



Asian Cultures and Contemporary Tourism

Maria Rellie B. Kalacas

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LIST OF ABBREVIATIONS

ACG	Animation-Comic-Game
ADB	Asian Development Bank
APETIT	Asia-Pacific Education and Training Institutes in Tourism
CNTA	China National Tourism Administration
GATS	General Agreement on Trade in Services
GMAT	Graduate Management Admission Test
GMS	Greater Mekong Sub-region
GOST	Global Observatories of Sustainable Tourism
GRE	Graduate Record Examination
IELTS	International English Language Testing System
JNTO	Japan National Tourism Organization
KTO	Korea Tourism Organization
OCTA	Ontario Culinary Tourism Alliance
OECD	Organization for Economic Cooperation and Development
SAT	Scholarly Aptitude Test
SME	Small and Medium-Sized Enterprises
SYSU	Sun Yat-Sen University
TOEFL	Test of English as a Foreign Language
UNWTO	United Nations World Tourism Organization
WTO	World Tourism Organization

PREFACE

This book takes the readers through several different aspects and concepts of Asian cultures, the history of Asia, cultural, and contemporary tourism, the growth and changes in Asian tourism, food tourism and development in Asia. This book sheds light on the impact of culture on tourism, cultural potential and challenges in Asia, and the future of Asian contemporary tourism.

The first chapter stresses on the basic overview of the history of Asia, its culture and traditions, the different divisions such as geographical and cultural. This chapter will also emphasize Asian values, how does a culture shape a person and the role of tour guides in the light of Asian tourism.

The second chapter takes the readers through the concepts of cultural and contemporary tourism, it defines the aspects of culture and then the tourism. This chapter will provide highlights on the various types of cultural tourism, in addition to this, it describes the roles and importance of cultural tourism in the era of modern tourism.

Then, the third chapter explains the growth and changes in Asian tourism, its groundwork of the growth. This chapter also sheds light on the significance of the analysis of travel and tourism competitiveness in Asia and describes the health and wellness tourism in Asia.

The fourth chapter introduces the readers to food tourism and development in Asia, the factors influencing local food consumption. This chapter also explains the importance of key strategies in order to develop food tourism along with its marketing.

The fifth chapter throws light on the several various dimensions on the impact of culture on tourism, culture as a factor in the competitiveness. This chapter highlights the factor of changing landscape of cultural tourism. It also outlines the supply-side drivers and demand-side drivers of cultural tourism.

The sixth chapter takes the readers through the concept of cultural potential and challenges in Asian tourism. The readers are then told about the key tourism agenda in tourism, cultural tourism products and its features, its evaluation systems. It addresses the opportunities and pathways in Southeast Asia.

In the last chapter of this book sheds light on the future of Asian contemporary tourism, the products and markets involved in it. This chapter also mentions the roles of market segmentation in tourism, top challenges confronting tourism as well as the travel industry. It also highlights the future of tourism amidst the coronavirus crises.

This book has been designed to suit the knowledge and pursuit of the researcher and scholars and to empower them with various aspects and concepts on the cultures of Asia as well as its tourism, so that they are updated with the information. I hope that the readers find the book explanatory and insightful and that this book is referred by the scholars across various fields.

Chapter 1

Introduction to Asian Cultures

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This chapter states the concepts of Asian cultures, the different aspects, and dimensions from tracing the histories of Asia to its geographical divisions, in addition to the cultural divisions which includes Buddhism, Islam in context of religions and the silk road.

It also puts an emphasis on the prehistoric times which incorporates the West Asia and East Asia, the ancient time period from the conquests to the new empires which includes Central and West Asia as well as South Asia.

This chapter also gives an insight to the readers about the Asian values and cultures and the changing context in respect to the cultural norms. It illustrates the significance of culture in shaping an individual along with stating the Asian values and democracy liberating in Asia.

Towards the end, it focuses on the Asian tourism redefining the roles of Asian tour guides and elucidates the aspect of seeing and selling Jogja through Asian perspectives.

1.1. INTRODUCTION TO HISTORY OF ASIA

According to the historians, they have carved up the history into various large and small segments so as to make the attributes and transformations crystal clear to themselves as well as to the students.



Figure 1.1. Introduction to Asian cultures.

Source: Image by Pxfuel.

It is essential to remember that any historical time span refers to an establishment in addition to a simplification. In Asia, due to its immense land mass and several diverse cultures, along with the numerous overlapping time dimensions. Moreover, for the same reason, various regions have diverse histories, yet they all bisect, in innumerable ways, at various points in history (Figure 1.1).

1.2. GEOGRAPHICAL DIVISIONS

Below mentioned are some of the major subdivisions that are used in textbooks in the recent times and in curatorial departments such as the art museums. It must be noted that these categories are complex in nature by previous divisions, few of which mirrors and traces back a violent and brutal history, for instance, attacks of colonization carried out by Western or Asian countries.

1.2.1. Central and North Asia

It consists of territories that are bordered in the west by the Caspian Sea, China in the east, as well as by Afghanistan in the south which is often regarded as a fraction of the Central Asian realm. When it comes to North Asia, there is a historical explanation to it.

North Asia is in a better way referred to as Eurasia, coexisting immensely along with Siberia, which eventually became a fraction of Russia during the course of 17th century. “North Asia” still remains a region which is under-explored within the boundaries of studies of Asia due to the fact that historically it has been fundamental to studies of Russia, a country which is transcontinental whose leaders however, ventured to form and establish it as a European power.

1.2.2. West Asia

Consists of Iraq (in primitive times, Mesopotamia), Iran (whose territory formerly borders Persia), Syria as well as the Eastern Mediterranean. Cyprus in the recent times, Lebanon, Israel, Gaza Strip, Palestine, and West Bank, in addition to the Arabian Peninsula (consisting Yemen, Oman, Qatar, Kuwait, Saudi Arabia, Bahrain, Jordan, and the United Arab Emirates), along with Anatolia and the Caucasus (Turkey in the recent times, Armenia, Georgia, and Azerbaijan).

1.2.3. East Asia

Passing over Mongolia, mainland China, Macau, Hong Kong, Japan, Taiwan as well as North and South Korea.

1.2.4. Central and West Asia

Are better referred to as the “Near East” and the “Middle East.” By the identical reasons, East Asia has been known as the “Far East.” Each of these terms are Western-centric, which denotes the European geopolitics.

They are troublesome terms due the reason that they abandon and acclaim one frame of mind. For the people living in the “Far East,” for instance, their territories and cultures are not referred to as neither “Eastern” nor “far.” On the other hand, they depict the “home base” from which geography of the world is visualized separately, complete with its own cultural and socio-political prejudices.

1.2.5. South and Southeast Asia

Comprising of the countries that are topographically north of Australia, south of China and Japan, as well as west of Papua New Guinea. These countries consist of Malaysia, Cambodia, Indonesia, Philippines, East Timor, Singapore, Laos, Vietnam, Burma, Brunei along with Thailand. South Asia, also referred to as the Indian subcontinent, consists of the sub-Himalayan countries of Sri Lanka, Pakistan, Bangladesh, Afghanistan, Nepal, India, Maldives, and Bhutan.



Figure 1.2. Map of Asia.

Source: Image by Wikimedia commons.

South Asia was at times consolidated with the indistinct and politically motivated category of “India,” from the viewpoint of Western powers (such as Portuguese, French, Dutch, as well as British) who influenced and colonized parts of the region at various points in the particular time span(Figure 1.2).

1.3. CULTURAL DIVISION

An absolutely distinct way of introspecting at the cultural histories of Asia is to track down prominent phenomena which is a pluralism factor starting from religious to commercial aspects that traversed numerous periods together with geographical regions (Figure 1.3). Such phenomena consist of certain elements which are discussed in subsections.



Figure 1.3. Culture of Buddhism.

Source: Image by Pixabay.

1.3.1. Buddhism

A worldwide Asian religion or philosophy which evolved in India in response to the traditional religion, Hinduism, and afterwards reached and expanded to other countries in South, Southeast, and East Asia. From the 6th century B.C.E. to the current times and was founded by Siddhartha Gautama. Buddhism framed different aspects primary to these Asian cultures, from propositions of government to visual as well as material culture.

1.3.2. Islam

Islam was instituted by prophet Muhammad in the early 7th century C.E. at Mecca (which is in the recent times known as Saudi Arabia), evolved, and expanded over the centuries in Central as well as Western Asia and all the way to the Indonesia in its Pacific nation, and outstretched in non-Asian territories in North Africa together with the Iberian Peninsula. The history of the Islamic world as well as its deep impression can be traced on many Asian cultures along with its pan-regional cultural phenomena within the boundaries of Asia and also beyond.

1.3.3. The Silk Road

The Silk Road is known as a network of trade routes which from the times of the 19th century interlinks China and the Far East with the Middle East as well as Europe. However, it has been almost 600 years since the time when Silk Road has been put to use for international trade.

Tracing back to the 2nd century B.C.E., it connected, over the centuries, the regions from Eastern China to Southern Europe and North Africa. In addition to this, it was occasioned by trade, mainly in silk, these pan-Asian routes had an essential impact on local cultures and delegates the cross-cultural encounters.

1.4. PREHISTORIC (BEFORE C. 2500 B.C.E.)

The denomination “prehistoric” implies the time prior to the written history. In Asia as elsewhere, this refers to the time span when the most prime aspects and factors of human civilization as is known by an individual it is constructed and developed.

Communities’ transformations from hunting and assembling to taming animals as well as cultivating land, chiefly as irrigation is overpowered. Prehistoric men and women establish multiplex tools, pottery, and clothing, make houses and monuments, along with this, they develop language and rituals exhibited through various forms of art and later on through the process of writing.

1.4.1. West Asia

In Mesopotamia (which is known as Iraq in the current time period), as early as 8000 B.C.E., sedentary agricultural factions are formed. During the course of 2500 B.C.E., monumental architecture attests to the evolution and expansion of hierarchies of powers that are social and political.

Writing, which was established newly, gave indispensable information regarding the city-states, rulers, together with their reigns. Formulated by the Sumerians, the cuneiform framework is the most primitive writing till date. The cuneiform inscriptions were impressed into the tablets which was made from the clay which is one of the earliest and most omnipresent methods for cultural channeling and also an artistic countenance.

1.4.2. East Asia

Writing is first regarded as impressions and writings on oracle bones, in China which is an emblem of the Shang dynasty (1700–1027 B.C.E.). Built of the shoulder blades of either oxen or the underbellies of turtles, the designation of oracle bones denotes the fact that they were implemented for divination (which means the prediction of the future).

Up to that extent, China had already evolved a rich culture which had its dimensions from pottery and clay figurines to carved jade as well as bronze rituals vessels where the latter of which would consist of a continuing impact on Chinese art and design.

Moreover, the principal idea of Chinese art is the paired dragon and tiger, which embodies water and wind in terms of Chinese cosmology that first emerges in the course of this period. The earliest known instance is the representation of a river-shell mosaic from the time period of c. 5300 B.C.E., burrowed at Xishui-pouina royal grave, of Henan province.

1.5. ANCIENT-CONQUESTS, NEW EMPIRES, AND NEW RELIGIONS (C. 2500 B.C.E. TO 650 C.E.)

The ancient world is at times scrutinized as a framework of civilizations in the recent world. It is a dwelling place to significant “firsts” and to transitions that formulated cultural practices together with artistic expressions.

In Asia as elsewhere, it is a time span of military subjugation that contributed to the establishment of the first immense empires, which rapidly became cultural hubs, a place of sparkling intellectual, spiritual in addition

to the artistic life. The empires constructed in this period expanded across and far away from the geographical diversifications that are mentioned above(Figure 1.4).



Figure 1.4. Asian culture sphere.

Source: Image by Wikimedia commons.

1.5.1. Central and West Asia

Out of these empires, the earliest of them all is that of Cyrus the Great, who instituted the Persian empire which is multi-state in the 6th century B.C.E. and supported the regulation over an extensive territory, that expanded to enclose the (European) the Indus valley in the east and Balkans in the west.

But empires are constructed and then ruined, meanwhile the cultures reconstruct itself in the process. A large part of Cyrus's empire was annihilated after centuries by Alexander the Great, who is known to have taken care of great admiration for Cyrus. The presence of Alexander in West as well as in Central Asia during the 3rd century B.C.E. had a lasting influence on representations visually in those areas and beyond. Renowned better as Hellenism, this phenomenon instituted attributes of Greek art mainly its fusion of naturalism along with idealism, to local centers of production culturally, where they were imitated and transfigured.

1.5.2. South Asia

In the primitive regions of Ghandara (which is known as Northwest Pakistan in the recent times), this enthralling combination was at work, after centuries, in spiritual images of Buddhas and bodhisattvas, such as the one that is outlined below. Cognized the delicately plump body, the eloquence of the facial attributes, and the melodious geometry which comes out of the clothing tapestry.

But human portrayal of the Buddha was not always the standards. As a matter of fact, in the initial Indian images of the then-modern or contemporary religion, the presence of Buddha was signified through the medium of impressions of foot or a void space present under the parasol.

The tradition of Gandhara was the first to construct human images of the Buddha. As Buddhism acquired immensely essential patronage in South Asia, other styles made an appearance, denoting, and outlining a transformation from narrative to spiritual images. Which is referred to as a “Golden Age,” the Gupta empire at its peak (319 to 543 C.E.) saw the formation of “supreme” images of the Buddha, which expanded through the Silk Road to China and far off.

1.6. WHAT ARE “ASIAN VALUES AND CULTURES”?

This question is often politicized, disputed, and methodologically uncertain to a great extent so as to construct it as deceiving. The perspective has been operated from within the boundaries as well as outside the boundary of Asia and settles upon the unrefined of abstractions. The notion of cultural values which are unusual to East Asia and demonstrated from the bottom and across the social and political dimension of such countries emerges to be plainly and effortlessly falsifiable.

However, one can pinpoint specific cultural attributes. Starting from the chief attributes of such societies, it is sometimes said that they are fundamental to the group familiarization; the goals and prospects of the community seem to come in front those of the individual. As a matter of fact, this is often debated as a collectivism, feasibly neo-Hegelian, regulations of an “individual” by morality of membership of, and interchange with, larger fractions.

One eminent spectator, illustrated, and wrote that the individual “is not an abandoned being, but a member of a nuclear and kindred family, clan, community, neighborhood, nation as well as state. East Asians assume that

anything they do, act or say, they should acknowledge the interests and attentiveness of others, the individual makes efforts to maintain stability, his interests with those associated with family and society.”

As a result of this, it is debated, that human beings are more conscious towards group as compared to those in the permissive, atomized West. Asian people make efforts and work for the good and welfare of society, they are less egocentric and accept the fact that the solidarity and consistency of society are more significant and coherently preceding to the rights and integrity of individuals.

Behavior and conduct are said to be influenced chiefly not by scrutinizing of the rights of individual but equally through roles and responsibilities. Certainly, it is only by the process of a well-organized society which reduces the surplus of individualism that provides an opportunity of all members of the community can live secure and content lives. The government must be responsible for the conservation of such an environment.

A requisition of this thinking is crystal clear in the eloquence of the Chinese government with respect to the inversion of Hong Kong to Chinese jurisdiction. In reaction to horrors of a reduction of freedom of individuals the government has reiterating spoken of the requirement to “maintain a balance in between civil liberties as well as social firmness.”

Group orientation is also connected with values, ethics for instance self-annihilation, self-discipline in addition to personal sacrifice to the greater ease and goodness. This is vital to perspectives of public ethics, harmony, and social dynamism.

Respect for family chains and the elderly, conservation, devoted towards religion, hard work and assistance to each other are farther constituents of this pattern. With the correct form of leadership, it is a structure and foundation for “economic prosperity, advancement, relations based on harmony in between citizens, together with law and order”(Figure 1.5).

A number of these values, behavior, and ethics have been seen within the framework of the Confucian tradition, instead of the troubles of implementing this to East Asia normally. Confucianism, as a fusion of religious and philosophical notions, is most closely connected with Chinese societies and therefore it is incorrect to equate it with respect to “Asian values.” The abandonment of a public policy in Singapore of state Confucianism was partially because of the responsiveness of non-Chinese Singaporeans.



Figure 1.5. Asian traditions and values.

Source: Image by Pxfuel.

Although, a number of analysts have expanded its impacts in every part of the region and associated it to economic importance in spite of Weber's dispute to the opposite, including social cohesion. In addition, the influence of this convention upon ideas of citizenship and governance has resulted into the concept of "Confucian democracy."

Confucianism does not possess single accepted impact, but its patrons' behavioral properties to private as well as public relationships which emerge to contend a social acceptance of hierarchy and the requirement for social harmony, integrity, and respect together with the approbation for family and goodness in government.

In political dimensions this might seem to amalgamate the authority of states in the interests of the "common good" and establish a compliant population which welcomes to acquire hierarchy and primacy. The proportions to which East Asians are deliberately impacted by Confucianism in this manner is most controversial.

Sceptics relate it as a fraction of a "top-down" assistance of an East Asian cultural recommencement to hold out against Western criticisms of authoritarianism. A few of them have debated that, it is a "creation of a tradition."

Religion is an essential constituent of cultural values, however in East Asia its impact is comparably contested. Some of the East Asian leaders

have contended that the hostile separation of church and state being in force compelling religion to the private aspect, in the West and the subsequent process of secularization have granted to a moral emptiness in public life and highlighted the negative compulsions of individualism.

In East Asia, notwithstanding the transparent assortment of religions mainly Buddhism, Islam, and Christianity as well as an identical process of secularization, it has been debated that religion still plays a major role in day-to-day life and still contributes to demonstrate and pinpoint the group orientation.

1.6.1. The Changing Context

The influences of economic globalization together with the interconnections, progresses in communications and multinational forces could be binary. A few of them have argued that there has been an amelioration of conventional values and ethics as a result of the unreliability of social transformation and as cultures abrade on the contrary of each other. Although education, democracy as well as development might mirror an exterior Westernization, they might take to a detection and discovery of native values, even though a “cultural backlash.”

The more famous liberal perspective is that this process has outcomes that results in a dilution of cultural variations and the fizzling out of conventional values and institutions as the magnitude of shared experiences as well as behavior expansions.

As a generalized result of modernization, industrialization, education, urbanization, democratization, this becomes indisputable. East Asian leaders have casted around to make use of the opportunities of this environment however, combating the globalizing culture which go along with this process.

Yet by extensively resisting transitions and in the context of Singapore ratifying laws to hold on to conventional values, they outline that the force of transitions exists. According to Gerald Segal “modernization in East Asia is transforming social values and ethics” and specific attributes and values are diminishing. Therefore, deculturalization might be implemented at work.

The belief which is the outcome of the economic victories of East Asia has been hand in hand by an element of anxiety as former institutions and cultures come in association together with contemporary forces. An individual only has to talk with senior members of society so as to hear complaints of a fading of traditional values and a tendency of materialist individualism.

And transformations in desires and perspectives of good governance in addition to the feelings of isolation have had influences for relations dealing in politics and social aspects. These implications have been quite substantial when it comes to intermediate democracies. Democracy groups have been not content and satisfied with the strides of transitions in a few cases and civil activists have been advancing applied mediums of local democracy.

The people living in Japan is less willing to trust the ethics of the associations between the bureaucracy, the Liberal Democratic Party and business in being functional for the interests of Japan behind closed doors or covertly.

There are essential calls for more lucidity and responsibility. In Thailand, tourists taking the benefits of a river cruise to the primitive capital of Ayutthaya is accountable for witnessing the tumbledown river houses of the poverty stricken next to the hotels that are multimillion-dollar and housing developments.

The old tour guide methods illustrates that this is not a wellspring of social discontent or inconsistency because normally the perspective and frame of mind of the people is to accept their circumstances and conditions without complaint.

Additionally, at the same time tens of thousands of deprived people, mainly from the countryside, manage, and regulate corroboration in the middle of Bangkok which hold out against the rough and impartial distribution of income from the flourishing economy.

Therefore, the notions of cultural identity whether diminishing or in recovery, coincide with expanding political consciousness in respect to the globalizing forces. People are more assured and confident, mastering the traditional moderations and organizing from the bottom up.

In a few cases, the constructed political framework, brace up by conventional ethics, have not proved sufficient for an assertion of grievances and objectives which are the outcome from interposed social tensions. This has shared its part to civic activism and transforming expectations of authority along with the notion of leadership.

The globalizing theory can be altered so as to argue that there is not an extensive deculturalization or an abolition of culture, but in spite of this the certain values and cultures win through. There exists a process which is of cultural Darwinism, not between, but prevails within the framework of cultures. This is the real concept and aspect of change in each part of

societies. The fact that transitions has been rushed in East Asia has included a constituent of anxiety to this process.

Asian leaders refuse the diminishing of cultural values and ethics in respect to the internationalization of fabrication, expeditious growth, and progress in communication. As stated by Mahathir bin Mohamad, “Asian modernization has taken place in the form of an inevitable stage of the history, and this did not happen because of the fact that people were Europeanized or Americanized.”

Yet democratization and the expanding of political perceptions have led to a political lexicon to East Asia which is usual to and perhaps emerged from the Western political ideology, however this is not to state that democratization refers to Westernization.

Authoritarian or semi-authoritarian states make use of arguments from cultural relativism and home-grown replicas of democracy, but there exists a universalization of notions as well as norms. If not accepted and organized, this is a groundwork of friction for the coming future. The consistency and durability of a few of the East Asian nobilities have been at the back of economic victory.

1.7. HOW DOES CULTURE SHAPE A PERSON?

There are numerous ways in which culture constructs an individual. Such as religion, economy, society, language, and politics are the aspects that contribute towards this. The notion of individualism in cultures plays a vital role in formulating an individual’s personality.

Asian cultures put focus on the notion of people coming together in “unity” as in society and as a whole, on the other hand, the culture of America emphasizes the significance of an individual and does not pay any heed to society as a whole. In Asia and Africa, the center of focus is on fitting into the society and thus being interconnected. American and European cultures on the contrary, emphasize independence.

As stated by Gardener et al. (1999, p. 321), one clear difference that comes out between members of Western and Eastern cultures is the comprehensiveness to which the self is described in associations to others. This variation has been regarded to as egocentric as opposed to sociocentric selves, collectivism versus individualism, and interdependence versus independence, and cornerstones on the extent to which the self is described as an independent and idiosyncratic individual or is discerned as inevitably

and crucially implanted within an immense social network. Most likely due to the fact that their emphasis on the concept of an individual rather than assembling them in a group, American, and European cultures are on the contrary end of the pole to the cultures of Asia and Africa when it comes to conduct and behavior in individuals.

Europeans and Americans are, in general terms, more extroverted, Asians while Africans tend to be way more introverted, mainly so if they are minorities surviving in Western cultures. Asians and Africans who live in Western cultures are, usually content and satisfied to be followers, on the contrary, as to trace the histories of Americans and Europeans, they aimed to be conquerors and thus leaders. As tracing the past of Asians and Africans, they have contributed their part of conquering some regions but they never ruled.

Non-Caucasian cultures are the cultures that adapt changes in context to everything happily, while Americans and Europeans are more vulnerable to deny or question the choices and decisions before taking into consideration or accepting. Some of these attributes could also emerge due to political impacts within the framework of cultures.

In totalitarian states, they are staunch followers of their leaders and worship them (they are either forced to do so or trained to be one). While in an entirely democratic culture, leaders, and their decisions are cross examined and questioned. When talking about a democratic country, the large number of the population is below poverty line, and the working class or illiterate, leaders are at times left undisputed and unquestioned in the hands of their followers.

There is no indication that the cultures of Asia and Africa are careless and uninterested, rather their advancements and ways to certain issues are distinct, the main reason for this is the cultural and personal variations, and this could be interpreted wrongly by host countries.

During the current years, this notion of thinking as a group has transformed. Most likely because of the Western influences or the impacts within cultures, and the institution of prominent social media for instance, YouTube or Facebook, cultural values are transforming.

For instance, Locker, and Findlay (in 2009, pp. 109, 110) contend that: The traditional culture of Japan put its focus on the notion of group, but there exists an evidence that this cultural ethics and behavior is transforming in the light of the new historical circumstances. As per the research and study done by David Matsumoto, Japanese cultural conventions for instance the

sacrifice of the personal time of an individual for the organization, ignorance of disagreements with their boss, and the advocating of agreements over the initiative of individual have become a major segment of the business past of Japan. The contemporary business ethics in Japan puts more focus on an individual objectives and accomplishments.

The cultures of Asia and Africa also highlight the respect of elders. It does not mean merely bowing to, nodding, or saluting their elders, but complying orders from their elders without cross-examining them. When people coming from these cultures shift to the United States or Canada and are kept in or face situations where they are accountable for taking responsibility, duties, and make decisions, then they are not entirely comfortable.

They are not completely certain if they really have an entire freedom or if they should run everything by their superiors. In a few cases, they confound independence and entirely avoid being accountable to their superiors. Corporate or the labor culture in their host country might also share its part to their behavior of leadership in context of decision-making as well as independence at work.

If in their host country, their first job experience was under an authoritative or imposing leader, then they are not going to come across the notion of independence in the workplace as it subsists in the cultures of North American. Countries such as India, China, as well as Malaysia in Asia (to name just some of them), and most of the African countries, possess or follow authoritative leadership perspective.

Employees are told every small detail such as what needs to be done and the methods of doing them. They are given time limits so as to complete projects or tasks. They do not get appreciation or a pat on the back neither can they apply their free will in choosing how they achieved their work or reached their goal. The hierarchy of the organization and the role of the employee in the company are made coherent. Leaders have been given titles, honors, and authority and most specifically sustain a power separation.

Only in the current times, has this started to transform, in India, in many of the IT-based industries, the young workers are provided with the advantage of speaking, or in other words their voices are not suppressed and asked to engage in tasks and activities rather than the concept of following. "In Bangalore, India, the Infosys Technologies, began a program named as the Voice of Youth, which provides young employees who are top performers and have a seat on its organization council" (according to Griffin et al., 2010, p. 307).

Like every other aspect, the concept of leadership deals with a learning experience. It takes too long when it comes to minorities to adopt to their modern culture (both of their host country as well as their company) and they might feel less neglected if they were to search for motivation and mentorship out of their white cohorts.

With a proper training, a better workplace surrounding, comprehending superiors along with co-workers, and time on their side, minority librarians would acquire a better understanding of their modern or contemporary culture, and also acquire the confidence in order to learn to carry on with their decision-making process.

If in case, the cultural natives consist of three challenges that is workplace culture, adjustments of individual style in order to fit in the culture of an organization, in addition to the culture of their land (i.e., native) so as to deal with, minority librarians come across the four challenges. They can lead the way with their strengths from their native culture, together with this, they also have to learn the manners and ethics of their new culture.

Most of the immigrants come from environments that are competitive in the boundaries of their home countries. The result of their competitiveness is disputes and quarrels in context of the collective culture. Despite of the cultural notions and philosophy of working as well as thinking indiscriminately as a whole, in China together with India, most likely due to their abundance populations, students in school, college, and university have to operate and execute competitively in order to get good grades and win scholarships for getting admissions in better schools either at home or in terms of Western countries.

From the very young age, they are taught to be competitive. In such cultures, being competitive implies not sharing the mediums, methods, and resources, and focusing on the self so as to get ahead of everyone.

They are dependent upon their own objectives and accomplishments, which might result into a lack of faith and trust in others. They do not discuss about how much work they might have done, which resources or methods they implemented to complete their assignments or tasks, or which Western universities they have taken admission into, or how they might have their visas to different countries so randomly.

They do not want another person who are in tough competition with them to come too close to them. If they bring this attitude or behavior with them in respect to their host countries and continue to cultivate it at work, it can result into a lot of misunderstandings in between their colleagues.

The lack of faith that emerges from the nature of competitiveness can be another cultural point of discussion which needs to be dealt with as soon as possible. Although the libraries are cooperative workspaces, trust is a significant factor that minorities are required to deal with.

Refugees who look for asylum in North America, in the United Kingdom, Australia or many other countries might also be come across survivor's guilt. Survivor's guilt refers to a condition that influences the mental state of those who get through some kind of traumatic event and then live on with their better lives in case others fail to do so.

They at times blame themselves, and as a consequence, this results in emotional damage that can also impact self-confidence. The feelings of survivor's guilt are most commonly paradoxical. These survivors might not feel any kind of motivation or encouragement to become successful, but also respect and cherish the fact that they have a better life.

A few of the immigrants might also be afraid of success. They are terrified of the boundaries or hurdles that may arise between themselves and their family members while living still at home. They accept the financial consistency so that they can assist their family members, but they are fearful and anxious of becoming someone who is way too different as a result of the impact after adapting their new culture or even the successes that it provides. This feeling of being fearful is increased if the immigrant is very clearly a minority.

In a new country or a place, if a person is being successful, then it would mean it implies losing the hold of an individual's self-identity. In the initial years of their life, living in their new culture, they put efforts and make attempts so as to overcome this kind of fears and guilt prior to becoming entirely assimilated or imbibe (in case they ever do) into their new community.

Immigrants going or coming in different countries have all types of anxieties. The overall process of immigration in itself is draining mentally and is exhausting as well which includes a lot of paperwork to be finished on time, numerous pictures to be taken, communications with the referees, the total amount to be spent in Canadian, Australians or American dollars or Euros and Sterling, relying on the condition where they are leaving for.

This is money they do not have in abundance because of the extensive variations in the interchange rates of their local currencies. An American dollar is of the value of Rs. 44 to Rs. 50 is dependent upon the currency shifts, and the approximate salary in India is not more than the average of

\$65 to \$70 per month. If the immigrants are going to a country as students, they have to go through complex system of exams in most of the cases.

For students to arrive or leave for North America and the UK, they have to prove their excellent English language skills through the process of scoring a specific number of points in the Test of English as a Foreign Language (which is TOEFL), or the International English Language Testing System (which is known as IELTS). Relying on what they are opting to study, they might have to complete a graduate record examination (which is GRE), or a Graduate Management Admission Test (GMAT), and a Biomedical Admissions Test (known as BMAT) in some cases, a reasoning test or scholarly aptitude test (also known as SAT). All these exams, are way too expensive which might cost students in dollars and pounds as well.

In case, they acquire good scores that might be enough, then they have to go through health check-ups, the inquiry related to character background (with the involvement of police), and have to sit and clear the procedures for interviews at their local embassies.

Immigrants are the ones that leave their home countries for different reasons for instance wars, religious persecution, to look for a better education, a better lifestyle, in order to explore different cultures, or to discover a whole new life.

A few of the immigrants go through from the separation of family and such anxiety, because, in most of the cases, the whole family is inadequate to come for different reasons. These are few of the many, various reasons that might result in personal as well as cultural behavioral patterns in a person.

An extensive essay on how cultural variations influence the qualities of leadership is almost out of the question to provide due to the fact that culture is not unchallenging to describe and it is not the only impact that forms an individual. Where an individual resides, family, economic estimation within the boundaries of their home culture, educational background, as well as their personality, and also contribute to their qualities of leadership.

According to McCrae (2009, p. 205), “human mentality and personality were framed principally by culture, which was itself a comparatively whimsical product of history in addition to geography.” He further adds that “culture must be non-conflicting with the attributes of human psychology and psychology” (ibid.: 207).

In the recent times of global world, there is no longer a single aspect that influences a personality. For instance, children in India watch programs

of children broadcasted from America, Australia as well as the United Kingdom(Figure 1.6).



Figure 1.6. Significance of culture in shaping a person.

Source: Image by Hippopx.

They are no longer impacted merely by the culture into which they have taken birth, but by all that they have seen in their decisive years. The question comes that, does this imply that generations of Indians in the coming future will have a various frame of mind and perspective from the generation that exists in the recent times? The answer to this question is dependent upon the dimension of time.

The minority of librarians and larger number of white cohorts are required to be conscious of their cultural variations while dealing with each other. This may throw light on behavioral frameworks and permit one to ask questions in order to clarify a condition instead of merely conjecturing things. The work experiences that are intercultural or cross-cultural can establish a vigorous, rich in knowledge, inventive work environment, but only if viewed in a positive aspect through both the parties.

It is also necessary to mention that acculturation takes place to these minorities which are ethnic but the magnitude at which it does may be distinguished depending upon the age they arrive in a whole new country,

how staunch believer they were (in terms of political, religious, as well as cultural), etc. One must be aware of cultural variations, being aware of their influences on the individual, and adjusting to behavioral transformation when required are the initial steps with regard to leadership.

1.7.1. Asian Values and Democracy in Asia

The concept of cultural determinism debates that medium of cultural values situations of social as well as economic organization, incorporating patterns with respect to the political relationships, the participation of political aspects, citizenship as well as the government.

