Contents
“International tourism is an increasingly significant component of international trade as seen in export earnings from international tourism and passenger transport, which reached USD 1.5 trillion in 2014” said UNWTO Secretary-General, Dr. Taleb Rifai. “In a scenario with decreasing commodity prices, spending on international tourism grew significantly in 2014, proving the sector’s capacity to stimulate economic growth, boost exports and create jobs”, he added.

Review International Tourism in 2014

International tourism receipts grew in all regions

As of April 2015, a total of 126 countries and territories around the world monitored by the UNWTO, including virtually all leading destinations, had reported full-year data on international tourism receipts (from both overnight and same-day visitors) for 2014. Among these, 103 saw an increase in receipts (82%), 36 of which in double-digit figures (29%), and 23 reported a decline (18%). Based on this sample of destinations and including an assessment for missing data, the UNWTO estimates that international tourism receipts worldwide reached USD 1,245 billion last year, up from USD 1,197 billion in 2013.

Europe, which accounts for 41% of worldwide international tourism receipts, saw an increase in tourism earnings in absolute terms of USD 17 billion to USD 509 billion. Asia and the Pacific (30% share) saw an increase by US$ 16 billion, reaching USD 377 billion.

In the Americas (22% share) receipts increased by US$ 10 billion to a total of USD 274 billion. In the Middle East (4% share) tourism receipts increased by an estimated USD 4 billion to USD 49 billion and in Africa (3% share) by USD 1 billion to USD 36 billion.

By subregion, Northern Europe, Southern and Mediterranean Europe, North-East Asia, Oceania, South Asia, Caribbean, Central America, South America and the...
Middle East showed fastest growth in relative terms, all recording +5% or over in receipts.

**Reports for the Asia and the Pacific Region**

**China and Thailand were included amongst top 10 Asian and the Pacific countries**

In the ranking by tourism receipts, China moved up two places, to number 3. Macao (China) moved down to 5. Thailand also moved down two places to 9th in receipts, but still ranked top 10.

**Strong start of the year in many destinations**

Asia and the Pacific recorded an estimated 5% increase in arrivals in the first two months of 2015, with all four subregions contributing to growth.

Results were strongest in North-East Asia (+6%), followed by South-East Asia and Oceania (both +5%) and South Asia (+4%). North-East Asia (+6%) was boosted by the strong performance in Japan (+44%) and the Republic of Korea (+12%). In South-East Asia (+5%), growth is accelerating thanks to the rebound in Thailand (+25% through March). In Oceania (+5%), New Zealand reported an 11% increase in arrivals for the first three months of the year.

**Table 3. International Tourist Arrivals: Monthly Evolution, Asia and the Pacific**

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015*</th>
</tr>
</thead>
<tbody>
<tr>
<td>% change</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
<td>0%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
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**Table 4. International Tourist Arrivals: Monthly Evolution, Asia and the Pacific**

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015*</th>
</tr>
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<tbody>
<tr>
<td>Million</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (UNWTO)®
The Maldives hosted the 27th Joint Meeting of the UNWTO Commission for East Asia and the Pacific (CAP) and Commission for South Asia (CSA) from 3 to 5 June in Bandos Island Resort and Spa. The CAP-CSA Joint Meeting is UNWTO’s principal annual event in the Asia Pacific Region that focuses on UNWTO’s Programme of work for the region, including other statutory issues related to UNWTO Asia Pacific Member states. The Joint Commission Meeting was chaired by Dr. Mahesh Sharma, Minister of State, Culture and Tourism of India and co-chaired by Mr. Rolando Cañizal, Assistant Secretary of Tourism of the Philippines.

Moreover, the UNWTO Regional Ministerial Conference on Positioning Tourism in a Wider Socio-Economic Context was also held in conjunction with the Commission meetings. One of the main objectives of this year’s meeting was to measure the recognition given by member countries to tourism’s socio-economic contribution to their national economies, as per UNWTO’s and World Travel and Tourism Council (WTTC)’s appeal to position Travel and Tourism higher in the global agenda via the Open Letter initiative. Open letters were previously sent to heads of states and government leaders in 2011. The Open Letter recognized tourism’s overwhelming capacity to foster economic growth and recovery, promote inclusive social development, and environmental sustainability. Furthermore, the Open Letter seeks to encourage member states to allocate appropriate resources for the development, promotion and marketing of tourism, and prioritize tourism as a powerful instrument for income generation and sustainable development. Furthermore, by examining national policies, the UNWTO and WTTC seek to engender effective strategies to ensure that the socio-economic benefits of tourism are properly distributed among non-tourism sectors of Asia Pacific economies.

The Maldives’ case is highly illustrative of tourism’s capacity to advance socio-economic development. Before the advent of the modern-day Tourism Industry, the Maldives was listed as one the least developed 29 countries of the world. In 2011, it was upgraded to a Middle Income Country, and there is no doubt that tourism has contributed greatly to the transformation of the Maldivian economy. Tourism contributes to 30% of the GDP, an astounding 25% higher than the contribution of tourism to the average global GDP, and provides 60% of foreign receipts. The Minister of Tourism, Honourable Mr. Ahmed Adeeb Abdul Gafoor, duly recognized
the importance of tourism to the Maldivian economy in the Opening Ceremony, and assured the government’s continuing commitment of investing in the tourism sector. The commitment to tourism by the Maldivian government was further validated by the presence of His Excellency President Abdulla Yameen Abdul Gayoom, as the Guest of Honor. The President highlighted the need for Maldives to adapt to the dynamic industry of Tourism and furthermore noted that the government’s economic remodeling policies such as the expansion of guest house projects, and Hulhumalé second phase development, as well as the Malé- Hulhumalé Bridge project would further facilitate the distribution of tourism revenues into the national economy.

The Opening Ceremony also included the launching of the Visit Maldives Year 2016 Campaign, an extensive marketing initiative designed by the Maldives Marketing and Public Relations Corporation (MMPRC). The campaign was launched by His Excellency President Abdulla Yameen Abdul Gayoom. The year-long campaign promises various offers for tourists such as free wedding packages, as well as activities such as a free diving competition, international surf competition, hosting of World Travel Awards Grand Final Gala Ceremony, being Official Partner Country of the largest International Tourism Fair, “Internationale Tourismus Börse (ITB)”, which will be celebrating its 50th anniversary, as well as the Maldives Whale Shark Festival.

This event was followed by the endorsement of the Maldives’ Open Letter campaign where UNWTO Secretary-General, Dr. Taleb Rifai, presented the Open Letter to His Excellency President Abdulla Yameen Abdul Gayoom. By accepting the Open Letter, His Excellency endorsed the campaign to demonstrate the Maldives’ own commitment to prioritizing the tourism sector on the national agenda.

Following this event, the UNWTO Secretary-General, Dr. Taleb Rifai, gave the Opening Address and Keynote Speech on UNWTO’s Advocacy Initiative on Positioning Tourism in the Global Agenda. He gave special focus to Nepal in light of the tragic devastation caused by the earthquakes, and mentioned tourism’s fundamental role in contributing to economic recovery.

Following the Secretary-General’s speech, the Project Manager of the Tourism Adaptation Project (TAP), Mr. Moosa
Zameer Hassan, delivered a presentation on Policies and Strategies of Maldivian Tourism Sector on Adaptation to Climate Change; Imperative for a Climate Resilient Destination. The Tourism Adaptation Project was initiated in 2011, in an effort to develop and reform policies and strategies to increase the climate resilience of the nation by increasing the adaptive capacity of the tourism sector. His presentation focused on the climate challenges faced by the Maldives and tourism policies that can help achieve climate resilient development, promote foreign investment, diversify markets and remain competitive in this ever straining field of Tourism.

Speaking at the press conference after the Opening Ceremony the Secretary-General, Dr. Taleb Rifai, mentioned the challenges to adapting to the changing “Source Markets”. The Secretary-General highlighted the changing trends such as increase in number of tourists from emerging economies such as China, India, Brazil, Malaysia and Indonesia, as well as an increase from mature destinations and thus the need to adapt to these changes.

The afternoon session began with the opening of the Ministerial Conference. The Keynote Presentation was given by Dr. Kaye Chon, Dean of the School of Hotel and Tourism Management of the Hong Kong Polytechnic University. Dr. Chon spoke about “Positioning tourism in the national socio-economic development agenda” and provided a comparative review of policies in the Asia-Pacific region.

Next followed the Ministerial Dialogue, in which Ministers, Vice Ministers, Heads of Delegations and selected industry leaders across the region discussed the role of the Asia-
Pacific as one of the driving forces of global tourism. International tourist arrivals to the region are expected to rise by 331 million in two decades. Moreover, as the economies of the region grow, outbound travel also represents a potential contributor to the growth of global tourism.

The dialogue focused on the capacity of the tourism industry to build and protect social, economic and environmental foundations of nations, and thereby the role of policy makers in formulating effective local, national, regional and international standards for tourism development and promotion. The Ministers also debated the success to date in establishing such an economic agenda and framework in the region, and the challenges of embedding tourism sector within the national and cross-sectoral agendas, opportunities for advancing tourism growth and development, and enhancing its benefits within nations and the region at large.

The emphasis was that by prioritization and advancing the tourism sector on the national and regional platform, political and financial support needed by tourism leaders can be secured, for the advancement not only of the sector but also the greater socio economic, and environment landscape of the nation and the region.

After the Ministerial dialogue, the Tourism Observatory Book “Tourism Shaping Tomorrow” was launched. The event was conducted by Ms. Anita Mendiratta, the publication’s Chief Editor and presented by Professor Bao Jigang, the Director of Monitoring Center for UNWTO Sustainable Tourism Observatories. The Book provides a micro-view into the difference made as a result of the billions of travelers traversing international borders everyday.
In the evening, the Honorable Minister of Tourism, Mr. Ahmed Adeeb Abdul Gafoor, hosted a special Gala Dinner to honor and welcome the delegates to the Maldives. Ministers, senior government officials, Maldivian tourism industry pioneers and a huge number of industry participants were also a part of this social function. A very significant ceremony also took place during the dinner, where Maldivian Industry leaders signed the Private Sector Commitment to Global Code of Ethics for Tourism (GCET). Five prominent enterprises and associations signing this commitment included the Maldives Association of Tourism Industry (MATI), Crown & Champa Resorts, Sun Island Resorts & Spa, Centara Hotels & Resorts Maldives and Canareef Resort Maldives. The fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. It was adopted in 1999 by the General Assembly of the UNWTO, and aims to maximize the sector's benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe. Although not legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the World Committee on Tourism Ethics (WCTE), to which stakeholders may refer matters concerning the application and interpretation of the document.

The Code’s 10 principles cover the economic, social, cultural and environmental components of Travel and Tourism such as tourism’s contribution to mutual understanding of between people’s and societies, tourism as a factor of sustainable development, tourism as a vehicle for individual and collective fulfilment, tourism a user of the cultural heritage of mankind and contributor of its enhancement. Moreover, it focuses on the obligations of stakeholders in tourism development, right to tourism and liberty of tourist movements, rights of the workers and entrepreneurs in the tourism industry.

By signing the commitment they pledged their support to observe the principle of the Code; respect human rights and cultural heritage, protect the environment and vulnerable groups, work towards social inclusion, gender equality, and accessibility – that is, abiding by some of the highest moral values that we as a society have accepted as fundamental in the 21st century. The Secretary-General of UNWTO, Dr. Taleb Rifai concluded with the following statement: “UNWTO is guided by the belief that tourism can make a meaningful contribution to people’s lives and our planet. This conviction is at the very heart of the Global Code of Ethics for Tourism, a roadmap for tourism development. I call on all to read, circulate and adopt the Code for the benefit of tourists, tour operators, host communities and their environments worldwide.”

On the second day, 4 June, the joint commission meeting was held and farewell dinner, hosted by Mr. Mohamed Umar Manik, Chairman of Maldives Association for Tourism Industry (MATI), was followed to extend the warm hospitality of Maldives to the distinguished delegates before their departure from the Maldives. The farewell dinner was also accompanied by traditional Bodu Beru (drum music) dances and live music.

The events were concluded with a special technical tour organized by Ministry of Tourism by the generous sponsor of Union Pay International for the delegates on 5th June 2015. The aim of the tour was to expose the delegates to the unique beauty of the Maldives, and to the warmth of Maldivian hospitality. The first half of the technical tour included a photo flight excursion, where the delegates flew over the pristine lagoons and islands of the Malé atoll, in the seaplanes of Trans Maldivian Airways.

