

Executive Order No. 210

Establishing a National Tourism Unit

WHEREAS, in 1992, the Palau Visitors Authority requested the Pacific Asia Travel Association (PATA) to set up a Task Force to investigate a range of issues important to the future of tourism in Palau, which resulted in a PATA Task Force report entitled '*Palau Your Future in Tourism*'; and

WHEREAS, the '*Palau Your Future in Tourism*' report contained 78 recommendations for the development of Palau's industry and included a program for implementation, including a structure and operational blue print for the PV A, which was only partially implemented; and

WHEREAS, in 1997, the government of the Republic of Palau sponsored a roundtable discussion involving multiple representatives of government and private sector, which resulted in the a report entitled '*Sustainable Development Policies and Action Plan, Palau, May, 1997*'; and

WHEREAS, the '*Sustainable Development Policies and Action Plan, Palau, May, 1997*' identified twenty-three "urgent issues" which it considered essential if Palau was to develop a sustainable tourism industry along with suggested strategies for Palau to undertake in order to gain more control over the development of the tourism industry; and

WHEREAS, the '*Sustainable Development Policies and Action Plan, Palau, May, 1997*' was never fully implemented; and

WHEREAS, in 2000, a '*National Committee on Sustainable Tourism Policies and Action Plans*,' was formed by Executive Order No 184, which comprehensively reviewed the 1997 report and issued its own report in September of 2001, which made numerous recommendations, the foremost of which was the establishment of a '*Sustainable Tourism Unit*' to implement the policies and action plans contained in the 1997 Report; and

WHEREAS, the South Pacific Project Facility (SPPF), a regional arm of the World Bank's International Finance Corporation, upon request by the President, reviewed the report of the National Committee on Sustainable Tourism Policies and Action Plans and strongly supported the formation of a Sustainable Tourism Unit; and

WHEREAS, the SPPF further recommended a program for co-opting the assistance of donor organizations in the implementation of the report and offered assistance in establishing the Unit with particular emphasis on developing priorities, allocating responsibilities and ongoing management; and

WHEREAS, the President requested further assistance from the SPPF to work with an internal task force to establish the STU; and

WHEREAS, the SPPF and the internal task force consulted with the President and held

consultative meetings with the public and further held multiple work sessions resulting in the development of the *'Report on the Establishment of a National Tourism Unit'*;

WHEREAS, the Palau Visitors Authority (PVA) has performed well in the marketing of Palau as a tourism destination but is not responsible for policy formation or regulation and has no authority to involve itself in other administrative portfolio areas that impact on tourism such as aviation, human resources and training needs, infrastructure provision, development control and investment promotion; and

WHEREAS, there currently exists no institution that is responsible for these key elements and this is arguably the single most important weakness in the development of the tourism industry in Palau and one of the major reasons that there has been little progress in the implementation of the many plans and studies that have been completed for Palau,

NOW, THEREFORE, by virtue of the authority vested in me as President, pursuant to the Constitution and the laws of the Republic of Palau, it is hereby ordered that there be, and hereby is, created a *'National Tourism Unit'* ('NTU'), a stand alone unit reporting directly to the President, with the makeup, powers and characteristics described below.

1. Role of the NTU. The role of the NTU, pursuant to the Report, is to manage the process of change in the Palau tourism industry by implementing a program of, coordinated growth, developing policies and establishing new tourism management activities to be implemented by other agencies within a context of sustainability. The NTU will focus on several areas of tourism management including:

- Visitor Management .Licensing
- Standards/Quality
- Information and Data Capture
- Product Capture
- International Relations and Linkages
- Labor and Training
- Community Awareness
- Policy and Legislation

2. Strategic Objectives The NTU [sic]. The NTU shall have the following strategic objectives:

- Product Development and Diversification
- Labor and Human Resources Development -Capacity Building
- Planning and Development .Regulation
- Asset Protection
- Palauan Participation

3. Programs of the NTU. The NTU shall undertake to complete the programs set forth in Addendum I within two years of the effective date of this Executive Order. Programs will be

implemented within the context of and parameters set forth in the Palau Tourism Task Force 'Report on the Establishment of a National Tourism Unit' ('Report'). Preliminary budgets established in the Report may be amended, as required and subject to funding availability. The NTU shall not undertake other programs unless expressly directed by the President.

4. Relation of the NTU to other Governmental Agencies. The NTU shall report directly to the President. Programmatic responsibilities of the NTU shall be undertaken in cooperation with the Office of Environmental Response and Coordination, where appropriate. Programs will be implemented in cooperation with the Palau Visitors Authority and the Ministry of Commerce and Trade, as well as other agencies, state governments and the private sector, as appropriate.

5. NTU Staffing. The staff of the NTU shall be established in accordance with the recommendations of the Report. Such staff shall include a Chief Operating Officer, a Deputy Operating Officer, Tourism Analysts and an Administrative Assistant.

6. NTU Timetable. The NTU shall become operational on October 1, 2002. The Chief Operating Officer shall be recruited with enough time to be in place by that date. Other staffing shall be implemented in accordance with the Report.

7. NTU Budget. The NTU shall undertake the Programs set forth in the Report (Addendum I) within the general parameters set forth in the Report. Programmatic implementation and hiring of staff is subject to funding availability.

8. Reporting. The NTU shall issue an Annual Report to the President, copies of which shall be sent to the OEK. The NTU shall further report to the President on a quarterly basis on the progress of implementation of programs.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal this 15th day of July, 2002, at the State of Koror, Republic of Palau.

Tommy E. Remengesau, Jr.
President of the Republic of Palau