



Message from the Chairman



As a sector that is embedded in every part of our society, Tourism continues to be one of the sectors affected hardest by the COVID-19 pandemic, particularly for countries in the Asia-Pacific region and Western Hemisphere as per the International Monetary Fund.

As per the United Nations Conference on Trade and Development (UNCTAD), the outbreak of the COVID-19 and the stringent protocols that followed with it, have pushed an additional 32 million people into extreme poverty in 2020, as their livelihoods were dependent on sectors that were most vulnerable to and most affected by the pandemic.

The halt of international tourism has resulted in an estimated loss of \$2.4 trillion in 2020 and \$2.0 trillion in revenue in 2021 as per World Tourism Organization (UNWTO). The estimate was based on losses caused by the pandemic’s direct impact on tourism and the ripple effect on related sectors, and the effects have been worse than previously expected as stated by UNCTAD.

It is evident, that the pandemic has imposed large social and economic stress with which the most vulnerable sectors were unable to cope. Amongst these communities were the youth, women and the less-salaried, indigenous groups and the elderly who have less opportunities and the means to rebound from adversity.

Such adversities imposed by the novel virus made us realize that sustainability is not a niche part of tourism but it should be embedded in every part of the sector. Sustainability should be the central element of the new normal.

As pledged at the World Tourism Day 2021, the recovery of tourism should be about inclusive growth as this “Unique Industry” has the ability to include every single person including the vulnerable, in its resilient progress without leaving anyone behind.

The sector registered a resilient growth, recording a 1.5 billion international tourist arrivals in 2019, globally; a 4% increase on the 2018 as per UNWTO, endorsing the industry as a leading and a resilient economic sector which created significant benefits in terms of social and economic development. In return, this also presented challenges such as the impact on climate change, the consumption of resources and the carrying capacity of the host country.

The disruptive and the existence-threatening nature of the virus called for rapid, high-impact decision-making in a setting of limited information. This helped shape the future of the industry. The health crisis also enabled the industry to emerge stronger and to create even more value and positive societal impact than simply bouncing back to the status quo.

The volatility of this crisis created opportunities and structural market changes and reshaped the industry by triggering new business models. These new experiences empowered us to be more open-minded and instigated innovation.

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Threat to Human Capital during COVID

The crisis stemming from the COVID-19 pandemic, however, has been different and unique in many ways placing the spotlight on the imperative of protecting human capital in times of crisis.

The human touch is central to creating the best guest experiences. Tourism being an industry driven by new experiences, it will not be complete without its human capital. Although technology can help overcome the manpower constraints, it could never fully replace the warmth of people-to-people interaction. Hence, Tourism becomes highly a labor-intensive sector. The standstill in the travel industry and the restrictions imposed on social distancing have put millions of jobs at risk, thereby have threatened to roll back the progress the industry has made on the front of sustainable development in terms of employment.

Nearly a third of total job losses in five Asian countries were linked to tourism, with an estimated 1.6 million jobs lost, according to the International Labor Organization (ILO).

The job opportunities and the working hours in tourism and its related sectors, will still remain below their pre-pandemic levels in the Asia Pacific region in 2022 as per ILO even though countries in the region are focusing heavily on vaccinations and designing strategies to slowly re-open borders.

The volatility in job security, the threat imposed to life and decreased wages has created fear in the minds of the new entrants to the labor force of Tourism. Loss of confidence in the industry has been a critical factor influencing the drastic decrease in the labour force participation in Tourism despite the aging-population.

The relevant stakeholders and the policy makers should focus on the correct levers and act on a timely manner to boost confidence in Tourism in order to increase the labour force participation, a drastic decline of which could cripple the industry further due to the damages caused by the pandemic.

Way Forward

Tourism has endured the greatest shocks in the years 2020 and 2021. The outbreak of the new variants and uneven vaccination rates around the world will further delay the recovery of the industry.

Even though it is expected that international travel will regain momentum with the surge in digitization during the pandemic, business travel may remain particularly low. The travel industry will be further affected by differing levels of border control and variations in vaccine passports. Also compliance with climate-change regulations, as well as higher fuel prices and wages, may also push up air-travel costs in the coming year.

This could be the most opportune time to advance into a sustainable model for the industry when governments and the private sector are embarking on the path to recovery. The pandemic has awakened the need of unity and interconnectedness among the tourism stakeholders. As embarked on World Tourism Day 2021, tourism should commence its recovery ensuring that every part of the sector has a say in its future and to restart its growth in an inclusive manner. Our recovery from this unprecedented challenge should be based on sustainability which will strengthen the industry to be better prepared for future crises.

As we have come to the end of what has been one of the most challenging years in the recent history of Tourism, we must step into 2022 with optimism.

2022 will be a crucial year that would remind us of the importance of this unique industry in terms of our economies, communities and the quality of life. Mitigating the impact of COVID-19 and rebuilding the tourism industry will not happen overnight. Indeed, there will be more challenges and uncertainties to overcome in the months ahead.

