



Concept Paper: Regional Tourism in the prospect of Marketing Promotion

1. Introduction

The significant of world traveler's impact to world economy will influence never before. New found economic freedom of china, economic success of middle class of the India will change the tourism statistic to trend which will not witness in the history of human history. Marketing communication of the tourism industry will give equal competition to the world Fast Moving Consumer Goods (FMCG) marketing communication budgets. The level of economic integration among the world trading blocks will be defined as world tourism regional blocks which will be forced to be reckoned. In the context of the geographical demarcation of the tourism industry which is directly correspondent to the global international arrivals by region visited.

Year	2005	2006	2007	2008
Europe	443.9	468.4	487.9	489.4
Americas	133.1	135.8	142.9	147
Asia& Pacific	156.2	166	182	184.1
Africa	36.7	41.5	45	46.7
Middle East	28.4	40.9	46.6	55.1
World	808	853	904	922

Source: International Tourist arrivals by region, 2009.

In the long term trend analysis that World Tourism Organization is very much positive that international arrivals will increase to annual of 1.6 Billion Tourist and spending will reach \$ 2 Trillion. (2020) the changes of traveler's landscape will be change in the key parameters

- a. Demographics (People)
- b. Economy (Places)

c. Culture (Desire)



Considering the Demographics it would be the retiring employee which will change demand for different services and goods in destinations. This segment will lead by economically developed which will concentrate on lifestyle pleasure driven trend.

Economics driven demand will be middle and upper middle classes of Brazil, Russia, India and China. The need of them not for the traditional product and much do with modern traveler who look at "Experience seeking" opportunities of destinations.

The excess cash of new giants of the travel world will create their desire for experiencing new culture which will have direct demand for heritage, eco products. Tourism is developing faster than world average 4.1% In South Asia it is 11%. This moment will average in 2020 as at 6.2%. (Without considering economic meltdown which has change demands push and average growth in negative growth.)

The need of regional cooperation is absolutely necessary considering above mentioned conditions. It's very much important that regional cooperation to keep each destination for future considering world tourism forecast in mind. The amount tourist will be in billions and mass tourism will have negative impact on the region. Thereby it very much needs to relook at the individual marketing strategies and bottom line revenue model. The destinations marketability will depend on the protection of environment sustainability, cultural sensitivity, and social inclusive tourism. In bigger picture, these induce the economic growth and reduce the poverty in the region.

Asia region has oldest civilizations which span more than 5000 years in human history. This endowed with rich culture and natural resources. The heritage inherited by the region recognized by the UNSECO and more UNSECO sites could be found in years to come. The region is blessed with

world longest beaches, world's largest collection gene pool, and highest mountain range and bio diversity hotspot etc. On the same time it could consider as world leading spiritual center which has given to fundamentals of mediation, Yoga, Auyweda. The diverse human anthology of arts, languages, and traditions, religious thus boost best opportunity product development. **Thereby Asia could position as the world destination for spiritual/ wellness tourism and the ecotourism for Luxury markets.**



2. Purpose

To exploit future marketing opportunities and positioning Asia as a world destination for Spiritual/wellness tourism and the ecotourism for Luxury category of tourism by regional marketing promotion strategy.

3. Project Description

a. Goals and Objective :

- i. Position the Asia as the most luxurious destination which will provide experience that only existing/ available in the region
- ii. To seek marketing and promotion opportunity for the niche segment of experience seeking high value tourist segment.
- iii. Communicate best value offerings which will suits discerning traveler who will apt for, authentic off-the-beaten-track vacation in remote place in luxury experience.
- iv. Create sense of happiness among the traveler who will not only enjoy luxury yet his or her mindful effort of perceiving ancient cultures and the beauty of the nature.
- v. To preserve Asia destination with luxury tourism which build upon responsible tourist.
- vi. With niche market high spending tourist thus bring the much needed economic benefit for bottom of the pyramid.

4. Methodology and Timelines;

Key premise would be based upon the spiritual /wellness tourism cum nature eco tourism product development. First step would be the baseline survey research which would aim at finding the core offering attributes and identification of the places in terms of cultural, spiritual and total relevance to product development which will the key actors in value offering.



- a. Market research
- b. relevance of sites significant in terms of spiritual, cultural, religious and nature
- c. To seek opportunities to promote regional tourism without damaging environment sustainability, cultural sensitivity, indigenous value system.
- d. Create 360 marketing communication campaigns about new regional brand.

- e. Explore the possibility of public & private sector partnership in respective area in the context regional investment promotion.

No	Item	Description	Responsible	Timeline
1	First meeting for concept paper presentation for members	To explain the objective concept paper	Sri Lanka	TBD
	Appoint task group for seek relevance and applicability of the program	To seek first step of concept paper translation in to the viable project of regional	Head of the chair	

		cooperation.		
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3	Signing of MOU	Selected countries to seek the feasibility of the project and legalize the project with MOU.		
4.	To develop project plan	Once all the members are agreed on. To develop. To launch integrated product development plan for spiritual /wellness based ecotourism & heritage package		
5.	Team to be appointed with vested power and management authority to implement key drivers of the project.	Site identification and development, Access, connectivity, cross border facilitation. Destination Management, visitors services, Security.		
6.	Team to plan the marketing communication strategy for the developed product.	Joint promotion mechanism to be implemented by developing 360 degree marketing communication campaign. This will translate all		



		above developments in to a value offering and position the region as per original agreed.		
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5. Benefits and Anticipated outcome

Design Summary	Key Performance Indicators	Source to establish the indicators	Assumptions and Risk
<p>■ Impact</p> <p>Positioning the Asia region as the world best destination brand for spiritual/wellness and heritage and cultural destination. Thereby it will trigger the economical and social development of the region which will bring the cause for poverty elimination and spill over effect on the bottom of the pyramid.</p>	<p>■ Increase of tourism arrivals by %</p> <p>■ Increase of employment by tourism by %</p> <p>■ Increase of contribution to GDP in particular country by tourism.</p>	<p>■ UNWTO Barometer</p> <p>■ Country specific tourism authority statics</p>	<p>■ Assumptions</p> <p>All regional countries will agreed upon the product positioning.</p> <p>World climatic and economic outlook will remain positive and conducive environment to travel</p>



<p>■ Outcome</p> <p>Create world best luxury brand of Tourism which base upon regional cooperation while enhancing and protecting region cultural sensitiveness, ecological balance heritage of the region</p>	<p>■ Increase awareness about the region among the respective target</p> <p>■ Increase of Tourist arrivals in the region.</p> <p>■ Number of days stays increase in the region.</p> <p>■ Mindset of responsible tourist in attitudinal change among tourist who arrive at the region.</p> <p>■ Better top of mind awareness about the sustainable tourism among the local community</p>	<p>■ UNWTO Barometer</p> <p>■ Country specific tourism authority statics</p>	
<p>■ Outputs</p> <p>Regional integrated brand communication strategy which will encompass product development, human capital development and primer destination promotion.</p>	<p>■ New product development strategy for the region.</p> <p>■ Integrated marketing communication strategy for new brand</p>	<p>■ Brainstorming sessions</p> <p>■ Strategic Planning sessions</p> <p>■ Progress reviewing meetings</p>	<p>■ Assumption</p> <p>All the stakeholders of the program is committed for the development of the regional tourism brand.</p>



	positioning. <ul style="list-style-type: none"> ■ Human capital development ■ Regional tourism development MOU among the regional countries.		
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6. Support needed & Costs (if requested)

7. Contact Information