



CAP/CSA/28/6_Reg. Activities

**UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Twenty-eighth Joint Meeting
Nara, Japan
3 June 2016**

Item 6 of the Provisional Agenda
REPORT ON REGIONAL ACTIVITIES

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions a report on the activities that have been undertaken by the Organization in the region since the 51st CAP and the 55th CSA Meetings which were held in Medellin (Colombia) in September 2015 within the framework of the 21st General Assembly.

REGIONAL ACTIVITIES

UNWTO's current programme of work has been designed along its two strategic objectives: Competitiveness and Sustainability. The Organization has striven to promote these objectives in its activities in the Asia-Pacific region.

This report summarises the main activities undertaken by UNWTO since the 51st CAP and 55th CSA meetings in Medellin, Colombia in September 2015 within the framework of the 21st General Assembly. While some of the activities fall under the strategic objectives of sustainability and competitiveness as well as priority areas, others have been carried out upon individual requests received from member States and in collaboration with other partners.

SUSTAINABILITY

World Conference on Tourism for Development (Beijing, China from 18-21 May 2016)

The Conference was organized jointly by the Government of the People's Republic of China and the World Tourism Organization (UNWTO).

It was the first global event of its kind to be organized after the world crossed the threshold of the 2015 Millennium Development Goals target, seeking to advance tourism's contribution to the UN Sustainable Development Goals (SDG). In other words, the Conference was a response to the decision taken by Governments at the 2015 UN General Assembly to devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products while contributing to inclusive and sustainable economic growth, full and productive employment and decent work for all. The importance of the conference was evidenced by the presence of high-level officials of China and of several heads of State and government as well as tourism ministers from over around the world.

The overarching theme of the Conference i.e. "Tourism for Development" with special emphasis on tourism's contribution to the Sustainable Development Goals (SDGs) focused on how countries align their national development goals with sustainable tourism development through a coordinated action between the public and private sector stakeholders at the national and local levels.

Tourism and Poverty Alleviation was one of the two sub-themes that complemented the main one. This session discussed how governments, the international community and the private sector can collaborate to create an enabling environment to enhance tourism's contribution to poverty reduction, and the inclusion of disadvantaged groups, particularly youth and women, in the tourism value chain. Panelists also discussed the role of tourism in international development cooperation. The other sub-theme entitled Tourism for Peace sought to create a better understanding and awareness of the linkages between the two fields; undertake state-of-the-art research to broaden knowledge on the subject; and explore how to translate the findings into practical tools for the sector, such as recommendations and guidelines for different stakeholders.

These were intended to foster a “peace-sensitive” tourism sector that has the true potential to contribute to global peace.

UNWTO/PATA Ministerial Debate on Pacific Island Tourism (Guam, USA, 21 May, 2016)

This high-level debate was organised within the framework of the 65th PATA Annual Summit 2016 which took place in Guam from 18-21 May. It was co-organised by PATA and UNWTO and gathered representatives from both the public and private sector to share their views and insights on contemporary issues relevant to island tourism destinations in the Pacific in two panel sessions.

The first panel discussion entitled Merging Motivations examined the different motivations and target goals of the government and the private sector. Speakers analysed the areas where they overlap and exchanged ideas on how to better align them to create a better pathway for growth. The second panel session under the title Cloud Nine – the Ideal Island Economy looked into the choices that shape the complete visitor economy of an island and have a direct environmental and cultural impact upon the destination.

The two panel discussions also examined a number of challenges island destinations face as a result of their unique geographical situation including sustainability, climate change, air connectivity and how to position islands as top choice destinations.

The UNWTO International Conference on Heritage Tourism (Nara, Japan, 24-26 February 2016)

The conference was co-organized by the Japan Tourism Agency (JTA) of the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) and UNWTO with the support of Nara Prefectural Government.

The main aim of the conference was to provide a forum for the tourism industry, governments, academia and representatives of local communities as well as international organizations to present global best practices to foster, present and preserve the world's treasures.