In accordance with this year’s Joint Commission Meeting and Ministerial Conference, the 28th Joint Meeting of the two commissions is scheduled to be hosted in 2016 by a Member from the Commission for East Asia and the Pacific. During the meeting, Japan presented its candidature to host next Joint Commission Meeting.
Overview

Co-organized by the UNWTO and the Department of Tourism of Philippines, the 9th UNWTO Asia/Pacific Executive Training Programme was held in Bohol from 28 April to 1 May 2015. This year’s programme was titled Community Based Development and Tourism Recovery and was once again financed by the Ministry of Culture, Sports and Tourism of the Republic of Korea. With a focus on Community-Based Tourism (CBT) and tourism recovery, Bohol is deemed a model area given its geographical location and history of earthquakes.

Since 2006, the UNWTO has convened the Asia/Pacific Executive Training Programme on Tourism Policy and Strategy. This high level executive training programme provides a platform for policy makers to get together for exchanging ideas on current tourism issues. Through a series of lectures, group discussions, debates, and presentations, the training program seeks to provide a forum to assist senior officials of UNWTO members of Asia and the Pacific in gaining a better understanding of the latest trends in tourism management and provide a knowledge and experience sharing platform on good practices for successful policy and strategy formulation and implementation.

During the three-day session, two themes were mainly discussed in the meeting: Community Based Development
and Tourism Recovery. A total number of 25 foreign and 15 local participants attended the event in the South Palms Resort on Panglao Island, near Tagbilaran City in the Province of Bohol. It is the Philippine’s 10th largest island and the site of a devastating 7.2 magnitude earthquake, which occurred on 15 October 2013. The earthquake caused extensive property damage and loss of life and disrupted an otherwise vibrant economy and tourism industry. After two years, the province has come out stronger, more creative, and resilient. Bohol is also proud of the new tourism products that its people created to restore confidence in the destination. This setting will provide participants with an excellent opportunity to better understand the issues discussed during the training programme and to see first-hand the recovery efforts.

Session 1: Community Based Development

Mr. Robert Basiuk, a UNWTO Anchor Consultant and Environmental and Tourism Management Specialist, introduced the programme and moderated country presentations during the First Session. In additional, he gave a speech on Community Based Tourism Development highlighting both the successes and the challenges. He concluded his presentation saying “Sustainability is the aim of both community development and tourism.” For the country presentation section, Mr. Basiuk outlined the programme’s aim which is to deepen the understanding of community development and tourism and tourism recovery.
Community based tourism (CBT) has the potential to create employment and foster protection of environmental resources. However, CBT is not a one-size-fits-all solution, nor is it a stand-alone strategy. Successful CBT requires active participation and partnership of a number of actors in the private and public sectors to remain viable as a business and to achieve the goals of community development.

Session 2: Tourism Recovery

The Second Session provided an introduction to the vulnerable nature of tourism and the challenges of recovering from a downturn or a disaster. It was led by Madame Narzalina Zaldivar Lim, UNWTO Consultant / President of Asia Pacific Projects, who gave the Keynote Speech on “Recovering from Crisis Situations - Case Studies from Asia”. The presentation dealt with the impacts of SARS Pandemic (2002-2003), Indian Ocean Tsunami (December 2004) and the powerful earthquake and typhoon that hit Bohol in 2013.
and how the impacted countries took steps to recover and restart the local economy. The Session examined specific country examples addressing how tourism has been used as a tool in the recovery.

Tourism is an important economic sector, but it is particularly vulnerable to crisis or even the perception of crisis. Over the past decade, many countries in South-East Asia have had to deal with disasters on a massive scale and then embark on a recovery. In response to this, this session provided cover what lessons can be learned and how countries can be better prepared to deal with future crisis.

Session 3: Final Conclusion and Recommendations

During the last session, group discussions and a report on recommendations were made by each group. Following this, Programme Conclusions and Recommendations were shared by Mr. Robert Basiuk, including the need for convergence amongst the different levels of government, the private sector, and various local communities to sustain “building for better” infrastructure, strengthen community-based cooperatives, and deepen work commitments towards sustainable tourism. After a farewell speech presented by a Representative from the Department of Tourism of the Philippines at the Closing Ceremony, technical tours were arranged for attendees to witness the practical application of tourism recovery initiatives. In addition to witnessing actual production in some community-based projects, the participants also experienced some parts of the production process and an immersion in the way of life in the community. For witness of Tourism Recovery initiatives, a visit to the Clarin Ancestral House, a 170-year old heritage house now operated as a museum housing traditional Filipino-Spanish furniture and other artifacts was arranged. Moreover, the tour also passed by the iconic heritage churches, most of them damaged by the earthquake and are now undergoing restoration.
The 100th Session of the UNWTO Executive Council

Rovinj, Croatia, 29 - 30 May 2015

The 100th Session of the UNWTO Executive Council met in Rovinj, Croatia, from 29 to 30 May 2015. This historic session, which counted with the participation of former UNWTO Secretary-Generals, Mr. Willibald Pahr (1986-1989) and Mr. Francesco Frangialli (1997-2009), also marked an occasion to recall the 40 years of the establishment of the UNWTO. The first UNWTO General Assembly met in May 1975 in Madrid at the invitation of the Spanish Government. On the occasion, Mr. Robert Lonati was voted in as the first Secretary-General and the Assembly decided to establish the Organization’s headquarters in Madrid, Spain.

Opening the Session, UNWTO Secretary-General, Dr. Taleb Rifai, said “We have come a long way since we held the very first Session of the Executive Council in Madrid, Spain back in May 1975. Back then, our Organization was composed of 78 Member States, and tourism was a rather ‘young’ sector with around 220 million international tourists travelling the world. Today, 40 years later, our membership has grown considerably to 156 countries and 6 Associate Members, plus 400 Affiliate Members representing the private sector, the academia, local tourism authorities and associations. Today, our sector has expanded significantly with over one billion tourists traveling each year to all regions of the world, delivering countless opportunities for economic growth and inclusive development.”

Addressing participants at 100th session of the UNWTO Executive Council, the Prime Minister of Croatia, Mr. Zoran Milanović, highlighted the contribution of tourism to the economy of Croatia as well as the role of the sector in promoting understanding between nations.

“It is a great honor for Croatia, Istra and Rovinj to host such an extraordinary event, such important session, not only because the UNWTO Executive Council prepares all decisions that are reviewed by the General Assembly, but because this is a jubilee 100th session of this Council. We hope that decisions that we will bring during these next two days, with exchange of experience contribute to better, more responsible global tourism development, contribute to mutual appreciation of the tourism sector and other industries.”, said
the Minister of Tourism of the Republic of Croatia, Mr. Darko Lorencin, addressing the Council.

Seasonality is a challenge for all

Seasonality in destinations around the world was at the center of the thematic debate of the Council. Countries shared experiences on policies implemented to address seasonality, including cooperation programmes with tour operators and airlines, promotion of domestic tourism and of specific market segments such as youth tourism and the meeting industry, the development of events and festivals, tax incentives, and marketing.

Opening the thematic debate, the Secretary-General recalled that seasonality is not only an important economic challenge but also has important environmental and socio-cultural impacts including congestion management, pressure on the use of natural resources, seasonable employment or social pressure. Participants agreed that considering the impact and complexity of seasonality in tourism, it is fundamental to ensure innovative product development, strong public/private partnerships and diversification of source markets and segments.

Executive Council discusses UNWTO Programme of Work

The Council also debated the latest tourism trends, reviewed the Organization’s Programme of Work (POW) 2014-2015 and approved the POW for the next biennia (2016-2017).

The Council debate in particular the issues of travel facilitation, taxation and connectivity, key policy priorities to be addressed by the Organization in the period 2014-2015 as well as the overarching priority of UNWTO’s work – sustainability in all its three pillars.

On the first, the Council took note of UNWTO research and advocacy work in the areas mentioned above, namely:

1. The publication of the 2014 UNWTO Visa Openness Report which shows that visa facilitation has
experienced strong progress in recent years, particularly through the implementation of visa on arrival policies, reflecting an increased awareness among policymakers of the positive impacts of visa facilitation on tourism and economic growth;

2. The preparation of a policy paper on tourism and taxation to be presented to 21st session of the UNWTO General Assembly; and

3. The strengthened cooperation with the International Civil Aviation Organization (ICAO).

On the activities undertaken in the area of sustainability, UNWTO Secretary-General informed the Council on various initiatives, namely the expansion of the Sustainable Tourism Observatories under the auspices of the UNWTO, the positioning of sustainable tourism within the Sustainable Development Goals (SDGs) agenda and the formulation of the Programme of Work of ‘The Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production’, led by UNWTO and co-led by the Governments of France, Morocco and the Republic of Korea.

Furthermore on the priorities identified in the area of sustainability, the UNWTO Secretary-General informed the Council on the advances in the promotion of the implementation of the Global Code of Ethics for Tourism, particularly the campaign of the Private Sector Commitment to the Global Code of Ethics. By the end March 2015, the campaign counted with a total of 400 private signatories from 54 countries (plus four regional associations and one global association) who have committed to promote and implement the Code as well to report the actions taken in that regard to the World Committee on Tourism Ethics.

Finally, the Council was informed on the actions taken to further the integration of the Affiliate Members into the Programme of Work of the Organization and promote public/private partnerships. In this regards, the following key activities were highlighted:

Signature of Memoranda of Understanding with 23 Affiliate Members setting areas and activities of common interest; Development and implementation of public/private partnership pilot projects – the UNWTO Prototypes on City Tourism (Madrid, Spain) and Seasonality (Punta del Este, Uruguay); and Development of thematic “networks” gathering Affiliate Members by areas of interest (shopping tourism and food tourism), following the model of the Knowledge Network as well as full integration of the Knowledge Network into the Affiliate Members Programme.

World Committee on Tourism Ethics proposes International Convention

The transformation of the Global Code of Ethics for Tourism into an international convention was the main focus of the 15th meeting of the World Committee on Tourism Ethics held during the Session.
prior to the 100th Session of the UNWTO Executive Council in Rovinj, Croatia, from 26 to 27 May 2015.

The transformation of the Global Code of Ethics into a full international convention as a means to boost the responsibility of governments in this field and advance the impact of the Code was the main topic discussed at the 15th meeting of the WCTE.

Alongside this issue, the WCTE looked into the level of implementation of the Code by public and private sectors as well as at the advances on its priority areas: the fight against child exploitation, accessibility, all inclusive holidays and its impact on local communities, and the issue of unfounded ratings in web portals.

“The World Committee on Tourism Ethics has done invaluable work in raising awareness and promoting responsible policies and practices in the tourism sector for over ten years”, said UNWTO Secretary-General, Dr. Taleb Rifai, opening the meeting. “Tourism has immense potential to be a force for good, but it requires concrete action from all stakeholders. I therefore fully support the Committee’s proposal to bring the Code further into an international convention”, he added.

Mr. Pascal Lamy, WCTE Chairman and former Director General of the World Trade Organization, highlighted “the importance of the implementation of the principles of the Code of Ethics by both UNWTO Member States and the Private Sector in order to promote an ethical and responsible tourism development.”

In the area of children’s rights, Dr. Carol Bellamy, Chair of the UNWTO World Tourism Network on Child Protection and former Director of UNICEF, presented a report on child protection in tourism and supported the transformation of the Code of Ethics into a convention in order to help enforce the principles of child protection worldwide.

The Committee approved a set of specific recommendations on accessible tourist information which will be presented to the 21st session of the UNWTO General Assembly (Medellin, Colombia, 12-17 September 2015) for adoption. In addition, it noted the wide interest of Governments and national tourism administrations in the Code and the growing number of companies and associations that have adhered to the Private Sector Commitment to the Code.

The World Committee on Tourism Ethics (WCTE) is the independent body responsible for promoting and overseeing the implementation of the UNWTO Global Code of Ethics for Tourism (GCET), a set of principles designed to guide tourism development in a way that maximizes the socio-economic benefits of the sector, while minimizing any negative impacts.

The 16th meeting of the Committee will take place in November 2015.
Overview

From 1 May to 31 October, the city of Milan is host of the Universal Exposition (Expo 2015); an event that remains an unmissable showcase for Countries of the world, where the best and most state of the art technology and innovation are on display.

“Feeding the Planet, Energy for Life” is the theme and the common thread of Expo Milano 2015 which aims to encourage international discussion through the events organized both inside and outside the exhibition space. The event aspires to give a concrete answer to a vital need for mankind to ensure enough healthy food for all, respecting Nature and its delicate balance, avoiding food excess and injustice.

The Participating Countries, to date about 140, are featuring technical solutions at their Pavilions and demonstrating shared know-how to meet the epochal challenge of a world that is experiencing strong contradictions.

The Theme

Expo Milano 2015 will provide an opportunity to reflect upon, and seek solutions to the contradictions of our world. While there are still hungry people (about 870 million undernourished people in 2010-2012), there exists, on the other hand, many who die from disorders associated with excessive food intake (about 2.8 million deaths from diseases related to obesity or weight problems). In addition, about 1.3 billion tons of foods are wasted every year. For these reasons, they need to make conscious political choices, develop sustainable lifestyles, and use the best technology to create a balance between the availability and the consumption of resources.

