



CAP/CSA/29/5c_Regional Activities

UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Twenty-ninth Joint Meeting
Chittagong, Bangladesh
17 May 2017

Item 5 of the Provisional Agenda

**GENERAL PROGRAMME OF WORK 2016-2017 AND 2018-2019 AND
REGIONAL ACTIVITIES**

Regional Activities

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions a report on the activities that have been undertaken by the Organization in the region since the 28th CAP-CSA Joint meeting which was held in Nara, Japan in June 2016.

Regional Activities

The World Tourism Organization's main objectives for its general programme of work since its 18th General Assembly have been structured around two strategic pillars: competitiveness and sustainability. The areas of work for the biennium 2016-2017 approved by the General Assembly at its 21st session in Medellin established as 3 priority work lines Security, Connectivity and Travel facilitation; Technology and impact on the industry; and Sustainability and growth.

In accordance with these objectives and priority areas, this document summarises the major activities UNWTO has undertaken in the Asia-Pacific region since the 28th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia which was held in Nara, Japan in June 2016. It also provides some information on on-going and upcoming events scheduled for the rest of 2017.

SUSTAINABILITY AND GROWTH

Training Programme for UNWTO Chinese Observatories (Zhangjiajie, China, 17-21 April, 2017)

The 2017 training programme for UNWTO Chinese observatories on sustainable tourism development was the fourth training programme organised by the Monitoring Centre for Sustainable Tourism Observatories (MCSTO). It was co-hosted by the People's Government of Zhangjiajie with the support of UNWTO.

Under the theme of "Tourist Destination Carrying Capacity Management", the training programme was organised to advocate the concept of sustainable tourism development and to promote advanced tourism development and management experiences which could help observatories both in China and in Asia-Pacific region as a whole to develop better understanding and connection between each other.

More than 56 local officials from the eight Chinese observatories attended in addition to international representatives of UNWTO from Malaysia and Indonesia.

National Conference on Responsible Tourism Practices (Kerala, India, 25-27 March 2017)

UNWTO partnered with the Government of India, the Government of Kerala and the Kerala Institute of Tourism and Travel Studies to organize this National Conference on Responsible Tourism to commemorate the International Year of Sustainable Tourism 2017. It served as a backdrop of the experiences and achievements made by Kerala in responsible tourism in identified destinations such as Kumarakom during the past few years. It was also intended for the promotion of good practices of sustainable tourism being implemented in different parts of the country, but which are not brought into the mainstream of discussions on tourism.

Kumarakom is the first destination in India to implement responsible tourism practices. Kerala Tourism was awarded for its path-breaking 'Responsible Tourism' project in Kumarakom, where the local community was successfully linked with the hospitality industry and government departments. Through this project, a model for the empowerment and development of the people in the area was created while sustaining eco-friendly tourism.

The conference was aimed at examining the various aspects of responsible tourism initiatives in Kerala along with successful cases that are being practised across the country. It provided a platform for sharing experiences, gathering first-hand knowledge on responsible practices that can help the relevant stakeholders to develop policies and programmes for tourism development at State/ Local levels. The key participants of the conference were Secretaries and Directors of various State Governments who ensure the implementation of sustainable tourism practices across the country.

UNWTO/Chimelong Initiative: Workshop for Poverty Reduction and Tourism Development
(Guangdong, China, 24-25 March, 2017)

Under the theme of poverty reduction and tourism development, the first UNWTO/Chimelong Workshop was conducted within the context of the agreement signed between the two parties in Beijing in May 2016 to promote sustainable tourism and to support wildlife protection through tourism.

The main objectives of the workshop were to raise awareness of the importance of tourism in poverty reduction, encourage knowledge-sharing and discuss opportunities and challenges related to poverty reduction through tourism. It served as an excellent platform for stakeholders from both public and private sectors to share their best practices on the theme. The workshop was also meant to support the objectives of the 2017 International Year of Sustainable Tourism for Development of UNWTO and advocated the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) of the UN.