As a consequence of this, societies or areas which welcome a common cultural heritage can be regarded to have developed discrete frameworks of political and social dispositions that are different from and are often on the contrary to or in conflict with the other parts of the world.

On the groundwork of this, these culturally implanted frameworks have been contended to define and identify such significant issues as the comparative economic staging as well as social cohesion, and to determine an essential issue between cultural groups of international relations.

The approaches towards culture in the social sciences are not contemporary, chiefly in comparative research. Max Weber distinctively drew conclusions in regards with the relative strengths of Protestant as well as Catholic cultures when it comes to economic growth.

Although, in the wake of the Cold War the cultural domain has become specifically popular and equivocal. There are two extensive arguments. With the diminishing of global cerebral conflict, together with it the demarcating or in other words polarizing effect which had its grip upon politics, economic, and political, regionalism, all over the world have become more remarkable.

This has been on the groundwork of a process of growth over a centuries or decades. Side by side to this, the ideological argument has provided its way to a cultural one. This has been binding to different political and economic signifiers, but it has also been debated to pinpoint economic and political scraping.

Predominately, Huntington stated that “the foundational source of argument in this contemporary world will not be principally ideological or chiefly economic.

The immense divisions taking place among humankind and the governing source of dispute will be cultural. The prime conflicts of global

politics will take place between nations and groups of various civilizations. The confrontation of civilizations will influence and take over the global politics.”

These types of culturally based debates deny the homogenizing outcomes of globalizing factors. As a matter of fact, they demonstrate the unfavorable effects of this process; people become more acquainted with their variations as cultures obstruct against each other. This has been expanded and highlighted by the rejuvenation of conventional values developing from the unpredictability of the transformation in socio-political factors in some societies.

The argument over the term “Asian values and culture” is at the heart of this debate. The exceptional economic growth and development experienced within the boundaries of East Asian countries is sometimes accomplished under various procedures as compared to that of the neo-liberal beliefs that has put the political and social frameworks of such countries under the emphasis.

The victory of these countries, in association to the abatement of Western economies, as well as the friction which has taken place over trade protectionism, economic contingent, democracy, and human rights have constructed the “Asian values” controversy more than merely an intellectual task. As a matter of fact, it is highly, perhaps unrecoverably, politicized.

The social troubles in the West have aggravated the comparisons of fortunes and a variety of political leaders, both in the East along with the West, have contended that the “Asian manner” is the way forward. The chief representatives of the “Asian values” theory and perspective in Asia, while challenging the propagation of liberal social perceptions and notions and celebrating in higher development levels than their primitive colonial overlords, have been happy to demonstrate the supremacy of “Asian cultures and values.”

The notion of “Asian values” relies upon a majority of presumptions which have significant methodological problems. In fact, the term “Asian values” denotes that the social, economic, and political attributes of specific Asian countries are reliable upon a contributed value system which is evident, demonstrated, and distinct and which goes beyond national, religious as well as ideological variations.

East Asia is dispensed as a value system framework in respect of an East-West dichotomy. The thesis sustains the fact that cultural values have identified the growth rates of East Asian countries in addition to this it has

conditioned the orderly social and political attributes of various region. These perspectives give rise to some pressing and intense questions.

Can these speculations of causality and determinism be held methodologically or analytically? Do East Asian values and cultures transcend beliefs, culture, religion, and economic and social change? Is there an East Asian framework or system of democracy which explains political relations, the roles, responsibilities, and extent of government, ideologies of citizenship as well as the patterns of political participation?

What responsibility have cultural values played in terms of the democratization of East Asian societies and what are the implications has this had for the preservation of high economic growth rates? What influence have cultural values had upon the international relations of the region moreover, between East Asia and the West?

1.8. ENOUGH STORIES! “ASIAN TOURISM REDEFINING THE ROLES OF ASIAN TOUR GUIDES”

The behavior of the Asian tourist is often being characterized and along with this there is an essentialist terms such as Asians are collectivistic and hierarchical. It has been seen that to understand the culture faces is considered as the serious criticism as per the essential approach.

It has noted that functional culture and negotiated culture perspectives is being introduced in this chapter, by using the cultural complexity instead of culture, as to situate the Asian tourist behavior it is being derived from structural functionalism and conflict theory respectively.

As a dynamic web of stable the cultural complexity is being manifested and yet changing the social manifestations. It has been said that for the members of the society pool of contrasting and contradicting cultural manifestations is a resource, in order to express, control, and navigate the variety of situations they encounter in life.

A society room is being provided by the diversity of potential cultural expressions to experiment, respond, and manage changing circumstances. On the management of Asian tourists' implications from the functional culture and negotiated culture perspectives is being offered in this chapter. In the context of the Asianization of tourism scholarship, it addresses the academic implication.

It has been seen that as Westerners are afraid of epidemics and the natural disaster and similarly the Asians are and to the Western-led anti-

terrorist rhetoric they do not have to deal with the questionable practice of travel advisories and seem less receptive.

There are some of the countries like China, Japan, South Korea, and the ASEAN countries have advised the governments to avoid the use of travel bans. As there are many Asian tourist who are nervous of traveling to Western countries where security measures have dramatically increased and new visa constraints have been implemented.

Within the Asia itself this situation has facilitated the promotion of shorter haul trips to less expensive intraregional destinations. After 2002, bombings is one of the reason tourism in Bali recovered faster than the expected, for example, visitors who visited from Japan and Taiwan has given the relaxed reaction, who greedily accepted the heavily discounted flights and hotel room rates.

To travel abroad these developments together with the fact that there is a growing population of middle-class Asians who can afford it. It has been seen that to consider boosting tourism promotion within Asia prompted by the Indonesian authorities.

For Jogja the focus on Asian markets definitely makes the sense, because with many parts of the continent the region has long-standing cultural and religious ties. Into a syncretic Javanese culture, it has integrated Hindu, Buddhist, Confucian, Islamic, as well as Christian influences.

Though the eyes of many local entrepreneurs remain turned to the West and there are others increasingly turning towards the Asia. Therefore, for Jogja's tourism service providers the growing presence of Asian tourists poses many challenges. This is because the tourism of Asian origin is not considered as newer phenomenon.

In Jogja Asian tourists arrived as early as Western visitor did. In the past, on the development of Western markets tourism consultants from Western-dominated international organizations such as the World Bank, ICOMOS, and UNESCO have tended to focus exclusively and to serve the Western clients tourism personnel were originally trained.

As per the analysis below is limited to a case study of the interaction between local tour guides and non-domestic Asian tourists in Jogja and this is because of the space restrictions. In a broader context situating this encounter which helps to understand that why Jogja's guides tend to value Asian tourists rather negatively. With the guides the focus is on their encounters, since the Japanese are by far the largest group of Asian origin.

Therefore, there is brief review about the existing literature on tour guide roles before presenting these data (Figure 1.7).



Figure 1.7. Asian culture and tourism.

Source: Image by piqsels.com.

1.8.1. Seeing and Selling Jogja Through Asian Eyes

From the logistical aspect to the facilitation of experience and from the pathfinder to the mentor role the ethnographic description above of a typical Japanese tour of Jogja challenges Cohen's (1985) assertion that guiding is evolving and shifting from the logistical, which are away from the leadership toward mediating and also away from the outer toward the inner-directed sphere, with the communicative component becoming the center of the professional role.

Throughout the trip narrative were only of the minor importance. Rather, to show his clients that he took good care of them it was imperative. For the Western tourist to guide the tours in contrast and the stress seemed to be on the service component of the guiding job. And to what are these differences due.

Apart from the homogenizing trends of the global tourism, the needs and interests of international tourists are multiple and often culturally determined. It has been said that between Asian and Western societies there are some of the academics which argue that the biggest cultural differences are to be found.

From those of the Asian clients, there are some others who have tried to empirically show that the needs and tastes of Western tourists are very different from those of Asian clients. Around the globe throughout the own travels one thing is being noticed that many Asians are interested in visiting internationally renowned landmarks and modern and sophisticated attractions such as theme parks and shopping centers.

It has been seen that to evaluate the development levels of other places and search for iconic representations of modernity is being done by choice and love. There are many westerners, on the other hand like to experience the exotic beauty of (well-conserved) natural and cultural heritage sites.

It has been said that one should critically wonder that whether these stereotypical differences are really 'cultural' or whether they might simply refer to various stages of tourism development, as suggested, among others, by Urbain (1994). In the same way this would assume that all the tourism is being developed and it has been developed in the West.

In order to realize how complex, the matter of tastes and interests is it suffices recalling the work of Bourdieu (1984). To the multiple fault lines there are most anthropologists would argue that artificially opposing 'the West' and 'Asia' does injustice and that crosscut this cultural binary: nationality, ethnicity, race, class, gender, et cetera. From Jogja, Pramban most tourists visit these cultural heritage sites on tours departing.

It has been seen that there are differences between Asian and Western tourists and these have real implications for tourism, irrespective of the conflicting explanations which are given. The next question here is how to market Jogja as a destination for tourists of Asian origin.

As the old cultural center of Java should it be prompted or is it wiser to advertise the city as a hotbed of youthfulness and innovation. In Jogja there are an increasing number of exclusive shopping malls, high-tech theme parks and soaring skyscrapers are strikingly absent.

In addition to it, for which the region is famous they do not sell the arts and crafts, making them less interesting for tourists. It has been said that the two world heritage sites can easily do that on a day-trip or as transit visitors, if the only sights left for Asians to visit are Borobudur and Prambanan and hereby on the local community seriously limiting the impact they have.

For a relative short time, the independent of how Jogja and other destinations are being marketed and Asian tourist currently come to Indonesia. Because in organized travel groups they travel mostly and with

the local people they have a limited contact. With the service providers they develop their perceptions of Indonesians mainly through the direct face-to-face contact, who are often their only contact points.

There are some of the local tour guides who spend a considerable amount of time with tourists, know that client satisfaction is best achieved when understanding their cultural background, including their values and perceptions of the world. With the Asian visitors one would expect Indonesian guides to have little difficulty dealing because of the cultural proximity.

Therefore, with similar cultural backgrounds can be lost in communication problems is what is gained by guiding for people. There are some guides who have to learn difficult new challenges and the local language schools do not possess the best human resources and learning materials to serve the Asian clients.

Apart from this there are also some guides who have taken the professional training in order to work with the Westerners and also studying Western-produced guiding methods and techniques. With the Asians they have learned through formal training is not readily transposable to a work context. Finally, there are no cultural or other differences at all and cultural proximity does not mean that.

In the cultural stereotyping there is a perception of the tour guides about the foreign tourist and no matter whether they are Asian or not, are often trapped. There many guides in the Jogja and also including Suhard, who do talk about the Japanese tourists in ways that reinforce the common stereotype that Japanese are not that interested in heritage narratives and always seem in a hurry, only having time to take snapshots. For the tour guides it does certainly not imply less work.

As, Asian clients do expect constant attention and entertainment and might need less interpretative information. Explanatory narratives are being offered by the guides and skillfully adapted to shared Asian frames of reference, but sensibly invite those visitors not interested to roam around the visited sites and take pictures instead. In order to cultural factors local tour guides clearly seem to ascribe these perceived behavioral differences.

1.9. CONCLUSION

This chapter sheds light on the cultures, traditions, and values of Asia, it highlights the history of its cultures along with stating the geographical

divisions beginning from central and north Asia, west Asia, east Asia, central, and west Asia, south, and southeast Asia.

It also describes the cultural division, such as the Buddhism, Islam, and the silk road. In addition to this, it outlines the West Asia and east Asia in the prehistoric times that is before c. 2500 B.C.E. It throws light on the ancient times and the conquests, new empires as well as the new religions. It addresses the Central and West Asia, South Asia.

As the chapter proceeds, it highlights the significance of Asian values and cultures, the democracy in Asia and the changing context. It also illustrates how does a culture shapes a person. In the end, it addresses the Asian tourism reanalyzing the roles and responsibilities of Asian tour guides and the dimensions of jogja through the perspective of Asian people.

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Chapter 2

**Cultural and Contemporary
Tourism in Asia**

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The chapter explains the basic significance of cultural and contemporary tourism in Asia. The chapter also addresses why should countries focus on cultural tourism? and popular countries for cultural tourism. It also explains the cultural tourism, typology of cultural tourist, cultural tourism in context, and the importance of identity.

It emphasizes the inclusive recovery of cultural tourism, UNWTO/ UNESCO world conferences on tourism and culture, intangible cultural heritage, and tourism, weaving the recovery-indigenous women in tourism, sustainable development of indigenous tourism. This chapter also includes various types of cultural tourism as well as role and importance of cultural tourism in modern tourism industry.

2.1. INTRODUCTION

Cultural tourism is big business. Some people may experience the culture as a byproduct of their trip on the other hand some people seek to embark on their travels with the sole intention of having a ‘cultural’ experience. It can be very well said that in most holidays there is some form of cultural tourism (for example, even when people take all-inclusive holidays, they might try local beer).

Cultural tourism is the act of travelers visiting specific destinations in order to learn and experience a specific culture. This can involve various activities like tasting the local drinks and food, attending festivals and events, and visiting museums.

Cultural immersion (with the local people, their cuisine, language, customs, etc.), is an inevitable part of an individual’s holiday while cultural tourism can also be an unintentional factor of the tourism experience.

It has been proposed that tourism is the perfect field wherein to research the nature of cultural production (MacCannell, 1976). Tourism gives unlimited opportunities to find out the way other individuals live, about their traditions, and their society.

Whether an individual is visiting the promised in Asian Egypt, attending the Running of the Bulls Festival in Pamplona, enjoying the locally brewed Ouzo on an all-inclusive holiday to Greece, or taking a tour of the tea plantations in China, he or she will automatically experience some type of cultural tourism as part of the holiday experience(Figure 2.1).



Figure 2.1. Cultural and contemporary tourism in Asia.

Source: Image by Pixabay.

The World Tourism Organization (WTO) (1985) predominantly defines cultural tourism as the movements of people which please the human requirement for diversity, tending to raise the cultural level of the person and giving rise to new encounters, experiences, and knowledge. In this way, cultural tourism is generally associated with education, with few describing it more narrowly as educational cultural tourism (e.g., Richards, 2005; Harner and Swarbrooke, 2007; Bualis and Costa, 2006).

Due to the subjectivity and complexity of the term, a common, more particular definition has not been agreed upon amongst academics, however, there do appear to be two different viewpoints. The first includes all facets of travel, where travelers learn about the heritage and history of others or about their traditional thoughts or ways of life (MacIntosh and Goeldner, 1986) and the second focuses upon the consumption of cultural products such as sites or monuments (Bonink, 1992; Munsters, 1994).

Csapo (2012) pertains that the umbrella term of cultural tourism can encompass a number of tourism forms including heritage (non-material, e.g., arts, and literature, and material, e.g., historic buildings), cultural thematic routes (e.g., linguistic, spiritual, gastronomic), festivals, and events, cultural city tourism, religious tourism, traditions or ethnic tourism, and creative culture (e.g., crafts, and performing arts).

Like the culture of a country, nothing else defines a country and makes it unique. The best guides to discovering a country without any doubt are experiencing its traditions, strolling through its history, seeing its art, and trying its cuisine. And precisely, is what culture tourism is all about. Fancy a trip to cities like Barcelona, Amsterdam, or Paris?

Unlike Sun and beach tourism, where the primary attraction is to relax, cultural tourism mainly follows one objective: in the broadest sense of the word, understanding. Getting to know the people, art, and history of a place, discovering its customs, tasting its food, and enjoying at first hand a different way of seeing the world.

However, tourism in one form or another has always been related to learning, since the 1970s, the fact is that when UNESCO produced the Convention on World Cultural and Natural Heritage along with suggestions to promote and conserve it, cultural tourism has encountered vast growth all around the world, but particularly in Europe.

As a matter of fact, presently, there are 1,121 declared World Heritage Sites, and the majority of the same spread around three countries namely, Spain(48), China(55), and Italy(55), two of the months Old Continent.

During the third conference on cultural tourism organized by the UNWTO and UNESCO, barely a year ago the Secretary-General of the World Tourism Organization (UNWTO), Zurab Pololikashvili stated that “Culture is one of the driving forces for the growth of tourism.” And one statistic supports this-in the world, cultural tourism represents nearly 37% of the total for the sector.

There are many benefits. Tangible ones, like the impact on the jobs and economy. The money spent by cultural travelers has highly favorable outcomes both at the financial level and in the creation of employment in sectors like the catering and hotel industry, culture, and trade. And also, intangible ones, like the establishment of links between different cultures, local prosperity for non-traditional tourist destinations, and the conservation of cultural and artistic heritage.

Cultural tourism is a form of tourism that permits the tourist to indulge in local cultural activities, like rituals and festivals. The tourist can enjoy a genuine cultural exchange with the locals as a result of this.

As cultural tourism is a major driver for growth, it also enables local communities to accept their culture. So, communities go out of their way to promote and celebrate their culture as it makes them unique from other

communities. A good example is a carnival celebrated in Goa and Rio de Janeiro before Lent begins. In Rio, it is a raucous celebration where tourists and locals indulge in everything under the sky and party, while in Goa, the parade is the mainstay of the event followed by feasts and dances.

2.1.1. Why Should Countries Focus on Cultural Tourism?

Local communities are benefited from cultural tourism. Following are some of the benefits of cultural tourism that local tourism bodies and government should be aware of:

- On the destination, cultural tourism has a positive economic impact and can assist underserved communities to flourish and thrive;
- The money that is brought in by cultural tourism can be utilized within local communities for social good;
- It helps in preserving the local culture while permitting communities to highlight the uniqueness of their culture to distinguish it from other locations;
- It assists destinations in marketing themselves and competes with more competitive locales on an even footing.

2.1.2. Popular Countries for Cultural Tourism

As nations realize the significance of cultural tourism and how it can drive local economies, they are paying attention to building towns and cities that can attract overseas travelers to savor and experience culture like never before.

With Paris being the hub of European culture, no doubt France leads the field of cultural tourism. Individuals from across the Middle East, the Americas, Europe, and Asia visit Paris for retail therapy at the Champs Elysees.

With the iconic Notre Dame Cathedral burned down, Paris still is home to art and gastronomy. People generally come to spend time at the Louvre, enjoy Arc de Triomphe, and visit the Eiffel Tower. No doubt, the traveler will be able to enjoy a unique experience, if he/she is in France during the Cannes Film Festival.

China too is soaked in traditions and history that are appealing and fascinating. Numerous Overseas travelers specifically from Australia, the US, Europe, and the UK, throng Shanghai. It is the largest city in the country

and is a global financial hub. It is the best place to experience the culture and history of this country(Figure 2.2).



Figure 2.2. Countries should focus on cultural tourism.

Source: Image by Pxhere.

Visitors can enjoy peace at the Yu Garden, learn about the local history at the Shanghai Museum, and enjoy a leisurely stroll at the Bund. There are various restaurants and art galleries that can fill the time in between these cultural attractions.

Turkey has always been at the forefront of cultural tourism, specifically Istanbul, which straddles Europe and Asia. A few of the best places to enjoy a cultural experience include Topkapi Palace, Hagia Sophia, the Bosphorus, and Sultan Ahmed Mosque.

Even browsing and shopping through the Grand Bazaar can be a cultural encounter. Istanbul enraptures cultural lovers from the USA, Asia, Canada, the UK, Australia, and Europe. People come here to learn about the Ottoman Empire and check out the architecture.

Without a visit to India, the land of Qutub Minar, the Ganges, Varanasi, and Taj Mahal, cultural tourism is incomplete. Each city in India gives a distinctive cultural experience to travelers.

India has a lot to offer, whether a traveler wants to experience the historical culture or religious culture. It is one of the key reasons that travelers from all around the world come to visit India. An individual can spend time in Bodh

Gaya, the tiny hamlet in Bihar where Lord Buddha attained enlightenment, or visit Varanasi to experience Hinduism. Additionally, saree weaving in Andhra Pradesh and the art of weaving in Rajasthan offer insights into the local culture.

Culture tourism is a win-win experience. The travelers learn about the local traditions and cultures and enjoy the rich heritage while local communities' benefit in form of development without forsaking their cultural beliefs and values.

2.2. DEFINING CULTURAL TOURISM

It may seem comparatively easy to differentiate the difference between the concepts of tourism and culture as their boundaries clearly distinct their meanings, where the same goes for the concept of cultural tourism.

For example, it is usually agreed upon that visiting a cultural center in a nation famous for its cultural manifestations is considered as cultural tourism while on the other hand, a visit to a beach is not. Although, in the last few years, the two notions of culture and tourism and the meanings attached to them have experienced notable change, to such a point where their differences have become blurred; for MacCannell (1993), "all tourism is a cultural experience" and Urry (1990) believes, "tourism is culture."

These presumptions made few scholars believe that cultural tourism is a postmodern phenomenon or it is something new. However, it becomes clear by studying the definition of cultural tourism, that "what has changed is the extent of cultural tourism consumption, and the forms of culture being consumed by cultural tourists" (Richards, 1996).

Arguably, cultural tourism is considered as the original form of tourism keeping in mind its roots in the Grand Tour originated in the 16th century in Britain (Hibbert, 1969; Feifer, 1985). Although, trying to describe this concept is more demanding than it may sound.

This complex concept may have different meanings for different people. McKercher and Du Cros (2002) discuss "the number of definitions for cultural tourism nearly matches the number of cultural tourists."

As per the study conducted by the European Commission concerning habits of cultural consumption for Europeans in the year 2002, people tend to visit museums and galleries abroad as often as they do at their homes (European Commission, 2002). However, this issue highlights an emerging concern for cultural activities, it also manifests a contradiction

regarding the difference between cultural visits taken place at home and cultural tourism (Richards, 2003).

Generally, cultural tourism may be described as the very nature of traveling in order to become familiar and understand the way of life and history of a particular location accompanied by a range of cultural factors which can be presented in the context of tourism, these factors may include handcrafted and manufactured products, the food, drink, architecture, entertainment, or each element illustrating characteristics of the way of life in a specific destination (McIntosh and Goeldner, 1990).

Additionally, numerous non-educational and non-cultural activities may give opportunities for familiarizing tourists with each other in a destination. Besides, the continuous discussions in regards to the impacts of cultural tourism on societies and the culture itself present another issue were advancing this “potential source of tourism growth” will really add to communities in terms of environmental and cultural values or “penetrate sensitive cultural environments” and in the end decrease the very identity of destinations.

As Butler (1990) contends, “although cultural tourists are normally seen as “good” tourists who do little damage and travel in little numbers, they can ostensibly go about as the “Trojan Horse” that opens up a region to the less acceptable effects of mass tourism.”

Along these lines, it is difficult to give a definite framework that shows the significance and importance of cultural tourism and tourists overall or for a specific destination. Likewise, defining the problematic concept of cultural tourism brings about various issues.

One the main issue exists within describing the two components of cultural tourism, “culture” and “tourism,” which both, in their own terms, are hard to describe. The greater part of the accessible definitions for cultural tourism agrees that “it comprises of the consumption of culture by tourists,” anyway Richards (1996) contends characterizing this idea according to this viewpoint uncovers various fundamental questions;

- What kinds of culture should be included within the scope of cultural tourism?
- Does a visit to a museum turn an entire holiday into a cultural tourism experience?
- Are tourists who engage in cultural consumption actually culturally motivated?

This topic outlines the meaning of cultural tourism and its importance alongside the ever-changing connection between two expansive concepts of culture and tourism. Nonetheless, it is fundamental to mention that it is nearly an impossible task to define the concept of cultural tourism.

Most literature unanimously skips providing a solid description for this concept because there is no commonly agreed-upon definition for cultural tourism. Notwithstanding, by evaluating the most well-known methodologies embraced in depicting cultural tourism, it is feasible to give a “general” clarification for this ever-changing concept.

It is first necessary to have a basic understanding of the two complex definitions of culture and tourism in order to clearly define the concept of cultural tourism. However, it should be noted that acknowledging the two concepts of culture and tourism separately is regarded as a requirement for explaining cultural tourism. The definition of cultural tourism itself is quite different and should not be presumed as a combination of the meanings of these two terms, culture, and tourism.

2.2.1. Tourism

Tourism is perhaps an easier term to deal with as compared to the broad concept of culture. The known definitions of tourism are divided into two categories; the “conceptual” definition of tourism, dealing with the core meaning of tourism, and the “technical” definition of tourism, focused on measuring and evaluating the value of tourism which is specifically variable in different nations. These two categories are briefly explicated in Figure 2.3.

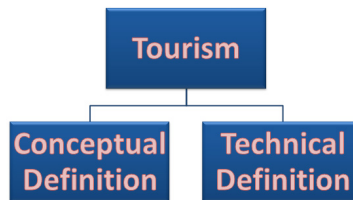


Figure 2.3. Different definition of tourism.

2.2.2. Culture

Hundreds of definitions for culture are in works of literature and it is a very complex concept. In general, “culture” is considered as a “complex whole, which delivers a unifying concept for the extensively varied ways of life.”

“Therefore, trying to explain culture” in a single broadly acceptable definition produces a level of generalization which renders the act of definition useless” (Richards, 1996). Two available uses of this concept in literature, culture as “process” and culture as “product,” are explained in Table 2.1.

Table 2.1. Concept of Culture in Literature

Culture	
As ‘Process’	As ‘Product’
<ul style="list-style-type: none"> · Derived from anthropology and sociology which regard culture mainly as codes of conduct embedded in a specific social group. Culture designates the social field of meaning production, or the processes through which people make sense of themselves and their lives. 	<ul style="list-style-type: none"> · Derives particularly from literary criticism. Culture is regarded as the product of individual or group activities to which certain meanings are attached. Thus, ‘high’ culture might be used by some to refer to the products of famous artists, whereas ‘low’ culture might refer to TV soap programs.

Source: Image by Clarke (1990); and Richards (1996).

In the field of tourism, these two distinguishing approaches appear to somewhat integrate and overlap. As such, tourism, accompanied by other social mechanisms, may go about as an impetus to change culture process into the culture as a product, hence detaching and isolating cultural products from their underlying social context. As referenced previously, this issue represents a challenge in characterizing the creditability of cultural tourism in the first place.

However, understanding its role in society and different definitions of culture may easily reveal its relation to tourism, it would be needless and unwise to explain them in this chapter.

Ashworth (1995) classified three meanings of culture identified with tourism displayed in Figure 2.4. The first and the most restricted definition is esthetic productivity. Viewed as “Art Tourism,” this is the most straightforward type of culture to be commodified for tourism, by, and large, connected with art and artistic performance and products, i.e., opera performances, theater, museums, concerts, and festivals (Ashworth, 1995).

The second meaning of culture is referenced as “Heritage Tourism,” most exhibited in a blend of morphological patterns, conserved cityscapes, and preserved buildings, as well as places related to historical personalities and events.

The last and the most general of the three meanings of culture referenced by Ashworth is “Place-specific Tourism,” “implying that culture can be characterized as the common set of attitudes, values, and along these lines conduct of a social group”(Figure 2.4) (Ashworth, 1995).



Figure 2.4. Definition of culture related to tourism.

2.2.3. Typology of Cultural Tourist

It is necessary to briefly identify discrete types of cultural tourists, before discussing the definition and different approaches surrounding the concept of cultural tourism. Stebbins (1996) proposes that generally, cultural tourists can be divided into two main categories of general and specialized where both types tend to avoid commercial ventures located within their area of interest.

Although, Stebbins’s list for different cultural tourists is relatively common and in spite of what its name suggests, is not precisely related to cultural tourism.

A more itemized typology for cultural tourism by McKercher and Du Gros sort cultural tourists in terms of their deep knowledge and furthermore the significance of culture, as a motivator, in their travel. The initial three kinds of cultural tourists: the serendipitous, the sightseeing and the purposeful can, seemingly, are considered as the main cultural tourists because of their main motivator and experience for picking a location for the sake of cultural values. Contrasted with the list given by Stebbins, these three kinds of cultural tourists can be viewed as specialized and the other two as incidental and casual, and comes under the category of general cultural tourists.

2.2.4. Cultural Tourism in Context

The principle utilization of the term cultural tourism includes the consumption of a wide range of cultural manifestations like folklore, art, heritage, and so forth by travelers. Generally, Cultural tourism can be seen as a sociocultural connection between individuals which is mediated, moderated, and promoted by a range of various actors including travel agencies, planners, marketing professionals, researchers, politicians, etc.

Cultural tourism can be considered as a meeting between social systems and cultures which will deliver changes in the two of them (Smith, 1992). As a social practice, cultural tourism constructs or reconstructs identities (for example transnationalism, social identities, and nationalism) and will ultimately add to globalization and framing a globalized world (Bauman, 1999).

Bonink (1992) recognizes two methodologies in regards to the meaning of cultural tourism: the “sites and monuments” approach, focusing on clarifying the kind of attractions visited by cultural travelers, which primarily depicts culture as a product (Richards, 1996).

This quantitative methodology just presumes cultural tourism as a customer of cultural attractions and proposes a generally restricted perspective on the inspirations and activities of cultural travelers, along these lines confining its investigation to particular sites and attractions(Figure 2.5).



Figure 2.5. Cultural tourism in context.

Source: Image by Pxhere.

For example, site, and monument approach of cultural tourism, normally, consider the accompanying attractions and sites as “tangible” and “intangible” expressions of culture which draws in cultural travelers (ECTARC, 1989):

- Archaeological museums and sites;
- Architecture (ruins, whole towns, famous buildings);
- Art, events, sculpture, crafts, festivals, galleries;
- Music and dance (contemporary, classical, folk);
- Drama (dramatists, films, theatre);
- Language and literature study, events, tours;
- Religious festivals, pilgrimages;
- Complete (primitive or folk) cultures and subcultures.

The second approach is called “the conceptual approach,” strives to describe cultural tourism in a more subjective manner through analyzing the experiences, practices, and implications of cultural tourism in contact with other cultures and places.

As Richards (1996) defines, “as with the travel industry in general, conceptual definitions of cultural tourism endeavor to depict the meanings and motive connected to cultural tourism activity.” For instance, McIntosh, and Goeldner (1986) describe “cultural tourism” including “all aspects of travel, whereby travelers become familiar with the heritage and history of others or their contemporary ways of life or thought.” Otherwise stated, “the products and processes of different cultures are what cultural tourism offers to cultural travelers.

Further, Pereiro(2002) contends that from this stance, cultural tourism can be characterized in an alternate manner, “as a process of commodification, a nostalgia for heritage and the past, a psychological experience, process of learning and curiosity, a modern form of pilgrimage, as an industry which represents cultural values and as a specific way of cultural consumption.”

Further investigation on the conceptual meaning of cultural tourism proposes this approach stimulated a move away from culture as product to culture as process or “way of life” meanings of culture which is apparent in the developing interest of travelers in encountering customs, lifestyle, and regular daily life of individuals in various destinations.

Otherwise stated, the past preoccupation of tourism with landscapes and natural resources seems to be more associated with symbolic and sensory

consumption of the images and ideas related with specific destinations (OECD, 2009).

This diverse and expanding pattern of cultural consumption for travelers essentially dealing with intangible elements make characterizing the concept of culturally motivated and also cultural tourism even more difficult.

2.2.5. The Importance of Identity

One of the most significant “components” of cultural tourism and tourism in general is the issue of identity. Especially lately, the struggle for meditating and creating identity has become an indivisible element of cultural tourism. In other words, identity is presumed as an essential value both for cultural travelers and their hosts.

The hosts like to promote a unique identity for their communities to draw guests accordingly bringing the related benefits of tourism, then again, this unique “local” identity will fulfill the thirst of cultural consumption and assist with differentiating the cultural travelers. As per Richards and Pereiro (2006) the variables accountable for emergence of identity as a vital component in cultural tourism are:

- The requirement for regions to differentiate themselves;
- The shift towards experiential tourism;
- The search for new forms of community;
- The need to valorize culture;
- Postmodern or postcolonial reification of identity.

Identity itself can be portrayed as a “process of social construction of meanings that uses cultural attributes” which happens with regards to power relations” (Richards, 2006) with the purpose of clearly understanding the emerging role of identity in cultural tourism, it is imperative to describe briefly three fundamental kinds of identity recognized by Manuel (2000).

Cultural tourism can assume a significant role and add to all these three types of identity, for example, promoting “national monuments” hence supporting legitimate identity, creating “alternative” cultural itineraries for resistant identity, and obviously promoting new images for communities for projectual identity.

Consequently, clearly cultural tourism can assume a critical role in reconstruction and construction of identity for the sake of tourism consumption. Simply put, as a “mechanism of cultural and social change,”

tourism has an important effect on the transformation of identity where in certain circumstances cultural tourism might reinforce this identity, in different cases it might add new meanings and senses to spaces and people hence transforming and altering identity fundamentally.

