

**XVIII INTER-AMERICAN TRAVEL  
CONGRESS**  
**June 18 – 20, 2003**  
**Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1**  
**TURISMO/doc.15/03**  
**June, 2003**  
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**XVIII Inter-American Travel Congress**

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## **I. INTRODUCTION**

The XVIII Inter-American Travel Congress, a specialized conference of the Organization of American States (OAS), met in Guatemala City, Guatemala, from June 18-20, 2003.

### **A. CONVOCACTION OF THE MEETING**

During the XVII Inter-American Travel Congress, the Government of the Dominican Republic offered to be the site of the XVIII Congress. Through resolution TURISMO/RES. (XVII-16/97), the Congress accepted the offer of the Government of the Dominican Republic. At the Technical Symposium of the Inter-American Travel Congress, held in Uruguay on November 2000, an offer was accepted from the Government of Guatemala to host the XVIII Congress in the event that the Dominican Republic was unable to do so.

The General Assembly, through resolution AG/RES. 1860 (XXXII-O/02), agreed to the convening of the XVIII Inter-American Travel Congress in Punta Cana from September 24 to 26, 2002, these dates being proposed by the Government of the Dominican Republic. However, due to scheduling conflicts, and other difficulties, the Government of the Dominican Republic was unable to host the meeting. The Executive Committee of the Inter-American Council for Integral Development (CEPCIDI) therefore adopted resolution CEPCIDI/RES. 80 (LXXXVI-0/02) accepting the offer of the Government of Guatemala to host the event, and, by resolution CEPCIDI/RES. 83 (LXXXVIII-0/03), resolved to hold the XVIII Inter-American Travel Congress from June 18-20, 2003.

In accordance with Articles 11, 14, and 15 of the Organization Plan of the Inter-American Travel Congresses, approved by the General Assembly at its Fifth Regular Session (May 8-19, 1975, in Washington, D.C.), the General Secretariat sent announcements of the planned event to member states, permanent observer member countries to the Organization, entities with which the Organization has signed cooperation agreements and regional and international governmental and private sector institutions concerned with tourism.

### **B. AGENDA**

The agenda for the XVIII Inter-American Travel Congress (TURISMO/doc.1/03 rev.1), attached as Annex A to this report, was approved.

### **C. PARTICIPANTS**

The Delegations, observers, representatives of the private sector, and special guests who attended the XVIII Inter-American Travel Congress are listed (TURISMO/doc.12/03 rev.1) in Annex B of this report.

### **D. DOCUMENTS**

The list of documents distributed to the XVIII Inter-American Travel Congress (TURISMO/doc.14/03) is attached as Annex C of this report.

## **II. PRELIMINARY SESSION**

The following agreements were reached:

### **A. ORDER OF PRECEDENCE**

The order of precedence was established starting with Bolivia.

### **B. DESIGNATION OF OFFICERS**

Mr. Luis Felipe Miranda Trejo, Director of the Tourism Institute of Guatemala (INGUAT) and Chief of the Delegation of Guatemala, was elected President of the Congress by acclamation. Ms. Leda Sanchez de Parrales, Minister of Tourism of Nicaragua, and Chief of Delegation of Nicaragua, was elected Vice President, also by acclamation.

### **C. STYLE COMMITTEE**

The Style Committee was composed of the delegations of Colombia for Spanish, United States for English, Canada for French, and Brazil for Portuguese.

### **D. DRAFT WORK SCHEDULE**

The Draft Work Schedule was approved.

### **E. DEADLINE FOR SUBMISSION OF PROPOSALS**

It was agreed that additional issues to be included in the agenda would be submitted in writing to the Permanent Secretariat by 12 noon Wednesday, June 18, 2003. Also, suggestions or observations related to the "Plan of Action" and the "Declaration of Guatemala" would be presented to the Secretariat as soon as possible for incorporation into these documents before their discussion on Friday June 20, 2003.

### **F. DURATION OF THE CONGRESS**

It was agreed that the duration of the Congress would be of three days and that it would end on Friday June 20, 2003 at 6:00 PM.

### **III. ACTIVITIES OF THE CONGRESS**

#### **A. INAUGURAL SESSION**

The inaugural session was held on Tuesday, June 17, 2003, beginning at 8:00 p.m. Representatives from participating member states, permanent observers to the Organization of American States, Inter-American and international organizations, representatives of the private sector, and invited guests, were present.

The following persons addressed the Inaugural Session: Mr. Jose Felix Palma, Director of the office of the OAS in Guatemala, substituting for Dr. César Gaviria, Secretary General of the OAS, and Mr. Luis Felipe Miranda Trejo, Director of the Tourism Institute of Guatemala, and President of the XVIII Inter-American Travel Congress.

#### **B. PLENARY SESSIONS**

##### **1. First Plenary Session**

During the first session, the decisions reached in the preliminary session of the heads of delegation were ratified

The outgoing Chairman of the Permanent Executive Committee of the Congresses, Ambassador Walter Niehaus of Costa Rica, presented a summary report of the activities of the Permanent Executive Committee since the last Congress. The Ambassador expressed support of his delegation to the General Assembly Resolution AG/RES. 1811 (XXXI-0/01) for the conversion of the Inter-American Travel Congresses into annual CIDI Ministerial Meetings, and the establishment of an Inter-American Committee on Sustainable Tourism Development, to replace the Permanent Executive Committee. This Committee would include and facilitate participation by OAS Member States and representatives of the private sector.

This was followed by the Report of the Permanent Secretariat, presented by Mr. Cecil Miller, Director of the Inter-Sectoral Unit for Tourism (the Tourism Unit) and Permanent Secretary to the Inter-American Travel Congresses. The report paid special attention to the implementation of recommendations and resolutions of the XVII Inter-American Travel Congress; to the Technical Symposium of the Inter-American Travel Congress held in Punta del Este, Uruguay, November 27-29, 2000; and to the Permanent Executive Committee meetings during the intervening years. Mr. Miller also discussed the current situation of tourism, the resilience and importance of the sector, and introduced two draft project proposals, "Tourism Awareness and Attitudes" and "Technology for Tourism Monitoring, Management and Marketing in the Americas" prepared by the Inter-Sectoral Unit for Tourism. These proposals were later considered during the Fifth Plenary Session.

