



CDCC/WP/78/5

9 January 1978

SECTION 1:

PROPOSAL FOR THE STRENGTHENING
OF REGIONAL TOURISM

Submitted by the Dominican Republic
Delegation to the Second Session of
the CDCC, Santo Domingo,
16 - 22 March 1977

SECTION 2:

NOTE BY CDCC SECRETARIAT
ON THE PROPOSAL



UNITED NATIONS

ECONOMIC COMMISSION FOR LATIN AMERICA Office for the Caribbean



SECTION 1

PROPOSAL FOR THE STRENGTHENING OF REGIONAL TOURISM

INTRODUCTION

The great importance of tourism in most of the countries of the Caribbean area makes it an inevitable topic for discussion at a meeting such as this, which brings together distinguished representatives from the geopolitical sphere of the Caribbean in search of a constructive exchange on the major questions involved in the assiduous development efforts on all sides.

The desirability of joining efforts to promote the region in international tourism markets has led to repeated initiatives aimed at the creation of a regional tourist body with the representation and support of the public and private sectors connected with tourist development in each country, which should form part of the world structure in this sphere, namely, the WTO (World Tourism Organization).

Recently, entities have participated in this effort which group different sectors of tourism in different spheres, including travel agencies, hotel, airline and shipping companies and the official tourism bodies of each country.

We believe that this meeting is a good opportunity to renew these efforts and propose the formalization of this regional structure, taking advantage of the goodwill expressed on different occasions by the countries and bodies of the region; and we therefore attach a draft resolution for consideration at an opportune time.

Furthermore, the efforts made in the past have not been sufficiently successful to break down the barriers which separate and divide the Caribbean both in direct exchanges among its nationals and in the possibility of facilitating international package holidays and providing an easy channel for the flow of tourism through the attractive and multi-faceted cultural range of the Caribbean, by means of liaison airline routes operated by the national airlines of the different countries of the region. We have therefore included a second draft resolution on this subject for consideration at a suitable opportunity.

One of the most obvious signs of the present lack of communication is the fact that it is practically impossible to find out what is happening in the Caribbean in the sphere of tourism, due to the lack of detailed and timely statistical information from all the countries and bodies of the region.

To remedy this aspect of the situation we ventured to suggest that the distinguished delegations participating in the Second Session of the Caribbean Development and Co-operation Committee should bring with them the latest statistics on the performance of their own tourist industries and take advantage of the Session for an exchange of up-to-date information.

However, this effort should not remain an isolated act of little benefit. A permanent exchange of information should be institutionalized, and this is therefore a further point which we venture to submit below, in the form of a draft resolution, for consideration by the distinguished delegates.

FIRST DRAFT RESOLUTION

The Caribbean Development and Co-operation Committee,

Considering that for the proper promotion of tourism in each country or entity of the Caribbean it is essential to co-ordinate promotional activities, and specifically advertising campaigns aimed at making the region known in the international tourism markets;

Considering that this goal may be attained only through the creation and organization of a regional tourism body which has the full support of the Caribbean public and private sectors involved in the promotion of tourism, which might well be called the Caribbean Tourism Organization, as proposed on another occasion;

Considering that this regional tourism body should be linked with the world tourism structure, namely, the World Tourism Organization (WTO), in order to be able to fulfil properly its co-ordinating role;

Considering that in the past efforts have been made to set up a regional body of this kind, whose structure would include the Caribbean Hotel-keepers' Association (CHA), the Caribbean Tourism Association (CTA), the Caribbean Tourism Research Centre (CTRC) and the Eastern Caribbean Tourism Association (ECTA), according to the integration proposal presented at the Conference of Ministers of Tourism in Santo Domingo in April 1975;

Decides:

1. To propose to the Governments of the delegations accredited to the Second Session that they should take the initiative in the creation at an early date of an efficient and operational Caribbean Tourism Organization (CTO), which should co-ordinate the efforts of the public and private sectors of our countries in a regional pro-

gramme for the promotion of international and interregional tourism.

2. To request the international organizations to collaborate to this end, specifically with regard to the goal of articulating this regional body with the World Tourism Organization (WTO).

