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International Tourism – 2011 Result for January-August

- International tourist arrivals for countries monitored by the UNWTO reveal the following results through to August 2011: 122 countries show positive figures, of which 57 show double digit growth in arrivals, while only 27 reported negative results. A summary of data indicates that worldwide arrivals growth for January to August 2011 is estimated at 4.5%.

- The total number of international tourist arrivals reached 671 million January through August, up 29 million over the 642 million in the same period of 2010 (603 million in 2009 and 640 million in 2008). In a normal year, international tourist arrivals in the first eight months of the year account for an average 69% of the yearly total as a result of the higher summer travel season.

- The Northern Hemisphere peak summer season months of July and August showed encouraging results, with growth at close to 4% over 2010, corresponding to an extra 8 million arrivals. At 118 million, July saw the highest number of international tourist arrivals ever recorded in one month (August: 112 million).

- The Panel of Experts also emphasized the effects of other events on their destinations, such as the ‘Arab Spring’, the earthquake in New Zealand and the ash cloud from the volcano eruption in Chile. As a result, arrivals in individual countries might be up or down by as much as 30%.

- Largely as a result of the disaster and reduced travel in Japan, international arrivals in North-East Asia rose by only 1.4% in the first eight months of this year: in Japan itself, arrivals were down by half in April and were still down by a quarter as of September. Outbound travel initially fell by about 15% – outbound tours were suspended, but gradually came back to normal after three weeks – but monthly outbound numbers have exceeded those in 2010 since July. Domestic travel was of course also very seriously affected.

- Since the beginning of the year, emerging economies have continued to prosper, while most advanced economies - apart from the newly industrialized economies of Asia - have been sluggish and plagued by uncertainty. Yet, a series of negative shocks, including the earthquake and tsunami in the Tohoku Region of Japan, and the revolutions and protests in various countries of North Africa and the Middle East were by far the most significant.

- International arrivals in China increased by a modest 1% in the first six months of the year, with declines in demand from Japan and Hong Kong. However, this result follows the boost of last year’s Expo Shanghai and does consolidate it. Outbound demand still remains much stronger (up 20% or more). Domestic travel also continues to grow apace, with an increase in trips of about 12%.

Asia and the Pacific

After the bumper rebound of 13% in 2010, international tourist arrivals in the region continued to grow in the first eight months of 2011 albeit at a slower rate, of just under 6%.

However, tourism in the region is always highly susceptible to adverse events and developments – whether natural, economic or man-made. This year has been no exception. By far the most important event influencing tourism in the region was the earthquake, tsunami and nuclear accident in Japan on 11 March, which not only devastated inbound tourism and damaged Japanese domestic and outbound tourism, but also disrupted travel patterns throughout the region.
Arrivals in Hong Kong (China) are up 11%, with increases from mainland China balancing the decline from Japan. In Macao (+8%), there have been large double-digit increases from China, the Republic of Korea and Russia, but only modest increases from the USA, Europe and Hong Kong. Macao (China) now has 63 hotels and 31 guesthouses, with a total of 21,000 rooms—and more on the way. Average room occupancy in the first half of 2011 was 82% and average length of stay 1.5 nights.

Arrivals in the Republic of Korea increased by nearly 9% through the month of September, with double-digit increases from June: there have been plenty of diversions from Japan and much comment is being made about the success of the ‘Korean Wave’ or ‘Hallyu’ (the marketing of music, video games, food, clothing and culture) and shopping tourism. The Won is also competitive against the rising Yuan Renminbi and the even stronger Yen. For example, the number of Chinese to the island of Jeju exceeded 411,000 through the month of September—more than in the whole of 2010—thanks in part to the extension of visa-free stays by Chinese to 30 days.

China has replaced Japan as the most important source market. It continues to relax its restrictions on travel to Taiwan, lengthening the permitted length of stay and allowing some FIT travel. Since 2008, when direct travel across the straits was first permitted, over two million visitors from the mainland have come to Taiwan.

The dynamic growth in South-East Asia continues apace, with almost all destinations sharing in this growth. Arrivals in Myanmar have been rising by 26% a year (more than balanced by large increases from Russia, India, social reasons. However, international tourist arrivals so far this year (+8%) are slightly below the government’s target (+10%).

Brunei has set a target for a 20% increase in arrivals this year. Royal Brunei restored services to Shanghai and introduced a new service to Melbourne earlier this year, and several major hotels have been, or are being, refurbished.

Arrivals in the Philippines have been strong so far this year (+12%) after several years of slack. A currency pegged to the weak US dollar has helped.

International Tourist Arrivals, monthly evolution Asia and the Pacific (millions)

International arrivals in South Asia are growing just as quickly as those in South-East Asia, with a 13% increase so far this year:

- Economic growth in India is now almost as fast as that in China, and inbound and domestic tourism are thriving. However, the difficulties of Air India (including its suspension from Star Alliance) are not helping. There is plenty of investment in new hotels. International arrivals were up 10% in the first nine months of 2011 and the government has set an ambitious target to double arrival to 12 million by 2016.

- In the smaller tourism destinations are growing rapidly: Nepal reports an increase of 23% in January-September, the Maldives +18% for the same period (with an especially large contribution from China, which now accounts for 20% of total arrivals), and Bhutan +29% through July.

- Tourism in Sri Lanka continues to recover: arrivals were up 94% in the first nine months of the year, after a 46% increase last year, but are still short of their potential. Much investment is required.

Conditions for tourism in Iran, Pakistan and Bangladesh continue to remain much more difficult. All seem to be making some progress, but recent figures are not available.

Arrivals in Oceania were flat in the first eight months of the year, with a 0.3% decrease in arrivals in Australia balanced by a 1.3% increase in New Zealand, where the earthquake in Christchurch on 22 February had a serious and lasting impact on arrivals in the South Island. The ash cloud from Chile’s Volcán Puyehue in July briefly disrupted air services in both countries. Inbound tourism in both countries is also affected by the strength of their currencies. European and US demand for such long-haul and therefore expensive destinations is (in current economic conditions) muted, and Asians are in general heading towards destinations in South and South-East Asia.

Although the Chinese are said to be discovering an interest in the Pacific Islands, the Japanese and North Americans are coming in smaller numbers. Arrivals in the Northern Marianas are down 14% so far this year, and those in Guam (the most important island destination, apart from Hawaii—which although is part of the USA, is not included in the subregion) are down 6%. Arrivals in French Polynesia are up 11%, but on a very poor performance last year. Otherwise, it is only a few of the smaller destinations that are reporting substantial increases.

Outlook

The perennial talk about the likelihood of an economic slowdown in Asia and the Pacific has intensified in recent months and the IMF is now predicting that real GDP growth will slacken from 8.0% in 2010 to 6.1% in 2011 and 6.5% in 2012. This is still a very substantial rate of growth and much of the slowdown is due to the earthquake and tsunami in Japan.

Expectations for tourism have also moderated, as indicated by the ratings provided by UNWTO’s Panel of Experts. In September, they gave a score for the previous four months of 107, down from 110 in May and 149 in January. For the next four months, they gave a score of 114, down from 142 in January but the same as in May.

In other words, on both measures, the decline in the ratings came earlier this year, and did not persist during the middle months of the year.

uct development and diversification, good governance and policy readjustment, raising public awareness, and innovative approach. As for the outlook for year 2011, UNWTO forecasted world tourism will grow to 4% to 5% and Asia and the Pacific will grow to 7% to 9%.