The Hon. Marco Vinicio Cerezo Arevalo, Ex President of the Republic of Guatemala and President of the Tourism Commission to the Congress of the Republic, then made a presentation on "Tourism as State Policy" outlining the importance of considering tourism within the framework of global state policy, in pursuit of national

objectives of social and economic development. He offered a number of suggestions to facilitate this, including the following:

- The creation of mechanisms to integrate the public sector with the productive sector and private economy;
- the creation of permanent mechanism through the establishment of a National Tourism Assembly (comprising public and private sector officials), which would meet at fixed intervals to consider and approve tourism strategies;
- the involvement of all public, economic and productive sectors in the process in order to avoid the undue influence of any one sector;
- the establishment of education policy at two levels, that is, for specific tourism training and an attitude and awareness program to create a positive environment for the development of tourism;
- the establishment of a safety and security policy oriented at giving tourist a feeling of safety and confidence;
- the need for a direct relationship with international tourism organizations, in order to benefit from the exchange of information and lessons to be learned in other countries, states and regions; and
- the protection and maintenance of cultural values.

Presentations on “The Economic Impact of Terrorism in the Hemisphere - Managing Recovery and Maintaining Competitiveness in the Tourism Services Sector” were made by Carlos Gutierrez, of the World Tourism Organization, and Steven Monblatt of the Inter-American Committee Against Terrorism of the Organization of American States. The presentations looked at the impact of terrorism on the economies of tourism dependent states and its implications for their medium to long-term growth and development.

A summary was also given of measures of relevance to the tourism sector, which had been implemented to address concerns of the sector. These included the development of a comprehensive self-assessment guide incorporating best practices on an array of border issues, initiatives to improve air and seaport security including the provision of training for airport personnel in the Caribbean and integrated efforts to combine best practices with best security organization and technology. Proposals for the improvement of security in accommodation establishments were also given as a guide for hotel owners and operators. These will be incorporated as part of the best practices which the Tourism Unit will disseminate to the sector. The expositions given reinforced the need for the Tourism Unit to give increasing attention to the issue of security and safety as part of its work program. Further recommendations for action in this area are given in the Plan of Action and Declaration of Guatemala.

## **2. Second Plenary Session**

The Second Plenary Session opened with a presentation on: “Air and Sea Transport Issues – Responses to the Changing Operating Environment and the Financial and Policy Implications for Governments”. Presentations were made by:

- Wanda Warner, International Air Transport Association (IATA)
- Kathy Sudeikis, The American Society of Travel Agents (ASTA)
- Herman Gomez, the International Maritime Organization
- Mr. Enrique Beltranena, TACA.

This session examined the constraints and new regulations affecting air and sea transport and their implications for tourism dependent states. A theme reiterated by all speakers was the need for governments to implement security measures that are not only efficient and harmonized, but also cost effective. Detailed recommendations for follow-up action by member states and the Tourism Unit are given in the Plan of Action and Declaration of Guatemala.

The presentation on “Cruise Tourism in the Hemisphere: Maximizing the Economic Contribution and Strengthening Linkages with Host Destinations” was given by:

- David Forney, Center for Disease Control (CDC), and
- Carlos Gutierrez, World Tourism Organization (WTO)

This session provided an assessment of the cost and benefits of cruise tourism. It also reviewed recent health issues affecting international travel, in particular outbreaks of illness on cruise ships and SARS and offered a list of precautionary health procedures which should be followed by travelers. The procedures will be incorporated as part of the “best practices” information, which is being prepared by the Tourism Unit.

### **3. Third Plenary Session**

Two presentations were made during the Third Plenary Session. Representatives of financial institutions participated on a panel to discuss and answer to questions on “The Challenges of Financing Programs and Projects in the Tourism Sector”. The panelists were:

- José Carrera, Andean Development Corporation (CAF)
- Luis Andrade, Central American Bank for Economic Integration (CABEI)
- Alejandro Rodriguez, Fondo Nacional de Fomento al Turismo (FONATUR)
- Carlos Barbery, Inter-American Development Bank (IADB)
- Eduardo Somensatto, The World Bank
- Howard Batson, The United States Agency for International Development (USAID)

This session allowed the participating financial entities to provide information on their activities in the support of sustainable tourism development in the Americas. Delegates were also given the opportunity to discuss initiatives, proposals and projects concepts and to obtain the reaction of the financial panel regarding their suitability for possible consideration and funding. The session highlighted the need for the Tourism Unit to continue efforts to assist Member States in project cycle activities.

Presentations on “Guidelines for the Improvement of Product and Service Quality in the Tourism Sector. The Importance of Education and Training” were made by:

- Liriola Pitti, Tourism Institute of Panama (IPAT)
- Magali Ortigosa, Prom-Peru
- George Vincent and David Russell, Inter-Sectoral Unit for Tourism (OAS)
- Bonita Morgan, Caribbean Tourism Organization (CTO)

This session looked at some of the critical factors influencing business viability in the tourism and hospitality sectors, including quality of management, product and

service quality and human resource development and training. The session reinforced the need for the Tourism Unit to continue efforts in support of small business development in the tourism sector as well as its collaboration with CTO in the development of materials for the introduction of tourism in schools and the training of teachers to facilitate this activity. An elaboration of follow-up action to be undertaken in this area is given in the Plan of Action and Declaration of Guatemala.