The theme of Expo Milano 2015 is the characterizing element of the entertainment knowledge routes defining the Visitor Experience. The modalities identified for satisfying the curiosity and needs of the 20 million visitors expected during the six months of the event are grouped into two categories: Experiences and Focuses.

The Experiences

The Experiences are mainly addressed to a public in search of leisure and fun, offering shows and entertainment events on the basis of specific themes:

• Food: 26 million meals will be distributed during the six month period which will promote the taste traditional cuisines of hundreds of Countries. A supermarket of the Future will be featured to show how food is expected to be produced and consumed. Agricultural, food and wine excellences of the Italian regions will be offered,
and a Slow Food exhibit will promote food biodiversity and Cascina Triulza will propose the sustainability of the productive chain.

• Live/Show: besides the exhibitions mounted within the pavilions and open during the whole period of Expo Milano 2015, hundreds of events will be organized every day, some periodical (such as the show of the Cirque du Soleil), others single (such as the National Days, traditional and modern shows of the Participating Countries, concerts of national and international bands).

• Family: Visitors with children will be offered dedicated services and activities – with Foody and the other characters of the mascot – by the various Countries in the Self-Built Pavilions, in the Children’s Park, Pavilion Zero or along the Kinder+Sport path.

• Expo Lifestyle: this experience concerns the promotion of healthy lifestyles and anything that can increase awareness concerning the themes of the event, from campaigns supporting the sustainability of the legacy of the event, to art exhibitions at the Triennale and the MAGNUM photograph exhibitions within the Clusters.

• Cluster Focuses: The food chains with their various types of rice, the best coffees in the world, the colours of spices, the cocoa, the old and new cultivations of cereals, tubers, fruits and fresh legumes; the typical agricultures and food in the Arid Zones, the blue of the Sea of the Islands, the lively piazzas of the Bio-Mediterranean area.

• Special Focuses: dedicated to specific projects and initiatives, among which the installations of the Blue spoon with the participation of the United Nations for the Challenge against hunger.

Expo Milano 2015: A New Model

The Milan Expo will launch a new model for the Universal Exposition: The aim is not just to demonstrate the most advanced technologies for a sustainable future, but to be a global and interactive event, whose key players are the Participating Countries, International Organizations, Civil Society associations, Partners and the International Scientific and Economic Community. Expo Milano 2015 will be the platform to share ideas and solutions on the topic of nutrition; it will stimulate creativity and promote innovation of companies.

Built as a city, with streets, restaurants, places for events and concerts, the exhibition area will embody a live stage from morning to night, animated by thousands of performances, concerts, workshops and exhibitions. Expo Milano 2015 extends over an area of about one million square meters located northwest of Milan and is easy to reach because it is linked to two highways, a few kilometers away from the airports of Linate and Malpensa and connected via high-speed rail and by subway.
General information

The 30th Korea World Travel Fair (KOTFA 2015) was successfully held at COEX in Seoul from June 11 to 14. This year’s event was held in collaboration with the UNWTO and PATA, and was sponsored by the Republic of Korea’s Ministry of Culture, Sports and Tourism, Korea Tourism Organization, Visit Korea Committee, Korean Air, and Grand Korea Leisure (GKL), making it the only international travel fair in Korea where the official tourism organizations at home and abroad are both participants and sponsors. A total of 52 countries participated in the event, including seven newly joined exhibitors including Greece, Myanmar, Malta, Yap Island, Bolivia, Guatemala, and Mariana.

First organized in 1985, the Korea World Travel Fair (KOTFA) has contributed as tourism information center and base of Korean private exchange in the past 30 years. KOTFA is now Korea’s largest international travel fair and has become the country’s representative international tourism exhibition and one of the most renowned global tourism exhibitions.

KOTFA 2015 was regrettably impacted by the recent MERS outbreak in Korea which saw a drop in the number of countries represented from 59 last year to 52 this year.

Despite the decrease, however, KOTFA 2015 succeeded in attracting more than 66,500 visitors over the four-day event through an effective cross-promotional campaign that used a combination of public transportation and billboard advertising, and online and social media marketing communications platforms.

Among the 52 countries which participated in KOTFA 2015, 20 were from the Asia and the Pacific, followed by 10 from the Americas, 9 from Europe, 7 from Africa, 3 from Oceania and 3 from the Middle East. Mr. Joong-Mok Shin, Chairman of KOTFA, specially expressed his thanks to the following member countries (China, India, Indonesia, Japan, Mexico, Guam, Taiwan and Thailand) for hosting cultural performances and for their contribution towards making KOTFA 2015 a cheerful and engaging event.

Overview

Purpose

KOTFA aims to vitalize the nation’s tourism industry and help visitors in maximizing the enjoyment, safety and comfort of their trips by offering access to a full range of tourism information. In addition, the Fair endeavors to strengthen the competitiveness of Korea’s tourism industry by combining inbound, outbound and intrabound tourism together and providing a market place for international cooperation among
tourism businesses at home and abroad.

KOTFA is constantly pursuing the public concerns to enable the developing countries to participate in the Fair, and enlarging the international relationship. By offering a variety of information on domestic and foreign tourism attractions, KOTFA dedicates to encourage the sound tourism for Korean travelers.

Future

Globalization of exhibition scale

KOTFA seeks to expand its global recognition. New initiatives for this year’s event include providing special sales to tourists and holding more tourism seminars with more tourism related presentations.

Inbound, outbound and intrabound international travel fair

KOTFA seeks to realize the goal of hosting concurrent events that combine inbound, outbound and intrabound international travel fair together. In response to this, outbound travel mart should be expanded and more intrabound presentations are required in the coming years.

Attract more exhibitors from tourism-related industries

KOTFA plans to expand categories including travel agencies, airlines, duty-free shops, land operators, hotels, transportations, travel insurance, media, pensions, leisure, sports, art, education, etc., to increase the events popularity.

Consider the public nature of event for the development of Korea’s tourism industry

The KOTFA seeks international cooperation by providing more opportunities to developing countries. In addition to that, it will incorporate national and social issues into event program and content.

New opportunity

In celebration of the 30th Anniversary of KOTFA earlier this year, a number of new MOU agreements were signed with international tourism organizations including the UNWTO, PATA and JATA. The agreements, along with other partnership initiatives, are aimed to bolster international awareness of Korea as a top tourism destination and to strengthen the event’s recognition going forward.
The 5th UNWTO Silk Road Task Force Meeting was held in Seoul, one of Asia’s most dynamic capital cities from 23 to 24 April 2015. The UNWTO and the Ministry of Culture, Sports and Tourism of the Republic of Korea hosted the meeting, and representatives from UNESCO, the World Federation of Tourist Guides Association and 17 countries, including Mr. Shanzhong Zhu, Executive Director for Technical Cooperation and Services at the UNWTO, were in attendance. The Meeting highlighted the vast opportunities for joint product development and marketing campaigns, and also emphasized the ongoing need for facilitating travel across the Silk Road region.

The UNWTO Silk Road Task Force plays a decisive role in determining the key strategies of the UNWTO Silk Road Programme, as well as driving the implementation and exchange of best practices. The 5th Meeting played an important step in bolstering joint efforts to address the three key areas of work outlined in the UNWTO Silk Road Action Plan 2014/2015.

In his Welcome Message, UNWTO Secretary-General, Dr. Taleb Rifai said, “The Silk Road is re-emerging in terms of political, economic and cultural importance. We have to assure that principles central to the tourism agenda, such as sustainability, inclusive development and open-mindedness, remain relevant”. “Throughout 2015, we will seek to continue on this successful path and tackle those challenges that impede the full development of Silk Road tourism”, he added.

During the Opening Remarks, Executive Director for Technical Cooperation and Services at the UNWTO, Mr. Shanzhong Zhu said “Acclaimed as the ‘greatest route in the history of mankind’ the Silk Road has immense potential for tourism growth and development”. He added, “The Silk Road programme is a unique framework that offers the opportunity to bring closer together nations sharing a common history. It is a platform in which all participants are given the chance to cooperate towards a more competitive, sustainable and responsible development of their tourism industry. It
is a forum in which communication and connectivity are strengthened while cultural pluralism is promoted."

“Culture and tourism have unlimited power to unite people, regardless of time, nationality, race or ideology,” said Vice Minister of Culture, Sports and Tourism Mr. Kim Chong. “They are the source of creativity that turns imagination into reality.”

“The Silk Road program contributes to mutual understanding across Eurasia and to the promotion of tourism. It goes hand in hand with the Eurasia Initiative proposed by the Korean Government,” he added.

The workshops were moderated by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme; Mr. Peter DeBrine, Johanna Devine, Technical Coordinator of UNWTO and Mr. Peter DeBrine, Programme Specialist, Sustainable Tourism, UNESCO. The Silk Road, one of the world’s most discussed travel routes, is outstanding and unique cultural and heritage in increasing political attention globally. The workshop was succeeded by a roundtable discussion on knowledge sharing for how to effectively brand and promote the Silk Road. The Silk Road Action Plan 2014/2015 focuses on the following priorities:

- Engage with the industry and strengthen the Silk Road’s presence at major international fairs
- Develop data, research and intelligence to create an effective Silk Road brand strategy
- Increase the online profile of Silk Road tourism
- Develop marketing strategies at the individual destination and regional levels
- Enhance international Silk Road festivals and events
- Create new opportunities through collaborating with other thematic routes
The Silk Road Task Force was established in 2011 to boost international cooperation and to share tourism strategies and case studies. The task force is now in the planning stages for implementation of the UNWTO Silk Road Program, an international scheme designed to promote the development of sustainable tourism.

The Silk Road boasts an extensive network of overland and maritime routes which can play an important role in connecting destinations and promoting complimentary products. Yet many routes lack adequate infrastructure and human resources to support or encourage visitation. The session for building a tourism route for success demonstrated how to effectively invest in tourism routes to enhance destination marketing, public-private partnerships and job creation while safeguarding natural and cultural heritage.

This interactive workshop was run by Mr. Roger Grant, Director of Australia’s Great Southern Touring Route (GSTR). The GSTR is as a partnership between four Regional Tourism Boards pooling marketing resources to grow visitation and maximize yield across the state of Victoria. This presentation outlined the challenges and triumphs of the GSTR’s 20 years of experience in developing one of Australia’s most successful tourism routes. It provided a step-by-step guide to route development on the Silk Road, looking at product gap analysis, economic impact, digital strategies and governance models.

Participants at the meeting shared insight on their countries’ respective national tourism policies and successful case studies. They discussed visa policies to boost tourism, the effective management practices of tourist attractions, and how to promote international exchange across the industry. The Korean government spoke about ancient cultural exchange that are reflected in artifacts found in Gyeongju, South Gyeongsang Province, and its various tourism promotion strategies, including the hosting of the Istanbul-Gyeongju World Culture Expo. The Republic of Korea demonstrated its commitment to promoting the Silk Road thoughts its activities as host of the Silk Road Cultural Festival in Gyeongju in August 2015.
Reflecting on over 20 years’ of tourism development along the Silk Road, the 7th UNWTO International Meeting on Silk Road Tourism was held in Xi’an, China on 18-20 June 2015.

Jointly organized by UNWTO, China National Tourism Administration (CNTA) and the People’s Government of Shaanxi Province, the two-day conference provided an important forum for Ministers and high level officials from over 25 countries to debate challenges and agree on opportunities to successfully develop tourism along the maritime and continental Silk Road.

With a focus on capacity building, marketing and promotion, heritage management and travel facilitation, the conference also counted upon the presence of a wide range of public and private stakeholders from the tourism industry and beyond, such as UNESCO, China Chamber of Tourism, BBC Worldwide, University College London, TripAdvisor, Ctrip, Finnair, HNA Aviation Group and the World Indigenous Tourism Alliance (WINTA).

To underline the importance of tourism in supporting the region’s overall economic growth and development, CNTA hosted, with the support of UNWTO, the first Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt within the two-day conference. This milestone meeting concluded with the endorsement of the Xi’an Initiative, a framework document in which the participating countries express their desire to enhance the tourism potential of the Silk Road through increased collaboration.

“Closer tourism cooperation is of great significance to the economic and social development of the countries along the Silk Road as well as to peace and stability in the region,” said UNWTO Secretary-General, Dr. Taleb Rifai, while highlighting the way forward on the promotion of the Silk Road Tourism.

“It is now 21 years since 19 countries gathered in Uzbekistan and adopted the Samarkand Declaration on Silk Road Tourism, which called for ‘a peaceful and fruitful rebirth of these legendary routes’. We have come a long way over the years, yet we still need to address a number of challenges that continue to hamper a stronger tourism growth on the Silk Road namely visa facilitation, and connectivity”.
“Tourism is a window for opening-up an engine of development and a bond of peace,” said Mr. Li Jinzao, Chairman of China National Tourism Administration. “Let’s work together to champion the spirit of the Silk Road in this new era and create a bright future. The number of exchanges between China and other Silk Road countries has already exceeded 30 million” he added.

