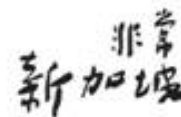




ANTOR Tourism EDB Seminar (Short Haul) -- 4/5  
 ANTOR Tourism EDB Seminar (Medium and Long Haul) -- 21/5



# Definition

- In aviation, the **flight length** is defined as the time airborne during a flight.

Short-haul flight:	<3 hours
Medium-haul flight:	3 to 6 hours
Long-haul flight:	>6 hours

# Market Overview

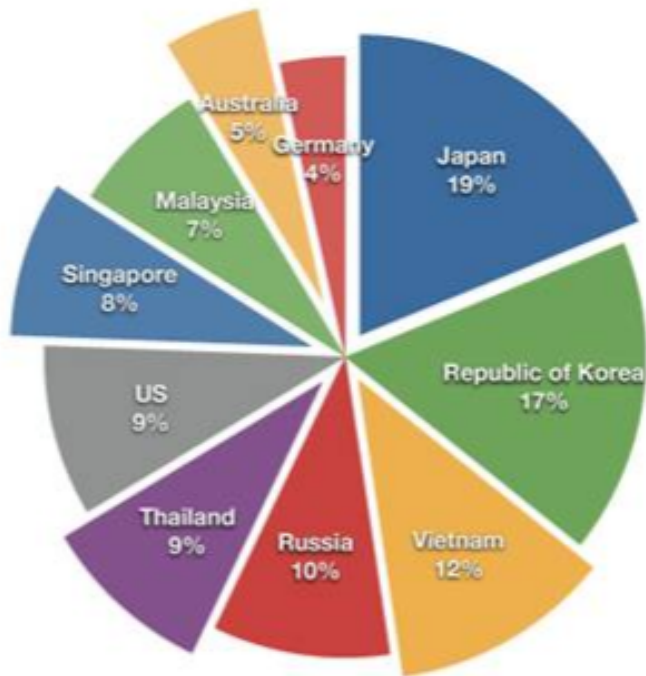
Based on the published survey of Euromonitor International

- **Short-haul travel will continue to dominate tourism in Asia for the next 10 years**
- **Price, familiarity and changing consumer lifestyles all benefit short-haul**
- **Industry developments support short-haul growth**
- **Long-haul travel developing as Asians grow in confidence**

# Inbound, Outbound, domestic Travel

- the number of visits abroad by the Chinese (outbound) reached 47m, 5m more than the number of foreign visitors to China (inbound).
- 1.6 billion trips domestically

