

The ADB logo is a dark blue square with the letters 'ADB' in white serif font.

ADB



Department  
for International  
Development

# Tourism: Global and Regional Outlook

Regional Technical Assistance Project: Sustainable Tourism Development in the Central Asia  
Regional Economic Cooperation Region

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Regional Inception Workshop  
3-4 December 2019



9steps corporation

# OUTLINE



Travel and Tourism- Global Trends

CAREC Region- Key Tourism  
Highlight

CAREC Tourism Competitiveness  
and Outlook

# GLOBAL TRAVEL AND TOURISM: KEY TRENDS

- Tourism Industry has emerged as a fast-growing sector
- International arrivals growth averaged 4.2% over past 2 decades
- Asia- pacific arrivals expanded by 6.3% - above world level
- Growth in emerging economies was higher than the advanced economies



# GLOBAL TRAVEL AND TOURISM: KEY TRENDS

- **Global inbound spending** on tourism reached \$1.3 trillion – up by about 2.5 times since 2000

- **Tourism Spending by Type-2018**



Leisure travel **78.5%**

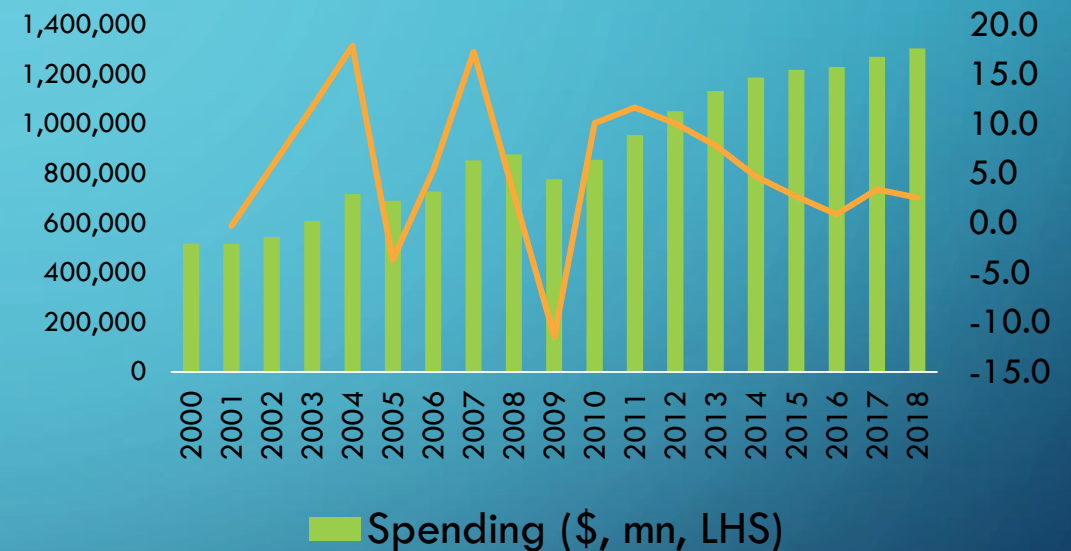


Business travel **21.5%**

❖ Domestic Visitors **71.2%**

❖ Foreign Visitor spending **28.2%**

## Inbound Tourism Total Expenditure



# TRAVEL AND TOURISM: GLOBAL TRENDS 2018

## ❑ Contribution to world GDP

\$7.1 tn 2013

**\$8.8 tn** 2018    **10.4% of world GDP**

**\$13.0 tn** 2029 (F).

Tourism grew faster than total world GDP growth in 2018

|                  |             |
|------------------|-------------|
| World GDP        | <b>3.2%</b> |
| Travel & Tourism | <b>3.9%</b> |

## ❑ Contribution to Employment

\$281 mn 2013

**\$319mn** 2018

**\$420 mn** 2029 (F).

Tourism has 1 out of 10 of total jobs 2018  
1 out of 5 new jobs created in past 5 years

## ❑ Export

**Tourism 3rd largest in world exports** after chemicals and fuels in 2017

**Tourism Export Revenue** grew Faster than Merchandise Exports in past 7 years

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## ❑ Capital investment (by private sector)

\$750 bn 2013

**\$941 bn** 2018

**\$1,490bn** 2029 (F).

# WHAT IS DRIVING TOURISM

## Key Drivers

- Growing Purchasing Power
- Increased Access/  
Connectivity
- Enhanced Visa Facilitation
- Digital Technologies
- Innovative Products

## Travelers' preferences

Traditional tourism for adventure, culture, event, business and city specific tourism are influenced by new desires and needs

- Travel to change
- Unique experience
- Travel for social media
- Health and sports