#### **4. Fourth Plenary Session**

The fourth plenary session began with presentations on “Effective Marketing Strategies and Programs to Promote Competitiveness through the Use of Information Technology in the Tourism Industry” by:

- Alyson Dombey, TEAM
- Laura Veglia, EXPEDIA
- Daniel Perez Marquez, Consejo Promocion Turistica de Mexico

The session focused on the development and adoption of technology with an emphasis on the role and impact of technology on the way business is done in tourism. Initiatives to be undertaken by the Tourism Unit to assist in the adoption and use of technology by small businesses in the tourism sector are elaborated upon in the Plan of Action and Declaration of Guatemala.

A number of presenters discussed the “Diversification of the Tourism Product and Tourism Promotion with the Participation of Local Communities”. They were:

- Antonio Arreaga and Gonzalo Aguirre, Inter-Sectoral Unit for Tourism (OAS)
- Manuel Carranza, Costa Rica Association of Tourism Professionals
- Seleni Matus, Conservation International (CI)
- Carmen Lomellin, Inter-American Commission for Women (OAS)
- Arturo Echeverria, Casa Alianza Guatemala
- Adela Arreaga, Tourism Institute of Guatemala (INGUAT)

The session highlighted the increasing importance of eco-tourism and community tourism as niche products and market segments. It also provided support for the continuation and expansion of the Tourism Unit’s activities in the area of eco and nature tourism and community tourism. Further elaboration of initiatives to be undertaken in support of this objective is given in the Plan of Action and Declaration of Guatemala.

#### **5. Fifth Plenary Session**

The Fifth Plenary Session began with the “Consideration of the institutional alternatives for the operation and structure of the Inter-American Travel Congresses”.

A representative of the Department of Legal Services of the OAS, presented a paper entitled “Legal Report on Adaptation of Inter-American Travel Congresses to the Inter-American Dialogue Mechanisms of the Inter-American Council for Integral Development”. The paper provided background information on the structure of and legal issues relating to the Congress and proposed alternatives for the consideration of the meeting. Following the presentation, the delegates discussed the options, made observations and offered suggestions for action including the following:



- Creation of an Inter-American Commission with the joint participation of the public and private sectors,
- Conversion of the Inter-American Travel Congresses into CIDI Ministerial Meetings,
- Maintaining the current format of the Congress,
- Incorporation of the Congress within the overall context of the Summit of the Americas Plan of Action and the CID Strategic Plan,
- Modification of the Congress agenda, more focused and specific, and with a reduction of the number of topics,
- The need to consider economic issues when considering the alternatives,
- The need for more regular meetings, and for a more functional rather than ceremonial Congress,
- The need to increase the involvement of the private sector in the Congress.

Taking into account these comments, it was decided that steps should be taken to strengthen the Congress so that it could become a more dynamic and relevant hemispheric forum. It was also considered that efforts should be made to identify mechanisms to promote the active participation of the private sector in the Congress. Delegates to the meeting agreed to a proposal for the referral of this issue for the further consideration of a Committee of CEPCIDI which will make further recommendations on the matter.

The “Declaration of Guatemala” (TURISMO/doc.2/03 rev.1), Annex D, and the “Plan of Action” (TURISMO/doc.3/03 rev.1), Annex E, were then presented, discussed, and approved after the incorporation of suggestions received from the delegates.

The new “Inter-American Program for Sustainable Tourism Development 2003-2005”, a document defining the priorities of the tourism sector, was then presented for the information of the participants. The comments and suggestions from the assembly primarily focused on the following:

- Recognition of the 2003-2005 Inter-American Program in defining priorities of the tourism sector within the framework of the “Strategic Plan for Partnership for Development 2002-2005 of CIDI”, following the structure and methodology of the previous 1997-2001 Program, with necessary modifications and updates,
- Concern that the Program might be attempting too many issues and duplicating efforts and activities of other organizations,
- The importance of the role of tourism in the fight against poverty and in empowering the local communities,
- The need for the Inter-American Program for Sustainable Tourism Development to address multiple issues which invariably arise as a result of the dynamic nature of tourism and factors which affect the industry.

It was suggested that among specific policies should be forged as linchpins of tourism development in the Hemisphere should be the following:

- i. Incorporation of the tourist industry in the national development strategies of member States, as well as in regional initiatives, such as those undertaken by the OAS.

- ii. Strengthening the implementation of a sustainable tourism development policy throughout the region, by harmonizing laws, programs, and certification procedures for the sector.
- iii. Support for and promotion of the image of the American Hemisphere, with its sub-regions, as a multiple destination tourist attraction.
- iv. Encouragement of intra-regional travel throughout the Hemisphere.
- v. Establishment of measures to facilitate ease of travel for tourists in regard to immigration and customs formalities and air, sea and overland transportation facilities.
- vi. Development and implementation of effective mechanisms to promote investment in tourism projects in the Hemisphere.
- vii. Organization and establishment of a regional tourism development fund for small and medium-sized enterprises, with the help of international financial institutions and cooperation agencies.
- viii. Development of partnerships for development activities to strengthen programs aimed at enhancing the competitiveness, quality and excellence of tourism services in the region.
- ix. Enhancement of efforts to improve security in air transportation and other forms of transport.
- x. Establishment of Tourism Satellite Accounts system in member states of the region.

