken for granted. He must be able to assure himself and his family that in fact it would be an eventful trip; thus ensuring that the trip can be counted upon.

We are particularly happy that the APEC Tourism Working Group has chosen the Philippines for this year's edition of your conference. We welcome you here and look forward to be able to all we can to make your stay and your conference as enjoyable and productive as possible.

The APEC Tourism Charter is a key priority as it plays a major role in promoting efficient regional economic integration through policy alignment and structural reforms. We support the charter in achieving APEC's goal free and open trade in Asia Pacific Region through the provision of convenient, safe and reliable transport for goods and people. The air transport industry in the region continues to evolve

over the years contributing largely to tourism growth within the APEC region.

Statistics are very clear, showing that tourist arrivals in the region already reached 216M people in 2010 and last year the member airlines of the Association of Asia Pacific Airlines posted an increase in international passenger traffic by about 3.7 percent, notwithstanding the weakness in US and European economies.

For the Philippines alone, the total number of travellers that went through our NAIA system terminals one to four hit about 13M passengers for 2011 so this is quite an opportunity for us. It is a challenge that we clearly see. This is a positive sign for what can still happen, positive that what can still happen in our country. Accordingly, I encourage our stakeholders to continuously work with us in aligning our policies and programs with the travel needs of these visitors as well as provide safe, secure and efficient movements in the airports, among the airplanes, along the roads and sea highways.

The region's economies are likewise steadily improving to becoming more resilient in crisis periods. Based on the World Bank data, East Asia Pacific region's GDP per capita for 2010 already reached US\$5,000 per capita higher than \$4,900 and \$4,987 in '09 and '08 respectively. Today, our moves among North East Asian Economies of China, Japan and Korea to deepen the integration in air transport sector the same manner ASEAN is in the process of completing the ratifications of multilateral agreements in the full liberalization of passenger services. This is a landmark agreement which when implemented will open new markets in Southeast Asia that where either underserved or completely unserved in the past. All these contributed in opportunities for tourism in the region.

Over the years, I personally witnessed the drastic changes in air transport landscape globally and in the Philippines. There have been mergers and consolidations for alliances that expanded capacity in general and the biggest contributor is the low cost carrier phenomenon. We have adjusted our plans and programs in order to accommodate this fast rising segment of the industry. Convenient mobility of local and international travelers requires efficient, reliable and safe air connectivity. Our mission is to ensure that the passengers are safe as they move to and from Philippines. We have been complying with international standards, safety and security of our premium gateway and the TSA of the United States recently did a review and found us in compliance with the ICAO's standards for security over at the NAIA. We fully commit to sustain these benefits for local and international passengers and tourists. We are also convinced that we've improving NAIA's facilities and services. At terminal 1, rehabilitations commenced last month. The changes are physical and felt by business this year. I must admit that it would have been felt earlier. But nonetheless, there is something quite positive to look forward to and that is what we are looking for.

Well, the biggest improvement is adding 50 percent in our immigration capacity as recommended by our consultants from Changi Airport authority. We're giving spaces for allocation and managed to find space for additional space for Duty Free as well as amenities for longer staying passengers. We are focusing in enhancing mechanical/electrical fire protection facilities of the NAIA Terminal 1 and all these are expected to be completed in 18 months and about 70 percent of that will be completed by Christmas of this year.

We also allocated nearly 500M pesos for what is known as the "Rapid Exit Taxi Way" which will reduce the delays that one experiences when transiting through the NAIA Terminal. Presently, we are limited because the configurations are about 36 events

per hour, roughly one take-off per landing for every 1 minute and 40 secs. By having this Rapid Exit Taxi Ways, the aircraft would be able to as the name implies to exit the runway much quicker thus allowing higher frequencies for the same facility.