Nonetheless, regardless of how this process of “commodification of culture” continues, its social expenses cannot be overlooked (Santana, 1997). Further, another factor which uncovers the close connection among cultural tourism and identity is the recent concern of globalization alongside loosened social ties, decrease in traditional family structures, forms, and individualism.

This arising circumstance calls for a redefined “symbolic constructions for communities” where cultural tourism can act as an ideological stimulus to promote a new identity and image in response to the contemporary social relation therefore altering the boundaries and borders between various human groups both at the global and local level.

However, from this perspective, cultural tourism includes consuming the way of life in different destinations and it is not merely associated with visiting sites and monuments, which is the traditional view of cultural tourism.

In other words, cultural tourism deals with the contemporary way of life and culture of people and is not just about consuming cultural products of the past. As a result, to some extent, this view of cultural tourism moves in harmony with the current issue of globalization and the inevitable process of commodification associated with it.

It is believed that tourism in general or cultural tourism, plays a significant role in declining local identity of communities considering the very nature of tourism development dictates that commodities should be presented to tourists in exchange of economic benefits.

Moreover, considering the pattern of cultural consumption among cultural tourists explained previously, this commodification process related with tourism development does not restrict to physical products, but the components of regular daily life of local people also (Richards, 1999).

This issue represents a serious challenge in examining the importance of cultural tourism and its effects on identity though how much this process of commodification should proceed both for cultural travelers consuming these commodified products (to a degree where their identity is “determined by consumption of others”?) and local individuals selling their identity,

exhausting cultural resources, and living a life expected from them by travelers.

2.3. TOURISM AND CULTURE

The convergence between culture and tourism, and the increasing interest of travelers in cultural experiences, not only bring unique opportunities but also complex challenges for the tourism sector.

“Tourism activities and policies ought to be directed with respect for the cultural heritage, archeological, and artistic, which they ought to safeguard and pass on to future generations, specific care ought to be devoted in preserving historic sites, monuments, archeological sites, and worship sites, as well as improving museums which should be generally open and accessible to tourism visits.”



Figure 2.6. Tourism and culture.

As per the definition embraced by the UNWTO General Assembly, at its 22nd session (2017), Cultural Tourism implicit “A form of tourism activity in which the traveler’s main motivation is to experience, discover, learn, and consume the intangible and tangible cultural attractions or products in a tourism location.

These attractions or products relate to a set of distinctive material, emotional, spiritual, and intellectual features of a society that encompasses

architecture and arts, cultural, and historical heritage, literature, culinary heritage, creative industries, music, and the living cultures with their traditions, lifestyles, beliefs, and value systems”(Figure 2.6).UNWTO provides assistance to its members in strengthening cultural tourism policy frameworks, strategies, and product development. It also gives guidelines for the tourism sector in adopting policies and governance models that benefit all stakeholders, while preserving and promoting cultural elements.

2.3.1. Inclusive Recovery of Cultural Tourism

In February 2021, UNWTO launched the UNWTO Inclusive Recovery Guide-Socio Cultural Impacts of COVID-19, Issue II: Cultural Tourism. UNWTO invited UNESCO to contribute to this second set of guidelines related with the socio-cultural impacts of COVID-19. To analyze the impact of the pandemic the publication draws on the insights of the two UN agencies and to prosper cultural tourism again suggests solutions, under the principles of shared responsibilities and greater inclusion.

The guidelines released come within the context of the International Year of Creative Economy for Sustainable Development 2021, an initiative of the UN intended to recognize how creativity and culture, including cultural tourism, can add to propelling the SDGs.

2.3.2. UNWTO/UNESCO World Conferences on Tourism and Culture

The UNWTO/UNESCO World Conferences on Tourism and Culture bring together Ministers of Culture and Ministers of Tourism with the goal to recognize challenges and key opportunities for a stronger cooperation between these immensely interlinked fields.

Gathering culture and tourism stakeholders from regions all over world, the conferences which have been hosted by Japan, Cambodia, Turkey, and Oman have addressed a wide range of topics, including innovation, governance models, protection, and safeguarding of culture, the promotion, the role of creative industries and urban regeneration as a vehicle for sustainable development in destinations all over the world.

2.3.3. Intangible Cultural Heritage and Tourism

One of the principal motivations for travel is the global wealth of traditions, with tourists looking to engage with new cultures and to experience the

worldwide variety of cuisines, performing arts, rituals, and handicrafts. The cultural interaction stimulated by such experiences builds understanding, prompts dialog, and fosters peace and tolerance.

Promoting the responsible utilization of this living heritage for the purpose of tourism can curb rural flight migration, generate employment, nurture a sense of pride among communities, and alleviate poverty.

Since the revenue generated by tourism can be channeled back into initiatives to aid its long-term survival, tourism offers a powerful incentive for enhancing and preserving intangible cultural heritage. If intangible cultural heritage is to flourish in an increasingly globalized world, then it must be thoughtfully managed. Only true partnerships between heritage sectors, communities, and tourism, built on a genuine appreciation for the aspirations and values of all parties, can ensure its survival.

2.3.4. Weaving the Recovery-Indigenous Women in Tourism

At the 2020 Paris Peace Forum, UNWTO, and its partners presented a Weaving the Recovery project to entitle market access of indigenous women to tourism and conscious consumers through textiles, community entrepreneurship, and fair trade.

To address the most pressing global challenges, this initiative, which gathers the World Indigenous Tourism Alliance (WINTA), UNWTO, the NGO IMPACTO, and Centro de las Artes Indígenas (CAI), was selected as one of the 10 most promising projects among 850+ initiatives.

The project will test various methodologies in pilot communities, starting with Mexico, to help indigenous women in their post-COVID empowerment through tourism development, traditional artisanship techniques and their living cultural heritage.

2.3.5. Sustainable Development of Indigenous Tourism

The recommendations on sustainable development of indigenous tourism give guidance to tourism stakeholders to grow their operations in a sustainable and responsible manner within those indigenous communities that wish to:

- Improve the management of the existing tourism experiences within their communities;
- Open up to tourism development.

They were prepared by the UNWTO Culture, Ethics, and Social Responsibility Department in close consultation with indigenous tourism associations, indigenous advocates, and entrepreneurs. The Recommendations were endorsed by the World Committee on Tourism Ethics and finally adopted by the UNWTO General Assembly in 2019, as a landmark document of the Organization in this sphere.

Who are these recommendations targeting?

- Travel agencies and tour operators;
- Indigenous communities;
- Tour guides;
- Stakeholders such as governments, policy makers and destinations;
- Tourists.

2.4. TYPES OF CULTURAL TOURISM

From several points of view, cultural tourism is a paradox. Although to meet other cultures, people have traveled for a long time, in the eighth decade of the 20th century, this form of tourism was acknowledged as a tourism product and is at present the most popular form of tourism of special interest.

Some researchers have defined cultural tourism, as it happened with ecotourism and adventure tourism, a tourism market for those who chose to travel as per their lifestyle or intelligent tourism, a kind of tourism related to the increasing desire of travelers to learn something new when traveling, this is what makes it a form of educational cultural tourism.

Cultural tourism is a significant subject of sociology and history of recreation and it has a place adjacent to the cultural geography and to investigate analyzing cultural identities, cultural mobilities, and the connection between societies at various levels of advancement. Generally, cultural tourism communicates the manner by which a traveler considers a progression of differences between the present and the past, between a commune and a town, between other countries and one's own nation, between the stereotypes of the exotic and everyday life, fundamental show between leisure and work.

A few analysts consider that tourism gives uncertain joys of the presence and identification of differences or of the confirmation of stereotypes (envisioned by the tourist): cultural tourism is viewed as the principal vehicle of the so called “totalizing idea” as indicated by which both foreign

cultures and rural environment ought to be something different than a western metropolis if not its opposite.

Since writing in the field of cultural tourism in Romania is not extremely rich:

- Concerning the types of cultural tourism, there are very few data;
- This scientific approach targets at categorizing types of cultural tourism as complex and comprehensively as possible by documenting foreign sources. The primary objective of such a methodology is to turn, through tourism, culture into capital.



Figure 2.7. Types of cultural tourism.

Source: Image by Pixabay.

However, a few experts in cultural tourism consider that there are four types of cultural tourism addressed by an equivalent number of traveler group, five such distinct groups are identified:

- The smallest group, representing around 15% of the tourism market, comprises “highly motivated” cultural travelers, individuals that travel to a region or town for what they give from a cultural point of view (museums, theatre, festivals).
- The second group, representing around 30% of the tourism market, comprises “partly” culture-motivated tourists, individuals

that travel to visit their friends or relatives or to relax and for what they are provided culturally.

- The third group, representing around 20% of the tourism market, comprises travelers for whom culture is an “accessory” to a stronger motivation.
- The fourth group, representing around 20% of the tourism market, comprises so-called “accidental cultural tourists,” people that travel without searching events and cultural attractions but who are taken by the relatives or friends they are visiting to such events, or simply because they happen to come across such an event or who get there because it happens in the close vicinity of their hotel.
- The fifth group, representing around 15% of the tourism market, comprises individuals that no matter the circumstances are never attracted by cultural events or attractions.

These kinds of cultural traveler’s permit, in their turn, to distinguish the kinds of cultural tourism (Figure 2.8). Obviously, the objective of the tourism managers, regardless of the type of ownership, ought to be too involved, definitely, not the 15% motivated cultural travelers, but rather the 85% of travelers, that are not motivated, partially motivated or for whom cultural tourism is an accident or an accessory, to practice cultural tourism not as a primary type of tourism which would be impractical on the grounds that it would contradict their status of atypical cultural travelers yet as a secondary type of tourism while safeguarding their initial profile as travelers.

A few researchers, citing McKercher, have made a classification of the “cultural tourists” starting from their preferred type of activity, into five categories (Table 2.2).

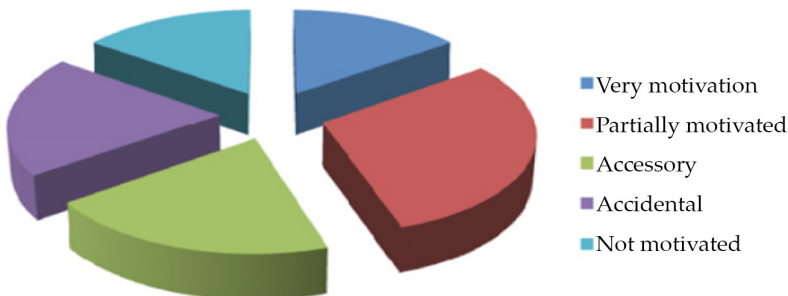


Figure 2.8. Weightage of different tourists.

Sometimes, the confusion in the perception of the cultural tourist is amplified by the offer on the market. A study carried out in 1993 shows that there is a certain tourism offer for each basic needs of a tourist.

Table 2.2. Classification of the “Cultural Tourists” and Their Preferred Type of Activity

Segment	Description	Preferred Activities
Purposeful cultural tourist	Cultural tourism plays a central role in the decision of traveling and the person in cause enjoys a deep cultural experience	<ul style="list-style-type: none"> • Learning experiences that challenge them intellectually; • History museums, art galleries, temples, and heritage sites that are less known.
Tour-amateur cultural tourist	Cultural tourism plays a central role in the decision of traveling but the person in cause enjoys an insignificant cultural experience	<ul style="list-style-type: none"> • Travel long distances to the destination; • Tours and wandering through the streets are their most popular activities; • Visit remote areas.
Occasional cultural tourism	Cultural tourism plays a moderate role in the decision of traveling and the person in cause enjoys an insignificant cultural experience	<ul style="list-style-type: none"> • Visit attractions and temples that are easy to reach; • Explore, but not as tour cultural tourists.
Incidental cultural tourism	Cultural tourism plays a small role or no role at all in the decision of traveling and the person in cause enjoys an insignificant cultural experience	<ul style="list-style-type: none"> • Attractions that are easy to reach and that can be found in town; • Heritage theme parks; • Avoid temples and other religious sites.
Accidental cultural tourism	Cultural tourism plays a small role or no role at all in the decision of traveling and the person in cause enjoys a deep cultural experience	<ul style="list-style-type: none"> • There is no typical tourist.

Source: Table from After several authors.

2.4.1. Activities Preferred by Cultural Tourists

There are also classifications that focus on cultural tourism apart from focusing on the types of tourists, because of the fact that there are several subtypes of cultural tourism and not just one type of cultural tourism, such as:

- Low-scale cultural ecotourism, cited as an option for development and conservation in the Belize Islands Governmental Plan of Development for the period 1994–1998;
- Eco-cultural tourism;
- Indigenous cultural tourism;
- Socio-cultural tourism.

Defining cultural tourism is considered more difficult maybe because it happens to be the most dynamic of all sub-types and types of tourism practiced all around the world.

The World Tourism Organization (WTO) classifies tourism services according to several criteria, among which:

- Tourism mobility degree;
- Tourists' origin;
- Frequency of demand and way of displaying tourism offer;
- Tourists' socio-economic motivation;
- Way of purchasing tourism services;
- Motivation of travel;
- Means of transport.

To highlight the fact that, in this last classification, cultural tourism is identifiable under “tourism mobility degree” (sojourn tourism, more exactly medium distance tourism practiced primarily therapeutically and culturally) and under “motivation of travel” (as cultural tourism, whose main goal is to visit tourism sites abroad and in own country, in groups or individually).

2.5. THE ROLE AND IMPORTANCE OF CULTURAL TOURISM IN MODERN TOURISM INDUSTRY

In today's global tourism market both from the theoretical and the practical point of view, the primary objective of this topic is to thoroughly present the positions and role of cultural tourism, as one of the modern tourism industry's most dynamically developing branches.

Since there is no adequate existing definition, with the definition of cultural tourism, the topic tries to point at the complex problems of the term as it is proved to be a controversial issue in tourism. Cultural tourism can be characterized both from the point of view of theoretical and practical approach and also from the perspective of supply and demand in the absence of a uniformly accepted definition.

It can be stated that cultural tourism is a very complex segment of the 'tourism industry,' its supply is versatile and diverse. Both directly and indirectly, the future positions of the discipline will probably be strengthened as with the change of the recreational needs the objective to get acquainted with the cultural values is increasing strongly.

Mass tourism will of course never lose its positions, but travelers taking part in the supply of the 4S will become visitors with more diversified requirements regarding cultural interest. So, the topic aims to provide an insight into the tourism segments and attraction structure of cultural tourism as well apart from the theoretical discussion.

2.5.1. The Problems and Definition of the Term 'Culture' and 'Cultural Tourism'

First of all, to define cultural tourism, the meaning of the term culture should be determined. This chapter is not intended to investigate this very complex concept with a very detailed analysis or from different approaches and aspects to provide a starting point and an insight, since the determination of the context provides the basis for the research on cultural tourism.

So first of all, in this approach it is intended to highlight one of the first scholars who dealt with the identification of culture by giving a classic approach which is accepted widely in the scope of social sciences researchers.

As per Tylor (1871) culture is "that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" (Tylor, 1871).

To our investigations, this definition seems to be a favorable approach, since the determination can be utilized in a wide context opening the possibilities to the possible associations with other disciplines, and at the same time the definition is concrete and exact(Figure 2.9).



Figure 2.9. The role and importance of cultural tourism.

Source: Image by Piqsels

The approach and definition of the Webster's New Encyclopedic Dictionary should be provided, when analyzing the meaning of culture which states that culture is "the characteristic features of a civilization including its beliefs, its artistic and material products, and its social institutions" (Webster's New Encyclopedic Dictionary, p. 244).

On the other hand, there is ever lasting and maybe a strong debate on the definition of this very complex term. Originally, Anthropology stated that cultures and culture are "unique bounded entities with limits and specific characteristics. Cultures were static, in that they could be captured by anthropological analyzes. Their customs, habits, mores, relationships, uniqueness could all be detailed, and in doing so, the ways in which each culture was separate from all others could be seen."

Culture is not a bounded and unchanging entity as shown by the recent trends of the research on culture. Cultures cannot be separated from each other providing continuously the chance to contact and interact with each other. Obviously, this trend would also strongly determine the development and formation of cultural tourism as well. It intends to highlight the definition of Hofstede (1997) from the more recent perspective, who states that: "Culture

refers to the cumulative deposit of knowledge, beliefs, experience, values, meanings, attitudes, hierarchies, notions of time, religion, roles, concepts of the universe, spatial relations, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving” (Hofstede, 1997).

According to Hofstede (1997) the core of a culture is formed by the values which in terms of tourism will be the basics for the attraction of a given destination. The different levels of culture will be the heroes, the rituals, and the symbols of the given culture which again would serve as a basis for tourism purposes.

The definition of the Roshan Cultural Heritage Institute according to which “Culture refers to the following Ways of Life, including but not limited to:

- **Language:** The most sophisticated medium of expression and the oldest human institution.
- **Arts and Sciences:** The refined and most advanced forms of human expression.
- **Thought:** The ways in which people understand, perceive, and interpret the world around them.
- **Spirituality:** The value system transmitted through generations for the inner well-being of human beings, it is expressed through actions and language.
- **Social Activity:** The shared pursuits within a cultural community, it is demonstrated in a variety of life-celebrating events and festivities.
- **Interaction:** The social aspects of human contact, including the give-and-take of socialization, conventions, negotiation, and protocol.”

It is stated that culture is part of the lifestyle which a multitude of people are sharing based on the above-mentioned points. The similarities in written and spoken language, ideology, behavior, heritage, lifestyle, technology, and even customs connect the people to a group of individuals in a certain culture.

So now if cultural tourism is taken into consideration, these groups will constitute on the one hand from the demand side, those tourists who are possessing cultural motivation during their travel and from the supply side, on the other hand the destination which is disposing those attraction

which are capable to desire the attraction of a culturally motivated tourists or visitor. So, on the basis of the upper mentioned points, it can be stated that altering explanations of cultural tourism could also be derived from the altering interpretations and meanings of the term culture.

2.5.2. The Role and Importance of Thematic Routes in Cultural Tourism

In the 1980s, the direction of tourism supply development moved towards thematic supplies first in Australia, in Western-Europe, and in the United States of America, then in the second part of the decade in East Central Europe and various other regions as well.

Thematic supply development refers to such a planning and realization that is adjusted to attraction uniqueness and features involving all the services that the tourist presses into service. The accentuation of the given region's featuring attractions comes into prominence.

Their originated travel products and the forming supplies chose such an underlying attribute of the rural regions which are able to independently represent the attraction of the given area. However, in many cases in the core of thematic attraction development there is an artificial attraction (Aubert and Csapó, 2002; Berki and Csapó, 2008).

The forming of the thematic routes can be reckoned among the methods of thematic supply development, so the foundation of thematic parks, or the destination supply development of the close sense.

According to Puczkó and Rátz (2000, 2007), thematic routes are such tourism products which make manmade or natural attractions accessible by different forms of transport around a chosen theme or topic. When developing thematic routes, the more increased application of the given attractions is a general objective because of which this supply will be more strongly taking part in the tourism of the given area and region.

The number of thematic routes multiplied in the recent years, while the forms of the cooperation were transformed as well. The previous loose networks make their co-operation system increasingly stronger; their activity can be characterized by a long-term coordination practice.

In the initial period, the participants of the corporations were the proprietors and operators of the attractions, so in a number of cases organizations owned by the local governments and local governments to which later on the enterprises of the competition sector joined as well.

Besides this, the cooperation with only marketing functions is characteristic to the lower level of hierarchy.

In this case, the objective of the given characters is to increase the efficiency of the advertisements apart from the reduction of the particular advertisement expenses. A standardization process is experienced with creating a common image, on the higher organization level of co-operations with extended activities. The appearance of such a supply supposes the creation of travel packages as well because of the connecting attractions (Berki and Csapó, 2008).

In and outside Europe, on the successful operation of the thematic routes, numerous successful examples and methods are found. Forming an international co-operation may have a number of advantages but it also has challenges for the participants.

The creation of the route is apparently an easy task so the attractions have to be developed and selected adequate to the main theme, and applying management methods as well. It can be referred to the positive effects that considering costs these supplies are created with a small range of investment, they are diverse both timely and spatially, can contribute to the unutilized resources of tourism and can captivate a new demand group for the heritage and cultural tourism.

Count on the benefits side of thematic route creation that:

- They are able to utilize unexploited resources;
- They can realize with a relatively small investment;
- Are able to diverse the tourism demand both spatially and timely;
- A new demand group can be captivated by the given attraction.
- Apart from the above-mentioned points it may be interpreted as an additional positive economic effect:
- The motivation of the enterprises among local residents;
- Support of investments, and development concerning buildings, human resources, and infrastructure;
- The settling down of related services, which can also be utilized by the local residents;
- The impact of the income increases because of the increasing tourism flow;
- And as an outcome of the above-mentioned workplace creation (Berki and Csapó, 2008).

In the long term, at attractions functioning it can be found that concrete outcomes so the spatial development effect of tourism can be demonstrated as well. Apart from the economic effects the social effects could be of great significance as well, such as the promotion of the connection system between culture and communities.

2.6. CONCLUSION

In the conclusion of the chapter, it discussed about the basic significance of cultural and contemporary tourism in Asia. The chapter also discussed why should countries focus on cultural tourism? and popular countries for cultural tourism. In this chapter, the cultural tourism, typology of cultural tourist, cultural tourism in context, and the importance of identity has also been discussed.

Towards the end of the chapter, it discussed about the inclusive recovery of cultural tourism, UNWTO/UNESCO world conferences on tourism and culture, intangible cultural heritage, and tourism, weaving the recovery-indigenous women in tourism, sustainable development of indigenous tourism. This chapter also discussed about the various types of cultural tourism as well as role and importance of cultural tourism in modern tourism industry such as the problems and definition of the term 'culture' and 'cultural tourism' and the role and importance of thematic routes in cultural tourism.

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Chapter 3

**Asian Tourism:
Growth and Changes**

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The following chapter proposes to highlight the status of tourism in Asia, especially within the last 20 years. The chapter discusses the current scenario of the prominent players in Asian tourism and also offers a background analysis of Tourism within the continent with special emphasis on the South East sub region.

It is followed by a brief discourse on travel and tourism competitiveness in Asia, with a detailed sub-region analysis, specifically highlighting countries namely Japan, China, and Bangladesh. It further highlights the changing nature and dynamics of tourism in Asia with examples of Japan and India.

It discusses in detail the new trends of tourism that have cropped up in Asian countries as a result of the massive changes brought about in the tourism industry. Religious tourism, medical tourism, health, and wellness tourism are explained with respect to the countries they are thriving in. Lastly, the chapter discusses the reason for the emergence and sustainability of these new trends or changes within the dynamics of tourism.

3.1. INTRODUCTION

According to the World Tourism Organization (2020), the top 10 tourist destinations in the world in 2009, the Asian countries on the list are China and Malaysia, ranking 4th and 9th respectively. In 2019, the 10 most visited destinations around the world, China ranked 3rd, Thailand ranked 7th and Japan ranked 10th (United Nations World Tourism Organization (UNWTO), 2020).

Tourism in Asia is booming and consequently, the rise and growth of leisure and entertainment avenues has made it possible for Asia to attract massive amount of tourists year after year. Today, Asia stands tall, being recognized as one of the most preferred tourist destinations in the global tourism industry.

Because supply and demand can achieve social and economic benefits, the Asian tourism industry pays more attention to the development of this aspect, and the growth and changes in the market make Asian tourism a competitive and diverse environment (Cochrane, 2008, p. 2).

Today, tourism in all of Asia is witnessing a seamless and uninterrupted growth and is fast developing into one of the biggest and fastest developing economic sectors in the Asian continent. Asia Pacific, in particular, has reported 324 million tourist arrivals in 2017, which approximates to about a

quarter of the world's total. Throughout history, East Asia has categorically stood out as the top performer in the Asian region, in the context of number of tourist arrivals. Japan leads the front with a staggering growth of 19% in terms of arrivals in 2017. Almost all the countries falling under this sub-region boast of robust safety and health standards, state-of-the-art, and are ranked amongst the most ICT-ready globally. Therefore, they are a tourist hotspot as they have struck a fine balance as they provide not just their natural and cultural resources, but also meet all the current demands of the western travelers(Figure 3.1).



Figure 3.1. Asian tourism is blooming at a rapid rate in the current time period.

Source: Image by pxhere.com.

In 2017, South-East Asia, surpassed the region's average arrivals growth rate, spearheaded by driven by Vietnam (+29%) and Indonesia (+22%). This phenomenal achievement was due to the competitive prices offered by the countries falling under this region as also the natural beauty of the landscape and cultural heritage that this region boasts of in order to attract tourists.

In the same year, South Asia became the fastest growing sub-region being led by the strong performance of India (+15%). Huge demand from the western source markets and a new visa facilitation regulation helped attain the remarkable results. Tourism-friendly policies, cheaper connectivity, and poor currency valuation have contributed immensely in making Asia by far

the fastest-growing tourism markets in the world. The region is home to six out of the top 10 cities in terms of international visitor arrivals for 2018, according to a new study from GlobalData, an analytics firm.

Bangkok leads the front, attaining the top position in the region and in the world in terms of growth in international visitors, while the other top-10-ranked Asian cities include: Singapore, Tokyo, Hong Kong, Seoul, and Shenzhen from Asia were among the top 10 destinations for international visitors.

“Visitors from China and European countries are driving the growth of international arrivals to Asian cities,” said Aditi Dutta Chowdhury, an economic research analyst for GlobalData. “Tourism friendly visa policies of Thailand, strong promotional efforts and low-cost connectivity have made Bangkok as the top international destination. In addition, weak Asian currencies along with the diversity of visitor interests in Asian cities played a vital role in attracting international visitors.”

The Asia Pacific is located between three out of five of the world’s great oceans, and its location has worked in its favor, more so in the last 2 decades as it continues to play a major role through history within the region and beyond, spreading to both Europe and Africa in the west and the Americas towards the east.

In spite of the population explosion the Asian continent has witnessed, and the fact that today, it is the most populous region in the world, has not meddled with its growth and prosperity. Contrastingly, the cultural diversity and heritage it is armed with offers it the competitive edge to steer ahead in terms of tourism.

This chapter aims at highlighting not just the growth in terms of international tourism receipts in Asia and tourist arrivals from within Asia and from around the world, but also the factors propelling these phenomena.

Both inbound and outbound tourism have achieved a phenomenal growth in the last 20 years, especially in the east and South East Asian regions. Statistics corresponding to intra-regional tourism’s domination over the entire region’s tourism activity reflects not just the rise of the prosperous middle-class and the sudden barrage of low-cost airlines in the region but also the probabilities and threats they pose to the shareholders in both public and private sectors.

3.2. BACKGROUND OF THE GROWTH OF TOURISM IN ASIA

In the decade to 2007, the geography of tourism flows underwent dramatic change. International tourism movements increased by over 40% from 598.6 million in 1997 to 842 million in 2006, with the most dynamic growth in Asia and the Pacific. The region overtook the Americas to become the second-most visited part of the world (after Europe) in 2002, and individual Asian countries climbed up the rankings of the most popular destinations (UNWTO, 2005–2007).

Globally, however, there is still a presumption that ‘tourists’ are Westerners, whereas the major markets in most Asian countries by now are other Asians. In a typical example, Koreans displaced Americans in 2006 as the largest group visiting the Philippines, and six out of the country’s top 10 source markets are Asian (NSCB, 2007).

The contemporary global system of capitalism is founded on the concept of free market, i.e., Interexchange of demand and supply should necessitate not just economic but social gains and thereby offer a cautious management and exercise control over environmental resources during both abundance and shortage of supply(Figure 3.2).



Figure 3.2. Asia has played a defining role in the current expansion of tourism sector.

Source: Image by piqsels.com.

The Asian society reflects a collectivist and socialistic nature, exhibited in tourism through an evident enjoyment in the 'collective gaze' instead of a more individualistic gaze of European tourists, poor governance in most Asian countries suggests that the poor and marginalized sections of society often experience the harmful effects brought about by tourism. Since they cannot afford to be tourists themselves, they do not reap any monetary gains out of it and sometimes have to suffer social disturbance and environmental degradation as a consequence of tourism.

This happens mostly due to the unchecked struggle for both profit and competition, that is faced by the tourism industry on various levels, for instance, tour operators are engaged in competition with each other to gain market share, hotels, and resorts are in constant competition with each other at every destination and nations struggle to establish a unique identity in order to be known and preferred over other nations offering similar experiences.

A competitive environment is generally a perfect setting for not just the consumers but also for the entrepreneurs; a vast variety of niche products will crop up in response to demand, such as with the vast array of medical and wellness holidays offered across Asia, the development of casino-hotels along the Sino-Vietnamese border to cater to Chinese gamblers, the growth of accommodation, tour, and transport services around religious sites in India, and the exploitation of the 'pop-culture' niche.

But the interplay of market forces means that, left to their own devices, the most profitable enterprises will predominate regardless of any negative social and environmental consequences. This situation is most clearly demonstrated by the peculiarly Asian issues of 'zero-fee' or 'zero-dollar' tours, a common problem across the continent as unscrupulous travel agents seize on unsophisticated new markets; 'copycatting' by operators who lack the imagination to develop new products but compete by trimming the margins on existing ones; and by the demand-led growth of low-cost air carriers, whose environmental impacts in the longer term are set to outweigh the short-term benefits.

The inequalities created by unfettered market forces can reach extremes in certain circumstances: conscientious tour operators protest that their ability to make a fuller contribution to social and environmental welfare is hampered when their products are undercut by less principled operators, and the genuine participation (in the sense of having a decision-making role) of weaker elements in society is difficult to achieve.

All over Asia, from the banks of the Kinabatangan river in Sabah to beach resorts in Koh Samui, people whose culture and environment are the focus of tourism find themselves marginalized by the industry. As soon as tourism shows promise, outsiders rush in to purchase land and build hotels.

With few resources of expertise and capital, peasant or fishing communities can rarely gain substantial benefit from tourism under a *laissez-faire* system of development; some form of regulation or intervention is essential.

The key agents of intervention are the government, NGOs, and aid agencies. The government's principal role is to create the enabling environment for tourism to grow and for the benefits to be fairly spread through increasing employment and economic linkages; in other words, to harness market forces and drive them in the direction of social equity.

Frequently, this does not happen with much success, either because of bureaucratic inertia or incompetence (especially at provincial level) or because private interests prevail over the public good.

The current vogue is for collaboration between private and public sectors and between countries, such as with the sectoral collaborative actions and the geographical ones described by Wall. NGOs are active throughout Asia in supplementing government efforts to improve tourism's benefits: amongst other actions, they train guides and tour operators, campaign in support of local communities threatened by large-scale developments, and try to bridge the divide between tourism and biodiversity conservation by sponsoring master-plans and collaborative management initiatives in protected areas.

International aid agencies generally work at a more macro level, guiding policy and law formulation. The Netherlands development agency SNV has been particularly active in poverty alleviation through tourism in Asia, from advising on the management and promotion of new products in Lao PDR, to capacity-building along trekking trails in Nepal and the introduction of articles designed to facilitate pro-poor tourism into Vietnam's 2006 Law on Tourism.

Meanwhile, the Asian Development Bank (ADB) has been instrumental in creating the legislative and physical infrastructure for tourism in the Greater Mekong Sub-Region (GMS). This is typical of a state-sponsored discourse which sees tourism as part of its modernization agenda, using it to develop the infrastructure and diversify from an economy based on primary agricultural products to service industries.

The effectiveness of this involvement for poorer communities is questioned by Travers, who also points out the contradiction between the mass movements which will be facilitated by the GMS infrastructure creation and the smaller scale, community-based approach advocated under another ADB-sponsored program, the adoption by the Laotian government of ecotourism as a central focus of its national strategy.

Many ecotourism projects in Asia are donor-assisted, community-based enterprises which are based more on idealism than pragmatism, their development running in parallel to larger scale, conventional Introduction 3 forms. There is increasing awareness now amongst donor agencies that such ventures are only likely to succeed if underpinned by strong market awareness.

While intervention and regulation are essential to support and manage tourism, attempts to over-direct or limit the market by regulating physical access by consumers, such as with the manipulation of visa regulations in Vietnam or the strict control over the dimensions of supply and the channels of distribution imposed by the Bhutanese government, have tended to creak or break apart under the pressure of demand. Even in Bhutan, long considered a success story because of its apparent success in maximizing the benefits of tourism while minimizing its negative effects, there are moves to relax entry controls in order to allow a more professional and market-orientated approach to service delivery.

A further need for government intervention is because of the environmental consequences of unregulated market forces, which commodify nature and other key elements of tourism: as they are not assigned a value, they fall outside any calculation of the true cost of goods. Thus, tourism companies treat environmental resources as 'free' to ensure profitability, and they become subject to the 'tragedy of the commons' scenario, whereby common resources are over-exploited.

Since the consequences of this are now well understood, why have so few measures been taken by the tourism industry to address the environmental costs of tourism? The major issue is the lack of assigned responsibility for the resources consumed.