# WHAT IS DRIVING TOURISM

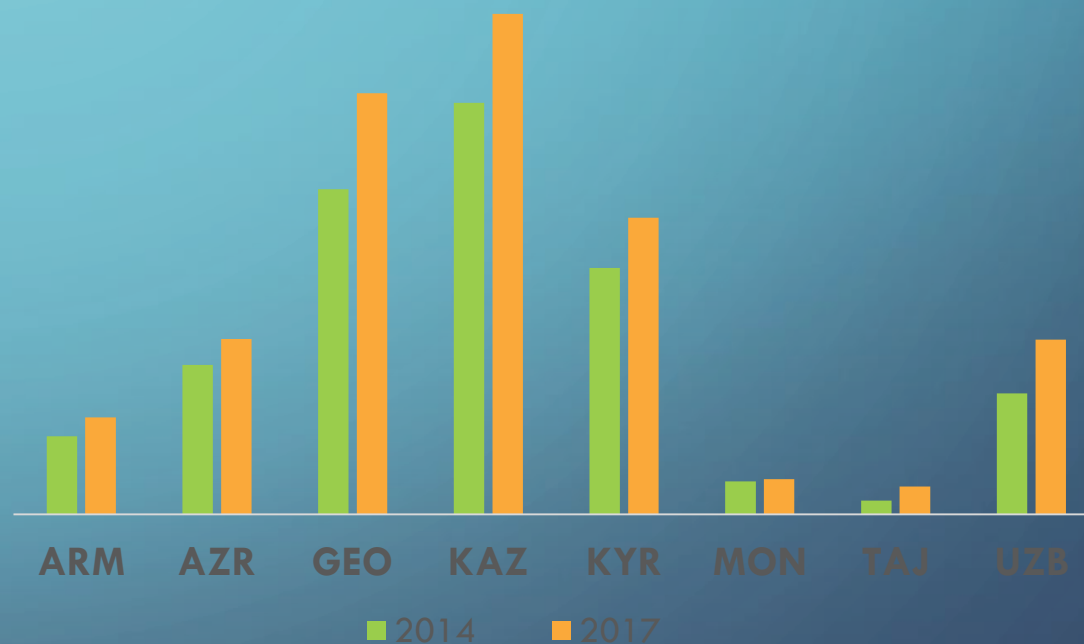
## Connectivity has brought Convenience and Confidence

- **Digital Technologies** with real time online solutions
  - Online bookings and E-Payments for accommodation, air travel, local transport. etc
  - E-Visa Facilitation
  - Social Media and Websites for information and marketing
- **More Affordable Options** - budget Airlines, Bullet trains, Airbnb, Uber



CAREC  
COUNTRIES:  
TRENDS in  
SELECTED  
TOURISM  
INDICATORS

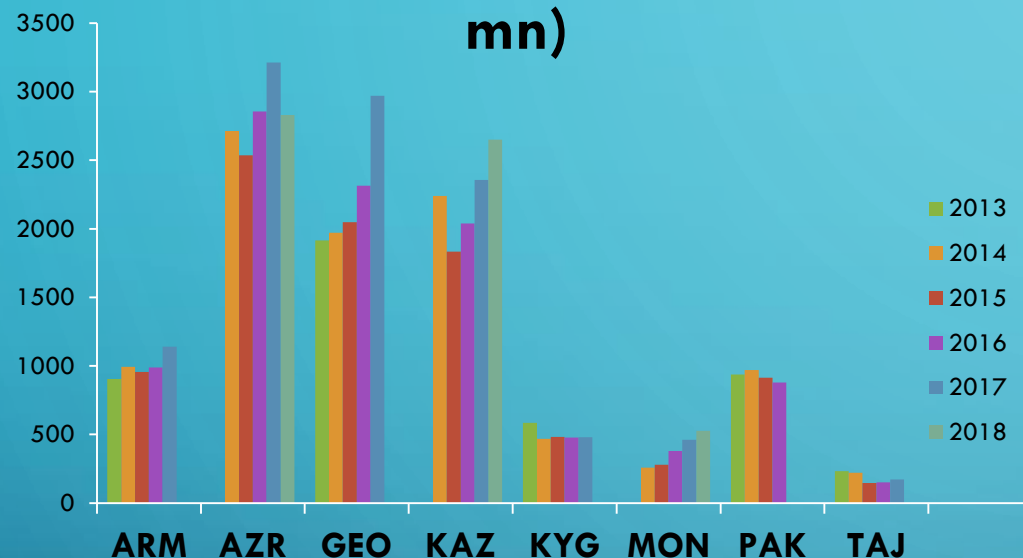
## Total international Arrivals 2014, 2017 (' 000)