Presently, the reason for delays is because the scheduled events by the commercial airlines already number 43 per hour so with the limitation of 36 automatically there will be delays as there will be push-overs to the next hour for all of those that cannot be accommodated in the preceding time period. By increasing our frequencies, all of these delays could seem to be no longer experienced. In parallel with the NAIA Terminal 1 rehabilitation, we also finalizing and talking with the principal contractor for Terminal 3. Presently, only about 1/2 of Terminal 3 is being utilized and even then only in a very rudimentary way: the systems, the computers, the interconnectivity as to between all of the terminals and all of the lounges and baggage handling all the other system comprising Terminal 3 are still not yet installed so that the 50 percent that you see there particularly for Cebu Pacific and few others presently are in Terminal 3 are only very rudimentarily deployed.

Our target is to have this utilization of Terminal 3 by yearend and fully operational by 1st Quarter of next year. And this includes the transfer, it will allow the transfer of certain operations that are presently in Terminal 1 to move to Terminal 3 which will reduce the congestion of Terminal 1 and this will allow us to work through the rehabilitation of Terminal 1.

In support of the anticipation of tourist influx in other key spots in the country, they are now constructing new airport in Puerto Princesa. It is about 5B peso budget, US\$100M which is expected to be visible in about a year to 18 months time. By year's end, we also expect to commission the new Laguindingan Airport in Cagayan De Oro, Northern Mindanao. We have allotted funds for the Bohol International Airport.

We are studying as well the possibility of relocating the Legaspi Airport in a new site thus reducing the experience of 10-15 percent cancellation of flights due to crowd and weather conditions that are brought about by the existence of Mayon Volcano. There are other PPP projects including the construction and maintenance for additional passenger terminal buildings for Cebu as well as in Tacloban and there are smaller airport receiving additional equipment including all the sort nitty-gritty, knots and bolt stuff, x-ray machines and scanners and closed circuit TV, surveillance etc and so on and so forth to make the travel experience as pleasant and convenient as possible.

As a final word, let me say this, this is a privilege to be part of this conference and to liaise with various APEC Tourism Air Transport Working Groups. Let us help together these groups to provide ripple effect with other sectors - with the air cargo, trade, services, agriculture and manufacturing - as tourism benefits multiply a number of times.

I've attended in the course of my public life a number of these conferences. Just a personal note to visitors and to our participants. I heard this line few conferences ago and I found it to keep me in good step: *When attending these things, try and meet and make one new good friend and try and go home with one new good idea.*

Thank you all and good morning.

**Destination APEC 2020: a Conference on Enhancing
Tourism and Air Transport Connectivity in the Asia-Pacific Region
27-28 February 2012, Manila, Philippines**

**Taleb Rifai, Secretary-General
World Tourism Organization (UNWTO)
27 February 2012**

“Vision and Strategies for Tourism in 2020”

Honorable Secretary Jimenez
Honorable Ministers and Heads of Delegation of APEC Member States,
Distinguished delegates,
Ladies and Gentleman

- Thank APEC, and Secretary Jimenez, for the kind invitation to address the Destination APEC 2020 Conference.
- Privileged to be here today, sharing UNWTO's vision with so many distinguished leaders in one of the most dynamic tourism regions in the world.
- More relevant even as we gather to discuss one of the biggest challenges – but also one of the major opportunities - facing tourism development: that of breaking the silos between tourism and air transport policies and advance towards a true integrated common policy.
- Congratulate APEC for choosing the topic of air connectivity as the focus of this conference; it could not come at a better moment or in a better location.
 - o First, because we stand in a region which has been at the forefront of tourism growth and development in the last decade and which is set to continue leading world tourism within the decades to come;
 - o Second, because many critical issues rising today, including those of the fight against climate change, taxation and travel facilitation can be the levers that bring tourism and aviation to the same table.

International Tourism Trends and Prospects Towards 2030

Dear Friends

- Before we fly some decades ahead lets us take a look at where the tourism sector is today.
 - These days, many speak of doom and gloom but in spite of increasing economic and geopolitical challenges, the tourism sector continues to grow in a sustained manner.
- In 2011, international tourist arrivals increased by over 4%, reaching an all-time record of 980 million.
- APEC countries, summing up nearly 300 million international tourist arrivals in 2011, saw a growth of almost 10%, a clear demonstration of the power of the

sector in the region; but more importantly the affirmation of a sector which today brings opportunities to millions of people who in APEC members in live, directly or indirectly, from tourism.