Mr. Wang Qing-sheng, Professor and Vice Dean of the Business School at Tianjin University of Commerce delivered a lecture on Tourism Planning on 3 September. He opened his speech with the strong arguments that the quality and execution of tourism planning is an important standard to measure the level of regional economic development. In conclusion, he condensed his lecture into several keywords; ‘Contents of Tourism Planning’, ‘Tourism System’, ‘Analysis of RMF’, ‘AVC Theory’, ‘Environmental Impact Assessment (EIA)’, ‘Environmental Impact Statement (EIS)’, ‘Rural Tourism’, ‘Trends in China.’ He added, “Tourism planning is a complex system. A good tourism planning must be the combination of the product, price, location, management technology and market, and expectations of tourists, but the results should be able to attract matching investments.”

On the next day, lectures and discussions were continued. Dr. Liang Zhi, Chief Professor and Deputy Dean of Business School, Tianjin University of Finance & Economics, delivered a lecture on Designing and Developing Tourism Products. To explain how to design tourism products to attract Chinese tourists, he started his speech with the definition of tourism products. The classification of tourism products was another crucial part of the presentation. Dr. Liang Zhi approached the classification of tourism products by geographical factors, distance of journey, travel purpose, travel mode, and the travel organization and/or price composition. He also supplemented factors affecting tourism product designing. The factors were as follows: Resources, Facilities and Service, Consumers of the Target Market, Total Need of the Target Market, Consumers’ Demand, Affordability of Consumers, Competition, Technology and Cost Return Analysis.

The UNWTO, in collaboration with the Municipal Government of Tianjin, China organized a training program on Tourism Marketing in Tianjin from 31 August - 07 September, 2011.

The training program was an integral part of the UNWTO capacity building initiative for its member states which include the annual Practicum and the UNWTO Executive Training Program, among others. The UNWTO/Tianjin Training Program is a new endeavor to provide training and share technical know-how amongst members. The Tianjin Program was the first trial of its kind, and was sponsored by the Tianjin Municipal Government based on the agreement signed between UNWTO and Tianjin in 2010.

On 1 September, a lecture on China Tourism Development and its Cultural and Ecological Considerations was delivered by Mr. Bai Changhong, Dean of Tourism and Service College, Nankai University.

At the Opening Ceremony held on 2 September, Dr. Taleb Rifai, Secretary-General offered the Opening Remarks extending his warmest greetings to the Tianjin Municipal Government and attendees. During the program, in-depth presentations, lectures and discussions delivered by remarkable instructors and experts were made. Mr. Li Tianyuan, Professor and Doctoral Supervisor of Tourism and Service College of Nankai University, delivered a lecture on the tourism marketing entitled, “Marketing Planning in Travel and Tourism.”

Later, Mr. Xu Jing, Regional Programme Director for Asia and the Pacific, UNWTO, presented “Tourism Trends, Assessment and a Glimpse of UNWTO.” He summarized the inbound tourism statistics which marked approximately 935 million worldwide and 204 million for Asia and the Pacific in year 2010. He also assessed tourism in Asia. Since the global economic crisis in 2008, Asia tourism has been leading the recovery process. According to his analysis, Asia excelled in many qualitative aspects such as professional marketing, infrastructure development, prod-
Following the lecture and discussion on the topic addressed by Dr. Liang Zhi, Jiang Yiyi, Researcher of International Tourism Research Institute delivered a lecture regarding Marketing and Promotion of China’s Outbound Tourism. She divided her presentation into three sections. The first section of the lecture was about China and the Development of the Outbound Chinese Traveler. Part two was devoted to the Main Features of China’s Outbound Tourism Market in 2010. At the end of her lecture, sub-topics, including “Ads and Marketing,” “Ads and Products,” “Ads and Sales Channels,” and “Ads and Promotion” related to the marketing and promotion were discussed. Later on, Dr. Zhengying Lu, Vice Professor and Dean of Tourism Department of Tianjin University of Finance & Economics addressed a lecture on Tourism Advertisement and Communication Tactics. While he gave his lecture, many different and meaningful case studies of China were shared.

The aim of this training program was to provide latest information of market trends for the Asia and Pacific Region, with special emphasis on the Chinese outbound market by leading experts. Invitees were all tourism marketing officials from the Asia-Pacific region, and the training program was a platform for the invitees to share their experiences and discuss further enhancement on tourism marketing strategy.
The 5th UNWTO/PATA Forum on Tourism Trends and Outlook was held in Guilin, China from 26-28 October 2011. The forum was jointly organized by the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA), hosted by Guilin Municipal People’s Government and in collaboration with Hong Kong Polytechnic University.

The forum provided a platform for governments, industry and academics to share information, to analyze global trends and the broader environment impacting on tourism, and to map out the appropriate course of actions. Within the theme of ‘innovation and diversification’, the forum aimed at achieving the following objectives:

- To discuss the prospects of utilizing technology to promote destinations, businesses, and visitor experience.

Technical Session

A technical session, held on the first day of the forum aimed to provide practitioners and academics opportunity to exchange views and perspectives on innovation and diversification in tourism. Participants additionally discussed new product development for emerging markets, and the utilization of technology to promote destinations and enhance businesses.

Three speakers presented on each of these issues. Mr. Xu Jing, director of the regional programme for Asia and the Pacific, UNWTO, gave a speech on “Tourism Trends and Emerging Markets”. He said that although advanced economies driven by emerging destinations is slowly descending, emerging economies is massively increasing. Moreover, destination marketing should be emerged within the region.

Dr. Matthew McDougall, CEO and Founder of Sintech, China, presented “Technology in Tourism”. He mentioned that the social media market in tourism is rapidly growing. Potential tourists listen, look, read and talk about tourism destinations and tourism products online. He emphasized that destinations must look at their online brand health, reputation and product promotion.

Professor Haiyang Song, School of Hotel and Tourism Management in Hong Kong Polytechnic University, presented “New Tourism Product Development” and stressed on “e-Tourism”. Online tourism related companies expand its field from a simple reservation service to a suggestion and preview and reviews. He addressed on new product development from an e-tourism perspective.

Preliminary Session

Preliminary session was organized for the second day with renowned international speakers from the tourism sector. "UNWTO Long-term Outlook: Tourism Towards 2030" was presented by Mr. Xu Jing. As he mentioned during the technical session, it is assumed that emerging economies will surpass advanced economies by 2015. Asia and the Pacific tourism market will constantly grow and NorthEast Asia will be the most visited region in 2030 as forecasted by UNWTO.

Short-term forecast in the tourism industry was presented by Mr. Stuart Lloyd, Senior Director of Marketing & Membership in PATA. By 2013, Mr. Stuart Lloyd stated, nearly 7% growth was forecasted for Asia and the Pacific region. He also addressed that 22-44% of the growth volume comes from source markets such as Sri Lanka, Vietnam, Mongolia, Kyrgyzstan, Kazakhstan, Brazil, Russia, Indonesia and Macau. He said that the increase of total annual growth rate in a short-term tourism outlook projected in 2013 is derived from the middle class and the concentrated of wealth by a small number of individuals.

Dr. Nalaka Harshajeewa Godahewa from the Sri Lanka Tourism Development Authority presented about Sri Lanka with “Marketing and Emerging Tourism Destinations in Asia”. He spoke of the case of Sri Lanka in relation to the topic. He suggested 10 major global tourism trends and introduced Sri Lanka as authentic, compact and diverse with the slogan “8 wonderful experiences in 8 wonderful days” as a case of tourism marketing in emerging destinations.

Mr. Jae-Kyung Lee from the Korea Tourism Organization introduced the impact of the ‘Korean Wave’ as a tourism marketing tool. He shared that the ‘Korean Wave’ roots started from Korea to North America, and explained its impact towards the growth rate of inbound tourists.

