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In Numbers

In 2012, the tourism sector worldwide continued to solidify its position as an important global phenomenon, as we witnessed the 1 billionth tourist crossing international borders. More and more governments around the world are recognizing the benefits that travel and tourism can bring to their economies, societies and environments, and at latest count forty-seven heads of State and government have joined the UNWTO/WTTC Global Leaders for Tourism Campaign, ten of them from the Asia and the Pacific Region.

Asia and the Pacific is taking tourism seriously. In 2012, the region recorded 232.9 million international tourist arrivals – almost one quarter of the world’s total arrivals - and was the fastest growing region for the second year in a row, with a 7% increase in tourism arrivals from 2011.

Accessibility and travel facilitation are key aspects in the region’s strong tourism performance and according to recent UNWTO research, Asia (along with the Americas) was one of the world’s most ‘open’ regions in terms of visa policies. An average of 20% of the world’s population are not required to have a visa to visit an Asian destination, 19% can obtain a visa on arrival and 7% can apply for an eVisa. Travel facilitation not only enables international travel (including intraregional travel), but it is also a key factor in maximizing the opportunities presented by tourism in terms of economic growth and jobs.

In terms of tourism arrivals, intraregional demand fueled a 9% increase in tourist arrivals to South-East Asia in 2012, with Myanmar (+52%) and Thailand (+16%) standing out with the highest growth rates, due largely to greater political stability and the absence of natural disasters in Thailand and the opening up of Myanmar to tourism as part of its nationwide reform process. In North-East Asia, international tourist arrivals increased by 6% from 2011, with Japan (+35%), Taiwan (province of China) (+20%) and the Republic of Korea (+14%) leading the way. The South Asian stars were Sri Lanka and Bhutan, which witnessed the greatest growth in arrivals in 2012, up 18% and 17% respectively.

Tourism income from international tourism receipts increased significantly in the first nine to twelve months of 2012 in Hong Kong (world’s 10th largest earner from

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tourism) at 16%, while Japan, India, the Republic of Korea and Thailand saw receipts from international tourism increase by 37%, 22%, 19% and 18% respectively.

Despite ongoing worldwide economic challenges, UNWTO predicts continued growth in international tourism in 2013, with Asia and the Pacific expected to perform the strongest out of all world regions (a +5% to 6% increase in tourist arrivals is expected).

Undeniably, the Asia and the Pacific Region is in an era of transformation and growth. The strong performance of the tourism sector amongst Asia Pacific Member States continues to provide many opportunities for UNWTO to work together with its partners both in East Asia and the Pacific and South Asia toward achieving competitiveness and sustainability through tourism development both at the regional and national levels.

Activities in the Region

In 2012, the UNWTO welcomed its newest Member State, Myanmar, back to the UNWTO family and immediately held two national workshops on Strategic Directions for Myanmar’s Tourism in Nay Pyi Taw and Yangon in June and July. At the cusp of its nationwide transformation and opening up process to tourism, the country is in a critical moment to embrace sustainability principles.

A commitment to focus on sustainability in the sector was signified by the opening of two new Sustainable
Tourism Observatories in the Asia Pacific Region, in Kanas Lake Nature Reserve and Chengdu (both China). The establishment of further observatories has been discussed for 2013.

In May, the 24th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia was held in Chiang Mai, Thailand with an adjoined High-Level Regional Conference on Green Tourism. This event attracted a record number of participants and presented UNWTO’s program of work for the region for 2013.

Throughout the year, the Regional Programme for Asia and the Pacific held and collaborated in the organization of a number of other high-level meetings in the region, including the 2012 UNWTO Asia Pacific Executive Training Programme on Strategic Tourism Planning (Paro, Bhutan, June), the 4th World Ecotourism Conference (Goyang, Republic of Korea, September), the 1st Global Tourism Economy Forum (Macau, September), the 6th UNWTO/PATA Forum on Tourism Trends and Outlook (Guilin, China, October) and the UNWTO/HTC High-Level Asia Pacific Symposium on MICE Tourism (Hangzhou, China, October).

Training and capacity-building programmes were held in Thailand (UNWTO Capacity-Building Programme on Tourism Statistics and Regional Seminar on Tourism Satellite Account, Bangkok, March), Sri Lanka (UNWTO Workshop on Source Markets during the Sri Lanka Expo 2012, Colombo, March), Mongolia (UNWTO Workshop on Tourism Marketing, Ulaanbaata, July) and DPR Korea (Tourism Capacity Building Workshop, Pyongyang, November). A High-Level of participation in these programs provided opportunities for Member States in the region to share their knowledge and experiences, and promoted closer intraregional cooperation.

In 2012, UNWTO also honored the dedication and work of Mr. Shao Qiwei, Chairman of China National Tourism Administration, by awarding him with the UNWTO Award for Lifetime Achievement, and welcomed Mr. Tadaaki Asanuma, the new chief of UNWTO’s Regional Support Office for Asia and the Pacific at its new location in Nara Japan.

Throughout 2012, the Regional Programme for Asia and the Pacific also continued to produce various studies and publications related to the region, including the finalization of the studies ‘Domestic Tourism in Asia and the Pacific’, and ‘Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific.’ Two new studies were launched with Australia: ‘Tourism’s Response to Climate Change: An Examination of Tourism-Related Initiatives in Asia and the Pacific’ with the University of Queensland and ‘Key Outbound Tourism Markets in South-East Asia: Indonesia, Malaysia, Singapore, Thailand and Vietnam’ with Tourism Australia.

UNWTO’s 2013 Plan of Work for the region will again feature a number of key events and activities: the Joint Commission for East Asia and the Pacific and Commission for South Asia Meeting in Hyderabad (India), the UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy in Busan (Republic of Korea), World Tourism Day celebrations in the Maldives, the UNWTO Regional Conference on Tourism Development in Cultural and Natural Heritage Sites in Siem Reap (Cambodia) and many more.

On this occasion, the 25th Joint Meeting of the Regional Commission for East Asia and the Pacific and the Regional Commission for South Asia, I take this opportunity to thank all of our Member States in the Asia and the Pacific for their support and hard work over the past year. Working together, 2013 will be another year of great tourism success for our region.
International Tourism – 2012 Results

A total of 149 countries around the world monitored by the UNWTO, including virtually all major destinations, have reported monthly or quarterly data on international tourist arrivals (overnight visitors) for 2012. Of these, 124 saw an increase in arrivals (83%), of which 40 double-digit growth (27%), while only 25% reported a decline (17%). Out of these, 130 countries reported results through September, of which 106 at least to October and 92 to November, while 56 already reported preliminary results for the full year. Based on this sample of destinations, worldwide growth in tourist arrivals is estimated at 3.8% for 2012.

International tourist arrivals exceeded the figure of 1 million for the time ever in 2012, reaching a total of 1,035 billion tourists, 39 million more than in 2011. Emerging economies (+4.1%) performed moderately better than advanced economies (+3.6%).

By region, Asia and the Pacific (+7%) saw the highest relative growth, while by subregion South-East Asia and North Africa (both +9%) recorded the largest increase in arrivals, followed by Central & Eastern Europe (+8%).
Asia and the Pacific

After an already strong 2011, Asia and the Pacific was again the fastest growing region in 2012, with 15 million more tourist arrivals than in the previous year, or a 7% increase. The region saw a total of 233 million international tourists in 2012, almost one-fourth of the world’s total.

South-East Asia posted the highest growth among Asian subregions, with 9% more arrivals, largely due to continued intraregional demand. Growth was led by Thailand with a 16% increase in tourists from 2011, thanks to greater political stability and an absence of natural adversities such as flooding. Myanmar saw the highest relative growth with a surge of 52% equivalent to 200,000 more tourists. Interest in this destination has risen greatly across all major source markets as the country is modernizing and opening up with important political, economic and administrative reforms.

Cambodia (+24%) and Vietnam (+14%) also posted strong double-digit growth last year.

North-East Asia recorded a 6% increase in tourists in 2012, led by the rebound in Japan (+35%) after the decline in arrivals following the Tohoku earthquake in 2011. Taiwan (Province of China) experienced the second highest growth rate in the subregion with 20% more arrivals. The Republic of Korea witnessed international arrivals increase by 14%, raising the number from less than 10 million to over 11 million. Solid growth in Hong Kong (China), which saw 1.5 million more tourists (+7%), also contributed to the subregional results. Arrivals in China remained stagnant (+0.3%) following the bumper results experienced as a result of hosting the 2010 EXPO in Shanghai.

A weakening yen and a strengthening Korean won could continue to stimulate Japanese inbound and Korean outbound demand respectively in 2013.

In South Asia (+4%) Sri Lanka and Bhutan saw the region’s highest growth in arrivals last year with an 18% and 17% jump respectively, followed by Nepal with 10% more tourists. India, the largest destination in the subregion, recorded 5% growth, an increase of 340,000 tourists from 2011.

Oceania saw 4% more international arrivals in 2012, with mixed results across individual countries. Australia, the largest destination, posted a 4% increase, while New Zealand reported a 1% decline.
International Tourism Receipts and Expenditure

Tourism receipts follow the positive trend in arrivals

According to countries that reported data for the first nine to twelve months of the year, tourism receipts were consistent with the growth trend seen in arrivals. Of the 119 destinations reporting tourism receipts data for the first part of 2012, 99 countries (83%) reported growth in earnings, of which 41 in double digits (34%), while 20 (17%) saw declines.

Among the top ten destinations, international tourism receipts increased significantly in the first nine to twelve months of the year in the United States (top tourism earner) with an increase of 10% in 2012, and Hong Kong (10th largest earner) with a growth of 16%. Germany (6th) posted 6% growth in receipts, as did the United Kingdom (8th) which hosted the London Summer Olympics, while Spain (2nd), France (3rd), Italy (5th) and Australia (9th) posted between 1% and 4% growth. China (4th) reported a slight decrease (-1%).

At the same time, a significant number of destinations around the world saw receipts from international tourism increase by 15% or more – Japan (+37%), India and South Africa (both +22%), Sweden and the Republic of Korea (both +19%), Thailand (+18%) and Poland (+16%), which co-hosted the European Football Championship.