The Director of the Tourism Unit presented and provided details of two draft project proposals “Tourism Awareness and Attitudes” and “Technology for Tourism Monitoring, Management and Marketing in the Americas”, which had been prepared to facilitate access by the Inter-Sectoral Unit for Tourism to resources of the Reserve Sub Fund of the Regular Fund allocated to CIDI for the implementation of technical cooperation projects in the tourism sector. In responding, the comments and observations of Congress delegates emphasized the following:

- Concern that the proposed activities could be duplicating similar activities already implemented in some of the member states,
- The desire to recognize the importance of the two draft proposals in addressing issues of concern for a number of member states,
- The possibility for the sharing of member states’ expertise on the implementation of a satellite accounting system
- The need for the draft proposals to be presented to the Inter-American Council for Integral Development (CIDI) for their consideration, definition of the technical issues and other details, through an expedited process and the involvement of the technical sector personnel of the member states,
- The need for member states to analyze the project proposals and send their comments to the Inter-Sectoral Unit for Tourism in order to expedite the further consideration of the proposals by CEPCIDI within a set deadline

As a consequence of the resulting debate and observations, a resolution (TURISMO/doc.9 /03 rev.2), Annex F, was prepared and approved outlining the steps to be taken for the completion of the project proposals and their implementation. The resolution:

- Endorsed the project proposals submitted by the Inter-Sectoral Unit for Tourism.
- Instructed the tourism authorities in each member state to analyze the project proposals and to convey their comments to the Inter-Sectoral Unit for Tourism no later than July 20, 2003.
- Requested the Tourism Unit to take comments submitted into account when revising the project proposals and to present these revised proposals to the Permanent Executive Committee of the Inter-American Council for Integral Development (CEPCIDI) for approval.
- Instructed the Inter-Sectoral Unit for Tourism to coordinate the implementation of the aforementioned projects and to raise external funding to support their implementation.
- Instructed the Inter-Sectoral Unit for Tourism to submit progress reports on execution of the projects to CEPCIDI through the Executive Secretariat for Integral Development.
- Instructed the Inter-Sectoral Unit for Tourism to report on implementation of this resolution to the next Inter-American Travel Congress.

#### **6. Election of the Members of the Permanent Executive Committee (PEC)**

The following member states were elected as members of the PEC: Guatemala, Peru, Bahamas, Ecuador, Grenada, Mexico, and Nicaragua. The list was approved by acclamation.

#### **7. Date and Venue of XIX Inter-American Travel Congress**

Peru confirmed its offer made during the previous Congress, to host the XIX Inter-American Travel Congress.

Bahamas offered to be the site for the following Congress, or the alternate site for the XIX Congress, on the condition that it be given at least two years notice before the date of the event so that enough time be available for the promotion and organization of the event.

A proposal was made to take advantage of the Meeting in Haiti of the Committee of the Americas, organized by the World Tourism Organization, scheduled to take place during 2004, and of the expected attendance of the thirty-four member states of the Organization of American States, to discuss the future of the Inter-American Travel Congress and the work program of the Inter-Sectoral Unit for Tourism.

At the end of the plenary session, the Minister of Tourism of Nicaragua proposed a resolution (TURISMO/doc.13/03 rev.1), Annex G, expressing a vote of thanks to the People and the Government of Guatemala, to Luis Felipe Miranda Trejo, Director of the Tourism Institute of Guatemala (INGUAT), for his contribution as President of the XVIII Inter-American Travel Congress, to the staff of the INGUAT, and to the Organization of American States. The resolution was approved by acclamation.

The Secretariat underlined the important role of the host country in the successful hosting of the event, and thanked the Government of Guatemala for hosting the XVIII Inter-American Travel Congress.

### **C. CLOSING SESSION**

Luis Felipe Miranda Trejo, as president of the Congress, thanked the Organization of American States, the delegates, the presenters and the participants for their contributions. He underlined the importance of the presentations, interventions and the proposals for the adaptation of the Inter-American Travel Congresses to the dialogue mechanisms of the Inter-American Council for Integral Development (CIDI). He stressed that the conversion the Inter-American Travel Congresses into Ministerial Meetings of CIDI on Sustainable Tourism Development together with the creation of an Inter-American Commission for Tourism would provide the fora for the formulation of tourism policies as long as it remained an efficient and dynamic mechanism that included the participation of the private sector. The President also underlined the importance of tourism being a priority in the national development strategies of each member state.

Mr. Luis Felipe Miranda Trejo finally thanked the Permanent Secretariat for its excellent work in preparation for the Congress, and the support staff from Guatemala for the assistance they provided throughout the event.

**IV. ANNEXES**

**ANNEX A:  
WORK SCHEDULE**

**XVIII INTER-AMERICAN TRAVEL  
CONGRESS  
June 18 – 20, 2003  
Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1  
TURISMO/doc. 1/03 rev.1  
18 June 2003  
Original: Spanish**

**Theme: “New Challenges of the Tourism Sector and Hemispheric Responses To Sustain  
Recovery and Growth”**

**DAY 1: June 17, 2003**

8:00 p.m. **Official Inaugural Session**  
**Antigua, Guatemala**

**DAY 2: June 18, 2003**

**(Sessions for Private and Public Sector)**

8:30 - 9:00	<b>Registration</b>
9:00 - 9:15	<b>Preparatory Session</b>
	Election of Authorities Membership of the Style Committee Consideration of the Draft Work Schedule Deadline for the Submission of Proposals Duration of the Meeting Election of the members of the Permanent Executive Committee Other Business
9:15 - 9:45	<b>Visits to the stands of the tourism exhibition</b>
9:45 - 10:00	<b>BREAK</b>
	<i>First Plenary Session</i>
10:00 - 10:45	Ratification of the Agreements of the Preparatory Session Report of the outgoing Permanent Executive Committee Report of the Permanent Secretary, Inter-American Travel Congress (IATC)
10.45 - 11:00	Presentation by Hon. Marco Vinicio Cerezo, Ex President of the Republic of Guatemala and President of the Tourism Commission to the Congress of the Republic, on “Tourism as State Policy”

11.00 - 12:30      **The Economic Impact of Terrorism in the Hemisphere - Managing Recovery and Maintaining Competitiveness in the Tourism Services Sector**

*Speakers:*

- World Tourism Organization (WTO), Carlos Gutiérrez
- Inter-American Committee Against Terrorism (CICTE), Steven Monblatt

12:30 - 2:30      **LUNCH**

**SECOND PLENARY**

2:30 - 4:00      **Air and Sea Transport Issues – Responses to the Changing Operating Environment and the Financial and Policy Implications for Governments**

