

ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТИЧЕСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

MODTAGET 16/6-08

The Secretary-General

Erhvervsudvalget (2. samling)
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Offentligt

CONF/2439/2008

Madrid, 5 June 2008

H.E. Mr. Carsten U. LARSEN
Secretary General
The Danish Parliament
Folketinget, Christiansborg
COPENHAGEN K DK-1240
Denmark

Sir,

I have the honour to confirm you that, in view of the success of the five previous International Forums, held in Spain in 1995, in Indonesia in 1996, en Brazil in 2000, in Panama in 2002, and in Tunisia in 2007, at invitation of the Government of the Philippines, the World Tourism Organization is organizing the **Sixth International Tourism Forum for parliamentarians and local authorities in Cebu, Philippines, from 22 to 25 October 2008.**

I have the pleasure to invite you to take part personally in this important event. The experience from previous editions has shown that these Forums generally attract hundreds of participants with a diversity of viewpoints: members of parliament, governors, mayors, local authorities, ministers and civil servants of national tourism administrations, as well as representatives of the private sector, giving rise to highly interesting debates on a variety of issues.

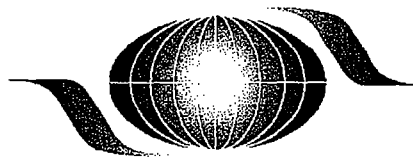
This sixth edition of the Forum will focus especially on studying the current situation of tourism and major challenges of tourism development, such as climate change, poverty alleviation and role of women in tourism. Other issues to be analysed at this Forum include communication and ethics in tourism, the economic knowledge of tourism at the local level and the measurement of employment in the tourism sector, and to define the role of Parliamentarians and local authorities in the promotion and development of tourism.

You will find t enclosed the provisional programme of the Forum, the information note with the necessary details for your travel and stay in the Philippines and the participation and accommodation Application Form. These documents are available in the following link of the UNWTO Website: <http://www.unwto.org/conferences> .

I would be grateful if you could kindly confirm your participation by returning duly completed the attached participation and accommodation application form. This form has to be returned to the UNWTO Secretariat in Madrid and to the Filipino Authorities to the indicated addresses, in order to organize the reception at the airport and to guarantee the hotel bookings at negotiated rates.

Accept, Sir, the assurances of my highest consideration.

Francesco Frangialli



SIXTH INTERNATIONAL TOURISM FORUM FOR PARLIAMENTARIANS AND LOCAL AUTHORITIES

Cebu, Philippines, 22 - 25 October 2008

Wednesday, 22 October 2008

18:00 - 18:30 Opening ceremony

20:00 Gala dinner

Thursday, 23 October 2008

09:00 - 13:00 Session 1

09:00 - 10:00 *Overview and trends*
Moderator: Mrs. Narzalina LIM
President, Asia Pacific Projects, Inc.

Keynote addresses:

Policy and Legislation for Tourism Development

Mr. Francesco FRANGIALLI
Secretary-General, UNWTO

H.E. Mr. Joseph DURANO
Secretary, Department of Tourism, Philippines

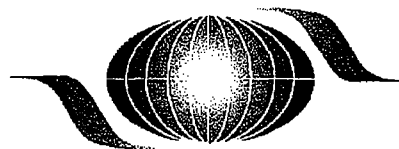
H.E. Mr. Prospero NOGRALES
Speaker, House of Representatives, Philippines

10:00 - 10:30 Coffee break

10:30 - 12:00 *Major challenges of tourism development*

- Climate change
Mr. Peter DE JONG
President and CEO
Pacific Asia Travel Association (PATA)
- Poverty alleviation
Ambassador DHO Young-shim
Special Adviser for Tourism and Sport to the
UNWTO Secretary-General
Chairperson of the Board of Directors of the
UNWTO ST-EP Foundation