Top emerging markets see surge in tourism expenditure, while traditional source markets show renewed dynamism

International tourism expenditure last year was marked by impressive growth in the world’s two largest emerging markets. China (world’s 3rd largest tourism spender) saw a surge of 42% in expenditure abroad in the first three quarters of 2012 compared to the same period of
the previous year, while the Russian Federation (7th) recorded an outstanding 31% growth in the same period.

Although the highest growth rates in expenditure abroad among the ten top markets came from emerging economies, important traditional source markets showed particularly good results. In Europe, despite economic pressures, expenditure on international tourism by top spender Germany held stable at +3%, while the UK (+5%) returned to growth after two flat years. In the Americas, both the USA and Canada grew at 7%. In Asia and the Pacific, Australia increased expenditure by 5% and Japan by 3%. Conversely, France (-7%) and Italy (-2%) registered declines in travel expenditure.

Other source markets with double-digit growth included Venezuela (+31%), Poland (+19%), Philippines (+17%), Malaysia (+15%), Belgium (+13%), Norway and Argentina (both +12%), as well as Switzerland and Indonesia (both +10%).

Evaluation by UNWTO’s Panel of Tourism Experts

The nearly 300 experts from around the world who contributed to this issue of the UNWTO World Tourism Barometer appear generally satisfied with the performance of tourism in 2012, evaluating the year with an overall score of 121. This figure is well above the ‘neutral’ 100 and in line with their prospects expressed at the beginning of 2012 (122). However, the score is down from the 127 evaluation they gave to 2011 this time last year, and even more so compared with the high 140 given to 2010 in January 2011.

In line with actual trends, Asia and the Pacific was rated the best-performing region in 2012, with an especially high score of 144 (up from 119 for 2011).

The panel’s score for ‘Prospects’ for 2013, at 125, is three points higher than that given for 2012 some 12 months ago. The prospect for Asia and the Pacific for 2013 is somewhat less buoyant (128).

UNWTO Outlook for 2013

Tourism demand expected to continue to grow at similar rate

Following three years of recovery and healthy growth, the UNWTO expects international arrivals worldwide to continue to increase in 2013 at +3% to +4%, that is at a similar to slightly slower pace than this year’s 3.8%. This rate is well in line with the UNWTO’s long-
term outlook Tourism Towards 2030, which projects an average growth of 3.8% per year between 2010 and 2020.

**Prospects bright for 2013 led by Asia and the Pacific**

By UNWTO region, prospects are led by Asia and the Pacific (+5% to +6%), followed by Africa (+4% to +6%), the Americas (+3% to +4%), Europe (+2% to +3%) and the Middle East (0% to +5%).

Trends in the Middle East are the hardest to forecast due to the volatile environment and the widely varying trends across countries (for this reason growth is projected in a rather wider range). However, as some countries continue to push ahead in the development of their tourism industry, figures are expected to be positive in 2013.

### Outlook for International Tourist Arrivals

<table>
<thead>
<tr>
<th>Region</th>
<th>2009</th>
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<th>2011</th>
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<td>Real</td>
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<td>Projection</td>
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<td></td>
<td>Full year, Change</td>
<td></td>
<td></td>
<td></td>
<td>Between</td>
</tr>
<tr>
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<td>-3.8%</td>
<td>6.5%</td>
<td>4.7%</td>
<td>3.8%</td>
<td>+3% and +4%</td>
</tr>
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<td>Europe</td>
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<td>3.0%</td>
<td>6.1%</td>
<td>3.3%</td>
<td>+2% and +3%</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
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<td>13.2%</td>
<td>6.4%</td>
<td>6.8%</td>
<td>+5% and +6%</td>
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<tr>
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<td>6.4%</td>
<td>4.0%</td>
<td>3.7%</td>
<td>+3% and +4%</td>
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<td>8.5%</td>
<td>-1.1%</td>
<td>6.2%</td>
<td>+4% and +6%</td>
</tr>
<tr>
<td>Middle East</td>
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<td>13.5%</td>
<td>-6.7%</td>
<td>-4.9%</td>
<td>+0% and +5%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO) ©
(Data as collected by UNWTO January 2013)
Lao PDR, a country which last year welcomed over 3.3 million international tourists, has recognized travel and tourism as important drivers of economic growth and acknowledged the benefits of working hand-in-hand with its neighbors by hosting the 32nd ASEAN Tourism Forum (ATF), in Vientiane from the 18-25 January.

The ASEAN Tourism Forum is the largest and most important event in the ASEAN tourism cooperation framework, and its objective is to turn the ASEAN region into one united tourism destination for the sustainability of the region’s tourism future.

This year, over 1800 delegates including tourism officials from the ten ASEAN member countries as well as its dialogue partners (China, India, Japan, Republic of Korea and Russia), sellers, buyers and international media professionals were in attendance, with a unified vision: to build bridges and foster cooperation between stakeholders, enable the exchange of knowledge and culture and work together toward peace and prosperity in the region.

The theme of this year’s event was “ASEAN: Hand in Hand, Conquering our Future” and according to Lao PDR’s Prime Minister H.E. Thongsing Thammavong who addressed the event’s opening ceremony, this was the perfect theme to reflect the activities and successes of the ASEAN community over recent years.

“Thanks to excellent cooperation, we have seen the number of tourist arrivals in ASEAN increase,” he said.

In 2011, the number of international tourists visiting the ASEAN region reached 81.2 million, according to Prime Minister Thammavong, and the positive effects have been well noted:
“This has made an enormous contribution to the socio-economic development of member countries – creating jobs, alleviating poverty and helping to close the gap in economic development between new and long-standing ASEAN member countries”.

The Prime Minister also noted the importance of the closer cooperation between ASEAN members, China, Japan, Republic of Korea, India and other international institutions, saying that these relationships had helped ASEAN to meet challenges head-on and re-stabilize tourism growth in the region.

The message from the Secretary-General Taleb Rifai of UNWTO was delivered by Mr. Xu Jing, Regional Director for Asia and the Pacific. He called on ASEAN leaders to further facilitate travel within ASEAN and to include a common visa program similar to that of the Schengen area. He stated that such a move could drive up international tourist numbers in the region, which would go hand-in-hand with the benefits tourism brings.

“Today, unnecessarily complicated, lengthy and overpriced entry formalities are still making it extremely difficult for tourists, especially those coming from emerging economies,” Mr. Rifai’s speech read.

“Research by UNWTO and the World Travel and Tourism Council (WTTC) found that improving visa processes in G20 countries could boost tourism numbers in the G20 economies by an additional 122 million, generating an extra US$ 206 billion in tourism exports and creating over five million additional jobs.”

Prime Minister Thammavong also noted the potential of the tourism sector to bring increased prosperity including region-wide socio-economic benefits to ASEAN member countries, even in times of crises and challenges such as rising oil prices and natural disasters. This message was also emphasized in Mr. Rifai’s address:

“It is common knowledge that over the past decade, in spite of several man-made and natural crises, tourism has continued to grow […] and position itself as one of the fastest and most resilient economic sectors of our time,”

Mr. Xu Jing delivered the message from the Secretary-General.

Mr. Rifai also noted that international tourism demand has the ability to bounce back with above average growth rates, and that this growth creates jobs and opportunities especially during tough economic times. Commitment to and recognition of the importance of the sector by governments and organizations like ASEAN are the most important factors in maximizing the potential of tourism, and indeed raising the profile of tourism and travel at the highest level of government has been a key focus of the work of UNWTO in recent months.

Lao PDR’s hosting of the ATF and the Government’s strong support of the event signified the country’s recognition of the important contribution the tourism sector makes to the country and a commitment to upstage tourism on the national agenda.

Eight ASEAN Member States have already joined the UNWTO/WTTC global campaign to upstage the tourism agenda in the so-called Golden Book Initiative. It is hoped that Lao PDR will be the next country in the region to participate in this Global Leaders for Tourism Campaign when the UNWTO Secretary-General visits the country in October of this year.
International Tourism Trade Fair, FITUR 2013, was hosted at the IFEMA Exhibition Center in Madrid, Spain, 30 January - 3 February 2013.

Programs highlighting this year’s event included INVESTOUR, FITUR LGBT, FITUR Green, FITUR-Know-How and Export, and FITUR-Tech.

International Tourism Figures and Outlook for 2013
The commencement of FITUR 2013 was preceded by the UNWTO’s annual press conference at the organization’s Headquarters in Madrid at which the UNWTO presented the latest edition of its World Tourism Barometer, providing an overview of international tourism results for 2012 and forecasts for 2013.

Tourism Investment and Business Forum for Africa (INVESTOUR)
INVESTOUR is an annual tourism business and knowledge exchange platform in which representatives of African tourism and potential Spanish investors/partners met to discuss business and cooperation opportunities.

The Forum was a joint initiative of the UNWTO, the International Tourism Fair of Madrid (FITUR) and Casa Africa (a public consortium representing the Spanish Government) that has come to form in awareness of the growing importance of Tourism in Africa as a catalyst of socio-economic development and recognition of its potential as a destination for tourism investment and cooperation with Spain in the following areas:
• Tourism project financing and investments.
• The promotion and representation of destinations in the Spanish outbound market
• The creation and improvement of hotel establishments
• Ecotourism operations in national parks and protected areas
• The promotion of wildlife-based tourism; safaris, etc.
• The promotion of cultural tourism
• The transfer of technology and know-how in the hotel business and tourism sector
• Infrastructure and transport

The overall objective of the Forum was to promote sustainable tourism development in Africa by opening up its destinations to the Spanish outbound and investment market, in the occasion of FITUR, fostering the growth of Africa’s entrepreneurial fabric and job creation.

The 4th Forum was divided into two sessions with the first focus on presentations and debates, and the second session being dedicated to “Business to Business” (B2B) meetings between African project Managers and Spanish companies.

Seminar – Accessibility: A Competitive Advantage for Tourism
Jointly organized by the UNWTO, the ONCE Foundation and IFEMA, the aim of this seminar was to highlight good practices in tourism accessibility from across Europe and Latin America, with a special focus on accessible destinations in Uruguay. Tourism stakeholders, leading experts, and organizations representing persons with disabilities and special needs shared their related insight and experiences on the subject of accessible tourism, while examining opportunities and challenges.