I urge the membership and the patrons of CACCI to come together, to encourage each other to achieve the potential of our respective countries and the Asia region as a whole as destinations and to share knowledge to overcome this challenge. Together we could steer this resilient industry to greatness once again during these hard times.

I wish all of you a very successful and a prosperous 2022.

Anura Lokuhetty
Chairman
Asian Council on Tourism

Soy Sauce Aged in Tunnel Adds Flavor to Tourism Initiative in Central Japan

A time-honored soy sauce business in Gunma Prefecture has launched a project to age bottles of its sauce in the old Shinetsu Line tunnel in Usui Pass, which lies in central Japan between the prefecture and the neighboring prefecture of Nagano.

The company, Aritaya, plans to leave the soy sauce in the tunnel for a year to mature, and hopes to convert its project into a tourism-boosting resource.

The owner of the business, Koki Yuasa, noted that in Europe, caves are used for the long-term aging of wine, cheese and prosciutto, and for many years he had envisioned aging soy sauce in the tunnel, which, like caves, does not let light in and is not susceptible to major changes in temperature or humidity. Noting that next year marks the 190th anniversary of the founding of the company, Yuasa decided to go ahead with the project with the cooperation of the Annaka Municipal Government and the city's tourism organization.

The soy sauce being used in the project was created



Soy sauce in wine bottles is transported into the old Shinetsu Line tunnel in this photo provided by Aritaya.

from soy beans and wheat produced in the prefecture and domestically produced salt. It was poured into green 360 ml wine bottles, which were sealed with breathable corks, and on Oct. 11, about 300 of the bottles were transported into the tunnel.

The company will spend a year measuring the temperature and humidity in the tunnel, and examine how far the soy sauce has matured. It plans to sell the aged soy sauce under the name “Usui Suido Shikomi Tennen Jozo Shoyu” (Usui tunnel-prepared naturally brewed soy sauce). Part of the proceeds will go toward preserving and maintaining historical and cultural assets of Usui Pass, it says.

“By having the product take in the tunnel’s air and mature, I imagine it will further bring out the mellowness,” Yuasa said. “Through characteristic manufacturing, we want to help develop new tourism resources and local food in Annaka.”

Mainichi Japan

PATA Updated Visitor Forecasts 2021-2023: Travel Recovery to be Uneven and Highly Variable per Sub-Region

Given the dynamic environment driven by COVID-19 and border policies, the Pacific Asia Travel Association (PATA) has just produced an updated third-quarter 2021 forecast for international visitor arrivals into 39 Asia Pacific destinations.

The latest forecast at the overall regional level projects a nominal decrease in rate of recovery compared with the forecast provided in June. Given the complexity and uncertainty of the factors driving travel recovery, the forecast provides the range of three scenarios - mild, medium and severe. These latest updates show a range of results, with predicted arrivals numbers for 2021 ranging from 154.8 million under the mild scenario to 65.5 million under the severe scenario.

“Travel recovery remains volatile and variable across destinations in all regions. These conditions are testing the agility of governments and businesses as well as any pent-up consumer interest to travel,” said PATA CEO Liz Ortiguera. “A return to travel will be impacted by complex factors in both the source markets and destinations. As each government weighs the difficult balance between opening up livelihoods and economies with public health risk management, we can expect a different tourism ecosystem to emerge from the pandemic.”

The statistics broken down at a sub-regional level demonstrate significant variability across the various sub-regions demonstrating the unevenness of the recovery. Nevertheless, the Pacific will have the highest recovery rates in the mild and medium scenarios over the forecast period: mild (102.6%), medium (78.2%), while the Americas will see the highest recovery



rate (54.8%) in the severe scenario.

“PATA continues to support its members in navigating through this challenging recovery. As market conditions open and traveller interests have evolved, now is the time to reinvent products, reinforce destination readiness, communicate health and safety preparedness and expand interest in lesser-known destinations. Now is the time to define the future of travel more positively with responsible travel elements.,” added Ms. Ortiguera.

The September 2021 Updates of the PATA Asia Pacific Visitor Forecasts 2021-2023 is now available at: <https://www.pata.org/research-q1v63g6n2dw/p/asia-pacific-visitor-forecasts-2021-2023-september-2021-updates>.

What you will learn from this report include the following:

- Forecast updates by region and sub-region to

reflect the latest status on the impact of the COVID-19 pandemic on travel and tourism trends in the Asia Pacific region

- Scenario forecast updates for all 39 destinations to support the development of recovery strategies post-COVID-19

PATA International members have exclusive access to the recording of the recent webinar, PATA Visitor Forecast Updates – Recovery Paths for Asia, which included expert speakers from The

Hong Kong Polytechnic University, TCI Research, ForwardKeys, and STR. The speakers provided further insights on Asia Pacific travel-related sentiments, an overview of international arrivals to Asia Pacific including future bookings to the region, and insights on current hotel booking and demand towards Q4 2021 and Q1 2022.

To access PATA reports, the recording and other member benefits, please send an inquiry to membership@PATA.org.