The forum was successfully held with more than 180 participants from twenty countries in Asia and the Pacific region.
Charting the Future of Ecotourism in Asia Cambodia, 3 - 5 October 2011

To deliberate on the future of ecotourism in Asia, the 3rd World Ecotourism Conference was held from 3 - 5 October, 2011 in Cambodia. The Government of Cambodia in collaboration with the UNWTO and Asia Pacific Ecotourism Society (APES), the conference in Sihanoukville, Cambodia Bay, attracted a gathering 250 members of ecotourism fraternity. Comprised at the event was a Ministerial Round Table on Ecotourism, an Ecotourism Research Symposium, Plenary Sessions and Business Networking Appointments were programs organized during the conference.

Plenary Sessions

The first plenary session mainly focused on sustainable tourism and roadmaps. With policy makers, public sector administrators, academics and NGOs, this session explored options to reduce environmental impact by use of renewable sources, developing measurable benchmarks, enforcing the power of place and localization, mainstreaming ecotourism and improving tourism’s contribution to sustainable development, environmental conservation and nation building. The second session led to market development and marketing value chain with entrepreneurs, eco-tour operators, NGOs and eco-lodge owners. This session focused on the development of regional and domestic markets in ecotourism, learning from leaders in destination positioning, e-marketing, embracing social media and developing virtual communities, exploring successful branding of destinations, evaluating accreditations and mandating green certification for local authorities and industry players. With the emphasis of local community challenges and success stories, the third session sought ways to impede the negative impacts of tourism, increase in positive contribution facets such as rural area development, community based tourism cooperatives and providing the necessary capacity building to develop successful local enterprises that meets sustainable tourism objectives.

‘Public-private-people partnerships’ was discussed during the fourth session with public sector administrators, entrepreneurs, NGOs and communities. Successful recipes for sustainable collaboration, such as, working towards partnerships and sharing resources, justifying public funding for rural development and value management of developmental policies, narrowing urban-rural economic divide, to inculcate united and caring societies through tourism, contributing to sustainable distribution of wealth and promoting the natural and cultural heritage of ecotourism sites were discussed.

Ecotourism Business Seminar

‘The Business seminar for ecotourism entrepreneurs was held under the theme of How to survive your small scale ecotourism business? Since eco-tour operator business models require technical skills, the objective of this session was to provide technical expertise for marketing ecotourism products. Several in-depth discussions on the topic of understanding eco-tourists’ buying behavior, strengthening product development, diversifying products and generating forward business were addressed.

Ecotourism Research Symposium

Ecotourism research symposium provided the platform for academic scholars to present recent research on best practices along with case examples evidenced by scholarly research.

1st Ministerial Round Table on Ecotourism

Tourism, Environment, Natural Resources Ministers along with senior government officials, industry leaders, community leaders, conservationists and leading investors shared their respective insights on ecotourism development and growth, and to promote multilateral collaboration in the region and to gather momentum from past successes towards the advancement of ecotourism in Asia and the Pacific. The Round Table, together with shared input from conference delegates under the theme “Charting the Future of Ecotourism in Asia” concluded the event with the “Sihanoukville Declaration on Ecotourism”.

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Dr. Chulwon Kim’s visit to the UNWTO Regional Support Office for Asia and the Pacific

Dr. Chulwon Kim, chief editor of UNWTO Asia Pacific Newsletter (Dean of the College of Hotel and Tourism Management, Kyung Hee University) made his first visit to the UNWTO Regional Support Office for Asia and the Pacific on 16 January, 2012 accompanied by Mr. Jung-Ho Suh, Research Assistant from Kyung Hee University.

Dr. Kim in his role as Chief Editor of the UNWTO Asia Pacific Newsletter has demonstrated strong support for the Regional Support Office. The trip was arranged for a means to maintain continued cooperation and to exchange and discuss current issues related to tourism in Japan.

Mr. Yuichiro Honda, Chief of the UNWTO Regional Support Office for Asia and the Pacific, Mr. Kazuo Ichikawa, Executive Director, and Ms. Junko Yoshida, Staff Member, discussed the ongoing initiatives to revitalize tourism in Japan following last year’s catastrophic earthquake, along with future plans for the Regional Support Office. The Office stressed the importance the Silk Road initiative, including its maritime routes; comment later echoed by Dr. Kim who closed the meeting by suggesting future research collaboration with Kyung Hee University.

Maritime Silk Road Poster Exhibition

The Maritime Silk Road Poster Exhibition was held in Osaka, Japan from 4 January - 2 February, 2012.

The exhibition shared spotlight among member countries of the maritime Silk Road with the aim of promoting tourism in these destinations under the Silk Road brand. A total of sixteen countries including Brunei, China, Croatia, Egypt, India, Indonesia, Iran, Italy, Japan, Korea, Maldives, Pakistan, Philippines, Sri Lanka, Thailand, and Turkey were represented.

At the exhibition, a variety of tourism posters and related brochures were displayed, highlighting each country’s respective attractions. The venue for the event was located at a boat terminal adjacent to a river where trade between merchants and ships was historically conducted, helping to achieve a representative effect of past commerce.

Progress on the Maritime Silk Road

The UNWTO Regional Support Office for Asia and the Pacific is undertaking study and research on the maritime routes of the Silk Road to promote tourism along the Silk Road routes. The regional support office will contact maritime Silk Road related countries to obtain details and deliver updates through this newsletters. Each country’s involvement is crucial for the success of this initiative successful. The regional support office looks forward to working with you in 2012.
In spite of tourism’s growing relevance and proven contribution to GDP (3% to 5% worldwide), jobs (7% to 8% of all jobs) and exports (30% of the world’s exports of services), travel and tourism still regretfully lacks due political and economic recognition.

In this framework, the UNWTO and WTTC have decided to join hands in their common goal of mainstreaming Travel and Tourism in the global agenda in the form of a “Global Leaders for Tourism Campaign”. The objective is to position tourism as a driver of economic growth and development, and thus a priority in the global agenda.

The UNWTO and WTTC will present an Open Letter to Heads of State and Government worldwide, highlighting the importance of travel and tourism. In turn, Heads of State and Government will accept this letter in acknowledgement of the relevance of travel and tourism in facing today’s global challenges.

On behalf of the Chinese Government, Mr. Wang accepted an Open Letter stressing the importance of Travel and Tourism to global growth and development, presented by UNWTO Secretary-General, Taleb Rifai and WTTC Vice Chairman, Jean Claude Baumgarten. Mr. Wang highlighted the link between tourism and international and national economic development, as well as understanding and stability worldwide, and committed China to "take an active part in the UNWTO/WTTC initiative to promote tourism around the world".

"In 2009, China declared tourism a strategic pillar for its national economy and policy," said Chinese Vice-Premier, Wang Qishan, on joining the UNWTO/WTTC Global Leaders for Tourism Campaign (Beijing, China, 1 September 2011).