*Speakers:*

- International Air Transport Association (IATA), Wanda Warner
- The American Society of Travel Agents (ASTA), Kathy Sudeikis
- International Maritime Organization (IMO), Hérmán Gómez

4:00 - 4:15      **Break**

4:15 - 5:45      **Cruise Tourism in the Hemisphere: Maximizing the Economic Contribution and Strengthening Linkages With Host Destinations**

*Speakers:*

- Center for Disease Control (CDC), David Forney
- World Tourism Organization (WTO), Carlos Gutiérrez

**Day 3: June 19, 2003**

*Third Plenary*

9:00 - 10:45      **The Challenges of Financing Programs and Projects in the Tourism Sector**

*Speakers:*

- Andean Development Corporation (CAF), José Carrera
- Central American Bank for Economic Integration (CABEI), Luis Andrade

- Fondo Nacional de Fomento al Turismo(FONATUR), Alejandro Rodriguez
- Inter-American Development Bank (IDB), Carlos Barbery
- The World Bank , Eduardo Somensatto
- United States Agency for International Development (USAID), Howard Batson

10:45 - 11:00 **BREAK**

11:00 - 12:30 Guidelines for the Improvement of Product and Service Quality in the Tourism Sector. The Importance of Education and Training

*Speakers:*

- Ministry of Tourism of Peru, Magali Ortigosa
- The Central American Tourism Council (CCT), Liriola Pitti
- The Inter-Sectoral Unit for Tourism, George Vincent, David Russell
- The Caribbean Tourism Organization (CTO), Bonita Morgan

12:30 - 2:30 **LUNCH**

*Fourth Plenary*

**2:30 - 4:00** Effective Marketing Strategies and Programs to Promote Competitiveness through the Use of Information Technology in the Tourism Industry

*Speakers:*

- **TEAM, Alyson Dombey**
- **Expedia, Laura Wilde**
- Council for the Promotion of Tourism of Mexico, Daniel Pérez Márquez

4:00 - 4:15 **Break**

4:15 - 5:45 **Diversification of the Tourism Product and Tourism Promotion with the Participation of Local Communities**

*Speakers:*

- The Inter-Sectoral Unit for Tourism, Antonio Arreaga, Gonzalo Aguirre
- Costa Rica Association of Professionals in Tourism, Manuel Carranza



- Conservation International (CI), Saleni Matus
- Inter-American Commission of Women of the OAS (CIM), Carmen Lomellin / Casa Alianza Guatemala, Arturo Echeverria
- Guatemalan Institute of Tourism (INGUAT), Adela Arreaga

**DAY 4: June 20, 2003**

9:00 - 12:30 **Meeting of the Working Groups to consider issues discussed**

12:30 - 2.30 **LUNCH**

**(Sessions for the Public Sector)**

*Fifth Plenary*

2:30 - 3:30 **Consideration of the institutional alternatives for the operation and structure of the Inter-American Travel Congresses.**

*Speakers:*

- *Representative of the Department of Legal Services - OAS, Sergio Biondo*

3:30 - 3:45 **Break**

3.45 - 4:45 **Consideration of the Inter-American Program for Sustainable Tourism Development, taking into account the Strategic Plan for Partnership for Development.**

*Speakers:*

- *Inter-Sectoral Unit for Tourism, Cecil Miller*

4:45 - 5.30 **Presentation of recommendations and approval of resolutions**

5:30 - 5:35 **Date and Venue of the XIX Inter-American Travel Congress**

5:35 - 5:45 **Other Issues**

5:45 - 6:00 **Closing of XVIII Inter-American Travel Congress**

**ANNEX B:  
LIST OF PARTICIPANTS**

**XVIII CONGRESO INTERAMERICANO  
DE TURISMO  
18-20 de junio de 2003  
Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1  
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19 junio 2003  
Original: textual**

**PAISES MIEMBROS/MEMBERS STATES**

***ANTIGUA AND BARBUDA***

**Head Of Delegation**

Shirleen Nibbs  
Director General  
Ministry of Tourism

***ARGENTINA***

**Jefe De Delegación**

Horacio Lazzari Mathieu  
Cónsul, Embajada de Argentina  
Guatemala

***BAHAMAS***

Earlston McPhee  
Project Manager  
Ministry of Tourism

Ingrid Bartlett  
General Manager-Groups  
Ministry of Tourism

***BARBADOS***

**Head Of Delegation**

Donna Forde  
Counselor, Alternate Representative

***BELIZE*****Head Of Delegation**

Alfredo Martínez  
Embajador de Belice  
Guatemala

**Delegate**

Oliver del Cid  
Primer Secretario  
Embajada de Belice  
Guatemala

***BRASIL*****Jefe De Delegación**

Mair Ione V. Vasconellos  
Embajada de Brasil  
Guatemala

***CHILE*****Jefe De Delegación**

Jorge Andrés Iglesias Mori  
Segundo Secretario  
Embajada de Chile  
Guatemala

**Delegación**

Juan Carlos Fernández Briones  
Tercer Secretario  
Embajada de Chile  
Guatemala

***COLOMBIA***

**Jefe De Delegación**

Hiliana S. Mazorra Gómez  
Profesional Universitario  
Ministerio de Industria, Comercio y Turismo

***COSTA RICA***

**Jefe De Delegación**

Walter X. Niehaus  
Embajador, Representante Permanente  
ante la OEA

**Delegados**

Rodrigo A. Sotela  
Ministro Consejero, Representante Alterno ante la OEA

Víctor Ramírez Montero  
Jefe de Departamento de Coordinación  
Instituto Costarricense de Turismo