Other objectives were to discuss how to ensure that heritage tourism development is responsible, inclusive and sustainable and that it contributes to the socio-economic development of host communities while improving their well-being; seek best practices to keep the balance between safeguarding the cultural identity and developing heritage tourism; present ways of empowering host communities to protect, conserve, present and express their distinct heritage in the context of tourism; and to explore new and innovative approaches to the management of tourism flows in heritage sites. There were 185 participants in attendance from the public and private sectors, international and non-profit organizations, and academic institutions representing 36 countries from around the world.

Workshop on Mekong River-based Tourism Development (Da Nang, Vietnam, 19 November 2015)

The workshop was held to present the preliminary findings of the Mekong river-based tourism product development report covering Viet Nam, Thailand, Cambodia, Myanmar and Lao PDR.

Participants were informed that the report analyzes over 40 products along the Mekong river basin, with proposals on strategies for their development and exploitation. Specifically, the study also focusses on the development of 7 special itineraries with marketable itineraries.

The main conclusions and recommendations point to a development strategy for river-based tourism product development in the Mekong basin that provides opportunities not only at a regional level but is also a boost to community based sustainable tourism in the respective countries.

Regional Seminar on the Contribution of Islamic Culture and its Impact on the Asian Tourism Market (Bandar Seri Begawan, Brunei Darussalam, 16-17 November 2015)

The Seminar was the outcome of UNWTO's study on the Contribution of Islamic Culture to Tourism: Asia in Focus which was initiated in January 2015. It was a stocktaking exercise of iconic sights including monuments and cultural centres of Islamic countries in the wider context of Asia as a geographical entity.

The broad aims of the study were to draw attention to the contribution of Islamic culture to world harmony and peace through tourism; to upstage Islamic member countries of UNWTO as attractive emerging tourist destinations in view of their distinctive characteristics that set them apart from each other and from non-Islamic countries; to proffer policy recommendations on infrastructure development and the provision of facilities and services for the development of the tourism resources identified

Countries covered include Muslim-majority countries (Indonesia, Malaysia, Pakistan, Iran, Bangladesh, Brunei, Maldives); other Asian countries with a significant minority Muslim population (India, China, Sri Lanka, Thailand, Philippines); and non-Islamic countries interested in the potential market (Australia, Japan, Republic of Korea).

The main findings of the study around which the discussions of the regional seminar centred include the following: the Islamic tourism market is increasing in Asia and the Pacific as a result of the rising middle class with disposable income and the propensity to travel; the Islamic majority countries of Asia and the Pacific (Indonesia, Malaysia, Brunei Darussalam) are considered the source markets while countries with a minority Muslim population such as China, India, Thailand, Sri Lanka and Philippines play a dual role as a source market and destination; many destinations in Asia and Pacific with no significant Muslim population are keen on tapping into this lucrative market. However, the key to attracting the potential Muslim travelers depends on the provision of Shariah compliant conditions of which Halal food and facilities for prayer are seen as the indispensable prerequisites for the promotion of this market

International Conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuits in South Asia's Buddhist Heartland in collaboration with UNWTO (Dhaka, Bangladesh, 27-28 October 2015)

The Ministry of Civil Aviation and Tourism of Bangladesh organized this conference in collaboration with UNWTO. The underlying aim was to take stock of the work already done by the Buddhist Heartland countries of Bangladesh, Bhutan, India, Nepal and Sri Lanka under the South Asia Sub-regional Economic Cooperation (SASEC) framework to further develop the potential of Buddhist heritage tourism in the sub-region.

The Conference thus brought together industry leaders, policymakers as well as relevant stakeholders in an open dialogue to discuss issues and set directions for preparing a road map for the sustainable development and promotion of cross-border Buddhist tourism circuits and routes in South Asia. The discussions included the current situation of cross-border Buddhist tourism in South Asia; how to facilitate the development and promotion of sustainable and inclusive multi-country Buddhist tourism circuits and exchange information on best practices; the roles of government, the private sector, civil society, community-based organizations, and development partners in the sustainable development and promotion of multi-country tourism circuits.

4th China Annual Conference of UNWTO Sustainable Tourism Observatories: Global Tourism: Responding to a Changing World (Zhengzhou, China, 14 – 16 October 2015).

