

**PROMOTING INTRA-COMMONWEALTH TOURISM**  
**(Kuala Lumpur Plan of Action)**

**1. Tourism Promotion and Information Exchange**

No	Strategic Issues	Actions for Consideration	Recommended Action Plan	Collective Implementation Plan / Individual Implementation Plan
(a)	(b)	(c)	(d)	(e)
1.	How to improve market information flow between Commonwealth members?	<p><i>Consider the examination of the <u>feasibility of setting up of a Commonwealth tourism market information system</u> –i.e. the provision of full, up-to-date market information, analysis and trends on a shared basis.</i></p>	<ul style="list-style-type: none"> <li>• Establish a Commonwealth Tourism Market Information system.</li> <li>• Maintain a website which facilitates flow of information for promotion and marketing.</li> </ul>	<p>CIP/IIP</p> <p>CIP</p>

No (a)	Strategic Issues (b)	Actions for Consideration (c)	Recommended Action Plan (d)	Collective Implementation Plan / Individual Implementation Plan (e)
			<ul style="list-style-type: none"> <li>• Member countries to exchange/share relevant tourism information.</li> <li>• Study the possibility of establishing electronic networking for sharing information among member countries.</li> </ul>	<p>IIP</p> <p>CIP</p>



No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan / Individual Implementation Plan  (e)
		<p><i>establish and operate an information exchange network through a network of officials –one-per country-from NTA, these nominees to act as the contact point through which tourism market and other information of common interest is channelled.</i></p>		

No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan / Individual Implementation Plan (e)
3.	How to benefit from a collaborative approach to tourism marketing and promotion?	<i>Consider the <u>creation of a Commonwealth tourism Marketing function to coordinate information exchange network, to develop a programme of meetings, seminars and workshops on tourism marketing topics of mutual interest to Commonwealth countries, and to identify and facilitate the implementation of joint marketing and promotional activities between public and private sectors in Commonwealth countries.</u></i>	<ul style="list-style-type: none"> <li>• The Centre to undertake the task of creating information data base and coordinating information exchange network</li> </ul>	CIP

No	Strategic Issues	Actions for Consideration	Recommended Action Plan	Collective Implementation Plan / Individual Implementation Plan (e)
(a)	(b)	(c)	(d)	(e)
			<ul style="list-style-type: none"> <li>• Organise workshops and seminars on <i>to identify and facilitate the implementation of joint marketing and promotional activities between public and private sectors in Commonwealth countries</i></li> <li>• <i>Collate and disseminate best practice in product development</i></li> </ul>	CIP



No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan / Individual Implementation Plan  (e)
2.	How to support the development of pro-poor tourism and increase the local economic benefits of tourism?	<i>Consider in close collaboration with WTO &amp; donor community the establishment of a Commonwealth initiative to provide country <u>appropriate technical assistance.</u></i>	<ul style="list-style-type: none"> <li>Commonwealth Secretariat in collaboration with the new Centre, WTO and other relevant agencies to compile lists of technical assistance required by member countries.</li> </ul>	CIP/IIP

No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan / Individual Implementation Plan (e)
3.	How to increase the application of cluster based tourism development strategy?	<i>Consider working with the ITC to establish a benchmarking exercise for selected <u>Commonwealth case studies and disseminating the lessons learned to minimize leakage from the tourism sector.</u></i>	<ul style="list-style-type: none"> <li>Member countries to share best practices on <i>minimizing leakage from the tourism sector.</i></li> </ul>	CIP/IIP

No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan / Individual Implementation Plan (e)
4.	How to increase interest and desire among the publics of Commonwealth countries to undertake visits to other member states?	<i>Consider augmenting existing programmes with a planned series of <u>cultural and sporting events between Commonwealth countries, including on a road show basis.</u></i>	<ul style="list-style-type: none"> <li>Organise and participate in Commonwealth Games, Cricket and rugby World Cups and other cultural and sporting events to promote intra-Commonwealth tourism.</li> </ul>	CIP/IIP

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**3. Tourism Facilities And Common Security Arrangements (Including Travel Advisories)**