Over 70 participants attended the Workshop including high-profile government officials and representatives of leading private enterprises of Guangdong Province.

11th UNWTO Executive Training Programme for Asia-Pacific (Port Moresby, Papua New Guinea (PNG), 20-22 March, 2017):

This 11th edition of the training programme was organized in conjunction with a National Forum on Sustainable Tourism for Development and in collaboration with the Ministry of Tourism, Arts and Culture of Papua New Guinea and the Tourism Promotion Authority of PNG. It was the first time the event had been held in the Pacific Island countries. As was in the case of the first 10 editions, the Training Programme was organized with the generous financial support of the Government of the Republic of Korea.

In line with the International Year of Sustainable Tourism for Development, the overall objective of the training programme was to deepen participants' understanding of how tourism planning, policies and practices can contribute to the Sustainable Development Goals (SDGs) in the International Year (i.e. 2017) through to 2030. To achieve this all-encompassing objective, the training programme examined the following:

- The important role that tourism can play in contributing to inclusive and sustainable socio-economic development at the country and within-country destination level focusing on the SDGs, employment and poverty reduction;

- How to manage tourism growth so that it is more sustainable and responsive to resource efficiency, safeguarding natural and cultural heritage with attention to the impacts of climate change across Asia and the Pacific; and
- How to optimize the benefits of global, regional and sub-regional cooperation in the development of mutual understanding, peace and security through international tourism.

In all, about 100 participants attended the Executive Training Programme – 23 of whom were from 16 member countries of the Asia-Pacific region.

SATTE 2017 (South Asian Travel and Tourism Exchange) (New Delhi, India, 15-17 February)

UNWTO organized the UNWTO/PATA panel discussions on Sustainable Tourism within the framework of the 24th edition of SATTE 2017.

SATTE is one of South Asia's leading travel trade shows which enjoys the full support of the Ministry of Tourism, Government of India and the collaboration of UNWTO. It is one of the largest and most comprehensive tourism events in South Asia bringing international exhibitors and buyers of travel business in India under one umbrella. It is a landmark event that represents India's increasing international leadership in the tourism sector. SATTE's dynamic growth mirrors international tourism's rapid expansion, with Asia and the Pacific becoming the new centre of gravity for global travel.

Subtitled *The World Capital of Travel Business*, SATTE 2017 at its 24th edition provided a comprehensive platform to domestic and international buyers, professionals from across the travel, tourism and hospitality industry along with National Tourism Organisations and State Tourism Boards to examine and seek innovative approaches to counteract economic uncertainties, and promote inbound, outbound and domestic tourism in India.

SATTE 2017 was one of the first meetings of the international tourism community to herald the International Year of Sustainable Tourism for Development 2017 in the South Asian region. In commemoration of the Year, one of the sessions was devoted to the UNWTO/PATA panel discussions on Sustainable Tourism.

This year's EXPO attracted over 800 exhibitors and participants from about 40 countries and 28 Indian states, some of whom were attending the EXPO for the very first time.

The 5th Annual Conference of UNWTO Sustainable Tourism Observatories (Guilin, China, 19-21 October, 2016)

The 5th Annual Conference of UNWTO Sustainable Tourism Observatories in China was held in conjunction with the 10th UNWTO/PATA Forum on Tourism Trends and Outlook. It was organized by the Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO), in collaboration with the People's Government of Guilin of China and the World Tourism Organization (UNWTO).

This 5th Conference served as a platform to discuss all the activities that had been conducted in the previous years in each of the 8 observatories in China. Some of the presentations were entitled Ten Years' Journey of China Observatories, Lessons Learnt from Guilin Yangshuo

Observatory and Five Years' Monitoring Experience from Chengdu and Kanas. It also provided a forum for UNWTO, MCSTO, and all the observatories in China to discuss the evolution of sustainable tourism development over the previous 5 years.

The participants were mainly from the 8 observatories in China, UNWTO, China National Tourism Administration (CNTA) and the People's Government of Guilin.

