

Future of Tourism in Asia and the Pacific

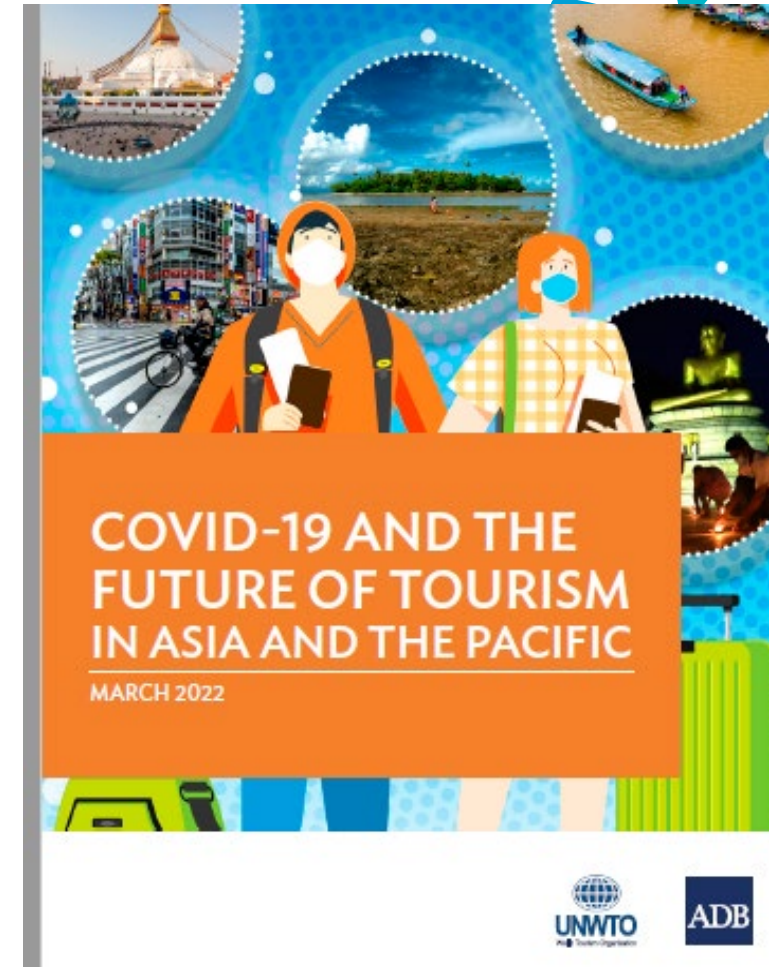
Key Messages

Sanchita Basu Das

Economist, ERCI/ERCD

Asian Development Bank

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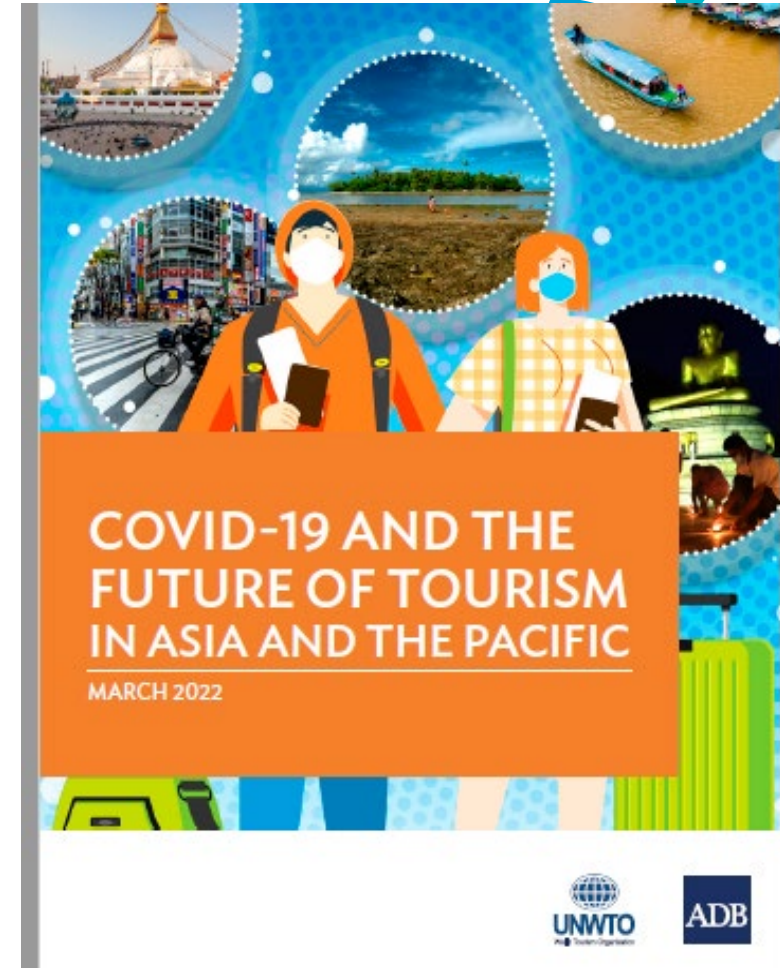




