

CONFEDERATION OF ASIA PACIFIC CHAMBER OF COMMERCE AND INDUSTRY

Breakout Session: Asian Council on Tourism

October 22, 2008, 14:00-15:30

Champagne Salon, Manila Hotel

I. The Chairman of the CACCI Council on Tourism, Mr. Prema Cooray of Sri Lanka called the meeting to order.

In his welcome remarks, Mr. Cooray said that the current financial turmoil sweeping markets all over the world will have an impact on the world tourism trend these coming years. However, he noted that one positive impact of this is that oil prices will definitely go down, a thing that will be good for industries. He still cautioned, though, that people will still not be willing to spend their hard-earned money and banks will not be willing to source funds. These factors, he said, will have a major impact on travel, a basic component of tourism.

Mr. Cooray gave a background on the Asia Pacific tourism trends and developments. Among the things he mentioned included the following points:

- The Asia Pacific region is one of the fastest growing regions for tourism with 9-12% growth.
- Southeast Asia is one of the prospective tourism contributors to this trend.
- The Asia Pacific region, according to major analysts, is poised to do well in the coming years as far as tourism is concerned.
- India is a critical country for tourism, thus it has to rise up to the challenge

Mr. Cooray then asked the three speakers to give their respective presentations.

II. Presentations by the Resource Persons

A. **Mr. Samie Lim**, PCCI Vice Chairman and in charge of the Tourism sector, gave a presentation on the Philippine Chamber of Commerce's Tourism Biztour 5 Program. He said that the overarching goal of the Biztour Program is to achieve \$5 billion in tourism receipts, 5 million jobs, 5 million international tourists, \$5 billion annual tourism revenue.

1. Mr. Lim explained that to achieve the goal, they have used the Five A approach. He said that the government sector is a vital component of strengthening public-private partnership, the 5As of Arrival (strengthening of air and sea transportation), Access (roads and infrastructure development), Accommodations (hotel, motel and bed and breakfast outlets), Attractions (tourist spots) and Activities (recreation, medical tourism and education).
2. He mentioned that for tourism to flourish, travel agencies and tour operators must work hand in hand accordingly their plans and new developments for them to be able to support the industry in encouraging tourists to visit their countries.
3. The power and water supply, and media and telecommunication industries must also be developed because tourists are not only looking for nice places to visit, but they are also keen on the viability of staying long and actually feeling safe and comfortable in a country that they will visit.
4. Mr. Lim voiced out the potential of the medical industry in helping tourism. He said the medical tourism industry is already on its prime in the Philippines, having

the best medical practitioners in the country facilitating world class procedures for half of the price in most countries, especially in the West.

5. Lastly, Mr. Lim said that the vision of forwarding tourism would be moot without the coordination of the local government.

B. Director Chang Fu- Nan of the Taiwan's Visitors Association discussed the timeline of Taiwan's development in the tourism industry.

1. In the 1950s to 1960s, Taiwan's notion of tourism was very conservative, and was just concentrated on the local industry. It was just on the last leg of the 1990s on to the new millennium that Taiwan realized the pressing need of developing their tourism industry or they will play catch-up with the rest of their Asian neighbors.
2. Director Chang Fu- Nan introduced the Taiwan Touch The Heart program, stressing the different activities that await potential tourists in Taiwan. For 2009 and beyond, Taiwan would still continue to develop new images of their tourism to be able to compete with the ever-changing trends in this competitive industry.

C. Mr. Cooray of Sri Lanka described the Sri Lankan tourism industry to be on a 40-year rollercoaster ride. He discussed how the tourism industry in Sri Lanka has impacted on the livelihood of the people whether directly or indirectly. He said that almost 970,000 Sri Lankan people are dependent on tourism.

Mr. Cooray opened the floor for discussion.

III. Open Forum

- **Mr. Kazuo Nishitani**, Manager, International Division of Japan Chamber of Commerce and Industry, observed that in Japan, both the government and private sector strive to promote tourism with the aim of establishing Japan as a tourism nation.
 1. The government developed the Tourism Nation Promotion Basic Plan based on the Tourism Nation Promotion Basic Law, and works to boost various forms of tourism, including domestic and international tourism, cross-regional tourism, and "new tourism." In the private sector, in addition to the efforts of the tourism industry, chambers of commerce and industry throughout Japan are strengthening their initiatives to boost tourism in their respective regions. Chambers are doing so primarily by promoting inbound travel, industrial tourism, and other forms of new tourism as well as by improving the level of hospitality.
 2. These efforts have been steadily yielding results, one of which is the increasing likelihood that Japan will meet its goal for inbound tourism: that is to say, "10 million international visitors in 2010." Both the government and the private sector intend to further enhance their efforts going forward.
 3. Among other goals, the Japan Chamber of Commerce and Industry aims to "increase international exchanges through tourism by promoting inbound and outbound travel" in the medium-term action plan adopted this year.
 4. Tourism is considered to be a powerful tool to bring peace and prosperity to the international community and individual nations

through such effects as increased in flows of people and international exchanges. It is also an effective measure for stimulating regional economies.

5. In the future, along with the efforts of tourism-related companies and organizations to promote tourism, chambers of commerce and industry are expected to contribute to the enhancement of tourism promotion in CACCI member states. This will be achieved chiefly by presenting their tourism promotion projects as well as national tourism promotion policies at CACCI-related conferences from the perspective of regional economic development.

- The forum noted that there should be definitive studies in emerging markets.
- On the status of medical tourism in Asia, Dr. Cooray said that the problem with medical tourism is that it is heavily tied up with insurance and that only a few Asian hospitals are accredited.
- On the status of CACCI Asian Council on Tourism, Dr. Cooray replied that the Asian Council on Tourism is loosely organized as of the moment and is willing to accept any interested members.

IV. With no time left for further discussions, Mr. Cooray adjourned the meeting.

Report submitted by:

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