Popular Destinations for Chinese Travelers, 2007



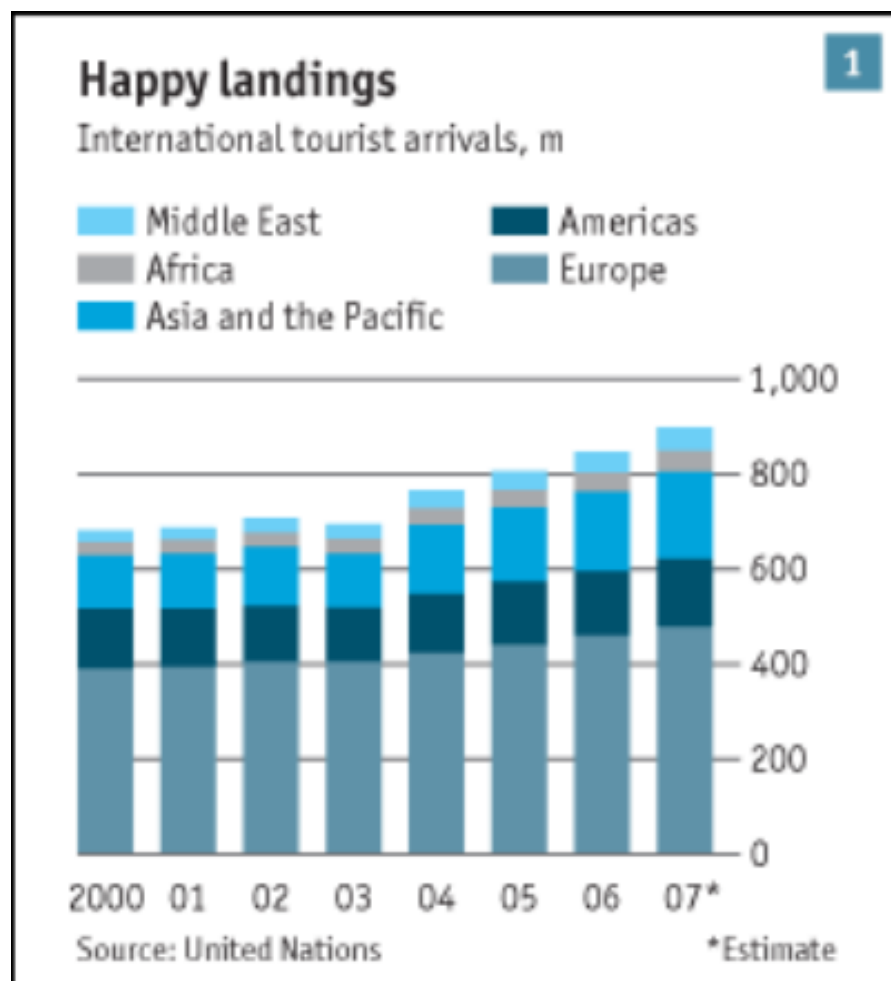
- the hottest China tourist attractions

# Tourism as pillar industry

- WTTC claims that travel and tourism is the world's biggest industry in terms of its contribution to global GDP and employment
- Global travel and tourism will account for \$5.9 trillion of economic activity in 2008, or about 10% of global GDP, employing 238m people. It expects employment to rise to 296m in the next decade.



# Tourism Growth



- According to the UNWTO, international tourist arrivals grew by 6% last year, to 900m

# Introduction to the **National Tourist Office**

# Roles of National Tourist Offices

- A National Tourist Office (NTO) , also known as NTA (Administration), NTB (Bureau), is the central governmental body responsible for advising and liaising any public policies addressed to the travel and tourism interests of a nation, as well as promoting the country as a desirable travel destination.
- No single model exists regarding the role of an NTO, factors that determine structure and function:
  - macro-economic policy of a country
  - type of economy – free enterprise? State planned?
  - framework of public administration – assignment of responsibility



# Roles of National Tourist Offices

- various institutions (public, private, voluntary) that are involved in tourism development, promotion, distribution, operation or education
- compelling national interest and government priority assigned to the pursuit of travel and tourism goals
- WTO: *“the central role of the NTO should be to ensure that the country will **benefit to the maximum extent** possible from the social contributions of tourism”*

# Roles of National Tourist Offices

- E.g. growth in GDP, foreign exchange earnings, tourism employment, protection of cultural heritage, promotion of cultural and social values or preservation of natural environment for the enjoyment of generations
- In Hong Kong, the “NTO” has, until the establishment of the Tourism Commission in 1999, always been in the hands of the Hong Kong Tourist Association. Now it is the TC which is the policy department and the HKTB as the marketing and promotional arm of tourism

# Roles of National Tourist Offices

- The NTO seldom has all the power and authority it requires to implement the goals and policies – must often be one of persuasion, compromise and coordination with other agencies within government administration and private sector
- In HK, the role of the then HKTA has always been a collaborative stance with their members, as the Association was not vested with a lot of authority – this is perhaps **quite different from NTOs of other nations around Asia.**

# Other Types of Tourist Offices

- Provincial Tourist Office – e.g. Guangdong Provincial Tourism Bureau, Bavarian Tourist Office
- City Tourist Offices, e.g. London Tourist Board, Seoul Tourist Office
- N.b. HKTb and MGTO are essentially city tourist offices functioning as an NTO.

# Tourism Goals, Objectives and Policies

- Tourism policies not often understood nor accepted by the industry – often seen as over-regulated and under supported by government
- Not the job of the govt to promote tourism for its own sake for to improve lives of citizens
- Goals may encompass both domestic and int'l concerns – domestic revenue = redistribution of national income; international revenue = export income contributing to balance of trade and multiplier effect



# Tourism Goals, Objectives and Policies

## **Domestic Goals and Objectives:**

- national cohesion and identity
- public understanding of national institutions and political responsibilities of citizens
- public health and well-being
- balanced economic growth/redistribution of national income
- public respect for the environment
- preservation of regional and minority traditions
- protection of the rights of the individual to leisure time for recreation and tourism activities



# Tourism Goals, Objectives and Policies

- to protect and preserve the historic, cultural including minority foundations of the region as a living part of community life and development and to ensure future generations an opportunity to enjoy the rich heritage of the region. To ensure the compatibility of tourism, recreational, and national interests in energy development and conservation , environment protection and judicious use of natural resources
- protection of the rights of the individual to leisure time for recreation and tourism activities

# Tourism Goals, Objectives and Policies

## **International Goals and Objectives:**

- increase export earnings
- economic development through foreign investments in tourism enterprises and jobs creation
- increased national income and more tax revenue
- expand infrastructure to serve foreign visitors and community needs
- closer ties with citizens abroad as expatriates
- favourable foreign public opinion and greater understanding of the nation's accomplishments

# Tourism Goals, Objectives and Policies

- preservation of the nation's cultural heritage
- strength diplomatic ties with other nations
- promoting international understanding and contributing to peace
- Because mass tourism is relatively recent phenomenon, most NTOs are late arrivals, comparatively speaking, on the governmental scene and are less powerful and less accepted than the traditional departments in government that deal with the affairs of state, health and welfare, labour, education, justice, defense etc.

