

Environment Thematic Group, SDCC Intern

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Sustainable Tourism

in Asia and the Pacific

Situation Analysis and impact of COVID-19

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Outline

Introduction

Challenges

COVID-19 impact

Recovery measures

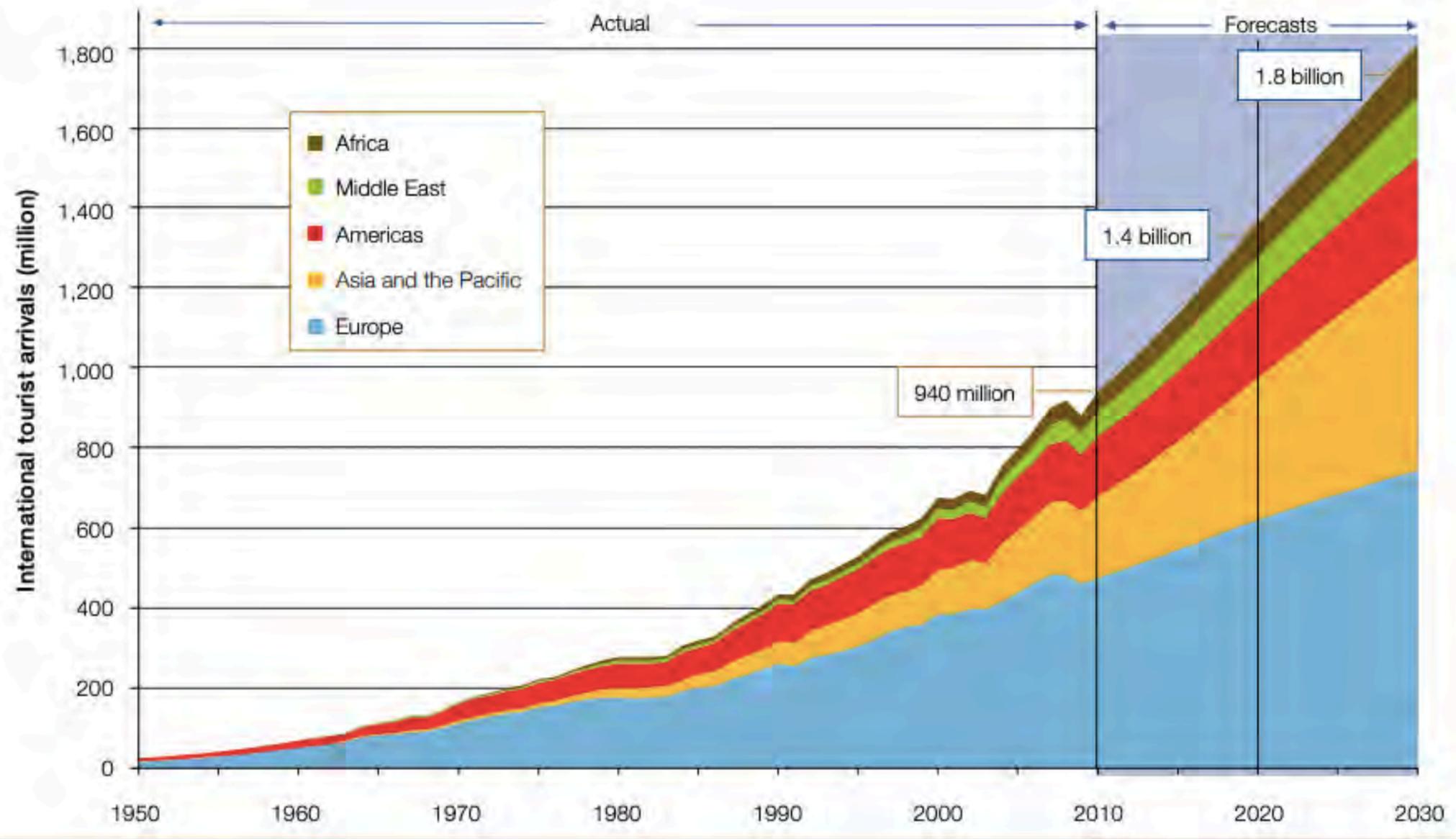
SWOT analysis

Key Takeaways

Recommendations

Way forward for ADB

FACTS AND FIGURES



Source: World Tourism Organization (2017f).

10.3% of world's GDP

1 in 10 jobs

30% of services exports

International tourist arrivals are estimated to increase to 1.8 billion by 2030, and Asia and the Pacific is estimated to experience the largest growth (up to 30% in the global market share).