Objective of the Report

- **To share and inform policy makers on the changing nature of the tourism industry as the economies try to emerge out of COVID- 19**
- **The report seeks to answer 3 key questions:**
 - **How is COVID- 19 changing tourism demand and behavior?**
 - **What will these changes mean for governments and businesses?**
 - **What can governments and the private sector do to optimize the new norms?**

Changing Tourism Demand





During the Pandemic...

- Stakeholders on supply side adapted to survive
- Aviation sector took a hit
- Accommodation industry faced challenges
- While small businesses suffered, hotels adapted by providing personalized services or developing new business models
- Tour operators were forced to close or forced to adapt with online services



During the Pandemic...

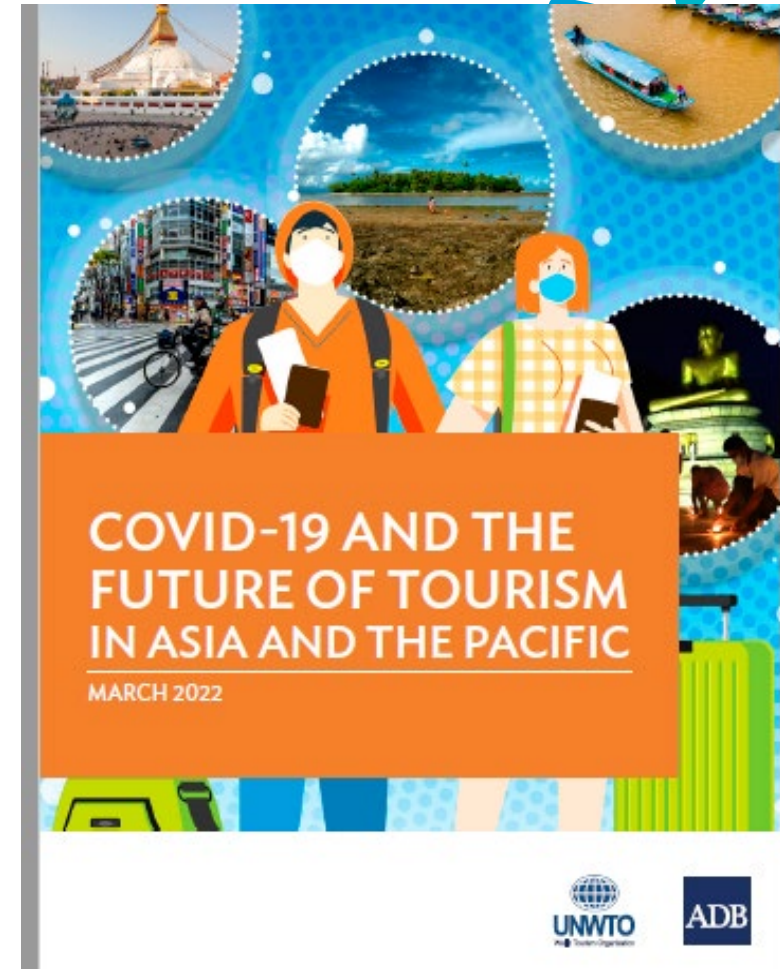
- Demand side (i.e. consumers) showed changing preferences and behavior
- Preference grew for booking flexibility, outdoor travel, personalized services within small groups
- Use of technology grew
- Different travel segments faced different challenges and hence adopted accordingly
 - Cultural, religious, heritage tours went online
 - Nature-based travel and urban tourism grew; beach tourism catered to domestic travelers
 - Business travel/ events stalled
 - Youth showed greater eagerness to travel