Panel Discussion – Alternatives and Strategies to Recover and Boost Tourism in the MENA
Organized by the UNWTO and Casa Arabe, this panel discussion provided focus to the current situation and future prospects for tourism in the Middle East and North Africa, as well as possible strategies to boost tourism to the region. Speakers included the Ministers of Tourism of Egypt, Jordan and Tunisia, as well as representatives from Emirate Airlines and the international hotel chain, Sol Melia.

FITUR Green 2013
Following the success of previous editions, FITUR Green, organized by FITUR and the Hotel Technological Institute (ITH) in collaboration with the UNWTO and the Madrid Tourist Board shared example environmental conservation and energy management initiatives offering to enhanced tourism sustainability. UNWTO participation at FITUR Green included a round table on Energy Mana Marco Polo Travel Publishing with a presentation on the Global Sustainable Tourism Criteria, as well as further presentations on the Green Economy, Sustainable Tourism in the 21st Century and the UNWTO Hotel Energy Solutions Toolkit.

UNWTO Silk Road Destinations to Feature in FITUR Gymkhana
For a second consecutive year, Silk Road destinations were featured in the Minube Travellers’ Gymkhana – a major promotional campaign where consumers complete a series of challenges in a treasure hunt at FITUR. Last year over 400 people competed for a range of prizes including holidays, artwork, handicrafts and culinary prizes. This year, the UNWTO has organized for a specific Silk Road route to be included in the Gymkhana offering participating Silk Road destinations the opportunity to showcase their tourism attractions in a fun and interactive manner.

As a host nation, Spain occupied a large portion during FITUR: the country’s regions and popular tourist destinations such as Andalusia and the Costa Blanca were represented and garnered publicity throughout the event.

With 2013 being forecasted to be another tough year for the Spanish economy, while other parts of the world are climbing out of the crisis, the Spanish tourism industry is looking to traditional markets such as those of Britain and Germany to cover for this shortfall and the ever increasing numbers of Chinese and Russian visitors to maintain the buoyancy of visitors to the country.
Ambassadors to Spain of thirteen Asia Pacific Region countries were briefed by UNWTO Secretary-General Taleb Rifai at the Annual Asia Pacific Ambassadors’ Meeting and Luncheon at UNWTO Headquarters. The gathering, hosted by the UNWTO’s Regional Programme for Asia and the Pacific, is an important annual event as it gives regional ambassadors an opportunity to network and learn more about the UNWTO’s activities both globally and in the Asia Pacific Region.

This year’s event attracted thirteen regional representatives including ten ambassadors, among them Australia’s new Ambassador to Spain, H.E. Ms. Jane Hardy, who took office only last month.

During the pre-lunch meeting, UNWTO’s Secretary-General Mr. Taleb Rifai briefed attendees about the UNWTO’s main programme of work for 2013 and the organization’s current main areas of advocacy. Following this, Mr. Xu Jing, Regional Director for Asia and the Pacific of UNWTO provided a briefing on UNWTO’s activities in the region.

The year 2012 was a strong year for tourism worldwide; particularly, the Asia Pacific Region, which recorded a 7% increase in tourism arrivals (the highest of any world region) as well as the fastest growth rate for the second year in a row. A recent study has shown that Asia and the Pacific is one of the most open regions in terms of visa facilitation (a boost to both interregional and intraregional travel), and the outlook as forecasted by UNWTO experts for the next twelve months looks promising with a forecast of 5-6% continued growth of for 2013.

Over 230 million people travelled to Asia in 2012, and the sector’s continued growth in the face of economic, environmental and climate change-related challenges has proven its resilience and ability to provide jobs and export exchange earnings as well as its potential to contribute to the development of a green economy despite uncertain and challenging times.

Secretary-General, Mr. Rifai, noted however, that the sector is not immune to risks, and that continued effort must be made to combat challenges facing the industry –
particularly those related to economic downturn, natural disasters and tourism’s contribution to climate change.

The tourism sector is inherently interconnected, as Mr. Rifai highlighted, and the actions of one region (for example, Europe) will inadvertently affect other world regions.

The UNWTO’s key areas of advocacy, based on the organization’s mission to promote responsible, sustainable and universally accessible tourism include travel facilitation (visas), taxation (“intelligent taxation” of the travel sector), formulation of an international convention on consumer and tourist protection and connectivity (transport links including air connectivity).

The Asia Pacific Region has not only proven its ability to face and survive through economic and environmental challenges worldwide; it has also continued to upstage the importance of the tourism sector at a national level with five new countries (Mongolia, Myanmar, the Philippines, Thailand and Vietnam) joining the Global Leaders for Tourism Campaign in 2012.

The UNWTO’s Regional Programme for Asia and the Pacific (RPAP) has undertaken a number of key efforts in the region to boost the sustainability and competitiveness of the sector in its 28 Asia Pacific Member States.

These activities, in 2012, included key events such as the 24th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia in Chiang Mai, Thailand, as well as various conferences, training programmes and forums in Bhutan, the Republic of Korea and China. Alongside these, capacity building programmes were held in Thailand, Sri Lanka, Malaysia, the Republic of Korea, Myanmar (the UNWTO’s newest Member State) and the Democratic Peoples’ Republic of Korea.

Australia has been a key partner in the production in recent UNWTO regional studies and publications, with contribution to topics including ecotourism, climate change (both in collaboration with the University of Queensland), key Asian outbound tourism markets (with Tourism Australia) and domestic tourism (funded by the Republic of Korea). This year, RPAP will work with the Asia-Pacific Economic Cooperation (APEC) as well as the Association of South East Asian Nations (ASEAN) to undertake detailed research on visas and travel facilitation in the region.

Looking ahead, RPAP is also working with Macau’s Global Tourism Economy Research Centre and the Republic of Korea to develop a regional tourism competitiveness index which aims to evaluate and contrast certain elements of tourism destinations while taking note of country-specific factors.

Finally, the programme is working to advocate heightened tourism sustainability in the region by establishing observatories to apply the UNWTO’s Indicators for Sustainable Tourism Development and to measure the impact of tourism in destinations. So far, five sustainable tourism observatories have been established in China while Bhutan and the Philippines have expressed interest to also establish observatories in their countries.
On 13 December 2012, the Regional Support Office for Asia and the Pacific (RSO) held a Memorial Symposium at the New Public Hall, Nara Prefecture, to celebrate the relocation of its office. The theme of the symposium titled, “Aiming at Further Development of Tourism Exchange in Asia and the Pacific” attracted more than 220 attendees from local and regional government, consular offices, the tourism sector and the general public.

The “Maritime Silk Road” project which aims to increase tourism volume within the Asia and the Pacific Region occupies a pivotal role for RSO activities. Nara, being the eastern most city of the Silk Road was an ideal place to initiate this project. With generous understanding and substantial support of both Nara prefecture and Nara City, the relocation of RSO was realized in December 2012.

In the Opening Address at the symposium, the Chief of the RSO, Mr. Asanuma, expressed his sincere appreciation for all the support it has received for this relocation, and stressed the importance of tourism’s major role in contributing GDP and world peace. This was followed by warmest remarks by Mr. Koji Kubota, Director General of the Tourism Bureau of Nara Prefecture, as a substitute of Governor of Nara (Mr. Shogo Arai), Mr. Norifumi Idee, the Commissioner of Japan Tourism Agency (JTA), and Mr. Seiji Kojima, Ambassador Extraordinary and Plenipotentiary for Kansai Region, Representative of the Government of Japan.
In the Keynote presentation, Mr. Zoltán Somogyi, the UNWTO Executive Director, delivered a speech under the theme of “Global Tourism Trend - Need for More Coordinated Regional Cooperation in Asia and the Pacific”. Mr. Somogyi expressed his heartfelt appreciation to all who have supported the RSO’s relocation and support for the Maritime Silk Road project. He emphasized the Silk Road’s very symbolic theme for Nara; and in particular New Public Hall, as it was the exact location where the Nara Silk Road Expo was hosted in 1988.

Mr. Somogyi’s speech was followed by Mr. Shuzo Ishimori, Professor at the Hokkaido University Center for Advanced Tourism Studies, under the theme of “Encouragement for Tourism of the East Asian Community as a whole”. Mr. Ishimori discussed that the world has become multi-polar economies and tourism has played an instrumental role as a global force. He stressed the importance of regional cooperation and suggested developing an institution such as the “East Asian Tourism Union” to maximize tourism potential.

In closing, Mr. Gen Nakagawa, Mayor of Nara City, provided closing remarks where he expressed his enthusiasm for promoting tourism in Nara.

The symposium provided a better understanding of the importance of solidarity on tourism with tourism sector in Asia and the Pacific.

Upon this relocation to Nara, from the land of the Maritime Silk Road, the RSO would like to promote a dynamic tourism partnership exchange to further the interests of cooperation and prosperous relations amongst member countries in Asia and the Pacific.
Q1: What main activities were the UNWTO Regional Support Office involved with in 2012?

Hosting international conferences on behalf of UNWTO member countries is a primary activity for our office. Our office holds meetings for the UNWTO Commission for Asia and the Pacific which comprises 28 member countries. In the meetings, representatives from member countries share discussion towards future UNWTO programs as well as other international conferences which might offer a good opportunity to promote tourism in the Asia and the Pacific region. Moreover, promoting activities and initiatives led by UNWTO Headquarters is our responsibilities. We publish statistical materials on world tourism prepared by the UNWTO. Lastly, in order to promote human resource development in the field of tourism, our office holds education and training seminars in developing countries in the Asia and the Pacific Region for employees of tourism-related enterprises and organizations.

Q2: What are some of the RSO’s plans for 2013?

Our office will keep focusing on the Maritime Silk Road project which is the most important and crucial. Regarding that subject, we intend to further concentrate on holding conferences and publishing books devoted to tourism initiatives. Therefore, 2013 will be the year for informing many people around the globe of the Maritime Silk Road project and its importance.

Q3: Could you provide us with a summary of the Maritime Silk Road Project?