- 09:00 - 09:30 Economic and social measurement of tourism through the Tourism Satellite Account and its use at the local level
- Mr. Jean-Michel COUVE
M.P., Var
Chamber of Deputies, France
- 09:30 - 10:00 Employment-creation mechanisms through tourism activity
- Mr. Antonio MASSIEU
Chief of Statistics and the Tourism Satellite Account Section,
UNWTO
- 10:00 - 10:30 Coffee break
- 10:30 - 11:00 Tourism statistics as a means for policy and decision making
- Speaker to be confirmed
- 11:00 - 12:00 Debate
- 12:00 - 13:30 Lunch
- 13:30 - 16:00 Session 4
- The role of Parliamentarians and local authorities in the promotion and development of tourism*
Moderator: H.E. Mr. Mahamoud DIRIR *
Minister of Culture and Tourism, Ehtiopia
- 13:30 - 14:00 The legislative process in the area of tourism
- Mrs. Liliana FELLNER
M.P.
Senate, Argentina
- 14:00 - 14:30 Coherent action among the different levels of tourism policy
- Dr. Sasithara PICHAICHANNARONG
Permanent Secretary
Ministry of Tourism and Sports, Thailand
- 14:30 - 15:00 Public-private partnership and the quest for excellence at the destination level
- Mr. GE Honglin *
Mayor of Chengdu, China



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Madrid, May 2008
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Sixth International Tourism Forum for
Parliamentarians and Local Authorities
Cebu, the Philippines, from 22 to 25 October 2008

INFORMATION NOTE

I. PLACE AND DATES

1. At its eighty-second session, the Executive Council decided to accept the invitation of the Government of the Philippines to hold the **Sixth International Tourism Forum for Parliamentarians and Local Authorities at Cebu, the Philippines, from 22 to 25 October 2008.**

2. The opening ceremony scheduled on **Wednesday, 22 October from 6 p.m. to 6.30 p.m.** will take place, as well as the sessions of **23 and 24 October** at:

**The Marquee
Mactan Shangri-la Resorts**

Punta Engaño Road
Lapu-Lapu City, Cebu

Tel. : (+6332) 321 0288
Fax : (+6332) 231 3518

E-mail : events.mac@shangri-la.com

A **Technical Workshop on Tourism Statistics and Tourism Satellite Account** will be held on the eve of the Forum from **Tuesday 21 to Wednesday 22 November 2008.** The day after the Forum, on **Saturday 25 November 2008,** a technical visit to **Bohol** is organized by the host country for participants.

II. REPLIES TO INVITATIONS

3. Participants are requested to complete the registration form and return it, **by Friday 3 October 2008 at the latest** to:

Mrs. Dominique BERNARDET
Chief, Conferences, Translation
and Documents Service
World Tourism Organization
Capitán Haya, 42
MADRID - 28020
Spain

Fax: (+34) 91 571 37 33
E-mail: conf@unwto.org

Mr. Rolando CAÑIZAL
Director, Office of Tourism
Development Planning
Department of Tourism
T.M. Kalaw St., Ermita
MANILA - 1000
Philippines

Fax: (+632) 526 76 57
E-mail: rcanizal@tourism.gov.ph

7. Delegates in whose countries the Philippines has no diplomatic mission are requested to contact the Secretariat of the Organization sufficiently in advance, indicating all the necessary information, in order to enable the authorities of the Philippines to take the necessary measures in this respect:

- Name and surname
- Nationality
- Number and type of passport
- Place and date of birth
- Validity of passport
- Travel information (date, time and flight number)

8. Information on entry visa to the Philippines can be consulted on the official website of the Department of Foreign Affairs of the Philippines: www.dfa.gov.ph/consular/visa-02.htm.

V. RECEPTION AT THE AIRPORT

9. Participants will be met at the **Ninoy Aquino International Airport** of Manila by the reception services of the host country which will help them to complete the entry formalities and will provide for transfer to the corresponding hotels for delegates who wish to stay in Manila, and transfer to the transit area in the said airport or to one of the domestic airports for those who will go directly to Cebu. The transfer time from the International to the domestic airports takes approximately 30 minutes drive by shuttle.

