

**UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC  
UNWTO COMMISSION FOR SOUTH ASIA**  
*Thirtieth Joint Meeting*  
**Nadi, Fiji**  
**19 June 2018**

**Item 7 of the Provisional Agenda**

**REPORT ON THE RESULTS OF UNWTO'S SURVEY ON THE  
PRIORITIES OF ASIA-PACIFIC MEMBERS**

**Note by the Secretary-General**

The Secretary-General submits to the Joint Meeting of the two Commissions a report on the results of the survey undertaken by the Organization in the region to explore the priorities of the members with respect to the programme of work for 2019-2020.

# Report On The Results Of UNWTO's Survey On The Priorities Of Asia-Pacific Members

## I. Introduction

From April to May 2018, a questionnaire on the priorities of Members in the Asia-Pacific region was conducted by the Regional Department for Asia -Pacific. The online questionnaire was sent to Full and Associate members in the region (28 Member States and 2 Associate Members).

The answers from this questionnaire will be used to tailor the Department's programme of work for 2019-2020 to the needs of the region as a whole and of individual countries, as expressed in the survey results. The questionnaire also sought to gauge the UNWTO activities that would be of interest to particular Member States in the region as well as their satisfaction with past activities. The questionnaire consisted of 10 questions and was completed by the UNWTO focal point from each Member State.

The Regional Department for Asia -Pacific would like to thank all persons involved in responding to the questionnaire.

This report follows the structure of the questionnaire and presents the results.

## II. Level of response

The response rate for the questionnaire was 86% with 26 responses. By region, 18 CAP members (including Associate Member Macao, China) responded and 8 CSA members responded.

	COMMISSION FOR EAST ASIA AND THE PACIFIC	COMMISSION FOR SOUTH ASIA
1.	Cambodia	Afghanistan
2.	China	Bangladesh
3.	Democratic People's Republic of Korea	Bhutan
4.	Fiji	India
5.	Indonesia	Iran, Islamic Republic of
6.	Japan	Maldives
7.	Lao People's Democratic Republic	Pakistan
8.	Malaysia	Sri Lanka
9.	Mongolia	
10.	Myanmar	
11.	Papua New Guinea	
12.	Philippines	
13.	Republic of Korea	
14.	Samoa	
15.	Thailand	
16.	Timor-Leste	
17.	Viet Nam	
18.	Macao, China (Associate Member)	

### III. Event evaluation

Members were asked which UNWTO events held in the Asia-Pacific region or organized by the Regional Department for Asia-Pacific they attended from March 2017 to March 2018.

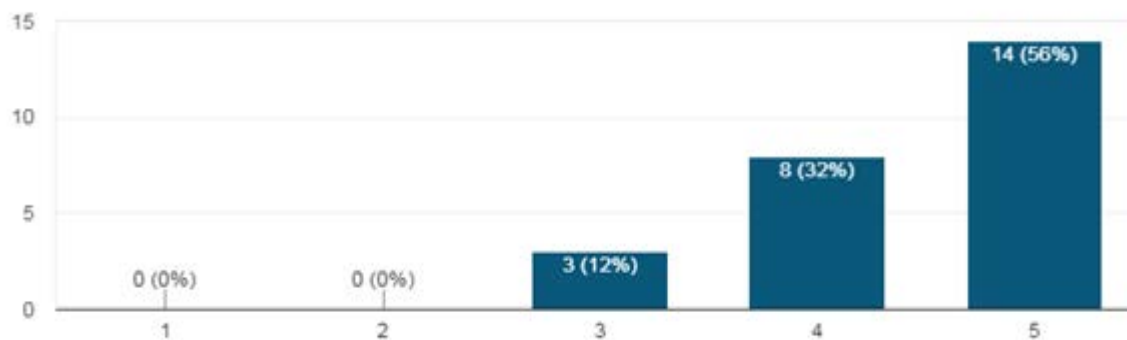
The most attended events during the time period were the UNWTO statutory meetings: The 52nd Meeting of the UNWTO Commission for East Asia and the Pacific and the 56th Meeting of the UNWTO Commission for South Asia in Chengdu, China (69%) and the 29th UNWTO Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia held in conjunction with the UNWTO Regional Forum on Crisis Communication (69%).