The Maritime Silk Road was a route through which different cultures interacted in days gone by. There are reasons why the UNWTO Regional Support Office is actively promoting the Maritime Silk Road Project. In the long course of history, the maritime route has become lesser known over time as part of traditional seafaring, its diverse aspects and benefits forgotten. The time has now come for it to be resurrected. The nations that had lined and linked the Silk Road will join hands together again. The abundance of tourism resources, the opportunities for the international flow of people and goods – its potential is waiting to be exploited. Above all else, the countries of Asia and the Pacific that used to be deeply interlinked can take a fresh look at each other. The Maritime Silk Road can again become the artery of interaction and communication. In tracing the Maritime Silk Road, people can travel worldwide, exchange culture, stimulate the movement of a variety of goods and materials, acknowledge and respect cultural differences and activate interregional tourism. In this respect, our office can open up the ancient but undiscovered route to expand into the future and explore the infinite potential of Asia and the Pacific.
UNWTO Initiatives

The UNWTO, through the promotion of tourism and its many benefits, is committed to support the achievement of the United Nations Millennium Development Goals (MDGs) including: eradicating extreme poverty and hunger; achieving universal primary education; promoting gender equality and empowering women; reducing child mortality rates; improving maternal health; combating HIV/AIDS, malaria, and other diseases; ensuring environmental sustainability; and developing a global partnership for development.

With this aim, the UNWTO is in control of various programs, projects and activities in over 100 countries. For example, education and training, ethics and social dimensions of tourism, information and communications, institutional and corporate relations, knowledge network, market trends, risk and crisis management, the Silk Road Project; and related technical cooperation initiatives.

In this section, existing UNWTO worldwide programs, projects and activities will be highlighted. Further to this, an overview of specific case studies in the Asia and the Pacific Region will be shared.
Arising from increased awareness, the topic of visa facilitation has been increasingly mentioned due to its implied positive economic and societal effects; some examples being economic growth and job creation through tourism. Research conducted by the UNWTO and the World Travel & Tourism Council (WTTC) supports these claims in the prediction that G20 economies could boost international tourist numbers by as much as an additional 122 million, generate an extra USD 206 billion in tourism exports and create over five million additional jobs by 2015. This further evidences the diverse spread of potential advantages of improved visa facilitation in the global tourism industry.

The Functions of Visa Issuance

Security
Affected by globalization and continuously increasing population, countries throughout the world are confronted with the challenge of balancing national security and immigration concerns on one hand, while promoting economic activity and fostering political relations on the other. In this aspect, visa system plays an important role in protecting each nation's citizens as well as visitors from other nations both physically and economically. By requiring visas, a respective country is afforded the time and opportunity to deny undesirables access to the border before any attempt to enter the country. This allows the country to deny access to potential physical security threats, threats to public health such as the spread of disease, and threats to its political health or social stability.

Immigration control
Visa policy also allows countries to protect the national labor force by preventing illegal immigrants or grant access to high value foreign labor which in turn promotes the economic welfare of the respective country.

Restrictions on entrance volume, duration of stay and activities of sojourn
In addition to the validity period of a visa, the visa can restrict the allowable number of entries during the validity period of the visa. Visas may also stipulate how long the holder may stay in the issuing country which may range from days to the entire validity period of the visa. In addition, visas can restrict the allowable activities of the holder of the visa.

Revenue generation
Visa issuance also provides a means of raising revenue for the host country. While the costs of administering the visa program can be considerable, they can be outweighed by the revenue stream from visa fees.

Reciprocity
Visa policy can also be defined by a country's law and/or national prerogatives. Sometimes, a country will impose a visa on another because the other country requires a visa of the issuing country's citizens - a policy known as reciprocity. Visas can additionally be used as incentives to encourage a country's support on foreign policy or retaliation in the case of disagreement.

Carrying capacity and demand control
Countries furthermore can use visas to limit the number of tourists to their country in order to manage capacity.
These include avoiding the destruction of the physical, economic, or socio-cultural environment and an unacceptable decrease in visitor satisfaction levels.

**Expected Impact of Visa Facilitation**

**Impact on international tourist arrivals**
By enacting visa facilitation opportunities, G20 countries have the potential to gain an additional 20 million to 112 million international tourist arrivals by 2015. This represents a gain of 3% and 16% in tourist arrivals above the baseline forecast.

**Impact on international tourism receipts**
The additional 20 million to 112 million international tourists would generate between USD 38 billion and 206 billion additional international tourism receipts for G20 countries by 2015.

**Impact on job creation**
The spending by the tourists directly leads to the creation and expansion of jobs in tourism and other related industries, including hotels, restaurants, retail stores, transportation, entertainment and recreation. Moreover, these kinds of phenomena will be generated actively by allowing visa facilitation policy. Additionally, indirect jobs are created through the supply chain of tourism industries and induced jobs are generated as employees spend their incomes in other sectors of the economy. It is estimated that total job creation including direct, indirect and induced impacts from the additional tourism spending in the G20 economies could reach between 940,000 and 5.1 million by 2015.

**Current Practices in the Asia Pacific Region**

**Improve delivery of information**
Availability and reliability of the information destinations provide on entry formalities, especially visa requirements and procedures was among the simplest, but also least addressed, area of opportunity. This also includes the availability of this information in multiple languages, especially that information of importance for the traveler.

**Country Example - Republic of Korea**

Leverage the internet to deliver information to customers: The Republic of Korea’s website displays one of the most detailed and accurate sources regarding visa information, including practical information about the country and it is available in more than 10 languages.

**Facilitate the visa process**
A major area for improvement is in the way visa requests for temporary visitors are processed in general and the requirements linked to this process. Whether these are personal interviews, official documents or certificates, they usually produce at least temporarily bottlenecks, uncertainty and wait times. A better use of modern IT technology, service providers and the consideration of a Visa on arrival are among the suitable techniques to improve those processes.

**Country Example 1 - Indonesia**

Issue visas on arrival: Indonesia offers visa on arrival to 64 countries. The issuance of visas on arrival decreases the costs of obtaining a visa for travelers and these programs are typically less costly than maintaining programs outside the country for the issuing government, however still allows for control over who enters the country and for how long.

**Country Example 2 - China**

Initiate visa waiver programs: Visa waiver is a program focused on select traveler markets that are deemed to be low risk. China’s Hainan Province introduced a visa exemption for 26 countries in 2010 which increased the arrivals of visa-free tourists by 41% in less than one year. Consequently, tourism revenue also registered a notable increase - up by 10.4% year-on-year.
Differentiate treatment to facilitate tourist travel
Widely used among respective nations is the technique to facilitate the visa process for certain types of visitors, especially temporary visitors visiting for tourism purposes. This can range from means of transportation such as cruise passengers allowed to disembark from the ship without a tourist visa or to arrive by charter planes, to specified geographical areas or port of entries.

Country Example 1 - Japan

Extend the validity and entry limits of visas: Japan has significantly eased its visa requirements for Chinese, giving three-year multiple-entry visas. Since the 2011 earthquake and tsunami, while arrivals from most of the world remain below pre-disaster levels, the number of Chinese travelling to Japan increased by more than 30% year on year in November and December 2011.

Country Example 2 - Republic of Korea

Visa facilitation for specified tourism areas: While not applicable for all destinations, specifying geography can provide a means of exempting the tourist market from normal visa policies. The case of the Republic of Korea extending visa waivers to tourists from China visiting the Jeju Island is highlighted in the case studies.

Institute e-Visa programs
Currently the most widely discussed opportunity is the use of e-Visa. If exempting from entry visa cannot be avoided, e-Visa is the option preferred to paper Visa. It can be more easily obtained and requires neither the physical presence of the applicant nor the presence of the passport, which is especially important for destinations without a widespread network of embassies and consulates.

Country Example - Australia

In Australia, three separate electronic visa programs are available: Electronic Travel Authority (ETA); e-Visitor (similar to ETA, but for selected EU citizens); and 676 tourist visas (which are truly electronic visas) that replace traditional paper visas. The most well-known program is ETA by which residents of certain countries can apply for an Electronic Travel Authorization (ETA). Applications can be submitted through travel agents, airlines or directly through a special website of the Australian government for a fee of approximately USD 20. However, ETA is only available for residents of certain countries and employment in Australia is prohibited during the time of stay.

Establish regional agreements
There are already a number of regional agreements in place which allow travelers from a non-member country to move freely between member countries once admitted by one of the participating countries. For citizens of one of the Member States of some regions it is even possible to travel without passport by simply using a valid national document of identification.

Country Example - ASEAN

To facilitate travel within the region, the Association of South East Asian Nations (ASEAN) signed the ASEAN Travel Agreement which allows nationals from the Member States visa free travel within the area.

Source:
The Impact of Visa Facilitation on Job Creation in the G20 Economies, Report prepared for the 4th T20 Ministers’ Meeting, Mexico. 2012

Visa Facilitation: Stimulating economic growth and development through tourism. 2012

UNWTO welcomes T20 decision to advance visa facilitation. 2012
Special Report

Tourism has experienced continuous growth associated with many industries like aviation technology, service and entertainment. In such a dynamically changing world, people also became more aware that a variety of economic and social phenomenon occurs in tourism industry.

This Special Report will provide the noteworthy feature of trends and issues in tourism industry including concepts, theories and share examples to help readers to understand the changes in tourism industry.

Sustainable Tourism Development Success Stories

Sustainable tourism should make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide viable, long-term socio-economic benefits to all. Sustainability is at the heart of the UNWTO’s mandate and all of its activities.

This section aims at understanding the major sustainability issues in the Asia and the Pacific by describing practical examples and comprehensive case studies to provide a wide range of experience at the organization, destination, national and regional levels rather than theorectical or prescriptive discussion.

Destination Report

Tourist destinations and their respective features play a tremendous role in conveying experiences to effectively target tourists. In particular, tourism marketers make various efforts to raise awareness of their tourist attractions and bring positive ripple effect.

In Destination Report, forms of tourism, cultural experiences, major tourist attractions, tourism resources, and the special characteristics of tourism will be highlighted and shared at the country, region, and city level of UNWTO Asia and the Pacific Region member countries. Destinations where UNWTO events have been hosted and also scheduled to be held are introduced.

Focus on Tourism Policy

Affected by circumstances including economy crisis, social problems, population growth and climate change, tourism policy has been newly adopted or modified in the global tourism industry. However, each nation adopts and conducts policies in many different ways. In this section, detailed information on tourism policy and case studies on the current status of respective policies in the Asia and the Pacific Region will be introduced. The articles in this section will result in the understanding of current policy trends in the global tourism industry.

