

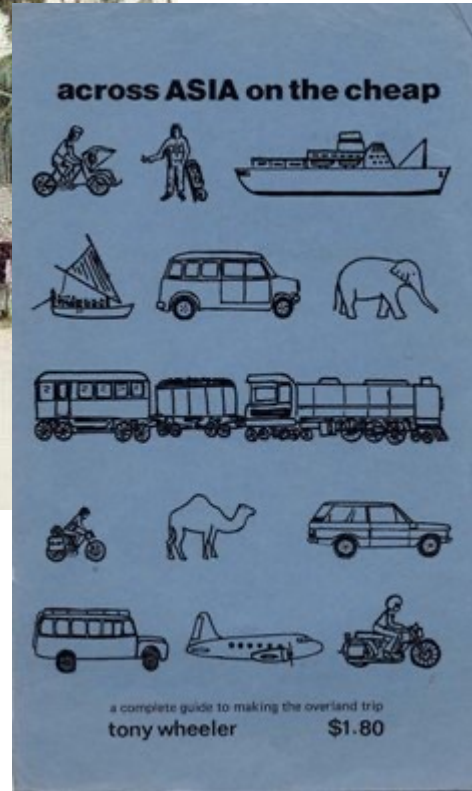
ADB



Southeast Asia Regional Tourism Development

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GMS Tourism Development | Phase 1



- Started as single country destination with origins in Thailand holidays
- Appealing natural attractions and cheap local accommodation/food
- Global international market appeal
- Day trips from hubs (Bangkok) to cultural & natural sites
- Individual owner-operated tourism enterprise



GMS Tourism Development | Phase 2



- Air access improves
- Secondary destinations established
- Captured tourism market in Thailand explores **Angkor Wat**
- Corporate hospitality investments
- Viet Nam becomes a tourism destination