This annual conference provides a platform for UNWTO and the Monitoring Centre on Observatories in China to discuss sustainable development of tourism. It also plays an important role in promoting exchanges and cooperation between observatories and other tourism destinations as well as intensifying the promotion of monitoring results and to raise awareness of sustainable development of tourism globally.

This 4th edition of this annual event focused on Sustainable Consumption and Production and its impacts on destinations. It gathered participants from all the eight Chinese Observatories in Yangshuo, Huangshan, Zhangjiajie, Kanas, Chengdu, Henan, Xishuangbanna and Changshu. Also, officials from the Ministry of Tourism of Indonesia attended the conference to learn from China's experience in order to initiate the process for setting up three observatories in Yogyakarta, Lombok and Pangandaran.

2nd Euro-Asian Mountain Resorts Conference (Ulsan, Republic of Korea, 14 - 16 October 2015)

The World Tourism Organisation (UNWTO) and Ulsan Metropolitan City organized this conference with the support of the Government of the Republic of Korea. It was held under the theme "Paving the Way towards a Bright Future for Mountain Destinations".

The Conference aimed at providing an overview of mountain destinations within a broader context including accessibility, social and demographic challenges, environmental, economic and cultural issues, seasonality challenges, better positioning in international markets and management or marketing linkages with the neighboring towns and cities.

Success stories from different parts of Europe and the Asia Pacific on how to maximize the economic potential and social change were presented to show how mountain destinations were exploited gainfully while respecting the natural resources and cultural authenticity and diversity in mountain destinations.

COMPETITIVENESS

10th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy (Seoul, Republic of Korea, 29 March – 1 April, 2016)

The executive training programme for the Asia-Pacific region has been organized jointly by UNWTO and the Ministry of Culture, Sports and Tourism of the Government of the Republic of Korea and has enjoyed the sponsorship of the latter since 2006. This year's training programme, themed human capital development in tourism, marked the 10th anniversary of this important training initiative for the region.

The overall objectives of this 10th edition were to deepen participants' understanding of how to prepare the national tourism authorities in human capital development so as to manage the unprecedented growth of tourism in the region; how tourism can contribute to preparing a quality workforce for the region; how human capital development in tourism can contribute to full and productive employment and decent job for all, particularly for youth and women; and how policy level decisions can help manage human capital in tourism as it ensures the competitiveness and sustainability of a tourism destination.

9th UNWTO/PATA Forum on Tourism Trends and Outlook (Guilin, China, 19-21 October 2015).

The 9th UNWTO/PATA Forum on Tourism Trends and Outlook addressed the theme "Tourism and the Experience Economy". It looked into how industries and economic sectors have been shifting in their strategies to capitalize on consumers' ongoing quest for the co-creation of memorable experiences.

The Forum thus gathered government officials, NGOs, industry practitioners and academics to share their perspectives, research findings and practices, and to deliberate on tourism policies, industry development, and business practices in light of the experience economy.

The objectives of the Forum centred on sharing state-of-the-art research and industry practices in developing tourism in the realm of the experience economy; analyzing and updating global and regional tourism trends and challenges in connection to tourism and the experience economy; and exploring and formulating new problems for future research and practice on tourism as an experience economy.

4th Global Tourism Economy Forum (Macau, China, 12– 14 October 2015)

The Forum was organised under the theme "Belt and Road Initiative: Unleashing the New Dynamics of Cultural Tourism". It was an opportunity to continue international efforts to advance

the partnership between tourism and culture – an issue of major priority for UNWTO and an essential asset linking the countries along the Belt. The Forum was hosted by Macao Special Administrative Region, with the coordination of Global Tourism Economy Research Centre (GTERC) and the collaboration of UNWTO.

This 2015 edition extended its geographical reach and invited Chile, Colombia, Mexico and Peru of the Pacific Alliance as Featured Partner Countries demonstrating GTEF's multiple forward-looking viewpoints at a macro level on how multiple cultures could interact harmoniously in the current globalization trend.