Press Release of Pacific Asia Travel Association (PATA)

Taiwan launches new platform to promote tourism

By Yu Hsiao-han and Teng Pei-ju



Photo courtesy of the Tourism Bureau

The Tourism Bureau on September 1, 2021 launched a new website aimed at providing potential visitors with images, videos and information on Taiwan's attractions, as the country's borders remain closed to most foreign travelers due to the COVID-19 pandemic.

The bilingual website, titled Time for Taiwan, features various tourism sites in Taiwan's cities and counties and is expected to run until August 2022, the bureau said in a press statement.

Visitors to the website can also find information in English and Chinese about the 100 participating travel agencies, hotels, shops and restaurants in the country, the bureau said.

For people who might be planning to visit Taiwan after the pandemic ends, the videos, photos and travel information on the platform provide insights into the country's attractions, said Chang Shi-chung, director-general of the Tourism Bureau.

The bureau also hopes that for those who have no plans to visit Taiwan, the content on the website will "pique their interest" when the country reopens its borders, he said.

The website, developed for the bureau by the Taiwan Visitors Association, also allows Taiwanese travel agencies and other entities to explore business opportunities, and it provides travel information to the general public, Chang said.

Over the next year (2022), travel agencies and industry stakeholders will have an opportunity to build connections, via the website, the tourism bureau said.

Central News Agency

Trial run starts for resumption of Go To Travel tourism program of Japan

By Yu Hsiao-han and Teng Pei-ju

The Japanese government has started a trial run of the discount-filled Go To Travel campaign but insisted all safety precautions against COVID-19 will be made before a full resumption of the tourism promotion program.

The test run involves 38 tours hosted by 11 travel companies designated by the Japan Tourism Agency and will continue until mid-November.

The first trial began on Oct. 8 involving a tour operated by Tobu Top Tours Co.

The government is expected to give favorable treatment to travelers who have been fully vaccinated against COVID-19 once the campaign resumes in full.

Such people will be exempted from restrictions on



Visitors flock to Zenkoji temple in Nagano on Oct. 2 after the state of emergency over COVID-19 was fully lifted. (Kazuki Endo)

traveling from prefectures where a state of emergency is issued.

The government will also consider giving a favorable discount rate to small businesses in the campaign.

The trial run is aimed mainly at testing revisions in the operations, such as how to check the validity of vaccine certificates.

But it remains unclear when the campaign can actually restart.

The central government said it will conduct a survey on participants of such test tours and travel companies to clarify any

potential problems.

Tourism industry groups will also establish new guidelines for the resumed campaign.

The government will then consider when to resume the campaign based on the trial results and the COVID-19 situation.

The government was criticized last year for continuing the Go To Travel campaign, a pet project of then Prime Minister Yoshihide Suga, when the novel coronavirus was spreading rapidly nationwide.

“We will hold careful consultations with experts to prevent the Go To Travel campaign from becoming a cause of infection spread,” Tetsuo Saito, the minister of land, infrastructure, transport and tourism, told reporters on Oct. 6.

The government will also discuss implementing a sliding scale of discount rates to spread the number of travelers across the week and avoid congestion on weekends.

The Go To Travel campaign gives a 50-percent discount on up to 20,000 yen (\$178) of the cost of a trip per person per night.

It started in July 2020. But as the COVID-19 pandemic worsened, the program was halted in late December that year.

Of the campaign’s total budget of 2.7 trillion yen, about 1.3 trillion yen

remains unused.

The government has been using the remaining budget funds in a prefecture-level tourism support project, subsidizing 50 percent of trips costing up to 5,000 yen per person per night. Only those living in each prefecture are eligible to receive the discount.

As of Oct. 7, 19 prefectures were involved in the project.

It is possible that the local tourism project will be expanded before the nationwide Go To campaign resumes.

The Asahi Shimbun

The Philippines touts sustainable tourism at London forum

By Ma. Stella F. Arnaldo



Tourism Secretary Bernadette Romulo Puyat (center) joins fellow tourism ministers in discussing the role of ‘green investments’ in sustainable tourism development at the recent tourism ministers’ meeting at the World Travel Market in London. Image courtesy of (Image courtesy WTM)

The rehabilitation of Boracay Island, the vaccination of tourism workers, and promotion of low-impact activities were cited as initiatives by the Philippine government to ensure sustainable development of its tourism destinations at the recent summit of tourism ministers at the World Travel Market (WTM) 2021 in London.

During the panel discussion on “Investing in Tourism’s Sustainable Future,” Tourism Secretary Bernadette Romulo Puyat said, “The Philippines promotes sustainable tourism; our most popular destination Boracay Island, was closed for six months [in 2018] because the president [Duterte] wanted to implement environmental laws.”

She added, when Covid-19 made its way across the globe, the Philippine tourism sector was among the hardest hit among economic engines. “So we recognized the importance of our tourism workers not only in the safe resumption of travel, but more importantly on their role to championing sustainable tourism practices across the sector.”

As such, she stressed, government is making sure tourism workers are vaccinated 100 percent.