Also noteworthy, was the high attendance during the 12<sup>th</sup> UNWTO Asia Pacific Executive Training Programme in Kerala, India (65%) and the 6<sup>th</sup> UNWTO International Conference on Tourism Statistics in Manila, Philippines (65%).

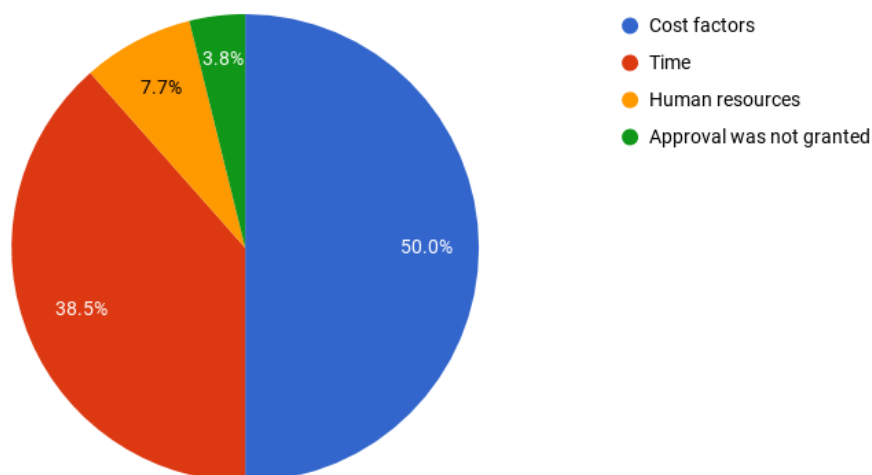
Events in the Region	Participation
12 <sup>th</sup> UNWTO Asia Pacific Executive Training Programme <i>Kerala, India</i>	65%
UNWTO International Conference on Tourism and Snow Culture: Snow Experiences and Winter Traditions as Assets for Tourism Destinations <i>Yamagata, Japan</i>	3.8%
UNWTO Workshop on Chinese Outbound Tourism <i>Madrid, Spain</i>	19%
6th Global Summit on City Tourism <i>Kuala Lumpur, Malaysia</i>	12.5%
11th UNWTO/PATA Forum on Tourism Trends and Outlooks <i>Guilin, China</i>	27%
UNWTO/PATA/Hong Kong Polytech Conference on Smart Tourism during 22nd GA <i>Chengdu, China</i>	27%
The 52nd Meeting of the UNWTO Commission for East Asia and the Pacific and the 56th Meeting of the UNWTO Commission for South Asia <i>Chengdu, China</i>	69%
Asia Pacific Tourism Marketing Evaluation Workshop <i>Changshu, China</i>	31%
6th UNWTO International Conference on Tourism Statistics <i>Manila, Philippines</i>	65%
29th UNWTO Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia held in conjunction with the UNWTO Regional Forum on Crisis Communication <i>Chittagong, Bangladesh</i>	69%
11th UNWTO Asia Pacific Executive Training Programme on Tourism Policy and Strategy on the Sustainable Development Goals <i>Papua New Guinea</i>	46%
Was unable to attend any events during the time period	3.8%

Members were asked to rate their satisfaction with the events they attended on a scale of 1 to 5, 1 meaning “not satisfied” and 5 meaning “very satisfied”.

The chart below shows that 56% of respondents were very satisfied with the events that they attended.



Respondents indicated the main reasons they were not able to attend the events from March 2017 to March 2018. The responses showed that cost factors (50%) and time (38.5%) were the most cited reasons why Members could not attend.



