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# PATA NEW TOURISM FRONTIERS FORUM 2016

## Towards sustainable tourism with domestic and regional markets

**25 November 2016**

Royal Tulip Sea Pearl Beach Resort & Spa  
Cox's Bazar, Bangladesh

**Peter Richards. Consultant on cultural tourism development and market access. The International Trade Center (ITC).**



Official Venue



Supporting Hotel



Supporting Media Partner

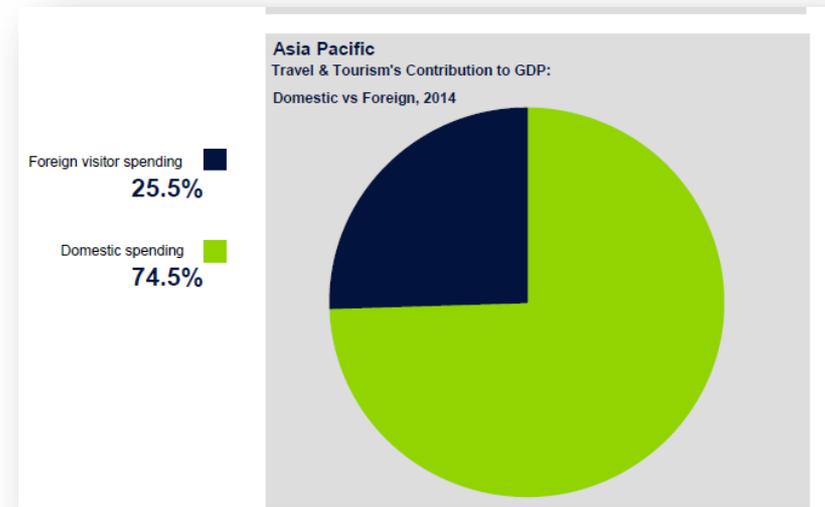
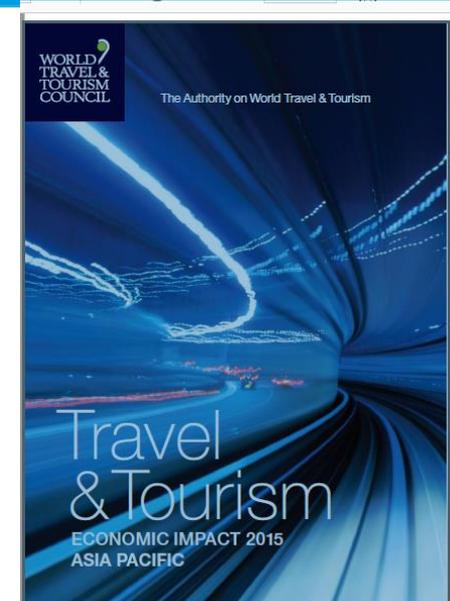
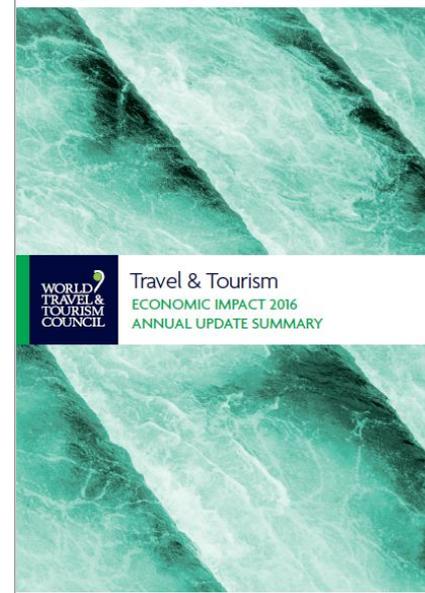


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# Setting the scene...

- Globally, domestic T&T spending growth (2.9%) outpaced international spending growth (2.4%) in 2015, and is forecast to grow by 3.3% (WTTC, 2016).
- In 2014, domestic travel spending in the AP region generated 74.5% of direct T&T GDP, compared with international tourism receipts (WTTC, 2015).