“[We] want to make sure that when we accept our tourists, we are not only accepting vaccinated individuals, but we have to make sure that our tourism workers are vaccinated so that they are safe.”

Romulo Puyat said the country has already “shifted to high-value, low-impact, low-density travel that offers more meaningful and immersive experiences between a tourist and the local communities. We continue to empower our rural communities and work hand-in-hand with different local government units so that they are equipped to develop and manage their tourism sites, whether they be for farm tourism sites or other community-based people eco-tourism products. These approaches will ensure growth and sustainability, so that more people including the future generation will get to enjoy the fruit of tourism.”

The panel discussion was jointly held by the United Nations World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), and WTM. It examined tourism’s sustainable future and the essential role targeted “green investments” will play in achieving this.

‘Bigger threat than Covid-19’

Meanwhile, UNWTO Secretary-General Zurab Pololikashvili warned that the “climate emergency is a bigger threat than Covid.”

In his opening remarks at the tourism ministers summit, he told delegates that the recent Rome Leaders Declaration issued by the G20 specifically cited the need to restore travel and tourism, which in turn can help developing economies.

He said public investment will “encourage and leverage” private investment all over the world, adding: “Tourism can benefit if governments deliver the right support. “Going back to the old normal is not an option.”

The UNWTO and other tourism and travel stakeholders officially launched the Glasgow Declaration on Climate Action

in Tourism at the United Nations Climate Change Conference or COP26 on November 4. The WTTC also plans to launch its Net Zero Roadmap for Travel & Tourism, to support the industry in combatting climate change, as part of the sector's drive towards net zero by 2050.

For her part, Julia Simpson, WTTC President and CEO, told the summit: "We

have no alternative; we have to go green." She said sustainable growth is a key priority for WTTC, adding: "Investors and the public demand that we invest to protect the planet and people.... We need to invest in making sure destinations are great places to live and not just great places to visit."

Other panelists at the tourism ministers program were Dr. Khaled El-

Enany (Egypt), Vasilis Kikilias (Greece), Massimo Garavaglia (Italy), Rita Marques (Portugal), Memunatu Pratt (Sierra Leone), Nigel Huddleston MP (United Kingdom), as well as Federico González, CEO of the Radisson Hotel Group, and Lavorel, CEO of Sita at Airports & Borders.

BusinessMirror

Japan's railway companies develop close-to-home tourist spots



People observe the view from the rooftop terrace at a hotel opened by Keio Corp at the foot of Mt. Takao in Hachioji, Tokyo. *The Yomiuri Shimbun*

With the number of train passengers down as a result of many people refraining from traveling amid the pandemic, railway companies are stepping up their efforts to develop tourist spots within about one hour of central Tokyo.

Hotels, ryokan traditional inns and other facilities are being built in areas along railway lines so that tourists can enjoy overnight trips even in locations near their homes. The railway companies plan to make these areas holiday resorts in the future, with a hope to turn them into a main source of revenue.

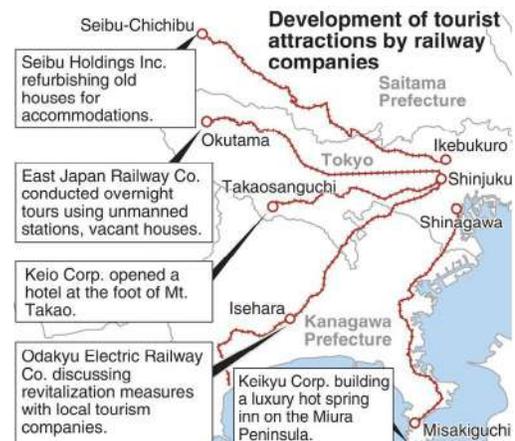
Tours of Mt. Takao

Keio Corp. announced on October 8, 2021 that it would hold a first-ever series of events, including classes on how to make campfires, at the Takaone hotel at the foot of Mt. Takao in Tokyo, at the end of October. Targeting families, the company aims to emphasize the attractions of the mountain, which has just entered the autumn season.

Keio bought a hotel in 2018 before the pandemic began and renovated it as the Takaone, which opened in July. The hotel has an inner garden where guests can cook over a fire even at night and offers sunrise tours to Mt. Takao, emphasizing hands-on experiences that only guests at the hotel can enjoy.

"As the number of railway passengers has been dropping, we thought we needed to devise activities other than hiking," an official at the company said.

Mt. Takao is about 50 minutes by train from Shinjuku Station in Tokyo, and many of its visitors are day-trippers. Keio opened the Takaone hotel in a bid to turn some of those tourists



The Yomiuri Shimbun

into overnight guests. The pandemic has led people to avoid long-distance travel, which has ultimately proved a boon — in July to September, the hotel's occupancy rate was relatively high at around 70%.

According to Keio, many of the guests were families from various parts of Tokyo.

Luxury ryokan

Keikyu Corp. has included a plan to make the entire Miura Peninsula in Kanagawa Prefecture a holiday resort in its medium-term management plan. Since the peninsula is close to central Tokyo, many of those who visit are day-trippers, as at Mt. Takao.

