



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

DOMESTIC TOURISM IN ASIA AND THE PACIFIC

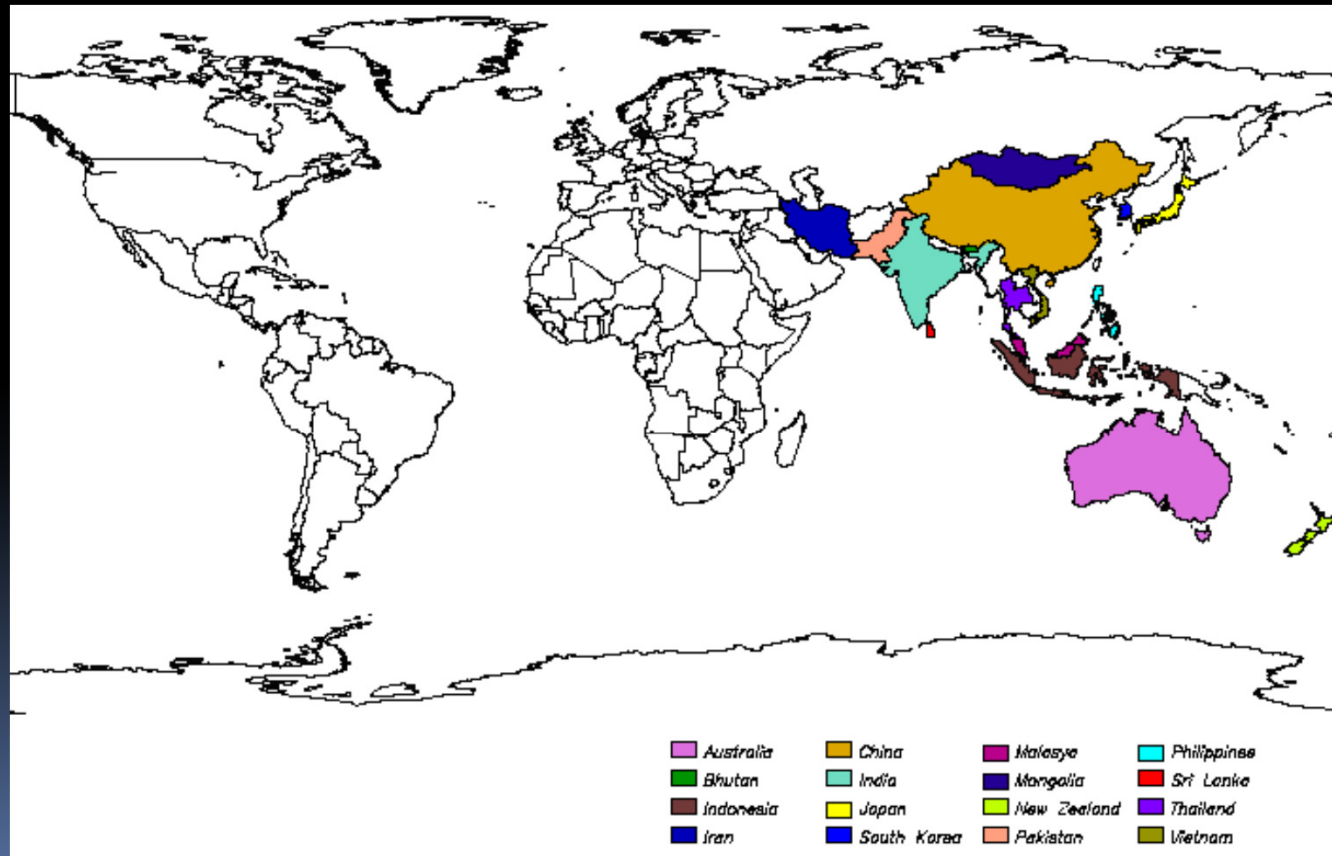
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SUMMARY OF FINDINGS OF STUDY UNDERTAKEN BY UNWTO 2011/2012

AREA COVERED



BACKGROUND

- Tourism one of the fastest growing sectors
- Role of Domestic Tourism (DT) neglected
- However, It is :
 - resilient
 - a crisis shock-absorber
 - Several countries in Asia and the Pacific have turned attention to DT

OBJECTIVES

- Provision of information on supply and demand
- Guidelines for sustainable development of DT
- Increase stakeholder awareness
- Serve as groundwork for compilation of DT statistics
- Further research and replication