In what was considered a very successful and productive meeting, Ministers and Vice Ministers of Tourism, agreed to improve travel facilitation, conduct joint marketing activities, including a ‘Visit the Silk Road’ programme, deepen regional cooperation, expand the supply of tourism products by developing tourism routes, and to strengthen the overall cooperation among tourism colleges and research institutions.

The 7th UNWTO International Meeting on Silk Road Tourism centred on the trends and topics currently shaping the tourism industry, and enabled participants to enjoy a comprehensive programme focused on guest presentations, expert panel sessions and a technical tour showcasing the incredibly rich Silk Road heritage of Xi’an.

Major highlights from the meeting were keynote presentations delivered by Mr. Neville Poelina, Former Chairman of WINTA, on the communal and spiritual role played by tourism; Ms. Katy Xu, Vice President Greater China and North Asia from BBC Advertising, on the perception the Silk Road based on a survey of international travellers; Ms. Sarah Mathews, Head of Destination Marketing APAC of TripAdvisor, who presented a custom built guide that will provide up-to-date statistics on how global travellers are researching and rating the Silk Road; and Mr. Tim Cope, renowned author, filmmaker and adventurer, who shared with the audience his experience of travelling 6,000 miles on horseback across the Eurasian steppe from Mongolia to Hungary through Kazakhstan, Russia and Ukraine, retracing the trail of Genghis Khan.

For more information on the 7th UNWTO International Meeting on Silk Road Tourism, and to access relevant meeting documents and presentations, visit http://silkroad.unwto.org

About the UNWTO Silk Road Programme

Designed as a collaborative platform, the UNWTO Silk Road Programme aims to enhance sustainable and internationally competitive tourism development along the historic Silk Road routes. Focused on 33 Member States from Europe, the Middle East and Asia that are currently participating in the programme, the Silk Road Programme, in close cooperation with partner institutions from the public and private sector, aims to maximize the benefits of tourism development for local Silk Road communities, while stimulating investment and promoting the conservation of the route’s natural and cultural heritage.

The overall vision of the Silk Road Programme is contained in the Silk Road Action Plan, a framework document containing the specific objectives and initiatives within its three key areas of work: marketing & promotion, capacity building & destination management, and travel facilitation.
From 15-19 June, the Ministry of Culture, Sports, and Tourism of Vietnam, the Vietnam National Administration of Tourism (VNAT), and the City of Da Nang hosted the Mekong Tourism Forum 2015. Organized by the Mekong Tourism Coordinating Office (MTCO), the event brought together members of the private and public sectors for presentations and discussions under the theme “Unlocking the Potential of the Mekong Region through Innovative Partnerships.”

The Mekong Tourism Forum provides a platform for tourism stakeholders to discuss the development, marketing and promotion of travel to, from, and within the Greater Mekong Sub-region. The Greater Mekong Sub-region (GMS) comprises Cambodia, the People’s Republic of China, Lao, Myanmar, Thailand, and Viet Nam. The Mekong Tourism Coordinating Office seeks to position the GMS as a single tourism destination and promote multi-country travel to secondary destinations. This mission was central to the weeklong event which featured the following events: the Mekong Tourism Marketing Workshop; the Mekong Tourism Social Media Boot Camp; the Mekong Tourism Investment Summit; and the main Mekong Tourism Symposium.

**Mekong Tourism Marketing Workshop**

In partnership with UNWTO Regional Support Office for Asia and the Pacific (RSOAP), Pacific Asia Travel Association (PATA), Adventure Travel Trade Association (ATTA), and Thamassat University the Mekong Tourism Workshop focused on the following four niche tourism segments: adventure, community, food, and ocean and river cruise tourism. These four segments represent opportunities for the region to develop thematic routes and diverse tourism products. The workshops approached these themes by considering the challenges and opportunities in terms of “the five P’s”: Policies, Partnerships, Product development,
Promotion, and Positioning. The workshops aimed to develop action steps to position the GMS as a must-visit multi-country experience.

The UNWTO workshop on ocean and river cruise tourism focused on two UNWTO reports: *Initial Situation Analysis on River-based Tourism in ASEAN Countries*; *Tackling the Challenges in Itinerary Design in South-East Asia*. The workshop began from the premise that water is the basis of civilization throughout the region. In perhaps no other region in the world do rivers still play such a central role in both the visitor experience and the local way of life. Building upon this idea, the workshop aimed to connect the substantial water- and land-based activities in the region. Participants discussed opportunities and challenges in developing methods to link river and ocean cruise tourism and in promoting awareness of the region as a single destination. Participants discussed how to develop and promote the content of cruise tourism itineraries in the region, in particular how to think of cruise tourism as not only a means of transportation but as a rich cultural experience in the Greater Mekong Region.

The workshop on community-based tourism examined how to interpret and communicate local culture and provided steps for establishing and understanding cultural capital. A case study was presented about Sapa, Viet Nam, where PATA Foundation and Capilano University supported a community-based tourism training programme to support business development and capacity training. The workshop discussed how to build community tourism from the bottom up, how to develop peer-to-peer training between communities, and how to connect communities to other businesses in the tourism sector.

The Adventure Travel Trade Association led the workshop on adventure tourism. The key themes were to identify iconic adventure products in the region and seek ways to improve cross-country communication in product development and positioning. The Adventure Travel Trade Association led the workshop on adventure tourism. There are two types of adventure travel: hard and soft adventure. There are numerous opportunities for both types throughout the region. The key themes of the workshop where to identify iconic adventure products in the region and seek ways to improve cross-country communication in product development and positioning.

The fourth workshop focused on food tourism and was supported by Thammasat University. It identified ways to create culinary products that are unique, how to establish and monitor international standards for hygiene, and how to create a narrative for the visitor that showcases the region’s connection to tradition and cuisine. Eating in the GMS is a central component of experiencing the diverse cultures in the region.
These four segments represent significant tourism product development opportunities. The Mekong Tourism Forum helped to bring together the private and public sectors to discuss the opportunities and challenges in bringing these products to the marketplace.

**Mekong Tourism Social Media Boot Camp**

The Social Media Boot Camp featured speakers from Facebook, TripAdvisor, Dragon Trail, Rezgo, and Guiddoo. The Boot Camp highlighted the trends in the region and the power of communication. It is increasingly important for destinations to understand that social networking is simply communication enhanced by digital platforms. Communication through social media is key to reaching international travelers to the GMS. According to TripAdvisor, the top five international markets looking for experiences in the GMS (not including member countries) are Australia, United Kingdom, United States, Singapore, and Japan. Travelers are increasingly influenced by visuals, and the Social Media Boot Camp showcased ways for participants to leverage current products using fresh visuals.

Presenters emphasized the importance of authenticity in the digital economy and the need for destinations to stick to brand principles and to find a unique voice. This is especially true in Asia, where mobile devices are becoming the medium where people are spending the most time. Trend analysis from TripAdvisor also shows that visitors place particular importance on exploration and experiencing local life. In fact, cultural experiences are the main motivator in choosing destinations. TripAdvisor showed that international leisure trips are expected to increase by 15%, and that by mobilizing social media there is the potential to maximize the growing rate of global travellers and bring attention to secondary and tertiary tourism destinations.

**Mekong Tourism Investment Summit**

The Mekong Tourism Investment Summit, presented in collaboration with HVS Global Hospitality Services, Horwath, and C9 Hotelworks, invited participants and practitioners to discuss ways to develop accommodations in untapped destinations and opportunities for the public and private sectors to find sustainable synergies. The GMS represents a lucrative region for tourism investment for hotels, cruise lines, and other tourism suppliers. According to HVS, hotel investors require a functioning market, access, infrastructure, attractions, human resources development, and a favorable investment environment. The importance of access to and from destinations in the GMS was emphasized. Satisfying these fundamental prerequisites for a favorable investment environment depends on the collaboration between the private and public sectors. Partnerships are also essential.
to the sustainability of the tourism industry. Sustainable hotel development in the region will depend upon re-leasing space for development over time, depending on supply and demand. The summit made clear that sustainable development is not fast development.

There are numerous accommodation options in the region, including homestays, guest houses, budget accommodations, river boats, star-rated hotels, luxury hotels, and many more. Participants discussed how to promote the current options available and how to develop new experiences. The industry has realized that travellers are seeking local cultural experiences, so to remain competitive, the industry can differentiate tourism products by focusing on authenticity and local culture.

“Gringo Trails”

A common theme at the Mekong Tourism Forum was the sustainability of tourism in the region. The negative and positive impacts that tourism can have on the environment, culture, and economy of a destination were apparent during the screening of the film “Gringo Trails”. This was the film’s premiere in Viet Nam. It showcased the importance of instilling a culture of responsible tourism and the importance of educating the traveller on the intrinsic importance of the cultural and natural resources of a place.

Mekong Tourism Symposium

The final event at the Mekong Tourism Forum was the Mekong Tourism Symposium. The Symposium highlighted the GMS and focused on its untapped potential. Presenters encouraged the public and private sectors to collectively reflect on what they want to get from the tourism industry. This will increase the chances for all stakeholders to benefit from tourism. The symposium showcased best practices from Vietnam, in particular the development of the Viet Nam Tourism Advisory Board which consists of 25 members from the public and private sectors and is driving national destination development. Another best practice was KOTO, an NGO that trains underprivileged youth to participate in the hospitality industry throughout the country.

Through these events, the Mekong Tourism Forum brought together a diverse range of presenters and participants from around the globe whom highlighted the substantial potential in the region and encouraged the public and private sectors to be creative and innovative in tourism development and promotion. To encourage that creativity, a new website for the GMS was launched: www.tourismmekong.org. The website is a public-private collaboration that showcases the region’s immense culture and natural resources and promotes the GMS strategy to achieve its vision of a “prosperous, integrated, and harmonious sub-region.”
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 operates numerous 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.
UNWTO Initiatives

Tourism Statistics

Background

In December 2014, the UNWTO special workshop on tourism statistics was held in Nara, Japan. The users and compilers of tourism statistics from the main relevant stakeholders, in particular, National Tourism Administrations, National Statistical Offices, public and private sector tourism researchers, and regional and international organizations were presented at the workshop.

Initially the UNWTO special workshop aimed to provide an intensive and practical experience on a number of selected and highly relevant issues in applied tourism statistics. Therefore, the objectives of the workshop on to 1) Measurement of tourism for policy purposes; 2) Towards a Framework for Measuring the Sustainable Development of Tourism; and 3) Institutional and technical requirements for successful TSA implementation.

The workshop was concluded with hands-on practices by people who have extensive experience in the subjects and consist of a series of presentations and talks which provided sufficient time for interaction between speakers and participants.

The issue will deal with the materials and discussion on tourism statistics, which were brought up during the workshop.

Importance of Tourism Statistics

Currently, there is no exact statistical tool in tourism industry. Therefore, each country uses different metrics, units, measures and reporting strategies and this result brings the issue of unavailability in comparison among countries. Also, there is a need to develop targets that could be monitored through a comparable and robust indicator system. For several years, creating tourism statistics has been brought up as an important issue.

If tourism statistics are measured by unilateral tool, followings will also become possible and it will bring positive impact on tourism, meeting, events and other related industry:
1. Estimate on effect of event invitation
   • Estimate on the effect of inviting a tourism event to the region.

2. Preparation of documents for budget session with the government and municipalities
   • Prepare the documents about the economic effect as a part of the budget session material to invite tourism events and to construct MICE facilities.

3. Verification of the effect of holding and inviting the events
   • Verify the effect of holding and inviting the events. the effect of holding and inviting the events.

4. Preparation of PR materials for organizers and exhibitors
   • Prepare materials to help organizers and exhibitors understand the effect of tourism events.

Country Case Examples

Japan

For the Japanese economy, facing demand contraction due to a declining population, inbound tourism is one of the most important policy issues in recent years. Foreign visitors are expected to have a positive effect particularly on local economies with weak industrial basis outside metropolitan areas. Following revision of the ‘Statistics Act’ and statistical reform by the government, the JTA has vigorously implemented economic surveys of regional tourism by setting common statistical standards.

The Ministry of Land, Infrastructure, Transport and Tourism of Japan conducted a “Research study on economic impacts of tourism in Japan (I, II, III)” for three years from FY 2000 to 2002 in order to review TSA introduction and examine the economic effect of travel and tourism consumption in Japan.

In FY 2003, the Ministry conducted a “National tourism survey”, as an approved statistics survey, and the results were analyzed and reviewed in order to verify the rationality of survey items and survey method for estimation based on TSA in Japan. The domestic travel and tourism consumption and the details of FY 2003 were identified to estimate the economic effect.

