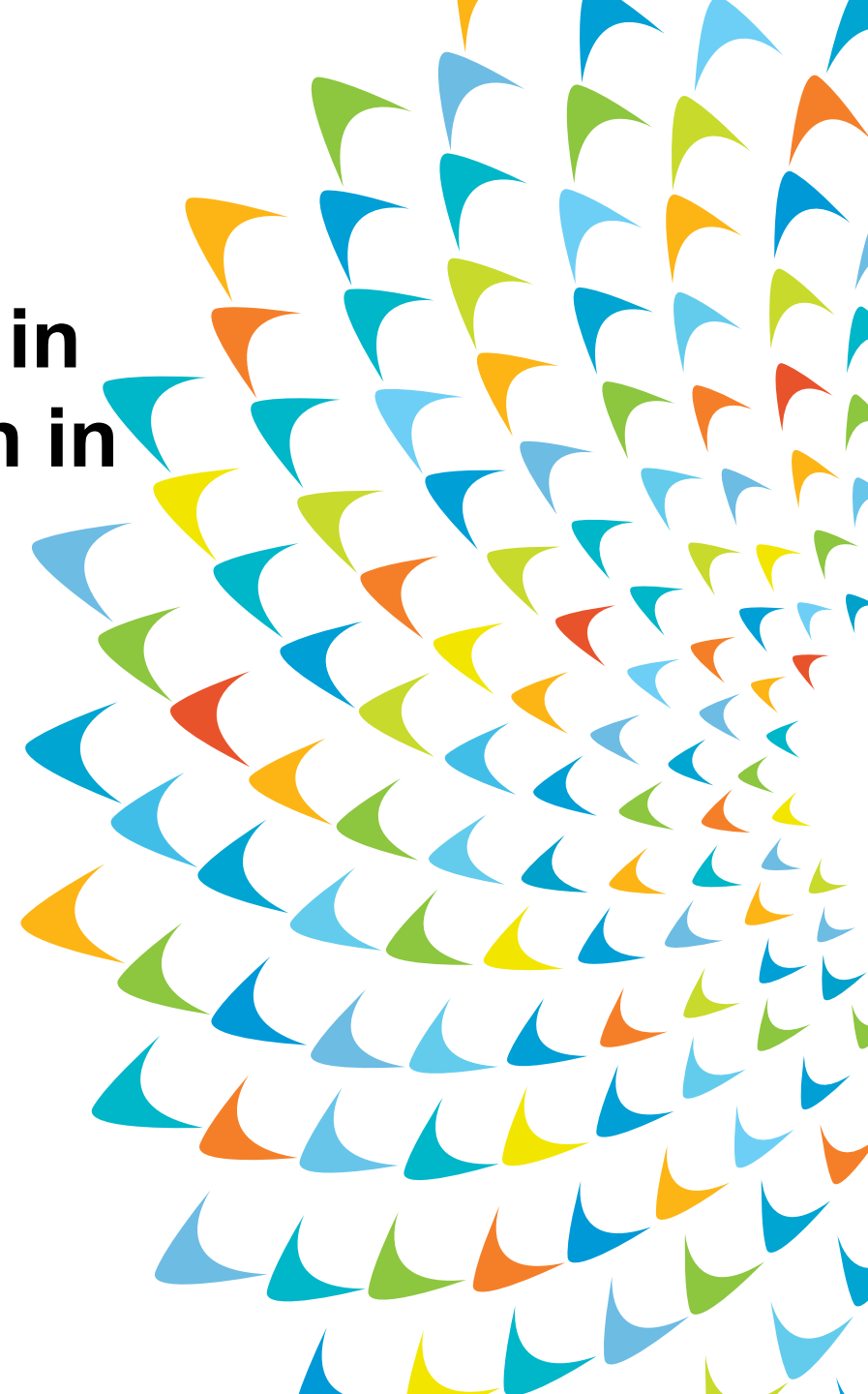


TA-6628 REG: Promoting Innovations in Regional Co-operation and Integration in the Aftermath of COVID-19

Sustainable Tourism Component

July 2023





INTRODUCTION

Component Objective

- To improve knowledge of regional tourism value chains for recovery and resilience post Covid 19;
- To identify initiatives suitable for inclusion in current and future ADB programmes and activities.

Mission Objectives

- To lead the design and conduct a scoping study to trial innovative approaches and recommendations for sustainable tourism development identified in relevant tourism-related studies prepared by ADB.

Projects / group of projects selected from ADB 5 Regions



Impact of Covid 19 and the Current Status of Tourism

UNWTO by May 2023 World Tourism Barometer:

tourism arrivals reached 80% pre pandemic level

2022 tourism receipts 64% pre pandemic level

235 million tourists travelled in first quarter 2023 double same period 2022

Asia – Pacific lagging resulting from later opening of travel restrictions

Asia – Pacific 54% pre pandemic level

Asia – Pacific – strong growth predicted UNWTO / PATA / WTTC



Difficulties still lie ahead

Rising inflation and the slowdown in economic recovery are likely to have flow-on effects into the coming years as discretionary spending tightens.

Psychological impact

Need to have time to understand the impacts, both direct and indirect, of the pandemic and the medium / long term effects of the tourism response strategies.

Need to learn lessons and hone resilience planning

Be prepared



Building Forward Better

“New” Sustainable Paradigm for tourism

How sustainable is the tourism sector?

Is tourism is failing to meet targets?

Responsible for 8 - 11% global carbon emissions

How do we measure success in tourism?



Are we 'Building Forward Better'? - Or is it business as usual?

Has the chance to build momentum gone?

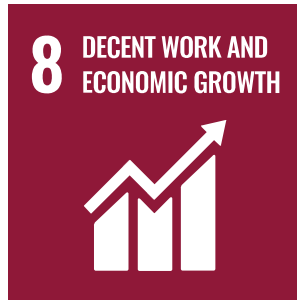
'Green Washing' prevalent at all levels? Dream Makers!

Pledge to build more resilient and inclusive tourism sector and leveraging renewed commitment in sustainability

Sustainable Development Goals (17)



SUSTAINABLE DEVELOPMENT GOALS





Scoping Exercise – How can it contribute?

Sustainability

Resilience

Innovation

Tourism Mainstreaming

Examples of 'Good Practice' to replicate



Laos & Viet Nam

Pacific Carrying Capacity – R2R approach

Sri Lanka – Tea and Trails

SMART Tourism Cities & SMART Tourism Countries

Urban Ecotourism



Transboundary Trails

- Ramayana & Pilgrim Trails
- Footsteps of Babur
- Ho Chi Mihn Trail
- Mongol Trail

Giant Panda National Park