WHAT IS SUSTAINABLE TOURISM



*"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"*

The 5 pillars of Sustainable Tourism

Source: UNWTO

ISSUES WITH TOURISM



Tourists outside Matsubara dori, a popular street in Kyoto. 46.2% visitors went to Tokyo, the country's capital in 2018.

Rank	Destination	Tourists per square mile
1	Phuket, Thailand	5,090
2	Palma de Mallorca, Spain	2,918
3	Pattaya, Thailand	2,762
4	Paris, France	1,174
5	Barcelona, Spain	605

Source: Columbus Direct

8% of global anthropogenic GHG.

Destruction of almost 70-90% coral cover due to unmonitored snorkelling and diving activities in Boracay.

ISSUES WITH TOURISM



Boracay Islands, Philippines (2017)

“I was surprised to see how much color there was on the green hills. On my way back to Ho Chi Minh did I realize the colors were plastic bags strewn all over the countryside.”

“Juhu Beach, Mumbai is unfortunately terrible in terms of its cleanliness”

“Over the years I've noticed an increase in out of school youth who beg/harass tourists for money.” (for Puerto Galera, Philippines)

ISSUES WITH TOURISM

HUMAN RESOURCE

- Lack of skilled labour in the tourism sector
- Focus on physical development
- Under-representation of women
- In Lao PDR, almost 50% of all tourism positions are held by women workers; however, these are mostly backend, low-skill, low-wage jobs
- Importation of labor Eg. Cook Islands

ISSUES WITH TOURISM

- Commercialization of culture
- Unequal benefit sharing with locals



Cat Cat Village, Viet Nam

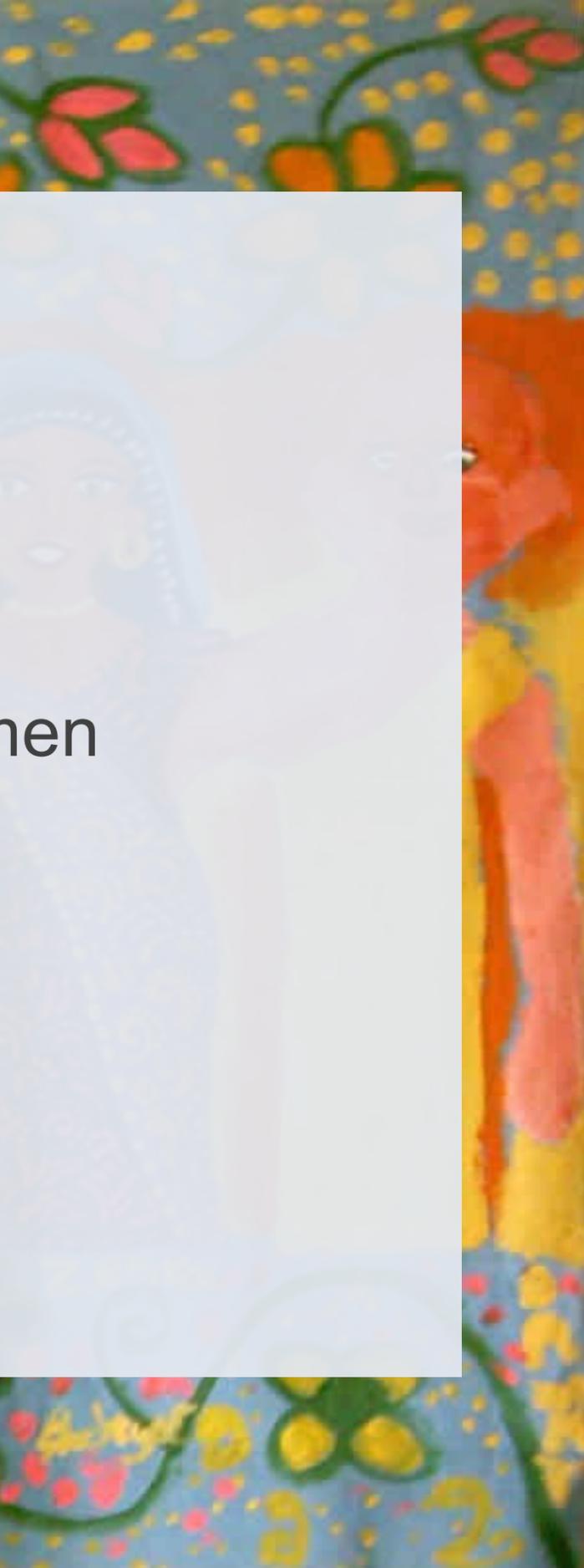


Beqa, Fiji



Ladakh, India

Source: (top right)
www.kyotoreview.org ;
(bottom right) BuzzFeed;
(bottom left) TripAdvisor



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men

WHY SUSTAINABLE TOURISM

Nature Started Healing Even Before Lockdowns—But We Can Now See The Results For Ou

Published on Thursday, April 02, 2020 by TomDispatch

Is the Covid-19 Pandemic Mother Nature's Response to Human Transgression?