# Setting the scene...

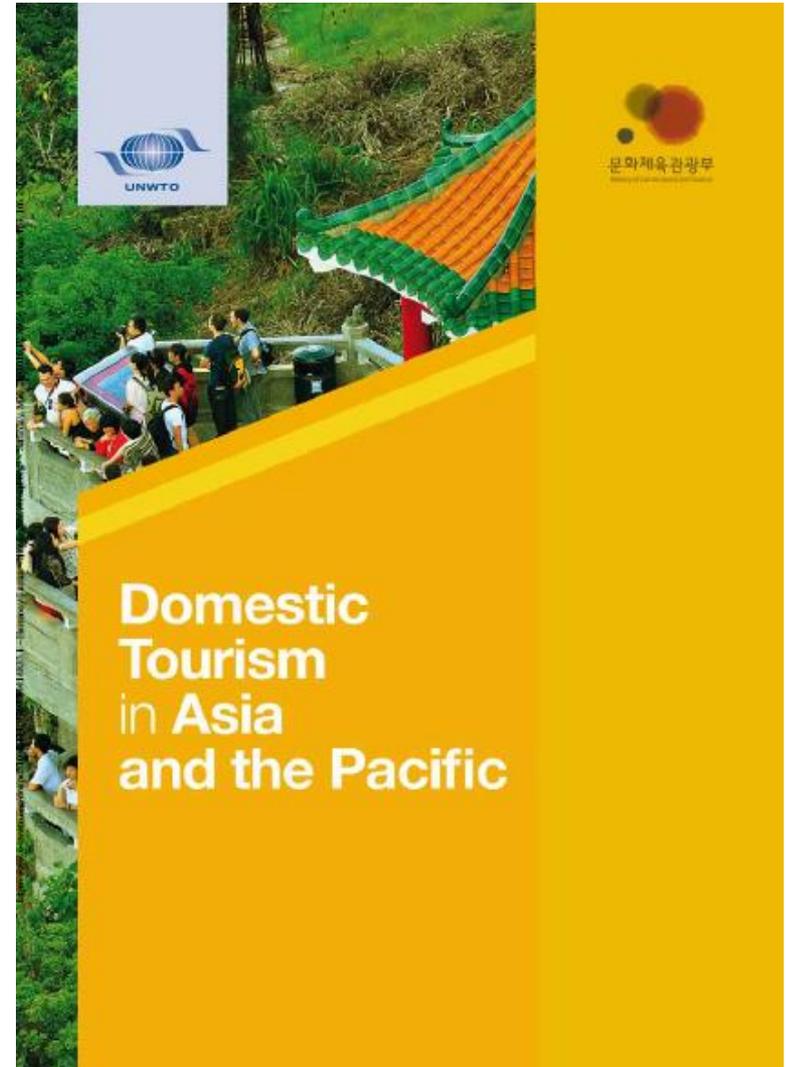
- **80% of international tourism in Asia and the Pacific (225 million inter. tourist arrivals) is now intraregional, with massive growth from China.**
- Asia Pacific region is experiencing the fastest economic growth in the world;
- Growing consumer class with rising incomes and stronger currencies;
- Road and air connectivity and low-cost flights are opening up the region;
- Fueled by millennials: youthful, tech savvy, socially networked travelers, with longer holidays. Seeking travel to more unusual destinations and a “return to their roots” (UNWTO, 2016)



**Opportunity for rural destinations**

# In context, Outside the box

- **DNA** – centuries' old traditions of pilgrimages, festivals, weddings...
- **Socio-cultural bonds:** *“relationships between ethnics, cultures, trades, education,” enable “foreign exchange programs for travelling students, academic seminars, collaboration between artists, poets, or athletes, being “sisters-cities” and hosting exchange events and activities.”* (Source: Mr. Pradech Phayakvichien, former TAT Governor.)
- **Huge potential for education and study tours:** ASEAN alone has 6,500 higher education institutions and 12 million postsecondary students... (Source MOTS, Thailand, 2014)



# Gaps and bottlenecks

- Insufficient transport and accommodation infrastructure;
- Education and industry training to accommodate the rapid growth in domestic and regional tourism;
- Domestic travel patterns – e.g. bottlenecks during public holidays;
- Challenges of communicating with / informing / managing the impacts of domestic FITs , especially self-drivers;
- Uneven environmental awareness among regional and domestic visitors.

*The greatest test to the Asian tourism market in terms of growth comes from the challenges and opportunities in terms of Human Capital Development. Education, training, policy, and planning all need to be geared to the growing demand.*

UNWTO, 2016



**2017** International Year of Sustainable Tourism for Development

Under the supervision of:  
  
Ministry of Civil Aviation and Tourism



Hosted by:  
**Bangladesh**  
National Tourism Organization



**PATA**  
Pacific Asia Travel Association



<http://www2.unwto.org/tourism4development2017>



# Today's challenge...



- Although domestic and regional tourism in many parts of Asia has proven to be a major growth market, policy-makers have tended to neglect this.
- Consequently, lack of planning has resulted in rather unsustainable destinations in places that attract significant numbers of domestic and regional tourists.
- What are particular challenges and solutions for building sustainable destinations, services and activities; while welcoming / benefiting from domestic /regional guests?

# Directions...?

- **Place-making:** Destination identity, promise, brand?
- **Products and partners:** which domestic / regional tourist segments offer the best opportunities for sustainable tourism? Who needs to work together to access markets?
- **Price:** What are the challenges and solutions for selling ‘sustainable’ products to domestic / regional tourists?
- **Promotion:** What sustainability issues do / do not resonate with domestic / regional visitors? How best to promote, inform, create awareness and buy in for sustainability?
- **Planning:** how to plan to meet the needs of domestic and regional markets, while creating benefits /reducing impacts on economy, society and environment in destinations?
- **People:** Priorities for HRD /training to meet market needs?

# References

- Ministry of Tourism and Sports of Thailand (2014), REPORT: Beyond Borders, Rethink ASEAN Ecotourism.
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