International Silk Road Conference on Nomadic Tourism and Sustainable Cities (Ulaanbaatar, Mongolia on 13-15 October 2016)

UNWTO organized the Conference jointly with the Ministry of Environment and Tourism of Mongolia and the World Cities Scientific Development Alliance (WCSDA).

The Silk Road has become one of the most visited international travel routes. However, the increase in visitation also brings challenges, such as the protection of the environment and the maintenance of necessary heritage standards. In light of Sustainable Development Goals (SDGs) and the International Year for Sustainable Development for Tourism 2017, the main aim of the conference was to discuss these challenges and the great potential existing in the development of nomadic tourism trails and products. The event also analysed tourism initiatives in the sustainable development of cities.

The conference attracted over 350 delegates from 21 countries including Ministers and high-level officials from nine UNWTO Silk Road Member States, official representatives from Silk Road regions, the United Nations Educational, Scientific and Cultural Organization (UNESCO), and UNWTO Affiliate Members. It served to strengthen tourism partnerships in areas of mutual interest and to concretise initiatives agreed upon previously.

The Silk Road countries agreed that, while the Silk Road presents extensive opportunities, long-term success will depend upon increased collaboration in the three key areas identified in the Silk Road Action Plan: marketing and promotion, capacity building and destination management, and travel facilitation.

TECHNOLOGY AND IMPACT ON THE INDUSTRY

National Workshop on the Use of Mobile Roaming Data (Bali, Indonesia, 24 March 2017)

The Government of Indonesia requested UNWTO's technical assistance for the organization of this national workshop which was aimed at providing participants with a broad knowledge of mobile roaming technology which could be used as one of the reliable sources for official tourism statistics.

Owing to its many entry points (through land, sea, and air) and the fact that it shares borders with some neighbouring countries, Indonesia has been encountering discrepancies in the tourist arrival figures of the Ministry of Tourism and those of the National Statistics Bureau. Not all the tourists coming through these points of entry are counted, thus creating imbalances in the country's national accounts and tourist arrival figures.

The workshop was thus intended to analyse how to confront these data compilation challenges and to see how mobile roaming data can be an important and effective means to anticipate the underestimate of the number of international tourists to Indonesia.

Discussions centred around the trends in utilizing technological sophistication to support national statistics in general and tourism statistics in particular in addition to the strengths and weaknesses of this methodology. Participants also analysed strategies and policies needed to implement mobile positioning data as one of the robust and reliable sources of tourism statistics. Apart from these, the strategies of European countries such as Estonia and Spain as well as those of regional organisations including EUROSTAT were compared and analysed.

28th CAP-CSA Joint Meeting and the UNWTO Conference on Tourism and Technology (Nara, Japan, June, 2016)

The 28th CAP-CSA Joint Commission meeting tabled inter alia, strategies the Secretariat and member States can use to position tourism on the global agenda in the International Year of Sustainable Tourism for Development 2017, updates on the establishment of ST-EP International Organization and the framework for enhancing security and safety for seamless travel.

The UNWTO Conference on Tourism and Technology on its part had as its main objective, helping tourism destination organisations and businesses to understand current and emerging technologies that are of primary relevance to them. This was in line with UNWTO's priorities related to technology and its impact on the tourism industry. Thus the discussions centred on the following:

- Effective use of new technology in marketing, including the attraction of new markets and customer relationship management (plus the role of social media); and content acquisition and distribution;
- Technologies that will enhance industry performance, through new business models, increased access to knowledge and skills, business networking and partnerships, strengthened sustainability and new applications, including robotics; and
- Enhancing the experience of visitors travelling to and within destinations and increasing access to travel opportunities, through more efficient transportation, automated processes and the use of techniques such as VR (virtual reality) and AR (augmented reality).

TRAVEL FACILITATION

Visa Policy Study for Indonesia (April, 2017)

Upon the request of the Government of Indonesia, UNWTO is carrying out a technical assistance mission to Indonesia to assess the impact of its visa-free policy on international tourist arrivals to the country.