· Looking forward, we cannot deny that 2012 brings along increased preoccupation for world tourism.

· Fears of recession in Europe, historical high levels of unemployment and geopolitical upheavals carry growing uncertainty, yet the results of 2011 make us confident that though at a slower pace (+3% to +4%), international tourism will continue to grow in 2012, sustaining the positive results of 2010 and 2011.

· Growth is expected to be higher in destinations of Asia and the Pacific, consolidating tourism as one of the key drivers of economic growth, development and regional integration.

Dear Friends,

·2012 will see us reach the historic mark of 1 billion international tourists travelling the world in one single year; and long term prospects remain rather positive.

·By 2020, 1.4 billion people will be crossing international borders for leisure, business or other tourism purposes according to UNWTO's long term forecast, *Tourism Towards 2030*; by 2030, this number will reach 1.8 billion.

·At an annual growth rate of 3.3%, the next 20 years will see 43 million more tourists coming to the marketplace every year, creating immense opportunities for destinations around the world, advanced and emerging economies alike.

·Emerging economies will though lead the way; they will have the strongest growth and by 2012 they will receive for the first time more international tourist arrivals than advanced economies, by 2030 their share is expected to rise to 58%.

·Yet, changes in the sector go much beyond numbers.

· We will continue to see an increasing impact of technology in our sector – in areas stretching from booking to marketing or destination management; consumers will become more and more demanding; tourism products and segments will multiply while sustainability must remain at the heart of all our current and future actions.

Tourism and Air Transport – bridging the gap

Dear Friends

·The question before us is: in view of these opportunities and these challenges how can tourism and air transport work together.

· And this, my friends, is not an option but rather an imperative.

·The connectivity brought by air transport is at the heart of tourism: half of all international tourists in the world arrive to their destinations by air while the majority of air transport passengers are tourists – we are then one and the same

sector!

·And as such there are three main areas in which the collaboration between tourism and air transport can be critical to advance our common goals and our potential to generate socio-economic benefits:

1. Sustainability and Climate Change: Tourism is estimated to account for 5% of the global CO2 emissions. From this total, air transport represents around 40%.

While this is true, it is also certain, that the aviation industry is increasingly committed to improve technology, fuel efficiency, operations and infrastructure to cut its carbon footprint in half by 2050 compared to 2005 levels, as committed by airlines.

The next 20 years will be of continued growth for tourism – but we need to work to make it a more responsible and inclusive growth, and aviation plays a particularly important role.

We must work together to ensure the protection of our environment, while maximizing the socio-economic welfare generated by our sector.

As the world prepares to meet next June in Rio de Janeiro for the UN Conference on Sustainable Development, we cannot miss this opportunity to advance the green economy agenda.

And tourism, dear friends, can and should be, for our own good, a leader in this effort.

2. Taxation: Linked with the issue of environmental challenges, comes that of taxation. On one hand, the national taxes raised in countries such as the UK, Austria or Germany which heavily penalize tourism development, namely in long haul destinations dependent of air transport; and on the other hand, taxation systems such as the European Trading Scheme.

We do agree that mitigation measures such as emissions trading are a necessary to reach aviation's climate change targets; nonetheless as in the case of any fiscal or economic measures, they should not create market distortions.

The EU, rightly so, is leading the climate change trading emissions agenda but considerations should be given to advance this in a multilateral manner in the framework of the International Civil Aviation (ICAO). Although, we are aware that this global solution may take time, it will not doubt be the better and more equitable result.

3. Travel Facilitation: In spite of the great strides made so far in facilitating travel in many regions of the world there is still room for considerable progress, namely considering the possibilities offered by information and communication technologies in improving visa application and processing formalities well as the time of visa issuance.

Travel facilitation is closely interlinked with tourism development and can be a tool to stimulate demand. This objective is of particular relevance in a moment where we face increasing economic challenges.