# CAREC COUNTRIES – TRENDS IN SELECTED INDICATORS

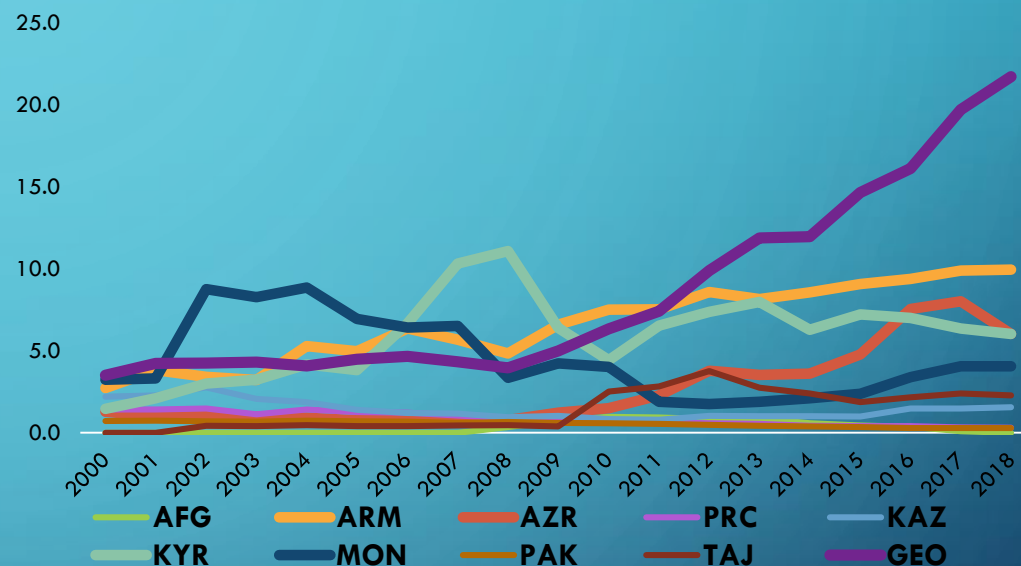
## Total Inbound Expenditures (\$ mn)



**In absolute terms**

Azerbaijan, Georgia, Kazakhstan among high recipients

## Tourism Spending % of GDP

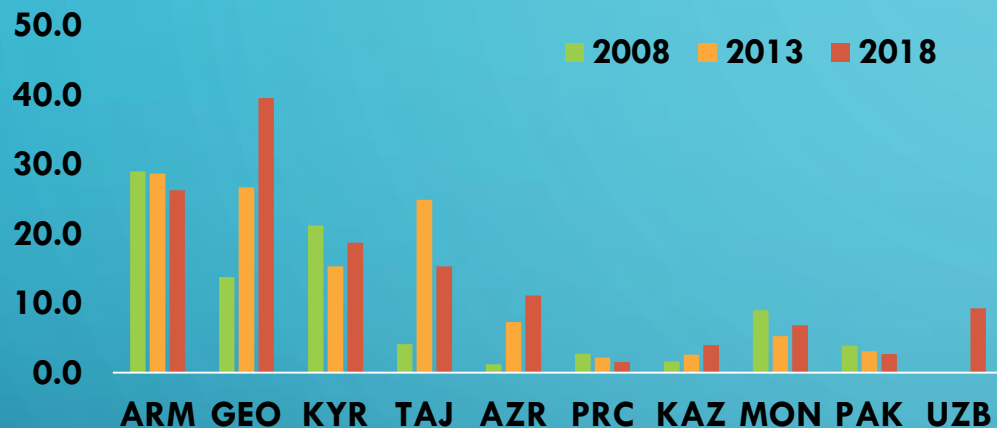


**As share of GDP**

Georgia, Armenia, Azerbaijan, Kyrgyzstan have higher shares

# CAREC COUNTRIES – TRENDS IN SELECTED INDICATORS

**Inbound Spending: % of Total Exports (G&S)**



- ❑ Armenia, Tajikistan, Kyrgyzstan among have high share of tourism exports

Source: World Tourism Organization (2019), Compendium of Tourism Statistics dataset [Electronic], UNWTO,.