The tourism industry is aware of its responsibilities but chooses to let host governments impose a regulatory structure: it does so because competitive practices militate against responsible practices, which can only be effective if all companies in a given geographical area or product field are obliged to behave in the same way. With tourism soaring to new heights in the Asian continent, an increasing number of people are turning into visitors. In view

of the industry's contribution to revenues and employment, governments will collaborate further across frontiers and sectoral boundaries to create the spaces for tourism, and partnerships of public, private, and non-governmental associations will create the institutional and promotional infrastructure to channel tourists to their destinations.

The consequences of the rapid growth of the Chinese economy already draw considerable attention, and it is time that this awareness spread to the other vibrant societies of Asia: with 60% of the world's population, what happens in Asia matters enormously in global terms. The case studies and processes discussed show how deeply tourism has become embedded in social, cultural, political, and economic systems across the region, and how developments here are not necessarily replicating the well-researched paradigms of Western tourism.

Perhaps more than any other industry because of its high visibility, tourism has the scope to bring great benefits in terms of cultural understanding and socio-economic benefits — but only if societal partners are aware of their roles and their potential impacts. It is hoped that the insights provided by this collection will foster greater understanding of these roles and impacts, and help to create the conditions needed for tourism to continue to consolidate as one of Asia's foremost industries.

3.3. ANALYSIS OF TRAVEL AND TOURISM COMPETITIVENESS IN ASIA

3.3.1. Overview

The Asia-Pacific is one of the fastest growing regions with respect to travel and tourism. In 2017, it was reported to be the second-largest destination for international visitors and also boasted the second-largest volume of international tourist receipts. Additionally, the region also happens to be the biggest source of global outbound tourist spending, with most of the earning spent on intraregional travel.

The GDP figures also suggest that Asia-Pacific has the largest aggregate domestic travel market. As a result of these phenomena, it has become critical for most local countries to remain competitive within the region to attract growing international arrivals, contend with domestic T&T offerings of regional rivals and take leverage their own booming domestic markets. Asia Pacific can also make use of its rapidly growing middle-class segment

and also strike a fine balance between its natural and cultural resources to generate tourism. This region holds the TTCI's second-best score for the former and top score for the latter. The region also continues to improve its above-average level of international openness and T&T prioritization, highlighting a deep dedication towards trade and travel by many Asia-Pacific countries.

Additionally, the rising amount of both international and domestic travelers is supported by, and drive, the world's largest and still rapidly increasing aviation market. As a consequence, one of the region's biggest leads over the global average is received through its air transport infrastructure. Asia-Pacific also stands tall, above the global averages in terms of ground and port infrastructure as well as all the pillars of the Enabling Environment sub index.

Yet, the Asia Pacific still faces some major hurdles in terms of tourism, for example, most of the countries that lie outside the Eastern Asia-Pacific sub region have yet to develop, in order to attain global standards and meet the global benchmarks. Another crucial element is that environmental sustainability still needs to be addressed in this region and is the region's biggest competitiveness drawback. Most nations grapple with high air pollution levels, water scarcity, and poor wastewater treatment and management, an endangered wildlife and deforestation.

Additionally, increasingly accurate statistics exhibit that, on an average, the region is not doing enough to protect much of its natural assets. If the region is able to strike a fine balance by further boosting tourism demand while maintaining environmental and developmental sustainability it will continue to strengthen further its competitiveness. In 10 years to 2029, the World Travel and Tourism Council forecasts that regional countries covered by this year's TTCI will increase their T&T GDP by nearly 80%, accounting for over half of the global growth.

3.3.2. Subregion Analysis

Eastern Asia-Pacific remains untouched as the most competitive sub region in Asia-Pacific by far and the second-most competitive in the world. Additionally, the sub region is the main driver of T&T in Asia-Pacific, and is responsible for over 50% of the parent region's international tourist arrivals and receipts and most of its outbound spending.

Eastern Asia-Pacific's biggest benefit relative to both the regional and global averages arise from its highly-developed cultural and natural

resources. This sub region is not only one of the world's major economic centers, but also one that enjoys an exceptionally strong dependence on trade and globalization, and therefore offers major connectivity. It offers some of the world's best air, ground, port, and ICT infrastructures.

Travel is further heightened in this region by high levels of T&T prioritization and international openness. Among all the sub regions in Asia, the Eastern Asia-Pacific has experienced the fastest growth (by percentage rate) to its tourist service infrastructure score, and is home to almost all the wider region's above-global average scorers for this category.

Since most of the high-income developed economies of Asia fall under this region, the Eastern Asia-Pacific uniformly leads regional competitors on account of business environment, human resource and labor market, safety, and security and health and hygiene performance.

Six of the sub region's eight economies covered in the report have improved their T&T competitiveness since 2017. Mongolia experienced the greatest improvement in score (by percentage), moving up nine spots to rank 93rd globally.

The country showed improvement on most pillars; it has Eastern Asia-Pacific's strongest rate of growth for health and hygiene (50th to 38th), T&T prioritization (102nd to 85th) and natural (79th to 62nd) and cultural (62nd to 59th) resources. At the same time, Mongolia remains the subregion's least competitive country, requiring more improvements to business environment (83rd), ICT readiness (85th), international openness (128th), environmental sustainability (131st) infrastructure (111th) and natural and cultural resources. Taiwan, China had the subregion's largest decline in competitiveness (30th to 37th), due to significantly tightened visa requirements (37th to 119th), waning cultural resources and business travel (26th to 36th) and recalibrated figures showing a drastic reduction in protected areas (20th to 118th).

Japan remains the subregion's top scorer, ranking 4th globally thanks to its rich natural (25th) and cultural (5th) resources, overall infrastructure (8th), T&T prioritization (23rd), international openness (6th) and enabling environment (10th). Meanwhile, China (13th) is Eastern Asia-Pacific's largest T&T economy, accounting for over one-half of the subregion's T&T GDP. The country has the index's best score for the Natural and Cultural resources subindex but faces hurdles on Environmental Sustainability (120th).

South-East Asia outscores the global average in overall competitiveness. The subregion depends on T&T more than any other subregion for its GDP, with a particular emphasis on international arrivals versus domestic

tourism. Many visitors are attracted to the sub region's combination of rich natural resources and price competitiveness, with the latter being its greatest advantage relative to other countries in the broader Asia-Pacific region.

It is no surprise, then, that, given this importance of tourism, the subregion outscores the global and Asia-Pacific scores for T&T prioritization and international openness. In addition, the subregion's above-average air transport infrastructure continues to improve at a rapid pace, especially in regard to the number of operating airlines and route capacity.

On the other hand, South-East Asia still trails global and regional means for tourism services infrastructure. Most—but not all—of the sub region's economies also score lower for ground and port infrastructure, hindering travel. Enabling Environment scores—and the Health and Hygiene pillar in particular—should continually be enhanced in order to compete with Eastern Asia-Pacific.

Yet this sub region's biggest drawback relative to the global average is the alarming issue of environmental sustainability, which has been further worsened by the act of deforestation, an alarming number of threatened and near-extinct species and poor wastewater treatment. As a result of all these conditions, the natural resources and asset of this sub region face an imminent threat.

Seven of the subregion's nine economies improved their T&T competitiveness since the last edition of the report. The Philippines had the fastest rate of improvement, moving up four places to rank 75th globally. The country showed impressive improvement on overall infrastructure (90th to 80th) and ICT readiness (86th to 82nd), but still faces challenges when it comes to safety and security (135th). On the other hand, Singapore had the greatest percentage decline in score (losing four places) but remains the sub region's most competitive T&T country, ranking 17th globally.

It has a world-class business environment (2nd), human resources and labor market (5th), ICT readiness (15th), safety, and security (6th), T&T policy and conditions (2nd) and overall infrastructure (3rd). Despite this, Singapore dropped from first to third for international openness, due to increased visa requirements (16th to 50th) and a drop in scores for its natural (103rd to 120th) and cultural resources (28th to 38th).

Cambodia (98th) remains the lowest scorer in South-East Asia, trailing the subregion on the Enabling Environment (106th) and Infrastructure (101st) sub-indexes. Thailand (31st) has South-East Asia's largest T&T GDP, which is reinforced by some of Asia-Pacific's most attractive natural resources

(10th) and most efficient tourist services infrastructure (14th). South Asia is the only subregion in Asia-Pacific to score below the global average for T&T competitiveness. Its strongest advantage relative to the global average comes from its price competitiveness and natural and cultural resources, yet it trails Asia-Pacific on the latter two pillars and the global index on all other pillars. South Asia ranks low for infrastructure, with underdeveloped tourist service infrastructure representing its greatest relative disadvantage.

Low ICT readiness, international openness, safety, and security and health and hygiene are other key weaknesses. However, South Asia also experienced one of the fastest rates of improvement since the last edition of the report, including the greatest sub region percentage jump in scores on ICT readiness.

Four of the five sub region's economies improved their T&T competitiveness over the past two years. Bangladesh had the world's greatest percentage improvement on its overall TTCI score, helping it move up five spots to rank 120th globally. The country enhanced its safety and security (123rd to 105th), ICT readiness (116th to 111th), T&T prioritization (127th to 121st), price competitiveness (89th to 85th), ground, and port infrastructure (74th to 60th) scores at double-digit rates.

Environmental sustainability also increased (128th to 116th), but much of the growth came from an improvement in indicators measuring marine sustainability. However, India, which accounts for the majority of South Asia's T&T GDP, remains the sub region's most competitive T&T economy, moving up six places to rank 34th globally. From a sub-regional perspective, the nation has better air (33rd) and ground and port infrastructure (28th), international openness (51st) and natural (14th) and cultural resources (8th). Compared to global benchmarks, the country can also add price competitiveness (13th) to its roster of strengths. However, India still needs to enhance its enabling environment (98th), tourist service infrastructure (109th) and environmental sustainability (128th). Sri Lanka is the only country to decrease in competitiveness (64th to 77th) in South Asia due to falls on business environment (50th to 79th), international openness (67th to 100th) and natural resources (31st to 43rd). In particular, increased visa requirements (16th to 50th) have hindered openness, while natural area protection numbers show a lower percentage of territorial coverage (39th to 112th), reducing the advantage of natural assets. Pakistan (121st) remains the least competitive country in South Asia when it comes to T&T, including the region's least favorable safety and security (134th) conditions.

3.3.3. Selected Country/Economy Analysis

3.3.3.1. Japan

Japan leads as Asia-Pacific's most competitive T&T economy, ranking 4th globally. While the country's large economy offers it a massive domestic market, the nation has experienced a sudden boom in international tourist arrivals and receipts. Over the years, the T&T industry remains a priority (23rd), bolstered by additional government funding (42nd) and competitive and edgy marketing campaigns (26th). Additionally, Japan continues to become more open (10th to 6th) to international visitors and business.

Due to this aspect, less constraints are experienced during travel and visitors are automatically more drawn towards its unique cultural resources (5th)—the country's greatest advantage relative to the regional and global averages. The country scores high for aggregate cultural and intangible heritage (7th), and its abundance of sports stadiums (3rd) help Japan position itself for upcoming international sporting and other events. Additionally, the country's central position within the global economy guarantees numerous international association meetings (7th)(Figure 3.3).



Figure 3.3. Domestic tourism is the vital part of the Japanese culture as well as economy.

Source: Image by pixabay.com.

International and domestic travel is made easy by continued improvements to already well-developed air transport (19th) and tourist services (29th to 19th) infrastructure. Revisions to road density data also shows Japan's ground and port infrastructure—already recognized for ground transport efficiency (1st)—to be even more developed than previously thought. Online and in-person travel services are also bolstered by good ICT readiness (10th) and exceptional customer orientation (2nd).

Nonetheless, Japan still needs to improve on accounts of better utilization of its promising natural resources (25th). Improved area protection data displays that the nation still has a lot of room for improvement in terms of expanding its habitat protection (76th), which is crucial considering the alarmingly high number of threatened species in Japan (132nd) and global rank of 97th for fish stock pressure (a new indicator for measuring fishing of overexploited or collapsed fish stocks).

Yet the country's greater commitment to environmental treaties (31st to 17th) does show the potential to improve sustainability in the future. Lastly, Japan can further enhance its competitiveness by continuing to improve its price competitiveness (113th), which is characterized by low purchasing power (128th).

3.3.3.2. *China*

China today is the largest T&T economy in Asia-Pacific and the 13th most competitive globally (up two spots from 2017). It invites more international visitors than any other country in the region and its T&T industry benefits from a vast and ever-evolving domestic market.

The reason for China's competitiveness lies in its expansive and outstanding natural resources (4th) as well as the TTCI's highest score for cultural resources. The country boasts of having the highest number of UNESCO Natural World Heritage sites in the world as well as an impressive and diverse wildlife (6th)(Figure 3.4).



Figure 3.4. China has become a major tourist destination following its reform and opening to the world.

Source: Image by piqsels.com.

It also ranks first on intangible heritage and cultural and entertainment digital demand, second for sports stadiums and eight for business events. Fairly low hotel prices (25th) and reduced ticket taxes (58th to 35th) help minimize the cost of staying and traveling within and to China. Moreover, travel is facilitated by an extensive list of air carriers (7th) that have produced the second-largest airline capacity in the world.

Intra-country travel is also made easier by one of the world longest railway networks, which gets relatively positive marks for quality (17th) and efficiency (25th). However, given China's future tourism potential and needs, more investment needs to be diverted to enhancing the quality of roads (42nd), airports (53rd) and ports (55th).

Comparatively low and declining prioritization of T&T (50th to 66th), unfavorable international openness (76th), characterized by strict visa requirements (132nd), and underdeveloped tourist service infrastructure (86th) also create hurdles for potential visitors (although gains have been made in tourist service infrastructure). Further, despite improvement, China still scores low for environmental sustainability (120th).

The country faces several environmental challenges, including very high air pollution (136th to 137th), deforestation (52nd to 53rd), endangered wildlife (120th to 122nd), depleting water resources (55th to 67th) and continued

insufficient wastewater treatment. Unsurprisingly, despite its impressive natural resources, the degree to which people travel to China for nature-based tourism is below average and decreasing (89th to 95th).

Similarly, potential visitors might also be worried about China's health and hygiene (62nd) and safety and security (59th) conditions, though significant progress has been made to both. A strong human resource and labor market (24th), combined with gains on business environment (92nd to 53rd) and ICT readiness (64th to 58th) do bode well for T&T investment and the related online ecosystem.

3.3.3.3. Bangladesh

Bangladesh witnessed the greatest percentage increase in T&T competitiveness in the world, allowing it to move up five places in the rankings. While much of the growth is due to a low starting base (the country still ranks 120th globally) it also indicates the nation's high potential for upward mobility. The country ranks just above average for the total number of known species (49th) and oral and intangible cultural heritage (43rd), which indicates potential for natural and cultural tourism and might explain the rapid rise in international arrivals.

Although a lot of improvement is still required within the country, its growth in tourism also coincides with improvements on elements that have historically constrained travel. The most relevant change came in the form of safety and security (123rd to 105th), which has been a serious issue in the past few decades. Increasingly favorable perceptions of government commitment to the T&T industry (111th to 109th) and country brand strategy ratings (97th to 77th) have also contributed to a greater prioritization of T&T (127th to 121st). Additionally, enhanced ICT readiness (116th to 111th) and better overall infrastructure (115th to 109th) are likely to make Bangladesh more conducive for travel (Figure 3.5).

At the same time, international openness has actually declined (104th to 114th), due to increased visa requirements (46th to 53rd), while tourist services infrastructure (133rd) remains the country's greatest disadvantage relative to the global average. To continue improving its T&T competitiveness, Bangladesh could further cut red tape. For instance, the country scores substantially lower than the Asia-Pacific average for time required to deal with construction permits (129th).

Improving this indicator could push forward recent gains on business environment (104th to 94th), encouraging investment in T&T. Furthermore,

investment barriers could be reduced and travel services enhanced by improving human resources and the soundness of the labor market (120th), which would need to include increasing female labor participation (128th) and further work on labor force qualification (107th).



Figure 3.5. Historical monuments, resorts, beaches, picnic spots, forests, and tribal people, wildlife of various species are some of the key attractions in Bangladesh.

Source: Image by pixabay.com.

Expanding total protected areas (102nd) could help preserve threatened wildlife (112th), reduce rising deforestation (43rd to 60th) and enhance Bangladesh's utilization of natural assets for tourism. In fact, the nation's nature tourism is also threatened by lax environmental regulations and enforcement (105th), and overall attractiveness of the country is held back by severe air pollution (140th) and a lack of wastewater treatment.

3.4. CHANGES IN TOURISM IN ASIA

According to the WTO (2020), the top 10 tourist destinations in the world in 2009, the Asian countries on the list are China and Malaysia, ranking 4th and 9th respectively. In 2019, the 10 most visited destinations around the world, China ranked 3rd, Thailand ranked 7th and Japan ranked 10th (UNWTO, 2020).

The concluding results have shown that in comparison to 2009, Asian countries had fared better in 2019, and maximum rankings had either upgraded or were maintained, while China has remained the best performer among Asian countries, and had secured a spot in the top three in 2019.

UNWTO interacted with travelers from all over the world and concluded that from 2009 to 2018, the number of tourists visiting in Asia and the Pacific region who traveled for leisure, recreation, and holidays rose from 47% to 58%. The average annual growth rate of leisure, recreation, and holidays option was 6% between 1999 and 2009; in contrast, from 2008 to 2018, it rose to 9% annually (UNWTO, 2020).

It can be seen that tourism in Asia is developing rapidly. At the same time, as the development of leisure and entertainment in Asia attracts a large number of tourists, it has increased the recognition of the Asian region in the global tourism industry. Because supply and demand can achieve social and economic benefits, the Asian tourism industry pays more attention to the development of this aspect, and the growth and changes in the market make Asian tourism a competitive and diverse environment (Cochrane 2008, p. 2).

Recent progress and new changes in the backpacker style of travel have motivated a number of young Asian adults to take part in this adventurous form of travel and experience it. With the evolution of societies, and major changes and advancements in both life-cycles and social structures, the youth are developing a higher sense of self-determination and grit to follow their needs and desires.

In addition to this, the aspect of growing complexity of individual tourism trips and the desire for self-realization reflect that today people need not have one specific goal or reason to pursue a trip or travel; as numerous reasons could be combined in one trip.

3.4.1. Background to Backpacker Travel

In post-modern societies, as the nature of life and work patterns have been modified to fit the trend towards greater expression of individual free will, rapid changes have taken place in people's lives: the sense of living for oneself has been strengthened, and the growth of individualism has opened up new scope for people to rethink their life patterns.

Ground-breaking advancements in education and work culture also influence lifestyle and expectations. Contemporary backpacker travel has been transformed to fit the varied needs of participants. Its availability and accessibility have been influenced by the processes of globalization that

have fostered political and cultural changes (O'Reilly, 2006), and it has evolved into many different forms due to social and cultural differences between participants.

It might be a career gap for some travelers, or a chance to obtain freedom from routine obligations. According to Richards and Wilson (2004), the major motive of backpackers remains the search for experience in different cultural settings, while Alvarez and Asugman (2006) argue that while there is a general similarity in motivation and travel tendency, backpacking trips are becoming more purposely diverse, driven by the need to obtain variety.

From the perspective of the tourist motivation model, the most important motives were clarified by Dann's (1977) 'push' and 'pull' factors. The 'push' force refers to tourists' innermost desires. Taking backpackers as an example, the hunger for unusual experiences and the longing to be independent might be the push factors, whereas 'pull' factors are external attributes such as which destinations can offer more exotic experiences (Dann, 1977; cited in Brown and Lehto, 2005).

Based on this concept, Crompton (1979; cited in Yoon and Usyal, 2005) expanded motivational factors for travel to nine: escapism, self-evaluation, relaxation, prestige, regression, and relationship enhancement are categorized as push factors, whereas novelty, education, and social interaction facilitation are pull factors.

Similarly, Weissinger and Bandalos (1995; cited in Goosens, 2000) suggested a motivational scale to measure the 'intrinsic motivation' of pleasure tourists, aiming to investigate people's self-determination by understanding their innermost needs and personal goals and values beyond the obvious reasons for travel.

These intrinsic motives, which push people to pursue their desires and 172 Feng Yi Huang needs, also determine decision-making behavior on the choice of activities, destinations, etc.; they effectively form the pull factors to gain the reward of personal benefits and development (Klenosky, 2002).

As societies modernize and evolve further, relevant changes in conventional culture and societal norms take place. The processes of urbanization and industrialization, in combination with a special emphasis on technology and economic efficiency, have largely brought about a major change in lifestyles and have altered and upgraded living styles and tourism patterns. In recent years, Western ideas and philosophy have questioned numerous conventional practices in South-East and East Asian countries (Inglehart and Baker, 2000), although for certain types of norms and cultural

behavior, these practices may still be preserved as part of a deep-rooted national identity, such as bowing to show respect in Japan. Asians inherit such deep-rooted cultural influences and exhibit them in their daily lives, and they form predetermined factors in their travel perception and decision-making.

The four primary differences in the cultural characteristics of Asian societies compared with Western societies are collectivism as opposed to individualism, femininity as opposed to masculinity, expressions of power distance, and uncertainty avoidance (Kim and Lee, 2000).

‘Power distance’ is the degree of respect or deference which people in a lower social position demonstrate to people higher up the social scale, while ‘uncertainty avoidance’ is the amount of preparation people undertake in order to face potential risks and uncertainties (Hofstede, 1980; cited in Litvin, Crotts, and Hefner, 2004).

Kim and Lee (2000) argue that people who live in a collectivistic culture have more respect for authority and order; clear instructions for proper behavior in social situations are respected and followed; ‘we-ness’ is the central cultural concept. With regard to travel behavior, Asian tourists are more emotionally attached to groups, since the characteristic of social interdependence is predicated strongly on people; separation from ‘in-groups’ is largely unacceptable.

More recently, however, they have begun to enjoy a ‘higher authenticity of local culture,’ made possible by independent travel, instead of the organized tours of previous decades (Baláz and Mitsutake, 1998). What is more, the continuous influences of Westernization have gradually changed South-East and East Asian tourists’ travel pattern and behavior, and several traditional social manners are disappearing.

The travel concept of many Asians nowadays is shifting from a collectivistic experience and becoming more individualistically orientated towards gaining a genuine, authentic experience and a sense of independence (Sorensen, 2003).

This transition is not yet complete, however, and given the abiding influence of home culture and norms, it cannot be assumed that Asian travel patterns will simply mirror Western ones. As discussed by Maoz (2004), for backpackers the trip represents perceptions, values, and attitudes towards life. As a result, travel behavior and attitudes Western and Asian Backpackers in Taiwan 173 during the trip can be recognized as reflections of the characteristics of their societies, with Western travelers using and

counting upon their individualism throughout their journey, while Asian travelers depend completely on their collectivistic characteristics.

3.4.2. The Role of Japanese Popular Culture in Asian Tourism

Japanese popular culture today is a significant part of global culture and plays a crucial role in attracting tourists from other parts of Asia and the rest of the world to Japan, specifically Asian youths, with very specific tourism preferences and patterns of consumption.



Figure 3.6. Japanese culture plays a substantial role in Asian tourism development.

Source: Image by pixabay.com.

The youth influenced by popular Japanese culture, unlike their parents, who rely on package guided tours to attractions such as Mt. Fuji, Kiyomizu Temple, Meiji Shrine and Himeji Castle, as well as enjoying hot-springs and Japanese traditional cuisine in Izu or Hakone, Asian youths mostly prefer to travel independently to Japan and explore the country for their cultural pilgrimage.

They tour the famous places often presented in Japanese television dramas in Odaba and Aoyama, buy the latest fashions in Daikanyama and Uraharajuku, spend a day at Hello Kitty Land (formally Sanrio Puroland) or Osamu Tetsuka Manga Museum, attend live concerts in support of

their favorite Japanese idol singers, or buy ACG (animation-comic-game) products in Akihabara (the best-known place to buy Japanese ACG products) and attend Comic Market (the world's largest comic convention) in Tokyo's Big Sight international exhibition center. Globalization has paved the way for transnational and cross-cultural tourist flow and it has resulted in tourists becoming increasingly active, multi-dimensional, and reciprocal.

A classic example of this in the Asian context is of Asian tourists undertaking cultural pilgrimages to Japan, while Japanese fans of Korean and Taiwanese television dramas and Hong Kong movies taking trips to their dreamlands throughout Asia. Transnational tourist flows jumpstarted by popular culture — a relatively new but significant trend(Figure 3.6).

3.4.2.1. Cultural Pilgrimages to Japan

From 2004 to the present, Japan has been one of the top tourism destinations among Hong Kong people (UNWTO, 2006), with more than half a million Hong Kong citizens visiting Japan each year, making Hong Kong the fifth largest source of overseas tourists to Japan.

There are various reasons that have contributed to the 'Japan travel boom.' The first and foremost reason is that it is a continuation of the growth of outbound tourism to Japan. In the initial decades after the second world war, very few people from Hong Kong visited Japan because applying for a visa was both troublesome and costly; most visitors were businessmen and from the middle-class.

In the later years, however, after better bilateral economic and cultural ties were developed among both the nations and the sudden growth of the Hong Kong economy after the 1980s, Japan rose to be one of the most popular tourist destinations for people from Hong Kong.

The late 1990s witnessed a massive craze for Japanese popular culture amongst the people of Hong Kong and resultantly, many young people traveled to Japan in order to seek their 'Japanese dream.' Additional factors such as the lifting of visa requirements for Hong Kong residents in April 2004 (which was implemented in part as a response to poor arrivals in 2003) gave a big push to the sector.

The Internet has changed the landscape of global tourism, and the rise of independent travel is one of its byproducts. It has become the major source of travel information for travelers, making people more independent and informative in their tourist consumption (Mills and Law, 2005).

Tourists often do a ‘virtual tour’ prior to the actual tour, and because of this, going to Japan nowadays on an independent tour is easy; information about traveling there is abundant. According to a 2005 JNTO (Japan National Tourism Organization) survey, 54% of foreign tourists (5,161 respondents) to Japan acquired information from the Internet, making it the largest source of travel information about Japan (JNTO, 2006).

The same trend can also be seen in Hong Kong. In the past few years, websites, discussion forums and blogs set up by and for Hong Kong people about travel to Japan have mushroomed. For example, ec2Japan (<http://www.ec2japan.com>, since 1999, currently with 7,000 registered members) and Nobita World (<http://www.nobitaworld.com>, since 1993) provide useful and comprehensive information for FITs to Japan, offering a platform for people to exchange ideas, share experiences and organize activities. Some of their members are ardent travelers who have visited all 47 prefectures in Japan.

The Japanese government also makes use of the Internet to promote tourism: for instance, the JNTO has a very good website (<http://www.jnto.go.jp/eng/>) that provides travel information in Chinese and English. Recognizing the significance of ‘soft power’ in tourism, JNTO has a special section on otaku tours to Japan, telling overseas otaku where to go for ACG products, maid cafés and related events. Alternatively, Hong Kong people can visit JNTO’s Hong Kong Office to gather travel information.

The Japanese Consulate General of Japan in Hong Kong also provides travel tips on its homepage, and representative offices of Japanese Prefectures in Hong Kong try hard to attract the people of Hong Kong by holding exhibitions and even offering occasional chartered flights (such as to Okinawa in the mid-summer and to Hokkaido in the winter). Additionally, through internet sources, independent tourists have access to travel information through websites as also through guidebooks, magazines, and newspapers.

Travel guidebooks on Japan especially focus on independent tourists, and specifically highlight all the pop-culture attractions. Japan is one of the most popular tourist destinations in the world, and therefore, about one quarter of travel guidebooks sold in local bookstores is about Japan. Many of these travel guides offer descriptions on how to visit famous locations of Japanese television dramas, while others introduce Japanese animation locations and museums. Popular youth magazines and major newspapers often include articles on the ‘hottest’ tourist spots and the current trends in

Japan. Pop-culture tourism is on the rise and is gradually turning into a major form of modern tourism. As compared to traditional cultural tourism, which lays special emphasis on traditional art forms, this new form makes use of pop-culture-related sites and modern cultural products to boost tourism and increase the flow of young tourists.

A case study of tourists from Hong Kong visiting Japan has recognized three significant developments in Asian tourism that are influenced by the popular culture factor: first, most Asian youths that travel to Japan are on a cultural pilgrimage; second, Asian youths to Japan are almost all independent tourists; and third, Asian travel agencies offer tours to pop-culture-related sites in their package tours to Japan.

Tokyo has turned into a Mecca for youths from other parts of Asia, and Japanese popular culture and this has created a major shift in the dynamics of Asian tourism. Therefore, cultural pilgrimages to Japan are now a powerful niche trend indicative of a major change in tourism in Asia.

3.4.3. Changing Face of Tourism in Korea

In order to improve the service industry, South Korea is paying more and more attention to the tourism industry (Oh and Zhong, 2016, p. 239). KTO follows four core values, dedication, development, innovation, and communication to promote the tourism industry and improve the quality of life of the people (Korea Tourism Organization (KTO), 2020).

From 2010 to 2013, South Korea's growth rate of foreign tourists is 12.5%, which is the highest among OECD (Organization for Economic Cooperation and Development) members (Koo et al., 2013, p. 2). Among the four major strategic directions, the "Traction in improvements to regional tourism" section has mentioned strengthening targeted international marketing (KTO, 2020).

According to a report by the KTO (2020), between 2000 and 2012, the number of foreign tourists to South Korea increased from 5 million to 11 million. Contrastingly, it took 12 years in 2000 to increase the number of foreign tourists by 6 million, when it took only 4 years in 2012 to reach 17 million in 2016 (KTO, 2020). This massive jump highlights that South Korea paid special attention to developing its tourism industry by implementing plans to attract foreign tourists and has successfully made steady progress in terms of marketing the country and its culture on an international level.

With the aim of capturing and developing new international markets, KTO has created various schemes and action plans that cater to and target

different markets to draw tourists from international lands. For example, make use of the Hallyu (Korean Wave) trend to develop and promote a variety of Korean tourism products.

Also, there are 5 focus groups divided by geographical location, which is Japan, China, Asia, Europe, and Americas, and Oceania (KTO, 2020). The potential target customers in Asia comprise mainly of women, youth, and Hallyu tourists, which establishes the fact that Hallyu is immensely popular amongst Asians and exercises a great influence on them.

In addition, the official website of Korea's official tourism brand "Imagine Your Korea" developed by the KTO has introduced the filming locations and K-Pop in the promotion of attractions and activities. For example, the filming sites of Korean drama "What's Wrong with Secretary Kim" (2018), K-Pop festivals in Busan, Changwon, and Seoul (Imagine Your Korea, 2020).

3.4.4. Rise of Religious Tourism in North India

Religious tourism, in the form of pilgrimages undertaken throughout the year, is a strong indicator of the ever-changing dynamics of pilgrimage travel in India. Only a few years ago, at the turn of the millennium, an appropriate term to describe what was occurring at some sacred sites in India did not appear to exist, but today an Internet search gives more than 50 which provide package deals for a pilgrimage or religious tour along some of the popular pilgrimage circuits in India. There is increasing recognition of the fact that pilgrimage to sacred sites — or more commonly pilgrimage centers — is a mainstay of domestic tourism in India (Gladstone, 2005; Singh, 2001).

Reports in the media have often stated that more than 100 million Indians embark on pilgrimages each year (Times of India, 2001). The magnitude and scale of religious tourism or simply put, visitation to sacred religious centers in India, has increased manifold with the rapid growth of motor transport, higher accessibility, and improved economic infrastructure.

More and more people are now visiting pilgrimage centers on buses and taking advantage of package tours. Alongside this increase in volume, qualitative changes are visible in modern pilgrimage travel both on the part of visitors and the overall organization of the industry (Gladstone, 2005); the modern version displays more 'tourism-like' characteristics.

A large proportion of visitors to sacred sites have an additional motive of 'getting away' on holidays (Gladstone, 2005); they visit sacred sites on

holiday irrespective of whether or not it coincides with a religious festival or event. Short-term trips by middle- and upper-middle-income groups now contribute a substantial share of travel to sacred sites (Figure 3.7).



Figure 3.7. Taj Mahal is one of the most attractive monuments in India.

Source: Image by Britannica.com.

3.4.5. Health and Wellness Tourism in Asia

In the last few decades, a significant rise in health and wellness tourism, including spa and medical tourism, has been seen within the Asian continent. There are a numerous factor which have contributed to this gradual spurt in tourism that caters to the mind, body, and spirit; relief of stress alongside beauty benefits and more rapid access to good-quality surgical interventions. Health tourism, wellness tourism, medical tourism and spa tourism are the main styles of tourism that have gained popularity within Asia.