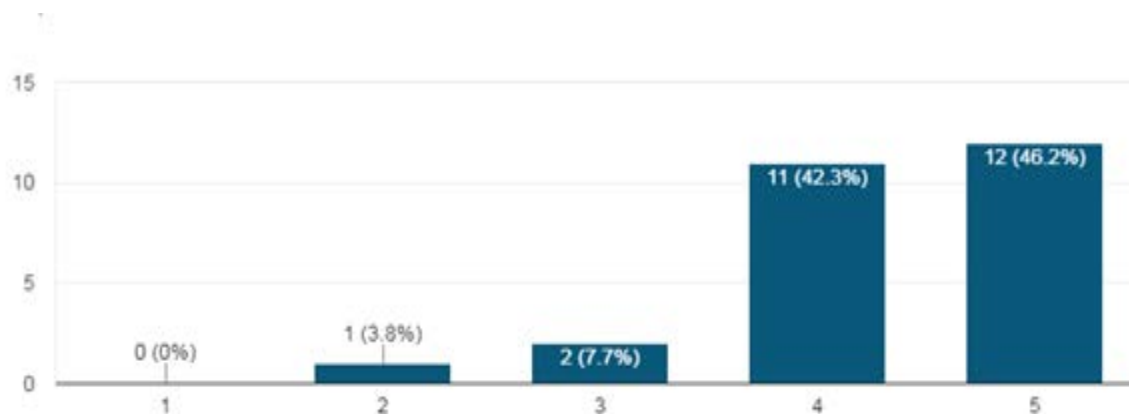
## IV. Technical thematic projects for Asia-Pacific

In the questionnaire, respondents were provided a list of the projects of the Regional Department for Asia-Pacific (2008-2017).

This includes:

- [UNWTO/GTERC Annual Report on Asia Tourism Trends \(2014-2017\)](#)
- [Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions](#)
- [Managing Growth and Sustainable Tourism Governance in Asia and the Pacific](#)
- [International Rural Tourism Development- An Asia Pacific Perspective](#)
- [Overview of the Meetings Industry in Asia](#)
- [Benchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia](#)
- [Contribution of the Islamic Culture and its Impact on the Asia Tourism Market](#)
- [Mekong River-based Tourism Product Development](#)
- [Sustainable Cruise Tourism Development Strategies- Tackling the Challenges in Itinerary Design in South-East Asia](#)
- [Responding to Climate Change- Tourism Initiatives in Asia and the Pacific](#)
- [Air Connectivity and its Impact on Tourism in Asia and the Pacific](#)
- [Domestic Tourism in Asia and the Pacific](#)
- [Key Outbound Tourism Markets in South-East Asia](#)
- [MICE-Industry: An Asia Pacific Perspective](#)
- [Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific](#)
- [Report on Urban Tourism Development in China](#)
- [Religious Tourism in Asia and the Pacific](#)
- [Study on Chinese Outbound Travel to Africa](#)
- [Managing Metropolitan Tourism: An Asian Perspective](#)
- [The Chinese Outbound Travel Market with Special Insight into the Image of Europe as a Destination](#)

Members were asked to rate their overall satisfaction with the themes of those projects on a scale of 1 to 5, 1 meaning “not satisfied” and 5 meaning “very satisfied”. The chart below shows that 46.2% of respondents were very satisfied with the project themes.



From 2017-2018, the Regional Department for Asia-Pacific organized several training programmes to support human capital on issues such as tourism and technology, wildlife conservation, tourism marketing, sustainable tourism for development, and training programmes on the Tourism Satellite Accounts (TSA).

In the questionnaire, respondents indicated the themes for training programmes that would be the most beneficial to their organizations for 2019-2020.

Respondents ranked the themes from 1 through 5, 1 meaning the “least important” and 5 meaning “very important.”

1. **Sustainable Destination Management:** (85% respondents indicated this was very important to their organization)
2. **Strategic Planning for Sustainable Tourism Development:** (85% indicated this was very important to their organization)
3. **Marketing and Promotion:** (61% indicated this was very important to their organization)
4. **Tourism and technology:** (46% indicated this was very important to their organization)
5. **Tourism Satellite Accounts (TSA):** (46% indicated this was very important to their organization)
6. **Accessible tourism:** (42% indicated this was very important to their organization)
7. **Safe, secure, and seamless travel:** (35 % indicated this was very important to their organization)
8. **Domestic Tourism:** (38% indicated this was very important to their organization)
9. **Crisis Communication:** (27% indicated this was very important to their organization)

In the questionnaire, Members were requested to indicate the particular themes and subjects that were of interest to their countries for 2019-2020.