Rethinking Our Relationship to the Natural World After Covid-19

The only way to stop future disasters is to reconceptualize our political, economic, and social systems.

Planet REBOOT: An opportunity to reshape the world after COVID-19

The coronavirus is giving the environment a break — but experts think it's unlikely to stay that way

nature

EARTH

Coronavirus Lockdowns Have Changed the Way Earth Moves

A reduction in seismic noise because of changes in human activity is a boon for geoscientists

ENVIRONMENT

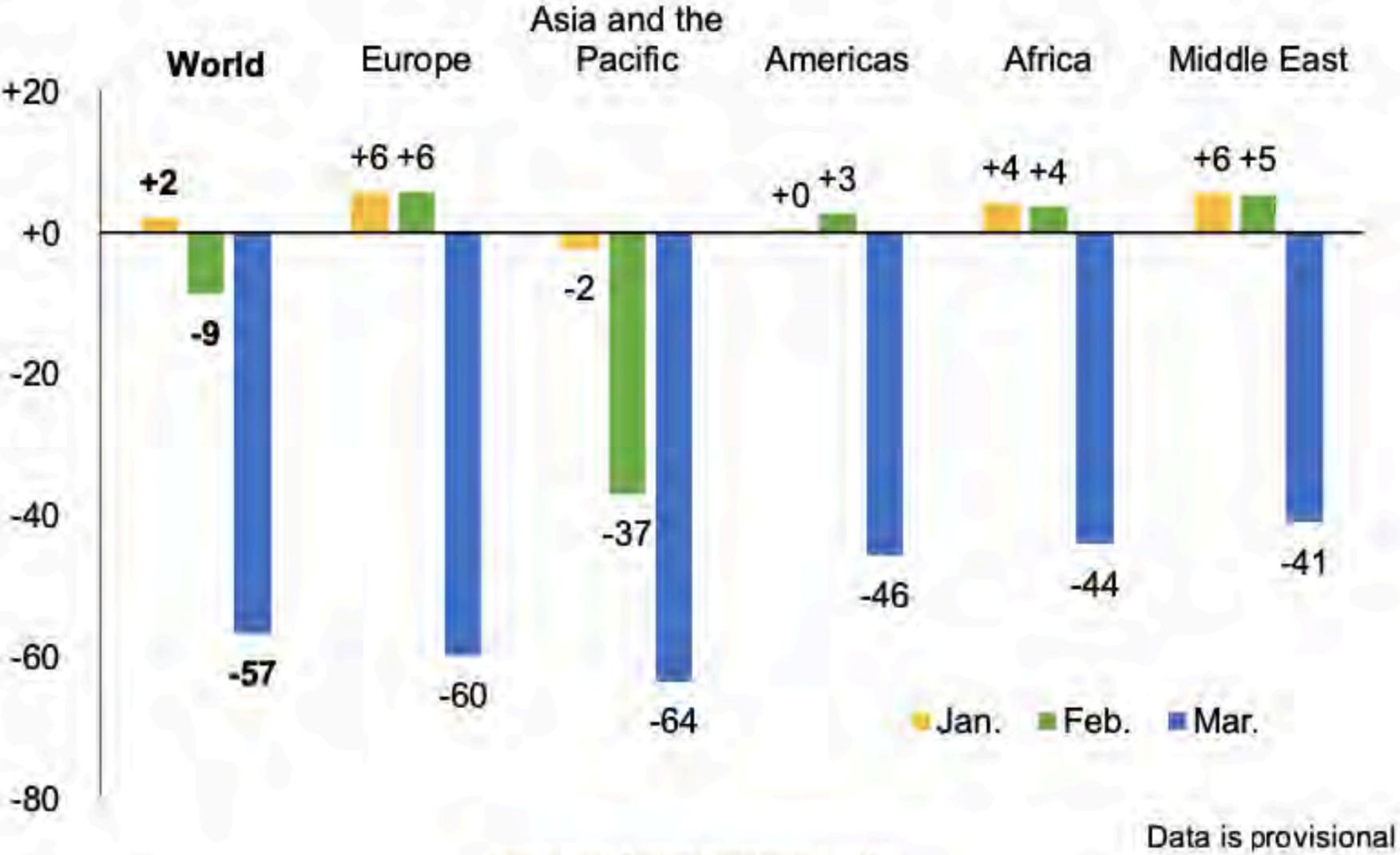
Blue skies, clean air: how the coronavirus lockdown is rejuvenating our environment

With the COVID-19 lockdown in place, smog has given way to blue skies, waterways are seeing more marine life, and pollution levels have dropped to a large extent.

