REPORT OF REGIONAL ACTIVITIES

Harry Hwang, Director
Regional Department for Asia and the Pacific
Evolution of travel restrictions in Asia and the Pacific
April 2020 – June 2021

- Complete closure of borders
- Partial closure of borders
- Testing / Quarantine
- COVID-19 travel restriction lifted

01/06/2021: 70%
01/02/2021: 65%
01/11/2020: 59%
01/09/2020: 61%
19/07/2020: 63%
15/06/2020: 67%
18/05/2020: 67%
27/04/2020: 70%
Time Differences between UNWTO HQs and Member States

- Afghanistan (+2.5 hours)
- Iran (+2.5 hours)
- Pakistan (+3 hours)
- Nepal (+3 hours 45 mins)
- Bangladesh (+4 hours)
- Bhutan (+4 hours)
- Maldives (+3 hours)
- India (+3.5 hours)
- Sri Lanka (+3.5 hours)
- Myanmar (+4.5 hours)
- Cambodia (+5 hours)
- Lao People’s Democratic Republic (+5 hours)
- Thailand (+5 hours)
- Vietnam (+5 hours)
- Malaysia (+6 hours)
- Democratic People’s Republic of Korea (+7 hours)
- Japan (+7 hours)
- Republic of Korea (+7 hours)
- Brunei Darussalam (+6 hours)
- Philippines (+6 hours)
- Palau (+7 hours)
- Indonesia (+5 hours)
- Timor-Leste (+7 hours)
- Papua New Guinea (+8 hours)
- Vanuatu (+9 hours)
- Fiji (+10 hours)
- Samoa (+11 hours)

Source: https://bangkok.unesco.org/sites/default/files/webpage/shutterstock_253565884-01-01.jpg
“The COVID-19 crisis has made our working relationship with Members even closer and we are more united than ever in our determination to utilize the power of tourism.”
UNWTO Survey on Members’ Priorities for 2022-2023 (Asia and the Pacific)

South Asia 100%
- Afghanistan
- Bangladesh
- Bhutan
- India
- Iran, Islamic Republic of
- Maldives
- Nepal
- Pakistan
- Sri Lanka

East Asia and the Pacific 90%
- Cambodia
- China
- Fiji
- Indonesia
- Japan
- Lao People’s Democratic Republic
- Malaysia
- Mongolia
- Myanmar
- Palau
- Papua New Guinea
- Philippines
- Republic of Korea
- Samoa
- Thailand
- Timor-Leste
- Vanuatu
- Viet Nam
- Macao, China
Asia and the Pacific
Regional Activities
Sustainable Development
- Biodiversity
- Climate Action
- Global Tourism Plastics Initiative
- Hotel Energy Solutions (HES)
- Observatories (NSTO)
- One Planet
- Resilience of Tourism
- Resource Efficiency
- Small Island Developing States (SIDS)

Ethics, Culture & Social Responsibility
- Global Code of Ethics for Tourism
- World Committee on Tourism Ethics
- Ethics Convention
- Accessibility
- Tourism and Culture
- Women's Empowerment and Tourism
- COVID-19: Sociocultural Impact

Technical Cooperation
- Silk Road

Competitiveness
- Market Intelligence
- Policy and Destination Management
- Product Development

Innovation & Digital Transformation
- Innovation Projects
- Investments Strategy
- Tourism Startup Competitions
- UNWTO Challenges

UNWTO Academy
- Courses, Webinars & Resources
- UNWTO Executive Education
- UNWTO.QUEST
- UNWTO.TedQual
- UNWTO Students' League

Statistics
- Standards
- Tourism Statistics Data
- Sustainable Development Goals
- COVID-19 and tourism statistics

UNWTO Asia-Pacific Webinar on the Future of Consumer Rights Protection in Tourism post COVID-19: The Road to International Standards

14th UNWTO/Asia-Pacific Executive Training Programme on Tourism Policy and Strategy
Tourism and Rural Development
15 - 17 December 2020 Online

IFTM Global Centre for Tourism Education and Training 11th Training Programme in Collaboration with UNWTO
"Capacity Building for Sustainable Tourism in Island Countries"
1, 3 and 6 June 2021
Open Registration
Online meeting with the Ministry of Information, Culture and Tourism of Lao People’s Democratic Republic on 09 February 2021

Online meeting with the Ministry of Tourism, Sri Lanka Tourism Development Authority on 31 March 2021

Online meeting with the Ministry of Civil Aviation and Tourism, Bangladesh Tourism Board on 20 April 2021

Online meeting with the Ministry of Hotels and Tourism of Myanmar on 11 May 2021

Online meeting with Pakistan Tourism Development Corporation on 10 June 2021

Online meeting with the Samoa Tourism Authority on 22 June 2021
Technical Assistance Projects

ASIA AND THE PACIFIC

China (4)  
Fiji  
Indonesia  
Maldives  
Mongolia  
Myanmar  
Nepal  
Sri Lanka  
Pacific Region  

Nepal (UNDP) – Tourism Statistics and TSA  
Sri Lanka (Government) – Tourism Statistics  
Mongolia (Government) – Tourism Planning
UNWTO’s Presence in the Asia-Pacific Region

UNWTO Works With Government of Indonesia To Restart Tourism in Bali

Bali, Indonesia, 8 December 2020 - UNWTO has concluded a first in-person visit to Bali since the start of the pandemic. The delegation met with key figures from the Government of the Republic of Indonesia to advance collaboration as the country gets ready to reopen its borders to international visitors and restart tourism.