Indonesia issued a visa-free policy to 169 countries and special administration regions and territories in 2016. The policy shift stemmed from one of the findings of UNWTO's 2013 study on visas which revealed that visa facilitation can increase international tourist arrivals up to between 5% and 25% over a period of 3 years. The positive experience of some countries and territories in the Asia-Pacific region including China, Japan, Malaysia, Singapore, Hong Kong, the Republic of Korea and Thailand convinced Indonesia to embark on this visa facilitation initiative.

The objectives of the study were to compare the contribution of visa free policy before and after its implementation in Indonesia; to ascertain the advantages and disadvantages of this policy on Indonesia as well as the effectiveness of the policy to boost the growth of international tourist arrivals.

The report on the study is intended to provide recommendations on selective criteria and how to measure the effectiveness of the visa free policy on Indonesia's tourism sector; to reinforce the commitment of national stakeholders and their continued support of the visa free policy to attract more international tourists to Indonesia if the findings are positive; and to serve as a reference to assist the government of Indonesia in reviewing and regulating the visa-free policy if necessary.

IMPROVING COMPETITIVENESS

Workshop on Tourism Statistics and Tourism Satellite Account (20-21 February, 2017, Tehran, Iran)

The Workshop on Tourism Statistics and Tourism Satellite Account was organized by UNWTO in cooperation with Iran Cultural Heritage, Handicrafts and Tourism Organization (ICHTO) and the Government of Austria.

The main objectives of the Workshop were the following: continued promotion of the *International Recommendations for Tourism Statistics (IRTS 2008)* and the *TSA: Recommended Methodological Framework (RMF) 2008* recommendations and standards to the Islamic Republic of Iran; additional assistance in understanding of these recommendations and standards in order to facilitate their implementation by the national System of Tourism Statistics (STS); obtaining information related to tourism statistics and to the data compilation practices in Iran; presenting the best practices of Austria related to tourism statistics and TSA; and assessment of the challenges related to tourism statistics, having in mind the extension of the STS of Iran to compilation of TSA.

In line with the above-mentioned objectives, the workshop aimed to provide training for the participants who were mainly representatives from ICHTO, the Statistical Center of Iran, (SCI), the Central Bank of Iran, the Border Policy Administration, universities and regional tourism bodies on methodological development of tourism statistics. They were also informed about current practice in compiling tourism statistics and TSA.

10th UNWTO/PATA Forum on Tourism Trends and Outlook (Guilin, China 20 – 22 October,)

The UNWTO/PATA Forum celebrated the 1st decade of its existence since it was inaugurated in 2006. As in all the previous editions, it was jointly organized by the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA) in collaboration with Hong Kong Polytechnic University and Guilin Municipal People's Government.

Building on reviews and reflections of the past years' events, the 10th UNWTO/PATA Forum was celebrated under the theme of "*Tourism 10:10 – Looking Back to Look Forward*" with the following objectives: 1) to review and reflect upon past events and their implications for the future of tourism as a driver for smart, inclusive and sustainable growth of a destination community; 2) to analyze and update global and regional trends and challenges for future tourism development;

and 3) to explore new areas for future research and practice on tourism as a key instrument for sustainable development.

Speakers and participants shared their views on a broad range of topics such as trends, the future of tourism, sustainable development through tourism, travel evolution through innovation, tomorrow's professionals, and inclusive tourism and poverty alleviation.

Participants were from both member and non-member countries of UNWTO including senior management and research officials from national tourism administrations and national tourism organizations; practitioners from the industries (airlines, transport services, tour operators, hotels, destination marketers, information and communication technology professionals, social media and eMarketers, destination and tourism consultants, etc.); and academics and postgraduate students from research institutes and universities in tourism and hospitality.

The 4th World Tourism Conference (WTC) 2016 (Penang, Malaysia, 17-18 October, 2016)

The World Tourism Conference (WTC) was the fourth edition in a series of conferences jointly organised by the World Tourism Organization (UNWTO) and the Ministry of Tourism and Culture of Malaysia since 2007.