COVID-19 IMPACT



International tourist arrivals, Jan, Feb, March 2020 (% change)



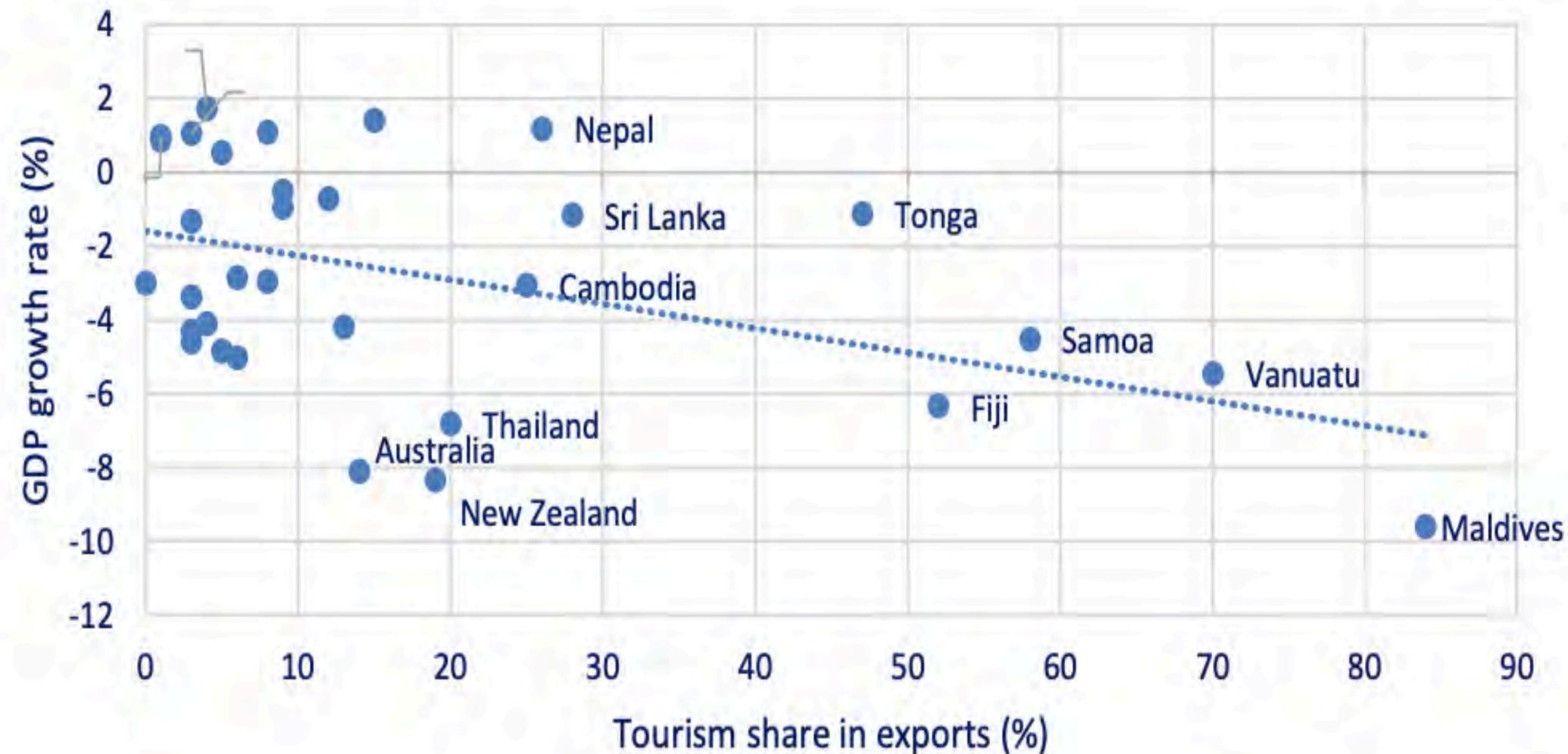
Source: World Tourism Organization (UNWTO)

100 to 120 million jobs at risk, 49 million in Asia-Pacific

910 US\$ BILLION to 1.2 US\$ TRILLION LOST in exports

850 MILLION to 1.1 BILLION international tourists less

Share of tourism in total exports and estimated GDP growth



SIDS are expected to be most affected since tourism covers almost **30% of the economy**, and recovery is difficult without alternate sources of foreign exchange.

Source: International Labour Organization, April 2020

Environmental Impact of tourism loss



An elephant is 76 times more valuable alive to the tourism industry, than it is dead.

Fishing, mining, deforestation and other illegal nature-based activities are on a rise.