David Scowsill, President & CEO of the World Travel and Tourism Council (WTTC) said: "China’s commitment to tourism was underlined this year with the declaration of the National Tourism Day of China. Signing the Open Letter reiterates this long term commitment and demonstrates China’s leadership role in the Travel and Tourism industry. The government truly understands tourism’s impact on job creation and the positive economic impact contributed to global GDP". China received 56 million international tourists in 2010, generating USD 46 billion in international tourism receipts. China is also the world’s third biggest source market, with Chinese outbound tourists spending around USD 55 billion in 2010.
Dialogue with Minister of Tourism and Sports of Thailand
H.E. Mr. Chumpol SILAPA-ARCHA,

Risk Management and Recovery Plan in Tourism Sector Toward Recent Floods in Bangkok

Regarding the recovery plan for the tourism sector in Thailand, numerous organizations, for example, the Tourism Authority of Thailand (TAT), have delivered a proposal for tourism recovery. Included in the proposal is a plan to manage affected areas, support MICE and related domestic packaging along with providing reimbursements and tax deductions to flood-affected entrepreneurs and MICE organizers. In addition, there is a plan for improved compensation and collaboration with tour agencies to foster improved tourism confidence. This was initiated when TAT invited more than 350 travel agents and journalists from around the world to bear witness themselves to the improvements being made. As part of the recovery campaign, “Beautiful Thailand”, a Mega Fam Trip was hosted from 6 - 18 December 2011. The event featured a tour across the tourists who would like to transfer domestic flights to other provinces in Thailand. Additionally, have in- tourism recovery is progressing well. It can be claimed that the TAT has successfully delivered a proposal for tourism recovery. Included in the proposal is a plan to manage affected areas, support MICE and related domestic packaging along with providing reimbursements and tax deductions to flood-affected entrepreneurs and MICE organizers. In addition, there is a plan for improved compensation and collaboration with tour agencies to foster improved tourism confidence. This was initiated when TAT invited more than 350 travel agents and journalists from around the world to bear witness themselves to the improvements being made. As part of the recovery campaign, “Beautiful Thailand”, a Mega Fam Trip was hosted from 6 - 18 December 2011. The event featured a tour across the tourists who would like to transfer domestic flights to other provinces in Thailand. Additionally, have in-}

Future Plan of Tourism Sector in Thailand

Effective cooperation from all organizations concerned - both governmental and private sectors, is needed for the investments on the development of Thailand’s tourism industries in terms of promoting tourism and sports in the positive ways, particular value of money, and good quality. It is integral that the government have a clear platform of tourism investment promotion, and take it into concrete action towards further developing tourism at an international level.

General Issues in Thai Tourism

Role of Tourism in 2012

Tourism is a major driver of job creation, poverty eradication, socio-economic development and people - to - people contact in respective countries. The sector itself is particularly important as a source of export revenue, contributing 30% of the world’s services exports, amounting to USD 1 trillion a year and 45% of the total services exports in developing countries, rendering it an important driver of growth in the global economy. Moreover, the low - carbon development of sustainable models of transport are becoming increasingly of issue when considering increased taxing imposed on international travel in a number of European countries. These unilateral taxes and the basis for their calculation are inherently discriminatory favouring short flights over long - haul travel; and more specifically, that some taxes discriminate against long - haul destinations through so - called “distance banding” based on distances to capital cities.

Overview

Thailand’s labour market for hospitality and tourism sectors are very important for job creation and income. However, Thai labour still occupies a disadvantage in terms of language proficiency compared to its ASEAN neighbors, Singapore, Malaysia, and the Philippines. Second language fluency across Thai workers, for the majority, is limited to major tourist destinations; particularly, Bangkok. The Thai Lace is not without its advantages, however. They are the uniqueness of Thai hospitality and the genuine smile and sincerity of its people. Additional advantages for Thailand Tourism are the cost of travel, food and accommodation throughout the country amidst the country’s natural beauty – serving a tremendous opportunity for the development of new categories of niche tourism, such as eco - tourism, medical tourism, amongst others.

Eco tourism, when marketed and managed effectively, acts to motivate people towards a consciousness of natural conservation. Additionally, tourists have an opportunity to learn, touch, and experience with the nature directly, creating positive environmental ethics and participation in the community of the people. Common eco-tourism sites can include national parks, forest parks, and wildlife sanctuaries. Some more recent trends in eco-tourism are travel to remote forests, bird watching, and photography.

Medical Tourism is a high value service of the tourism industry and will increase more when connecting to tourism. Medical tourism in Thailand is popular among foreign patients; especially tourists from Middle Eastern countries, and is gaining to become a central medical tourism hub in Asia due to state-of-the-art equipment, professional doctors, reasonable pricing, and excellent hospitality. Apart from the mentioned factors, Thailand is the destination of tourists around the world who would like to visit because Thailand has many tourism destinations that are abundant, as well as beautiful natural resources such as sea, mountains and charming culture, food, entertainment, shopping, and etc. Therefore, it is appropriate for foreign patients to take their opportunities to travel after treatment.

Training contents of the article Mrs. Thantkyi Sanoeile, Manaswich, Deputy Permanent Secretary, Thailand Ministry of Tourism and Sports and Dr. Chulwon Kim, Chief Editor of UNWTO Asia Pacific Newsletter had commenting on current issues of tourism in Thailand.
Mr. Sukhumbhand Paribatra declared in mid-December that flood waters in the capital had finally receded and that Bangkok Metropolitan Administration officials had collected 645 thousand tons of garbage from October 15 to December 22. This was achieved in part due to the tremendous efforts of nearly 4,000 volunteers and city officials who have aided in speeding up recovery.

Interviews with Tourists Regarding Flood

The Thailand Tourism Update website provides short interviews with visitors to Bangkok regarding the flood disaster. They are satisfied with the current situation in the city. Interviewees mentioned that it is safe and clean and there is no obstruction to travel and sightseeing.

Ms. Ursula Richard from South Africa said, “We have been seeing lots of temples during our visit last 2 days. Yeah we have heard news about the flood. We then check from internet about things and we came here and found out that everything is fine. No, that doesn’t affect our plan at all. We are going to Chiang Mai by train. Do come to Thailand, you will enjoy.”

Mr. Joo-Cheang Tham and Mrs. Paula Tham from Australia said, “Travelling is easy and fine using skytrain, underground train and today boat. It was great travelling around. Yes, we saw the news about flood before we came but we decided to come and everything was absolutely fine. We are flying to Chiang Mai and continue with green bus to Chiang Rai. Nothing to worry about, people here always give you assistance.”

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The Worst Floods in Thailand

Bangkok, Thailand, one of the world’s leading tourist destinations was left devastated following one of the nation’s worst ever storms affecting the Gulf of Thailand. The storms strongest-hit provinces were the Central Plains which includes the Chao Phraya River, low-lying agricultural areas, the ancient capital of Ayutthaya and key tourist destinations including Chiang Mai, Chiang Rai, and Loei.

Thailand’s Flood Relief Operations Command (FROC) acted in accordance with established protocol to mitigate damage from the storm. The Tourism Authority of Thailand (TAT) continuously updated the flood situation as well as a full list of closed attractions on their website and the TAT Information Line to check local conditions. TAT advised that “tourists planning to travel to the provinces affected by the floods are advised to check the latest weather forecasts for their destination and confirms arrangements with the transportation providers with which they will be traveling.”

Thailand Government’s Statement on Situation of Floods

A statement from Ministry of Tourism and Sports on the current situation of floods was posted on UNWTO Website to provide updates on the current status of international airports.

Bangkok Clean-up Operation

In efforts to prevent further incidents related to flooding in the future, Bangkok governor, Mr. Sukhumbhand Paribatra, stated that the city needed to learn from the disaster saying, “It’s a wake up call. We need to take a hard look at the problems that may arise from climate change and take a long-term perspective on how to deal with them.” He proposed more investment in flood mitigation and prevention, namely construction of more retention ponds, drainage tunnels and pumping stations. “It will cost a lot of money, but I don’t think there is any other way unless we change our conceptual approach and allow some areas to be flooded during the flood season.”

Thailand Tourism Recovery Plan

Bangkok, Thailand, one of the world’s leading tourist destinations was left devastated following one of the nation’s worst ever storms affecting the Gulf of Thailand. The storms strongest-hit provinces were the Central Plains which includes the Chao Phraya River, low-lying agricultural areas, the ancient capital of Ayutthaya and key tourist destinations including Chiang Mai, Chiang Rai, and Loei.