No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan / Individual Implementation Plan (e)
1.	How to ensure all members are aware of measures and technical matters related to facilitation and security?	<i>Consider a system of "<u>good practice</u>" <u>exchange and education</u>.</i>	<ul style="list-style-type: none"> <li>Member countries to exchange good practices on facilities concerning safety and security.</li> </ul>	IIP

<b>No</b>  <b>(a)</b>	<b>Strategic Issues</b>  <b>(b)</b>	<b>Actions for Consideration</b>  <b>(c)</b>	<b>Recommended Action Plan</b>  <b>(d)</b>	<b>Collective Implementation Plan /Individual Implementation Plan</b>  <b>(e)</b>
2.	How to meet the cost of the security measures and equipment needed?	<i>Consider close collaboration with international civil aviation &amp; other relevant authorities to gain their support for application to the donor community, and maximum assistance through <u>intra-Commonwealth information and technical transfer.</u></i>	<ul style="list-style-type: none"> <li>Commonwealth Secretariat, bilateral donors and international financial institutions to assist member countries to identify sources of financial assistance for security measures and equipment.</li> </ul>	IIP/CIP

No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan /Individual Implementation Plan (e)
3.	How to ensure the content of travel advisories issued by major tourist generating markets both accurately balance the risks to travellers with the need to safeguard local tourism operators and are fully up-to-date?	<i>Consider, in conjunction with WTO, to avoid duplication and overlaps, <u>a coordinated Commonwealth members travel advisory function and/or a network in each Commonwealth country comprising senior public and private sector tourism representatives and diplomats based in-country from major source countries, with common procedures and ground rules developed by the Commonwealth through a small appointed working group,</u></i>	<ul style="list-style-type: none"> <li>The Task Force to consider how the Centre could facilitate the flow of information between tourist destinations and markets and how the consultative process could be strengthened</li> </ul>	IIP/CIP





No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan/ Individual Implementation Plan (e)
2.	How to ensure that tourism is effectively represented and managed within government?	<i>Consider reviewing (and taking appropriate action as indicated) the effectiveness of present <u>measures and programmes to ensure tourism institutional capacity in public departments and agencies is appropriate for the strategic planning and management needs of the tourism sector.</u></i>	<ul style="list-style-type: none"> <li>• Member countries are encouraged to ensure that there is well resourced institutional capacity to support tourism development</li> <li>• Member countries are encouraged to establish processes at Cabinet level to address issues that arise as tourism is a cross-cutting sector</li> </ul>	IIP







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(a)	(b)	(c)	(d)	(e)
6.	How to ensure tourism quality meets international standards?	<i>Consider participation in, and extent and effectiveness of <u>implementation of, the WTO's Quality in Tourism Development programme.</u></i>	<ul style="list-style-type: none"> <li>Member countries to identify quality standards based on WTO's guidelines.</li> </ul>	IIP



<b>No</b>  <b>(a)</b>	<b>Strategic Issues</b>  <b>(b)</b>	<b>Actions for Consideration</b>  <b>(c)</b>	<b>Recommended Action Plan</b>  <b>(d)</b>	<b>Collective Implementation Plan / Individual Implementation Plan</b>  <b>(e)</b>
2.	How can tourism sector use compliance with Equator principles to generate economic development opportunities?	<i>Consider the dissemination of successful examples from Commonwealth (and other) countries through the proposed Centre.</i>	<ul style="list-style-type: none"> <li>The proposed Center to play a leading role in the dissemination of information on successful examples relating to the financing of small and medium scale tourism enterprises</li> </ul>	CIP

No  (a)	Strategic Issues  (b)	Actions for Consideration  (c)	Recommended Action Plan  (d)	Collective Implementation Plan / Individual Implementation Plan  (e)
3.	How can tourism projects become better positioned to receive favourable funding from commercial banks?	<i>Consider both at individual country level and through a <u>Commonwealth-wide policy goal</u> a strong emphasis for new tourism developments to adhere to Equator principles.</i>	<ul style="list-style-type: none"> <li>The proposed Center to develop guidelines to ensure member countries understand and adopt the Equator Principles in financing tourism investment projects</li> </ul>	CIP/IIP