Since then, the economic effect of travel and tourism consumption in Japan has been estimated every year.

Independently developed tool

(1) Easy measurement model for estimating the economic ripple effect of MICE by region (JTA)

The Japan Tourism Agency (JTA) developed “Simple measurement model (old model)”, for international conferences in FY 1999, and for MICE as a whole in FY 2000, and widely released them to public with the aim to
simplify the measurement of the economic ripple effect of MICE. The model is optimized as a tool in excel format for general use while the basic estimation method is based on the aforementioned input-output analysis.

The understanding of the importance on the measurement of the economic ripple effect of MICE was further deepened by the old model. However, there were requests on the improvement of model functions, such as enabling the calculation of economic ripple effect focused on particular regions.

In response, functionality of the “Simple measurement model (old model)” was expanded to enable the calculation of the economic ripple effect by “nation”, “prefecture” and “international nationwide” by input-output convention city (52 cities nationwide) using input tables of the respective regions, and a “Simple measurement model by region (new model)” was developed.

For further detailed economic ripple effect by region, the Mitsubishi Research Institute has independently developed an inter-prefectural input-output table since 1995, which administrative institutions have not developed.

The Institute has developed an inter-prefectural input-output analysis model using the table.

Inter-prefectural trading goods and services are indicated in the inter-prefectural table. Therefore, the inter-prefectural input-output analysis model enables the estimation of the ripple effect by prefecture, not only for the host prefecture of the tourism event but also for the stimulated demand (direct effect) in other prefectures. In addition, the model takes into account the rebounding effect, the effect that reflects the effect of the hosting city through local trade to other city areas and boosts demand to promote economic effect in the hosting city.

Sources:
How to estimate economic effect of tourism by the input-output table
Senior Researcher, Social and Public Management Research Division, Mitsubishi Research Institute, Inc. Kazuyuki Tsuchiya

Figure 2. Ripple Flow

Source: Introduction of “Simple measurement model by region” for measurement of the economic ripple effect of MICE, JTA
Special Report

Tourism has experienced continuous growth associated with many industries like aviation technology, service and entertainment. In such a dynamically changing world, the population in general becomes increasingly aware of the variety of economic and social phenomenon occurs in tourism industry.

This Special Report will highlight emerging trends and issues in tourism and include examples to help readers better understand the industry at large.

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.

Sustainable Tourism Development Success Stories

Sustainable tourism practices require making 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 theoretical or prescriptive discussion.

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
Special Report

Adventure Tourism

Introduction

Adventure tourism has grown remarkably worldwide over the past years. A joint study conducted in 2010 by the Adventure Travel Trade Association (ATTA), George Washington University and Xola Consulting estimated the global value of adventure tourism was USD 89 billion. The study was repeated in 2013 placing a value for the sector at USD 263 billion, a 195 percent increase.

Adventure tourists are visiting destinations that were previously undiscovered and this creates new tourism destinations that markets themselves as a place to experience an unique and special travel. According to ATTA, adventure tourism is defined as a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion. Adventure tourism can be domestic or international, and it follows the condition of travelling that it must include an overnight stay, but not last longer than a year. There are two main categories of adventure activities: hard adventure and soft adventure. Some examples of activities are backpacking, camping, climbing, cultural activities, hiking, and trekking. It is sometimes not clear to divide into a category because adventure trips are related to traveller’s individual experience.

In today’s tourism trends the sustainable development in tour resources such as nature capital and local communities are very important. Compared with mass tourism, adventure tourism is more deeply linked with human and the natural environment. While mass tourism relies on economies of scale, the replication of standardized products, and the reduction of costs. Adventure tourism on the other hand is more akin to other types of responsible tourism such as conservation tourism, community based tourism, ecotourism and geotourism which bring focus towards minimizing negative impacts toward the destination and increasing benefits for local communities.
Benefits of Adventure Tourism

Adventure travel has potential benefits in economic and environmental aspects. It can be an enormous benefit to tourist destinations by creating employment and income and providing a strong incentive for conservation. Additionally, it raises public awareness of the many goods and services provided by biological diversity and the needs to respect the traditional practices in the tour sites.

Adventure travel attracts high value customers, which creates economic benefits. Adventure tourists are willing to pay high prices for exciting and special experiences. Adventure travel costs are relatively higher than other tourism sectors. This is because adventure tourists tend to find extreme destinations that have less accessibility or the permit to access to special places are expensive. For example, according to Nepal Tourism Board, the cost of climbing Mt. Everest, considered as a hard adventure activity, is estimated to be USD 11,000 per person for 2015. Moreover, additional cost factors such as gear, training, and the hiring of local tour guides increase the economic benefits. These expenditures provide direct income for local communities thereby supporting the regional development.

Adventure tourism is pro-sustainable and encourages eco-friendly practices in destinations. This is because the natural environments and meaningful experiences are the main factors that will maintain the competitiveness among adventure tour destinations. Adventure tour operators can play a key role in contributing to a sustainable vision for the sector. The conservation and community development can depend on what the public and private tour practitioners select on service providers, vendors, the activities they promote, and the facilities they choose to use.

The Structure of the Adventure Tourism Sector

The structure of the adventure tourism sector includes the following:

- Demand
- Supply chain
- Marketing channels
- Destination policies and promotion
- Technology

The destination needs to have structural standards to be an attraction for adventure tourists. Sector stakeholders, such as tour operators and guides, should own the tour site. This is because these local stakeholders will develop the area over time. Also, the tour should be cost effective and tend to develop slower, but have a long-term applicability for conservation.

Demand

The consumer creates the demand for adventure tourism. Demand refers to the amount of desire to spend holidays adventuring. It is mostly motivated travellers so that they would access to the information and resources to plan their unique adventure trips. There are several factors that affect the demand for adventure tourism. Some factors are
the cost of the tour and related products, the destination market capacity and preferences of travellers.

Adventure tourists typically go through six stages of travel. First stage is ‘Dreaming’, when a tourist gets motivated and thinks about going somewhere in the future. The next step is ‘Consideration Set’ stage, when a traveller has options of destinations and considers where to go. Once the destination has been picked, tourists goes on to the ‘Planning’ stage, which means that they now actually develops an itinerary for the trip. The fourth stage is ‘Booking’ stage that they make their reservations and payments. ‘Experiencing’ is the next stage, where tourist travel and go through the travel they have expected. Lastly, ‘Sharing’ stage occurs during and/or after the tour.

**Supply Chain**

A tourism supply chain is the system of people, products, activities, and materials that gets a product or service from production and distribution to the tourists. Same as other industries, higher volume leads to reduction of the price point, so major retailers select the market that they can sell in high volume. However, adventure tourism offers niche products that require specialized knowledge and operations. Adventure tour supply chain is more simple and direct to the product. This is because motivated customers do not go through a travel agent, but directly contact the suppliers through their information research.

The outbound operator is based in the source market. The inbound operator and local suppliers are in the destination. In developing markets, the majority of adventure tourism is delivered through a chain as outlined above, and the customer is only in contact with the outbound operator.

**Marketing Channels**

Adventure tourism is mostly marketed to the consumer directly, but there are also indirect marketing in destinations where they have positive reputations. Direct marketing relies on communicating directly to clients, through mail, online marketing, websites, and social media.

**Destination Policies and Promotion**

Depending on the history of the destination, the level of development, and the types of products offered, the structure of the government organization that promotes and/or regulates tourism differs around the world. There are public and private sector associations that control and
develop policies for adventure tourism. Public organizations include the Ministry of Tourism, Destination Marketing Organization, and the UNWTO. There are private sector associations that focus on adventure tourism. ATTA is the global association in which is dedicated to adventure tourism. Other representative associations for adventure tourism are the Adventure Collection, and PEAK Adventure Travel. Overall, these associations’ aims to raise awareness of adventure tourism, conduct research and training, and provide support to the members.

**Technology**

Internet and smartphone technology have drastically changed the landscape of not only mass tourism, but also in adventure tourism. Technology helps adventure travel businesses optimize their operations, achieve greater marketing reach, and improve their products. It allows both destinations and enterprises to better understand their competition and their clients. Most importantly, technology allows businesses to reach their clients more easily. New skills are now required to be successful in adventure tourism. Online marketing is critical to raising awareness of any product, and organizations need to adapt to ensure they have the right software and/or platforms in place to attract their target markets.

**Conclusion**

As the adventure tourism sector evolves and expands, proper management systems are necessary. While widely recognized as a future growth sector within the tourism industry, adventure tourism still has challenges to overcome such as system development and environmental fragility. As the adventure tourism market grows, both public and private organizations will need to be increasingly involved in the careful planning and establishment of policies to support the adventure tourism sector’s development.

Source:
Global Report on Adventure Tourism (2015), UNWTO
Destination Report

Maldives

Table 1. Accommodation Establishments and Bed Capacity, 2010-2014

<table>
<thead>
<tr>
<th>Type of Establishment</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resorts / Marinas</td>
<td>98</td>
<td>21,350</td>
<td>101</td>
<td>22,128</td>
<td>105</td>
</tr>
<tr>
<td>Hotels</td>
<td>17</td>
<td>1,449</td>
<td>19</td>
<td>1,603</td>
<td>19</td>
</tr>
<tr>
<td>Guest Houses</td>
<td>25</td>
<td>476</td>
<td>38</td>
<td>659</td>
<td>75</td>
</tr>
<tr>
<td>Safari Vessels</td>
<td>156</td>
<td>2,434</td>
<td>157</td>
<td>2,514</td>
<td>154</td>
</tr>
<tr>
<td>Total</td>
<td>296</td>
<td>25,709</td>
<td>315</td>
<td>26,904</td>
<td>353</td>
</tr>
</tbody>
</table>
The Maldives is an archipelagic nation consisting of more than 1190 coral islands clustered over 26 atolls, in the heart of the Indian Ocean. This unique island nation is well known for its warm tropical island ambience embellished by palm trees, white sandy beaches and crystal clear lagoons with the most diverse submerged reefs of rich flora and fauna. The people of Maldives are renowned for their hospitality and friendliness. The tourist resorts which are developed under the model, “one island one resort” concept is unique to the Maldives. The quality of both the natural environment and the sustainable principles adopted in the tourism development has made Maldives, one of the most desired destinations in the world, attracting international tourists including famous celebrities and sport personalities.

Tourism in the Maldives developed from very humble beginnings. Its tourism industry began with the arrival of the first tourist group from Italy in 1972 with the openings of the first two resorts, Kurumba Village (present Kurumba Maldives) and Bandos Island Resort. Since the inception of tourism in the Maldives, it has expanded gradually in a controlled and cautious manner ensuring sustainable development of the sector. Today tourism is the leading industry in the Maldives contributing about 30% to the country’s GDP and the main source of government revenue and foreign currency. Although, tourism has now become an integral part of the economy, fishing has been the life-blood of the nation in the past and it is the second most important industry.

Maldives is home to 3.14% of the world’s coral reef. The beautiful marine life of Maldives cannot be found elsewhere in the world with the exceptional number of species ranging from turtles, whale sharks, dolphins and over 200 species of coral life. This underwater beauty attracts not only divers but underwater enthusiasts from all over the world. Aside from the marine life, Maldives is also home to rich culture and history that can be seen from the capital city, to the islands in all the atolls. The locals on the islands welcome tourists with open hearts to experience their innate way of life.

Maldives Tourism Product

Currently, the Maldives tourism product consists of four main types of accommodation establishments, namely, Resorts, Hotels, Guest Houses and Safari Vessels. The number of these establishments increased steadily over the last five years. Resorts in the Maldives are built under the concept “one-island-one-resort”, and due to this unique concept, continue to be the most attractive form of accommodation in the Maldives. At the end of 2014, there were a total of 111 resort islands with 23,917 beds registered in the Maldives, which constituted 76% of the total bed capacity. The Maldives Visitor Survey (MVS) 2014 revealed that 94% of the visitors to Maldives stayed in the resorts and snorkeling and diving were the most popular activities for the international visitors.

Market Trends

Arrivals in 2014 reached and exceeded the targeted 1.2 million, which was a 7.1% increase compared to 2013. While Europe together with Asia and the Pacific accounted for over 90% of all arrivals to the Maldives during the year 2014, Asia and the Pacific remained as the leading market generator, taking the bigger bite of the pie with 49%. Demand was high throughout the year with positive growth rates, except for the month of November and December, which resulted in a negative growth of 1.2% in the last quarter of 2014.