TERMS OF REFERENCE

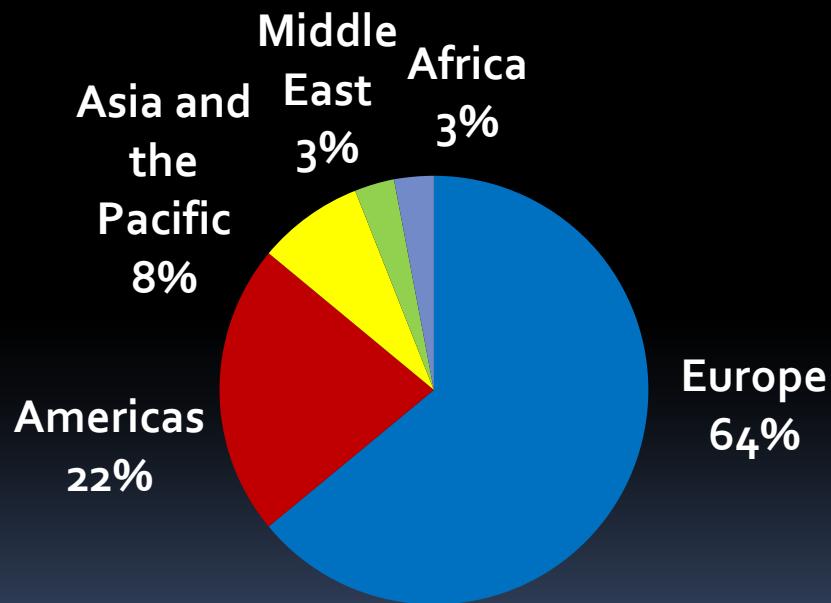
- Provide country profile
- Include Case studies: impact on social tourism
- Cover DT
- Give recommendations

COUNTRY PROFILE

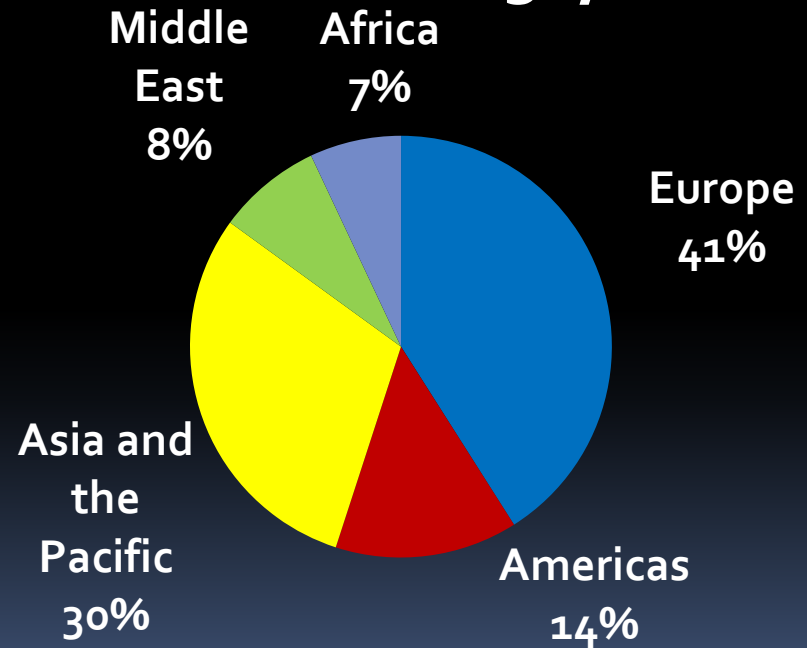
- Structure and policies
- Products (accommodation....)
- Transport
- Budgets
- Marketing
- Socio-economic data
- Socio-cultural data

INBOUND TOURISM BY TOURIST DESTINATION

International Tourist Arrivals in 1980, share %



International Tourist Arrivals in 2030, share %



SALIENT FEATURES

- Economic
- Social
- Tourism
- Technological

ECONOMIC

- Healthy growth rate of Asia and Pacific destinations
- Contribution of DT to the GDP
- Increase in net disposable income and employment
- Rising middle-class

SOCIAL

- Demography
- Urban/rural ratio and implications
- Pilgrimages
- Education
- Sustainable development

TOURISM

- Statistics
- Policy
- Accommodation
- Transport
- Marketing and promotions



TECHNOLOGY

- Impact on air transport
- Information technology revolution
- Telecommunications
- Social media

Future of Domestic Tourism

- Necessity for viable statistics
- Tourism Satellite Accounts and Household Surveys
- Role of public and private sectors
- Safety and security
- Replication of good practices
- Accommodation
- Transport
- Information and promotions

THANK YOU
谢谢!