Through the long-term development, the company aims to turn the peninsula into a tourist spot visited by many overnight guests, similar to Atami in Shizuoka Prefecture and Karuizawa in Nagano Prefecture.

In May 2021, the company unveiled a plan to open a luxury hot spring ryokan inn in fiscal 2024, which will serve as the center of the planned resort area.

Keikyu and Hulic Co., a major real estate company, will jointly develop the resort area. They are also building lower-cost accommodation facilities and launched a project in July to refurbish vacant houses and other buildings to convert them into rental cottages.

Railway companies are working to develop tourist areas close to central Tokyo because they believe that the coronavirus pandemic will change the way people travel.

The 2021 White Paper on Tourism in Japan shows an increase in the number of trips to nearby places in small groups, and says the tendency will continue even after the pandemic. This kind of trip is called “micro tourism,” and it is expected to create new travel demand.

Some companies are forming partnerships. A new business subsidiary of East Japan Railway Co. formed a capital partnership with a start-up involved in regional revitalization in July, to turn the nature-rich area of Okutama in western Tokyo into a tourist spot.

They held overnight tours using unmanned stations on

the Ome Line and vacant houses from February to April. The tours were well received, prompting the partnership to launch full-fledged efforts.

Naoko Kuga, a senior researcher at the NLI Research Institute, also pointed to “workations,” a combination of working and enjoying a vacation in tourist areas, as another example of changing travel.

“Combining tourism with other elements will help create mid- and long-term demand,” Kuga said.

The Japan Times

Jeju Island most popular destination for travel with pets

By Jun Ji-hye



Gettyimagebank



Mount Sanbang with yellow rape flowers on Jeju Island / gettyimagesbank

Jeju Island has ranked at the top in a recent survey of popular destinations for travels with companion animals, according to the Korea Tourism Organization (KTO).

The survey, which the KTO carried out jointly with the Korea Consumer Agency, comes at a time when traveling with companion animals has been growing in popularity, as an increasing number of people are living with pets here.

According to Statistics Korea, the number of households with pets reached 3.12 million as of November 2020.

In another survey conducted by KB Financial Group’s research institute, 48.7 percent of respondents said they want to have pets, indicating that the number of households living with companion animals is expected to keep increasing.

In the KTO survey, the resort island of Jeju became the most popular destination for travelers with pets, followed by Seoul and Busan.

As for types of accommodation, tourists with pets have increasingly searched for pensions, resorts and outdoor campsites. A pension is a type of accommodation similar to a detached house and is prevalent in Korea.

On the other hand, the search volume for guesthouses shared with other people has decreased apparently because of the prolonged COVID-19 pandemic.

Tourists with pets stressed the importance of swimming pools and playgrounds for companion animals in addition to photo spots, food, parking lots and toilets.

Among tourist attractions in Seoul and nearby areas, the top-ranked locations for travel with pets included Seoul Land, an

amusement park located in Gwacheon, Gyeonggi Province; Seoul Grand Park, a zoo near Seoul Land; and Ttukseom Hangang Park along the Han River in eastern Seoul.

Others on the list of popular tourist attractions included Yeouido Hangang Park, Eurwangni Beach, Wolmi Island, Surfyy Beach, Gangchon Rail Park and Gimyujeong Station.

Meanwhile, as an increasing number of people have been traveling with their companion animals, related complaints have also been rising accordingly.

The Korea Consumer Agency has received 390 complaints tourists with pets over the past seven years related to accommodations, public transportation and dog cafes.

Their complaints included a lack of services or facilities for pets and refusal of entry for pets to accommodations or public transportation.

The number of complaints received has been increasing each year, the agency said.

“People in the tourism sector should explore more content for tourists with pets and improve relevant services and facilities, as travel with companion animals is expected to continue increasing,” a KTO official said.

The KTO also called for the development of more effective insurance products for both consumers and operators of pet-friendly facilities, in addition to the establishment of guidelines for travel with pets.

The Korea Times

Ancient marvel Göbeklitepe in southeastern Turkey attracts tourists

By Anadolu Agency



A general view of an excavation site is seen at Göbeklitepe in the southeastern province of Şanlıurfa, Turkey. (Reuters Photo)



Reuters Photo



Reuters Photo

One of the oldest and most mesmerizing archaeological finds in the world, Göbeklitepe has become a favorite destination for tourists in Turkey's southeastern Şanlıurfa province.

Göbeklitepe has been on the United Nations Educational, Scientific and Cultural Organization's (UNESCO) World Heritage Tentative List since 2011. It was discovered in 1963 when researchers from the universities of Istanbul and Chicago were working at the site.

Speaking to Anadolu Agency, the mayor of Şanlıurfa metropolitan municipality, Zeynel Abidin Beyazgul, said: "Şanlıurfa is a city of history, archeology and tourism. Göbeklitepe's being on the UNESCO World Heritage List has contributed to Şanlıurfa being one of the best-known places in the world."

He said Göbeklitepe is one of the destinations in Şanlıurfa that domestic and foreign tourists want to explore the most.