Mueller and Kaufmann's (2001) definition of health tourism, following Kaspar (1996), is 'the sum of all the relationships and phenomena resulting from a change in location and residence by people in order to promote, stabilize, and, as appropriate, restore physical, mental, and social well-being while using health services and for whom the place where they are staying is neither their principal nor permanent place of residence or work.'

Medical tourism has been defined by Connell (2006a, p. 1094) as tourism which is 'deliberately linked to direct medical intervention, and outcomes

are expected to be substantial and long term.’ India, Thailand, Singapore, and Malaysia are the major players that are successfully operating in this market(Figure 3.8).



Figure 3.8. Asia is one of the leading destinations for health and wellness tourism.

Source: Image by pixabay.com.

The soaring costs of medical procedures, waiting lists, and massive aging populations in the developed countries are the main reasons for the surge in medical tourism in Asia. Additional factors such as affordable travel, cheaper flight tariff, and a shift to private sector from public sector in medical care have also peopled medical tourism. Internet too, has played a key role in helping spread the word, enabling users to easily compare prices and services, and has established better communication platforms.

Another important factor is that traveling abroad may also provide a sense of privacy for the individual, enabling surgery and recuperation to take place away from prying eyes (Connell, 2006b). This factor is of exceptional significance in cases wherein the patient is undergoing a cosmetic surgical procedure such as breast augmentation, rhinoplasty, or liposuction, during which they may mostly wish to remain under the cover of which they may wish to have done under cover of relative anonymity.

Spa tourism is a more familiar and well-established concept within the health tourism phenomenon but even its meaning is not always self-evident. For example, natural mineral springs are often but not necessarily an element (Schofield, 2004) and may be more central to the spa tourism experience of

countries — for example, Japan — than of others, such as Thailand. Smith and Kelly (2006a, p. 17) provide a definition which they argue encompasses the modern spa tourism experience. It refers to ‘tourism which focuses on the relaxation or healing of the body using water-based treatments, such as pools, steam rooms and saunas.

Emphasis tends to be focused on relaxation and health and beauty treatments rather than the spiritual aspects of certain exercises such as yoga. Surroundings are usually sumptuous with pricing schemes to match. This may not be wide enough to cover all spa tourism experiences, however: Asian treatments do not necessarily involve the use of water (e.g., massage using essential oils) and may incorporate spiritual aspects (Puczkó and Bachvarov, 2006).

Spas in Asia have gone way beyond the definition of leisure or gratification and have now taken on the role of ‘health centers’ or ‘health resorts’ and have lured tourists from around the world by promoting both physical and mental well-being.

3.5. REASONS FOR SUCCESS IN HEALTH AND WELLNESS TOURISM

There are four major reasons why Asia continues to have a strong foothold in the new and emerging trends of health and wellness tourism:

- The western tourists assume that they live in a world that is too superficial and offers them very less contact with natural elements. Thus, they are more drawn to the Eastern practices and cultures such as the Buddhist elements in meditation, South Asian yoga and Ayurvedic practices (the term is derived from the Sanskrit ‘Ayur,’ meaning ‘life,’ and ‘veda,’ meaning ‘knowledge’ or ‘wisdom’), and Balinese Hindu philosophies.
- Secondly, the trend towards traditional, more ‘natural’ treatments and therapies is complemented by a growing desire for eco-aware products and services (Wight, 1993).
- For example, the Taj Green Cove Spa Resort at Kerala in India provides patrons with treatments based on natural ingredients ‘such as sandalwood, sesame, patchouli, and frankincense’ and time-honored practices: ‘a plantain leaf wrap is used to purify the skin, hair is shined with a paste that includes curry and neem leaves’ (Kurosawa, 2007).

- Thirdly, Asia enjoys the additional advantage of the development of a wellness tourism industry, particularly highlighted by spa tourism. The exotic location and natural landscapes have made it a successful tourism trend.
- The final reason is related to the lower and cheaper costs, particularly in relation to medical tourism. Cheaper international airfare and relatively higher disposable income amongst the western travelers has offered an added advantage in making medical tourism a reality in Asia.

Health, wellness, spa, and medical tourism are increasingly important aspects of the tourism industry in Asia. Some of the growth in these areas is undoubtedly linked to a shift towards consumer ‘experience’ and ‘style’ rather than ‘product’ (UNWTO, 2006; Pine and Gilmore, 1998), and reflects the increasing confidence of important source markets. Asia is in a strong position to leverage these markets with its robust natural and human resource assets including its hospitable cultures.

3.6. CONCLUSION

Asia is undoubtedly undergoing a massive phase of rapid social and economic transformation. This transformation is exhibited by the changes and growth that tourism within Asia is witnessing. Tourism today plays a key contributing role in the development of the continent. The chapter has highlighted the major drivers, growth patterns, and new and novel tourism prospects of Asian tourism.

New forms of tourism are developing and older forms of tourism are taking on new dimensions. Countries such as Japan, China, India, and Bangladesh are seeing a surge in tourism and also new tourism trends with medical tourism, spa tourism, and religious tourism and backpacking culture becoming increasingly popular amongst the western travelers visiting this region. Every country in Asia is gradually building a stronger foothold with respect to tourism and with better policies and higher international appeal; Asia shall continue to be a key player in the field of tourism.

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Chapter 4

**Food Tourism and
Development in Asia**

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In the chapter, food tourism and development in Asia, the concept of food tourism and local food is discussed. It also discusses some of the factors influencing local food consumption. The chapter also shed some light on the rise of food tourism, which means how food tourism can boost the hospitality and tourism industry. It also deliberated some key strategies to develop food tourism.

It also tries to elucidate the concept of gastronomic tourism? In addition, the rise of interdisciplinary culinary and cultural events also being discussed. It also highlighted the concept of millennials demand authentic, local, and experiential. At the end, it explains the marketing of food tourism and its role and importance.

4.1. INTRODUCTION

Food (culinary) tourism signifies a topical concern for destination managers, marketers as well as academics, specifically as food consumption is considered as one of the indispensable features of the tourism industry (Henderson, 2009; Robinson and Getz, 2014). Historically speaking, as food is for long perceived a key attraction for travelers, several destinations have made significant efforts to offer special culinary experiences to tourists (Cohen and Avieli, 2004; Tsai and Wang, 2017).

It is generally seen that local food can enhance the image of a destination as it represents national, regional, and personal identities (Bessière, 1998; Chang et al., 2010; Henderson, 2009). Exploring how the use of local foods helps in contributing to the value of tourist food consumption play an imperative role, because it helps to comprehend tourists' perceptions of a destination and to envisage their future behaviors (Choe and Kim, 2018).

Hall et al. (2004); and Quan and Wang (2004) believe that people of today era are open to the experience of consuming a diversity of foods, which is a factor that stimulates their travel plans (Cheng and Huang, 2015). To endorse their local food, tourism marketers should decide each possible strategy for refining the value of tourists' local food consumption (Choe and Kim, 2018; Hall et al., 2004; Mak et al., 2012). Food is now a key element accentuated in destination marketing strategies or policies, mainly as food tourism is becoming a prominent issue (Du Rand and Heath, 2006; Tsai and Wang, 2017).

As a central driver of tourists' memorable experiences, food consumption has been widely addressed in the tourism and hospitality literature (Lashley

et al., 2004). This factor is thought to positively effect travelers' destination experiences (Kivela and Crotts, 2006; Wolf, 2006) and can promote travel satisfaction (Robinson and Getz, 2016).

Yet the effect of the value of tourists' local food consumption on tourist behavior remains an immature topic, as only a few studies have emphasized on it (Choe and Kim, 2018).

Due to its idiosyncrasies, tourist local food consumption is well-known as an imperative component shaping overall tourist experience (Mak et al., 2017; Torres, 2002). Furthermore, the value of local food consumption involves critical implications for destinations (Mak et al., 2017).

As Mak et al. (2017) state, some studies have witnessed that tourists' interests in and likings for local food value in a destination can have an essential function in impacting destination choices (Cohen and Avieli, 2004; Robinson and Getz, 2016; Sharples and Hall, 2004).

The distinctive contributions of local food consumption that is emotive, epistemic, functional, and social, inspire tourists to recommend or revisit destinations to others. According to Michael and Hall (2004), in order to attain effective market conduct, it is significant to apprehend travelers' food-related behavior (Cheng and Huang, 2015).

Yet, the interrelationships between tourists' local food consumption value, tourists' attitudes toward local food, destination food image, and their behavioral intention remain unexplored (Choe and Kim, 2018). According to Cheng and Huang (2015), travellers' experiences of local food in a tourist destination in distinctive stages of their travel have been seldom examined.

Choe and Kim (2018) argue that as food perception is seriously influenced by tourists' own food culture, the impact of tourists' local food consumption value should be assessed in terms of travelers' cultural background.

Food could be seen as an artifact that can portray the local culture and give visitors a flavor of the destination's strange lifestyle (Ottenbacher and Harrington, 2011); as a result, food also considerably reflects some specifications of a locality (Robinson and Getz, 2016).

Despite this significance, few studies have probed into how regional food is commodified as a core component of regional tourism and how local traditional foods entrenched in the destination culture influence distinctive levels of tourists' behavior and perception (Kim and Iwashita, 2016). Shiraz, as an Iranian metropolis, proposes a stunning variety of culinary delights as regional foods such as bademjan (eggplant and tomato stew), fesenjan

(pomegranate walnut stew), baghali polo (rice with dills and fava beans), gormeh sabzi (vegetable stew), zereshk polo (barberry rice), ash-e reshteh (noodle and bean soup), kebab (lamb, chicken, lamb liver, ground meat), and tahdig (crunchy fried rice). All of these regional foods possess the imperative values to influence the decisions and behavior of tourists.

4.2. FOOD TOURISM AND LOCAL FOOD

It is generally seen that food choices and motivations differ across travelers. Hall and Sharples (2004) argue that when expressing food tourism there must be a difference among those tourist behaviors who consume food as a measure of their travel experience and those who choose destinations exclusively influenced by their interest of food.

Wolf (2002) describes culinary tourism as travel for searching arranged food and beverages and memorable gastronomic experiences.

Although, any visit to a restaurant is not cogitated as food tourism, destination choice of tourists should be shaped by a special interest into culinary, gourmet, gastronomy, or cuisine. Food tourism comprising visitation to a primary and secondary food producer, restaurants, food festivals, and specific locations for which food tasting and/or feeling the attributes of specialist food production region or tasting the dishes of a specific chef (Hall and Mitchell, 2001; Kim, Duncan, and Jai, 2013; Marzo-Navaro and Pedraja-Iglesias, 2012; Wagner, 2001) are considered under food tourism.

Hjalager (2003) labeled culinary tourist on the basis of Cohen's (1984) phenomenological categorization into four distinctive groups as existential, diversionary, experimental, and recreational. The existential gastronomy tourists think their gastronomy knowledge is augmented by experiencing local food and beverages.

For these tourists, consuming local food, of the region is basically refers to advancing in-depth knowledge about the destination's culture.

Thus, existential gastronomy tourists eat from only those places where only locals eat and value the food that is prepared in accordance with the traditions and avoid high priced restaurants due to their commercial and non-authentic environment. The experimental gastronomy tourists seek trendy and fashionable foods that can be allied with their lifestyles.

They favor designer cafes and restaurants where they consume food and deliberate food consumption as a way of pleasing their needs linked

with prestige. The recreational gastronomy tourists do not seek local food, complex or fancy restaurants, they dishearten by that.

The diversionary gastronomy tourists seek quantity and approachability of food with familiar menu items. They usually like international chain restaurants and avoid unfamiliar food. Thus, tourists might sense the impact of local food differently on the basis of several motivational factors. Although, irrespective of the main motivation food is an imperative element of tourist experience.

4.3. FACTORS INFLUENCING LOCAL FOOD CONSUMPTION

Determining distinctive needs of several tourist segments would create a superior design of local food products. Irrespective of its significance of exploring different characteristics of tourists and their perceptions of local food have been abandoned in majority of the time. In this section, the main focus is on local food choice and likings of tourists and their characteristics(Figure 4.1).

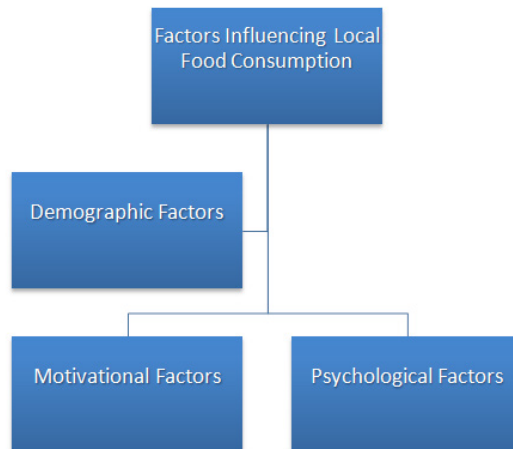


Figure 4.1. Factors influencing local food consumption.

According to Giesen et al. (2010), it was reported that food consumption studies are typically concerned with comprehending the determinants of several food-related behavior, embracing liking, choice, preference, and intake. Food liking denotes to ‘the pleasure or palatability attained from tasting a given food.’ Duarte Alonso, Liu, and O’Shea, O’Neill, (2013) also

found that taste and quality are major factors impacting restaurant choice. In defining factors affecting local food consumption, Mak et al. (2012) reports five dimensions; religious and cultural factors, motivational factors, socio-demographic factors, personality, and past experience. It is also recognized in several studies that food choices are affected by religious and cultural backgrounds (e.g., kosher food).

Kim and Scarles (2009) offers a model of local food consumption comprising three chief factors including Mak et al. (2012)'s factors and divided into sub-factors; motivational factors (escape from routine, exciting experience, learning knowledge, health concern, authentic experience, sensory appeal, togetherness, prestige, physical), demographic factors (age, gender, education), physiological factors (neophobia or neophilia). Thus, there is an extensive variety of local food attributes that might be pondered when analyzing tourists' food consumption behavior.

4.3.1. Demographic Factors

Demographic factors were discussed as imperative affecting tourist food consumption and commonly comprise indicators such as age, education level, gender, marital status, religious belief and so on (Kim et al., 2003). Demographic factors are proclaimed to be imperative on consuming local food (Furst, Connors, Bisogni, Bobal, Falk, 1996; Khan, 1981; Randall and Sanjur, 1981).

Some of the critical evidence suggests that gender, age, and social status are important when making food preferences. For instance, Rozin (2006), states the gender to be a determinant factor affecting local food consumption when comes to meat weight concerns, avoidance, preference of low-calorie foods among respondents in USA.

Kivela and Crotts (2005) supports this idea by steering those males found to be more attracted and involved in local food consumption in comparison to females. Corroborating with this point, several studies have recommended that females are more concerned about food safety, whereas males rather focus on taste more than safety (Flynn, Slovic, Mertz, 1994; Kim et al., 2009; Wadolowska, Czarnocinska, Babicz-Zelinska, 2008).

As like females aged people are also cogitated to be more inclined with natural and healthy food (Kim et al., 2009) and the tendency of eating seafood asserted to be increasing with age (Olsen, 2003). Kivela and Crotts (2005) proposes that the tourists of distinctive origins have distinctive

approaches to food experience. For instance, Eastern cultures have been found to be evading the local food but western cultures are pondered to be more engrossed in trying unfamiliar food (March, 1997; Sheldon and Fox, 1998; Cohen and Avieli, 2004; Tse and Crotts, 2005).

In addition, it is specified that people with higher education level and higher income are more interested in local food consumption as they do not only consume food for filling a physical need but also consider their sense of taste and relate what they eat with local culture (Wadolowska et al., 2008).

4.3.2. Motivational Factors

Number of studies have found that motivational factors impact tourist food consumption and local food is off primary significance for overall satisfaction of a trip (Cetin and Bilgihan, 2015).

According to Fields (2002), it was suggested that four motivational factors for tourists to consume local food; cultural, physical, interpersonal, and statue motivators. Kim and Scarles (2009) proposes nine sub-factors when explaining motivational factor as; exciting experience, health concern, escape from routine, learning knowledge, togetherness, authentic experience, prestige, sensory appeal and physical in their model of local food consumption.

The dimensions of tourists' food motivation have been labeled in two main sorts as symbolic dimensions (learning local culture, authenticity, exciting experience, prestige), and obligatory dimensions (physical need, health concern, etc.), (Mak, Lumbers, and Eves, 2012). Tasting local food is said to be a pleasurable and thrilling activity by Kivela and Crotts (2006).

As it is well known that eating is a basic need of human nature, every tourist eats local food when traveling away from home. Taste, scent, looks, of the food and the authenticity of the place are sensory issues professed by five senses and can be pondered as physical motivators (Fields, 2002). Akin to this idea Kim et al. (2009) mentioned taste, smell, flavor, and visual image of food as physical motivators that imitates sensory appeal as well.

Besides representation of the restaurant, decoration, lighting, music, and architecture are recognized as aspects of physical environment (Yuksel and Yuksel, 2003; Meiselman, 2000). Traveling is seen as a way of evading from routine (MacCannell, 1976; Smith, 1994), so the tourists favor eating in authentic places with traditional atmosphere in place of worldwide food chain restaurants. Eating local food in local restaurants is also believed to

be a way of cultural and social interaction since it gives clues about local way of living, geography, manners, economy, and related cues (Getz, 2000).

4.3.3. Psychological Factors

Apart from given demographic and motivational factors, some psychological factors on the basis of personal characteristics, past exposure, variety seeking is also stated to affect local food consumption in destinations.

Mainly food neophilia and neophobia have been inspected by authors. While explaining these terms, people may innately dislike or be dubious to taste unfamiliar food (neophobia), on the other hand they also have a curiosity to taste local food (neophilic) (Fischler, 1988).

Allied to this, readiness of consuming new food and being interested in trying unfamiliar food are stated to be push factors for some tourists to try local food at destinations (Quan and Wang, 2004; Chang, Kivela, and Mak, 2011).

While on the other side, Torres (2002) argues that some tourists might favor the kind of food they eat back in their origin. Quan and Wang (2004) supports by saying that tourists may stay in western hotel chains in Asia in a way to avert local tastes but if they are in search of novelty, they may choose to eat local food as well.

Past experience also impacts food choice at a destination. The earlier experiences of tourists about food can affect future visits to the destinations. Experienced tourists might be more eager to try distinctive food alternatives in comparison to first time visitors (Tse and Crotts, 2005; Ryu and Jang, 2006).

4.4. THE RISE OF FOOD TOURISM: HOW FOOD TOURISM CAN BOOST THE HOSPITALITY AND TOURISM INDUSTRY?

For the hospitality and tourism industry, does marketing food have a big impact? There is a total of implications on the positive impact food tourism has on helping the development of tourism and hotel businesses, such as(Figure 4.2):

- Positive media coverage;
- Increased website traffic;
- Increased number of bookings from food tourists.

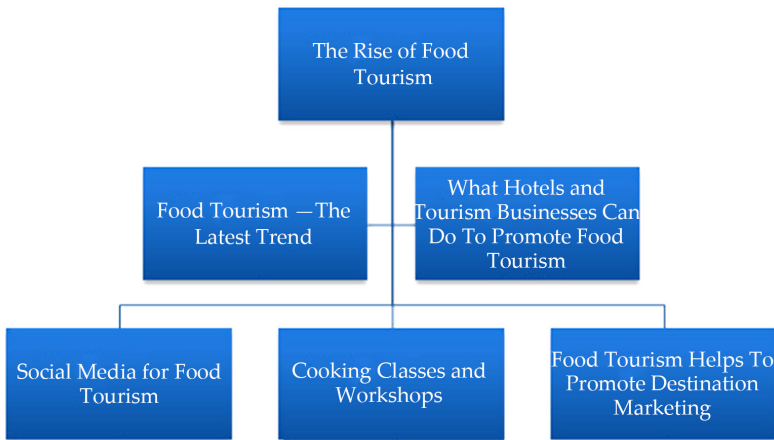


Figure 4.2. The rise of food tourism: How food tourism can boost the hospitality and tourism industry?

4.4.1. Food Tourism-The Latest Trend

Public interest in food has been gradually increasing, ultimately transforming food tourism into the new global trend, even more so powered by countless unique food experiences posted on social media sites. Unlike common tourism, food tourism emphasizes on culinary experience—food and drink that are sourced locally, rather than mere sightseeing.

According to the Ontario culinary tourism alliance (OCTA), culinary tourism refers to “any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques.”

The concept opines that people pursue a memorable food or drink experience by getting a better understanding and/or consuming local drink or food with the essence of culture in them. It is pondered first-hand cultural experience and it is on topmost of the tourist attraction list.

4.4.2. What Hotels and Tourism Businesses Can do to Promote Food Tourism?

As food tourism is a growing tourist attraction, hotels, and tour agencies can promote certain cuisines at several countries by organizing regular tours aiming on cuisine. For example, Four Seasons Hotel in Hangzhou, China, runs a private dinner and tour where tourists will be taken to the local

food market where they can enjoy authentic Cantonese and Shanghainese cuisine. It is generally seen that social media plays a pivotal role in driving the interest and enthusiasm in food experiences. Hence food tourism is enormously popular among millennials, who share their food experiences on social media sites such as Facebook, Instagram, Twitter, and YouTube. It is possible for marketers to obtain additional promotion through organizing events, such as beer festivals or market feast, and encouraging millennials to share the experiences on social media.

Furthermore, a recent study by the United Nations World Tourism Organization (UNWTO) comprising the UNWTO Affiliate Members working in distinctive sectors, shows that food events are the most popular tourism product, accompanied by workshops and cooking class, as well as food fairs highlighting local products.

Some of the relayed study also reveals that organizing events is the most used promotion and marketing tool, followed by advertising and brochures.

4.4.3. Social Media for Food Tourism

Current food tourism trends comprise food bloggers and food Instagram accounts, with reviews, videos, and recommendations to top it off. Food photography is considered as one of the most popular forms of Instagram posts along with photography and fashion. Popular food associated hashtags on Instagram such as #foodie, #foodporn and #nom has over 20 million images(Figure 4.3).



Figure 4.3. Use of social media to influence people.

Source: Image by Max Pixel

Users who share their experience eventually gained thousands of followers, fetching attention to the places they visited, contributing to brand recognition and brand awareness. In addition, the #travel hashtag also carries several culinary posts. Thus, food photography backs to the improvement in tourism.

Another strategy is to enlist the help of social media influencers, specifically, food bloggers. It is generally seen that food bloggers have a massive online following that could contribute to increasing a hotel or a restaurant's publicity. By allowing food bloggers to write reviews, share their experiences, take stunning photos of the food, visual content for the restaurants is produced.

Social media examiner printed a social media marketing report in 2016, that exhibits that 37% of marketers considered visual marketing to be the most noteworthy form of content, with blogging following after. Moreover, social networking sites such as Snapchat and Instagram that primarily covers visual content (videos and photos), can be considered tools to use in visual marketing.

4.4.4. Cooking Classes and Workshops

It is worth noticing that other popular food tourism product is cooking class and workshops. Cooking sessions are widely popular in a number of countries including Japan, Italy, France, where tourists are able to visit local gardens or villages to collect ingredients and later on, cook meals from scratch supplemented by the locals.

It is believed as a whole new culinary tourism experience as it is not identical one from watching cooking shows on television at home, instead it is a completely new experience in a place where a certain cuisine originates.

4.4.5. Food Tourism Helps to Promote Destination Marketing

As food is an integral part of cultural experience, some people are of the opinion that food tourism plays an imperative role in promoting destination marketing. For the millennials, the internet is the main source of information, in addition to inspiration. Hotels and tour agencies can develop pertinent content as part of their destination-marketing strategy.

For example, Australia has their own Instagram and Facebook page focusing on all things local and featuring tourist attractions and culinary hotspots. Henceforth, tourists are able to plan comprehensively—which

places best suits them to visit and what food or drink to try. To conclude, it has been observed that culinary experience is becoming more and more a focus for traveling. As a new trend with a great amount of interest among the millennial, there are quite a number of digital marketing trends that hotels, tour agencies, and restaurants require to catch up to, emphasizing on content strategy and development.

Furthermore, some opine that dining is not the ‘final destination’ for food tourists, instead, it is learning about where the food comes from and how it was formed—is the future of food tourism. This suggests that there is arising request for a memorable cooking experience, and it is critical for tour agencies and hotels to expand their culinary tourism choices in a way to accommodate their customers’ demands and offer quality food tourism experiences.

4.5. KEY STRATEGIES TO DEVELOP FOOD TOURISM

4.5.1. Determine if You’re Market Ready to Receive Food Tourists

The OCTA suggests a set of 10 criteria for forming successful food tourism (listed in the report), that together will ensure a local “taste of place” is delivered and meet the consumers’ expectations.

DMOs need to first fairly evaluate their agricultural assets, and their food and beverage-specific travel products, to explore what is unique, persuasive, and marketable. Then DMOs have to decide if and how distinctive suppliers can be combined to create a layered culinary travel experience that bring into line with the destination brand.

4.5.2. Create a Network of Like-Minded Hospitality and Tourism Suppliers

There needs to be a committed network of people and companies who are fervent about local food travel experiences. Equally imperative, all participants should be dedicated to backing the people in the community who prepare and produce the local food and beverage product. The communal network requires to be open and available to all stakeholders.

It almost goes without saying that the more independent, locally intensive, and like-minded that participating companies are, the superior. Reach out to

thought leaders and cultural influencers who are active in ancillary fields that can possibly complement the food travel experience, such as design, music, and the arts. The food tourist is seeking for their experience to be enhanced by these areas.

4.5.3. Collaborate with the Network to Build Food Experiences

Co-creation is imperative to develop a well-rounded food tourism infrastructure in any destination. Once a network of suppliers is recognized, crowd source as many ideas as possible to form immersive local destination experiences.

Seek out distinctive potential partnerships integrating meals, tastings, tours, lodging, entertainment, and education to develop dynamic product opportunities. Determine how all of these experiences can assist in offering advocacy for the community and support special events.

4.5.4. Create Special Events and Social Media Promotions

Interdisciplinary events in combination with the food and other cultural activities are prevalent as they entice multiple markets and enlarge the audience beyond just hardcore food fanatics. It is of greater importance to ensure the people who really produce and prepare the F&B in the destination are able to participate with visitors at the event.

Special events are also considered to be best business drivers as participants and the media will help in their promotion through their professional and personal social networks. Build social media contests allied with the event, and be aware that synchronizing the online conversation is a major endeavor. Make sure to commit the needed resources essential to do it well.

4.5.5. Develop Visually Engaging Campaigns with an Educational Message

Promotional campaigns should exhibit how the local culinary experience is unique to the destination by stipulating local F&B industry personalities, their product, and the distinctive venues and environments that visitors can explore.

Food tourists are mainly interested in learning about new food and their cultural settings in a dramatic locale, so those elements should be articulated in all promotional vehicles. High-impact professional photography carries

high importance, but make sure to supplement that with a wide-ranging source of user-generated photos to build organic consumer engagement.

4.5.6. Measure Everything and Share It

It is generally seen that an effective food tourism strategy comprises benchmarks that outline overall business goals and objectives. These should be broken down as widely as possible by market segments and industry sectors to measure what works well and what should be reworked during regular performance reviews.

Once those metrics are baseline, they are required to be shared with everyone who wants access to them. Transparency is imperative to create trust among all stakeholders, drive a culture of partnership, and motivate individual participants to retain their levels of commitment.

4.6. HOW CAN WE DEFINE GASTRONOMIC TOURISM?

It is generally seen that in the current era, travelers are more experienced, have more disposable income and more leisure time to travel, and thus tourism assists them to escape the daily routine of their usual environment and immerse themselves in a world of novelty and freedom. Thus, more, and more tourists across the world are looking for solid learning experiences, and in this attempt the gastronomic experience, in highly diverse ways, is playing a growing eminent role.

Current research in gastronomic tourism is rare and is primarily emphasized on wine, and “gastronomic tourists” are not essentially the same individuals who engage in other, non-ecological gastronomic activities.

Gastronomic tourism is an evolving phenomenon that is being industrialized as a new tourism product due, *inter alia*, to the fact that in accordance with the specialized literature (among others, Quan and Wang, 2004) over a third of tourist spending is devoted to food. Thus, the cuisine of the destination is an facet of utmost significance in the quality of the holiday experience.

One of the most exploited definitions of gastro used in the literature is that suggested by Hall and Sharples (2003), according to which food tourism is an experimental trip to a gastronomic region, for entertainment or recreational purposes that comprises visits to primary and secondary producers of food, gastronomic festivals, events, food fairs, cooking shows,

farmers' markets, and demonstrations, tastings of quality food products or any tourism activity in context to food.

Apart from this, this experiential journey is associated to a specific lifestyle that comprises experimentation, learning from distinctive cultures, the attainment of knowledge and comprehension of the attributes or qualities related to tourism products, as well as culinary specialties formed in that region through its consumption.

Therefore, the experience of gastronomic tourism is pondered as such, provided that everything stated above constitutes the chief reason or motivation to travel for visitors to a specific destination or at least one significant reason.

But even without gastronomy being the chief motivation for preferring a particular destination, the fact is that it is increasingly occupying a considerable role as a secondary or partial motivation of tourists in the world (according to recent research, eating in restaurants is the second preferred activity of foreigners visiting the United States and is the number one vacation activity for U.S. travelers when they visit other countries).

And these tourists should not be essentially categorized outside the scope of the product "gastronomic tourism," which this entails definition that is more adaptable and flexible to tourism-motivation dynamics that are progressively complex and plural.

Thus, we can take an extra step and say that gastronomic tourism applicable to tourists and visitors who plan their trips partly or wholly in a way to taste the cuisine of the place or to engage in activities related to gastronomy. Gastronomic tourism involves several distinctive subtypes if we look through the prism of the dish or food in question.

Therefore, we have, for instance, offerings with respect to food products such as oil, ham, meat, cheese, fish, truffles, fruit, or beverages or chocolate, such as whisky, cognac, cider, cava, sake, horchata, or tea.

Gastronomic routes are becoming without doubt one of the most advanced products in this area. A gastronomic route is a system that forms a thematic and comprehensive tourism offering, usually branded, and is stated by one or more itineraries in given geographic area (although actually, gastronomy has no borders), with a series of tourism sites or products, such as restaurants and factories, which are listed in tourism guidebooks and which orbit around a particular food, product, or dish, usually with distinguished quality, or gastronomic activities or events.

The route also notifies about other sites of historical interest, thus endorsing economic development throughout the area.

Thus, the idea is to bring together distinctive types of tourist attractions and to offer them in a suitably packaged form so that tourists stay longer in the area than if only one sort of attraction is presented. It is generally perceived that, gastronomic routes will be efficacious if they manage to activate gastronomic heritage and transform it into food tourism as an attraction for tourists, while at the similar time distinguishing it from the competition as visitors look for diversity, new sensations, and trustworthy experiences.

But any value proposition or creativity made to intensify travel motivations positioned on gastronomy should be underpinned by sustainability practices and principles and prearranged around an effective system of public-private cooperation.

Both tactics are inseparable and can not only to direct providers such as food industries and restaurants, but also other sectors implicitly akin but linked to tourism, creating conditions for ensuring local employment and the publicity of new activities in zones of influence.

4.7. THE RISE OF INTERDISCIPLINARY CULINARY AND CULTURAL EVENTS

It is important to note that one of the strongest indicators supporting the rise of food tourism is the growing number of local culinary programming being presented at arts and music festivals. These events showcase a broad range of interdisciplinary creative energy, comprising modern works of art, books, electronic music DJs, speakers from the start-up world, comic books and other collector items, and every sort of pop culture movement. There are a number of prospects for local food tourism suppliers to approach the large customer bases attracted to these events.

One of the most prevalent approaches has been the institution of food trucks that offers a trendy selection of local flavors for every craving. It has also been observed that Destinations are also partnering with celebrated native chefs functioning in pop-up restaurants and other unique dining venues.

Farmers' markets are popping up at festivals too. The Greenbelt Harvest Picnic, for instance, is a massive outdoor concert held each year just outside Hamilton, Ontario, that comprises a sprawling farmers' market and a concert

series carried with big name performers.

“Many festivals and events worldwide are demand generators for tourists, whether they are food-driven festivals or festivals that happen to have great food programs within a broader subject,” says LeHeup. “We’re exploring how many of these festivals and events are actually using local food, or showcasing a taste of place, as a way to add value to consumers.”

As one instance, LeHeup says people do not think about Mardi Gras as a food festival. People go to Mardi Gras as they love the music and the cultural expression of New Orleans, but at the similar timing, local food is an integral part of the event. DMOs have taken note of the growth of festivals and the role that food can play in them.