As a high-level international exchange platform, several memorandums for exchange and collaboration between Chinese and foreign tourism organizations were signed in this GTEF edition. These include the Memorandum of Understanding between UNWTO and the Macao Special Administrative Region Government for the establishment of the Global Centre for Tourism Education and Training in Macao; the Tripartite Agreements between Featured Chinese Provincial and Municipal Governments, Global Tourism Economy Research Centre (GTERC) and China Chamber of Tourism; and Framework Agreement between GTERC and World Tourism Cities Federation.

UNWTO/IFT Training Programme for DPR Korean officials (Macao, China, 31 August –28 November 2015)

In accordance with an MOU UNWTO signed with the Institute for Tourism Studies (IFT) of Macao (an Affiliate Member of UNWTO) in 2012 on human resource development and research, the latter in collaboration with UNWTO organised and coordinated a 3-month special training for two faculty members of Pyongyang Tourism College from the Democratic People's Republic of Korea (DPR Korea). The training programme focused on tourism management issues such as tourism trends, marketing and promotion, infrastructure and services, branding, hospitality, among other topics.

The course took the form of a comprehensive tourism training programme, including academic aspects, technical visits to the Industry, participation in actual operation of a tourism institute which offers the most extensive selection of tourism and hospitality related bachelor degree programmes in Macao, sharing of most updated tourism information by the Macao Government Tourist Office. The two DPR Korean officials also observed and experienced some practicum classes, as well as off-campus tourism-related events and activities, practicum of housekeeping, practicum of front desk; visits to international hotel facilities such as the Ritz Carlton Macau and Mandarin Oriental Macau.

OTHER EVENTS

6th UNWTO Silk Road Task Force Meeting (Urmia, Iran, 22-25 April, 2016):

This 6th edition of UNWTO Silk Road Task Force Meeting was jointly organized by UNWTO, the Iranian Cultural Heritage, Handicrafts and Tourism Organization (ICHTO) and West Azerbaijan Province.

It was aimed primarily at enabling participating Member States to contribute to the generation of ideas and initiatives that could strengthen Silk Road tourism across 3 main areas of activity including marketing and promotion, capacity-building and destination management, as well as travel facilitation. Other key objectives of this meeting were to strengthen the role of the Silk Road Task Force and to implement the priorities and strategies of the Silk Road Action Plan 2016/2017.

Participants were officials from UNESCO and Iran Federation of Tourist Guide Associations, as well as representatives from the Silk Road Member States of Bulgaria, Croatia, Georgia, Indonesia, Iran, Iraq, Kazakhstan, Mongolia, Pakistan, Russia, Spain, Turkey, Ukraine and Uzbekistan. A number of UNWTO Affiliate Members also joined the Meeting. They were International Centre of Wine and Gastronomy and the Spanish Institute for Quality Tourism. Turkish Airlines supported the event and shared its actions in promoting route development and connectivity across the Silk Road.

SATTE Conference: UNWTO Panel ((New Delhi, India; 29 January 2016).

SATTE (South Asia Travel and Tourism Exchange).is South Asia's annual leading travel show which is supported by the Ministry of Tourism, Incredible India and UNWTO.

The UNWTO Panel was the first panel discussion of the 22nd SATTE Conference. It focused on the relevance of thematic tourism routes in fostering regional collaboration and prosperity, and on the tourism potential of South and South-east Asia. The panellists also analysed the enormous opportunity and potential to develop transnational thematic tourism routes and challenges faced in linking the destinations of South Asia. Some of the key suggestions made to help in kick-starting the transnational thematic tourism routes development include inter-government cooperation, creating conducive visa regime, identifying destinations and building infrastructure, online presence and creation of new products.

China International Tourism Forum (Kunming, China, 30 November 2015)

The China International Tourism Forum was co-organized by the World Tourism Organization (UNWTO) and China National Tourism Administration (CNTA) on the occasion of China International Travel Mart (CITM) 2015. The main objective of this event was to rally international support for the acceleration of the recovery process of Nepal's tourism industry in the wake of the destruction caused by the earthquake of April 2015.