10. Once in Cebu, another reception service will assist the delegates and provide the transfer to the corresponding hotels.

11. Signs will be placed at several prominent places at the airports.

12. To enable the local authorities to organize this service, participants are requested to complete and return the attached participation form indicating their arrival, departure and accommodation details in Manila and in Cebu, indicating the airports of arrival and departure.

VI. ACCOMMODATION

13. Special rates (breakfast and tax included) have been obtained for the following hotels. Participants in the meeting are requested to make their reservation through the organizers by returning **not later than Tuesday 16 September 2008**, the attached Participation and Accommodation Application Form to:

<p>Mrs. Dominique BERNARDET Chief, Conferences, Translation and Documents Service World Tourism Organization Capitán Haya, 42 MADRID – 28020 Spain</p> <p>Fax: (+34) 91 571 37 33 E-mail: conf@unwto.org</p>	<p>Mr. Rolando CAÑIZAL Director, Office of Tourism Development Planning Department of Tourism T.M. Kalaw St., Ermita MANILA – 1000 Philippines</p> <p>Fax: (+632) 526 76 57 E-mail: rcanizal@tourism.gov.ph</p>
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HOTEL	TYPE OF ROOM	RATE IN PHP
PLANTATION BAY (Deluxe) Marigodon, Mactan Island Tel.: (6332) 340-5900 Fax: (6332) 340-5988 rsvns@plantationbay.com 20 minutes drive from the Forum venue	Poolside Room	
	<i>Single</i>	6,552.00
	<i>Double</i>	7,392.00
	Lagoon View Room	
	<i>Single</i>	8,106.00
	<i>Double</i>	8,946.00
	Lagoonside Room	
	<i>Single</i>	9,114.00
<i>Double</i>	9,954.00	
Water's Edge Room		
<i>Single</i>	9,660.00	
<i>Double</i>	10,500.00	
MARCO POLO PLAZA (First Class) Cebu Veterans Drive, Nivel Hills, Apas, Lahug Tel.: (6332) 253-1111 Fax: (6332) 417-2980 mpplaza@marcopolohotels.com 1 hour drive from the Forum venue	Deluxe Room	
	<i>Single</i>	3,500.00
	<i>Double</i>	4,000.00
	Junior Suite	7,700.00
	Executive Suite	13,588.00
WATERFRONT (Deluxe) Salinas Drive, Lahug Tel.: (6332) 232-6888 Fax: (6332) 232-6880 wcch@waterfronthotels.net 5 minutes drive from the Forum venue	Superior Room	4,700.00
	Deluxe Room	5,300.00
	Deluxe Premium	5,800.00
	Junior Suite	7,000.00
	Executive Suite	
	<i>Single/Double</i>	10,500.00
MARIBAGO Bluewater Beach Resort (Class AAA) Maribago, Buyong, Mactan Island Tel.: (6332) 492-0100 / 232-5411 Fax: (6332) 492-0128 / 492-0129 maribago@bluewater.com.ph 10 minutes drive from the Forum venue	Single	5,000.00
	Double	6,000.00
	Suite	8,000.00

VII. REGISTRATION AND BADGES

16. The registration desk will be open at the **Mactan Sahngrila Resorts** on **Monday, 20**, and **Tuesday 21 October**, from **9 a.m.** to **1 p.m.** and from **3 p.m.** to **5 p.m.**, and **Wednesday, 22 October** from **9 a.m.** onwards.

17. Badges will be issued at the time of registration. Participants are requested to wear their identification badges in the area reserved for the meetings, as well as at all social events.

VIII. WORKING LANGUAGES

18. The working languages of the meeting and the Workshop will be English, French and Spanish. Simultaneous interpretation will also be provided in these three languages.

XIII. A BRIEF HISTORY OF CEBU

30,000 years ago the Negrito race crossed the Asian continent through the land bridges. With the disappearance of the bridges, islands were formed, Cebu was formed. Being part of the Malay Peninsula, Cebu was part of the Malay empire around 500 A.D.