We look forward to receiving your input regarding related practices and trends in your country and welcome your contribution. Please contact us via ap_news29@daum.net
City and Tourism

According to the classics, the city is material, social and political, that is to say, it is the most sophisticated cultural product for civilized coexistence. The city is part of our culture, our history; it is the epi-center for many of our traditions. The majority of people live and work in cities, yet habitually will visit other cities when they travel. As society is in constant change, so are our cities as they contend to adapt and meet the needs of residents and visitors. This creates a unique economic and social opportunity; it brings dynamism and vitality, growth and development, and becomes an important element in people’s lives. Cities are occupied by different types of groups with differing lifestyle and consumption patterns generating a spatial organization, some kind of residential differentiation that also creates invisible borders reflecting how that society is structured.

Tourism is a vital element to set policies for urban development in the international standard. Tourism is not just a strategy to provide a competitive product to meet visitors’ expectations, but a way to develop the city itself and provide improved infrastructure conditions for residents.

The UNWTO refers to urban tourism as trips taken by travelers to cities or places of high population density. The duration of these trips is usually short (one to three days). Managing urban tourism, however, is no simple task. As metropolitan areas expand rapidly, both the public and private sector face radical changes, as well as significant opportunities. Sustainably managing increasing tourist numbers amid a constantly changing city landscape while ensuring the city is developed to respond to the needs of both visitors and the local community is most essential.

There are numerous means to understand the metropolitan tourism process. In this instance, the following categories of marketing and product development, planning, organization and management, and operations will be highlighted in the perspective of metropolitan tourism in Asia.

Product Development and Marketing

The metropolitan tourism management process requires an urban area to develop products, attractions, services and experiences which are cultural, natural or intangible in nature, to meet market demands. It is no longer acceptable to adopt an approach based on the assumption “if we build facilities and products, the market will come.” Rather, there must be a clear relationship between the products available in a metropolitan area and market demand. While this seems self-evident, a great deal of tourism development occurring in many Asian urban areas is not grounded in solid, market-based decision-making. Too often, politicians and public officials promote tourism products and development without any sound market-based information to support investment. One key challenge of metropolitan tourism development is to achieve a match between products and market realities.
Product Development

A metropolitan area’s ‘product development’ consists of the urban area itself, as well as man-made and natural attractions, tours and packages, services for travelers (e.g. shopping, restaurants, accommodation) and activities. Approaching a metropolitan area as a product requires seeing it as an integrated series of attractions and experiences with each urban area having its own unique product mix, based on resources, values, needs and preferences. In the ideal situation a metropolitan area is more than the sum of its parts, it is a special set of elements and factors that form unique visitor experiences. One of the creative challenges is to package various experiences and attractions in such a way as to appeal to important market segments.

To be successful, many metropolitan areas have to move from a mass market approach to one which more effectively caters to the needs of many unique niche markets. These varied markets offer metropolitan areas a unique opportunity to build on local strengths. The tourism industry and metropolitan areas must be better prepared to develop uniquely packaged products and activities that translate into memorable experiences to meet the needs of a rapidly changing tourism landscape.

Marketing

It is important for metropolitan areas to understand visitors’ motivations and expectations in order to maintain the area’s viability. Urban planners and managers need to develop a comprehensive status of market research, promotions and knowledge management. This includes the ability to adjust promptly to changing tourism trends to continuously meet tourists’ expectations. Attention must be given to ensuring the metropolitan tourism industry that it is competitive and economically responsible and the community will continue to support tourism and the changes it brings.

Metropolitan Tourism Planning

The intricacy of the tourism system is demonstrated by the many individuals and groups which can affect a metropolitan area’s future. This complexity makes the process of metropolitan tourism planning challenging.

A strategic planning approach is essential for responsible tourism, whereby the disparate planning and development activities related to tourism are linked to an overall, broad strategic tourism plan to provide an integrated framework for directing tourism. Strategic planning seeks an optimal fit between the system and its environment and should possess characteristics such as a long-term perspective, development of a vision supported by all the stakeholders, stated goals and specific actions and resources necessary to achieve those goals, support from an informed, educated and aware community, and innovative and inclusive organizational structure for joint planning.

It is vital that the planning process involve the widest possible number of stakeholders. It is obvious that there are a wide range of factors to be considered. For instance, the range of social, economic and cultural objectives can be met in urban tourism planning.

Metropolitan Tourism Organization and Management

The key to success for many metropolitan areas is creating an organizational and management structure which involves all of the major stakeholders in ensuring a responsible and competitive process of planning and management, and encompasses a number of considerations including stakeholder participation, creation of partnership, design of organizational structure, developing leadership and management capacities, and conflict resolution.
The success of any tourism metropolitan area development initiative relies on a variety of partnership opportunities. Public/private partnerships – government, public organizations, community organizations, industry and commerce – combine different ideas, points of view and contributions to create a successful metropolitan area strategy. They can be financial, social or political in nature. These partnerships can be formally structured or can in fact be put into place on an ongoing basis, dependent on need and priorities. The object of any partnership is to share responsibilities, risks and resources. Very often two or more stakeholders working together in a partnership can achieve far greater results and success than each working on their own. In some cases Destination Management Organizations can provide marketing and branding resources while the private sector can help to fund the promotional efforts. In other situations arts groups can put together a series of cultural packages that can be promoted through the DMO’s promotional outlets.

Achieving the right kind of organizational and management structure is necessary to ensure city area achieve a responsible and competitive future. The consideration of foremost importance is that all community stakeholders, public and private sectors be seen as essential actors in the overall management of a tourism metropolitan area.

Urban Tourism Operations

Once metropolitan areas have developed policies, plans and management structures, they need to develop operational policies and procedures to ensure the metropolitan area’s ongoing appeal, competitiveness and protection of the local culture and environment.

This activity requires the cooperation of metropolitan area stakeholders and should not be seen solely as the local authorities’ responsibility for activities pertaining to training/human resource development, infrastructure management, site attraction management, quality management, and security.

The operational and management decisions of metropolitan tourism are often not seen as primary concerns in the metropolitan management process. Too often, major infrastructure decisions are left to public officials who may not appreciate the influence and importance of a well-functioning metropolitan environment for competitive and responsible tourism. Metropolitan tourism strategic plans must consider these operational and management dimensions to effectively influence decision-making and allocation of resources.

The Future

Metropolitan sites by their definition have to support and develop experiences and infrastructure that are multi-dimensional. This complexity requires that we become much more systematic in our understanding of urban tourism. For some cities such as Hong Kong and Singapore, tourism helps in part to maintain their global profile. These metropolitan areas integrate tourism to their economic and land uses by recognizing the importance of maintaining their vitality as tourist destinations.

Metropolitan areas will exercise even more influence not only on their immediate hinterland but nationally and internationally. While there is increasing understanding of the nature of the metropolitan challenge there is still a great deal to be done for many of the urban regions in emerging economies towards achieving sustainable and responsible futures.
Tourism in Nepal

With its spectacular landscapes boasting many of the highest mountains in the world, comprised with a fascinating cultural heritage, it’s no wonder that Nepal attracts visitors – more than 700,000 per year – from around the globe. The revenue from these visitors makes an important contribution to the GDP of Nepal and to the lives of many people working in the tourism sector. Over one fourth of these annual visitors are trekkers and their wanderings among the mountains provide a valuable source of jobs and income for rural communities.

At present however, tourism flows – and with it the benefits to local people which are derived from tourism – are concentrated in a ‘tourism triangle’ comprising the Kathmandu Valley, Pokhara, Chitwan, Lumbini and the established trekking destinations of Annapurna, Everest and Langtang (of 132,929 recorded trekkers in 2009, a full 86% travelled to these three trekking areas).
Using Tourism for Poverty Alleviation

Consequently tourism, when sensitively planned and sustainably managed, can transform geographical remoteness and rugged landscape – normally obstacles to development in Nepal’s remotest mountain districts – into economic assets.

Spreading tourism benefits more equally throughout the country and in particular to remote and impoverished mountain districts, providing for new business and employment opportunities, has therefore been declared one of the priorities of the Government of Nepal.

The Great Himalaya Trail (GHT)

The Great Himalaya Trail (GHT) is one of the longest and highest trekking trails in the world. The 1,700-kilometer route connects popular treks in the Annapurna and Everest Regions with exciting new trekking destinations in the West and East of Nepal.

Walking along the GHT, tourists can now cross the complete Himalayan range in Nepal, exploring remote and fascinating travel destinations, each featuring a unique blend of spectacular scenery and long-preserved cultures.

The GHT starts in the district of Taplejung in Nepal’s East and ends in Humla and Darchula in the Far West of the country, close to the Indian and Chinese borders.

The GHT offers a huge potential in providing a significant boost to Nepal’s tourism industry and associated support sectors and can help channel tourist and pro-poor tourism investments to less visited and under-developed districts, thereby spreading tourism benefits more widely and inclusively among impoverished mountain communities.

GHT Development Programme

The GHT Development Programme has been engineered to help bring more tourists to remote rural areas in Nepal and help poor local communities from tourism.

The inception phase of the programme (2009-2011) is also being managed as three year ST-EP project with funding from the tripartite alliance between SNV Nepal, the ST-EP Foundation and the UNWTO.

Through the GHT Development Programme in succession (2011-2013), the Government of Nepal – with support of SNV and funding by the UK Development DFID/UKAID – is working closely with the tourism industry, NGOs and host communities.

Program interventions and activities are concentrated in the following five districts: Humla, Dolpha, Gorkha (including Manaslu), Lower Solukhumbu and Taplejung, and occupies the following aims:

* To attract more visitors to Nepal, benefitting the tourism industry and its associated support sectors
* To channel tourists and investment to under-developed districts
To forge effective B2B partnerships (international, national, local) throughout the tourism value chain

To stimulate a wide range of production, income and employment opportunities for impoverished local communities within tourism and its associated sectors

Supporting these aims, the proposed Great Himalayan Trail Development Programme has five interrelated elements: (i) Marketing and promotion; (ii) Institutional development and capacity building; (iii) Integrated tourism planning and development; (iv) Business development, job creation and income generation; (v) Promoting environmentally sustainable and socially responsible business practices.

This project addressed both issues through active marketing and capacity building at local level to improve the offer. Activities are based on a value chain approach to identify opportunities for enhancing the local economic impact from tourism.