Thailand’s Flood Relief Operations Command (FROC) acted in accordance with established protocol to mitigate damage from the storm. The Tourism Authority of Thailand (TAT) continuously updated the flood situation as well as a full list of closed attractions on their website and the TAT Information Line to check local conditions. TAT advised that “tourists planning to travel to the provinces affected by the floods are advised to check the latest weather forecasts for their destination and confirms arrangements with the transportation providers with which they will be traveling.”

Thailand Government’s Statement on Situation of Floods

A statement from Ministry of Tourism and Sports on the current situation of floods was posted on UNWTO Website to provide updates on the current status of international airports.

Bangkok Clean-up Operation

In efforts to prevent further incidents related to flooding in the future, Bangkok governor, Mr. Sukhumbhand Paribatra, stated that the city needed to learn from the disaster saying, “It’s a wake up call. We need to take a hard look at the problems that may arise from climate change and take a long-term perspective on how to deal with them.” He proposed more investment in flood mitigation and prevention, namely construction of more retention ponds, drainage tunnels and pumping stations. “It will cost a lot of money, but I don’t think there is any other way unless we change our conceptual approach and allow some areas to be flooded during the flood season.”
Traditional Folk Village and a Step forward Green Tourism Revitalizing the River

A tour of the Andong Hahoe (a river) Folk Village, where ancestors of the “Ryu’ family have resided for over six hundred years, offered another genuine Korean experience.

The Andong Hahoe and Yangdong Folk Village (mentioned previously), both have been designated UNESCO World Heritage Sites in 2010, and display their charm to guests visiting Korea.

A later tour, organized by the Minister of Culture, Sports and Tourism, featured a tour of the Sangju Reservoir located on the upper stream of the Nakdong River. The reservoir is a multi-purpose and eco-friendly project. Evidence of its blend of utility and beauty was experienced by representative teams from 30 countries along with members of domestic and foreign press.

Event Review: 19th Session of the UNWTO General Assembly – Special Events

Under the backdrop of Gyeongju’s beautiful natural scenery and ancient landmarks, the 19th UNWTO General Assembly successfully hosted over 800 participants from 125 different countries. Additional to assembly business matters, special events were organized showcasing Korean history and culture.

Experience of the History Museum Without Roof

Tour programs were organized including a tour of Seokguram, Bulguksa, Karimsa temple, Cheomseongdae, the Gyeongju National Museum and Yangdong Folk Village. At the Gyeongju National Museum and Cheomseongdae tour stops, the Minister of Culture, Sports and Tourism provided a short presentation, sharing his knowledge of the region as a history professor.

Pine Tree Artist Exhibition and Globally Traditional Hanbok Designer Show

Prior to the Dinner for Heads of Delegation hosted by the Governor of Gyeongsangbuk-do on 11 October, the Bae Bien-U Exhibition and Lee Young-Hee Hanbok (Korean traditional dress) fashion show at the Art Sonje Museum were held.

Bae Bien-U, a renowned photographer whose works have been highlighted on the poster of Salzburg 2010 (a great honor for artists), is renowned for his devotion to modern landscape arts highlighting natural aesthetics and beauty, reflecting and inspiring traditional Korean sentiments.

Lee Young-Hee, a highly decorated designer of haute couture, hosted a fashion show representing of Korean royal customs and dress evolving through seasonal changes. Making special attendance at the event was the Governor of Gyeongsangbuk-do, who welcomed guests while dressed in a colorful blue hanbok designed by Ms. Lee.
An International Seminar for Medical Tourism was held at Kyung Hee University, Seoul, Korea on 29 November, 2011. The seminar, hosted by the College of Hotel and Tourism Management, Kyung Hee University and the Center for Tourism Industry Research, Kyung Hee University, was attended by a great number of scholars, experts, practitioners and government officials from the tourism industry.

“Classified under Special Interest Tourism (STT), Medical tourism is a high value-added tourism product which has caught the attention of both the public and private sector”, said Dr. Chulwon Kim, Dean of College Hotel and Tourism Management, Kyung Hee University, in his opening remarks. He added, “Noticing its potential of growth, the Korean government has started to boost marketing promotion on medical tourism and supports the market by investing budget and making policies.”

Dr. Walter Freyer and Dr. Kee Taig Jung, pioneers in Medical Tourism, delivered in-depth presentations and shared their insight. Dr. Freyer, Chair of Tourism Economics and Management, Dresden University of Technology, Germany, presented “Medical Tourism and Travel”, comprising of German cases of medical tourism experiences.

The second presentation, “Issues and Prospects of Global Healthcare as a Future Growth Engine Industry in Korea”, was delivered by Dr. Kee Taig Jung, MBA Professor of Health Services Management and Director of Health Services Management Research Center, Kyung Hee University. During his presentation, Dr. Jung emphasized the importance of growing global healthcare demand. He also mentioned that global healthcare is one of the promising industries for the future as a growth engine industry. Later, panel discussion under the agenda of “The Collaboration of Government, Industry and Studies on the Medical Tourism and Study Plan for the Medical Tourism” followed. Dr. Ick-Keun Ok, President of the Tourism Sciences Society of Korea, chaired the session as a moderator. Mr. Soo Nam Jin, Chief of the Department of Medical Tourism, Korea Tourism Organization, Dr. William C. Hunter, Professor of Kyung Hee University, and Dr. Jin Won Mok from Yonsei University shared their point of views as panelists.

The seminar proved to be a successful venue for exchanging the latest information platform for enhanced collaboration amongst stakeholders in this emerging tourism segment.
Introduction
Cruise tourism now encompasses a wide range of activities for travelers in addition to its traditional function of providing transport and accommodation. Intercontinental and long distance cruises are now supplied with a variety of facilities and amenities commonly made available at resort destinations, making sea travel much more enjoyable and comfortable for travelers. The enormous scale of today’s cruise ships along with the range of on-board activities and amenities expands parameters for what defines a resort experience.

Cruise tourism is one of the world’s fastest growing tourist activities. Asia and the Pacific, with a combined growth rate of 90% from 2001-2004, brings its total number of cruise passengers to nearly 800,000 and market share of 6%. This impressive growth rate contributes to the speculation that the 13 million cruise passengers recorded in 2004 are expected to increase to 25 million by 2015 worldwide.

However, this being said, the Asia Pacific market share is minute and cruise tourism remains in the product-introduction phase. This trend is unlikely to change any time soon, as the barriers to entry to the market are increasingly high and many Asian destinations adequate port infrastructure.

Destination: Global Expansion of the Cruise Experience
Cruise tourists thoroughly concern the zones in which cruise lines operate. The time of year and the climate conditions are key factors in selecting a zone as of selecting a destination on land. The Caribbean remains the leading zone in cruise tourism especially during the winter winter period.

Currently, the most popular cruise destinations are the Caribbean and the Bahamas, Mediterranean Atlantic Islands and Northern Europe. The Asia Pacific Region continues to remain a rare destination region for cruise tourism. The volume of cruise tourists is constantly in-
creases over years, and therefore, cruise lines need destinations in new regions.
Weather and seasonality are key factors of cruise line decision making. The reason why the Caribbean and Mediterranean are popular is that these zones are sunny during the northern Hemisphere’s winter and therefore offer a suitable substitute. For this reason, Australasia, the South Pacific and the Indian Ocean can be new cruise lines in the region.

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As shown in the Figure 3, the product life cycles for Asia, Europe and North America regions with greatest demand still lie at the introductory or growth stage of the curve, depending on the region.