"Şanlıurfa will set new records in the coming period in terms of hosting domestic and foreign tourists," he said.

Noting that the archeological site attracted more attention after it was included on the UNESCO World Heritage List three years ago, Beyazgul said the number of visitors from abroad is increasing every year due to the mystery and secrets waiting to be solved at Göbeklitepe, which is described as a "zero point in time."

"Şanlıurfa, which is almost an open-air museum,

continues to be the attraction center for domestic and foreign tourists with its cuisine, cultural values and music as well as its ancient history," he added.

Muslum Coban, the head of the Regional Tourist Guides Chamber in Şanlıurfa, told Anadolu Agency that approximately 500,000 people visited Şanlıurfa in the first nine months of 2021.

"We predict that the number of visitors will reach millions very quickly after the (coronavirus) pandemic," he said.

He added that after Turkish President Recep Tayyip Erdoğan declared 2019 the "Year of Göbeklitepe," the number of visitors to the site increased significantly.

Coban underlined that although Şanlıurfa and Göbeklitepe did not host the expected number of visitors in 2020 due to the pandemic, with normalization efforts, Göbeklitepe is attracting tourists' attention.

Rahime Yaşar, the deputy head of the Şanlıurfa Tourism Development Association, said "Göbeklitepe, particularly during the pandemic, is one of the rare places that can give visitors a breath of fresh air with its nature and history."

"We have three places on the UNESCO World Heritage List from our region, including Göbeklitepe. Moreover, seven other places are on the tentative list," she said.

She said Göbeklitepe is always at the forefront as the most important destination for tourists.

Daily Sabah

Tbilisi lists among most desirable short haul destinations in Wanderlust Travel Awards



British travel magazine Wanderlust has listed Georgia's capital city Tbilisi among the world's most desirable short haul destinations.

The winners of the Wanderlust Travel Awards 2021 were chosen by the magazine's readers, with Tbilisi taking the third place after Lisbon and Seville.

Tbilisi City Mayor Kakha Kaladze said earlier today that receiving such accolades is especially delightful during the pandemic period.

It once again highlights the capital's diverse touristic products and demonstrates Tbilisi's city tourism potential to international travellers and

tourism professionals, Kaladze added.

The winners in the nomination of the most desirable cities (short haul) are listed as follows:

1. Lisbon (Gold)

2. Seville (Silver)
3. Tbilisi (Bronze)
4. Marrakech
5. Dubrovnik
6. Bologna

7. Tallinn
8. Salzburg
9. Stockholm
10. St. Petersburg

Agenda.ge

Digitization as a future trend of global tourism

By Theodore Koumelis

While briefly talking about the future of global tourism “in one word”, the Chairman of Vietnam National Administration of Tourism (VNAT) highlighted digitalization is expected to continue propelling and revolutionising global tourism industry, especially the increasing demand for digital travel services from the COVID-19 pandemic. It requires tourist businesses and destinations to more effectively apply new technologies for developing digital tourism products, ensuring safety and providing more interesting and exciting experiences.

Over the past decade, Vietnam has been an emerging and attractive destination in the Asia-Pacific region and its tourism has achieved the growth rate of international tourists among the top in the world and the impressive growth of domestic tourists, said VNAT’s Chairman Nguyen Trung Khanh.

To revive tourism after the heavy impacts of the COVID-19 pandemic, the Vietnamese Government has implemented many solutions to financial, fiscal and social security packages for tourism workers, as well as retraining programs for tourism human resources in the coming time.

Mr. Nguyen Trung Khanh also informed that the Vietnamese Government has agreed to a pilot plan to reopen international tourism by the end of 2021. Vietnam tourism hopes to receive closer cooperation from UN World Tourism Organization



(UNWTO) and its partners through activities and projects for tourism recovery.

The “Future of Tourism World Summit” was co-organized by UNWTO, the Advanced Leadership Foundation and the Incyde Foundation of the Chambers of Commerce of Spain to identify solutions for the tourism industry’s future.

UNWTO Secretary-General Zurab Pololikashvili said: “This Summit makes clear the importance of collaboration, as well as the vital role funding tourism and

harnessing the power of innovation will play in building a more resilient and sustainable tourism.”

The Summit will culminate in the ‘Barcelona Call to Action’, a statement of intent signed by governments, destinations and businesses outlining a shared vision for a greener, more inclusive and resilient tourism, citing the sector’s potential contribution to the Sustainable Development Goals and the shift to net-zero.

At the Summit, tourism leaders gave their opinions on the future of the tourism industry, including: Sustainability, Connectivity, Opportunity, Innovation and Diversity. In which, the most interested solutions included tourism recovery after the COVID-19 pandemic, restarting tourism, supporting tourist businesses and workers, training of human resources, digital transformation, sustainable tourism development in the future.

Travel Daily News

Centre holds symposium to boost film tourism in India

By Mrityunjay Bose

The government hopes that this will create jobs and boost the economy of the respective destinations.

To boost film tourism in Mumbai and across India, the Centre organized a symposium on Film Tourism at Mumbai’s Taj Lands End on November 8, 2021 aimed at furthering the government’s goal of establishing domestic spots as preferred filming destinations.