Early inhabitants refer to this island Zebu or Sugbu, whose trade and commerce reaches as far as Thailand and China as well as the near Malay countries.

Cebu is known for its narrow coastlines, limestone plateaus, and coastal plains, all characteristics of a typical tropical island. Cebu also has predominant rolling hills and rugged mountain ranges traversing the northern and southern lengths of the island. Cebu's steep mountains reach over 1,000 meters. Flat tracts of land can be found in the city of Boggo and in the towns of San Remigio, Medellin, and Daanbantayan at the northern tip of the province.

Its capital is Cebu City, the oldest city in the country, which forms part of the Cebu Metropolitan Area together with 6 neighboring cities Carcar City, Danao City, Lapu-Lapu City, Mandaue City, Naga City, Boggo, and Talisay City and 6 other municipalities. Cebu is served by Mactan-Cebu International Airport in Mactan Island, thirty minutes drive from downtown Cebu City.

Cebu is one of the most developed provinces in the country and the main center of commerce, trade, education and industry in the central and southern parts of the archipelago. It has five-star hotels, casinos, white sand beaches, world-class golf courses, convention centers, and shopping malls.

When Cebu was "discovered" by Ferdinand Magellan in 1521, it was truly a discovery, for it opened the eyes of the world to what it did not expect to see.

The island, with its natural port, was a logical destination, and its people, so steeped in the ways of trade and commerce, were its greatest natural resources.

Fast-forward 436 years, and Cebu remains a discovery. It remains that one bright spot, situated right at the geographic centre of the archipelago. It is the fastest growing economy in the country, with an average growth rate significantly higher than that of the entire nation, and any other province.

The Province leads 78 other provinces in gross assets, equity and total income. There is a reason why this small island leads the entire country in exports of furniture, fashion accessories, carrageen, gifts, toys, and houseware.

There is a reason why Cebu consistently gets the biggest chunk of tourist arrivals yearly, and has become the tourist gateway to Central and Southern Philippines.

Perhaps, it is because the island is naturally situated to become the centre of all this action. It is a natural port. More than 80% of inter-island shipping capacity is based here, on this small island. It is the most accessible place to and from all points in the country, with more domestic air and sea linkages than even Manila.

PARTICIPATION FORM
**Sixth International Tourism Forum for Parliamentarians and
 Local Authorities**
Cebu, Philippines, from 22 to 25 October 2008

Please return to:

Mrs. Dominique BERNARDET
 Chief, Conferences, Translation
 and Documents Service
 World Tourism Organization
 Capitán Haya, 42
 MADRID – 28020
 Spain

Fax: (+34) 91 571 37 33
 E-mail: conf@unwto.org

Mr. Rolando CAÑIZAL
 Director, Office of Tourism Development Planning
 Department of Tourism
 T.M. Kalaw St., Ermita
 MANILA – 1000
 Philippines

Fax: (+632) 526 76 57
 E-mail: rcanizal@tourism.gov.ph

PARTICIPANTS' DETAILS

- ◆ Country
- ◆ Organization
- ◆ Surname (in block letters) (Mr./Mrs./Ms.).....
- ◆ First name
- ◆ Official title
- ◆ Passport No. Date of birth
- ◆ Full address – Street
- City Post code
- Telephone (country code, area code, telephone number)
- Fax (country code, area code, telephone number)
- E-mail

TRAVEL AND ACCOMODATION DETAILS

ARRIVAL

At Manila	Manila/Cebu
Flight No	Flight No
Time of arrival	Time of departure/arrival.....

DEPARTURE

Cebu/Manila.....	From Manila.....
Flight No	Flight No.
Time of departure/arrival.....	Time of departure
Hotel selected	Room type.....
1 st Choice	Please, indicate name of roommate, if room selected is twin-sharing
2 nd Choice	
3 rd Choice	

FORM OF PAYMENT

Cash Credit Card Name of the C. Card holder _____
 Type of Credit Card _____ Card Number _____ Expiry Date _____