Tourism Delights: Delivering the Unexpected – the theme of the Conference was in response to contemporary consumer trends which sees tourists becoming increasingly demanding and sophisticated in their requirements. The challenge is for tourism businesses not just to fulfil customers' expectations but also to surprise them positively. Consequently, the main objective of the conference was to create a platform for both public and private decision-makers to dialogue and exchange experiences on new trends, ideas and strategies geared towards meeting the expectations of tourists looking for new experiences, quality service and optimum levels of satisfaction. It was the first conference of its kind which was dedicated to the "Tourists First" principle.

The conference drew the participation of 32 UNWTO member countries and over 700 delegates including small and medium-sized tourism enterprises and related entities, international and regional organizations, travel and tourism organizations, academia and students. The speakers delivered practical, insightful and well-researched content that kept the audience engaged and attentive throughout the conference. Some of the take-home lessons were on policy formulation, product development, marketing, business culture and philosophy – all of which were closely linked to the theme of the conference *Tourism Delights: Delivering the Unexpected*.

ASEAN Conference on MICE, (Bangkok, Thailand, 28 September 2017)

Thailand Convention and Exhibition Bureau (TCEB) is an affiliate member of UNWTO entrusted with the support and development of Thailand's Meetings, Incentives, Conventions and Exhibitions (MICE) industry. One of its main goals is to work closely with the Ministry of Tourism and Sports of Thailand and the ASEAN members in promoting the region as a quality destination for international visitors in general and specifically for business travellers.

TCEB organized ASEAN Conference on MICE within the framework of the World Tourism Day 2016 celebrations in collaboration with UNWTO with a two-pronged objective: the first one was to provide a platform for participants from ASEAN member countries to discuss and exchange views

on ASEAN's future collaboration with UNWTO and its potential benefits; the second objective was to analyse the opportunities – such as borderless travel, job creation, a bigger source market and the creation of an international network of professionals and academics – that the establishment of the ASEAN Economic Community (AEC) presents to the MICE Industry. The meeting concluded that in order to be MICE-Ready and capitalize on these opportunities, ASEAN will have to invest in prerequisites including transport and infrastructure development among others.

Apart from the member States of ASEAN, other participants included NTOs, representatives from several ASEAN MICE trade associations as well as regional and international academic institutions.

Training Programme for Tour Guides from Cambodia (Macao, China, 14 to 20 June 2016)

The Institute for Tourism Studies (IFT) in collaboration with UNWTO organised a 7-day professional training programme for officials from APSARA National Authority and heritage tour guides of Cambodia. This was a follow-up to the Memorandum of Understanding (MOU) signed between UNWTO and Macao SAR Government in 2015.

The objective of the MOU was to enhance cooperation between the two parties in improving the quality of human capital and increasing the competitiveness of tourism destinations (particularly in the Asia Pacific Region) in order to achieve sustainable tourism development. The Global Centre for Tourism Education and Training of IFT was given the responsibility of organising training and education programmes, and other projects in collaboration with UNWTO to achieve the objectives set out in the MOU.

This training programme for the Cambodian tourism officials and heritage tour guides was the first training cooperation project organised in collaboration with UNWTO. It was also the first training programme of its kind specially designed for Cambodia. The training programme was aimed at strengthening the professional capacity of the Cambodian heritage tour guides through lectures, workshops and visits to the world heritage sites of the Historic Centre of Macao.

OTHER EVENTS AND ACTIVITIES

UNWTO Conference on “Tourism: a Catalyst for Development, Peace and Reconciliation” (Passikudah, Sri Lanka, 11 -14 July 2016)

The conference was held within the celebration of the golden jubilee of Sri Lanka's establishment of its formal National Tourism Organization which started off as the “*Ceylon Tourist Board*” in 1966.