The government hopes that this would create jobs and boost the economy

of the respective destinations.

Several destinations where popular domestic and international cinemas have been shot have gained in terms of tourist influx, and cinema has in recent years emerged as a powerful tool for the development and promotion of destinations. Recognising the potential of films in promoting tourism, the symposium sought to reach out to the tourism industry in terms of the opportunities available in the states for conducting film shootings.



Representative image. Credit: iStock Images

Ministry of Tourism's Secretary Arvind Singh, Ministry of I&B's Secretary Apurva Chandra, Additional Director General, Ministry of Tourism Rupinder Brarm and Head, Film Facilitation Office, National Film Development Corporation of India (NFDC) Vikramjit Roy addressed the gathering.

States including Maharashtra, Gujarat, Jammu and Kashmir, Rajasthan, Madhya Pradesh, Chhattisgarh, Karnataka and Tamil Nadu made brief presentations. Producer associations

provided inputs on the factors that would encourage filmmakers to shoot in various locations in the country.

"This will be followed by an interactive session among states, industry associations and the Union Secretaries of Tourism and I&B," officials said.

Producer trade associations and film chambers of commerce from across the country took part in the symposium.

Deccan herald

NSW launches new \$10 million tourism campaign encouraging post-pandemic travel

By Paige Cockburn



The advertisement highlights the state's natural beauties such as Mahon Ocean Pool at Maroubra.



The campaign is the biggest of its kind in the last decade. (Supplied)

A \$10 million tourism campaign has been launched by the New South Wales (NSW) government ahead of international travel restrictions easing in November 2021.

The new campaign comes after almost two years of economic shocks to the tourism industry, which is the state's second largest service export.

The 'Feel New' campaign is the largest tourism marketing venture the state has entered in the last decade and will be seen on TV, print, outdoor billboards and social media.

Tourism Minister Stuart Ayres said it would be used for many years to come internationally and domestically.

"This is not just a call to action campaign ... this will continue to evolve," Mr Ayres said.

Mr Ayres said the campaign differed to others that were more about just "getting bums in seats".

"What we haven't seen in the last 10 years is a 'brand campaign', which looks at what happens when you come to NSW," Mr Ayres said.

"We know the world is a little bit different but we want to feel new, we want to feel refreshed ... energised and that's exactly what this campaign does."

The advertisements put less attention on the iconic Sydney landmarks such as the Harbour Bridge and Opera House and showcase more natural experiences, including learning about

native tucker with an Indigenous guide.

Premier Dominic Perrottet said the campaign, which was started before the pandemic hit, has been finished at the "perfect time".

In mid-October, the Premier announced fully vaccinated people from overseas would be able to travel into NSW without entering mandatory 14-day hotel quarantine.

Initially, only Australian citizens, residents and their families will be eligible for quarantine-free travel through Sydney.

"The news that we removed hotel quarantine wasn't just news that had other states around the country relax their restrictions, but that news went global," Mr Perrottet said.

"The reality is when people think of Australia, they think of New South Wales, they think of Sydney."

On November 1, people from Greater Sydney would also be able to travel into the regions for holidays and Victorian residents who are vaccinated will be welcomed back.

In the week of October 18, the Queensland government also announced their exit roadmap, which would see borders open to fully vaccinated people from NSW on December 17.

"We know the borders aren't open right now but we know people are making decisions, they want to travel and they are starting to research where they are travelling ... we want them to think about New South Wales," Mr Ayres said.



The advertisement highlights Indigenous experiences to a global audience. (Supplied)



The ad uses a local cover of Nina Simone's classic 1965 song 'Feeling Good'. (Supplied)

The campaign is part of a recently announced \$500 million tourism package that also includes \$50 “Stay and Rediscover” accommodation vouchers.

Part of the campaign budget was used to buy the rights to use Nina Simone’s 1965 song ‘Feeling Good’, which was re-recorded by local singer Azure Ryder and producer Breathe.

The Bangarra Dance Theatre were also commissioned to perform in the TV spot, which showcases the Blue Mountains, the Snowy Mountains, the outback, Darling Harbour, Mahon Ocean Pool, Mungo National Park and Sydney’s

northern beaches.

There will be another advertisement that focuses specifically on Sydney, particularly the hospitality industry.

The tourism sector in NSW employs more than 300,000 people, generates more than \$38 billion in economic activity and expenditure and the government aims to take that to \$65 billion by 2030.

The state’s infection rate continues to remain stable, with 296 locally acquired COVID-19 cases recorded from 66,740 tests on October 23, 2021.

Four men died in the reporting period — two in their 60s, one in his 70s and one in his 80s.

Three men were not vaccinated and one man had received two doses of a COVID-19 vaccine.

There are currently 480 COVID-19 cases admitted to hospital, with 119 people in intensive care, 67 of whom require ventilation.

To date, 93 per cent of people aged 16 and over have had their first dose of a vaccine and 84.4 per cent are fully vaccinated.