Relationship Between Cruise Lines and Destinations

Cruise tourism has come to be regarded as “marine resorts”, and competes with traditionally marketed landlocked resorts, which has come to complicate the relationship between cruise lines and destinations. While significant overlap exists, some considerations to be accounted for are the following:

• Not all cruise ships are marine resorts (e.g. those for adventure, sailing, or other highly specialized cruises).
• Not all demand is equal (European demand is better informed; Asian consumers like to purchase brand-name products).
• Not all regions are equal: destinations play a larger role in the Mediterranean than in the other major region, the Caribbean.
• Not all destinations are equal. A small island is one thing; a city with a vast hinterland is another.

The effects of a cruise on its destination are significant, ranging from general spending or economic fallout to direct competition with land-based accommodation. The general trend of cruise tourism is for cruise lines to increase the number of on-board sources of income, such as art auctions, ice skating, paid restaurants, computer golf courses, satellite telephones in passenger staterooms, internet and e-mail access, etc.

Product in Asia and the Pacific

The Asia and the Pacific market has been traditionally divided into four segments: South Pacific (Australia, New Zealand, Solomon Islands, Indonesia and Papua New Guinea), Southeast Asia (Malaysia, Philippines, Singapore, Vietnam, Cambodia and Thailand), Far East (Japan, Republic of Korea, Democratic People’s Republic of Korea and China), and Trans Pacific (Hawaiian Islands, Island of Guam, Fiji, French Polynesia). The largest, in terms of traffic, is the South Pacific, followed by Southeast Asia.

The Japanese market has been frozen for many years, but there are new signs of improvement, coinciding with a change in the economic cycle. The Australasia market continues to grow.

The real potential of Asia and the Pacific is in selling products designed by Asians for Asians, since cruise demand forecasts for 2020 among residents of this region are quite promising. Markets should consider that Asians have less holiday time than Europeans.

Singapore is one of the fastest growing ports in the world and the largest in Asia, although Hong Kong, China, is starting to give it competition. There are prospects for a new Carnival product and it is expected that other major cruise lines will also dedicate more cruises to the region in the years ahead.

China, with the 2008 Olympic Games in Beijing and the World Expo 2010 in Shanghai, is expected to attract 3 million cruise passengers. Star Cruises is the only cruise line participating in this market. The principal ports are Xiamen and Shanghai. Xiamen has completed a cruise terminal with two berths, and has formed part of “International Cruise City”. Shanghai began plans for a new Carnival product and it is expected that other major cruise lines will also dedicate more cruises to the region in the years ahead.

The Australian government commissioned a report in 2005 for the development of the cruise tourism industry in the Asia-Pacific region. This suggested that a strategy outcome for the so-called “Action Plan for the Development of Australia-Pacific Cruise”. The cruise segment in Australasian regions, New Zealand and New Caledonia, is also on the rise.

Two segments are particularly large in specialization in terms of itineraries and type of ships. They are cruises for families with children, and thematic cruises. Thematic cruises are centered on various educational themes and recreational activities including wine tasting, cinema, golf, etc. Another growing specialized cruise is cultural cruises, where specialists in various fields host lectures and presentations en route to the sites to be visited at each destination, and business convention and incentive travel.
Việt Nam, located in the heart of South East Asia, has a tropical monsoon climate with four distinct seasons. Việt Nam occupies an area of 331,000 km² and is bordered in the North by China, in the West by Laos and Cambodia, and in the Southeast is its East Sea and the Pacific Ocean. Việt Nam has a population of more than 87 million people comprising 54 ethnic groups. The country’s beautiful landscape and its bold culture offer great potential for tourism. Travelers across the country will experience majestic mountain ranges, long sandy beaches, caves, islands, mineral water springs, and rare animal species. Việt Nam, with over 3,200 km of coastlines, is renowned for its beautiful beaches such as Đà Nẵng, selected as one of the six most beautiful beaches in the world by Forbes Magazine, and Hạ Long and Nha Trang which are recognized as being among the world’s most beautiful gulfs.

Visitors to Việt Nam will also be directly exposed to the country’s culture as evidenced through its art, food, music, architecture and crafts. Traditional ethnic art forms such as water puppetry, Ca Trù singing, Quan Ho folk songs, Hue royal court music, Tây Nguyên gongs remain alive and ingrained in its dynamic culture. Visitors will really feel the enthusiasm and warm hospitality of the Vietnamese people as well as the unique traditions of the different ethnic groups living together harmoniously. Hosted throughout the year are an abundance of cultural festivals, including the celebration of King Huế’s anniversary, the festival of Giong Temple, the Lunar New Year celebrations and other cultural festivals and events.

Việt Nam is the proud host of a total of 15 World Heritage Sites recognized by UNESCO, including two World Natural Heritage Sites, Hạ Long Bay and Phong Nha Ke Bang National Park; five World Cultural Heritage Sites, the Citadel of the Ho Dynasty, My Son Sanctuary, Hội An Ancient Town, Huế Ancient Capital, Imperial Citadel of Thăng Long - Hà Nội; six Intangible Cultural Heritages, Quan Ho Bắc Ninh folk songs, the space of gong culture in the Central Highlands, Ca Trù singing, Hue royal court music, Giong festival at Phú Đông and Soc temples, Xuan
A common goal of both public and private sectors in all countries is to create sustainable tourism profit. This is achieved optimally by increasing inbound tourism yield, by developing quality products that tourists are willing to buy, and inciting longer stays with enhanced motivation to revisit. Thus, GMS’s strategy is to “develop and promote the Mekong Region as a single destination, offering a diversity of good quality and high yielding sub regional products that helps to distribute the benefits of tourism more widely; add to the tourism development efforts of each country, by fostering a sustainable tourism development approach, by contributing to poverty reduction, gender equality and empowerment of women, while minimizing any adverse impacts.”

The strategy is comprised of 7 core programs: (1) marketing; (2) human resource development; (3) heritage conservation and mitigation of negative impacts; (4) pro-poor tourism; (5) private sector participation; (6) facilitation of travel, and (7) tourism development in priority zones. These core programs are divided into 29 projects including 16 thematic projects and 13 geographical projects.

1) Marketing the subregion as a single destination
To support multi country tourism in the GMS by stimulating demand from high yield markets through appropriate product development and joint promotional activities.

2) Human resource development with women’s empowerment
To upgrade the skills of tourism managers and tourism trainers to ensure that the strategy can be implemented and that the tourism institutions deliver quality training so that qualified staff is in place to face and manage tourism demand from high yield markets.

The Mekong Tourism Coordinating Office (MTCO), based in Bangkok, Thailand, was established with funding from the six governments of Cambodia, China, Laos, Myanmar, Vietnam, and Thailand, which represent the Greater Mekong Sub-region (GMS). The MTCO has two major functions:

1) Development – To co-ordinate sustainable pro-poor tourism development projects in the Mekong in line with the United Nations Millennium Development Goals, and

2) Marketing – To promote the Mekong region as a single travel and tourism destination.

Inbound tourism in the GMS has been one of the fastest growing destinations in the world. Between 2004 and 2006, the number of tourist arrivals, based on the PATA studies, increased by 26%, with an impressive 61% growth for Cambodia and 55% for Yunnan and Guangxi together.

Key challenges over the next ten years will be to maintain sustainability and develop high quality tourism. This action endeavors to secure the first foundation of the GMS Tourism Sector that will allow the GMS countries to optimize the benefits from tourism for its human and economic development while preserving the cultural and natural assets which are its main capital for the long term.

References: mekongtourism.org

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3) Heritage conservation and mitigation of negative socio-cultural impacts
To promote higher standards in the management of natural and cultural resources to maintain the value of what are the core tourism assets of the GMS; To strengthen socially responsible practices necessary to limit the negative impacts which uncontrolled tourism growth generates.