But the main backdrop of the conference was the post 2-decades ethnic conflict which had deep repercussions on Sri Lanka as a whole and on the tourism sector in particular. Thankfully, with the cessation of hostilities in 2009 there has been a rapid and noteworthy recovery in tourism, though it has not been developed to its full potential. The opportunities for tourism development are great; nevertheless the challenges for recovery and reconciliation call for thought, discussion and a concerted plan of action by the public and private sectors.

The conference was thus aimed to assess the close links between tourism, peace and reconciliation as interdependent components in their overall political, economic and socio-cultural dimensions. These were examined on a global, regional and national scale in post-conflict development agendas involving the public and private sectors. Other objectives were to examine the position and contribution of local communities in the development of “peace sensitive tourism” in the provision of goods and services and in decision-making; gauge the potential of public-private partnerships with small and medium-sized enterprises in the development of tourism in areas recovering from conflict that lack infrastructure, especially in the accommodation sector; and evaluate marketing and re-branding of post-conflict destinations through the international, national and social media.

UNWTO International Conference on Tourism and Sports (Da Nang City, Vietnam, 24-25 October, 2016)

The Conference was jointly organized by UNWTO and the Ministry of Culture, Sports and Tourism of Viet Nam within the context of the 5th Asian Beach Games.

Tourism and sports are two social phenomena in the 21st century that mobilize millions of people the world over. They are two sectors that complement each other and share common goals such as forging understanding and closer relations between peoples of different cultures and lifestyles; and contributing to the promotion of peace among nations.

The main aim was to highlight the special connection between tourism and sports and their interdependence, while analyzing the contributions of these sectors to the sustainable socio-economic development of countries in the region and in the world at large. It drew the participation of policymakers mainly from the Asia-Pacific region together with representatives from the tourism industry, the sports industry, international organisations, international experts and the media.

Global Tourism Economy Forum (15-16 October, Macao, China)

In its 5th year running, Global Tourism Economy Forum (GTEF) 2016 focused on one of the most important stakeholders in the tourism economy - the consumers. They constitute one of the driving forces behind the growth in outbound travel from Asia. Thanks to them, Asia and the Pacific has become a major force in shaping the dynamics of global tourism. Among these consumers, the “millennial generation”, i.e. the younger consumers currently between the ages of 15 and 35 are of particular importance since they make up the region’s highest spending, most independent and discerning segment in its outbound markets.

The discussions thus focused on how these young consumers who are equally tech-savvy have become an increasingly influential force in the tourism industry. Apart from these, participants in the Forum including tourism and economy ministers, the world’s most influential business leaders, decision-makers and academia also analysed how different industries can capitalize on tourism development and contribute to economic growth.

2016 Global World Tourism Day Celebration (25-27 September, Bangkok, Thailand)

The theme of the World Tourism Day 2016 celebration was *Tourism for All: Promoting Universal Accessibility*, which is the creation of environments that can cater for the needs of all of us – with or without disability, families with small children or the ageing population.

Through this theme all countries and destinations, as well as the industry were urged to promote accessibility for all in the physical environment, in transport systems, in public facilities and services and in information and communications channels.

About 500 delegates from 60 countries took part in the official celebrations of the World Tourism Day. Some of the issues related to accessibility that were examined during the events of the celebrations include policy frameworks, capacity-building, business strategies and awareness-raising.

The participants exchanged best practices and experiences on accessible tourism and committed to advancing universal accessibility in all components of the tourism value chain to ensure that all citizens enjoy the benefits of travel, whatever their abilities may be.