At the local government level, a few training workshops were also organized for the districts form Tourism Development Committees (TDCs) to enable them to effectively plan and manage tourism development in their districts and develop integrated Strategic Tourism Action Plans on the destination level. The outputs of such plans can be as simple as building a clean, new washroom facilities at a local airport, to the development of new trekking routes, managing trails, etc.

At the national level, the program is providing advisory support to the Ministry of Culture, Tourism and Civil Aviation, Trekking Agents Association and Nepal Tourism Board to oversee the long-term, effective and inclusive management of the GHT including the support for international marketing of the GHT. Based on a detailed marketing strategy, various promotional materials have been developed and distributed at international tourism fairs like PATA, ITB Berlin and World Travel Mart London.

**Expected Results**

An analysis of pilot projects in Humla and Dolpa found that from 2008 to 2010, there was an approximate 30% increase in number of tourists using local food and beverages, a 20% increase in use of local accommodation and a 31% average increase in annual income per participating enterprise.

For further information on the Great Himalaya Trail and the Great Himalaya Trail Development Programme, visit [www.thegreathimalayatrail.org](http://www.thegreathimalayatrail.org)
India will be host to the 25th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia in Hyderabad from 12-14 April 2013. The Joint Regional Commission Meeting is an important event and attracts the attendance of national tourism leaders from both the public and private sector.

Since India accords great importance to the issue of Sustainable Tourism, the Ministry of Tourism, Government of India, along with the 25th Joint Commission Meeting is hosting a UNWTO Conference on Sustainable Tourism Development on 12 April 2013. As a commitment to Safe and Sustainable Tourism Development, India has developed a code for “Safe & Honorable Tourism” and Sustainable Tourism Criteria for the Accommodation and Tour Operators sectors.

India is a round the year tourist destination which boasts a variety of tourism offerings. Its rich and diverse natural, cultural, and man-made heritage provides a unique opportunity to travelers to find what they are seeking. Popular Indian tourism destinations and products range from the magnificent Himalayas in the north to the beautiful and serene backwaters in Kerala, from legendary Forts of Rajasthan to world class heritage sites like Hampi in Karnataka, from sprawling beaches of the West Coast to the calm lakes of the East, from exotic one horned Rhinos of Kaziranga to majestic Elephant herds in Bandipur, and from majestic lions of the Gir to royal tigers of Sunderbans.

India, today, is a transformed tourist destination competing to give the best to the visitors. Over the years, the county has stepped beyond its offering of traditional tourism products of culture and heritage and has developed various
niche products pertaining to rural tourism, wellness & medical tourism, MICE tourism, adventure and wildlife tourism, golf & sports tourism.

Hyderabad, renowned for its palaces and minarets, has undergone rapid urbanization and development, fulfilling the growing city’s demands. The city has transformed a lot since the Asaf Jahi rule to the present day. Over 400 years ago, Hyderabad began as a small city centered around the Charminar, evolving over the years to become one of the country’s six largest metropolitan cities.

What really defines Hyderabad is a perfect blend of the past, present and future. From the very beginning, Hyderabad has attracted people from different cultures from across the world which has made it one of the most cosmopolitan cities in the country and recognized as being ‘gloriously old and glamorously new’.

Hyderabad, today, offers unlimited opportunities for national and international business. This land of Nawabs is evolving fast into one of the most preferred MICE destinations around the world as it houses world class convention facilities and infrastructure for international trade shows, exhibitions and corporate events.

The city houses famous tourist spots including Charminar, Mecca Masjid, Golconda Fort, Salarjung Museum, Qutub Shahi Tombs, Taramati Baradari, Birla Temple and Laad Bazar. Popular tourist locations near Hyderabad are Nagarjuna Sagar, Nagarjunakonda, Tirupati Temple, Vishakapatnam, Araku Valley, Warangal and Amaravathi.

For more information,
Please visit www.incredibleindia.org, www.aptourism.in and www.aptdc.in
CSR in Tourism

Despite the tourism industry’s tremendous growth and history of success in many world regions, its long-term viability is dependent on sustainable management to ensure maximum benefits and minimum negative impacts on local communities, their economies and the environment. By bringing Corporate Social Responsibility (CSR) to the forefront of business strategies, a number of private stakeholders in tourism are providing examples of sustainability management in practice.

Corporate Social Responsibility as defined by the UNWTO refers to a form of self-regulation whereby organizations take responsibility for their impact on society and the environment. It is a commitment to behave ethically and contribute to economic development while improving the quality of life of employees, the local community and the environment. In some research, it is also reported that CSR is believed to have useful commercial and cost saving functions in areas of staff recruitment and retention, image and brand building, advertising, differentiation and competition (Pearce & Doh, 2005; Henderson, 2007).

Accreditation or standards systems are a simple way for companies to begin to engage in CSR and provide useful guidelines for companies wishing to manage their operations more sustainably. To assist private sector enterprise, the UNWTO has built an innovative framework with the UN Global Compact entitled TOURpact.GC.

UNWTO’s Work on CSR

TOURpact.GC

A new framework for CSR in tourism, TOURpact.GC, was launched by the UN Global Compact and UNWTO, on occasion of the 2008 World Tourism Day.

As a pioneering initiative to advance CSR objectives to companies, associations and other tourism stakeholders, TOURpact.GC reflects the aligned principles of the Global Compact and UNWTO’s Global Code of Ethics for Tourism. The Global Compact is a voluntary initiative designed to mainstream ten key principles of social responsibility in business activity and to catalyze action to support the UN Millennium Development Goals (MDGs). And the Global Code of Ethics for Tourism is a framework for the responsibility and sustainable development of world tourism.

TOURpact.GC will demonstrate the industry’s capacity to create jobs and growth of local economies while helping to achieve MDGs and contribute to a more inclusive green economy.

UNWTO’s Study of CSR

The UNWTO conducted a study of Corporate Social Responsibility practices among leading companies in the international tourism sector. Based on the research, the following were identified as the most common areas of engagement in CSR:

• Internal Management
  Activities essential to core operations of business, for
example, norms and standards, resource management, professional development, security and health, etc

• **Host Community Support Practice**
  Intended to preserve, assist and strengthen local communities. This includes wildlife and landscape preservation, pollution reduction, recycling and waste storing, offsetting activities, awareness campaigns on social issues, amongst others

• **Supplier Relations**
  Activities related to purchasing and trade relations, responsible consumption, including the promotion local supply chains, fair trade, green purchasing, etc.

• **Customer Service**
  Enhancing the consumer experience and protecting consumer rights by implementing policies and staff training relating to ethical behaviour, health, security

• **Stakeholder Involvement**
  Activities encouraging collaboration and participation between customers, staff, host community, and suppliers

### Case Study: Accor China

Accor China connected with the Chi Heng Foundation to develop a project to support women and children impacted by HIV/AIDS. Entitled “Empowerment Builds the Future”, the first year of this program was funded by a EUR 20,000 donation from Accor (USD 27,830). The donation was used to construct a workshop for affected women in Henan Province. The workshop recruits and trains women whose families have been affected by HIV/AIDS and teaches them to produce eco-friendly bags. The bags are sold at all Accor hotels in China; Hong Kong, China; Taiwan, China; and Macau, China. To date, a pilot group of five women has started producing bags. Five sewing machines as well as other workshop materials are in place. The proceeds from the bags, which are priced at RMB 20 each (USD 2.99) will be funneled back into the distressed community and used to provide educational opportunities and scholarships administered by the Chi Heng Foundation. Accor has set a first year sales target of 1.5 bags for each hotel room that it has in its properties across the region, equaling roughly 35,250 bags. The first 200 bags have already been produced and sold at selected hotels. At the conclusion of the first year of this program, eco-bag sales should fund scholarships for 30 children from Henan Province.

The Accor group has been successful in implementing this project because as private business whose work it is to connect communities all over the world, it has an unusual ability to start dialogues between communities of various sectors. This closed loop system also ensures that proceeds and skills go to the communities and families that are most in need of support. “By participating in this program, I get a monthly income of RMB 1000 which allows me to meet my family’s needs and pay for my children’s education”, said one woman who works in the workshop. “I hope this program will grow further in my hometown so that more people will be benefited like I was.”

Reference:
Tourism and the Millennium Development Goals, UNWTO


Overview of Suncheon Bay Garden Expo 2013

The International Garden Exposition Suncheon Bay Korea 2013, with the theme of ‘Garden of the Earth, Suncheon Bay’, is a global festival taking place in Suncheon, at the periphery of the South Jeolla Province, occupying an area of more than 1,100 km². The Suncheon Bay Garden Expo 2013, authorized by the International Association of Horticultural Producers (AIPH), is slated to be held at Suncheonman Bay from 20 April - 20 October, 2013.

Suncheon City

Over the last 150 years, International Garden Expos have been recognized throughout Europe and other developed countries in the creation of forward-looking green cities. The Suncheon Expos will further serve to share possibilities for cities in the future. Following the event, the site and wider city will be transformed into an ecological garden filled with trees and flowers.

Suncheon City has restricted the expansion of the downtown area in the direction of the bay to ensure its preservation and form an ecological axis between them.
In this way Suncheon will be reborn as a world-class level ecological city. As a result of Suncheon’s cultural and environmental efforts, it has been selected as one of the ten most desirable places to live for two consecutive years. The city received the President’s Prize in the first lively city evaluation, and the silver prize in the Liver Com Awards, accredited by the United Nations Environment Program, of the most desirable cities to where to live, creating international recognition. With Suncheon City, hosting this year’s Expo, the existing value of Suncheon Bay, one of the world’s top five coastal wetlands will be further publicized.

Character of Suncheon Bay Garden Expo 2013

Suncheon Bay Garden Expoare several characters that make the Suncheon Bay Garden city special and value. Suncheon is ecological capital and the assuredness of walking on bare earth, this is the authenticity of life that today we must recover. In the midst of this, Suncheon Bay solidly preserves one of the top five coastal wetlands in the world. Registered with the RAMSAR Convention, the bay is South Korea’s first wetlands designated as a scenic spot. It consists of 22.4 km of marsh lands and 5.6 km of reeded wetlands, and is home to 235 species of migratory birds and 220 plant species.

