



# **Towards Sustainable Tourism with Domestic & Regional Markets**

**# Breakout 1**



# Sources of livelihood in destination communities

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- ② Wages from **formal Employment**
- ② Earnings from selling goods, services, or casual labor (e.g. food, crafts, building materials, guide services).
- ② **Collective income:** Profits from a community-run enterprise, dividends from a private sector partnership and land rental paid by an investor.
- ② Economic linkages between tourism and other economic sectors such as agriculture, horticulture, handicrafts etc.



# Opportunities Ahead

## Informal Sector and Secondary Enterprise



- “ The informal sector is where opportunities for small-scale enterprise or labor by the poor are maximized ”
- “Often neglected by planners”

@ **Domestic or Regional** tourists are particularly important clients for self-employed sellers

@ **Budget and Independent** tourists, particularly backpackers are in increased numbers

@ **Nature-based tourism** (including ‘eco-tourism’) often involves smaller operators with more local commitment

@ **Mass Tourism** : Little commitment but more economic opportunity

@ **River Tourism** : A growing popularity to the domestic travelers



# Challenges

## Selling Sustainable Products



- Ⓢ More educated and socially networked visitors than the sellers
- Ⓢ Impact on the Environment
- Ⓢ Long term profitability from tourism enterprise
- Ⓢ Safe and attractive environment
- Ⓢ Lack of proper infrastructure support
- Ⓢ Lack of Recreational Amenities in the destinations
- Ⓢ Lack of implementation of the policies for tourism development and management
- Ⓢ Lack of new and attractive product introduction, development and facilitating instruments
- Ⓢ Price vs. Quality (Huge demand for product development)
- Ⓢ Dislocation of traditional societies
- Ⓢ Lack of participation of all relevant stakeholders



# Solutions

## Selling Sustainable Products



- ④ Make optimal use of environmental resources
- ④ Conserve the built and living cultural heritage and traditional values in the destinations
- ④ Ensure viable economic operations and socio-economic benefits to all the stakeholders.
- ④ **Formation of International institutions, agreements and action plans**
  - Compilation of good practices in sustainable tourism
- ④ **Business Activities and Tourism**
  - Increasing Environmental Awareness
  - Growing support by the private sectors : CSR
- ④ **Assist local community to realize tourism opportunities**
  - Training, sharing knowledge and experiences
- ④ **Ensure Education, Capacity Building and Participation**
  - Increased Marketing and Public campaigns
  - Learning through job training



# Promoting Sustainability

Is not a choice but a necessity



Ⓢ **Managing Dynamic Growth** : Careful planning of the location, improved environmental management practices and influencing consumption patterns are the key sustainability issues.

Ⓢ **Create National Agenda on Sustainable Tourism “Go Green”**

Ⓢ **Recycle**: Reduces pressure on raw materials, reduces mining, and the fuel and other costs associated with extracting, transporting and processing minerals

Ⓢ **Efficient Waste Management Technique**

Ⓢ **Usage of Energy Efficient Appliances**

Ⓢ **Get Feedback from the visitors on the Sustainable ideas**

Ⓢ **Marketing Educative Campaigns on Tourism Sustainability “CSR”**

Ⓢ Awareness-raising **Social Media Campaigns** on environmental sustainability



# Promoting Sustainability

## Effective Regional Marketing



- ② **Cross Border Marketing and Digital Marketing Campaigns** by the governments and private sectors
- ② Strong **Social Media** presence with active PR support and attractive tourism contents
- ② Enhance **visibility/advertisements in popular Travel Media** and information networks
- ② Regularly arrange **International Conferences, Global Seminars, Workshops** in the destination to learn and share experiences on sustainability
- ② Destination Marketing Campaigns by the **Bangladesh Embassy** in the targeted countries.
- ② Using **Deep Social Media Listening** to understand visitor's demand
- ② Build a compelling and memorable **visual brand** : “*Tie up with Bangladesh National Cricket Team*”



# COX'S BAZAR : YET TO EXPLORE

Missing Amenities

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**Multi-purpose  
Shopping Mall**

**World Class  
Hospital**

**Movie Theatre**

**More options for Surfing,  
Bungee Jumping and  
Scuba Diving**

**Beach Sports,  
Entertainment and Music**

**Wildlife Adventure**

**Recreation Centers**

**City Attractions Double  
Decker Bus Tour**

**Beach Food  
Carts**





# COX'S BAZAR : YET TO EXPLORE

World's longest Sea Beach

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## Introduction of Creative Tourism

- ④ **More access to culture or history** : Products and services with cultural theme.
- ④ **More Interaction ; feel like a citizen** : With the place, living culture and people
- ④ **Meet the evolving interest of tourist** : Introducing new activities, products or services
- ④ **Culinary Tourism** : Local and International Delights
- ④ **Rural Active and Natural Tourism** : Fishing, Hunting, Hiking etc.



# Extending Sustainability : Eco-lodging

Attracting nature loving tourists and backpackers

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- ③ Diversify investment on more Green and Eco-lodgings in newly developed destinations.
- ③ Energy Efficiency provides hotel owners and operators cost savings that benefit the bottom line.
- ③ **Digital Marketing** is the next level to grab the attention of **NextGen** travelers

## # Towel and Linen Reuse policies

- ❑ Get a discount of \$5 on Booking Rate for efficient uses of towel, bed cover etc.
- ❑ Incorporate Green attributes that may be most desirable to guests

## # Super Saver Tour Package for the Backpackers at Green Hotels

# Promoting the Buddhist Heritage and Religious Tourism



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THANK YOU