In the current scenario, several destinations are collaborating with local businesses to develop events focused chiefly on their culinary offerings. For instance:

- The San Francisco Street Food Festival is offered by Whole Foods Market and hosted by non-profit La Cocina.
- The event syndicates food trucks, Michelin-rated chefs, and pop-up restaurant, throughout the city.
- The three-day southern living taste of Charleston festival is hosted by the greater.
- Charleston Restaurant Association. It features chef competitions, sampling stations, restaurant promotions, musical performances, and beer tastings.
- Smorgasburg is a twice-weekly seasonal event in New York City, featuring 75 to 100 vendors from the city and across the region. Vendors must sell a unique product that is not accessible at any other stall or market within the city.
- The Field Trip festival in Toronto comprises food from some of the city’s top restaurants, together with music and interactive performances that combine art, technology, photography, and fashion.

4.8. MILLENNIALS DEMAND AUTHENTIC, LOCAL, AND EXPERIENTIAL

In September 2014, Forbes writer Stephanie Denning wrote: “One thing is for sure: Millennials’ relationship to food is special and carries higher

importance. They want it to be authentic, genuine, and real, they want to know how it was produced, and they want it to be a shared experience in order to get a unique experience”(Figure 4.4).



Figure 4.4. Tourists exploring local food.

Source: Image by Flickr.

Look at millennial travelers' behavior today and you will have visions into the mass-market trends of 2020. Millennials were among the first to indulge in the sharing economy, skip over travel agents in favor of online bookings, trade big box chain hotels for well-designed and independent boutique lodging, and seek out reliable local culinary experiences in each destination they plan to visit.

Therefore, it is highly important to understand millennials' gravitation toward local food experiences, as it is becoming predominant for all generations in several distinctive markets. Moreover, according to Skift's research report "The Rise of the Millennial Traveler," the yearly purchasing power of millennials is \$170 billion and continuously growing.

It is expected that demographic to account for half of all global travel spend by 2020. Millennials' driving values are happiness, sharing, diversity, passion, discovery. Millennials also look for immersive travel experiences. They always prefer to live like a local, like to share their experiences across

social media, and seek recommendations or suggestion from peers or user-generated sites who have already experienced the local vibe of a place.

According to the “Rise of the Millennial Traveler” report, it was stated that Millennials are exploring the ways to hack travel, based on their perceptions about what everyone else does not have. They always have desire to get the feeling of like they are insiders and in on this little secret about where to find a great little restaurant in a hidden neighborhood. They are always looking for some level of inside information. It speaks to the millennial trend of wanting something special.

When it comes to beverage and food, millennials are not just concerned with the small boutique cafes and restaurants that locals frequent. They want to recognize the whole storytelling surrounding the experience, as millennials tend to be more cognizant about their travel choices as they relay to a specific local community.

Talking about food options and culture in a reliable and conversational manner is as vital as the local ingredients and concealed watering holes themselves. For many DMOs, food, and beverage has become a cornerstone of tourism campaigns aimed at millennials. For instance, food was one of 10 travel niches that Tourisme Montréal recognized when exploring millennial travel trends.

The organization then worked with lifestyle publications and food bloggers to produce web content that spoke to millennials’ food interests. The DMO also allied with partners like OpenTable to further promote the dynamism of the city’s impressive F&B infrastructure.

As it is well known about millennials, they will skimp on accommodations but they will not on good food,” clarifies Emmanuelle Legault, VP of marketing for Tourisme Montréal. Austin, Chicago, Philadelphia, and other DMOs have also tapped local bloggers to communicate to millennial visitors their destinations’ diverse food scene within a cultural context.

According to a report published in “The Rise of the Millennial Traveler,” events and destinations can attract more millennial travelers by number of ways that are discussed as follows:

- Creating a local travel blog;
- Paying attention to user reviews and trying to get better review on-site;
- Crowdsourcing social media content with appealing and unique content;

- Investing in better media communications and imagery;
- Collaborating with millennials.

4.8.1. Fascination with Food Trucks

According to the Technomic report, "Understanding the Foodservice Attitudes and Behaviors of millennials," the researchers found that 88% of American millennials surveyed are attracted towards trying new types of food (Figure 4.5).



Figure 4.5. Creativity in food truck.

Source: Image by Pixabay.

Destinations creating new experiences, whether it be a festival, tour or food trail, need to think about the millennial consumer and what's imperative to them," says LeHeup.

It is very distinctive from previous generations, and it is believed that programming has to evolve to take them into thought. One very clearly clue of this is the explosion of food trucks in cities across the world. According to Ypulse, 47% of millennials have eaten at a food truck before. In Portland, the food truck scene has taken on legendary proportions with more than 500 trucks, transforming the urban landscape while reassuring sustainability,

community, entrepreneurship, and creativity. In Austin, there are even tours devoted exclusively to visiting food trucks.

The food truck industry is quickly ascending up the food tourism value chain. Food trucks are projected to generate about \$2.7 billion in revenue in U.S. by 2017 according to Intuit's report, "Food Trucks Motor into the Mainstream."

This is a fourfold increase from 2012, as projected by the National Restaurant Association. These one-stop, four-wheel shops with signature dishes from exactly every corner of the world are now being combined into major events and festivals as a way to appeal young attendees, increase cater and spend to every taste bud.

Increasing awareness for distinctive cultural cuisines has ascend to the growth of food trucks, while at the same time, improved access to food trucks has elevated awareness of distinctive cultures' signature dishes. The mobile restaurants are also backing the rise in food-related media both on social networks and across chief television channels. For instance, the Food Network introduced Eat Street in 2011 to appeal to viewers' interest in food truck culture.

4.8.2. How Destinations Develop Food Tourism?

At the destination level, primary food capitals such as Paris and San Francisco have always been known for their outstanding selection of dining experiences, from five-star restaurants to back-alley cafes. In the current time frame, lesser-known food destinations are developing and determining that celebrating their local cuisine can help entice more visitor arrivals.

Even more inspiring, these emerging destinations are finding out they are not in need of Michelin starred chefs to be successful. "The average consumer is getting more savvy in relation to their expectations from their travels and the ways that they can engross themselves in a destination," says LeHeup.

They are eagerly wants to get a sense of feeling that they are taking away a true authentic experience of a place. One of the best and feasible ways to do that is through the food culture of a destination, but it is not only about eating. It is also about the opportunity or prospect to learn about the local food culture and food history.

It is also about being connected to local growers as well as producers and dining at restaurants that have chefs who support those local flavors and

local food cultures. Destinations that are looking to build their food tourism offerings can do so in a large number of ways. First, DMO's must evidently communicate a destination's food tourism purposes to local stakeholders and bring them on-board as active participants in the overall strategy.

It is not enough to merely find the unique regional F&B assets to tell the entire destination's food story. Successful food tourism development is efficacious when it delivers a fully integrated travel experience for present's sophisticated travel foodies.

To help decide the "market readiness" of a business or experience through the lens of food tourism, OCTA industrialized the Experience Assessment Tool (EAT™) in 2012. The proprietary software evaluates tourism related businesses and the destination as a whole based on a particular set of standardized qualifications.

The most obvious place for DMO's to initiate to develop their food tourism strategy is with the real producers and growers in the destination. From farmers to chefs to brewers, these local influencers can offer explicit insight into authentic regional F&B experiences.

Once a destination has engaged these stakeholders, it can then begin to build out the variety of experiences by working and collaborating with businesses along the food tourism value chain (restaurants, attractions, and tour operators).

4.9. MARKETING FOOD TOURISM

Identifying and building upon a destination's culinary heritage and assets needs the cooperation of several distinctive travel suppliers throughout the destination. It also needs each one to work together and market the product to tell a unified story.

Although, as discussed, OCTA mentions that destinations have their 10 criteria for successful food tourism in place before they can validly market themselves as such. What we caution a large number of destinations is that before they go to market, and create the prospect from a consumer, to make sure that the product that they are marketing is really market-ready.

Once they have done that then they can take the product into real marketing. It is also suggested that marketing campaign priorities should begin with actively engaging all of the stakeholders, and inspiring them to share in the apparition by openly communicating (externally as well as internally) the economic, community, and social benefits of food tourism.

By bringing together as several distinctive ideas as possible from all participants, it helps ensure more integrated, rich, and believable storytelling revolving around the culinary experience. The end goal is founding steadiness among all of the food tourism products to form the credibility of the destination brand.

For instance, Spyridon in Nashville knew that building his city's culinary status positively had exponentially better potential with the collaboration of its much larger and more renowned music industry.

"The readiness of some people in the music industry to take a chance on making the Music City Food + Wine Festival has had a big impact," he says.

In 2012 and 2013, Fáilte Ireland amalgamated with a dozen "food ambassadors" chosen for their passion for Irish food and commitment to spreading awareness of local cuisine in their relevant regions. Several of these ambassadors were owners of food tourism businesses themselves.

The 2012 participants shared insights and visions about the significance of cooperation, a focus on experience over product, and the requirement to start small and scale as demand increases.

Fáilte Ireland's "Food Story Toolkit" creates a single message across the country's food tourism experiences and the tourism board's strategic urgencies around forming a food tourism industry. It shares market research, step-by-step guides, and resources to develop food trails and food festivals. Providing such resources to all potential stakeholders make the way for products to emerge organically having unique value propositions.

4.9.1. Creating a Food Tourism Voice

Equally as significant as creating a culture of collaboration, DMOs have to regulate the overall tone and messaging that will be conversed to the consumer. Campaigns need content from reliable sources that are intended at sharing by both everyday travelers and social media influencers.

Hearing about a product through one of these channels usually has a knowingly greater impact in comparison to direct marketing from the destination itself. For instance, South Australia describes its food tourism products as "adventurous," and "accessible" versus using words like "refined," and "sophisticated" to create the standing it requires to attract next-generation experiential travelers.

That voice is a complete 180° shift from a decade ago. As part of its culinary advertising campaign, Tourism Australia invited 86 social media

influencers for a one-day meet-up recognized by the name “Invite the World to Dinner.”

From a social media perspective, the event stemmed in hundreds of thousands of impressions. According to Tweet Archivist in November, 2014, the last 100 tweets for #seeaustralia gathered 26,000 impressions, and #restaurationaustralia gained 190,000 impressions. This campaign also logged a 7.3x discovery lift, or bump in awareness, of the brand hashtag.

In 2005, Providence ranked 7th out of 10 New England cities for quality restaurants. To advance their position, Providence Warwick Convention and Visitors Bureau decided to create a food tourism brand, built around the area’s copiousness of seafood, fresh make, young talented chefs coming to the region, and Johnson and Wales University’s culinary program.

The DMO commenced by induction of a restaurant week in 2006 that enticed almost 100 participating venues. Then it began developing a noteworthy volume of culinary content, with a specific focus on building off of the “chef as personality” trend.

This content was then united into its advertising vehicles. Campaigns also ran in online media outlets with a recognized “foodie” audience comprising the Boston Globe, Eater, and Saveur. Providence sustained to build on its culinary media campaign each year, and in 2011, the DMO launched a new website with a sturdy F&B focus, that surged traffic 59% in the first year. In 2013, Travel + Leisure voted Providence the number one food city in U.S.

4.9.2. Establish and Communicate ROI Metrics

Apart from clearly outlining messaging and branding around a food tourism strategy, it is correspondingly significant to establish measurable and up-to-date metrics. These comprise visitor arrivals in a destination, total spend labeled by activity, ticket revenues for events, and/or shares for a social media campaign.

Outlining those goals not only triggers stakeholders and gives them objectives to aim for, it also motivates involved parties to assess the impact of their own business efforts. The Kentucky Bourbon Trail and newer Kentucky Bourbon Craft Tour are both seeing yearly increases in visitors.

Mainstream distilleries welcomed a record 571,701 visitors in 2013, with an added 61,698 visitors exploring smaller craft distilleries. The numbers are out annually by the Kentucky Distillers’ Association, letting both the state tourism board and participating distilleries to see the influence

of the bourbon trails and any new product development. For instance, visits to distillers increased 12% in 2012 in part because of the opening of the Evan Williams Bourbon Experience. Distillers are also presenting new programming comprising bluegrass music and mixology classes to further attract visitors, making a culture of collaborative competition—or “co-opetition”—between the travel suppliers. The recurrently evolving experiences also offers a consistent source of new content opportunities for Kentucky Tourism.

4.10. CONCLUSION

At the end, it is concluded that food tourism carries an eminent role as it has the potential to entice large number of travelers. It is generally seen that there are number of tourists who visit some places that are famous for local foods.

For example, in India, that is renowned for local street food, such as South Indian food, Punjabi food, many tourists come to only taste those foods from local streets that have different taste and aura. Food tourism will always carry high importance so this can be taken into consideration while designing tourism promotion strategies.

There are many countries that make use of social media to promote their local food by persuading tourists through it across the world. In fact, there are several marketing agencies that are intended at marketing local street food on different platforms. Therefore, it can be said that food tourism is always and will always be an essential part of tourism.

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Chapter 5

Impact of Culture on Tourism

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In this chapter the impact of culture on tourism has been discussed in detail. The culture and tourism as drivers of regional attractiveness and competitiveness and culture as a factor in the competitiveness of the creative destination has also been discussed.

The supply side drivers of cultural tourism and demand side drivers of cultural tourism has also been discussed in detail. The emerging segments of cultural tourism demand and the changing landscape of cultural tourism has also been discussed in detail. The effective communication of anti-harassment policies to employees has also been discussed in this chapter. The impact of cultural tourism in the global tourism market has also been discussed.

5.1. INTRODUCTION

The link between culture and tourism is mutually beneficial, and it has the potential to increase the attractiveness and competitiveness of areas and countries. Culture is becoming an increasingly essential component of the tourist industry, and it is also helping destinations stand out in a congested global economy.

While at the same time, tourism serves as an essential tool for promoting culture and generating revenue that helps sustain and enhance cultural legacy, creative output, and innovation. A good link between tourism and culture may consequently assist destinations in becoming more appealing and competitive as places to live, visit, work, and invest in the future.

Places, regions, and nations that are appealing and competitive might benefit from a mutually beneficial link between culture and tourism. A growing importance is being placed on culture in the tourist offering, since it helps to distinguish it from the competition in a congested global marketplace.

While at the same time, tourism serves as an essential tool for promoting culture and generating revenue that helps sustain and enhance cultural legacy, creative output, and innovation.

Culture and tourism are intertwined because of the evident synergies that exist between them as well as their potential for expansion. As one of the largest and fastest expanding segments of the global tourist market, cultural tourism is increasingly being utilized to promote destinations, with the cultural and creative sectors accounting for a significant portion of this growth. With the increasing application of culture and creativity to market

destinations, the pressure to differentiate regional identities and images is increasing.

A growing number of cultural elements are being used to brand and market regions, increasing the pressure to differentiate regional identities and images. It is vital to work together. In order for the tourist and cultural sectors to successfully interact with one another, platforms for collaboration must be developed, and procedures must be developed to guarantee that these two sectors can communicate effectively with one another.

As opposed to actively competing with one another, local communities are beginning to band together to produce cultural items for tourists rather than compete with each other. As a result of new policies, it is likely that new structures and projects involving public-private partnerships will emerge, bringing together a broader range of stakeholders with the goal of using culture to not only make destinations more attractive for visitors but also to promote regions as places to live, work, and invest will emerge. Culture in all of its manifestations is expected to play a significant role in the tourist offering and promotion of most regions, even those that have historically depended on their natural advantages, such as the sun, the beach, or the mountains, to attract visitors to their destinations.

Destinations are also attempting to improve their competitive advantage by increasing the number of cultural attractions available to visitors. They are also attempting to cultivate their intangible culture and creativity as a result of their efforts.

According to the findings of these case studies, the primary drivers for developing culture and tourism policies are the enhancement and preservation of heritage, economic development and employment, physical, and economic regeneration, strengthening, and/or diversifying tourism products, retaining the population, developing cultural understanding, and externalities for the regional economy.

It is the overriding goal of the programs under consideration to better the economic, cultural, and social standing of the locations they are intended to benefit. Infrastructure enhancement, historical preservation, economic growth, regional identity and image branding, tourist diversification, quality improvement, and tourism amenities are the primary areas of action. Aspects of the case studies that highlight the necessity of collaboration between the tourist and cultural sectors, as well as between different levels of government and the corporate sector. Public-private partnerships are essential in this process of cooperation, particularly in the development of market-oriented

cultural and tourist products and in the marketing of these goods to end-user audiences. The governmental sector provides the majority of the financing for cultural tourism programs, while the private sector contributes some of the funds as well. Public financing has its limitations, and project managers are forced to rely on a public sector funding cycle that is unpredictable in terms of funding amounts.

It is recommended that the public sector establish alternate financing sources and implement multi-year funding programs in order to address these issues. In the global tourist sector, authenticity, and individuality are created via cultural expression. Tourism experiences that may link people and visitors to local cultures are extremely significant in this respect.

In this regard, in many situations, the theming of destinations is also related to specific cultural events, e.g., those associated with renowned locations, individuals, or historical events, which may also serve as a catalyst for the development of these destinations.

The participation of local communities is a critical component in ensuring tourist pleasure and is a necessity for product development. Local communities are not only the hosts of tourism, but they are also directly involved in the tourism experience, contributing to the definition of a sense of place and atmosphere in their own areas, as well as the development of tourism infrastructure.

Support from the local community has been shown to be critical in the development of cultural experiences for visitors in a number of the case studies included in this book. Public authorities may play a critical role in the development of culture and tourist goods by engaging in marketing activities.

This is one of the most significant ways in which they can contribute to the development of cultural and tourism products. Because of the complexity of the culture and tourist product, it is very frequently necessary to form marketing alliances and to provide regional products with exposure in national and worldwide markets to ensure that they are successful.

In order to promote cultural tourism prospects, regions are forming particular marketing alliances, and in certain cases, various areas are beginning to collaborate on marketing campaigns. In recent years, the internet has evolved into a nearly global marketing tool, providing tourists with the opportunity to combine cultural attractions and events with accommodations and travel arrangements. It is critical to track the effects

of cultural and tourist policies and programs in order to demonstrate their effectiveness and to provide guidance for future policy development.

However, in the majority of cases, measurement, and evaluation are too broad and do not focus on specific programs. There are times when there is no evaluation whatsoever. In terms of attracting new residents and inward investment, the most successful destinations are those that understand the broader implications of the relationship between tourism and culture.

Due to the fact that these two sectors are separately connected with restricted sectoral growth, these concerns are seldom taken into consideration in programs of cultural and tourism development at the current time. However, there is growing evidence that culture and tourism can be a potent combination in terms of attracting visitors and attracting investments. According to the findings of case studies, the most important factors that link tourism and culture to competitiveness and attractiveness are the ability of culture to provide distinctiveness for tourism, the ability of tourism to support tangible and intangible culture, the role of regional stakeholders, the leadership qualities of public sector stakeholders, and administrative arrangements for tourism and cultural institutions.



Figure 5.1. Ethnic dance and dress are one of attraction of cultural tourism.

Source: Image by Flickr.

Those cultural and tourist areas that succeed in bringing together a diverse range of stakeholders from both the public and commercial sectors in order to create and promote a diverse range of cultural and creative resources for tourism appear to be those with the most effective leadership.

These resources are also increasingly being produced in such a way that they enhance rather than detract from regional individuality, as well as highlighting the region's real culture and artistic manifestations. The most successful tourism and culture strategies are those that take a broad view of these issues, recognizing them as elements that may increase the appeal of areas not just as places to visit, but also as places to live, work, and invest (Figure 5.1).

5.2. CULTURE AND TOURISM AS DRIVERS OF REGIONAL ATTRACTIVENESS AND COMPETITIVENESS

The attractiveness of a region and its competitiveness are inextricably connected. Countries and regions are increasingly being forced to compete with one another in order to recruit inhabitants, tourists, and inbound investment.

According to Kotler, Haider, and Rein (1993), Every are a town, city, state, region, or nation should ask itself why someone would want to live, relocate, visit, invest, or establish or develop a business in that location.

What does this location have to provide those folks require or should desire? Describe any competitive advantages that this location has over other similar locations. Intangible elements such as a place's environment or its overall quality of life influence what various locations have to offer.

These considerations include not just economic aspects such as standard of living, but also locational factors such as accessibility. When it comes to analyzing attractiveness, numerous researches has taken inspiration from Porter (1990) and his work on competition.

Factor conditions, demand conditions, related, and supporting industries, and firm strategy, structure, and rivalry are all depicted in Porter's diamond, which includes the most important drivers of competitiveness: factor conditions, demand conditions, related, and supporting industries, and rivalry.

Factor conditions have historically been the most essential for destination appeal in the tourist industry, both in terms of inherited factors like natural resources such as beaches, climate, and so on and created factors or tourism-related innovations such as cultural attractions, events, etc.

However, in order to remain competitive, destinations must progressively mobilize all of their factor conditions more efficiently through industry restructuring, product innovation, and marketing strategies.

In the words of Porter (2002) later on, almost everything has an impact on competitiveness. A nation's circumstances include a variety of factors, many of which are firmly established in its institutions, people, and culture. Schools, roads, financial markets, and consumer sophistication are just a few of the factors that are important.

Culture, in, and of itself, is rarely included in measures of regional competitiveness, in part because it is difficult to quantify and in part because it is not perceived as being important in site decisions (PWC, 2005).

Wikhil (2002) believes that the ability to attract people by providing a high quality of life is critical to a region's ability to compete globally. If you want to know what makes an area appealing, you need look at both the factors that draw people to it and the factors that make them want to stay.

They discovered that culture is one of the factors considered along with others housing, employment, etc., in destination decisions. They also discovered that culture is most valued by the highly educated, and particularly by those with an artistic education, in their destination decisions. A direct application of the idea of competitiveness has been made in the field of tourism destinations.

Adapting Porter's model, Crouch and Ritchie (1999) asserted that destination attractiveness is dependent on four components:

- Core resources and attractors;
- Attractiveness of the destination; and physiography, culture, and history, market ties, mix of activities, special events, entertainment, and superstructure;
- Factors and resources that contribute to success like infrastructure, accessibility, facilitating resources, hospitality, enterprise. Resources stewardship, marketing, finance, and venture capital; organization; human resource development; information or research; quality of service; and visitor management;
- Distinguishing determinants like location, interdependencies, safety, and security, awareness, image, and brand, cost, and value.

In a similar vein, Dwyer and Kim (2003) identify the factors that determine competitiveness as available resources such as natural resources, cultural assets, and heritage items, created resources such as tourism

infrastructure, the activities on offer, and so on, supporting factors such as infrastructure in general, the quality of service, access to the destination, and so on, and destination management factors.

Both of these studies emphasize the importance of assets that have been inherited or generated, as well as the manner in which these assets are organized and deployed in the market, in order to maximize returns. According to Dwyer and Kim, the most significant source of comparative advantage for destinations is endowed resources which includes cultural legacy, but the most significant source of competitive advantage for destinations appears to be resource deployment that is management and marketing of the destination.

In certain situations, the most intangible factors like entrepreneurship, cultural identity, participation, and partnerships are the most crucial in creating the difference, according to the OECD study on rural regions in 2003. To turn stocks into flows, one must first valorize natural and manmade assets, then develop the economic environment, invest in human resources, and increase institutional capacity. This is tough to do.

As a result, a destination's desirability may be influenced by the assets that have been passed down to it. While it may be difficult for it to compete with other areas in terms of attracting tourists or investment, its ability to transform the basic inherited factors into created assets with a higher symbolic or sign value, which can then be translated into higher market values, may be critical to its ability to compete. It is necessary for tourist destinations to organize their resources in the most effective manner in order to get a competitive edge in the tourist industry.

The productive efficiency of a region in producing tourist flows may be considered as a proxy for the competitiveness of a destination, according to this viewpoint (Cracolicia et al., 2006). Thus, it is important to remember that tourism attractiveness is often assessed from the standpoint of the visitor, with the presumption being that more tourists would visit more appealing places. Consider the following scenario: one has an innately appealing location, but for a variety of reasons, e.g., lack of advertising, transportation difficulties, political turmoil, it is visited by less visitors than it should be frequented by. Bellini et al. (2007) discovered that places with greater levels of development make better use of tourist resources, which may explain their findings. Instead, organizational capabilities enable certain areas to make better use of their inherited and produced assets in order to increase their attractiveness to tourists(Figure 5.2).

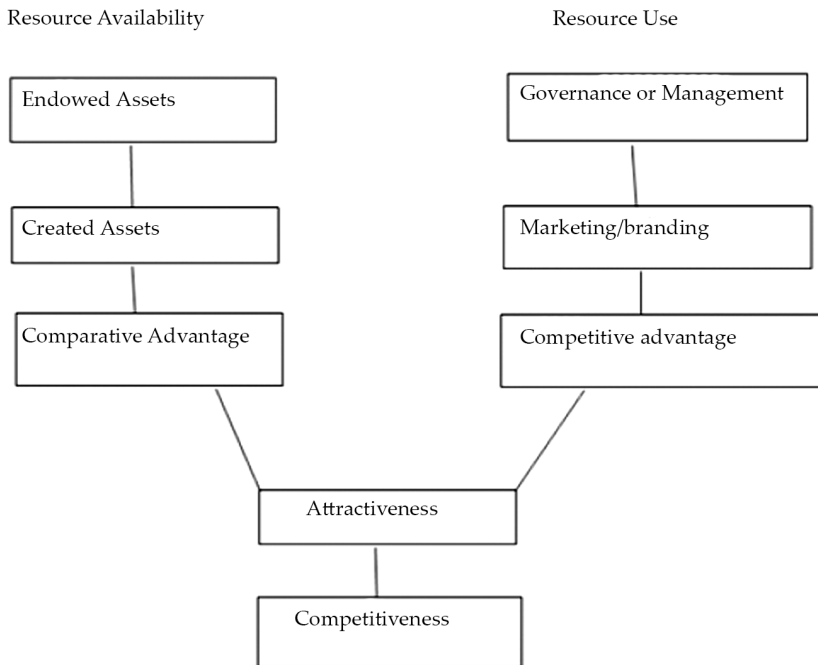


Figure 5.2. A model of culture, tourism, attractiveness, and competitiveness.

5.3. CULTURE AS A FACTOR IN THE COMPETITIVENESS OF THE CREATIVE DESTINATION

Clearly, culture is vital for tourism as well as the attractiveness and competitiveness of tourist locations. Cities that are able to foster a favorable synergy between culture and tourism are the most successful. However, this synergy does not occur by itself; it must be actively sought for, nurtured, and controlled in order to be effective.

The author of an OECD study on culture and local development, Xavier (2005) lists certain characteristics that are crucial in creating a healthy link between tourism and culture.

- These criteria are as following:
- The long-term viability of cultural activity;
- The extent to which local residents, in addition to visitors, participate in the event;

- The ability of the region to create all of the products and services that are required on this occasion, i.e., the local context, is of primary importance.

It is important that these activities are interdependent in order to create clustering effects. As a result of the preceding study of competitiveness models, it is possible to conclude that the organizational capability of a location also known as *Orgware* is a significant element. From this point of view, it appears that effective administration and management of the link between tourism and culture are essential.

As a result of this realization, certain destinations, even those that do not appear to have evident cultural assets, have developed strategies of culture-led rehabilitation as a method of promoting economic development and enhancing their public perception.

Intervention in the link between tourism and culture, on the other hand, may be difficult for some places to do for a variety of reasons. Small and medium-sized towns usually lack the financial and strategic resources to execute strong urban governance for sustainable cultural tourism, for example, according to Paskaleva-Shapira et al. (2004) in their research of cultural tourism governance in Europe.

An integrated approach to practical management of the sector is needed, as it has the potential to have a wide range of beneficial effects on the economy as well as on a variety of other assets, such as local heritage enhancement and urban quality of life.

There is also the question of whether aspects of culture are truly under the authority of regional administrations. In certain places, freedom of action may be restricted by state administration of vital resources, but in others, governments may have a great deal of control over their citizens. If the corporate and voluntary sectors play a far greater role in cultural supply under other circumstances, this highlights the need of collaboration and networking in this area.

Yet another major issue is that the management of cultural tourism is typically in the hands of a large number of different actors, and the more intangible aspects of the relationship between tourism and culture such as issues relating to quality of life and sustainability are rarely taken into consideration during the planning process.

In many cases, smaller regions and cities lack the necessary expertise and/or resources to effectively govern regional co-operation. The introduction of governance styles and processes that engage local authorities, the tourist

industry, local associations, and citizens is necessary for integrated tourism management to be successful.

Building successful coordination is also a problem because the tourist and culture industries frequently appear to be speaking a different language from one another. Due to the differences in culture between the two sectors, this is primarily due to the fact that the tourist industry is predominantly commercial, whilst the cultural sector is generally driven by a non-profit mentality.

The difficulties of collaborating are exacerbated by the fact that the cultural sector frequently finds it difficult to recognize direct advantages from the development of tourism in general.

Because the public service ethos is typically associated with meeting the needs of residents or citizens, the argument for providing services to non-resident visitors is typically couched in terms of economics. However, the fact is that, as compared to tourism suppliers, many cultural organizations now get comparatively little direct economic advantage from tourists.

For example, in Canada, between 1987 and 2002, the entertainment sector which includes, among other things, culture, and heritage institutions received less than CAD 0.06 for every tourist dollar spent, compared to CAD 0.37 spent on transportation, and CAD 0.16 spent on accommodation and food and beverage during the same period (Canada, National Tourism Indicators).

It is noted in a Canadian report that as culture and heritage events and attractions account for the vast majority of the draw cards that motivate Canadians and international travelers to experience Canada, it is important to investigate the unequal distribution of economic benefits in order to assist culture and heritage stakeholders in better positioning themselves within the tourism arena.

Additionally, the fact that intangible assets such as culture are becoming increasingly relevant in destination competitiveness may be creating a barrier for some locations in terms of mobilizing their cultural assets for tourism. Countries are vying with one another to have their intangible assets inscribed on the new UNESCO Intangible Cultural Heritage Register, as they used to compete to have their national monuments listed on the World Heritage List of the United Nations Organization. Another key indicator that competition in the cultural sphere is no longer only about culture, but also about innovation and creativity is this.

5.3.1. Tourism and Creativity

Creativity has become a more important element in regional development strategies because (Richards and Wilson, 2007):

- The rise of the symbolic economy privileged creativity over cultural products;
- Regions and cities have increasingly used culture as a form of enhancement and therefore need to find new cultural products to create distinction in an increasingly crowded marketplace;
- Destinations which lack a richly built heritage need to find new means of competing with those that do.

Many countries, regions, and cities are now profiling themselves as “creative.” Perhaps the first example was Australia, which positioned itself as a Creative Nation in 1994. The Helsinki region in Finland now positions itself as the most creative region in Europe, thanks to its high rating for research and development and ICT employment (Florida and Tinagli, 2004).

The most important boost to creative development came from Richard Florida’s *The Creative Class* (2002), in which he argues that the basis of economic advantage has shifted away from basic factors of production, such as raw materials or cheap labor, towards human creativity.

Destinations therefore have to develop, attract, and retain creative people who can stimulate innovation and develop the technology-intensive industries which power economic growth. These creative people collectively make up the creative class.

Importantly, Florida also emphasizes that what is important to the creative class is the quality of place, which combines factors such as openness, diversity, atmosphere, street culture and environmental quality.

These relatively intangible factors are now arguably more important than traditional cultural institutions in the locational decisions of creative people. One might also assume, therefore, that tourists would also be attracted to such destinations, since many tourists are in search of atmosphere and difference.

Cultural tourism strategies have therefore been supplemented by creative tourism products in many destinations, emphasizing intangible and symbolic elements of regional culture, such as the buzz of particular destinations, the local art scene, nightlife, ethnic quarters, and local gastronomy (Richards and Wilson, 2006).

The tendency for many of these aspects of creativity to be found in the same destinations has put a new emphasis on the development of creative or cultural clusters, labeled as creative districts or cultural quarters or ethnic precincts.

Clustering is not just a quality of urban destinations but can also be found in rural regions. In regions such as the North of England, for example, regional tourism authorities have been identifying and marketing clusters of heritage attractions, festivals, and creative businesses as tourism products.

5.4. SUPPLY SIDE DRIVERS OF CULTURAL TOURISM

Therefore, it should come as no surprise that many countries and regions consider cultural tourism to be a desirable market because it is perceived to be a high-volume market comprised of generally high spending, highly educated individuals who help to stimulate cultural activity in the destination country or region.

The potential benefits of cultural tourism appear to be recognized by the local population as well. When asked what kind of tourism they would want to see developed in the future, more than 90% of Barcelona locals said they would prefer to see cultural tourism promoted.

The positives of cultural tourism were also noted by the participants, including improved local revenues and support for local cultural organization (Richards, 2006). As stated in the OECD study on *The Impact of Culture on Tourist* (2009), the primary motivations for creating culture and tourism policies are:

- Valuing and protecting history;
- Economic growth and employment;
- Physical and economic regeneration.