3. That in this connection account should be taken of the proposal made at the Conference of Ministers of Tourism of the Caribbean, in Santo Domingo in April 1975, which should be taken as a point of reference in the study of its operating structure, specifically with regard to the integration of the regional tourism organizations, namely, the Caribbean Hotel-keepers' Association (CEA), the Caribbean Tourism Association (CTA), the Caribbean Tourism Research Centre (CTRC) and the Eastern Caribbean Tourism Association (ECTA), according to the integration project submitted on that occasion.

SECOND DRAFT RESOLUTION

The Caribbean Development and Co-operation Committee,

Considering that the air routes constitute the predominant mode of transport used by tourists;

Considering that in order to make vacation packages for international tourism, and the travel of nationals within the region viable, rapid and direct air routes are needed among the countries and entities of the Caribbean;

Considering that the national airlines of the countries and entities of the region, without prejudice to the transoceanic routes established from the countries of origin of tourism, can develop complementary routes which link the countries and entities of the area directly, without detriment to their respective commercial interests;

Decides:

1. To propose to the Governments of the delegations accredited to the Second Meeting to take the initiative of integrating their respective national airlines in an inter-Caribbean route which would provide direct links among the various countries and entities of the Caribbean and create a network throughout the region.

2. To propose for the above-mentioned purpose, that a Caribbean airlines conference should be held in the near future in Santo Domingo, at the invitation of the Dominican Airlines (CDA), the national airline.

3. To propose to the Governments of the delegations accredited to the Second Meeting that they should ratify the preliminary facilitation agreements and in addition adopt all necessary measures to eliminate the obstacles which hinder the travel of nationals within the Caribbean area.

THIRD DRAFT RESOLUTION

The Caribbean Development and Co-operation Committee,

Considering that better and more up-to-date information on what is happening in the region is indispensable for the efficient operation of the various official tourist bodies in the countries and entities of the Caribbean;

Considering that without prejudice to the efforts being made for the speedy formation of a Caribbean Tourist Organization (CTO) which would take full responsibility for the function of maintaining up-to-date statistics of the region, the official tourist bodies of the countries and entities of the region can adopt measures at the operational level for the compilation of statistical and other information;

Decides:

1. To recommend to the Governments of the delegations accredited to the Second Meeting that they should organize statistical offices in their official tourist bodies responsible for compiling up-to-date statistics for each year, at the latest by two months before the end of each calendar year, together with summaries of the previous five years.
2. Also to recommend that Telex communications equipment should be available in the offices of their official tourist bodies in order to facilitate direct contacts among these statistical offices and other bodies of common interest.
3. That the format of the presentation of this statistical data should be established by common accord and in an informal manner among the heads of the various official tourist bodies.

SECTION 2

NOTE BY CDCC SECRETARIAT

The three (3) draft resolutions proposed by the Dominican Republic aim at organising tourism on a regional basis. The first draft resolution proposes the formation of a Caribbean Tourism Organisation (C.T.O.). It recognises a number of regional groupings in existence at present but these are either organised on a strictly limited or sectional basis or do not include all CDCC countries. The proposed C.T.O. will permit a co-ordinated and integrated development of tourism in the CDCC and should be able to collaborate to greater advantages with the World Tourism Organisation.

The second draft resolution proposes the integration of existing national airlines in an inter-Caribbean route and the creation of a network throughout the member states of the CDCC. It will be recalled that the Second Session of the CDCC agreed to "a survey of the existing state and condition of air transport in the CDCC area with a view to suggesting improvement in the schedules and route patterns of service, type of aircraft and equipment both from economic and technological standpoints, improvements of infrastructure: airports and navigational facilities, and the rationalization of air transport arrangements". Work has proceeded on this directive - data has been collected and a preliminary analysis carried out; it is now proposed to convene a meeting of regional experts in aviation matters to study the data and analyses in March 1978.

The third draft resolution deals with tourism statistics and telex communications. As stated, the organisation of these functions could be undertaken by the proposed Caribbean Tourist Organisation if it is formed.