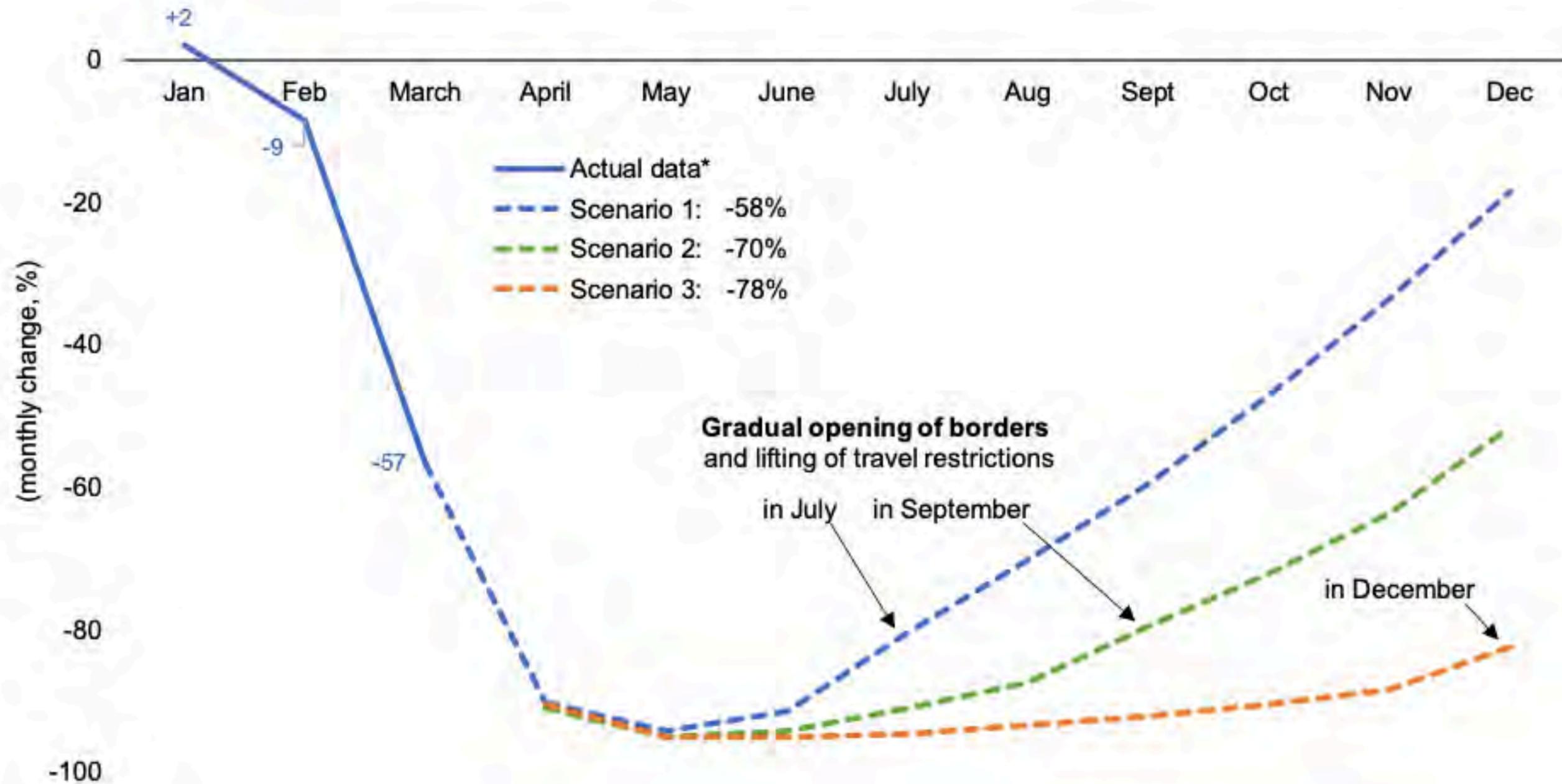
14% of all solid waste.

Increase in bio-medical waste.