4) Pro-poor tourism and Equitable Distribution of Benefits
To promote patterns of tourism development that help reduce the incidence of poverty and increase economic opportunities and incomes for the poorest through their empowerment.

5) Private sector participation
To facilitate private sector participation and partnership in planning, investment and marketing.

6) Cross-border facilitation
To address impediments of travel to and within the GMS

7) Tourism-related infrastructure
To jointly plan and develop tourism infrastructure throughout the 13 identified GMS priority zones and to better spread the benefits of tourism.
Tourism Australia’s Managing Director Andrew McEvoy shares his thoughts on his organisation’s global marketing campaign, There’s Nothing like Australia.

Tourism Australia (TA) has built a global reputation for excellence in its marketing and research, targeting the key markets where the greatest tourism growth opportunities exist. Our campaigns continue to have high global appeal and are heavily backed by the Australian Government’s Tourism 2020 strategy – central to which is a concerted government and tourism industry effort to double the value of visitor spending for the Australian tourism industry to AUD140 billion by 2020.

As part of this vision, Tourism Australia is focused on marketing Australia’s unique tourism attributes where the greatest tourism growth opportunities exist. Our campaigns continue to have high global appeal and are heavily backed by the Australian Government’s Tourism 2020 strategy – central to which is a concerted government and tourism industry effort to double the value of visitor spending for the Australian tourism industry to AUD140 billion by 2020.

The truth is Australia is not a mass tourism destination and the way Australia is pitched to overseas consumers is largely built around what motivates people to travel here”, said Mr. McEvoy. For Australians, images of kangaroos, lassals, the Rock, the reef and the Opera House might seem clichéd but it is our nature – our fauna and wonderfull natural landscapes that are the things that set our country apart.

Like most national tourism authorities, we use our icons to draw people in and then broaden our messaging. Whilst the flagship television commercial is still important, it is declining as a centerpiece as more marketing goes digital and as consumers go increasingly to assess their travel aspirations.

So we reach out in other ways, and are showing global leadership throughout award winning digital ‘advocacy’ campaigns like ‘Trip in a Minute’, ‘Making Tracks’ and ‘30 Days in Oz’, and through social media platforms like our 2 million plus Facebook fans, making Tourism Australia the most popular destination page globally.

To be relevant with today’s consumer, Tourism Australia has and is continuing to provide compelling content by using the channels consumers are researching and booking their holidays – and today, that’s online.

It’s about getting Australia noticed and talked about. I think a past good example was inviting American online style blogger Scott Schumann (as known as The Sartorialist) to Australia. We bought Scott down here, said go out and do your thing. We didn’t tell him to write about Australia as a travel destination. We didn’t tell him what or who to shoot. We just said: do what you do best. And he did.

And what he posted opened a lot of people’s eyes to the fact that Australia is a sophisticated, stylish place – that’s a lot of fun to visit. So, there are many different dimensions to promoting Australia and one size doesn’t fit all. Our future work with leading bloggers within Asia has further emphasised this approach – and is what social media and advocacy is all about.

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### Conferences and Meetings

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<tr>
<th>Month</th>
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<th>Conferences and Meetings</th>
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<td>March</td>
<td>03-05</td>
<td>The 24th Joint Meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific</td>
<td>Chiang Mai, Thailand</td>
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<td>08-09</td>
<td>Regional Seminar on Tourism Statistics Capacity-building</td>
<td>Bangkok, Thailand</td>
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<td>14-17</td>
<td>South Pacific Food &amp; Wine Hospitality Conference</td>
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<td>09-18</td>
<td>International folk festivals in Nepal</td>
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<td>3rd Tourism Statistics Capacity-building Workshop</td>
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<td>18-19</td>
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<td>April</td>
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<td>May</td>
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### INTERNATIONAL FOLK FESTIVALS IN NEPAL

The largest international dimension of the folkloric groups / artistic troops welcomed the efforts undertaken by the authorities of respective contributing organizations and nations. The cost of transportation, medical aid, insurance and related assistance drove the Nepali festivals to regroup in an organisation in order to facilitate the administrative and diplomatic formalities and to share the programming costs of the amateur artists concerned.

### South Pacific Food & Wine Hospitality Conference

Over four exciting days, the inaugural South Pacific Food & Wine Hospitality Conference and concurrent Hospitality Trade Expo presented an international program delivered by acknowledged industry experts and award winning celebrity chefs, to learn the latest culinary and management trends in the world’s top restaurants and international hotels and resorts. The event showcased the latest in products and services, and hosted a range of networking opportunities including an exciting program of social activities, Signature dinners and a Gala Ball. [http://www.southpacificfoodandwine.com/]

### Phuket International Marine Expo (PIMEX)

The Phuket International Boat Show (PIMEX) takes place at the 80-berth yacht basin at the Royal Phuket Marina. PIMEX is a marine showcase that boasts a mixture of superb luxury yachts, charter boats and the latest marine equipment. Now in its ninth year, the international waterside boat show is the biggest “on water boat show” in Asia. [http://www.tourismthailand.org]

### Vietnamese Ethnic Groups Cultural Festival

From 18 to 19 April 2012, Vietnamese Ethnic Groups Cultural Festival will be held at the Culture-Tourism Village of Vietnamese ethnic groups (Dong Mo, Son Tay, Ha Noi) with the theme “Opportunity in the Dragon year”. The festival consists of 8 main contents: preliminary conference on three-year implementation of “Day of Vietnamese ethnic culture”; Conference on promotion and investment to develop culture-tourism products; a Gala night to honour the culture of Vietnamese ethnic groups; Northern mountain markets; activity programs of representatives of 13 ethnic community groups at the Culture-Tourism Village of Vietnamese ethnic groups; Traditional craft villages exhibition; performance of traditional games, sports and camping festival of Ho Chi Minh Youth Union of the Ministry of Culture, Sports and Tourism. Within the framework of the festival, the Vietnam National Administration of Tourism will guide travel enterprises to connect their tours and tourist destinations with cultural tourism programs at the Culture-Tourism Village of Vietnamese ethnic groups; coordinate to hold Conference on promotion and investment to develop culture-tourism products; cooperate with press agencies to introduce the event and tourism products of the Culture-Tourism Village of Vietnamese ethnic groups.

[http://www.vietnamtourism-info.com]

### Gold Coast Film Festival

The Gold Coast Film Festival is an annual celebration of screen culture which runs for 10 days. It includes: Queensland Showcase - cinema screenings of independent films shot in Queensland, International and Australian pre-release films, Asia Pacific Screen Award winning films and Cool Japan: a screen culture program designed to celebrate Japan’s creative industries. In 2012 the GCFF on the Gold Coast, and this event seeks to be the flag-ship and porthole to that industry. In 2012 the GCFF will have many exciting guest speakers including science fiction writer Alan Dean Foster, Surf Film Maker Jack McCoy, Actor Shane Rangi (Spartacus) and Anime film makers from Japan. [http://www.auralia.com]
Sri Lanka Celebrates 800,000 Tourist Arrivals

Achieving another remarkable milestone in 2011 for the country’s booming tourism industry, Sri Lanka welcomed its 800,000 tourist (up nearly 150,000 from the year prior) at the Bandaranaike International Airport yesterday evening.

In commemoration of the record breaking figure, Sri Lanka Tourism offered a special gift and a complimentary tour package to the tourists who arrived yesterday. This year’s record arrivals resulted from a strong increase of visitors from India, Japan, Germany, the U.K, France, the Netherlands, Italy, and Middle Eastern countries. November 2011 also broke the country’s monthly arrivals record receiving a total of 90,889 tourists.