Table 2. Arrival Share from Regions, 2014

<table>
<thead>
<tr>
<th>Region</th>
<th>Arrival Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia &amp; the Pacific</td>
<td>49%</td>
</tr>
<tr>
<td>Europe</td>
<td>44%</td>
</tr>
<tr>
<td>Middle East</td>
<td>3%</td>
</tr>
<tr>
<td>Americas</td>
<td>3%</td>
</tr>
<tr>
<td>Africa</td>
<td>1%</td>
</tr>
</tbody>
</table>
High annual average occupancy rate has been maintained over the last five years with an average rate of 72.2% from 2010 to 2014. Over the last five years occupancy rate was highest during the year 2014 with 74.3%. While resorts and hotels recorded an average rate of 79.7% during the year, the occupancy rate of vessels and guest houses was at 22%. The tourist bed nights also experienced a positive growth with a 3.3% increase in 2014. However, the average duration of stay declined to 6.1, which has been declining over the years, mainly due to the increasing market share of Chinese tourists, who tend to stay for a shorter period.

The Maldivian Experience

According to the MVS 2014 results, regarding visitor satisfaction of the tourists visiting Maldives, an overwhelming 95% of the visitors to the Maldives stated their visit met their holiday expectation and 98% said that they would recommend the Maldives to others as a holiday destination. According to this survey, 92% also stated that they intend to visit Maldives again, and these statistics have remained consistent over the years, proving that the Maldivian tourism product continues to deliver its promise and continues to attract millions of travelers from across the globe.

For tourists who want to get away from the hassle of everyday life, Maldives provides the peace and serenity with its unique one island one resort concept, where the tourists can enjoy their vacation with complete privacy. Low cost accommodation is also available for tourists, through the introduction of guest houses in inhabited islands, which allows visitors to see what life is truly like on idyllic islands, immersed in local culture and hospitality. Finally for the travelers who enjoy adventure and the ultimate bliss of floating on the vast ocean, the Maldivian liveaboards offer all services expected by visitors to Maldives without any compromise on luxury.

Take a walk down the sunny side of life, and find out what this little gem in the middle of the Indian Ocean has on offer. Maruhabaa and welcome to the Maldives!
Global Sustainable Tourism Council (GSTC)

The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders. All of our programs and activities work toward this central mission. The GSTC is independent and neutral, serving the important role of managing its global baseline standards for sustainability in travel and tourism. It is mostly a volunteer organization, consisting of experts in sustainable tourism and supported by organizations and individuals with a passion for ensuring that meaningful standards are available globally for sustainability in travel and tourism. Financial support from donations, sponsorship, and membership fees are critical to our own sustainability.

At the heart of this work are the Global Sustainable Tourism Council's Sustainability Criteria. There are two sets of GSTC Criteria: Destination Criteria (GSTC-D) and Hotel & Tour Operator Criteria (GSTC-H&TO). These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world’s natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation. Sustainability is imperative for all tourism stakeholders and must translate from words to actions.

The Global Sustainable Tourism Council establishes and manages global sustainable tourism standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders.
Launch of the Global Sustainable Tourism Criteria

The Global Sustainable Tourism Criteria were introduced by the United Nations Foundation, UNWTO, UNEP and the Rainforest Alliance at the IUCN World Conservation Congress 2008. The new criteria were developed to offer a common framework to guide the emerging practice of sustainable tourism. During his term, Mr. Francesco Frangialli, the former UNWTO Secretary-General, pointed out that “In order to minimize the negative impacts of this growth, sustainability should translate from words to facts, and be an imperative for all tourism stakeholders. The GSTC initiative will undoubtedly constitute a major reference point for the entire tourism sector and an important step in making sustainability an inherent part of tourism development.”

The Global Sustainable Tourism Council Criteria are the result of a worldwide effort to develop a common language about sustainability in tourism. Focusing on social and environmental responsibility, as well as the positive and negative economic and cultural impacts of tourism, the criteria are organized into four topics.

- Sustainable management
- Socioeconomic impacts
- Cultural impacts
- Environmental impacts (consumption of resources, reducing pollution, and conserving biodiversity and landscapes)

The GSTC Criteria have been built on decades of prior work and experience around the world, and they take into account the numerous guidelines and standards for sustainable tourism from every continent. During the process of development, they were widely consulted throughout the globe, in both developed and developing countries, in several languages. They reflect our goal in attaining a global consensus on sustainable tourism.

The Criteria are the minimum, not the maximum, which businesses and destinations should maintain to approach social, environmental, cultural, and economic sustainability. Since tourism destinations each have their own culture, environment, customs, and laws, the Criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

To date, two sets of GSTC Criteria have been developed: for hotels and tour operators, and for destinations and currently are in the process of public consultation of the first draft.

1) GSTC Criteria for Hotels and Tour Operators

In March 2012, the Council announced the second version of the GSTC Criteria for Hotels and Tour Operators. After over 3 years of review and public comment on version 1, these new set of criteria are a true collaboration between tourism organizations, stake-holders and individuals.

2) GSTC Criteria for Destinations

The GSTC Criteria for Destinations and the related performance indicators have been developed based on recognized criteria and approaches including, for example, the UNWTO destination level indicators, GSTC Criteria for Hotels and Tour Operators, and nearly 40 other widely accepted principles and guidelines, certification criteria and indicators. They reflect certification standards, indicators, criteria, and best practices from different cultural and geo-political contexts around the world in tourism and other sectors where applicable. Potential indicators were screened for relevance and practicality, as well as their applicability to a broad range of destination types.
Overview

Introduction

According to the World Tourism Organization (WTO), an increase in the number of elderly tourists will emerge as an increasingly prominent market segment. Senior tourism generally aims at elderly people aged over 55, who have more time and money to spend on travel and leisure on a regular basis. Hardly to be influenced by ‘frills’ and extra amenities, this group of people are mostly regarded as experienced and discerning travelers.

For the majority, older tourists are more likely to choose guided package tours such as coach tours, as they are relatively inexpensive and provide security and companionship for those travelling alone. Because elders have flexible schedules, they can even get extra discount if travel in off-peak seasons which garners
more affordable travel experiences. On top of that, senior travelers tend to choose guided tours for health concerns as well. Considering the old age, health can be an uncertain factor during a trip. Senior tourists may be motivated to go traveling while they are in a good health condition. In this case, guided tour is a better choice for them than going by themselves because they will get care and safety guarantee. Senior guided tours have to be completely thoughtful while planning the whole trip. Local environment and food can become a problem for elders. For example, it may not be a good idea for them to try local authentic cuisines, to avoid possible effects from diet change or to control existing health problems. Unlike the youth tour, the organizer of a senior tour should be very familiar with every single individual’s preference of food, accommodation and his or her health condition in detail prior to the trip.

On the other hand, the pace and scope of a tour for older travelers also requires great concerns. They have different tolerances for long driving hours or long day trips which requires organizer to achieve a balance between active and relaxing activities. Overall, older tourists prefer taking things more slowly. As a result, historical architecture and museums are seen as prominent destinations. Not only because these places are less physically active, but also older travelers have been recognized to take pleasure in learning something new to add to their existing wealth of knowledge.

**Global Trends**

With the first wave of baby boomers approaching retirement age, the senior market will continue to be one of the fastest growing areas of tourism. After retirement, the senior citizens have enough time and budget to indulge into traveling activities.

From a tourism perspective this market is divided into three markets, namely ‘young seniors’, the ‘middle seniors’, and the ‘older seniors’. Young seniors, people who born between the years 1946 – 1960, contribute the most in this market.

The importance of the senior tourism segment in markets, in general, is determined by the aging population. For the entirety of recorded human history, the world has never seen as aged a population as currently exists globally. United Nations predicts the rate of population ageing in the 21st century will exceed that of the previous century. As a consequence, greater attention towards the demand needs of senior travelers is required.

**Country Cases**

**China**

The Chinese population is aging rapidly due to a lower mortality attributed to better living standards. In the 1970s, only 5 percent of the population was over 65; nowadays, 123 million people are over this age, which increased by 4 percent of the population. According to the forecast of a government report, China’s senior population is predicted to cover more than 20 percent of the domestic gross
population, becoming the world’s most aged society in 2030.

With the population surges, the living standards of the Chinese seniors also improve significantly, which directly affects their health and physical abilities. Under such circumstances, Chinese seniors’ consumption concept has changed. They tend to pursue spiritual fulfillment when their material life is guaranteed after retirement. As a result, senior tourism becomes a means of stimulating consumption. In addition, influenced by the culture of collectivism, Chinese senior group, which is called “redness in the sunset” in Chinese, makes full use of their spare time to see the world as a collective.

The number of Chinese senior tourists hit a 58 percent growth last year compared to 2013, and 62 percent of Chinese senior citizens joined organized tours, according to the state-run China Daily. This boom in senior tourism market has been one economic bright spot to the graying population. In general, Chinese tourism market is considered as a huge market potential. “Now services for elder tourists takes about 10% of our business, but for middle-aged and elder tourists takes about 50%. The large percentage that middle aged takes up makes us believe that the market for elder tourists will become more important in the future.” Ms YuNingning, President of China Int’l Travel Service said.

Japan

In Asia, Japan is second to China in terms of the number of outbound travelers. According to the report provided by the Japan National Tourism Organization (JNTO), there were nearly 17 million Japanese tourists traveling abroad in 2014. Given that the statutory age of retirement in Japan is 65 years old, the first wave of the postwar baby boomers started to reach the age in 2012, which means the number of fully retired baby boomers has continued to be on the rise in the past three years. As a result, senior tourism segment is expanding considerably among domestic and overseas tourism market.

Faced with rapid growth in ageing population, Japan’s population is expected to decline by 16.7 million according to United Nations. However, senior travelers who aged 60 and over are predicted to increase by greater than 14 million. Owing to the increasing number of seniors, senior tourism market keeps growing while the 20’s age of group sees a continuous decline in outbound travel. Based on the analyses of Japanese changing population distribution, seniors should contribute the most in overseas travel. In 2025, the seniors (age 60 and above) will likely account for 26 percent of all Japanese overseas travel (compared to barely less than 15 percent in 2000), but they will account for 60 percent of the nearly 5.6 million increase in outbound trips. James Mak, Professor of Economics in University of Hawai’i-Manoa, forecast that by 2025, Japanese seniors will become the largest group of overseas travelers instead of 20-34 age group.

During recent years, Japanese travel agencies are making great efforts to further open upscale markets to 50 plus senior tourists. Club travel, for example, is a new program aimed at grouping a tour by collecting elder tourists who share the same interest.

Reports showed that Japanese senior tourists’ Customer service expectations are the highest out of all segments,
among which food quality plays a significant role for their destination decision making.

Australia

According to the Queensland Government, Australia’s 2.97 million seniors now spend AUD 895 million on domestic travel annually. And the number is expected to increase to AUD 2.3 billion by 2051. Senior tourists in Australia, referring to post–World War II generations known as the Baby Boomers (born 1946 to 1964), in general, have accumulated certain wealth considering the dynamic economic climate at their young age.

“As retirees we were seeking a comprehensive tour with a touch of adventure and with home comforts each evening. The walks were most self-satisfying, the abundance of flora and fauna excellent. Accommodation and meals were first class…” said an Australian couple during their “over 50s holidays soft adventure tour”. Distinguished from retirees in the past, Australian baby boomers have higher purchasing power and they are willing to spend money on seeking new experience and emotional fulfillment. Many previous studies showed that Australian senior tourists’ travel decision-making is significantly affected by their novelty value and hedonic value, which indicated that Australia’s senior tourism segment has great potential to continue growing in the near future by creating perceived hedonic value associations. Increased service capacity of Low Cost Carriers (LCC) and a lower currency
Interview

11th UNWTO Awards Finalists – Part 2

The UNWTO Awards recognize achievements in tourism innovation in four sub-categories: Public Policy and Governance, Enterprises, Non-governmental Organizations, and Research and Technology. The first part of the interview was covered in the 38th issue of the Asia Pacific Newsletter and introduced ideas of the finalists in Public Policy and Governance category. This second part of the interview will cover the finalists in the remaining of the categories. A summary of the interviews is provided as follows:

Q1 What do you think was a key factor for your organization being selected as finalist in the awards? What plans do you have regarding future collaboration with the UNWTO?

Q2 In what aspects would you consider your organization as an innovative one? What accomplishments have your organization achieved thus far thanks to ‘out of the box’ thinking?

Q3 On what initiatives or topics will your organization focus in the next couple of years? Which trends has your organization forecasted that will address in the future?

(1) Enterprises

Awardee: Isoitok Camp Manyara

A1 The overall ethics and outcome of the business model of Isoitok Camp in building are a harmonious relationship with Maasai neighbors. The continuous support and ideas to make a change subtly in helping with simply daily living needs; safe drinking water/solar and sanitation without upsetting the balance of cultural traditions and beliefs.

Isoitok Camp were delighted beyond belief to be recognized by the UNWTO for our works over the years which up to this point had gone un-recognized, we will happily liaise and share the experiences with others in order that they may take a similar approach in responsible, sustainable tourism.