RECOVERY



International tourist arrivals in 2020: three scenarios (YoY monthly change, %)



Source: UNWTO, May 2020

Immediate response for tourism recovery (1/2)

MITIGATING IMPACT

- Incentives and relief funds for tourism workers
- Temporary deferment and exemption in taxes
- Special packages for vulnerable groups
- Ensuring consumer protection and safety
- Incentives for boosting demand
- Repurposing assets

<p>The Japan Tourism Agency will spend JPY 3.6 billion for information availability to international travellers.</p>	<p>Georgia has also come up with a ‘Tourism recovery and anti-crisis plan’ which provides financial support to businesses and tax deferment schemes.</p>
<p>Singapore is helping workers who have lost jobs by subsidizing online trainings.</p>	<p>Fiji has partnered with the World Bank to provide training support to businesses, especially SMEs.</p>
<p>Greece has formed a Committee for Crisis Management whose prime responsibility is to restore consumer trust and prevent damage to the image of the destination as a popular spot for tourism.</p>	<p>Hungary, in its first package of economic measures the Government gave priority to tourism.</p>

Immediate response for tourism recovery (2//2)

ACCELERATING RECOVERY

- Focus on off-season and domestic tourism
- Support entrepreneurship in tourism, especially digitisation and automation
- Incentives should come with environmental upgradation
- Create a favourable climate for private sector participation and foreign direct investment

To promote domestic tourism, **Vietnam** is offering packages at a price lower by 30%.

The **Vanuatu** Business Resilience Council (VBRC) has partnered with the South Pacific Tourism Organisation (SPTO) to help the government develop a tourism recovery plan.

Georgia has come up with a campaign “Georgia- safe destination” to promote tourism

The **French** finance minister said that in order for Air France to receive a €7bn bailout, it would have to become the “greenest airline in the world”

New Zealand has planned to ‘reimagine’ how tourism operates in the post COVID-19 world.

MAXIMISING PROFIT AND VISITOR EXPERIENCE

KEY AGENDA: Less tourists, longer stays, more profits

ACCESSIBILITY

Transport infrastructure:
rethinking aviation; clean
fuel

Infrastructure for waste
management and
sewage treatment

ICT: Web based services

UNIQUE EXPERIENCES

Rural Tourism Eg. India

Circuit based tourism Eg.
Philippines

Nature tourism Eg.
Nepal: ROI higher than
mass tourism with 40%
less tourists.

SERVICES

Functional Maps

Sanitation

Electronic
documentation and
touch-free services.

The women of India's Barefoot College bring light to remote villages

Being trained as solar-power engineers enables women from rural India and Africa to introduce electricity in isolated areas

Sanitary Napkin making training for the disabled



Community Radio



First Solar Engineer

AGS, AND



Local Handicraft

GOVERNMENTAL REFORMS

FRAMEWORKS FOR TOURISM

Limits of Acceptable Change (LAC), Visitor Experience and Resource Protection (VERP), Visitor Impact Management (VIM)

SUSTAINABILITY TAXING

Bhutan: \$65 Sustainable Development Fee (SDF) as a part of Minimum Daily Package (\$250); per person, per day; tax rebates for e-vehicles in popular destinations

INNER LINE PERMITS

To protect the aboriginal tribes that are nearing extinction, and also to protect the rich flora and fauna of the locations.