UNWTO participated in the following major events in the Asia-Pacific region:

- The presentation of the UNWTO/WTTC Open Letter to Prime Minister Shinzo Abe of Japan, (Tokyo, Japan, 16 March, 2017)
- The World Tourism Cities Federation (WTCF) Asia-Pacific Tourism Conference (Penang, Malaysia, 26-27 March);
- World Travel and Tourism Council (WTTC) Global Summit (26-28 April, 2017, Bangkok, Thailand)
- ASEAN Ecotourism Forum, (Pakse, Lao PDR, 19-25 June 2016)
- JATA Tourism EXPO (Tokyo, Japan, 21-26 September, 2016)
- PATA New Tourism Frontiers Forum, Cox Bazar, Bangladesh, 23-25 November, 2016)

Publications

The **UNWTO/GTERC Asia Tourism Trends 2016 Edition**, the third annual report in the series, highlights the rapidly growing tourism sector of Asia and the Pacific. Tourism is a reflection of the socio-economic conditions of the region whose GDP has been growing much faster than the world's average. This has led to the emergence of a robust middle-class who possesses the disposable income to travel. Allied to the ICT revolution, a new group of travelers, the “consumer class” and the technology savvy “millennials” with their own characteristics has emerged. These form the essence of the second chapter of the study. Tourism calls for the reciprocal investment in infrastructure and human capital development to sustain this growth that is elaborated in the third section. The final chapter gives a summary of the agenda of activities of the Regional Programme for Asia and the Pacific for the year.

Benchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia

Benchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia is a follow-up report to the 2016 publication *Sustainable Cruise Tourism Development Strategies: Tackling the Challenges in Itinerary Design in South-East Asia*. These two reports were done in coordination with the Asia-Pacific Tourism Exchange Center (APTEC). This second report aims to support data-driven collaboration by encouraging information exchanges related to sustainable cruise tourism in South-East Asia. The report presents best practices and a methodology for policymakers and stakeholders to evaluate the impacts of cruise tourism at the destination level.

Contribution of Islamic Culture and its Impact on the Asian Tourism Market

Contribution of Islamic Culture and its Impact on the Asian Tourism Market highlights the influence of Islamic culture on Asian history and heritage and the potential of the emerging market for Islamic tourism. The publication outlines characteristics of the Islamic tourism market in Asia and the Pacific featuring 19 country monographs and case studies. Political, economic and socio-cultural dimensions of Islamic tourism in the region are outlined in each monograph. This is the product of the *Regional Seminar on Contribution of Islamic Culture and its Impact on the Asian Tourism Market* which was organised in Bandar Seri Begawan (Brunei Darussalam) in November 2015.

Overview of the Meetings Industry in Asia

Overview of the Meetings Industry in Asia provides a comprehensive view of the linkages between business events and tourism, examines the region's key market segments and developments in the meetings industry, and through a collection of case studies highlights the more recent trends in Asia. Fifteen countries in the region are specifically highlighted looking at their strengths, weaknesses, opportunities, and threats in terms of attracting and hosting events and providing examples in which these countries have redefined the meetings industry. The report ends with two special chapters on China and the Republic of Korea.

UNWTO Asia Pacific Newsletter

The UNWTO Asia-Pacific Newsletter is a joint initiative between UNWTO and Kyung Hee University – one of UNWTO's Affiliate Members sponsored by the Government of the Republic of Korea. The university has been publishing the Newsletter on behalf of UNWTO since 2005 when the first issue was released. The main purpose of the Newsletter is to report on contemporary tourism-related activities of the UNWTO and its Asia-Pacific Member States on issues such as national tourism policies, strategies, major events on tourism, interviews of Ministers in the region and destination reports etc. Starting in 2016, the newsletter is produced bi-annually and

distributed to governmental organizations and educational institutions in 68 countries, the majority of whom are from the Asia Pacific region.

Upcoming activities

- 6th International Conference on Tourism Statistics: Measuring Sustainable Tourism, Manila, Philippines, 21-24 June 2017
- 6th Global Summit on Urban Tourism, Kuala Lumpur, 4-6 December, 2017
- 11th UNWTO/PATA Forum on Tourism Trends and Outlooks (12-14 Oct, Guilin, China)
- 22nd Session of UNWTO General Assembly (4-9 Sept., Chengdu, China)
- UNWTO/PATA/Hong Kong Polytechnic Conference on Smart Tourism during 22nd GA
- UNWTO Regional Workshop on Evaluation of NTA Marketing Activities (July, Changshu, China)