The key highlights of the event were a series of actions which China intends to take as a continuation of its post-earthquake support of the recovery process of Nepal. These include the visit of about 100 Chinese tour operators to Nepal by the end of 2016 in order to have first-hand experience of its local tourism products. In addition to this, China will provide facilities to restructure and reinvigorate the Nepalese tourism industry, and offer training programmes to some 100 Nepalese tourism personnel in the next two years. Also, CNTA will provide Nepal with 2 free exhibition booths in CITM in the next three years to facilitate the tourism promotion of Nepal in China.

The presence of over two hundred tour operators, media and international participants made the forum an ideal platform to transmit the most updated messages about Nepal's tourism infrastructure rebuilding efforts and to draw the world's attention to the country's dire need for continued support. These messages emerged from UNWTO's fact-finding mission which was carried out prior to the Forum in order to assess the extent of the damage caused by the earthquake and to formulate a comprehensive and up-to-date situational analysis of the impact of the earthquake on the tourism industry of Nepal.

PUBLICATIONS

Asia Tourism Trends Report

The second edition of the UNWTO/GTERC Annual Report on Asia Tourism Trends highlights the key trends shaping tourism in the region such as the robust intra-regional tourism market, China's role as the world's leading outbound market as well as the burgeoning growth of city tourism. Apart from analysing these recent tourism trends, the report also examines the links between Asian and Latin American markets, with a particular focus on the countries of the Pacific Alliance including Mexico, Peru, Colombia, and Chile as new frontiers for further development and promotion of tourism.

Philippines Tourism Success Stories

The book originated from the Secretary-General's visit of May 2014 to the areas affected by the earthquake and typhoon in Bohol and Tacloban of 2013.. It is the first national edition of UNWTO's global initiative of Tourism Success Stories which was launched in 2013 to celebrate tourism's contribution to ordinary people's livelihood.

It contains 20 stories which bear a testimony to the transformative power of tourism in rebuilding livelihoods through job creation, in renewing hope for a better tomorrow, in celebrating the cultural and spiritual essence of a nation and in showing tourism's capacity to lift peoples and local communities from the ashes of misfortunes such as natural disasters. It is a joint initiative of UNWTO, the Department of Tourism of the Philippines and USAID. It was presented at the ASEAN Tourism Forum in Manila in January 2016.

China Tourism Observatories Book

This publication, also known as *Tourism Shaping Tomorrow* was developed by the Monitoring Centre for Sustainable Tourism Observatories (MCSTO) in collaboration with UNWTO. It captures the essence of the work carried out by the Sustainable Tourism Observatories in China over the years and provides a better understanding of the challenges and importance of effectively measuring the impacts of tourism locally. It serves as an inspiration to many destinations around the world.

Mekong River-based Product Development report

The report provides a strategic framework and action plan for improving the quality of river-based tourism along the Mekong. It is a joint UNWTO/ASEAN publication which is a follow-up to the initial study on the situation analysis of river-based tourism in ASEAN countries. It is a more specific analysis of tourism products on the Mekong River covering Viet Nam, Thailand, Cambodia, Myanmar and the People's Democratic Republic of Lao. The initial findings of the report were presented at a workshop in Da Nang, Viet Nam, on the 19th and 20th November 2015. The final report was presented to ASEAN Tourism Ministers in the Philippines in January 2016 on the occasion of ATF 2016.

UNWTO Asia Pacific Newsletter

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

The newsletter is produced on a quarterly basis and distributed to governmental organizations and educational institutions in 68 countries, the majority of whom are from the Asia Pacific region. Two issues (i.e. the 40th and 41st) have been released since UNWTO's 21st General Assembly in Medellin in September 2015.

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

The study is being conducted by UNWTO with the sponsorship of China Chamber of Tourism. It is scheduled to be published in the course of 2016.

The generic objectives of the study are three-fold:

- To better understand the huge potential of the emerging market for Islamic tourism, especially in and out of Asia.
- To build bridges between the Muslim and non-Muslim populations and promote a culture of peace, stability and understanding between peoples.
- To develop policy recommendations to enhance facilitation, accessibility to, from and within the Islamic world and the provision of facilities and services for the development of Islamic tourism resources.