CROSS- SECTORAL PARTICIPATION

Public- Private Partnership

Eg. UNWTO-Google partnership



Partnership for digital skill transformation in tourism

Community Participation

Eg. Thailand, Indonesia



Plogging activity. Source: Philippine Information Agency

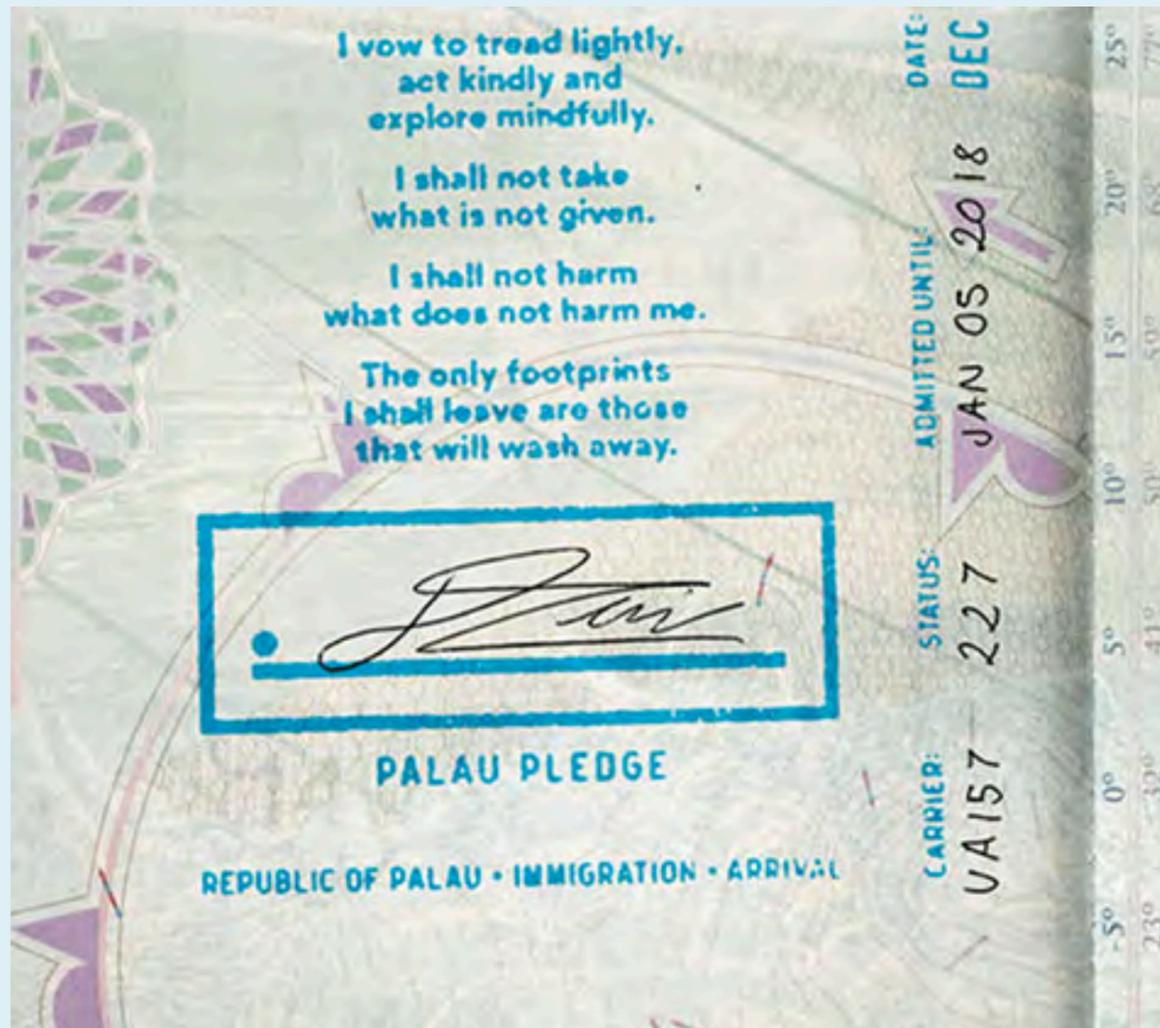
Capacity Building

Eg. Tajikistan, Pacific Island countries



Fale accommodation in Samoa. Source: www.samoa.travel

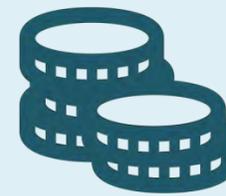
PROTECTING KEY ASSETS



Palau Pledge. Source: www.palaupledge.com



Training and development of alternate sectors.



Linking local farmers with hotels/ resorts and cruises.



Native concepts: fa'samoa and fale accommodations in Samoa, vanua in Fiji.

Challenges & Opportunities

STRENGTHS

- Resilience in previous crisis
- Recovery through domestic tourism
- Building trust and focus on safety

WEAKNESSES

- Major impact on aviation
- Difficulty in bounce-back
- Perceived risky

OPPORTUNITIES

- Opportunity to rethink tourism
- Adoption of sustainable models
- Investments for alternate tourism models
- Innovation and digitisation

THREATS

- Rising unemployment and loss of businesses
- Uncertainty of timeline, travel restrictions, and consumer confidence

KEY TAKEAWAYS

- Asia and the Pacific has experienced the largest negative impact of COVID-19 on tourism.
- For a destination to be sustainable, the five pillars of sustainable tourism must be satisfied.
- Recovery of tourism will depend on the ease in lockdown; immediate responses should include supporting workers and businesses; safe travel and building consumer trust.
- Long- term responses should address environmental degradation, lack of skilled labour, under representation of women, unequal benefit sharing, and commercialisation of culture.
- Key agenda must be: Less tourists, longer stays, more profits.
- The halt in tourism must be seen as an opportunity to rethink and reboot.

RECOMMENDATIONS

ECONOMIC BARRIERS

- Stakeholder consultation
- Encouragement for private sector partnership
- Enabling environment for investment

ENVIRONMENTAL BARRIERS

- High value, low volume tourism
- Stringent laws for biodiversity
- Applying frameworks for tourism
- Increased awareness amongst stakeholders

SOCIAL BARRIERS

- Investment for capacity building, especially women and youth
- Alternative profitable sectors

CULTURAL BARRIERS

- Strengthening policies and having cultural values at the center while formulating development strategies.

WAY FORWARD FOR ADB

- Short-term response to COVID-19 by assisting countries in tourism recovery.
- Regional cooperation on sustainable tourism through ADB's sub-regional cooperation programs.
- Sovereign projects should focus on larger projects such as infrastructure development.
- Small scale and supply driven projects can be non-sovereign.
- A significant portion of investment should focus on capacity building.
- Extensive stakeholder analysis must be done to understand the needs, strengths and deficiencies of the destination.
- Investments must be made for newer developments in the sector such as automation.
- Multi sectoral and thematic project designing must be focused upon.