***ECUADOR***

**Jefe De Delegación**

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INGUAT

**ANNEX C:**  
**LISTA DE DOCUMENTOS**

**XVIII CONGRESO INTERAMERICANO  
DE TURISMO  
18-20 de junio de 2003  
Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1  
TURISMO/doc.14 /03  
20 junio 2003  
Original: TEXTUAL**

<b>NUMERO</b>	<b>TITULO</b>	<b>IDIOMA</b>
TURISMO/doc.1/03 rev.1	Calendario de Trabajo	E I P F
TURISMO/doc.2/03 rev.2	Declaration of Guatemala City	E I P F
TURISMO/doc.3/03 rev.2	Plan of Action for Sustainable Tourism Development in Collaboration with the Private Sector	E I P F
TURISMO/doc.4/03	Draft Inter-American Program for Sustainable Tourism Development/2003-2005	E I P F
TURISMO/doc.5/03	Inter-American Travel Congress Report of the Permanent Secretariat for the Period 1997-2002	E I P F
TURISMO/doc.6/03	Legal Report on Adaptation of Inter-American Travel Congresses to the Inter-American Dialogue Mechanisms of the Inter-American Council for Integral Development (Prepared by the Department of Legal Services of the General Secretariat)	E I P F
TURISMO/doc. 7/03	Comité Directivo Permanente de los Congresos Interamericanos de Turismo (Presentación del Doctor Walter Niehaus, Embajador de Costa Rica ante la OEA y Ex Ministro de Turismo)	E I P F
TURISMO/doc.8 /03	Propuesta de Cambios al Proyecto de Plan de Acción para el Desarrollo Sostenible del Turismo en colaboración con el Sector Privado presentadas por la Delegación de Costa Rica	E I P F
TURISMO/doc.9 /03 rev.2	Proyecto de Resolución: Aprobación de la Ejecución de los Proyectos: “Tecnología para Control, Administración y Comercialización del Turismo en las Américas” y “Conciencia y Aptitudes respecto del Turismo”	E I P F
TURISMO/doc.10/03	Propuesta de Cambios al Proyecto de Declaración de la Ciudad de Guatemala Presentados por la Delegación de Antigua y Barbuda	E I P F

TURISMO/doc.11/03	Propuestas de Cambios al Proyecto de Plan de Acción para el Desarrollo Sostenible del Turismo en Colaboración con el Sector Privado presentadas por la Delegación de Antigua y Barbuda	E I P F
TURISMO/doc.12/03 rev.1	Lista de Participantes	Textual
TURISMO/doc.13/03 rev.1	Votos de Agradecimiento	E I P F
TURISMO/doc.14/03	Lista de Documentos	Textual
TURISMO/doc.15/03	Final Act-Inter-American Travel Congress	E I P F

<b>Documentos Informativos</b>		
TURISMO/INF.1/03	Activities of the Inter-Sectoral Unit for Tourism in Support of the Implementation of the Summit of the Americas	E I P F
TURISMO/INF.2/03	Propuesta de un Proyecto sobre Conciencia y Actitudes respecto al Turismo	E I
TURISMO/INF.3/03	Propuesta de un Proyecto sobre Tecnología para Control, Administración y Comercialización del Turismo en las Américas	E I
TURISMO/INF.4/03	Prevention of Organized Sex Tourism in the Americas	E I
TURISMO/INF.5/03	Iniciativas de la OEA contra el Terrorismo	
TURISMO/INF.6/03	Effective Marketing Strategies to Promote Competitiveness through Information Technology	I
TURISMO/INF.7/03	New Challenges for the Tourism Sector and Hemispheric Responses to Sustain Recovery and Growth	I
TURISMO/INF.8/03	Proyecto La Ruta del Café de Centroamérica	E
TURISMO/INF.9/03	The Impact and Constraints of Terrorism on the Airline Industry and International Travel	I
TURISMO/INF.10/03	Palabras del Representante del Secretario General de la Organización de los Estados Americanos y Director de la Oficina de la Secretaría General de la OEA en Guatemala, Doctor José Félix Palma, en la Inauguración del Decimotavo Congreso Interamericano de Turismo	E
TURISMO/INF.11/03	Reacciones ante el Cambiante Entorno Operativo Repercusiones en Materia de Políticas y Finanzas para los Gobiernos	E
TURISMO/INF.12/03	Turismo Cultural Comunitario en Costa Rica	E
TURISMO/INF.13/03	Diversificación del Producto Turístico y Promoción Turística con Apoyo de las Comunidades Locales (INGUAT)	E
TURISMO/INF.14/03	Discurso de Bienvenida, Gral. Luis Felipe Miranda Trejo, INGUAT	E

**ANNEX D:**  
**DECLARATION OF GUATEMALA CITY**

**XVIII INTER-AMERICAN TRAVEL  
CONGRESS  
June 18 – 20, 2003  
Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1  
TURISMO/doc. 2/03 rev.2  
20 June 2003  
Original: English**

We, the participants in the XVIII Inter-American Travel Congress, gathered in Guatemala City from June 18 to 20, 2003,

RECOGNIZING,

1. That tourism is an important economic and social force for improving quality of life in the Hemisphere;
2. That tourism is a key element for the economic and social growth and sustainable development of our countries, and should constitute state policy;
3. That the XVIII Inter-American Travel Congress provided a valuable opportunity for dialogue on the "New Challenges of the Tourism Sector and Hemispheric Responses to Sustain Recovery and Growth";
4. The vital role of cooperation in confronting the new challenges being faced by the tourism sector;
5. The importance of the OAS Strategic Plan for Partnership for Development 2002-2005 which is based on the mandates of the Summits of the Americas, and has as one of its priority areas the Sustainable Development of Tourism;
6. The advisability of promoting the adoption of measures to increase the confidence and security of travelers that are compatible with the development and strengthening of the tourism sector;
7. The role of greater and more equitable participation by local communities in contributing to sustainable tourism and development;
8. The importance of tourism programs, projects and activities integrating, to the extent possible, in their formulation and implementation, the following elements: civil society participation; environmental considerations; development of human resources; and gender equality and equity;
9. The on-going efforts of regional and sub-regional organizations in the tourism sector to foster collaboration between the public and private sector; and

10. That the trafficking and exploitation of adolescents, women and children for sex tourism is a serious scourge on our societies which negatively impacts the structure of families and the image of our countries as tourism destinations.