As different nations and regions vie for a piece of this lucrative industry, the increase in demand for cultural tourism has also resulted in the development of several new cultural attractions and cultural tourism marketing techniques as a result of the expansion in demand for cultural tourism.

For example, the number of museums in Spain is expected to have increased by 100% between 1980 and 2012 (Ministry of Education, Culture and Sport, 2013). Barcelona, one of the most popular city break destinations

in Europe in recent years, has targeted cultural tourism as a major growth area, and as a result, attendance at cultural attractions has increased from 4 million visitors per year in 1994 to nearly 20 million visitors per year in 2013, according to the Barcelona Tourism Board (Barcelona Tourism, 2014).

Tourists now account for more than 70% of all admissions to cultural sites in the city, according to the city's figures. In order to be successful in this market, regions must not only have a plentiful supply of cultural attractions and events, but they must also be able to effectively promote themselves in order to compete against tough international competition on a global scale.

It is necessary to have a comprehensive knowledge of the structure and demands of the cultural tourism industry, as well as the development of cultural products that can meet market demand, in order to achieve this goal.

5.5. DEMAND SIDE DRIVERS OF CULTURAL TOURISM

The ATLAS research (Richards, 2007) found a number of important demand-related drivers of cultural tourism, including: More attendance to cultural events and festivals, driven by growing supply and a demand for co-presence. Rising levels of education, money, and social standing in the market. The majority of these drivers may be traced back to broader socio-economic macro developments.

Higher disposable earnings, for example, have the effect of stimulating both greater investment in education and increased tourism spending. As de Haan (1997) has pointed out, the expanding pool of highly educated visitors tends to contribute to an increase in cultural tourism, if for no other reason than the fact that there are more tourists around. A number of qualitative shifts in demand have been found as a result of the ATLAS research, which are also crucial to take into consideration.

In general, it appears that there has been a broad trend towards new sectors of culture, notably popular and intangible forms of culture, during the last several decades. It appears that individuals are consuming cultural forms in a more omnivorous manner, as they blend both high and popular cultural forms in their spare time (Richards and van der Ark, 2012). The market for cultural tourism is consequently expanding to include popular culture, as well as high culture and historical sites, which are more

conventional markets. For example, it is estimated that tourism connected with the Beatles accounts for 600,000 trips to Liverpool each year, with these tourists creating an economic effect of around £70 million in the city as a result (UK Music, 2014). Additionally, the arts and creative activities are becoming increasingly prominent in the cultural tourist sector.

The organization of blockbuster exhibits has become a significant component of the cultural tourism plans of many museums, and major arts exhibitions are now a significant source of visitor flows in many cities, as has the organization of blockbuster exhibitions.

Tourism is also becoming increasingly important in the performing arts, as music and theatre performances are utilized to attract locals and visitors to new performing arts facilities, and programming is becoming increasingly tailored to the interests of tourists such as the growth in musicals in major cultural tourism destinations such as London.

Creativity is also becoming more associated with cultural tourism, as individuals make use of their increasingly scarce spare time to improve their own abilities while simultaneously immersing themselves in the local culture. Courses in fields such as languages, gastronomy, art, and photography have seen a boom in recent years.

This is due to a combination of strong demand for creative talents, as well as an increase in the number of creative producers who have entered the market to serve this need (OECD, 2014). It is therefore possible to summarize the most important qualitative drivers of cultural tourism as follows:

- Growing interest in popular culture, or the daily culture” of the destination;
- An increase in the consumption of intangible heritage, which is occurring alongside the consumption of museums and monuments;
- The arts are playing an increasingly important role in cultural tourism;
- The development of a stronger relationship between tourism and creativity, as well as the expansion of creative tourism;
- Increasing omnivorousness of cultural consumption in recent years.

5.6. EMERGING SEGMENTS OF CULTURAL TOURISM DEMAND

Because of the rising popularity of popular culture consumption and the increasing omnivorousness of cultural behavior, the expanding cultural field is also resulting in the emergence of a number of distinct market groups in the field of cultural tourism.

People who have either a general interest in culture, and who regard culture as merely one element of the destination, or those who have a special interest in culture, and for whom culture is the primary motivation for traveling to the destination, are the two main groups, in broad terms.

The work of McKercher and Du Cros (2002), as well as the ATLAS distinction between specific and general cultural tourism, are combined to explain the cultural tourism market: The purposeful cultural tourist, comparable to the specific cultural tourist introduced by Richards (1996), is entirely motivated by culture in visiting a specific destination or cultural attraction and entails the purchase of a specific product or service from a specific vendor. The sightseeing cultural tourist is primarily driven by cultural reasons as well; nevertheless, this experience is less in-depth than that of the cultural tourist.

The serendipitous cultural tourist is one who does not intend to visit for cultural reasons, but who, as a result of his or her participation, ends up enjoying a rich cultural experience. The casual cultural tourist has only a flimsy reason for visiting a particular cultural site or place, and as a result, his or her experience is brief.

Finally, the accidental cultural tourist does not travel for cultural tourism purposes at all, and when they do find themselves engaged in some type of cultural activity, it is likely that they will participate in superficial cultural activities. In other words, not all sites will appeal to all cultural tourists, and many visitors will just have a passing interest in the particular cultural offering. This is significant in terms of marketing since it implies that tourist sites must consider both the specific and broad appeal that they may have for tourists when developing their marketing strategies.

The following are some of the most significant of these new market niches:

- Religious tourism (Griffin and Raj, 2012);
- Gastronomic tourism is a growing industry (Hjalager and Richards, 2002);

- Traveling to learn a new language (Correia, 2011);
- Wellness and spa travel are growing in popularity (Smith, 2009);
- Spiritual and holistic tourism is a growing industry (Norman, 2012);
- Volunteering in the tourist industry (Wearing, 2001);
- Tourism that is innovative (Richards and Wilson, 2006);
- Educational travel is becoming increasingly popular (Abubakar et al., 2014).

In some way or another, all of these growing sectors are connected to the rising experience content of tourist products and services, whether directly or indirectly. In some cases, according to Richards and Wilson (2006), cultural tourism is evolving into creative tourism, which is defined as tourism that provides visitors with the opportunity to develop their creative potential through active participation in courses and learning experiences that are characteristic of the holiday destination.

With creative tourism, the emphasis changes away from physical to intangible cultures, and the fundamental experience consists of an exchange of knowledge and skills between the host country and its visitors.

This results in a kind of cultural tourism that is more locally oriented, more egalitarian, and arguably more genuine. Both in rural regions where creativity is required to battle a lack of economic options and in urban areas, which are seen as the engines of the creative economy, there has been an increase in the development of creative tourism. Many rural regions in the United Kingdom, Scandinavia, and France are experimenting with rural creative tourism, which is gaining popularity.

Creativity-based tourism is now being created in major cities such as Barcelona, Paris, and Rome as an alternative to traditional mass cultural tourism. A considerable increase in religious tourism has occurred in recent years, owing mostly to the revival of pilgrimage to key shrines as well as an increase in more general spiritual tourism. Every year, it is estimated that more than 250 million pilgrims go to different parts of the world for religious reasons.

It was discovered by the ATLAS research group that around 50% of those who visited locations along the Camino de Santiago in Spain did there for religious reasons. This figure is far lower for lesser-known shrines in Northern Portugal, where the primary motivation for visiting is to meet locals (Richards and Fernandes, 2007). As a result of their religious motivation,

pilgrims frequently travel along specified routes in order to visit a number of sites or even to complete extended itineraries.

As religious tourism becomes more mainstream, more secular types of religious tourism, which are typically centered around specific religious places, are increasingly being combined with purely religious motivations.

Volunteer tourism has emerged as a significant growing sector in recent years, driven in part by a desire to learn about different cultures and meet new people. Each year, according to the Tourism Research and Marketing Association (2007), up to 600,000 volunteer assignments are made available around the world.

This group of visitors is particularly important due to the fact that they spend a large amount of time in the location. Many volunteer tourism programs are also centered on the preservation or restoration of cultural or historical resources.

As a result of their historical significance and the desire to engage in deep encounters with local people, the cultural pathways have a significant potential relationship to volunteer tourism. Many nations, particularly those that can provide one of the main global languages, are seeing an increase in the number of people who travel to study a language.

It is estimated that there is a potential global market of 375 million people who want to travel to learn languages, and language travel to the most popular eight English-speaking destinations alone accounted for more than \$11.5 billion in expenditure in 2012, according to the International Language Learning Association (Study Travel Magazine, 2013).

Language lessons are frequently coupled with cultural events, providing students with the opportunity to learn about the language while also learning about the local culture. As Smith (2009) points out, the trip inside is also a growing area of cultural tourism development, as visitors seek to develop their own spirituality or learn about the spirituality of others through this mode of transportation.

This is also associated with the use of holistic approaches to health and wellbeing. In South Korea, for example, the creation of the Temple Stay network, which allows tourists to stay a length of time at a Buddhist monastery, is an example of how this is currently driving growth in cultural tourism.

A popular choice for many visitors and expats in South Korea, this has been a popular alternative in recent years (OECD, 2009). The expansion of

these many specialized sectors not only indicates a fragmentation of cultural tourism, but it also indicates a significant shift in the fundamentals of the production and consumption of cultural experiences for and by visitors, respectively.

5.7. THE CHANGING LANDSCAPE OF CULTURAL TOURISM

As a result, in the sphere of cultural tourism, we can observe a trend away from static museums and monuments and towards more participatory and intangible experiences, as well as the production of narratives in a more creative manner.

For example, Frey (2009) discusses how cultural tourism and creativity are becoming increasingly interwoven in the modern world. Cultural tourism, he believes, should not be considered a passive activity, but rather as a method of building places: Places cultural capital and creative resources serve as a resource for a variety of purposes.

The cultural tourist who is regarded as a cultural pioneer who has the ability to re-evaluate doubtful locations and have a significant impact on them. As a result, cultural tourists might contribute to the creation of new creative or trusting spaces (Richards and Palmer, 2010) and play an active part in the creation of new places.

The languages of creative places may be read and understood by some kinds of cultural tourists or creative tourists who are familiar with the spatial complexity of structural, social, economic, and cognitive elements that are viewed as defining a distinct local character.

Because of their innovative abilities, cultural tourists look for the authentic and distinguishing characteristics of a place's ambiance when visiting. This enables them to not just see or experience a location, but also to live and dwell inside the culture that they are learning about:

- The physical-material constitution of the place and the resulting possible forms of utilization;
- A cultural symbolism of the place that is used and thus contributes to the creation of an identity;
- The cultural symbolism of the place that is used and thus contributes to the creation of an identity.
- The habitus of the place is defined by the following characteristics:

- The neighborhood environment of the place, which, through its utilization and activation, structures the socio-spatial habitat of the place;
- Infrastructural characteristics and the connection of the quarter to city structures.

The aggregation of these many tales is what is known as the *genus loci* of a particular location. Successful places, in my opinion, are those that are able to organize all of these cultural-creative resources in order to make themselves more appealing as locations to live, work, play, and invest in, therefore improving the overall quality of life for its residents and visitors.

A critical role of locations in the networked society (Castells, 2009) is the capacity to link various networks together to form regimes (Stone, 2005) that are capable of managing both internal space of places and external space of flows resources effectively.

In accordance with general network theory, Frey argues that successful creative places are those that are able to generate weak ties, which enable them to generate bridging social capital to link to the space of flows and to other communities) and bonding social capital to link people within a specific geographic region (Putnam, 2000).

One of the most important characteristics of such places is their fluidity, which allows for the meeting of different people, resulting in unexpected situations, spontaneous actions, as well as heterogeneous and varied lifeworld's, and that in this way points of view other than usual paths and routines can develop.

This is a challenging process to manage: according to Frey (2009), it must be established which kind of support for creative processes are appropriate for supporting the self-management of those open structures that creative people require for their work and leisure.

As a result, in addition to concentrating on the location as a resource for the development of creativity, emphasis must be given to the producers of creativity and their capacity to meet and collaborate in the creation of new knowledge and inventions.

A special emphasis should be placed on the functions of trust and solidarity in creative milieus, as well as the roles of context-bound, implicit knowledge in creative milieus, as described by Meusburger et al. (2009). Moreover, the interactions and moments of co-presence that are facilitated by networks provide chances for risk-taking and surprise, both of which are essential elements of the creative process.

Ironically, the growth of creativity requires the formation of routine, of sedimented practice that defines the contours of normality or the ordinary, which in turn requires the establishment of routine. There is no difference, no resistance, and no potential of action and re-action if these structures are not present in the first place. The ability to think outside of the box is impossible to get without the box.

A similar argument may be made for cultural tourism. Successful cultural tourism experiences are frequently those that give a relationship to the visitor's own culture while also challenging the tourist to confront the unfamiliar. It is important for individuals to depart from the established road in order for them to understand that there are alternative ways of doing things.

Thus, there is a dialectic link between the growth of existing tourism goods and the creation of new, innovative concepts in the tourism industry. It is only when something has become normal that it may be challenged and altered. Using the example of contemporary civilization, De Cauter (2009) argues that the emergence of modern society resulted in a flurry of sensations and experiences that rendered the exceptional normal and resulted in a dulling of the senses that fueled a need for ever-more intense experiences.

As a result, modern trips were frequently oriented toward the unusual and exotic. The cultural tourist had traditionally sought for culture as something external the products of other civilizations, which were then contained in museums and monuments that represented the commanding heights of national and local culture. This has changed in recent years.

As cultural tourism has grown in popularity, however, many visitors have devoured these cultural icons to the point of saturation, resulting in phenomena such as monument weariness; the sensation of having been there, seen it, done it, which produces a yearning for new and different adventures. It is possible that these fresh experiences might be found within the traveler rather than outside of him or her. According to GDI (2006), there is a shift away from the adrenaline boost and toward the endorphin kick.

A spiritual experience and meditation-like serenity are preferred by many above a drug-induced high and ecstasy. Our understanding of tourism as a daily experience is also necessary in order to be able to appreciate the contrasts given by the host country's cultural traditions. This holds true for all elements of culture, not just those at the top of the food chain.

A good holiday is one spent among people whose conceptions of time are vaguer than yours,” wrote J. B. Priestly, implying that it is the practice of everyday life that distinguishes a culture and makes it appealing to many cultural tourists, rather than specific tourist sites. The development of tourism has followed a similar pattern. Travel itself was unique in the early days of tourism, and it was only through time that mass travel became an accepted, sedimented activity that participants came to accept as a normal part of their everyday lives.

However, the very fact that travel has become commonplace has opened the door to new possibilities. When tourists travel, they gain travel abilities that they may utilize later on to go outside the box and generate new opportunities in the tourism industry. In the variety of new travel experiences that are now available over the Internet, which are heavily reliant on the consumer skills and trust that have been established through tourism, this is clearly visible.

Couchsurfing, house sharing, and guided by locals programs are examples of such initiatives (Richards, 2014). The most essential aspect to remember for the future is that cultural tourism encompasses far more than just visitors who are drawn to a certain culture. Tourism is a creative force in and of itself.

Tourists do not just consume culture; they may also contribute to the creation of culture. In certain situations, this may be detrimental, like in the example of the commercialization of indigenous culture.

Alternatively, it might result in the emergence of novel and beneficial phenomena, such as new creative activities and organization, novel discoveries, and innovative forms of intercultural interaction. The idea is to leverage tourism’s creative potential to open up new opportunities not only for visitors, but also for local communities in general.

5.7.1. Traditions, Ethnic Tourism

Two forms of ethnic tourism, in our opinion, are distinguishable from one other. One of them is root tourism, and the other which is more commonly used in practice is tourism with the goal of getting to know other people’s diverse cultural backgrounds via a genuine approach to learning about them. Ethnic tourism is defined as travel driven by the desire to have firsthand, authentic, and sometimes personal contact with individuals who’s ethnic and or cultural background differs from that of the tourists according to Sanyal (2009). In order to become familiar with a new culture, tourists with ethnic

cultural reasons travel to a different place. Curiosity in different cultures, as well as respect for other ethnic groups, are two of the primary reasons for this journey. Aside from anthropological and tribal tourism, there are other types of ethnic tourism to consider, such as village tourism which allows for the study of living circumstances and the diverse cultural approaches to everyday life, which should be included in this category as well.

Another significant advantage of ethnic tourism is that it can be studied and experienced in almost every part of the world, providing an excellent opportunity for the preservation of culture and heritage.

Additionally, because tourism is known as the industry of peace, people's tolerance and cultural understanding could lead to a more peaceful approach to modern life and the negative impacts of globalization.

Root tourism is a type of ethnic tourism in which the motivating reason for travel is getting to know the culture of someone's homeland, whether that person is originally from the provided region or is one of the children of someone who is originally from the given area.

Such an example can be found in Ireland, where the search for the ancient homeland resulted in the development of a thriving tourism industry in the Republic of Ireland, which was fueled by the large numbers of Irish diaspora living all over the world, but particularly in the United States of America (Trócsányi and Csapó, 2002).

Genealogy research is one of the most popular types of root-searching, and it is also one of the most time-consuming. This type of case may be examined everywhere in the globe where history has brought about changes in country boundaries for example, Hungary or when large groups of people have migrated away from their native country at various times in the past for example, the United States, European countries to the USA in the 1920s and 1930s.

The importance of learning about other people's cultures without disturbing or negatively impacting the local population is also emphasized. This is because there is a danger in the development of this form of tourism that it will lead to mass tourism, which will have negative consequences for both the local culture and the local population as a result(Figure 5.3).

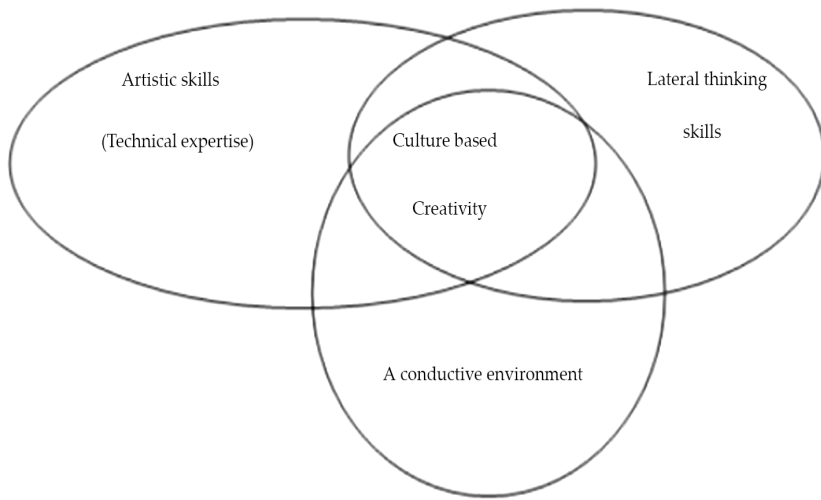


Figure 5.3. Components of culture-based creativity.

5.7.2. Religious Tourism, Pilgrimage Routes

Religious tourism and pilgrimage routes are among the oldest types of tourism still in existence. Taking religion into mind, they must claim that the following activities are included in religious tourism:

- Attending religious activities and visiting religious sites and monuments (such as churches, clusters, and exhibition locations, holy days, religious cultural and music programs, visiting religious persons;
- Pilgrimage is a type of journey;
- Training in the spiritual realm youth camps, missions, etc.
- According to Nyri (2004)consequently, they can distinguish between different types of religiously motivated travelers, such as:
- Organized groups visiting sacred places as tourism destinations(either with a spiritual motive in mind or with a motivation motivated by the architectural and cultural significance of the site;
- Individually organized visitors who plan their own itinerary and program;
- Such cultural tourists who have a variety of interests are rare;

- Pilgrims who are participating in spiritual instruction in an organized manner;
- Pilgrims who are participating in spiritual training on an individual basis.

Recent studies have revealed that this particular area of cultural tourism has experienced remarkable development, particularly since the 1990s. Religious tourism attracted approximately 300 million people from throughout the world, resulting in projected tourism spending of 18 billion dollars and a total of 18 billion dollars in revenue.

It also highlights the issue of carrying capacity, as many religious sites are simply unable to accommodate the large number of people attempting to visit the sites that are either related to any of the world's most major religions or are simply not large enough.

Since a result, the main world religions have a strong foundation for organizing huge religious or pilgrimage trips, as millions of people are drawn to their hallowed sites or activities (Figure 5.4) (Csapó and Matesz, 2007).



Figure 5.4. Religious tourism is one of the aspects of cultural tourism.

Source: Image by max pixel.

5.7.3. Event and Festival Tourism

Events and festivals of all kinds continue to play an essential part in the creation and strengthening of cultural tourism in today's tourist sector, as

they did in the past. These programs provide the tourist with extra reasons to visit a location in addition to the normal cultural product that is available.

Because events are one-time and take place over a short period of time, as well as because festivals provide a focused and often unique offering over a short period of time, they frequently serve as an extra motivation for cultural tourists to travel to a particular location.

They can induce a location to climb in the tourist's imagination as a desirable destination by increasing the number of places on his or her shortlist of potential destinations. Due to the distinct benefit that festivals and events may provide, they are both excellent tools for drawing first-time tourists as well as recurring visitors.

In 2005, the Department of City Tourism and Culture published a report titled *According to recent surveys, the vast majority of cultural tourists are motivated to participate in event and festival tourism as well, as evidenced by the fact that 88% of cultural tourists agreed on an internet questionnaire that cultural festivals and events are important reasons for cultural tourists to choose a specific location to visit in the first place (City Tourism and Culture, 2005).*

Of course, the role of entertainment (in the form of events and festivals) as a tourism motivation is extremely difficult to analyze, but we can say that these events, festivals, and parades primarily cover cultural themes such as music festivals and events, as well as all other forms of fine arts festivals and events, among other things of course we can highlight gastronomy, religion, folk, film, history, etc.

The many festivals can help to the growth of the respective places or regions, as well as increase the awareness of the local people or residents of a specific area or region. Festivals and events play an extremely important role in that they act against seasonality, despite the fact that they typically produce a timely concentration in the high season in the majority of cases.

This is due to the fact that a large number of festivals and events are organized in the low season. Taken together, megaevents, and carrying capacities of venues, for example that is the large number of people who visit these venues in a relatively short period of time they must emphasize that cultural events and festivals have the potential to have serious negative consequences for both the environment and the local population.

5.7.4. Creative Culture, Creative Tourism

Creative culture and creative tourism are terms that are becoming more and more common in contemporary cultural tourism trends study and analysis, particularly in the arts and entertainment industry.

According to the United Nations Educational, Scientific, and Cultural Organization (2006), creative tourism is defined as follows: Travel geared toward an engaged and authentic experience, accompanied by participatory learning in the arts, tradition, or unique character of a location.

It establishes a link with the people who live in this area and contribute to the development of this living culture. In recent years, the most recent developments in cultural tourism have focused more and more attention on the issue of creative tourism.

Of course, there is a clear connection between creativity and culture, and it is only natural that those who are involved in the creative industries whether as artists or as professionals in the cultural or creative industries will be linked and connected to culture and cultural tourism in some way or another.

Culture is thus seen as the driving force behind the ever-evolving and diversifying cultural tourism industry, with traditional cultural and artistic activities performing arts, visual arts, cultural heritage and literature alongside cultural industries like printed works, multimedia, the press, cinema, and audiovisual and phonographic productions, craft, design, and cultural tourism as well as traditional cultural and artistic activities According to the book *The Impact Of Culture On Creativity* published in 2009.

5.8. THE IMPACT OF CULTURAL TOURISM IN THE GLOBAL TOURISM MARKET

During the 21st century, the global tourism market creates an organic and interdependent system in which both the supply and demand sides experience significant changes, both in terms of time and space and, more importantly, from the perspectives of the quantitative and qualitative aspects or components of tourism.

Newer and newer regions and tourism products will become increasingly involved in international and domestic tourism trends as well, and in the ever-increasing competition, only those tourism destinations or tourism actors will be able to survive who can provide an ever-increasing standard of quality, as defined by the World Tourism Organization (WTO).

Cultural tourism, according to Richards (2009), was one of the most successful growth industries of the 20th century, and by the end of the century, the combination of these two sectors had emerged as one of the most attractive development alternatives for nations and areas all over the globe.

According to current developments in tourist trends, it is clear that visitors are becoming more actively involved in cultural activities than they were previously, however it should be noted that the 3S (or 4S, as in sun, sand, sea, and sex) will continue to play a very prominent role in mass tourism.

While on the other hand, as new generations of visitors enter the tourist industry and become more prevalent, we can now speak of a new 3S group or generation of tourists who are primarily motivated by sport, spectacle, and satisfaction (Csapó and Matesz, 2007).

They must also emphasize that one of the most significant incentives for a tourist visit is the opportunity to gain as many and as wide a variety of experiences as possible.

1. Positive Impact of Tourism:
 - i. The advancement of regional culture;
 - ii. The preservation of the natural environment; and the advancement of regional culture;
 - iii. Tourism regions are being highlighted, and local traditions and culture are being strengthened as a result;
 - iv. Less seasonal, which allows for an extension of the tourism season;
 - v. It has the potential to be a significant type of sustainable tourism.
2. Negative Impact of Tourism:
 - i. Commercialization of culture has occurred;
 - ii. There are several issues to consider: environmental destruction, investments in tourism that are detrimental to the environment, architecture that is not representative of local cultures, and carrying capacity concerns;
 - iii. Cultural tourism plays just a supporting function there is a need for a package;
 - iv. Source of conflict.

Taken into consideration and observed in relation to the impact and importance of cultural tourism on the global tourism market, it is necessary to emphasize that, according to recent research data published by the OECD in 2009 entitled *The Impact of Culture on Tourism*, it appears that in 2007, almost 360 million international tourism trips were generated by cultural tourism, accounting for approximately 40% of all international tourism trips generated worldwide (OECD, 2009).

Furthermore, when we consider that these figures only pertain to the tourist industry's direct impact, we must emphasize that the indirect contribution of cultural tourism is, by its own nature, considerably greater owing to the multiplier impacts that it has.

As previously said, according to the survey, cultural tourists spend an average of one-third more money than other visitors, which is about equivalent to one-third more money spent by other tourists (Richards, 2009).

In this ever-changing system of the tourism industry, the role of cultural tourism has grown rapidly and steadily in recent decades. However, it is important to note that traditional mass tourism, which is often characterized by the sun, sea, and sex, will continue to be the most dominant form of tourism for an extended period of time in the foreseeable future.

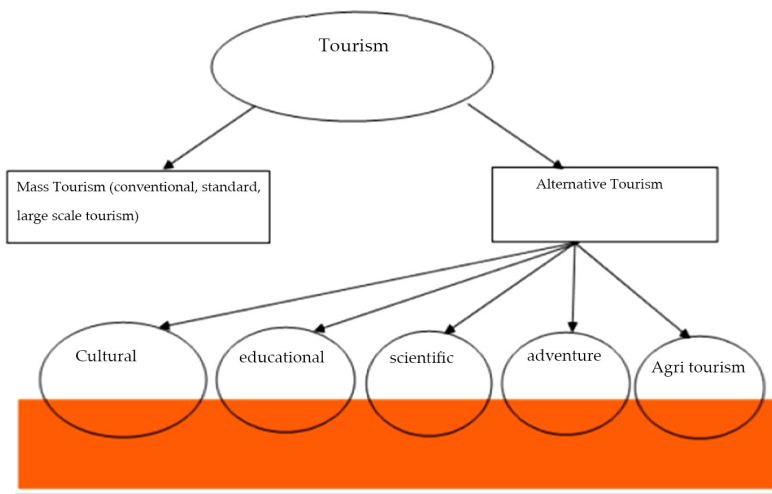


Figure 5.5. The role and place of cultural tourism within alternative tourism.

In order for cultural tourism products to survive and attract increasing numbers of tourists-while also taking into consideration the fundamental principles of sustainable tourism-they must be developed in accordance with

current and competitive cultural tourism product development approaches. According to a recent cultural and heritage tourism product research paper created in Ontario in 2009, this approach is primarily based on qualitative factors(Figure 5.5).

5.9. CONCLUSION

Culture and tourism are intertwined because of the evident synergies that exist between them as well as their potential for expansion. Increasingly, the cultural and creative industries are being utilized to promote destinations and to improve their competitiveness and appeal. Cultural tourism is one of the largest and fastest growing segments of the worldwide tourist business. Furthermore, the increasing use of culture and creativity to promote travel destinations is boosting the need for pressure on regions to differentiate their identities and images from one another. A rising number of cultural aspects are being used to brand and sell areas, and this trend is expected to continue. In order to maintain and enhance the comparative and competitive advantage of regions in global marketplaces, culture, and tourism are vital instruments to employ.

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Chapter 6

Cultural Potential and Challenges in Asian Tourism

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This chapter revolves around the dimensions of tourism in the biggest population area in the world that is Asia. Various aspects regarding the future of tourism in Asian countries are being conversed on all accounts of this chapter.

Elements such as cultural tourism, its products, and features as the future of tourism are highly promoted and challenges such as poverty and socio-economic factors are highly evaluated throughout the course of this section. Furthermore, different services, pathways, and criteria to create opportunities and growth in South-east Asia are being vastly considered throughout the course of this chapter in form of risk management, identifying new markets and supporting small start-ups.

6.1. INTRODUCTION

The earth's largest and most populous continent is being constituted by the Asia. It is primarily located in the Eastern and Northern Hemispheres and about 30% of Earth's total land area and 8.7% of the Earth's total surface area is being covered in Asia.

It has been said that the continent which has long been home to most of the human population, was also the site of many of humanity's first civilizations. It has been seen that for not only its overall large size and population Asia is notable but also dense and large settlements, as well as vast, barely populated regions.

The 60% of the world's population is in Asia, as China (about 1.4 billion) and India (about 1.3 billion) making up the two biggest countries by population (United Nations World Population Division, 2017). As per the given size and the diversity, the concept of Asia is the name which is dating back to the classical antiquity and also may have more to do with the human geography than the physical geography and along with this it varies greatly across and within its regions with regard to ethnic groups, cultures, environments, economics, historical ties, and government systems.

The main focus of this chapter is regarding the vast continent with its diverse countries and rapidly growing and changing population and also the tourism education needed for both current and the future. Certainly, it is difficult to give justice to such an undertaking and at that time, as given the enormity of the task.

In this author aim to achieve an up-to-date account of the state of tourism education in at least nine Asian countries, mainly situated in South Asia

and Southeast Asia, including the greatest players of China and India; also covered are transnational tourism education in Asia and three educational case studies of Asian students abroad.

It has been written mainly to focus on the large portion of the contemporary Asian tourism education market, as its issues are being related to the possible future directions in terms of globalization in the tourism education. It has been seen that over the past 40 years tourism and the hospitality education has been evolved.

At a global and a regional level research has been studied tourism and hospitality and also investigated areas including curricula, international education, teaching, learning, and assessment, resources, progression, and quality. In the Asian countries an increasing number of studies have been published involving tourism higher education.

In the different countries present and future of tourism programs profiled the past. From the Pacific Rim it focused on representing tourism-related education models, including Canada, China, and South Korea, as well as Turkey and Israel.

The travel and tourism industry has experienced opportunities and challenges, with the development of internet. So, on the tourism education the impacts of the Internet are being studied. In learning and teaching studies from a variety of perspectives and considered the macro and micro aspects of the Internet.

The higher educational world of the tourism, hospitality, and events education are being shaped by the provided insightful and authoritative accounts of the various issues. A comprehensive coverage of the subjects with an international and interdisciplinary approach, the up-to-date characteristics, and practices of tourism education in Asian countries is being provided by the previous literature in tourism and hospitality education and along with this the demand of students from Asia for tourism education are still underrepresented (Figure 6.1).



Figure 6.1. Culture potential of Asian tourism.

Source: Image by Pxhere.

Though, to identify the paradigms and recent trends in tourism education in Asia is the main purpose of this chapter and also to demonstrate the unique features of both Asian students and transnational tourism education providers. From the specialist in the field and is international in the scope through its authorship and content.

It has been said that it is being divided into the four parts, firstly an introduction setting the scene of tourism education and Asia; secondly, a focus on case studies of tourism education in various Asian countries; thirdly, case studies of the tourism education of Asian students abroad and their transnational learning experiences; and lastly, issues of broader perspectives on intra-Asian and transnational tourism education.

In Asia this chapter aims to provide a systematic guide to the current state of knowledge on tourism education which could become essential reading for students, researchers, educational practitioners, and academics in tourism studies and in international education. In order to extend the existing knowledge of tourism education, the focus is main on the case studies of the tourism education in emerging Asian countries and the current issues derived from the globalization of tourism education.

It has been seen that in attracting tourists or enhancing the value of heritage constructions a modern tourism format, the 'culture' element, which is inherent or representative of tourism destinations plays an important role.

