Presentation Outline

• Background of the World Tourism Organization (UNWTO)
• Global Tourism Outlook
• Asian Tourism Trends
• Regional Programme for Asia and the Pacific (RPAP)
World Tourism Organization (UNWTO)

1975: WTO established as an international organization
2003: WTO integrated into the UN family
2012: Regional Support Office for Asia and the Pacific relocated to Nara, Japan

158 Countries, 6 Associate Members, & 500 + Affiliate Members

Headquarters: Madrid, Spain | Secretary General Mr. Zurab Pololikashvili
UNWTO Mission

Responsible  Sustainable  Accessible

As a tool for growth and development
# UNWTO Structure

## REGIONAL PROGRAMMES
- **Africa**
  - Sustainable Development of Tourism
- **America**
  - Statistics & Tourism Satellite Account
- **Asia-Pacific**
  - Technical Cooperation
- **Europe**
  - Destinational Management & Quality
- **Middle East**
  - Institutional Relations & Resource Mobilization
- **Affiliate Members**
  - Ethics & Social Responsibility
  - Fairs & Special Field Projects

## OPERATIONAL PROGRAMMES
- **Sustainable Development of Tourism**
- **Statistics & Tourism Satellite Account**
- **Technical Cooperation**
- **Destinational Management & Quality**
- **Institutional Relations & Resource Mobilization**
- **Ethics & Social Responsibility**
- **Fairs & Special Field Projects**

## DIRECT SUPPORT PROGRAMMES
- Communications & Publications
- Conference Services
- Programme & Coordination

## INDIRECT SUPPORT PROGRAMMES
- Budget & Finance
- Human Resources
- Information & Communication Technologies
- Travel
- Legal Counsel
- General Services & Security
Key Strategic Objectives of UNWTO

1. Sustainability
2. Competitiveness
3. Human Resource Development
“Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” - UNWTO
UNWTO International Network of Sustainable Tourism Observatories (INSTO)

• **Support** the continuous improvement of sustainability and resilience in the tourism sector
• **Connect** dedicated destinations in order to better understand destination-wide resource use and foster the responsible management of tourism.
• A total of twenty observatories have joined the UNWTO INSTO Network: eight in China, one in **Greece**, one in **Mexico**, one in **Brazil**, five in **Indonesia**, one in **Croatia**, two in the **United States** and one in **New Zealand**.
2017 International Tourism

- +7% growth of International Tourist Arrivals in 2017
2016 and 2017 by region

International Tourist Arrivals

(% change)

<table>
<thead>
<tr>
<th>Region</th>
<th>16/15</th>
<th>17*/16 Jan - Dec</th>
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<tbody>
<tr>
<td>World</td>
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<td>7</td>
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<tr>
<td>Europe</td>
<td>3.6</td>
<td>8</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>6</td>
<td>7.7</td>
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<td>Africa</td>
<td>6.1</td>
<td>8</td>
</tr>
<tr>
<td>Middle East</td>
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<td>-2.6</td>
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</tbody>
</table>

Source: World Tourism Organization (UNWTO) ©
International Tourist Arrivals (% change over same period of the previous year)

Source: World Tourism Organization (UNWTO) ©
Inbound tourism in Asia and the Pacific

International tourist arrivals (million)

Source: World Tourism Organization (UNWTO)
• Asia accounts for 30% of the world international tourism receipts

• Thailand is top earner in the region with China as the second
4.1 billion inhabitants in Asia and the Pacific; 56% of the world’s population

The region accounts for over one-third of the world’s economy (34%), most of which is in North-East Asia (25%)

Between 2000 and 2016, Asia experienced the fastest economic growth across world regions, largely driven by China and India.
• In 2016, Asian tourists generated almost 40% of the world’s tourism expenditure.

• China became the top spender in international tourism since 2012.

• From the region, Republic of Korea is the 2nd largest spender (USD 27 billion)
• Australia is the 3rd (USD 25 billion) and;
• Hong Kong, China (USD 24 billion) is the 4th.
Asia and the Pacific Region

• **28 Member States**
  South Asia: 9 countries
  East Asia and the Pacific: 19 countries

• **2 Associate Members**
  Hong Kong S.A.R. and Macao S.A.R.

• **68 Affiliate Members**
  South Asia: 13
  East Asia and the Pacific: 55
Upcoming activities of RPAP in 2018

• **1st Quarter**
  - UNWTO Seminar on Pakistan Tourism (29 Jan. Islamabad, Pakistan)
  - International Conference on Tourism and Snow Culture (1 – 3 Feb. Yamagata, Japan)
  - 12th UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy (19 – 22 March, Kerala, India)
  - Workshop on Product Development (March, Bangladesh)

• **2nd Quarter**
  - 4th UNWTO World Forum on Gastronomy Tourism (30 May – 1 June, Bangkok, Thailand)
  - 30th UNWTO Joint Commission Meeting CAP and CSA, and Regional Seminar on Wildlife Tourism and Climate Change (18 – 20 June, Fiji)

• **3rd Quarter**
  - 2018 Tourism EXPO Japan (20 – 23 September, Tokyo, Japan)
  - 7th Global Summit on Urban Tourism (17 – 19 September, Seoul, ROK)
  - Seoul Fair and Sustainable Mega City Tourism Conference (Seoul, ROK)

• **4th Quarter**
  - 12th UNWTO/PATA Forum on Tourism Trends and Outlook (late October, Guilin, China)
  - Global Tourism Economy Forum (October, Macao, China)
  - 7th Annual Conference of UNWTO Sustainable Tourism Observatories (November, China)
Research Projects of RPAP

• UNWTO/GTERC Asia Tourism Trends 2018 Edition
• Compilation of the Wildlife Tourism in Asia and the Pacific
• Buddhist Tourism in Asia and the Pacific: Towards Sustainable Development
• Asia Pacific Newsletter
• Nanxun Tourism Development Strategy Report
RPAP Publications
Thank you!

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