Megatrends for the Future of Tourism

- **Increase in uncertainty**
- **Greater government support to manage small businesses and address climate change concern.**
- **Technology – a key enabler – for tourism recovery and greater inclusion**
- **Cautious consumers towards health, hygiene and environment**
- **Youth may grow in proportion for all kind of travel experience**

Implication for the Governments and Businesses



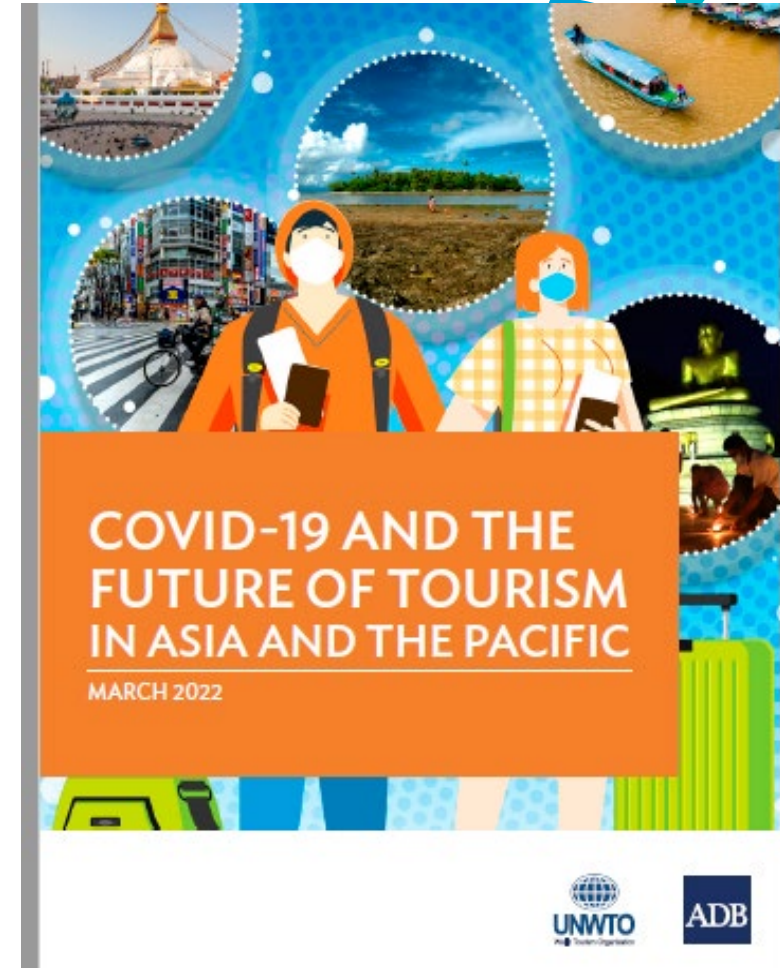


Consideration for governments and businesses

- **Design policies to manage level of infection and generate awareness for safe travel to gain consumer confidence**
- **More dialogues for regional cooperation**
 - **To discuss about travel protocols and mutual recognition of vaccine**
 - **To match travelers demand of vacation closer to home**
- **Adopt digital technology to provide services**

Stakeholder	Key Opportunity
National government stakeholders	Tourism that drives more inclusive, sustainable, and resilient growth.
Consumers	Tourism that is easier to plan, safer, sustainable, and more affordable.
Destinations and communities	Improved offerings that support economic growth alongside community, destination, and environmental stewardship.
Suppliers and businesses	Innovation and new technology that drives growth and reduces costs.

Policy Recommendations





Way Forward – Policy Priorities

- **Ensure safe and easy travel experience**
 - **Use of big data to undertake evidence-based policy decision**
- **Support businesses to design new products, integrate digital technology and re-skill**
- **Incorporate sustainability in tourism plan and implement it in collaboration with local governments and businesses**
- **Ongoing dialogue with other countries for faster recovery and improved resilience**
- **Invest in research and identify areas of vulnerabilities for better preparedness in the future**



Thank you