In a broader context, the study is also aimed at drawing attention to the contribution of Islamic culture to Asian history and heritage; highlighting Islamic member countries of UNWTO as attractive emerging tourist destinations; and helping them to better tap the potential of intra-Islamic travel.

It includes a broad socio-economic analysis of Asian destinations with a rich Islamic cultural heritage that offers potential for tourism development both domestically as well as internationally.

The study also covers certain countries interested in tapping the lucrative market of Islamic travellers that is growing fast in keeping with the rising Asian middle-class with disposable income available for travel and tourism. Sixteen destinations are covered, namely Muslim-majority countries (Indonesia, Malaysia, Pakistan, Iran, Bangladesh, Brunei, Maldives); other Asian countries with a significant minority Muslim population (India, China, Sri Lanka, Thailand, Philippines); and non-Islamic countries interested in the potential market of the growing Islamic tourism market (Australia, Japan, Republic of Korea).

Case Studies of Traditional Cultural Accommodations in the Republic of Korea, Japan and China

Cultural accommodations are emerging as a form of tourism product with a great potential to attract tourists combining traditional lodging services with authentic cultural experiences based on the traditional way of life of the host community. This is because authentic cultural accommodations offer distinctive local experiences that promote the tourism and hospitality industry by utilizing and preserving the uniqueness of the cultural characteristics of a nation's traditional architecture.

The aim of this report is to explore the development practices of the traditional cultural accommodation sector in North-East Asia in the context of creative tourism. It is based on comparative case studies of the Republic of Korea, Japan, and China and illustrates the different aspects of the various cases selected from the three countries in the traditional cultural accommodation sector. Its focus is on policy interventions that have been currently adopted to facilitate the development process in creative tourism. The analysis of the case studies also provides an overview of recent market situations including the overall lodging industry in these countries.

The findings of the case studies indicate significant academic as well as management implications, in particular, by identifying competitive advantages of the selected accommodation facilities that can maximize the attractiveness of the tangible and intangible cultural heritage as specialized tourism products/programmes. As a result, creative tourism in this report has a number of indications that can strengthen economic development opportunities as well as preserve the nation's cultural resources that are associated with the traditional cultural accommodation sector.

The findings of the study also demonstrate that the implementation of place marketing and branding activities can promote stakeholder involvement and collaboration in the communication and information flows that are strongly focused on public-private partnership and networking.

UPCOMING EVENTS

- UNWTO Conference on Tourism Development and Peace (11-14 July, Passikudah, Sri Lanka)
- 2016 Japan Tourism EXPO (Tokyo, Japan, 22-23 September, 2016)
- UNWTO International Conference on Tourism and Sports (Da Nang, Vietnam, 24-25 September, 2016)

- World Tourism Day Celebration (27 September, Bangkok, Thailand)
 - UNWTO Nomadic Culture and Tourism Conference (Mongolia ,13 – 14 October, 2016)
 - 2016 World Tourism Conference (17 - 19 Oct, Penang, Malaysia)
 - 10th UNWTO/PATA Forum on Tourism Trends and Outlook (20 – 22 October, Guilin, China):
 - Global Tourism Economy Forum (15-16 October, 2016, Macao, China)
 - International Silk Road Culture and Tourism Forum (November 2016, Gyeongju, Republic of Korea)
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NB: Activities of the UNWTO Regional Support Office for Asia-Pacific is on the next page

ACTIVITIES OF UNWTO REGIONAL SUPPORT OFFICE FOR ASIA-PACIFIC (RSOAP) (September 2015 - May 2016)

Introduction

UNWTO Regional Support Office for Asia and the Pacific (RSOAP) was established in 1995 in Osaka, Japan to assist with the substantial tourism growth in the region. In 2012, the office moved to Nara.