**Tourism: (%) Share in Total Employment 2018**

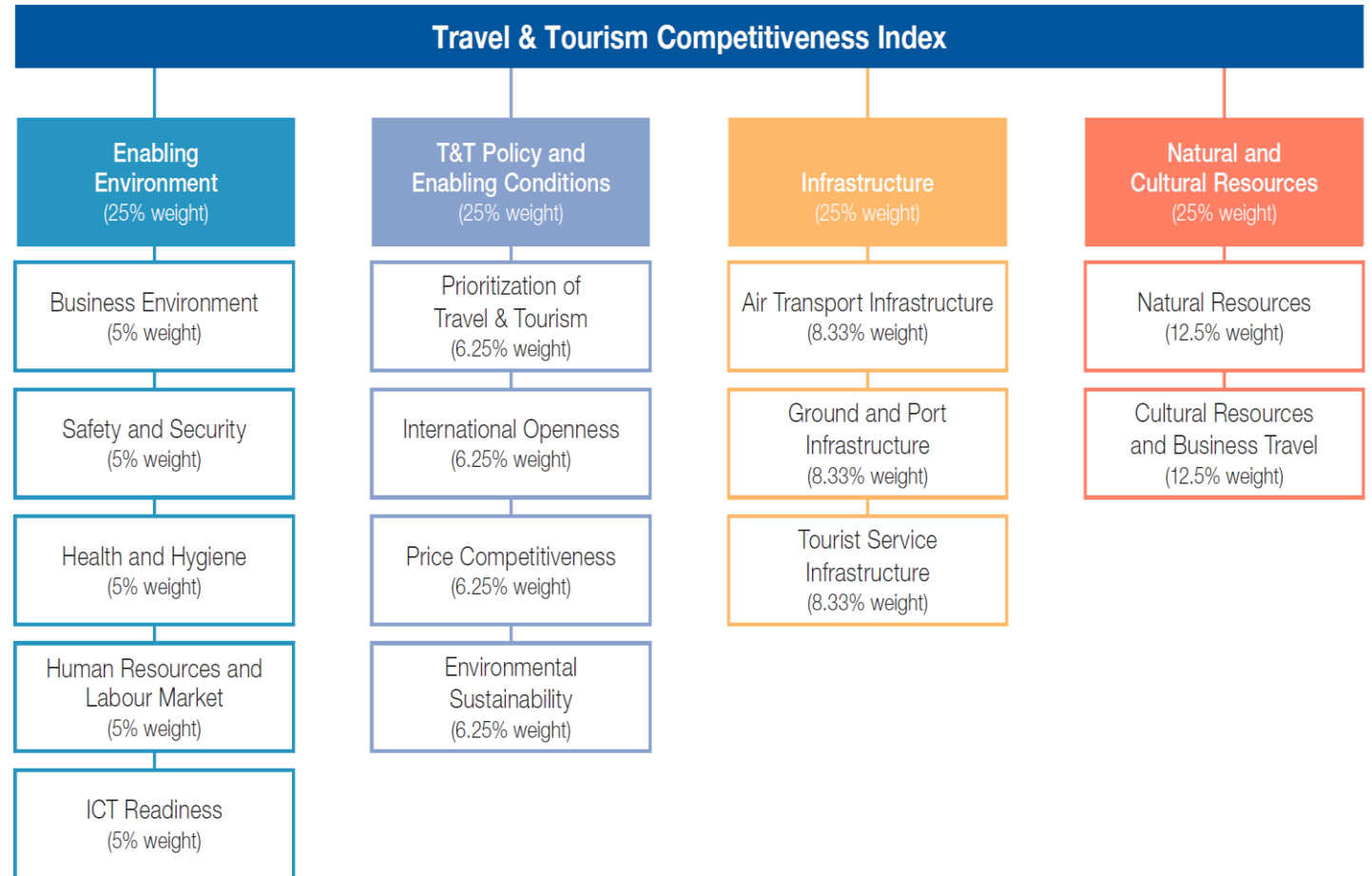
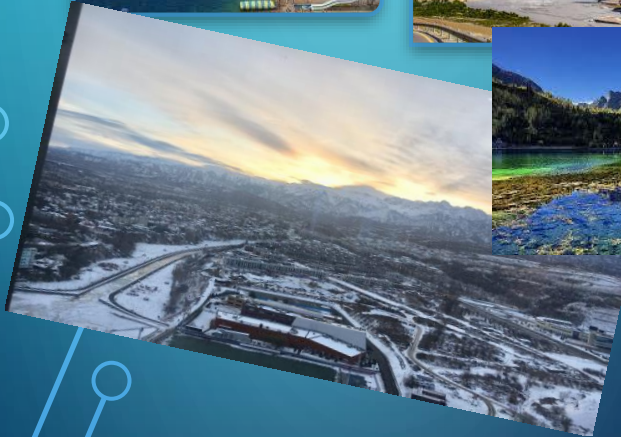


- ❑ Georgia has the highest share of tourism in employment while Armenia Mongolia Azerbaijan and China follow
- ❑ Indirect employment creation is nearly twice this level.

# CAREC Travel and Tourism Competitiveness Index 2017, 2019



# TOURISM COMPETITIVENESS – WHERE DOES CAREC STAND



# CAREC TTCI performance and tourism trends

- China clearly an outlier and best performer on various sub- indicators

Ranks No. 1 in Cultural resources , No 4 in natural resources 24 in human resources and labor markets

- Georgia scores high on 7/13 sub-indicators

Business Environment, safety and security, health and hygiene, prioritization of tourism, price competitiveness as well as on ICT readiness, Environment sustainability

- As tourism grows the world over, improvements in competitiveness, well planned tourism management and carrying capacity of destinations, can translate comparative advantage into economic benefits



# CAREC: Regional Cooperation in Tourism







THNAK YOU