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
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.
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

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

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

Mr. Andrew Wilson  
Deputy Secretary  
Australia Department of Infrastructure and Transport  
Case Study of Australia

Mr. George Anjaparidsne  
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

Ms. Cherry Lyn Rodolfo  
Co-Convenor

Mr. Jorge Enrique Mezher  
Undersecretary  
Mexico Secretariat of Tourism

Mr. Rolando Canizal  
Director  
Philippine Department of Tourism

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Director  
Philippine Department of Tourism

Ambassador Laura del Rosario  
Philippine APEC SOM
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 Anáhuac University in nearby Mexico City, Javier 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 WTTTC. He studied Marketing, Negotiation, English and Finance.

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 aviation fuel and carbon pricing impacts 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 on aviation security, the role of air connectivity and associated academic 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.

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 began 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 implementation and management 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 capacities in the Kingdom of Jordan, first as Minister of Planning and National Investment, and Chair 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 rebranding public media and in particular the Jordan Television Network. In 2001, his portfolio was expanded to include the Ministry of Tourism and Antiquity.

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 and an innovative spirit 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 a 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 Laws degree from the National University of Singapore and she was admitted to the Singapore Bar in 1996.

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, 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 recounced 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.

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 aviation fuel and carbon pricing impacts 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 on aviation security, the role of air connectivity and associated academic 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.

THANITTA SAVETSILA MANEECHOTE is the current Deputy Permanent Secretary at the Royal Thai Embassy, Beijing, PRC, 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, 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 recounced 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.

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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 Australian 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, and the 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 several 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) 2008 Annual Conference, The Overall Best Paper Prize from The World Conference on Transport Research Society (1998); Killiam Research Prize of Canada-Science Category (2002); Killiam 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 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 education sector, and in aviation and rail transport sectors. He has a degree in Economics and has worked at MITI in Japan and in several organisations in the United Kingdom. He holds a Master of Science degree from the Polytechnic University of the Italian Region of Campania. He is married with two young children.

JESSICA SOTO has a Bachelor's Degree in Economics from Pontificia Universidad Católica del Perú. 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 the Promotion Development of the Tourism sector and she has been Director of the Tourism Development and Investment Board of 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, and in the major 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 Doha. In 1985, he worked as Technical Officer P-3 for Facilitation Services, Air Transport Bureau of the International CivilAviation 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 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
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 Tecnologico 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.