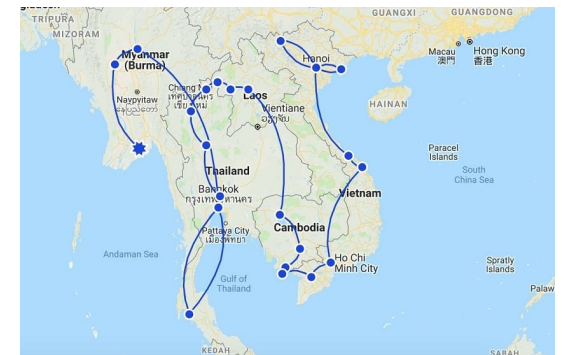


GMS Tourism Development | Phase 3

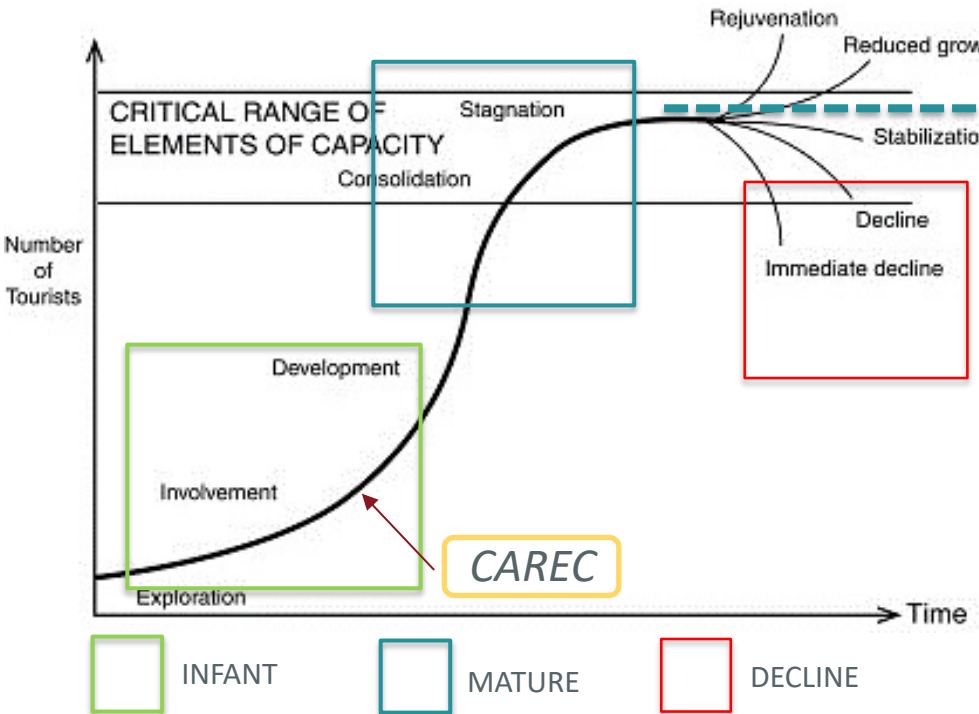


PHASE 3

- China outbound
- Burma/Myanmar opening
- **Low-cost airlines/ new gateways**
- **Visas**
- **Regional itineraries**
- **Private sector cross-border operations**
- Critical mass (supply & demand)
- **Regional cooperation (GMS)**
- Product popularity (**Food**)
- Niche products
- Brand operators



GMS Destination |



Competitiveness

- Thailand
- Viet Nam
- Cambodia
- China (Guangxi and Yunnan Provinces)
- Lao PDR
- Myanmar



Development Challenges & Trends

..require GMS to respond and Development partners to address issues at regional level

	Global trends and key challenges facing	Risks (if not addressed)
Key challenges	1 Infrastructure bottlenecks > More independent travelers seek better infrastructure and better information dissemination to facilitate travel to more destinations	Concentration of tourists only in primary destinations with few visits to other areas
	2 Sustainability > Uncontrolled development of tourism in some areas results in damages to natural attractions and cultural identity , impacting experience & impression of travelers	Damage to image & reputation of Thailand as high quality destination
	3 Shortage of talent in workforce & in general communities > Local workforce skillset does not always align with industry needs, while local communities are not always able to develop unique tourism offerings to benefit from booming industry	Un-inclusive with sub-optimal benefits of tourism to local workforce & communities
Key global trends	4 Increasing sophisticated expectations > Increasing proportion of older, more experienced tourist in search of unique, "non-mass" experience including interest-group specific offerings and local area-specific offerings	Failure to attract high-quality tourists with high spending per head
	5 IT revolution – increasing importance of data > While tourists want real-time data for trip planning & navigating, tourism businesses & policy makers also seek more data on tourists to better design products & policies	Deteriorating competitiveness of products

Travel & Tourism Development Index '24 | GMS

	Enabling Environment					T&T Policy & Conditions			Infrastructure & Services			T&T Resources			T&T Sustainability		
	Business Environment	Safety & Security	Health & Hygiene	Human Resources & Labour Market	ICT Readiness	Prioritization of T&T	Openness to Travel and Tourism	Price Competitiveness	Air Transport Infrastructure	Ground & Port Infrastructure	Tourist Service and Infrastructure	Natural Resources	Cultural Resources	Non-Leisure Resources	Environmental Sustainability	Socio-economic Impact	Demand Sustainability
Cambodia	3.62	6.14	3.19	3.64	4.28	5.74	3.75	5.58	2.76	2.85	1.97	2.50	1.60	1.41	3.99	3.03	4.65
Indonesia	4.67	5.77	3.78	4.13	4.81	6.03	3.83	5.44	4.34	3.97	1.90	5.43	3.98	3.06	4.34	5.41	4.84
Lao PDR	3.54	5.90	3.50	3.68	3.51	4.31	3.78	5.62	2.36	2.94	1.77	2.36	1.27	1.11	3.77	5.42	4.37
Malaysia	4.91	5.88	4.51	3.88	5.64	4.22	4.99	6.20	4.18	4.05	2.79	3.96	2.45	3.88	4.31	2.80	4.09
Philippines	4.09	5.27	3.66	4.03	4.38	4.72	4.01	5.59	3.62	3.12	1.55	3.93	2.01	2.89	4.52	3.42	4.52
Singapore	6.15	6.82	5.14	5.36	6.41	5.71	5.70	2.67	5.94	6.54	4.41	1.57	1.75	3.80	4.37	4.38	4.14
Thailand	4.15	4.87	4.31	4.06	5.68	4.14	4.34	4.96	4.89	3.76	2.18	4.55	2.86	4.17	4.13	3.30	3.67
Vietnam	4.06	6.19	4.30	4.35	5.18	3.63	3.61	5.68	4.04	3.65	2.20	3.78	2.80	3.09	3.89	2.85	3.96
Sub-Region Average	4.40	5.85	4.05	4.14	4.99	4.81	4.25	5.22	4.02	3.86	2.35	3.51	2.34	2.93	4.16	3.83	4.28

