



UNWTO Workshop on Product, People, Policy: Understanding the Success of Asia Tourism

January 23, 2019
FITUR, IFEMA

Summary

The UNWTO Workshop on the *Product, People, Policy: Understanding the Success of Asia Tourism* was held during the FITUR Tourism Fair on the 23rd January 2019 in the North Convention Centre, IFEMA, Madrid, Spain.

The Workshop began with remarks from Mr. Shanzhong Zhu who provided the overview of the workshop proceedings and provided background on the event highlighting the theme for UNWTO World Tourism Day: *Tourism and jobs: benefits to all* which will be celebrated in India on September 27, 2019.

Ms. Sandra Carvao, Chief, UNWTO Tourism Market Intelligence and Competitiveness department, gave a presentation on Tourism Trends in Asia and the Pacific. She highlighted that in 2018 there 1.4 billion global arrivals making 2018 the second best year since 2010. These 1.4 billion arrivals are two years ahead of the original forecast which estimated that global arrivals would reach 1.4 billion in 2020.

Asia and the Pacific had 343 million arrivals in 2018, which also exceeded original forecasts. The region has the fastest regional growth in arrivals from 2000 to 2018. Asia went from 16% of world arrivals in 2000 to almost one-fourth of world arrivals in 2018. She also presented the major outbound markets and highlighted that China remains as the top outbound market. For the past five years, the statistics and major trends of the region are featured in the annual *UNWTO/GTERC Asia Tourism Trends* report.

Ms. Harmony Lamm, Programme Associate, UNWTO Regional Department for Asia and the Pacific gave a presentation on policies and the products that

certain countries in the region have developed or put in place to drive tourism growth. Examples were given from China, Thailand, Indonesia, Japan, Republic of Korea, India, Iran, and Samoa. From these countries products and policies from the national and local perspective were given, such as the TempleStay programme of the Republic of Korea, the visa facilitation policy of Indonesia, and the Responsible Tourism Action Plan implemented in Kerala, India. UNWTO shares cases and stories from around the world in its E-Library, the Tourism SDGs platform, and on UNWTO social media.

The workshop continued with a panel on human capital development. The panelists were Dr. Wali Teymouri, Deputy for Tourism, Iranian Cultural Heritage, Handicrafts and Tourism Organization (ICHTO); Mr. Hiroshi Sawabe, Executive Director, Office of International Tourism, Japan Association of Travel Agents (JATA); Ms. Daniela Wagner, Regional Director, Pacific Asia Travel Association (PATA); Ms. Daisy Wang, Chief Strategy Officer, D&J Global Communications; and Mr. Xu Jing, Director, UNWTO Regional Department for Asia and the Pacific.

The panel discussions focused on the current status of human capital development in Asia and the Pacific and the factors that may continue to shift the sector, such as technology, digital platforms which may replace or redefine employment, new consumer trends and the changes in business models. The panelists also discussed how to involve and to attract youth into the tourism sector. Both JATA and PATA have made this a priority to engage youth and to convey all the opportunities that are within in the tourism sector.

The panel discussions led to an animated Q & A session showing interest and importance of human capital development for all world regions and how essential it is for every destination. The participants of the workshop were from the private and public sectors, academia, and research institutions.