Suncheon Bay Garden Project 2013

1. World Garden
The World Garden offers an opportunity to enjoy the diverse and unique gardening cultures of ten countries including: Holland, China, France, Japan, Germany, Pakistan, Spain, Italy, the U.K. and U.S. It will offer the same pleasure experience as traveling overseas

2. Themed Garden
The themed garden will be developed in 33 sections by artists and corporations selected by a pubic contest. The corporate image or artist’s unique character will be expressed through the gardens

Garden designer Hwang Ji-hae, who was awarded top prize in the Chelsea Flower Show in the U.K. with Seonamsa (Haeuso), will participate as an Expo advisory member

3. Performance Stage
Located at the backdrop of the Dongcheon River, the Bbeol Stage you can enjoy the beauty of traditional Korean entertainment with events planned throughout the Expo period

4. Medicinal Herb Center
A medicinal herb cultivation garden of 160,000m² will provide an opportunity to enjoy medicinal herbs. It is a space for hands on experience healing for the various ailments of modern living.

5. Children’s Play Garden
The play garden offers children the opportunity to run freely through a garden dotted with well-known and beloved characters

6. International Wetlands Center
The potential of Suncheon Bay, including an 8000-year history of wetlands, reeds, wind and sound, will be presented using advanced technology. During the Expo period, diverse exhibitions, cultural events and international conferences on global environmental issues

7. Driverless PRT Track
The nation’s first Personal Rapid Transit (PRT) system is an environment-friendly and uniquely enjoyable way to convey up to six people in each pod from the Garden Expo site to Suncheon Bay. Also, a high-tech IT garden will be created, the facilities of which will utilize eco-friendly energy
8. Arboretum
The Korean Garden, Garden Tree Experience Center, Rhododendron Center, and Namdo Forest will provide diverse information and points of interest about forests and gardens. In addition, the facility will be equipped with horticultural systems to observe various plants, as well as research and support for plant breeding. The Korean Garden, nestling among a natural Korean landscape and sentiment, will be divided into three sections for viewing: the Royal Garden, Scholar’s Garden, and Wish Garden, bearing the wishes of historical mothers. It is a garden that manifests and represents the country.

9. Dream Bridge
Installation artist Gang Ik-Joong, who achieved notoriety with his Korean Pavilion design in the Shanghai Expo, designed the Dream Bridge for this Expo. The recycled-container Dream Bridge will be a landmark of the Expo with the exhibition of 160,000 works of art on the theme of dreams drawn by children around the world.

10. Suncheon Lake
Charles Jencks, world-famous architect-turned garden designer, and creator of The Garden Of Cosmic Speculation, a 396694m² site in Scotland, designed the beautiful Suncheon Lake, host site of the International Garden Exposition in Suncheon Bay.

The creation of the Expo site started in March 2011 and will be completed by the close of 2012. Starting this year, a simulation in accordance with operational planning will be conducted. Trees have been prepared for the Expo site by Namu Eunhaeng (Tree Bank). Transplantation was performed by pruning the roots of trees in municipal forests around the province to take root early on. The landscaping plan of the Expo site will be based on creating functional parks that absorb carbon and produce fresh air to the greatest extent possible, and provide habitats for various plant species. The plan is designed to incorporate the meanings and themes of various edible and medicinal plants, white cedar and herbs. Suncheon Bay Garden Expo 2013 Visitor goal is 4.68 million people, including 220,000 international visitors.

Event schedule: 20 April 2013 ~ 20 October 2013
Venue: Suncheon-si, Jelloanam-do, Republic of Korea
More information and ticket reservation at http://eng.2013expo.or.kr
1. Suncheon Lake
2. Chinese Garden
3. U.K. Garden
4. Personal Rapid Transit (PRT) System
5. Dream Bridge
6. Inside of Dream Bridge
7. Netherlands Garden
8. Thailand Garden
Female Chinese tourists are mainly motivated by shopping and the quality of product, when visiting Hong Kong according to the School of Hotel and Tourism Management (SHTM)’s Mimi Li and co-authors in a recently published research paper. Examining the travel motivations and behaviour of Chinese women, the researchers identify Hong Kong’s allure as a “shopping paradise”. They also show that mainland women visit Hong Kong to increase their knowledge of the city, enhance their own prestige and enjoy the city’s modern image. Given that mainland Chinese women constitute an increasingly important sector of the travel market in Hong Kong, the researchers’ findings have important implications for the local tourism industry.

China’s outbound tourism market will see considerable growth over the coming years, promoted by the country’s economic development and the liberalization of its tourism policy. Female travelers have been an increasingly large proportion of this market over the last 20 years and they have become the primary target for many travel businesses. This increase “echoes the global trend”, suggest the researchers, with females representing “over 50% of the world’s travel population”. Women around the world now have more time and money for travelling, have strong purchasing power and tend to make the decisions about whether and where to travel.

Yet the figure of the tourist – the hypothetical travelers – is still portrayed in masculine terms, with a focus on adventure and the allure of the exotic. In contrast, and despite all evidence, femininity is marked by signs of domesticity with its lack of individual action. Perhaps this is why there has been little research interest shown in the travel motivations and behaviour female tourists, even though women “hold dramatically different values than men regarding travel”. To compound the problem, remark the researchers, what little is known about the topic has been derived almost exclusively from Western societies.

It is important to increase our understanding of this area, because “the world is looking at Chinese outbound tourism as a lucrative market” of which Chinese female tourists represent a huge potential segment. As the researchers note, because women “often dominate spending decisions in their family, investigation of their behavior will certainly have implications for both academia and industry”.

To investigate the behavior and motivations of female Chinese travelers the researchers conducted a survey at major tourist locations in Hong Kong. The questionnaire measured the respondents’ travel motivations and covered topics such as the length of stay, travel companions and expenses.

Of the 204 women who completed the questionnaire, the majority (75.5%) were below the age of 35 and the rest were below the age of 36-55. More than half of the respondents were single, 35% were travelling with relatives and 31.5% with friends. Around 85% had chosen to travel independently rather than with a package tour and the primary purpose of their visit
was either sightseeing or shopping. Half of the tourists were visiting Hong Kong as a “stopover or secondary destination”. Almost all had allocated a budget of between RMB 1,001 and RMB 5,000 for shopping. Although 40% were visiting Hong Kong for the first time, over 30% visited once a year.

The researchers analysed the respondents’ replies to the questionnaire to identify the underlying ‘push’ and ‘pull’ motivations of their travel. They identified four separate ‘push’ factors that led to the women wanting to travel outside of mainland China: ‘knowledge and prestige’, ‘enhancement of social relationships’, ‘rest and relaxation’ and ‘adventure and excitement’. The five ‘pull’ factors that attracted the women to Hong Kong were ‘modern image’, ‘natural environment and attractions’, ‘safety and cleanliness’, ‘ease of tour arrangement’ and ‘shopping’.

The top two motivations for visiting Hong Kong were shopping and the quality of goods. According to the researchers, shopping is not only an “especially significant factor in considering women’s travel needs”, but it also tends to generate repeat visits. Furthermore, Hong Kong is known as “a shopping paradise” that has long been popular for its “favourable prices and the high quality of its products”. The researchers point out that Chinese women are independent and tend to control the finances of their families and dominate most of the decisions. They increasingly “seek to spend their cash to make themselves more feminine and to pamper and spoil themselves”. Thus, Hong Kong should “do its best to provide unique and exclusive shopping experiences”.

Knowledge and prestige were also found to be strong ‘push’ factors for Chinese female travelers. A trip to Hong Kong, write the researchers, offers an opportunity for Chinese women to see something different, increase their knowledge of a foreign destination and experience a different lifestyle. It is also something “they can talk about with their friends and relatives”. Hong Kong should thus put “more effort into promoting other types of attractions” rather than focusing solely on shopping.

Enjoying the modern image of Hong Kong was also an important motivation, and confirms Hong Kong’s image as a “showcase of Western culture and lifestyle”. However, the increasing competition in the region and the high number of respondents who were visiting Hong Kong as a secondary destination suggest that to remain competitive, it should “develop more modern-themed attractions and activities”.

Age and income had little effect on how respondents rated the importance of these different motivations. However, those with lower educational levels were more likely to be attracted by the natural environment and attractions of Hong Kong. Marital status had the greatest effect on the respondents’ motivations. For instance, knowledge and prestige were important motivations for married women, whereas single women were more attracted by Hong Kong’s “modern image, natural environment and attractions, safety and cleanliness and ease of tour arrangement”.

Visitors who were staying for 4-6 days were more motivated by rest and relaxation and by Hong Kong’s natural environment and attractions than were visitors who were staying for 7-10 days, for whom the city’s safety and cleanliness were the most appealing feature.

By providing insights into the travel motivations of female Chinese tourists, the researchers indicate how the travel industry could be targeting this “promising market” more effectively. Hong Kong should continue to focus on providing high quality shopping, whilst also promoting its other attractions and developing new ones. Marketing strategies could be targeted to appeal to the different sections of the female Chinese tourist market, to better serve the needs of an increasingly important segment of visitors.
## Conferences and Meetings

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<th>Date</th>
<th>Conferences and Meetings</th>
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<td>12 - 14</td>
<td>25th CAP/CSA Joint Meeting &amp; UNWTO Conference on Sustainable Tourism Development</td>
<td>Hyderabad, India</td>
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<td>15 - 17</td>
<td>Tourism Ministerial Meeting of the NAM Countries</td>
<td>Kish Island, Iran</td>
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<td>IT&amp;CM China 2013</td>
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<td>20 - Oct 20</td>
<td>Suncheon Bay Garden Expo 2013</td>
<td>Suncheon-si, Republic of Korea</td>
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<td>25 - 28</td>
<td>PATA Annual Summit (2013 PAS)</td>
<td>Bangkok, Thailand</td>
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<td>May</td>
<td>09 - 12</td>
<td>The 10th World Travel Fair (WTF 2013)</td>
<td>Shanghai, China</td>
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<td>30 - June 2</td>
<td>Korea World Travel Fair (KOTFA 2013)</td>
<td>Seoul, Republic of Korea</td>
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<td>June</td>
<td>01 - 02</td>
<td>UNWTO Regional Conference on Tourism Partnership &amp; UNWTO Regional Affiliate Members’ Meeting</td>
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<td>03 - 06</td>
<td>2013 UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy</td>
<td>Busan, Republic of Korea</td>
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<td></td>
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<td>Malaysia International Tourism Exchange (MITE 2013)</td>
<td>Kuala Lumpur, Malaysia</td>
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<td>Beijing International Tourism Expo (BITE 2013)</td>
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<td>26 - 27</td>
<td>Korea MICE Week &amp; Korea MICE Expo (KME 2013)</td>
<td>Seoul, Republic of Korea</td>
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### 25th CAP/CSA Joint Meeting & UNWTO Conference on Sustainable Tourism Development

The 25th Joint Meeting of the UNWTO Regional Commission for East Asia and the Pacific (CAP) and the UNWTO Regional Commission for South Asia (CSA) will be held in Hyderabad, India from 12-14 April, 2013.