Tourism Australia Urges Revellers to Share Their Sydney New Year’s Eve Experience with the World

Tourism Australia is urging people to get involved in its latest digital and social media campaign to create a short video captures of Sydney revellers captured via the City of Sydney’s NYE iPhone app. The film titled Project:12 portrays the shared experience and emotion of welcoming in the New Year with friends and family against the magnificent backdrop of Sydney’s world renowned fireworks display. Project:12 is released on Tourism Australia’s YouTube channel and promoted globally via its Facebook and Twitter in the early morning hours of January 1, 2012 before many other parts of the world reach their own 2012 countdown. The initiative is part of a Tourism Australia and City of Sydney joint venture to show the world why there’s nothing like celebrating New Year’s Eve in Sydney, Australia. Tourism Australia is also giving away a BridgeClimb gift certificate for the best video clip submitted. [www.australia.com]

Indonesia 39 over 139 for our eight World Cultural Heritage Sites. In addition, Indonesia has the potential to be a venue for international festivals and creative industry exhibition. Dr. Pangestu explained, “In July 2011 we achieved our highest volume of foreign tourists during the last three years, attracting 750,000 arrivals.” [www.budpar.go.id]

TrulyAsia. TV Mobile App. Now Available for Travellers

Travellers to Malaysia can now access insights on Malaysia’s exotic travel destinations, historical heritage, colourful events, homestay and accommodation through the newly launched TrulyAsia. TV Mobile App. Produced under Tourism Malaysia’s Web TV project, the TrulyAsia. TV Mobile App aims to provide a portable source of travel information on Malaysia for travellers around the world. It is available for iPhone, Android and Blackberry mobile users, making travel to Malaysia much easier. Moreover, with the TrulyAsia.TV App readily available, visitors can enjoy a more informed and hassle-free tourism experience. Users will greatly benefit from this app: both prior to arrival when planning their holiday, and from its conveniences after arrival. Travellers can access content conveniently and on-the-go providing informative descriptions of sights and events, state by state overviews and important contact information. [www.tourism.gov.my]

“Long Bien Bridge – Past and Present” Picture Exhibition

The opening ceremony of a picture exhibition themed “Long Bien Bridge – Past and Present” was held at the Exhibition House at 93 Dinh Tien Hoang, Hanoi on December 19, 2011.

This was a large-scale exhibition dedicated to Hanoian painters and their devotion to the history throughout many generations. As part of the exhibition, The Hanoi Fine Art Association organized five reality trips which brought the artists to Long Bien Bridge to draw. The exhibition showcased 169 painting works and two sculptures about Long Bien Bridge from 111 members from The Hanoi Fine Art Association and 60 young painters. Picture galleries at 93 Dinh Tien Hoang were full of pictures on Long Bien Bridge; past and present, spanning the Red River for more than a hundred years and having witnessed several attacks during wartime. Long Bien Bridge is a testament to the bravery of the Vietnamese people and a well appointed symbol of Hanoi in the present era of peace and integration. [www.vietnam-tourism.com]

MGTO to Publish Room Rate on a Permanent Basis for the Convenience of Visitors

The Macau Government Tourist Office will commence publishing hotel and guesthouse room rates on its website on a permanent basis as of December to provide a fair reference for residents and visitors. MGTO expressed that for guests who reserve rooms directly with the hotels, the price cannot exceed the limit of the rates published. However, if bookings are done through any other channels, namely travel agencies or on-line reservation services, the room rates published on the website can only be taken as reference. According to the current regulations, all hotels and guesthouses are required to inform MGTO of any revised room rates and ensure that room rates are not higher than what is registered. Guests can check hotel information and the published room rates at the MGTO website. [http://www.macautourism.gov.mo]
With more than 30 years of industry experience, Steve Noakes has obtained academic, industry and not-for-profit organization interests in tourism across Asia.

Mr. Noakes is senior Lecturer in Tourism at the UNWTO affiliate, QUniversty-Australia, founding Chair of Pacific Asia Tourism Pty Ltd, - an international sustainable tourism project management across Asia Pacific, and Director of Exodilodes in Indonesia. Additionally, he is a board member of the Global Sustainable Tourism Council, and Asia Pacific Focal Point for the SAVE Travel Alliance. Mr. Noakes has been involved in numerous tourism projects associated with the World Bank, the Asian Development Bank, International Finance Corporation, International Labor Organization and governments across Asia and the Pacific. As a member of the UNWTO Panel of Tourism Experts, he has been involved with the UNWTO on projects in Bhutan, Republic of Korea, Indonesia and Africa.

While outbound travel by Australians has boomed in the past few years largely driven by a strong dollar, domestic tourism in Australia has remained stagnant over much of the past decade. Mr. Noakes has, however, witnessed the emergence of different forms of domestic tourism markets in the region over the past decade.

"As an example, one indicator I use in the ecotourism market for domestic demand in Asia is the establishment of local language editions of magazines such as National Geographic. If, as we now see in Thailand and Indonesia, a major global brand such as National Geographic identifies a domestic market for its quality nature-based journalism and photography, that probably also suggests those countries have a local market that is interested in locally based ecotourism products. It’s certainly something we are seeing with our ecodilodes in places like Way Kambas National Park in Sumatra and Tanjung Puting National Park in Kalimantan," he said.
UNWTO Publications

Compendium of Tourism Statistics - 2011 edition

The 2011 edition of the Compendium of Tourism Statistics has been considerably expanded and its new format features information on inbound, outbound and domestic tourism, tourism industries and employment as well as macro-economic international tourism related indicators. Much more than an update on previous Compendium editions, the new publication responds to countries’ petitions for enlarging the focus of tourism to also domestic tourism, tourism industries and employment, as well as the need for further international comparability on these aspects. The Compendium is designed to provide a condensed and quick-reference guide on the major tourism statistical data and indicators in each country. It provides statistical information on tourism in 212 countries and territories from around the world for the period 2005 – 2009 and is available in English, with country notes given in English, French and Spanish.

Publication Year: 2011
ISBN: 978-92-844-1389-8

Policy and Practice for Global Tourism

Policy and Practice for Global Tourism is a guide to the major themes in world tourism today. Through 11 chapters, it presents an overview of topics ranging from sustainable tourism to social networks or emerging markets to creating a successful destination brand. Examples of UNWTO’s work in key areas are highlighted throughout the publication, and these are complimented by case studies and opinions from business leaders, destinations management organizations, academics and NGOs.

Publication Year: 2011

Religious Tourism in Asia and the Pacific

The Asia-Pacific region is considered the world’s religious core with the greatest number of pilgrims and travellers for religious events, for both international and domestic tourism. It is estimated that there are approximately six hundred million national and international religious and spiritual voyages in the world, of which 40% take place in Europe and over half in Asia. According to UNESCO, 60% of the world’s population practises a religion and these believers form the demographic base of religious tourism. This study has therefore clearly identified areas of interest that appeal to the religious aspects of travel and it is the responsibility of tourism administrators and travel professionals to glean this information and look at religious tourism as a resource in the same light as the sun, sea and sand holidays that are readily marketed by tourism professionals.

Publication Year: 2011

Report on Urban Tourism Development in China

China continues to develop as a leading powerhouse in tourism, and it becomes ever more important to examine the various facets of tourism in China in order to understand the potential of this market, and the effect it will have on global tourism. This report analyses the statistics of Chinese inbound metropolitan tourism markets, as well as the outbound trends of metropolitan residents from 2000 to 2007. Twenty of China’s best tourism cities are analyzed. Originally released in Chinese by the Shanghai Institute of Tourism in 2009, this English edition provides special insight into China’s cities as source markets as well as destinations.

Publication Year: 2011