Travel & Tourism Development Index '24 | "CAREC"

	Enabling Environment					T&T Policy & Conditions			Infrastructure & Services			T&T Resources			T&T Sustainability			
	Business Environment	Safety & Security	Health & Hygiene	Human Resources & Labour Market	ICT Readiness	Prioritization of T&T	Openness to Travel and Tourism	Price Competitiveness	Air Transport Infrastructure	Ground & Port Infrastructure	Tourist Service and Infrastructure	Natural Resources	Cultural Resources	Non-Leisure Resources	Environmental Sustainability	Socio-economic Impact	Demand Sustainability	
Eurasia	Armenia	3.95	5.62	5.82	4.44	5.04	4.77	3.33	5.58	3.05	2.81	2.31	1.48	1.50	1.39	3.90	3.81	4.65
	Azerbaijan	4.56	5.26	5.45	4.47	5.07	4.50	3.70	5.83	3.15	4.29	2.83	1.84	2.48	1.53	3.97	4.41	4.28
	Georgia	4.94	6.17	5.49	4.85	5.51	4.68	4.50	5.47	3.35	3.92	3.53	2.05	1.81	1.56	4.50	4.03	3.99
	Kazakhstan	3.93	5.69	5.98	4.46	5.42	4.31	3.15	6.14	3.19	2.82	3.14	3.64	2.07	2.22	3.95	5.50	3.55
	Kyrgyz Republic	3.45	5.65	5.01	4.12	4.39	3.51	3.13	5.87	2.53	2.22	1.26	2.03	1.71	1.20	3.43	3.84	4.12
	Tajikistan	3.60	6.08	4.71	3.69	3.39	3.21	2.65	5.90	2.38	2.94	1.63	2.37	1.46	1.14	3.93	4.66	4.46
	Uzbekistan	4.06	6.17	5.00	4.35	5.02	3.30	3.38	5.49	3.05	3.44	1.45	2.49	1.85	1.43	3.08	4.80	4.13
	Sub-Region Average	4.07	5.80	5.35	4.34	4.83	4.04	3.41	5.75	2.96	3.21	2.31	2.27	1.84	1.49	3.82	4.44	4.17

GMS Destination Development | Lessons

Tourism development at country level first

Individual country efforts leading to regional tourism

Primary focus on large common leisure market

Benefit from access to captured market in few dominant countries (Thailand/Viet Nam, China outbound)

Access and Connectivity Infrastructure

Entry and linkages – importance of gateway function and the value of primary visitor flow (**clusters!**)

Critical mass – supply & demand

Need for an organized sector – private sector bodies, governance structures that are empowered and mandated to act. Implementing a doable strategy

Get the basics right (WEF table)

T&T Resources – conserved, appropriate product development

Value of hidden successes – Brand value of food

2024 Tourism Market

Market access – aggregator platforms, social media

Events

Regional Destination Development -

How to measure success?

Arrivals vs. Value (Low leakages in the system)



Thank you