RSOAP supports the mission and activities of UNWTO Regional Program for Asia and the Pacific (RPAP). Through seminars, events and research RSOAP aims to contribute to UNWTO priorities of:

1. Mainstreaming tourism in the global agenda
2. Improving tourism competitiveness
3. Promoting sustainable tourism development
4. Advancing tourism's contribution to poverty reduction and development
5. Fostering knowledge, education and capacity
6. Building partnerships

RSOAP 2015-2016 Activities

- Research: *Sustainable Cruise Development Strategies: Tackling the Challenges in Itinerary Design in South-East Asia* and *Measuring Sustainable Cruise Tourism Development in South-East Asia*
- Translation of UNWTO Tourism Highlights 2015 and UNWTO World Tourism Barometer Press Release into Japanese
- JATA Tourism EXPO Tokyo, Japan
- International Tourism Seminar Osaka, Japan
- Japan Sustainable Tourism Forum Oze, Japan
- UNWTO International Conference on Heritage and Tourism Nara, Japan

Research on Sustainable Cruise Tourism Development

From 2014–2015, RSOAP commissioned research via the Asia-Pacific Tourism Exchange Center (APTEC) on sustainable cruise tourism development: [*Sustainable Cruise Tourism Development Strategies: Tackling the Challenges in Itinerary Design in South-East Asia*](#).

The second study, *Measuring Sustainable Cruise Tourism Development in South-East Asia*, seeks to benchmark progress in the sustainable development of cruise tourism and to provide in-depth solutions to measure the impacts of cruise tourism. Destinations that are interested in the project may participate in two surveys: 1) for [cruise tourism destinations](#) and 2) for [cruise facilities](#). The final report will be published by the UNWTO fall 2016.

Cruise tourism research was presented at the Pacific Islands Ministers Meeting in Tokyo, Japan, the ASEAN Tourism Forum NTO meeting in Manila, Philippines and at the ASEAN-Japan Cruise Tourism Symposium in Fukuoka, Japan. RSOAP has worked with the ASEAN Secretariat on both research projects.

Publications: UNWTO Tourism Highlights 2015 and UNWTO World Tourism Barometer Press Release

RSOAP translated the UNWTO Tourism Highlights 2015 together with UNWTO Affiliate Member Wakayama University into Japanese. RSOAP also translated the UNWTO World Tourism Barometer press release into Japanese for distribution to media, the Japan Tourism Agency, Japan Association of Travel Agents (JATA), academics, and the travel trade market.

JATA Tourism EXPO (Tokyo, Japan, September 24-26, 2015)

RSOAP worked with JATA and UNWTO for the JATA Tourism Awards and the first-ever Responsible Tourism Award. Additionally, there were presentations from UNWTO during the JATA Opening Ceremony, International Tourism Forum, and the Asia Europe Meeting (ASEM) Symposium on Promoting Tourism. Additional presentations were made at Toyo University in Tokyo.

International Tourism Seminar (Osaka, Japan, September 28, 2015)

RSOAP and APTEC held the International Tourism Seminar in Osaka, Japan in collaboration with Osaka Chamber of Commerce and Industry. There were 90 participants from the local municipal government, private and government tourism sectors, academics, media and the general public. The seminar provided the opportunity to introduce UNWTO to participants and to highlight the history of cultural exchange in Japan.

Japan Sustainable Tourism Forum, Oze, Japan, October 5-7, 2015)

RSOAP presented at the 2nd Sustainable Tourism Forum which took place in Oze, Japan organized by Ecotourism Japan, a non-profit organization based in Tokyo. The forum brought together 100 national and local stakeholders with speakers from the Japan Tourism Agency, Ministry of Environment of Japan, Japan Travel and Tourism Association (JTTA), and Japan Ecolodge Association.

UNWTO International Conference on Heritage and Tourism, Nara, Japan, February 24-26, 2016)

The UNWTO International Conference on Heritage Tourism was co-organized by the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) with support from the Nara Prefectural Government and focused on the question: How Do We Foster, Present and Preserve World Treasures? There were 185 participants in attendance from the public and private sectors, international organizations, non-profits, and academic institutions representing 36 countries from around the world. Speakers and participants shared their experiences in developing and promoting heritage tourism and the challenges they've encountered to maintain sustainable levels of visitation.

Other activities:

- Promoting UNWTO Affiliate Membership to Japanese entities

- Presentations at universities and high schools around Japan about UNWTO and the importance of the tourism industry
- Contributions to the UNWTO Asia Pacific Newsletter