A2 Too many companies in Tanzania do not look to the future and certainly do not take a working relationship approach such as Isoitok Camp did with our Maasai neighbors. Yes we cannot deny that by working so closely with the Maasai it has not brought with it, its own
problems, but again we are not talking about a few individuals here as we are working with the community at large which gives us the strength of the people behind us. We suggest, consult, fund raise and put into place the fruits of our projects and have done this over and over since the very beginning.

Representatives that we dealt with at Maasai were understandably cautious but by being straight and transparent with them further delivering a promise is what makes our relationship with the Maasai an ongoing one which only gets stronger and deeper with each year that passes. We do not pay out large amounts of money freely just to have a tourist camp in a Maasai area, we are engaged with the Maasai and they are engaged with us in making our tented camp something that benefits all parties and an attraction for tourist to better understand the real life of the Maasai; in fact when it comes to money we have put many obstacles in place to avoid such habits of handing out cash that unfortunately in many cases goes to a few hungry individuals! But year after year we honor and return the beds and night fees raised to the community at large which we manage and have some say as to where the funds will be used. We have also been there time and time again when problems arise to give that lending hand and financial support. Our accomplishments are many and they are not just one offs – we continue to give our time freely and work in as many ways as possible to make daily life a little easier for the Maasai, this all comes from the innovative idea behind Isoitok Camp.

It is very simple when the one commodity that we all need to survive is “Water”. Since 2007, we have been busy teaching ourselves the fine art of working with the Tanzanian seasons and environment we have surrounding Esilalei. Over the years, we could see the amount of rain water that would gauge the side of the hills in massive rain torrents, flooding the camps pathways with up to three inches of water before dispersing out onto the lower flood plains. How can we capture this amount of rain and make it useable for human or livestock consumption? With little to no finances, we as The African Footprint Co ltd: and founders of the ARF injected the first of three plastic water tanks that are still used by the Maasai to date. Gutters eventually were purchased and the first of 3 rain harvesting systems was born to life. It was evident that the system work very well and currently all tanks are utilized feed by a full guttering system around the center to which the tanks fill at a ferocious rate and within 1-2 days we reached a full capacity of 9,500 liters from the community center roof.

The way forward for us Isoitok and the Maasai of Esilalei is to continue to add more rain harvesting structures to capitalize on the thousands of fresh rain water that is lost to our thirsty African soils.

In May 2015, we constructed a dual purpose driver guide sleeping quarters with a lean too roof structure for parking safari vehicles under – thus creating another clean rain catchment which in accordance to funding available will fed a 30,000 + rain water tank that the Maasai would be free to use without cost.

“The Isoitok Experience continues”

Second Runner-up:
Inpira Santa Marta Hotel

Isoitok Camp believes that Inspira Santa Marta Hotel’s numerous and varied sustainable tourism and social responsibility commitments, which are the underlying premise of its concept, and the fact that such responsible innovative initiatives are implemented by an independent hotel property, are the key factors behind its selection as one of the finalists. We have a wide array of
initiatives and we have made and are making a difference by effectively implementing these and communicating them to all stakeholders. In the future, we will aim to collaborate with the UNWTO on all our important initiatives and hopefully to engage other businesses to adopt similar policies.

A2 Our innovation is in the capacity to build a strong network of relationships and mutually business opportunities through our association with various associations and partnerships with non-profit organizations and NGO’s to support and sponsor initiatives, on a local but also international basis. Our Inspira Water project, which consist of serving water that is filtered and bottled on the hotel grounds, and sponsoring Pump Aid with the proceeds of the sale to build Elephant water pumps in Africa probably serves as an example of out of the box thinking to demonstrate our commitment to the Environment and to Social Responsibility and the ability to innovate in tourism. This and other initiatives on the responsible and also environmental front have resulted in Inspira Santa Marta Hotel being recognized with Europe’s Leading Green Hotel Award in 2014.

A3 Our focus in the next few years will be to concentrate on offering services to a wide array of clients, concentrating on those that have special needs and we plan to do this across various levels of our operation, personalizing our service even more and innovating by creating new links to social responsibility projects.

(2) Non-Governmental Organizations

First Runner-up:
The Travel Foundation

A1 The project we put forward for the award, the Taste of Fethiye, is innovative as it demonstrates how sustainable tourism principles can be successfully applied in a mainstream context. The project, based in Turkey, has successfully linked small-scale farmers with large hotels and shown that not only can local procurement be commercially viable, but it can also provide additional benefits for customers and local producers. These benefits include value-added experiences and improved satisfaction levels for guests, as well as helping farmers diversify their supply chains and increasing livelihoods security.

We hope to collaborate much more with the UNWTO as a Sustainable Tourism Programme partner under the 10 Year Framework of Programmes.

A2 We believe our approach is unique. Some organizations will work with tourism partners to deliver destination projects. Others can help to ensure the right strategies and frameworks are in place to support sustainable tourism initiatives, and others can work with tourism businesses to help them embed sustainable tourism practices. But we believe what is really needed to deliver results is a multi-stakeholder program of work that covers all of the above and which opens up new opportunities. If you look at our work in Cyprus, Cape Verde or Jamaica, you’ll see that’s exactly what we are doing. In Cyprus for example we were able to introduce the world’s first mandatory minimum standards for sustainability in hotel.

A3 Travel companies are increasingly recognizing the importance of sustainable practice to protect the product they sell (holiday destinations) and destination authorities are also starting to respond to this challenge. Yet,
the impacts of tourism are still largely unquantified making it difficult to ensure positive impacts are maximized and negative impacts are minimized.

We believe the future of tourism rests with well-informed tourism stakeholders who understand the impacts of their activities and work together to create sustainable tourism frameworks.

As a result, we will be focusing on helping those stakeholders to understand the impact of their activities and reconfigure the way they operate so that tourism has the greatest chance of meeting its potential to provide the greatest benefits for people and the environment.

**Second Runner-up: Relief International**

**A1** The perspective of community involvement is a concept fast catching on in a developing country like Bangladesh, where there is no dearth of development projects. Yet the tools required to enable these very same communities living on the fringes of an ecologically sensitive zone like the Sundarbans Mangrove forest are very limited. Hence, an approach that helps them find alternate income generating opportunities while reducing their burden on the forest resources is beneficial. As locals look into their stock of skills and talents, our project encourages visitors to respect these local, cultural endeavors while keeping in mind that all this goes towards the maintenance of conservation of the neighboring mangrove forest. We feel the uniqueness of this concept and the idea that our main aim is to really instill this sense of respect and responsibility amongst our visitors sets us apart.

Our association with the UNWTO allowed us to build a network with other organizations and projects that are doing similar work as ours and thus help us constantly improve our approach. Eco-tourism is an ever changing concept and requires a lot of updating as the world discovers newer ways to remain eco-friendly, respecting communities and reducing the harmful environmental impact of travel.

**A2** Ecotourism itself is a relatively new concept in Bangladesh with many tour operators, hotels, resorts, and travel packages using this term to attract more customers. Yet a project, primarily dedicated to this concept as a sole approach towards conservation of a UNESCO WHS has not been done so far. Smaller initiatives have come up through other organizations but an entire project with resources exclusively for the purpose of bolstering ecotourism is a first. The idea to primarily instill a sense of respect towards the local communities and their culture, a responsibility towards having the least bit of impact while enjoying a natural set up have for the first time come together as the main aims of a project with a development.

This initiative has also encouraged the locals to think of ways to earn an income that keeps them away from using the forest’s resources and helps them attract visitors who will appreciate their efforts at minimal impact upon the environment. They have started honing their own skills at handicrafts and also usage of eco-friendly transportation like row boats and bicycles and cycle-vans. Organic farming of aquatic species has also caught on with the locals who are beginning to get an understanding of the benefits of going organic, green and eco-friendly.

**A3** The focus would be to enable the local entrepreneurs with enough skills, knowledge and confidence so they can not only replicate the activities but also continue on their own with new innovations. Training
them for more advanced organic farming, innovations in fuel used for cooking, lighting and transport to be introduced and consolidating their existing as well as theoretical knowledge of the local plants and species to help them guide visitors as well as act as better advocates of conservation. An advocacy campaign is at a preparatory stage to raise the local population’s awareness on manmade hazards like oil spills and other forms of harmful pollution that affect the biodiversity and upset the balance of the eco-system. This can help them remain vigilant while forming an active opposition front should any such hazard occur in the future.

As the Sundarbans Mangrove Forest is a frequently visited tourist hub, the need to have a very stable approach towards ecotourism by the locals is of the utmost importance and a trend we hope will sustain in the years to come. As the number of tourists increase, the locals, as has already been witnessed through some of their interactions with visitors, will realize that conservation of the forest is the biggest pull. The trend of a minimal impact travel approach coupled with the locals’ lessened dependency on the forest can be the trend that is in itself ensuring the sustainability of the project. This is turn will also have an impact on the kind of people that go as tourists as locally publicized ecotourism will result in a corresponding category of tourists.

(3) Research and Technology

Awardee: European Travel Commission

A1 Our project, the VisitEurope App, combines a number of innovative features: it uses conversion as additional inspiration driver, was created through a mobile-first approach, and utilizes Amadeus extreme search technology to provide a wide range of prices instantly, and to refine those prices instantly as well. Most importantly, the VisitEurope App is an example of how the public and the private sector can join forces to create something innovative that contributes to the sustainable development of the European tourism sector by confronting the challenges posed by seasonality. I am glad this was appreciated by the jury of the Ulysses Awards as the approach we have committed to for the future is based on innovation and sustainability.

ETC is an affiliate member of the UNWTO and the two organizations signed a Memorandum of Understanding in 2012, by which both parts agreed to cooperate and implement joint activities in issues related to tourism and beyond. Moreover, part of the Research program of ETC has been implemented in cooperation with the UNWTO for the last ten years. We will capitalize on this traditionally excellent partnership in the future.

A2 ETC has a relatively small budget and this prompt us to be more flexible and creative in our marketing endeavors. In the past few years we have tried different approaches to traditional marketing tools such as video and social media campaigns, but also in market research. Together with the UNWTO we have produced a number of market studies based on ‘Netnography’. Defined as “etnography in the net”, this innovative approach analyses the spontaneous behavior of individuals on the Internet, using online marketing research techniques to provide useful insights. Our netnographic studies draw from the raw streams of opinions as expressed by bloggers and micro-bloggers, providing a unique opportunity to understand potential travellers in a way that only such modern research tools allow.

A3 It is in the core mission of ETC to strengthen the image of Europe in third markets, and we have
been doing this for the past 60 years. Successful initiatives like the VisitEurope App underline the importance of joining forces with the private industry and working for a sustainable development in tourism as in every other sector. On the short term ETC will continue helping European tourism increase competitiveness, and we are now aiming to actively involve private partners in both our promotional activities and knowledge gathering and sharing. We embrace all new developments in technology and invest mostly in online marketing, and we are looking forward to engaging with the tools of the future, such as wearable technology and simulated reality, helping us to showcase Europe and enable more visitors to come and enjoy its wonders.

Second Runner-up:
Freeedom – Explore Experience Empower

Freeedom is a new global initiative building a diverse community where every stakeholder can together more effectively promote responsible and ethical tourism and drive sustainable economic development.

Although we are currently just launching, the key factor of our success is how we are structuring our community to have a bigger collective impact as we are bringing together travellers with social entrepreneurs/enterprises and partners from the public, private and non-profit sectors on a common trusted platform to collectively:

- raise awareness about experiences with a positive social, cultural and environmental impact
- support entrepreneurs and responsible organisations to effectively connect directly with “conscious explorers” to sustainably grow their business
- promote the benefit of inclusive tourism and the UN Global Code of Ethics for Responsible Tourism

and where everyone can easily contribute to our bigger collective impact by:

- travelling responsibly and supporting local social entrepreneurs
- growing our community by referring friends or entrepreneurs by being an ambassador
- strategically contributing to Freeedom’s development by becoming a member of our steering working group, an adviser, mentor or impact investor

Freeedom is honored to have been a UNWTO Award finalist. Our aspiration is to work collaboratively with the UNWTO to showcase those communities and entrepreneurs (social, in remote areas, women, etc.) who are providing services with a positive social, cultural and environmental impact, by leveraging the UNWTO network and resources.

A1

Our social innovation is our collective impact approach to promote responsible tourism to drive sustainable economic development on a global scale. Social innovations are new strategies, concepts and ideas that combine the power and scale of business with social, cultural and environmental benefit. This collective impact approach is a significant shift from the sector’s current incremental approach of “isolated impact.”

Complex challenge, like driving sustainable economic development through responsible tourism, cannot be done by simply scaling or replicating one organization or program. We need a different approach. A collective impact approach is more rigorous and specific than collaboration between organizations and they are five conditions that, together, lead to meaningful and bigger collective results.