# Tourism Administration and National Interest

- In national priorities, tourism is especially vulnerable – its negative impact on important national interest, such as environmental quality, fuel conservation, wildlife preservation etc. is very visible, while its positive impacts such as economic stability, employment, public health etc. are either not visible or undocumentable
- Ambiguous status of NTO is a reflection of the industry itself – highly fragmented, comprising of more than 30 industries each with its own trade association – difficult to speak with one voice or

# Typical Tourism Office Functions

WTO separates NTA functions under 5 headings:

1. General Administration of Travel and Tourism
2. Planning and Investment
  - \* Physical planning at national level
  - \* Economic planning
  - \* Planning social aims
  - \* Tourism area development
  - \* Financing of tourism infrastructure
  - \* Financing of tourism accommodations

# Typical Tourism Office Functions

## 3. Research and Statistics

- \* Collecting tourism and travel statistics
- \* Research on tourism
- \* Tourism market surveys

## 4. Vocational Training

- \* Administrative and planning activities
- \* Operating training schools
- \* Organising training courses
- \* Producing handbooks for training schools



# Typical Tourism Office Functions

## 5. Promotion

- \* Advertising
- \* Public Relations
- \* Promotional material
- \* Fairs and Exhibitions
- \* Familiarisation tours
- \* Organising of seminars for trade
- \* Operating information offices

# More Notable Functions

## FLOW OF RESEARCH DATA

- The NTO coordinates tourism research for the area – information on origin of visitors. Length of stay, type of accommodation used, and expenditures on different tourism products are collected and disseminated to members of the organisation. This information helps the NTO to evaluate trends and develop marketing strategy and also provides valuable information on hospitality and travel businesses

# More Notable Functions

## REPRESENTATION IN MARKETS

- The NTO often has offices in major markets. These promote the country within the market. The promotion comes in the form of advertising with response mechanisms, such as advertisements in travel magazines featuring a toll-free number to call for additional information. Respondents receive a tour manual. The office also answer question from prospective visitors and facilitate the development of distribution linkages. They also serve as important sources of information about trends in the market

# More Notable Functions

## ORGANISATION OF WORKSHOPS AND TRADE SHOWS

- The NTO facilitates the interaction of tourism with members of the distribution channels, such as travel agents and wholesalers. In addition to developing workshops, the NTO purchases space at major travel shows and invites travel industry members to participate in the booth, either by displaying material or having a physical presence. This saves the member the cost of purchasing an individual booth

# More Notable Functions

## FAMILIARISATION TRIPS

- The NTO develops familiarisation trips for key members of the distribution channel and travel writers
- For the travel trade, the objective is to gain first hand information about the products and services of the destination to facilitate sales
- For the media, their positive reportage on the destination would represent a most cost-effective alternative to advertising with added credibility

# More Notable Functions

## PARTICIPATION IN JOINT MARKETING SCHEMES

- Some NTOs provide cooperative advertising support to help members promote to selected markets. The British Tourist Authority for example helps to support British Airways advertising in the United States. It is hoped that these advertisements will develop additional tourists for Britain, thus helping the British hospitality and travel.



# More Notable Functions

## SUPPORT FOR NEW OR SMALL BUSINESSES

- NTOs may provide support for new products and small businesses that are important to the overall tourism of that area. For example, rural tourism, regional festivals and bed and breakfast accommodations are often promoted by NTOs.

# More Notable Functions

## CONSUMER ASSISTANCE AND PROTECTION

- NTOs assist the consumer by providing product information. For example, in some countries there are classification schemes for lodging accommodations. These are designed to educate travellers concerning types of available lodging. Sometimes NTOs influence the design of lodging brochures and menus appropriate for a particular market segment

# More Notable Functions

## GENERAL EDUCATION

- NTOs conduct conferences and courses to educate travel industry providers from their nation to understand the needs of foreign markets
- To accomplish this, NTOs will ask their overseas-based directors to come back to the country from time to time to give presentations to the travel trade regarding their market regions and individual markets