ABC News

Sri Lanka gets ready for MICE tourism in pandemic era



File photo – Tourists on the Southern coastline

Sri Lanka’s tourism sector is equipping itself to safely re-enter the meetings, incentives, conferences and exhibitions (MICE) market as the country opens for tourism amid a Coronavirus pandemic.

Sri Lanka Convention Bureau (SLCB) with the Sri Lanka Association of Professional Conference Exhibition & Event

Organizers (SLAPCEO) has conducted a virtual training for over 100 hoteliers which included representatives from regional hotels.

Hoteliers were trained on issues that have been faced by the travel, tourism and the event organizing sector, and on how to organize events in post-COVID-19 pandemic adhering to health guidelines, a Tourism Promotion Bureau statement said.

Senior hoteliers with experience in handling business travellers had shared their knowledge in the program

General Manager of Cinnamon Hotels Kamal Munasinghe had shared knowledge on taking care of business delegates and handling attendees at conferences and events

President of SLAPCEO, Imran Hassan, had explained how to hold, hybrid, physical and virtual events and conferences.

General Manager at Aitken Spence Travels Ltd., Sajith Wijenayake had spoken on the art of creating incentive travel.

The panel also included Christopher Zappia, Cluster Commercial Director of Hilton Hotels. Zappia had spoken about ways to attract event business to Sri Lankan hotels.

Economy Next

Indonesian tourism ministry partners AXN Asia to lure tourists with original TV series

By Deepa Chevi



The Ministry of Tourism and Creative Economy (MOTCE) of Indonesia has partnered AXN Asia, owned by KC Global Media Asia, to launch an original TV and digital series, AXN Ultimate Challenge Indonesia. Minister Sandiaga Salahuddin Uno from MOTCE said that the ministry hopes to introduce Indonesia's destinations - Labuan Bajo, Mandalika and Bali in particular - and get viewers interested to visit the country.

The series consists of six 15-minute episodes that highlight Indonesia's diverse cultures, gastronomic delights, and wonders of nature; as well as activities visitors can take part in such as surfing, snorkelling, flyboarding and paragliding. AXN Ultimate Challenge Indonesia follows Indonesian celebrities Afgansyah Reza and Isyana Sarasvati, and their partners, as they journey through the three iconic islands and take part in challenges that put their minds, brawn, and social media prowess to the test.

George Chien, co-founder, president and CEO of KC Global Media Asia, said that the series demonstrates AXN Asia's continued commitment to Asian original productions across multimedia platforms to put Asian personalities and destinations in the spotlight.

"Indonesia is one of the Asian countries with diverse landscapes and cultures, offering exciting and unique adventures. Our partnership with the Ministry of Tourism and Creative Economy of Indonesia provides us with greater opportunities to showcase the picturesque sceneries of Indonesia," he added.

AXN Ultimate Challenge Indonesia premiered on AXN Asia every Thursday and Friday, from 25 November 2021, and streamed on AXN Asia's YouTube channel every Saturday, from 27 November 2021.

Additionally, viewers can take part in the AXN Ultimate Throwback Challenge from 25 November to 13 December and stand a chance to win a DJI Osmo Pocket 2, a three-axis stabilized handheld camera. Viewers will simply need to share their fondest memory of their favourite destination in Indonesia on social media. The participant with the most heart-warming memory will be selected will be selected as the winner and be crowned AXN Asia's Ultimate Travel Insider of Singapore.

AXN Asia's Instagram account will also include posts of unaired scenes from the series, as well as stories of everyday Indonesians in the islands including Ni Komang Trisa Dewi, who has been working as a guide at the Bali Turtle Conservation for the past two years because of her deep love and dedication to rescuing injured turtles, and Bobby Hanafi whose passion for preserving the rich culture of Sasak Village has journeyed him from a guide in 1996 to the current day village manager. **MARKETING-INTERACTIVE** has reached out to AXN Asia for additional information.

Meanwhile, on an industry level, Traveloka had also reportedly partnered with over 27,000 of its business partners earlier in March to hold a mega sale, aimed to revive the tourism sector in Indonesia. Quoting VP of market management accommodation at Traveloka, John Safenson, Kompas said the sale was an opportunity to help its business partners boost sales, as well as encourage consumers in Indonesia to keep travelling and purchasing travel and lifestyle products. The sale consisted of travel and lifestyle products that were heavily discounted, some even up to 80%.

Separately, the Singapore Tourism Board (STB) called for a PR pitch in Indonesia in October 2021. The appointed agency shall provide PR consultancy services for STB Indonesia for a period of two years from 14 January 2022 to 13 January 2024. The overall budget of the Request for Proposal (RFP) is estimated at a range of Indonesian rupiah (IDR) 5,171,595,993 to IDR 6,464,494,991, inclusive of taxes and out-of-pocket expenses. According to the tender, the scope of the appointment will be focused on tourism recovery. The appointed agency will assist STB Indonesia in PR efforts to prepare for tourism recovery, with the objective of maintaining Singapore as the top of mind destination of Indonesian travellers.

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