We need:
1. a backbone organization - Freeedom
2. a shared vision for change
3. a shared measurement of success both financially
and socially driven by continuous improvement and learnings
4. coordination between the partners different activities
5. continuous open communication to build trust and motivate one another

The main goal here is to create a whole greater than the sum of its parts and that is what Freeddom is aiming at doing. We have successfully rallied many partners from the public, private and non-profit sectors, social entrepreneurs/enterprises and travellers to our vision before we launch where many people are contributing to the development of our community. The UNWTO Award contributes to the credibility of our vision and enables us to confidently approach other potential partners.

Our purpose is to drive sustainable economic development and eliminate poverty by empowering social entrepreneurs and local communities through responsible tourism and favorable changes in local and global policies.

Our vision is to inspire and empower individuals and partners to contribute to a bigger collective impact through ethical and responsible tourism. Our mission is to make responsible travel accessible and convenient by leveraging technology and social innovations.

The principal immediate outcomes for social entrepreneurs are:

- increased online visibility with a professional online profile
- increased facility to sell services using Freeddom’s shared and secured booking and payment system and collective marketing approach

The short term impacts are:

- increased credibility by being associated with a trusted global brand with global partners
- increased awareness of social and environmental innovations

The long term collective impact opportunities of responsible tourism are to:

- drive economic development and employment, especially in remote areas and emerging economies
- reduce inequality and poverty through the generation of new employment opportunities and additional income
- foster peace by driving inter-cultural understanding and respect
- achieve the UN development goals and ambitious post-2015 objectives of building a sustainable and inclusive global economy

We are currently just focusing on launching and growing our community and will be adjusting based on the feedback of our users. Over the next three months, Freeddom will participate in the “Future of Tourism” Thinktank of the China Australia Millennial Project (CAMP) with eight other delegates. CAMP brings together young innovators from Australia and China to tackle global challenges and create solutions over three months online and live together during the Sydney VIVID Festival (1-5 June). We will also be working in collaboration with two teams from the University of New South Whales (UNSW)/Enactus-Business 1 to help develop Freeddom’s social entrepreneurs community in Australia, China and Cambodia (an important destination for both Australians and Chinese). This is an amazing opportunity to promote responsible tourism as China is now the biggest tourist source market.
IBTM China is taking place from 5 - 6 August at the China National Convention Centre (CNCC), Beijing, China.

IBTM China provides the ultimate platform for the world’s leading suppliers to the MICE industry to meet top level buyers with strong purchasing power who are responsible for organizing and planning meetings, events and business travel, both in China, Asia and the rest of the world. Further information will be seen at http://www.cibtm.com/

Held annually in September, PATA Travel Mart 2015 is hosted by Department of Tourism, Government of Karnataka, the 38th of PATA Travel Mart will take place from 6 - 8 September in India.

PATA Travel Mart is one of the Association’s signature events and a premier travel trade show in the Asia Pacific region. It offers a dynamic program and remarkable platform to showcase travel products and services, and to bring together in one place hundreds of international buyers and sellers in the industry. This event will help networking with the same industry people across the world. More information is available at http://www.pata.org/portfolio/pata-travel-mart-2015/
China International Tourism Industry Expo (CITIE) 2015 will be held from 11 - 13 September. CITIE is a supporting event for the Guangdong International Tourism Culture Festival which has been successfully held for ten sessions with its predecessor, Guangdong International Tourism Exhibition since 2005. CITIE Guangdong has become a national tourism exhibition and the first tourism event in South China. CITIE GUANGDONG has become a truly international event, providing an ideal platform for cooperation and exchange for the tourism industry at home and abroad. At the same time, it has also become the biggest and most influential International Tourism Mart. More detailed information is available at http://gzlmice.cn/en/

China Xi’an Silk Road International Tourism Expo 2015 will be held from 11 -13 September at the Xi’an Qujiang International Conference and Exhibition Center, China. The main objectives of the China Xi’an Silk Road International Tourism Expo (CXSRITE) is to connect China with countries along the ancient Silk Road and other regions in order to create new activities and programs for greater economic development and social prosperity for all. CXSRITE 2015 is expected to attract 500 exhibitors, 4,000 professional visitors and about 30,000 participants in total. Search more related information at http://www.chinaexhibition.com/Official_Site/11-7055-CXSRITE_2015_-_China_Xi’an_Silk_Road_International_Tourism_Expo_2015.html

JATA Tourism EXPO Japan will be held from 24 - 27 September at Tokyo Big Sight. It aims to be bigger and better with increased scale, more substance and improved brand value. JATA Tourism EXPO Japan 2015 consists of the following four main programs: Travel showcase, International Tourism Forum, Business Meeting, and Commendation Program. It is the great venue for networking with the world’s travel professionals to build or concretize your business as well as directly to interact with general public to attract more tourists to your destinations. Further details on this year’s event are available at http://www.t-expo.jp/en/
UNWTO deeply saddened by the tragic earthquake in Nepal

On behalf of the international tourism community, the UNWTO conveys its heartfelt condolences to the families and friends of the victims and to the people and the government of Nepal at this moment of distress.

“I would like to convey to the families and friends of the victims, to the people and the government of Nepal, our heartfelt condolences and solidarity in this tragic moment,” said UNWTO Secretary-General, Dr. Taleb Rifai. “Nepal is one of the world’s tourism success stories and UNWTO will work alongside the Nepalese people and authorities to ensure that tourism continues to be a pillar of the country’s socio-economic progress,” he added.

[www.unwto.org]

Within hours of the 25 April earthquake that killed and injured thousands of people and devastated much of Kathmandu’s tourism infrastructure, the PATA Foundation has made a commitment to assist the PATA Nepal Chapter in its tourism industry recovery efforts.

Mr. Peter Semone, Chairman of PATA Foundation Board of Trustees noted that, “Without question, we anticipate a great need for reconstruction of iconic heritage and culture sites as well as interventions to help people and organizations rebuild their tourism businesses. We thank the PATA community and beyond for their assistance in supporting the PATA Foundation to help make a difference to Nepal tourism in their moment of need.”


Since 2006, the UNWTO has convened the Asia/Pacific Executive Training Program on Tourism Policy and Strategy. This high level executive training program provides a platform for policy makers to get together for exchanging ideas on current tourism issues. Through a series of lectures, group discussions, debates, and presentations, the program seeks to provide a forum to assist senior officials of UNWTO members of Asia and the Pacific in gaining a better understanding of the latest trends in tourism management and provide a knowledge and experience sharing platform on good practices in successful policy and strategy formulation and implementation.

This year’s program, which has entitled Community Based Development and Tourism Recovery, was once again financed by the Ministry of Culture, Sports and Tourism of the Republic of Korea was held in Bohol, Philippines, from 28 April to 1 May 2015. Further information including a presentation template is accessible at the site below.


“Closer tourism cooperation is of great significance to the economic and social development of the countries along the Silk Road as well as to peace and stability in the region,” said UNWTO Secretary-General, Dr. Taleb Rifai, while highlighting the way forward on the promotion of the Silk Road Tourism.

[http://www.unwto.org]
The 7th UNWTO International Meeting on Silk Road Tourism agreed to advance travel facilitation, promote a “Visit the Silk Road” Programme and step up efforts to develop tourism routes and enhance human resources. (Xi’an, China 18-20 June 2015).

Jointly organized by UNWTO, the China National Tourism Administration (CNTA) and the People’s Government of the Shaanxi Province, the 7th International Meeting on Silk Road Tourism held in the ancient Silk Road capital of Xi’an addressed key topics such as capacity building, marketing and promotion, heritage management and travel facilitation as a means to building an integrated tourism market along the land and maritime Silk Roads.

The Tourism Authority of Thailand (TAT) Dubai and Middle East Office hosted the 2015 Discover Thainess Networking Lunch on Wednesday, 6 May 2015, during the Arabian Travel Market (ATM) at the Al Wasi Ballroom, Dusit Thani Dubai.

Throughout the remainder of 2015, the TAT Dubai and Middle East Office will be implementing a range of marketing strategies to attract Middle East tourists through the “2015 Discover Thainess” campaign which includes ‘Thai Experience’, ‘Thai Way of Life’ and ‘Thai Culture’. The TAT Dubai and Middle East Office recently concluded a series of road shows in Kuwait, Qatar and Bahrain as part of its promotional strategy to focus on niche segments; such as, Health and Wellness, Green Tourism, Gastronomy Tourism, and Shopping.

Chinese travelers will be able to make repeat visits to Australia with greater ease, with a current online visitor visa pilot extended to offer three-year, multiple entry visas to approved applicants. Minister for Trade and Investment, Andrew Robb, who is also the minister responsible for tourism, announced the initiative tonight in Adelaide at the Qantas Australian Tourism Awards. Mr. Robb said the government was determined to do what it can to help Australia capture more than its share of the rapidly growing Chinese tourist market.

Previously, visitor visas for Chinese travelers were only valid for 12 months. The new visitor visa provision follows the introduction of three-year, multiple entry Chinese business visas in February 2014. “Chinese tourists are increasingly more discerning and looking for an authentic Australian experience. Repeat visitors are an increasingly important market sector as they tend to stay for longer periods and are higher yielding in terms of their spending,” Mr. Robb said. He added, “Ongoing visa reform and deregulation was part of a broader effort to ensure our tourism and hospitality sector remains competitive in an increasingly crowded global tourism market.”
The UNWTO Asia Pacific Newsletter Invites Your Contribution to the Following Special Features:

- Special Report
- Destination Report
- Sustainable Tourism Development Success Stories
- Focus on Tourism Policy
- Upcoming Tourism Conferences and Meetings in the Asia Pacific Region
- Asia Pacific News Brief

Contact
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## 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
- Gardeshgaran 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 Tourism Organization
- Chameleon Strategies, Inc – Dragon Trail
- China International Travel Service - CITS
- CQ University Australia
- Designated Areas for Sustainable Tourism Administration
- DISCOVERYMICE
- Guilin Institute of Tourism
- Gyeonggi Tourism Organization (GTO)
- Hong Kong Tourism Board (HKTB)
- Instituto de Formação Turistica (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
- Jeep Tourism Organization (JTO)
- Korea Culture & Tourism Institute (KCTI)
- Korea Tourism Organization
- Kyung Hee University
- Macao 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 (HTM)
- 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
Responding to Climate Change – Tourism Initiatives in Asia and the Pacific

This report explores the general causes and effects of climate change on tourism at a global and regional level. Presenting specific case studies from Asia and the Pacific, the publication examines tourism’s contribution to greenhouse gas emissions, ultimately calling for greater mitigation and adaptation measures from the public and private sector. The study concludes that the socio-economic impacts of climate change on tourism require greater vigilance and further research to ensure the sector’s long-term sustainability and its effective contribution to the great challenge of climate change.

Air Connectivity and its Impact on Tourism in Asia and the Pacific

This publication includes a series of case studies from cities in Asia and the Pacific that illustrate the crucial role of air transport as an engine of economic growth and job creation. It shows how well-designed and well-coordinated tourism and air transport policies can underpin the growth of tourism while emphasizing the role of low-cost carriers (LCCs) in the transformation of air transport in the region. This study was developed by the UNWTO, the Pacific Asia Travel Association (PATA), the Tourism Promotion Organization for Asia and the Pacific Cities (TPO) and with the financial support of the Ministry of Culture, Sports and Tourism of the Republic of Korea.

UNWTO/GTERC Annual Report on Asia Tourism Trends

This study was produced by the UNWTO in cooperation with the Global Tourism Economy Research Centre on the occasion of the third annual edition of the Global Tourism Economy Forum, held in Macao on 27-29 October 2014. In addition to providing an overview of the region’s tourism performance in 2013 and 2014, the publication identifies the main trends and developments shaping tourism and highlights some of the key issues of interest or concern to the region that have been addressed through the recent work of UNWTO. These include visa facilitation, taxation, sustainability, climate change, air connectivity and Islamic tourism.

The Impact of Visa Facilitation in APEC Economies

This report addresses the functions of visas and presents areas of opportunity through visa facilitation. The current state of visa policies in the APEC economies is explored across the dimensions of openness and reciprocity. The report concludes with a presentation of case studies of visa policy changes from the region. The case studies include a sample of historical case studies used to develop the analysis and provide examples of recent efforts within the region to facilitate travel through changes to visa policy.

Measuring Employment in the Tourism Industries – Guide with Best Practices

The facts and findings presented in this guide confirm that employment in tourism and the economic value of tourism in terms of employment remain inadequately measured and insufficiently studied. Employment in the tourism industries needs to be measured and described in a more consistent way supported by proper statistical instruments developed on international tools and enhanced through international cooperation. This guide provides some examples of best practices of measuring employment in the tourism industries from countries that have demonstrated capacity to develop a comprehensive set of employment indicators. This publication is a joint project by the International Labour Organization (ILO) and UNWTO.