

Summary of Technical Sessions

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Session 1: Setting up the Scene

- Tourist and visitor arrivals will keep growing
- Asia and Pacific leads the growth
- More moderate, sustainable, inclusive growth
- Significance of Domestic tourism
- “Growing pains”
- Managing growth (maximise benefits)
- Understanding visitors (more rich data needed: spending, dispersion, length of stay etc.)

Session 2: Tourism Research in Support of Policy, Development and Industry Practices

- Innovation is required to enhance visitor experience and destination competitiveness
- SMEs are important drivers of innovation
- Regional competitiveness index needs to be developed to help regions position themselves (based on functional tourism)
- Consider holistic tourist experience within a tourist destination (e.g. not just agri-tourists)
- Develop ongoing conversations with visitors

Session 3: Issues and Challenges in Tourism Development

- Carrying capacity challenges, especially in urban areas
- Long-term planning in response to forecasts
- Diversification, ongoing product development
- Infrastructure issues
- Response to risks (financial, natural, social)
- Human resource issues

Session 4: New Practices and New Development

- Domestic hotel chains are expanding rapidly, have high concentration and polarisation
- Domestic tourism is resilient, a crisis shock absorber and gains more attention now than previously did
- Fast adoption of new media in BRICs, but there is room for further online penetration
- Development of dive tourism in Philippines as a case of sustainable niche tourism development

Conclusion

- Collect and analyse data that helps understand visitors and maximise benefits from growth
- Ensure long-term planning to address current and future risks and challenges
- Cross-sector cooperation and partnerships are crucial for enhancing visitor experience and developing sustainable destinations