#### DECLARE

1. That a secure and safe environment is important for the sustainability of the tourism sector.
2. That measures aimed at protecting the health, safety and security of travelers and visitors, and greater cooperation in the exchange of information on these matters, inter alia, facilitate the recovery and strengthening of the tourism sector.
3. That measures that facilitate safe land, air, sea, and river transportation contribute to the sustainability of the tourism industry and thus to the development of our countries.
4. That promoting closer collaboration with multilateral financing agencies in order to find innovative ways to develop financially, environmentally, and socially self-supporting tourism programs will contribute to economic growth and reduction of poverty.
5. That strengthening and promoting horizontal and multilateral cooperation among tourism authorities, regional and sub-regional organizations, and the private sector, is key for the development and implementation of sustainable tourism projects, programs and activities.
6. That it is important to take appropriate actions to enhance the competitiveness of our tourism products and services, by supporting product up-date and improvement, and greater use of information and communication technologies as well as greater cooperation in the area of training, particularly in collaboration with the private sector.
7. That strengthening of the tourism sector through the development of its human resources is of foremost importance, especially at the level of small and medium-sized businesses, and particularly through the use of innovative training methods, such as “distance learning”.
8. That the participation of local communities is necessary in the process of diversifying tourism supply and contributes to the equitable distribution of the benefits of sustainable tourism.
9. That ecotourism can contribute to the overall sustainability of tourism by increasing benefits for the host communities and the awareness of these communities and of the travelers of the need for the conservation and sustained use of natural and cultural heritage.
10. That it is necessary to promote an active and inclusive dialogue among government authorities and representatives of the private sector of the origin, transit and destination countries for the orderly and sustainable development of the tourism sector.
11. That actions must be implemented to prevent and combat the trafficking and exploitation of adolescents, women and children for sex tourism, as well as increase the efforts to seek and obtain financial resources to that end.



**ANNEX E:**  
**PLAN OF ACTION FOR SUSTAINABLE TOURISM DEVELOPMENT**  
**IN COLLABORATION WITH THE PRIVATE SECTOR**

**XVIII INTER-AMERICAN TRAVEL  
 CONGRESS**  
**June 18 – 20, 2003**  
**Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1**  
**TURISMO/doc. 3/03 rev.2**  
**20 June 2003**  
**Original: English**

We, the participants in the XVIII Inter-American Travel Congress, gathered in Guatemala City, Guatemala, from June 18 to 20, 2003, determined to work toward the achievement of sustainable tourism in the Americas, reaffirm our support for the following Plan of Action:

**Initiatives to be implemented by authorities and relevant entities of the tourism sector**

**Promote tourism as an integral part of our development programs by:**

- Contributing to the creation of an environment conducive to travel by establishing and promoting confidence-building measures for travelers, improving airport, seaport, and border security;
- Working with international, regional and sub-regional tourism organizations in the coordination of activities and the exchange of information for the purpose of developing a climate conducive to tourism development in the Hemisphere;
- Supporting efforts to develop tourism based on sustainable environmental, cultural, and economic considerations and with the application of methodologies and systems that facilitate monitoring of the sector;
- Pursuing the development of new tourism products and services, especially to take advantage of niche markets; and
- Working to incorporate the tourist industry as a priority in the national development strategies of our countries and in regional initiatives.

**Strengthen collaboration among authorities and relevant entities of the tourism sector, international, regional and sub-regional organizations, and representatives of the private sector and civil society in promoting and developing sustainable tourism by:**

- Specially facilitating participation by the local community in the preparation and implementation of tourism policies and plans;
- Urging a dialogue with all sectors involved in the various modes of transport to facilitate the expansion and improvement of air services in support of tourism, studying, when appropriate, the operating and regulatory framework.
- Designing a regional plan of action, in coordination with the Inter-American Commission of Women and the Inter-American Children's Institute, which would include standards of conduct for the tourism sector, aimed at preventing the trafficking and exploitation of adolescents, women and children for sex tourism;
- Implementing a sustainable development of tourism policy throughout the region by harmonizing tourism certification processes;

- Bolstering efforts to improve air and maritime security, focusing especially on developing actions aimed at facilitating tourist travel by improving immigration and customs policies and air, sea, and overland transportation;
- Strengthening supplier linkages to the cruise sector for services, provisions, and ground activities is necessary in order to capitalize on the untapped opportunities of this important tourism product. We also recommend in-depth research and analysis with the goal of providing clear recommendations and sharing of best practices to maximize benefits to local communities from the cruise ship sector; and
- Urging the competent authorities in our countries to develop health and safety standards for cruise ships operating within the Hemisphere.

**Promote horizontal and multilateral cooperation with the support of international, regional and sub-regional organizations and in particular the OAS by:**

- Exchanging information on best practices for dealing with crisis situations for the benefit of visitors;
- Providing and sharing information on best practices applicable to the development of quality tourism programs, projects, and policies especially those aiming at satisfying the sector's requirements and standards;
- Providing and sharing information on best practices in community tourism and supporting member states in their efforts to develop community tourism strategies;
- Supporting the development and diversification of high quality tourism products and services, especially in areas related to cultural, community and ecological tourism; and
- Developing and promoting integrated tourism circuits in order to encourage intra-regional and multiple destination tourism.