The CAP/CSA Joint Commission meeting is the UNWTO’s principal annual event in the Asia Pacific Region, attended last year by over 60 representatives from UNWTO Member States, 10 UNWTO Affiliate Members and numerous international and regional organizations including the UNEP, SNV Netherlands Development Organization, and the Asian Development Bank (ADB).

Key topics this year will include the UNWTO’s
Program of Work for the Region, and analysis of Tourism Towards 2030 (UNWTO’s long-term international tourism forecast) and its implications for the Asia-Pacific Region along with other statutory issues related to the UNWTO Asia-Pacific Member States.

This year, the Joint Commission Meeting will be held in conjunction with a one-day, regional conference on Sustainable Tourism Development. The conference will examine the environmental, socio-cultural and economic longevity of the travel and tourism industry in light of its rapid growth, both internationally and domestically.

For more information, visit http://asiapacific.unwto.org/en/event/25th-csacap-joint-meeting-unwto-conference-sustainable-tourism-development

2013 UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy

This year marks the 7th Executive Training Programme which will be dedicated to Tourism Branding and Communications, and will be held in Busan, Republic of Korea from 3-6 June.

Korea Tourism Organization (KTO) met with UNWTO representatives in Madrid recently to discuss the upcoming UNWTO Regional Conference on Tourism Industry Partnership (Seoul, 1 June) and the 7th Executive Training Programme on Tourism Policy and Strategy (Busan, 3 - 6 June).

The specific area of focus this year will be on equipping National Tourism Administrations with the latest marketing tools and techniques in tourism branding and communications through both conventional media and alternate distribution channels including social media.

For further information, please visit http://asiapacific.unwto.org/en/event/7th-unwto-asiapacific-executive-training-program-tourism-policy-and-strategy

Beijing International Tourism Expo 2013

Scheduled to be held at the China National Convention Centre (CNCC) on 21 - 23 June, the three-day mega tourism event will unveil its international showcase of destinations, tourism attractions, travel packages, products and services.

Organized since 2003, the Beijing International Tourism Expo is one of the fastest growing in the industry, attaining a quality ranking in Asia, and becoming an important and influential platform for tourism networking and business transactions. For further information, please visit to http://www.bitechina.com.cn/en/page/16/home.html#

Korea MICE Week & Korea MICE Expo (KME 2013)

Korea MICE Week & Korea MICE EXPO (KME 2013) will be held in Seoul from 26–27 June at COEX. The yearly Korea MICE EXPO was established in 2000 for the development of the Korean industry.

Over 200 sellers and 300 buyers are expected to participate in the event. Participants will once again share the latest information on the MICE industry.

The main events are MICE business consultation and exhibitions MICE presentations, relevant events. Further information is available at http://www.koreamice.kr/eng/eng_index.asp
UNWTO and China to Strengthen Cooperation

The Chairman of the China National Tourism Administration (CNTA), Mr. Shao Qiwei, and UNWTO Secretary-General, Taleb Rifai, have agreed to strengthen cooperation between both organizations as a key step towards advancing China’s tourism development objectives.

Meeting with Mr. Rifai, Chairman Shao emphasized his interest to increase collaboration with the UNWTO as a means of supporting China’s tourism policy objectives, and to provide support for a the country’s tourism sector, recently identified by the Central Government of China as one of the pillars of the country’s economy.

“The focus in China is now on quality and sustainability” he stated. That is, while the tourism sector has grown significantly over the past years in terms of volume, the future of the sector should focus on the diversification of tourism products, on environmental protection, on the quality of the workforce and overall quality over quantity. In this respect UNWTO support and guidance is of the utmost importance,” said Chairman Shao.

Since 2006, the UNWTO has supported the establishment of five Sustainable Tourism Observatories in China which are at the forefront of efforts to convert UNWTO theoretical criteria on sustainable tourism into practice at the destination level.

At a meeting with Minister Soria of Spain, Mr. Shao further stressed that in spite of the current deficit in China’s tourism balance due to slower growth in inbound tourism compared to outbound in 2012, the Chinese Government has not changed its strategy of encouraging outbound tourism.

Foreign Tourist Arrivals in Bali up by 4.3 Percent

The number of foreign tourists that visited Bali last year totaled 2,949,332, a rise of 4.3 percent compared to the previous year.

Head of the Central Statistics Agency (BPS) in Bali, Gde Suarsa, said on Friday that Bali was still seeing an upward trend of domestic and foreign tourist arrivals.

During the last peak season of December, 268,072 foreign tourists visited Bali, 264,366 of whom entered through Ngurah Rai International Airport, with the remainder arriving at seaports.

This number was 10.42 percent higher compared with November, and an increase of 5.71 percent from December 2011.
The five top countries of origin supplying tourists to Bali last year were Australia, China, Japan, Malaysia and South Korea, respectively contributing 27.12 percent, 10.75 percent, 6.40 percent, 5.75 percent and 4.18 percent to the total number of tourist arrivals.

[http://www.tourismindonesia.com/2013/02/foreign-tourist-arrivals-in-bali-up-by.html]

Australia and Japan Partner for Tourism Exchange Year 2013

Australia and Japan’s national tourism marketing organizations are partnering to encourage two-way tourism between the two nations as part of a new initiative – the Australia-Japan Tourism Exchange Year 2013.

Commencing on 1 January 2013, the Australia-Japan Tourism Exchange Year aims to promote bilateral exchange between the tourism industries of both countries to ensure longer term sustainable growth in their visitor economies.

Managing Director Andrew McEvoy from Tourism Australia said Japan has been a market of longstanding importance to Australian tourism and continued to be a significant source of visitors to the country.

“Despite the various factors that have impacted tourism to Australia from Japan in recent years, the fact remains that Japanese visitors remain a very important and significant part of our visitor economy,” Mr. McEvoy said. “Partner with JNTO to encourage bilateral tourism opportunities in the coming year will provide further impetus to our plans to harness ‘the green shoots’ we are seeing from Japan to further reinvigorate the market,” Mr. McEvoy said.

The Australia-Japan Tourism Exchange Year also marks the 50th anniversary of the first sister-city relationship for Japan and Australia, established between Yamatotakada City in Nara Prefecture and Lismore City in New South Wales.

There are currently more than 100 sister-city relationships between Japan and Australia, which are a platform for active international cultural exchange, and these are seen as a further opportunity for encouraging travel in the coming year.

The UNWTO Asia Pacific Newsletter Welcomes Your Contribution!

The editor invites articles related to the newsletter’s special features:
- Destination Report
- Asia Pacific News Brief
- Sustainable Tourism Development Success Stories
- Upcoming Tourism Conferences and Meetings in the Asia Pacific Region
- Focus on Tourism Policy

Contact
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Email: kimcw@khu.ac.kr • Phone: 82-2-962-2204
## UNWTO Member States in Asia and the Pacific

### South Asia

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### East Asia & the Pacific

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### Associate Members

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## UNWTO Affiliate Members in Asia and the Pacific

### South Asia

- Biman Bangladesh Airlines
- Gardeeharan Tour Operator (GATO)
- Indian Hotels Co. Ltd. - The Taj Group of Hotels
- Institute of Training, Research and Operational Consultancy for Tourism (INSTROCT)
- Iran Air “The Airline of the Islamic Republic of Iran”
- Iran Culture Heritage and Tourism Investment Company - SEMEGA
- Kerala Institute of Tourism and Travel Studies
- Marcopolo Tourism Development Company (PJS)
- Pacific Area Travel Writers Association
- Pakistan Tourism Development Corporation
- Tourism & Recreational Centers Co. (TRCO)
- Stark Communications Private Ltd.

### East Asia & the Pacific

- Australian Tourism Export Council
- Busan Convention & Visitors Bureau
- China International Travel Service - CITS
- CQ University Australia
- DISCOVERY MICE
- Guilin Institute of Tourism
- Gyeonggi Tourism Organization (GTO)
- Hong Kong Tourism Board (HKTB)
- Instituto de Formación Turística (IFT) - Institute for Tourism Studies
- James Cook University - School of Business (Tourism Program)
- Japan Association of Travel Agents (JATA)
- Japan National Tourism Organization (JNTO)
- Japan Travel Bureau Foundation
- Jeju Tourism Organization (JTO)
- Korea Culture & Tourism Institute (KCTI)
- Korea Tourism Organization
- Kyung Hee University
- Lincoln University
- Macau University of Science and Technology, Faculty of International Tourism
- Pacific Asia Travel Association (PATA)
- Shanghai Institute of Tourism - Shanghai Normal University
- The Chinese University of Hong Kong, School of Hotel and Tourism Management, Faculty of Business Administration
- The Hong Kong Polytechnic University, School of Hotel and Tourism Management (HHTM)
- Tourism Promotion Organization for Asian-Pacific Cities (TPO)
- TTF Australia Tourism and Transport Forum
- University of Queensland
- University of Technology Sydney, School of Leisure, Sport and Tourism
- Victoria Tourism Industry Council
- Victoria University - Centre for Tourism and Services Research
Handbook on Tourism Product Development

Tourism products are the basis for a destination’s tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destination cannot realise its full potential. However, only few destinations focus their attention on the development and delivery of the various attractions and activities that make up the tourism product. The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements in the process of tourism product development planning and implementation, e.g. coordination, consultation, collaboration – co-operation. It illustrates these principles through a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods.
Publication Year: 2011

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.
Policy and Practice for Global Tourism is aimed at decision makers working in the public and private sectors alike, as well as those who are simply interested in learning more about this fast-moving and dynamic sector of the global economy.
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