Questions?



APPENDIX

International tourist arrivals and tourism receipts by country- Asia and the Pacific										
	International Tourist Arrivals						International Tourism Receipts			
	1000			Change (%)		Share (%)	USD (million)			Share (%)
	2010	2017	2018	17/16	18/17	2018	2010	2017	2018	2018
East Asia										
China	55855	60740	62900	2.5	3.6	18.1	45814	38559	40386	9.3
Hong Kong	20,085	27,885	29,263	5	4.9	8.4	22,200	33,339	36,703	8.4
Japan	8,611	28,691	31,192	19.4	8.7	9	13,199	34,054	41,115	9.4
Republic of Korea	8,798	13,336	15,347	-22.7	15.1	4.4	10,328	13,368	15,319	3.5
Mongolia	456	469	529	16.1	12.8	0.2	244	396	461	0.1
Taipei	5,567	10,740	11,067	0.5	3	3.2	8,721	12,315	13,704	3.1
Southeast Asia										
Brunei	214	259	278	18.3	7.4	0.1	177	190	190	0
Cambodia	2,508	5,602	6,201	11.8	10.7	1.8	1,519	3,636	4,352	1
Indonesia	7,003	12,948	13,396	16.9	3.5	3.9	6,958	13,139	14,110	3.2
Lao People's Demo	1,670	3,257	3,770	-1.8	15.8	1.1	382	761	734	0.2
Malaysia	24,577	25,948	25,832	-3	-0.4	7.4	18,115	18,323	19,143	4.4
Myanmar	792	3,443	3,551	18.4	3.1	1	72	1,969	1,969	0
Philippines	3,520	6,621	7,129	11	7.7	2.1	2,645	6,988	7,461	1.7
Singapore	9,161	13,909	14,673	7.7	5.5	4.2	14,178	19,738	20,528	4.7
Thailand	15,936	35,483	38,277	9.1	7.9	11	20,104	56,938	63,042	14.5
Timor-Leste	40	74	75	12.5	1.1	0	31	73	73	0
Viet Nam	5,050	12,922	15,498	29.1	19.9	4.5	4,450	8,890	10,080	2.3
Pacific										
Fiji	632	843	870	6.4	3.3	0.3	634	926	956	0.2
Palau	85	123	116	-11.5	-5.4	0	73	116	116	0
Samoa	122	146	164	8.8	12.4	0	132	166	166	0
Vanuatu	97	109	116	14.8	5.9	0	217	217	217	0
Kiribati	5	6	6	1.1	0	0	4	4	4	0
Marshall Islands	5	6	6	-39	0	0	4	4	4	0
Micronesia FSM	45	45	45	0	0	0	24	24	24	0
Nauru	0	0	0	0	0	0	0	0	0	0
Niue	6	10	10	25.4	0	0	2	2	2	0
PNG	140	143	143	-8.2	0	0	2	2	2	0
Solomon Islands	21	26	28	18.5	8.4	0	44	67	81	0
Tonga	47	62	62	1.6	0	0	16	48	48	0
Tuvalu	2	2	2	0	0	0	2	2	2	0

South Asia											
India	5,776	15,543	17,427	6.7	12.1	5	14,490	27,365	28,568	6.6	
Sri Lanka	654	2,116	2,334	3.2	10.3	0.7	576	3,925	4,381	1	
Bangladesh	303	1,026	..	23.6	81	337	353	0.1	
Nepal	603	940	1,173	24.9	24.6	0.3	344	630	
Bhutan	41	255	274	21.5	7.6	0.1	40	103	102	0	
Maldives	792	1,390	1,484	6	6.8	0.4	1,713	2,744	3,028	0.7	
Central and West Asia											
Afghanistan	75	2	
Armenia	687	1,495	1,652	18.7	10.5	0.2	646	1,120	1,208	0.2	
Azerbaijan	1,280	2,454	2,606	20	6.2	0.4	657	3,012	2,634	0.5	
Georgia	1,067	4,069	4,757	23.4	16.9	0.7	659	2,704	3,222	0.6	
Kazakhstan	2,991	1,005	2,135	2,255	0.4	
Kyrgyz Republic	855	4,568	..	18.6	160	429	433	0.1	
Pakistan	907	306	352	390	0.1	
Tajikistan	160	431	1,250	25.3	190.1	0.2	2	6	9	0	
Turkmenistan	
Uzbekistan	121	689	1,144	0.2	