Tourism Products and Policies of Asia and the Pacific
China

- Top destination in arrivals in the region (61 million) in 2017
- Top international tourism spender since 2012
Tourism as a driver for development

- Guilin, Guangxi and the intersection of tourism and development
- A national model for tourism development
Thailand

- Top tourism earner in the region (USD 57 billion)
- 2nd in arrivals in the region (35 million)
- Top destination in South-East Asia sub-region
Promotion of Local Products

- *Discover Thainess* Marketing Campaign (2015): Create an understanding of Thailand and the Thai people’s way of life, or “Thainess”

- *Go-Local* Initiative (2018): To promote emerging secondary destinations, better balance the distribution of tourist arrivals between urban and rural areas, and even out seasonality
Indonesia

- Increased in international arrivals by 17% in 2017
- 13 million international tourism arrivals
- 2nd year of double-digit growth
Travel facilitation and connectivity

• In 2016, Indonesia granted visa-free travel to 169 countries.

• By simplifying travel procedures, Indonesia has boosted international tourism arrivals.

• Travel & Tourism sector is set to generate 2.4 million new jobs in Indonesia.

• Air connectivity.
• Strongest growth in North-East Asia (+19%)
• 6th straight year of double-digit growth
• One of the top earners in the sub-region, with +14% to reach USD 34 million.
Destination Management

- Tanabe City Kumano Tourism Bureau responsible for tourism promotion and development
- 1,400 international visitors to the area in 2003; more than 30,000 in 2016
Republic of Korea

- 13 million international tourism arrivals in 2017
- 10th in region in tourism receipts with USD 13 billion
Unique Cultural Accommodations

TempleStay program began in 2002 to allow international and domestic tourists to experience the life of Buddhist practitioners at traditional temples throughout the country.
- Drove results for South Asia with 7% growth in 2017
- 16 million arrivals; 58% of the sub-region’s arrivals
- USD 27 billion in tourism receipts (27% growth)
Rural Tourism

- Responsible Tourism Action Plan in Kerala
- In 2017, the government estimates that rural tourism benefited more than 6,000 people, added revenue of USD 1.7 million, and provided training to 1,200 community members
• In South Asia, Iran is the second most visited country
• 5 million international arrivals in 2017
• 18% of the sub-region’s arrivals
Religious tourism

- Over 70,000 mosques
- Islamic festivals and customs
- Ashura Festival in Yazd
Samoa

- 146,000 international arrivals in 2017
- USD 168 million in tourism receipts in 2017
Tourism Governance

• Samoa Tourism Sector Plan (2014-2019)

• Outlines the importance of community engagement and consultation.

• Samoa Tourism Authority has developed opportunities for communities to benefit from tourism.
Regional Collaboration

- The Greater Mekong Sub-Region
- Association for South-East Asia Nations (ASEAN)
- South Asia Association for Regional Cooperation (SAARC)
- Pacific Islands Forum
- Asia Cooperation Dialogue
To learn more...

UNWTO E-Library:  www.e-unwto.org/
To learn more...

Tourism SDGs platform: http://tourism4sdgs.org/

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