In partnership with Indonesia’s Ministry of Foreign Affairs and Ministry of Tourism and Creative Economy, UNWTO hosted a special Capacity Building Workshop on Restarting International Tourism in Bali. The workshop counted on the participation of more than 30 leaders from across the tourism sector, with a further 150 experts and leaders joining virtually. Discussions focused on the government’s strategy to restart tourism, including the formulation of policies, procedures, health infrastructure and immigration protocols adapted to reflect the new reality.

Vice Minister of Foreign Affairs, Mr. Mahendra Siregar welcomed participants and thanked UNWTO for its leadership throughout the crisis. The Vice Minister also underlined the importance of collaboration as both the public and private sectors work together to restart tourism for the benefit of not only visitors to Bali but for all stakeholders, including tourism workers and service providers.

Enhanced protocols for tourism’s restart
UNWTO’s Presence in the Asia-Pacific Region

International Maldives Travel Market 2020 on 16 – 17 November 2020

International Symposium on Gastronomy Tourism in Nara Japan on 16 December 2020

54th Meeting of ASEAN National Tourism Organizations on 07 July 2021
The COVID-19 pandemic represents the biggest challenge that global tourism has had to face. At the time of publication, the sector has been hit hard by the introduction of restrictions on travel and an unprecedented fall in demand. In the first six months of 2020 alone, UNWTO data shows that international tourist arrivals fell by 440 million. This translates into lost revenues of around USD 480 billion. Notably, Asia and the Pacific, the first region to feel the impact of COVID-19 on international tourism, experienced the most critical fall with 72% fewer tourists visiting the region for the first six-month period of 2020.

Under these circumstances, mitigation measures and recovery strategies must be the priority. However, while the devastation to livelihoods caused by COVID-19 has meant significant setbacks for advancing tourism’s contribution to the SDGs, the crisis also represents a significant opportunity for both governments and the private sector to reassess their priorities and work together to advance sustainability. In Asia and the Pacific, measures to support the recovery of tourism across the region are already in place, and some countries have even taken further steps to stimulate domestic tourism demand.

Tourism has long proven to be an effective means of providing socio-economic opportunities for rural communities. It helps increase the attractiveness and viability of rural areas, mitigating demographic challenges, reducing migration, and promoting a range of local resources and traditions while upholding the essence of rural life. Within the context of the COVID-19 pandemic, the role of tourism in rural development is more relevant than ever.

Tourism in rural areas offers important opportunities for recovery as tourists look for less-populated destinations and open-air experiences and activities. At the same time, urbanized societies are rethinking their relationship with the communities that live in rural areas. These connections have become still stronger as a result of the current crisis, particularly since concerns that have arisen in many regions concerning food autonomy and supply.

This 2020 Asia Tourism Trends report, a special edition aimed at providing insights into the impact of COVID-19 on tourism, as well as the mitigation and recovery efforts made by countries across Asia and the Pacific during the pandemic. Recognizing the Year for Tourism and Rural Development, also the theme of 2020 World Tourism Day, the report also highlights the opportunities for community development that tourism offers to rural areas. Although the future seems uncertain, there is still hope for the tourism sector to emerge stronger, with an emphasis on greater responsibility and sustainability.

This report is the seventh edition of Asia Tourism Trends Report that UNWTO and GTFRC have collaborated to produce. I wish to express my sincere gratitude to the Global Tourism Economy Research Centre (GTFRC) and more specifically its chairman, Panay Ho, for their unwavering support through our partnership to advance tourism research in Asia and the Pacific region for the benefit of all.
• 15TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY

• IFTM-UNWTO TRAINING PROGRAMME (Dec. 2021 & 2022)

• REGIONAL CONFERENCE ON THE EMPOWERMENT OF WOMEN IN ASIA AND THE PACIFIC (Hybrid, Malaysia, 16-17 November 2021)

• 15th UNWTO/PATA FORUM ON TOURISM TRENDS AND OUTLOOK (Hybrid, Guilin, China, 15-16 October 2021)

• GLOBAL TOURISM ECONOMY FORUM (GTEF 2021) (Hybrid, Macao, China, 11-12 November 2021)
Thank you
1. Symposium on the Promoting Evidence Based Sustainable Tourism Management  (*Tokyo, Japan/Hybrid, December 2020*)
2. Guidelines on Tourism Crisis Management Webinar (*Online, February 2021*)
3. 3rd Future Tourism Leaders Workshop (*Online, March 2021*)
4. UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands (*Nadi, Fiji/Hybrid, March 2021*)
UNWTO Regional Support Office for Asia and the Pacific
33rd UNWTO CAP-CSA Joint Commission Meeting

2021 Ongoing – Upcoming : Summary of Activities

1. Evidence Based Sustainable Tourism Management
   - Handbook on Evidence Based Sustainable Tourism Management (*Symposium, December 2021 & will be published in March, 2022*)
   - Vietnam Pilot Project for Sustainable Tourism Destination Management (2022)

2. Pacific Island Countries Support
   - UNWTO/APTEC Research on Sustainable Tourism Product Development Opportunities in the Pacific Islands (*will be published soon*)
   - Pacific Tourism Stories (*will be published in March, 2022*)

3. Tourism Crisis Management
   - Tourism Crisis Communication Plan (*will be published in March, 2022*)
   - Symposium on Tourism Crisis Communication (*February, 2022*)

4. Other conferences
   - Tourism Summit (*March, 2021*)
   - 7th UNWTO World Forum on Gastronomy Tourism (*Nara, 13-15 June 2022*)
Thank you