The suggestions and comments can be summarized as follows:

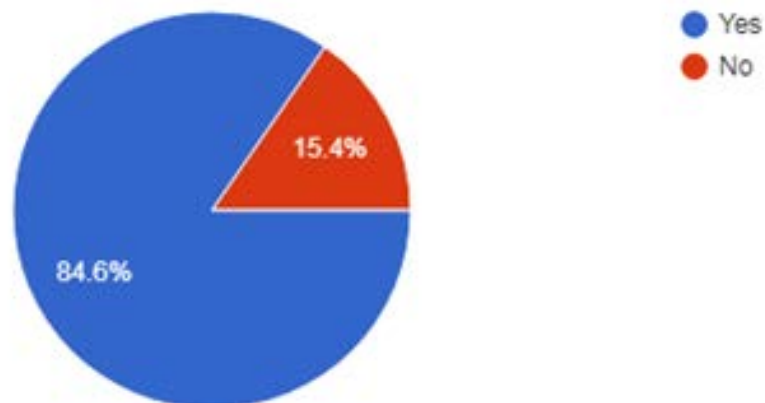
- Accessible tourism (Thailand, Myanmar, Philippines, Republic of Korea)
- Agri-tourism (Viet Nam)
- Buddhist tourism and tourism circuits (Bangladesh, Pakistan, Mongolia)
- Climate change (Samoa, Fiji)
- Crisis communication and risk management (Iran, Samoa)
- Cruise tourism (Thailand, Timor Leste, Fiji)
- Development of Sustainable Tourism in Small Island States (Maldives, Fiji)
- Digital marketing (Iran, Myanmar)
- Domestic tourism (Maldives, Republic of Korea)
- Geographic spread of tourism benefits and seasonality (Japan, Bhutan)
- Heritage protection and product development (Afghanistan)
- Human capital development (Timor Leste)
- Inclusive Tourism (Republic of Korea)
- Islamic Tourism and Halal Tourism (Maldives, Bangladesh, Fiji)
- Medical tourism (India)
- Methods to study tourists' perception of a destination (Iran)
- Mobile positioning data (Indonesia, Viet Nam)
- Nature and Adventure Tourism (Lao PDR)
- Public private partnerships (Timor Leste)
- Responsible tourism (Sri Lanka)

- Silk Road and Maritime Silk Road (Bangladesh, Indonesia)
- Sports tourism (Thailand)
- Tourism and Technology (Maldives, PNG, Viet Nam, Malaysia)
- Tourism Occupational Skill Standards (Bangladesh)
- Tourism Satellite Accounting (TSA) (Maldives, PNG, Sri Lanka, Timor Leste, Viet Nam, Bhutan, Fiji)
- Visitor management in pilgrimage destinations (India)
- Wellness tourism (Sri Lanka)
- Wildlife tourism (Pakistan)

## V. Regional Support Office for Asia and the Pacific

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The questionnaire asked if the respondents were aware of the Regional Support Office for Asia and the Pacific (RSOAP) located in Nara, Japan. 84.6% responded that they were aware of the office. 64% responded that they had not partnered with the office and 36% responded that they had partnered with the office.



## VI. Conclusions

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The Regional Department for Asia-Pacific of UNWTO sincerely thanks all member states for the time and effort in filling out the questionnaire on members' priorities. This will guide the Organization in planning its 2019-2020 Programme of Work for the region as a whole and for individual countries as expressed in the survey results.

The 86% response rate to the questionnaire is a clear indication of the dynamism of the region and to the interest of its members in UNWTO activities.

The satisfaction levels were also affirmed where almost 60% of the respondents indicated that they were very satisfied with the UNWTO activities in which they participated in the course of the preceding year.

It is also noteworthy that sustainability features very highly in both destination management as well as planning for tourism development for the respective member states and this is in keeping with the UNWTO current priorities and the UN SDG Agenda 2030.