**Develop and execute technical cooperation projects to strengthen the sustainable development of the tourism sector by means of dialogue with the private sector and other institutions:**

- Providing input into the formulation of procedures and measures to improve environmental health and safety standards as they relate to the tourism industry for the protection of travelers;
- Supporting the establishment, as necessary, of appropriate frameworks, policies, and mechanisms to support the development of community tourism projects;
- Promoting awareness of the local communities on the importance of tourism and the public participation in the development of the sector; and
- Working closely with multilateral financing agencies to find innovative ways to develop financially, environmentally, and socially sustainable tourism programs, especially effective mechanisms to promote investment in the development of tourist projects in the Hemisphere, with private sector participation and emphasizing small and medium-sized tourism enterprises.

**Support training and human resource development in the tourism industry in order to enhance the competitiveness, quality, and excellence of the tourism sector by:**

- Supporting joint public and private sector consultation in the development of a tourism training plan and the creation of a regional center for tourism training that will make it possible for graduates to be absorbed in the labor market;
- Considering alternative and innovative training and education methods through the use of technology, such as “distance learning,” which can lower the per capita cost and increase opportunities of access to high-quality programs;
- Facilitating training in the use of new technologies and encouraging the use of the Internet as a tool for improving communication, management and marketing in the tourism sector, and especially in the hotel sector;
- Establishing policies and appropriate programs to support and promote continuous tourism product and service improvement and the training of personnel in order to prepare and implement financially, environmentally and socially sustainable projects; and
- Achieving meaningful participation by local communities through the development of education and awareness programs that underscore the benefits to be derived from tourism and foster national pride, and the preservation of culture, languages, and cultural art forms.

#### **Actions relating to the Inter-American Travel Congress**

To strengthen our meeting of Ministers and High Authorities of Tourism, so that it becomes a more dynamic and relevant hemispheric forum, and identify mechanisms to promote an active and coordinated participation by the private sector.

- Instructing the pertinent OAS offices to take those measures necessary for its implementation, taking into account the comments raised during the consideration of this topic by the Congress.

**ANNEX F:**

**XVIII INTER-AMERICAN TRAVEL  
CONGRESS  
June 18-20, 2003  
Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1  
TURISMO/doc. 9/03 Rev.2  
20 June 2003  
Original: Spanish**

**TOURISM/RES. (XVIII-19/03)**

**ACCEPTANCE OF THE PROJECTS CONCEPTS: “TECHNOLOGY FOR THE  
CONTROL, ADMINISTRATION, AND MARKETING OF TOURISM IN THE  
AMERICAS” AND “AWARENESS AND SKILLS WITH RESPECT TO TOURISM”**

THE XVIII INTER-AMERICAN TRAVEL CONGRESS,

HAVING SEEN:

Resolution CEP/RES. 89 (LXXXIX-O/03) “Criteria for Use of Excess Resources of the Reserve Subfund of the Regular Fund Allocated to CIDI for the Implementation of Summits of the Americas Mandates,” through which financial resources are allocated to implement technical cooperation projects in the tourism sector; and

Resolution CP/RES. 831 (1342/02) “Use of Excess Resources of the Reserve Sub fund for Capital Investments and to Meet OAS Mandates”,

CONSIDERING:

That the Inter-Sectoral Unit for Tourism of the Organization of American States (UIT) prepared two project proposals in order, inter alia, to implement Summits of the Americas mandates in the tourism sector and to address issues in that sector in which the OAS is recognized as competent; and

That the proposals put forward are hemispheric in scope and incorporate mechanisms for training on the potential benefits of tourism and the development of the ability of tourist industry personnel to provide quality services and to guide the tourism authorities in the Americas in controlling, administering, and planning the development of the sector,

## RESOLVES:

1. To welcome the ideas contained in the project proposals entitled “Technology for the Control, Administration, and Marketing of Tourism in the Americas” and “Awareness and Skills with Respect to Tourism,” submitted by the Inter-Sectoral Unit for Tourism.
2. To instruct the representatives of the tourism sector in each of our countries to analyze these project proposals and to convey their comments on them to the Inter-Sectoral Unit for Tourism (UIT) by no later than July 20, 2003.
3. To request the UIT to take the comments it receives into account, prepare revised versions of the project proposals, and present them to the Permanent Executive Committee of the Inter-American Council for Integral Development (CEPCIDI) for approval. During this process, the representatives of the member countries participating in the meetings of the Permanent Executive Committee are instructed to consult with the respective tourism authorities in their country regarding the process of approval of these projects.
4. To instruct the Inter-Sectoral Unit for Tourism (UIT) to coordinate execution of the aforementioned projects and to raise external funding to support their implementation.
5. To instruct the UIT to submit progress reports on execution of the projects to CEPCIDI through the Executive Secretariat for Integral Development.
6. To instruct the UIT to report on implementation of this resolution to the next Inter-American Travel Congress.

**ANNEX G:**

**XVIII INTER-AMERICAN TRAVEL  
CONGRESS  
June 18-20, 2003  
Ciudad de Guatemala, Guatemala**

**OEA/Ser.K/III.19.1  
TURISMO/doc. 13/03  
20 June 2003  
Original: Spanish**

**TOURISM/RES. (XVIII-20/03)**

**VOTE OF THANKS**

THE XVIII INTER-AMERICAN TRAVEL CONGRESS,

TAKING INTO ACCOUNT the warm welcome extended by the people and Government of Guatemala during the XVIII Inter-American Travel Congress,

RESOLVES:

1. To express its sincere gratitude to the people and Government of Guatemala for their generous hospitality and valuable support, which played a key part in the success of the work of the XVIII Inter-American Travel Congress.
2. To express its profound gratitude to Mr. Luis Felipe Miranda Trejo, Chair of the Meeting, for the efficiency, impartiality, and skill with which he directed the discussions and work of the Congress.
3. To offer a special vote of thanks for the support and participation of Guatemalan personnel in the work of the Congress.
4. To thank the General Secretariat of the Organization of American States (OAS) for its important work in preparation for this Congress and for the efficiency with which it acted as the Technical Secretariat.