Joining forces with APEC to advance the Travel Facilitation agenda

Dear Friends,

- It is clear that global challenges require global solutions and strong partnerships.
- This was undoubtedly the spirit behind the creation of APEC and the essence of the work done so far.
- APEC has been for years leading one of the most innovative and important programmes of regional tourism cooperation; and is today again at the forefront.
- The Travel Facilitation Initiative, proposed by the USA, can be, I am confident, one of the major levers of future tourism growth in Asia and the Pacific and an example to the world.
- APEC's leaders clearly stated during their last meeting in Honolulu that your region "is now the vanguard for global growth, a status that was achieved through a steady commitment to the APEC mission of regional economic integration and to the Bogor Goals of free and open trade and investment."
- Tourism my friends, represents 6% of the world's global trade and 30% of the trade in services; it is thus time to strongly advance the open travel agenda; and UNWTO, as well as other organizations such as WTTC or IATA, which are clearly part of this collaborative effort, stands ready to work together with APEC in this endeavor.

Dear Friends

- I believe there are few sectors so strategically positioned as tourism to make a meaningful contribution to the major challenges of our times – economic growth, jobs and sustainable development.
- By joining forces, we have an opportunity to demonstrate tourism's value, not just as an economic force, but as one of the human activities best able to lead a new decade of fairer, stronger and more sustainable growth.

Thank you.




Asia-Pacific Economic Cooperation

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

Maria Cherry Lyn S. Rodolfo
Co-Convenor
27 February 2012



Background

- A joint initiative of the Philippines, the United States of America (USA), Indonesia, Viet Nam, Peru, and Malaysia at the 38th APEC TWG Meeting in Cebu in May 2011.
- It aims to closely integrate and align the tourism and air transport policies to enhance and facilitate regional integration as espoused by the APEC Leaders in Bogor as well as by the Tourism Ministers in its adoption of the APEC Tourism Charter of 2000.




Destination APEC 2020

Alignment with APEC Key Priorities

- APEC Tourism Ministers during their 2010 meeting under the theme “Tourism for New Strategic Growth in the Asia-Pacific Region” recognized the importance of tourism, including the creation of jobs, reduction of poverty and conservation of the environment.
- APEC Tourism Charter of 2000




Destination APEC 2020

Key Policy Goals of the APEC Tourism Charter 2000

1. **Promote efficiency and regional economic integration through policy alignment and structural reform;**
2. Promote better understanding and recognition of tourism as an engine for growth and prosperity in the APEC region;
3. Ensure inclusive growth in the travel and tourism sector by encouraging socially and culturally responsible tourism; and
4. Develop travel and tourism businesses and destinations based on sound principles of sustainable tourism




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Alignment with APEC Initiatives

- 1997 – Study on Impediments to Tourism Growth in the Asia-Pacific Region
- 2000 – APEC Tourism Charter
- 2007 – Study on APEC Services Liberalization
- 2011 – APEC Tourism Strategic Plan for 2015
- 2012 - (new) Creating Business Growth Opportunities for Travel and Tourism in the New APEC Economy (by WTTC and Pacific Asia Travel Association)




Destination APEC 2020

Conference Objectives

1. To exchange information on the more recent developments and issues in both tourism and air transport among APEC member economies and promote a common understanding of these issues
2. To exchange and share experiences on policies, practices and processes in addressing the various regulatory issues and in coping with the impacts related to air services liberalization
3. To develop recommendations on joint tasks or work program for achieving greater integration and convergence of tourism and air connectivity policies for immediate and future cooperation among APEC member economies




Destination APEC 2020

Conference Programme	
Session	
	Welcome Remarks
	Keynote Speeches
	Message
I	Impact of Air Services Liberalization on Tourism Growth: Progress in Regional Air Services Integration
II	Impact of Air Services Liberalization on Tourism Growth: Country Experiences in Regulatory Reform Process
III	Convergence of Tourism and Aviation Investment Policies
IV	Aviation and Tourism Growth: Implications for Airport Infrastructure
	Areas of Cooperation: Response from the Tourism Sector

Destination APEC 2020



Conference Output	
<ul style="list-style-type: none"> • Report to be submitted to APEC • Recommendations to be presented during the 40th APEC TWG and 7th Tourism Ministers Meeting schedule for the second semester of 2012 in Russia. 	

Destination APEC 2020






**Destination APEC 2020: A Conference on
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 in the Asia-Pacific Region**


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