As a distinct product category, the cultural tourism began to be recognized in the late 1970s and to gain a deeper understanding of the culture or heritage of a destination tourism marketers and tourism researchers realized that some people traveled specifically.

To pursue something relative to the destination's culture tourist are usually better educated and affluent and also have a strong desire. By the cultural attributes' consumers are being attracted in order to satisfy the tourist cultural needs and wants.

For the global industry the fastest-growing T&T region, Asia-Pacific continues to increase in importance. In the year 2017, for the international visitors it was the second largest destination which is being considered and also boasted the second-largest volume of international tourist receipts.

In addition to it, with most of this spent on intraregional travel the region is the biggest source of global outbound tourist spending. On the basis of the GDP figures, Asia Pacific also has the largest aggregate domestic travel market.

At the same time for many local countries to remain competitive within the region to attract growing international arrivals, contend with domestic T&T offerings of regional rivals and take advantage of their own growing domestic markets it has become crucial. In terms of TTCI score and rate of score improvement Asia-Pacific trails only Europe since the last edition of the report.

Furthermore, on a robust balance of natural and cultural resources Asia-Pacific can rely to generate tourism to a rapidly growing middle class and the region boasts the TTCI's second-best score for the former and top score for the latter.

In order to improve its above average level of international openness and T&T prioritization, indicating a strong commitment to trade and travel by many Asia-Pacific countries the region also continues to improve. In addition to it, by the world's largest and still rapidly expanding aviation market the growing number of international and domestic travelers are supported.

From its air transport infrastructure one of the region's greatest leads over the global average comes. For ground and port infrastructure Asia-

Pacific also scores above the global averages as well as all the pillars of the Enabling Environment subindex. In the Eastern Asia-Pacific much of this specific competitiveness performance is concentrated and to a lesser degree South-East Asia, while South Asia leads in terms of overall improvement growth.

Apart from the Asia-Pacific's there are many other strengths and also the region does face several challenges. Therefore, it has been said that tourist service infrastructure has become more developed, and to improve in this area to meet the global benchmarks most Asia-Pacific countries outside of the Eastern Asia-Pacific subregion still have more room and most importantly environmental sustainability remains the region's greatest competitiveness constraint.

There are many countries suffering from high air pollution, water stress, below-average levels of wastewater treatment, endangered wildlife, and forest loss. However, on this front there has been some progress made as more environmental treaties have been ratified, helping the average Environmental Sustainability pillar score to climb.

It has been noted that from new data related to fish stock status a significant portion of this growth in score came, which provides a more up-to-date measure of marine health, but as such reduces the ability to directly compare this pillar between 2017 and 2019 performance.

In addition to it, on an average increasingly accurate statistics show that the region is not protecting as much of its natural assets as previously thought. With the environmental and developmental sustainability if the region manages to balance expanding tourism demand, then it will continue to improve its competitiveness.

It has been said that the World Travel and Tourism Council forecasts that regional countries covered in the 10 years to 2029 and by this year TTCI will increase their T&T GDP by nearly 80%, accounting for over half of the global growth.

Asia is one of the fastest-growing tourism markets in the world between the region's tourism-friendly policies, low-cost connectivity, and weak currencies. In terms of international visitor arrivals for 2018 the region is home to six out of the top 10 cities and also according to a new study from global data, an analytics firm.

In the region Bangkok is at the top of the list and for the last year in the world when it comes to growth in international visitors, while additional top-10-ranked Asian cities include: Singapore, Tokyo, HongKong, Seoul, and Shenzhen from Asia were among the top 10 destinations for international visitors last year.

It has been noted that London and Paris made the top 10 from Europe, and which also included Middle Eastern hotspot Dubai, as well as New York City, in the United States.

To the Asian cities visitors who are from China and the European countries are driving the growth of international arrivals. There is a strong promotional effort which is being made by the Thailand that the visa friendly policies and along with this low-cost connectivity have made Bangkok as the top international destination. Moreover, it has been seen that attracting international visitors' Asian currencies along with the diversity of visitor interests in Asian cities played a vital role.

In the terms of the international visitor arrivals London was the second most preferred destination on the list in terms, and to many leisure tourist attractions the report attributed to the city being a key global financial hub and home.

Since 2016 there is depreciation in the value of British pound. As per the authors report Brexit referendum has also fueled growth of international visitors. As per the global data nearly 50% of international visits to London are for leisure purposes.

Meanwhile it has been seen that Paris attracted 13.2 million foreign visitors last year, which is not shocking given the city's famed cultural heritage, art, monuments, and café culture.

In the year 2018 in the greatest Paris region the tourism sector accounted for about 9% of the total employment as per the global data.

Last year Dubai has led the Middle East and North Africa region in the visitor arrivals and there is a fact that was helped by the Dubai's visa on arrival and 30-day and 90-day free visa policy offered to countries such as China, India, Russia, the US, and the UK.

There is a study which is being conducted and found that all the cities in the top 10, Tokyo exhibited the fastest growth of international visitors between 2014 and 2018. During the four-year period visitors to the Japanese city increased 60.5%.

In Tokyo the growth of the international visitors' arrivals was being aided by the initiatives and also by the public and private sector in order to

promote Tokyo's tourism and create a welcoming environment for visitors, along with measures taken to relax visa requirements for foreign visitors from Asia and other regions," states the report.

Meanwhile global destinations witnessed a huge influx of Chinese visitors while countries such as South Korea and Japan also became key source markets.

According to the global data the demand for China outbound tourism grew continuously in line with the rise in personal disposable income.

Since 2008 outbound travel has grown a staggering 262% according to the China National Tourism Administration (CNTA) and by the year 2019 it is expected to reach 166 million departures.

As per the new report India has a large and increasingly affluent middle class, has huge potential as a key source market to the global destinations as well.

Since 2008 the Indian outbound visitors' number has been growing at an average annual rate of 9.2%. By 2020, 50 million Indian tourists will visit global destinations according to estimates from the United Nations World Tourism Organization (UNWTO).

6.2. KEY TOURISM AGENDA IN TOURISM

In Asia and the Pacific UNWTO continues to very active and along with this focus is made on the number of critical issues, among which: travel facilitation, or reducing barriers to growth; infrastructure needs, ensuring that transport and other infrastructure is adequate to meet growing tourism demand; improving air connectivity; and promoting sustainable development. It has been said that in response to the efforts by the UNWTO, working with the other intergovernmental organizations and industry associations such as the World Economic Forum and the World Travel and Tourism Council, in Asia and the Pacific international improvements in the visa facilitation has been made in terms of the introduction of e-visas which means that the region is now seen as the most liberal in the world.

It has been seen that in every industry there is price competitiveness and so as in the tourism industry it has been increasing which is not least in the Asia and the Pacific, and to clarify the positive and negative impacts of taxation on tourism as UNWTO's work in the area of taxation. There are some the member states which impose intelligent taxes that will stimulate tourism demand rather than stifle it (Figure 6.2).

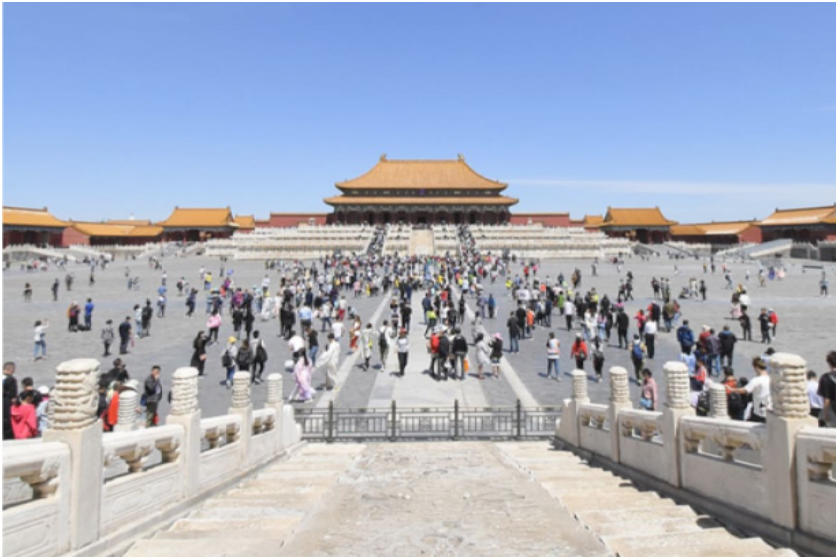


Figure 6.2. Key tourism agenda in tourism.

Source: Image by Pxfuel.

For the improved, more direct, airline links the demand is growing and also encouraging countries and national carriers to review their protective air transport policies. By the low-cost carrier's traditional legacy airlines that once had a major share of the market are now being challenged to whom the lucrative Asia Pacific market is a valuable source of income and prestige. It has also become important to decentralize and develop access to secondary cities closer to source markets with the congestion of major airports.

Since the early 1990s UNWTO has been promoting the use of sustainable tourism indicators and Asia and the Pacific or, more specifically, China now has five of the six global observatories of sustainable tourism (GOST) set up under the auspices of UNWTO and managed by a Monitoring Centre based in Sun Yat-Sen University (SYSU) in Guangzhou. With a framework for regular gathering, analysis, and communication of information related to tourism's impacts on environmental, social, and economic aspects in destinations the GOSTs' aim is to provide policy makers and tourism managers.

In the region over 2013–2014 other issues central to the activities of UNWTO have included climate change and specific studies on different market sectors such as ecotourism and Islamic tourism.

6.3. THE DIMENSIONS OF CULTURAL TOURISM

6.3.1. The Concept of Culture

In a broader sense the culture is being referred as the totality of physical and intellectual products that human beings make while in a narrow sense and it also refers to the appreciation of language, literature, art, etc. Through a four-fold topology culture is being referred as the concept of culture which can be categorized:

- It has been said that culture becomes intelligible as a general state of mind, as culture a cerebral, or certainly a cognitive category. To achieve the goal of socialization the use of Culture could be seen as a method to cultivate the group or individual. Education is a way to cultivate the mind while colonization is to cultivate the natives from the view of the hierarchical level. Therefore, it has been said that the idea of the cultured person or the high culture is being emerged.
- In the society culture invokes a state of intellectual and/or moral development as the culture is referred as a more embodied and collective category. By the progress in the human society this links to the idea of civilization which could be measured.
- Within any one of the societies the culture viewed as the collective body of arts and intellectual work, it means culture as a descriptive and the concrete category. To the level of excellence in fine art, literature, and individual personal perfection it involves in the human creative achievement and reaches.
- Culture as a social category, it has been seen that culture regarded as the whole way of life of a people. To build the value systems of society or the patterns of belief of person in life culture could be employed. In every corner it affects the people life and society (Figure 6.3).



Figure 6.3. The dimensions of cultural tourism.

Source: Image by Pxfuel.

6.3.2. The Concept of Tourism

It has been said that tourism is may be the largest of the multinational activities. In the developing and the industrialized countries, it is considered as one of the world's most important activities, involving millions of people, vast sums of money and generating employment. With a series of collaborated suppliers for tourists, tourism provides multiple services and products which are being associated.

There is a clearer way of describing the tourism, as representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by foreign visitors or by domestic tourists. There

are five categories of tourism from the Valene Smith point of view. Firstly, it has been seen that there is the ethnic tourism and with its concern for the quaint customs of the indigenous and often exotic peoples. Secondly, it has been seen that by the tourist the cultural tourism has been characterized and for the local color, festivals, and costumes generalized the desire.

Thirdly, for the education-oriented visitor, the third category is the historical tourism, in which the visitor wishes to see objects-buildings, architecture, and museum collections-rather than people and to hear about and imagine the past. From the past it has been seen that historical tourism also carries the objects' historical value and builds a bridge between tradition and modernity.

The fourth one is the environmental tourism which is often being ancillary to the ethnic tourism. Around the world it is known as the nature tourism which also includes unique and remarkable environments, such as natural areas, natural beauty, and wonder.

From having the bad impact caused by increased visitors such type of tourism can protect the environment. Recreational tourism is considered as the last one which is being preoccupied with sun, sand, and sea. It has been seen that people have to take the pressure of daily life so they seek to find a way to refresh themselves and then return to the society with full of battery in the modern society.

From the intensive life shortly, they always take traveling as a good way to get away. For the modern man such tourism serves as the pressure value. By the push of the tourist recreational tourism is chiefly caused in the functionalist view and not by the particular 'pull' of any place beyond its boundaries.

For the local area's tourism can bring the economic and social benefits by making a trade between environmental and cultural capital. In terms of the natural resources and the more intangible and esthetic environmental capital constructs of landscape and built heritage, is clearly recognized as platform for tourism development.

6.4. CULTURAL TOURISM PRODUCTS

It has been noted that the unique features of a place which reflect its culture, history, or environment is being included in the cultural tourism and also promote the rich tapestry of cultural traditions, ethnic backgrounds, and landscapes by their experiential nature. It has been said that a cultural attest

is not considered as the cultural tourism product unless it transforms itself into products that could be consumed by tourists.

But through the transformation process cultural tourism product must involve the cultural values. In the other words it can be defined as anything that can be offered to tourists for participating in cultural tourism to satisfy their cultural needs and wants by using the cultural tourism resource as basis.

It has been seen that on the basis of the elementary definition of the tourism product as an addition of attractions plus accommodations plus transportation, the cultural tourism product can be defined as a composition of:

- Such as the information and the education core product being the cultural tourism supply (monuments, cultural events, local culture, etc.), and the related specific cultural tourist services.
- It has been noted that the additional product is being the general tourism product element and also being related to tourist services and the general tourist facilitates and services and transportation infrastructure. As the tourism demand generators cultural tourism product is being developed.
- From the cultural tourism tourist have needs and wants to learn other culture and get unique tourism experience. From the cultural tourism tourist have the needs and those products can be shaped to satisfy the needs and wants of consumer.

In the cultural tourism products, it involves knowledge, religion, art, custom, living habit, history, ledge, and other cultural things can include knowledge, religion, art, custom, living habit, history, ledge, and other cultural things can include (Figure 6.4).

By focusing on their core cultural element cultural tourism providers always position their products uniquely in order to attract more tourist. It has been said that the attractive elements include cultural tourism destination, cultural environment or cultural events which involve the special cultural themes and unique characteristics.



Figure 6.4. Cultural tourism products.

Source: Image by Pixnio.

6.5. FEATURES OF CULTURAL TOURISM PRODUCT

To provide the new or innovative products the development of cultural tourism product needs to meet the demand of the tourism market by analyzing the market well. In the product development there are two aspects which are included.

First, redesign the current cultural tourism products. To eliminate the excess value by analyzing the function of current products the tourism marketers needed and which cannot meet the customer's needs and add the core value on the products. By providing the additional features the process of redesigning could maximize the product value.

Second, create new cultural tourism products. To create new cultural tourism in order to meet the change of customer's needs, tourism marketers need that facilitates the need satisfaction. Along with this some common features are being proposed to create such products:

- With a story cultural and the heritage tourism places have been described as the destinations, with cultural tourism described as the process of telling the story. To better understand the local history and culture telling a story can help the tourist and also to create tourist interest in hearing that the story and by making the story relevant to the life. With the new meaning and signalize

tourists it can also instill the destination and how to interpret the cultural tourism products.

- Making the asset come alive, which means the products should involve creative and exciting message which could make tourists have an enjoyable experience. At a deeper level tourist will be more willing to consume such products, only in the case if they have satisfied experience and spend more time at the destination.
- The next is that making a participatory experience, as tourism by its very nature is an active, participatory experiential activity. For encourage the tourist participation most cultural tourism products, such as cultural events, festival, etc., could provide the opportunities. Therefore, it could enhance the enjoyable experience and satisfaction of tourists.
- Making relevant for the tourist, as it has been expected by the cultural tourism products that they should be made relevant to the tourists' knowledge and frame of reference. In other words, it can be defined in accordance with the message the tourist receives the message the product wants to deliver need to be. So, it has been said that cultural tourism products should be presented in a way that could appeal to the desired type of tourists.
- The last one is focus on the quality and authenticity, as it has been said clearly that the tourists who will consume the cultural tourism products are most likely well-educated and sophisticated, they are far more culturally aware. So, with the good quality they will select the best value option and also at the reasonable price from the intensive competition in the tourism market. On the cultural tourism products, the quality and authenticity will be a determined factor to attract and satisfy them.

6.6. THE EVALUATION SYSTEM OF CULTURAL TOURISM PRODUCTS

An evaluation system is being after reviewing related theories and understanding the transformation process of cultural tourism products, in order to assess the quality of such products. By the four key levels the quality of cultural tourism products can be evaluated.

6.6.1. The Culture Carries

On the material level it carries out the themes of the cultural tourism. For instance, Buddhist cultural tourism products can present the Buddhism culture by having different art form like religious murals, the architecture of temple, etc. It can be measured by the novelty, appreciation, and participation in the evaluation system.

At the time of using the cultural element to develop cultural tourism products novelty measures the degree if the innovation. To the tourist appreciation is how the products deliver the sensual effects and make their visit enjoyable. To participate in the forming process participation examines the degree of how the cultural tourism products allow tourists.

6.6.2. The Culture Contents

By the different kinds of the culture carries it means the main cultural theme. For instance, in Beijing, China one of the historic cultural tourism products also reflects the history of the ancient fortification architecture development.

On the authenticity, positive significance, and popularity the degree of the excellence on the culture content is dependent. With a message from the past the authenticity means the products should be imbued and the historic monuments of generation of people remain to the present day as living witnesses to their age-old tradition (Figure 6.5).



Figure 6.5. The evaluation system of cultural tourism products.

Source: Image by Max Pixel.

To the tourist positive significance is whether the culture content can deliver positive information. Popularity tests how tourists like the brand and image of the cultural tourism product and whether the products can satisfy their needs.

6.6.3. The Culture Spirits

By the culture it is the spiritual realm and value delivered content and it is also the soul of the cultural tourism products. For instance, for spirit transcendence and relief all living creatures from suffering Buddhist cultural tourism products express Buddhist pursuance. In the cultural tourism products Integrity, Positiveness, and Satisfaction measure the degree of the cultural spirit involving.

It has been seen that whether the products deliver the moral and ethical value to tourists is being examined by the integrity. On tourist's positiveness tests whether the products can exert a positive impact and also cultivate their mind. Satisfaction requires the cultural tourism products to capture the core content of the era spirit and satisfy tourists' spiritual needs and wants.

6.6.4. The Culture Values

By the cultural tourism products, it means the significance of the cultural heritage and also the market value brought. To the human world it highlights the cultural treasure that the products contribute. There are three aspects to measure the cultural value of the products that is Cultural Heritage, Civilization, and The Value of Resource.

Two aspects are being included in the cultural heritage, cultural continuity, and development, by which mean cultural tourism products need to emphasis succession as well as development in traditional or national culture. The measurement, Civilization, to establish the right values examines the degree of how the products can help people. To maximize its economic and market value the Values of Resource tests how the cultural tourism product uses the cultural resource.

6.7. MAJOR CHALLENGES AND ISSUES IN TOURISM DEVELOPMENT IN ASIAN AND PACIFIC REGION

For many of the Asian and the Pacific countries tourism has become increasingly important that have opened their economies and also drawn up

their strategies, policies, and plans designed to sustain their national tourism industries.

In terms of the dynamics of national socio-economic development and the potential benefits for tourism stakeholders the significance of tourism has been growing, and by complicated new challenges the related risks have been created.

In the socioeconomic development the major challenges of tourism development involve the role of the industry and how it might contribute to poverty reduction. Basically, it has been seen that in terms of how to expand socio-economic benefits can be seen from poverty reduction which is being linked to the tourism, as how to distribute benefits to more segments of society, particularly poor people; how to minimize adverse impacts; and how to provide the necessary support to advance sound and sustainable tourism development.

As a viable socio-economic activity, in order to sustain tourism development within the process of globalization and ensure that its contribution to poverty reduction is effective, all stakeholders must be aware of five main issue areas.

To diverse the strategies, taking decisions and plan the actions is being enabled by the stakeholders by awareness and analysis in these issue areas and that are appropriate at the regional, national, and local levels to meet the challenges facing the tourism sector. Five issues are being considered in subsections.

6.7.1. Enhancing the Role of Tourism in Socio-Economic Development and Poverty Reduction

In order to have the wider distribution the socio-economic benefits of the tourism need to be expanded and also to minimize any of the adverse impact and to foster sound development of the tourism industry necessary support is also being provided.

Widespread and access to the information is being improved in the process of globalization and along with this communication technologies, has increased the potential opportunities for the tourism industry to expand and make greater contributions to social and economic development.

So, in this respect to promote and market their tourism services on line the importance of e-tourism as a way to give developing countries the technical means was noted in the São Paulo Consensus adopted at the 11th

session of the United Nations Conference on Trade and Development, held in São Paulo, Brazil, in June 2004.

In the international tourism market stakeholders must be aware of rapid changes, in order to make use of these potential opportunities and increase the contribution of tourism. For instance, it has been seen that the demand of tourism and the number of visitors has been growing much faster than tourism receipts, and on the other hand independent travel and the demand in niche tourism markets have been growing faster than group travel to standard destinations. By the international tourists the widespread coverage and increased accessibility of the Internet is changing the nature of the international tourism market and the framework for choices.

For addressing the Millennium Development Goals tourism will continue to be one of the instruments, which is being recently reflected in the WTO Declaration on Tourism and the Millennium Development Goals. In building the linkages the government has played the role, and creating partnerships and encouraging local participation (Figure 6.6).



Figure 6.6. Major challenges and issues in tourism development.

Source: Image by Pxfuel.

The main role of the Government is to create a more supportive policy and planning framework enabling participation by the poor. In decision-making the Government and the private sector can increase participation by

the poor, only after ensuring that local people are consulted and have a say in tourism decision-making.

Proper partnership can be created by the private sector. Through the producer's association poor people can participate. With each other poor and the private sector can establish both formal and informal links. By meeting periodically all the stakeholders can increase the flow of the information and also by sharing the news and also the plans which are being built on a basis for the further dialog.

In terms of diversifying a country's economic base the benefit of specific interventions could be considered and spreading development to regions and groups of people that may not have benefited from other types of economic development.

It has been seen that there is the expansion of the socio-economic benefits and along with this there is distribution of those benefits to the segments of society that include the poor require a focused approach to tourism development and management that identifies categories of poor people and then creates linkages between tourism businesses and those categories of poor people.

Some standard indicators are being necessary to have and also what defines the conditions of the poverty, such as the national poverty line for household incomes.

It has been noted that to enhance the linkages there are number of ways so that for the poverty reduction tourism makes an increased contribution and also enabling poor people to participate more effectively. For the consultation there are many types of pro-poor tourism strategies, ranging from increasing local employment to building mechanisms.

It has been seen that the increased benefits are going to poor people which is being explained as the critical factor. According to the three categories of the local benefit there are some of the strategies for the tourism development that contribute to poverty reduction and also have been identified.

Economic benefits are being covered in the first category, which also include increasing local employment and wages, improving local enterprise opportunities and creating collective income sources, such as fees and revenue shares.

Other livelihood benefits are being covered in the second category, such as physical, social, or cultural improvements, with a focus on providing capacity-building and training, mitigating environmental impacts, addressing

competing uses of natural resources, improving social and cultural impacts and increasing local access to infrastructure and services.

The less tangible benefits are being covered in the third category, such as participation and involvement in partnerships, which could be enhanced at the local level by creating a more supportive policy/planning framework, increasing the participation of the poor in decision-making, building proper partnerships with the private sector, and increasing flows of information and communication with local stakeholders, especially the poor.

On the other hand, it has been seen that to the process of poverty reduction, recent disasters and crises tourism can contribute and can have demonstrated significant risks when relying solely on tourism.

Therefore, to devise more broadly based poverty reduction strategies and programs that include links with the tourism sector there is a need for agencies and ministries outside the tourism sector. In tourism sector broader approaches will help to minimize some of the employment and income-generating risks that are inherent. Through the tourism the document relating to poverty reduction being issued for the meeting considers many of these issues in greater detail.

6.7.2. Facilitation of Travel and Development of Transport and Other Tourism-Related Infrastructure

In creating the rules and procedures which are covering visa the governments of ESCAP members and associate members have the main role and there are border formalities and customs regulations in order to control the flow of people, especially tourist arrivals.

It has been said that both sending and receiving countries have policies on visas and related travel formalities that may reflect concerns about health, safety, and security. Therefore, about tourism development and travel requirements there are also concerns, especially when Governments make it a priority industry.

To liberalize the policies on visa there has been a general trend and travel formalities during the period of strong growth in international tourism. Since 2001 the general view is that when security from terrorism threats became an issue, is that Governments have been seeking a balance between facilitation and possible needs for constraints and restrictions.

On the tourism development constraints have been related to the strength and scope of visa restrictions, the complexity of various procedures for

obtaining visas and the general lack of clear and accurate information on visa requirements and costs.

By reducing impediments and increasing efficiency is a government responsibility facilitated by travel, through consultations and negotiations it could be done unilaterally, bilaterally, regionally, or internationally.

In relation to the General Agreement on Trade in Services (GATS) some international consultations have taken place through a voluntary working group hosted by the World Tourism Organization (WTO). In Asia and the Pacific there have been regional and subregional initiatives as well as the bilateral agreements.

Therefore, to GATS consumption abroad commitments only exit visas from the sending country are subject, while entry visas are not. To evaluate the main issue is the need and also to adjust the entry visa policies and requirements that may be impeding tourism development in many Asian and Pacific countries.

By improving infrastructure, the tourism industry can also be developed more effectively to facilitate travel and tourism. On accessibility special attention and planning that focus are required when Governments expand and improve air, road, rail, and water transport infrastructure as part of tourism development.

At secondary airports one significant issue concerns identifying the infrastructure that needs to be upgraded and tourist centers outside the main urban areas in order to diversify tourist destinations. For developing barrier-free tourism, identifying existing barriers and learning the economic and social rationale in this context and also learning from best practices could be highlighted in many countries of Asia and the Pacific.

There are many more countries which have adopted the strategies in order to attract new tourism market segments, such as senior citizens and people with disabilities. As a barrier free tourism, the travel needs of such new market segments have been categorized in order to attract new tourism market segments. It is considered as the barrier-free tourism and highlight issues of appropriate and accessible infrastructure.

6.7.3. Socio-Cultural and Environmental Management of Tourism

On the environment, society, and culture there is the rapid growth and increased numbers of tourists that can have a combination of positive and

negative impacts. It has been said that the negative impact could affect the long-term sustainability of tourism, as tourism grows and expands to more locations, especially in places where appropriate control is lacking.

As the essence of tourism sustainable tourism development must be considered and applied fully in all countries, since tourism is being based on the diversity of natural, social, and cultural resources which also attracts the tourists in the first place.

In addition to it, there countries and areas in Asia and the Pacific have recognized that the sustainable tourism development is the only way to effectively address environmental concerns as well as contribute to economic growth, create jobs, conserve cultural heritage and authenticity, as well as contribute to cultural exchanges and increase intercultural understanding and tolerance.

In instruments the importance these issues are being reflected which is emerging from the international summits and also the meetings. It has been said that for further implementation of the Program of Action for the Sustainable Development of Small Island Developing States, this includes the Johannesburg Plan of Implementation and the Mauritius Strategy.

To the sustainable tourism development there are other international instruments that reflect the issues related and there are Guidelines on Biodiversity and Tourism Development and the global code of ethics for tourism and the Djerba Declaration on Tourism and Climate Change.

It has been said that according to the WTO, sustainable tourism development means applying principles of the optimal use of environmental resources in ways that maintain the ecology and conserve natural heritage and biodiversity, to intercultural understanding and tolerance there is respect for the socio-cultural authenticity of host communities in ways that conserve their cultural heritage and values while contributing and also providing all stakeholders with benefits that are fairly distributed, while ensuring the viability of long-term economic operations.

Effective planning, efficient coordination, capable enforcement of legislation and more constructive governance are being included important issues of the sustainable tourism development which are also being capable.

In tourism planning and management many public and private sector decision makers are being involved and also have realized that environmental and cultural resources are essential components and valuable tourism assets, substantive progress in applying systematic planning based on principles

that also include economic sustainability has been limited. It has been said that the principles of the sustainable tourism have been widely accepted, but the actual implementation by national, regional, and local governments, as well as by tourism entrepreneurs, has sometimes been slow and only partially successful. Along with the environmental and cultural aspects the issue of the economic sustainability needs is the more comprehensive consideration.

Without considering the needs of the tourism sector a related issue is that national environmental policies, laws, and regulations which are often being formulated. For instance, for the ecotourism many Governments regulate through several different laws, regulations, and agencies with a sector-by-sector approach that overlooks tourism in a coastal area where tourists travel.

For example, by different agencies there may be one law and set of regulations for pollution from factories, one for fisheries, and one for coastal building permits, all administered. In lack of attention to the tourism sector the focus would be on one issue or constituency and could result in lack of attention to the tourism sector, as well as its interactions with other sectors.

For example, the reserve may be undermined by any unmanaged activities only in the case if a government establishes a marine reserve but does not use an integrated coastal zone management approach to coordinate with other coastal zone activities.

There is another issue which is concerned with the potential for voluntary initiatives, such as certification, to achieve sustainable development objectives. In the private sector some entrepreneurs have created and adopted voluntary initiatives in recognition of the importance of sustainable tourism, such as environmental and social codes of conduct, eco-certification systems, environmental audit programs, environmental management systems and other self-regulation codes or schemes involving the natural or socio-cultural environment. By those who see a number of economic, social, and public relations benefits voluntary initiatives are not the result of legislation but rather are adopted freely.

6.7.4. Crisis and Risk Management in Tourism

In the recent years by a variety of unforeseen incidents tourism has been directly affected that have been affected patterns of growth and development of the industry. The tourism industry has faced greater uncertainty and vulnerability as a result of terrorist attacks, health crises and natural disasters, in the Asian Pacific region. A number of important issues is being raised and the risks, response, and the lessons. In a systematic manner crisis and risk

must be considered in terms of management. By its nature, a crisis is sudden and often unpredictable. About the scope of the effects there needs to be the awareness and that is being limited to a single destination and an area is covering several countries, a subregion, a whole region, or the whole world.

There are specific issues responding to the crises and violent incidents which involve the disaster awareness and also the preparedness; the immediate response, including the physical, psychological, and combined impact; dealing with speculation and misinformation, especially in the global mass media; ways to restore the confidence of tourists and businesses; dealing with panic; and responding to reactions from other Governments, such as travel bans, advisories, and restrictions.

In the terms of coordination and proactive measures response is being concern more general issues that cover the well-being of all citizens, tourists, and businesses. In the tourism the document on crisis and risk management which is being issued for the meeting which also consider many of these issues in the greater depth.

6.7.5. Human Resources Development in the Tourism Sector

On the tourism employment it has been said that the rapid growth rates in the industry have a direct impact in terms of demand for professionals, specific skills and related training and education facilities. In the various segments of the tourism industry there is a need to develop and train the required human resources which has been widely recognized in Asia and the Pacific.

On four main issues there has been progress but they still require consideration in view of the constraints that are still found in human resources development. The four main issues are the shortage of qualified human resources, gaps in the availability of tourism training infrastructure and qualified trainers and teachers, the lack of attention given to the conditions of work in the tourism sector, and in the tourism sector there is the ongoing need for long-term national strategies and policies covering human resources development.

In order to address some of the issues, the members of ESCAP took the initiative in 1997 and created the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT), which has grown to include 211 education and training institutes and national tourism organizations in 42 countries and areas.

There is the closer cooperation among the countries of the region which is considered as the one way to overcome some of the constraints related

to human resources development effectively, since various countries and tourism organizations and institutes possess certain strengths and expertise that could be usefully shared with other APETIT members.

Among the tourism training institutes networking has strengthened institutional links and also formed the basis for exchanges of expertise, experience, and information related to human resources development.

6.8. OPPORTUNITIES AND PATHWAYS IN SOUTHEAST ASIA

6.8.1. Reorienting Services

On the foreign travelers there are many tourist businesses that has focused traditionally which have had to reorient their offers to cater to the domestic market. In the new products and services this has often entailed investing and also targeting existing domestic segments, or discovering and even developing new ones. For instance, in Cambodia there is demand for the adventure travel among the young population has sharply increased, amplified by social media.

For the adventure in the Lao People's Democratic Republic, the "Lao Thiao Lao" campaign targets young Laotians and promotes nature-based sites. It has been said that when international travelers return with changed preferences post-COVID-19 these investments can also become beneficial.

6.8.2. Identifying New Niche Markets

There is another interesting group which is often neglected and also are the expatriates. With disposable income and interest in their host cultures it has been said that as a large population in many of the country's expatriates are a lucrative niche market.

Therefore, on the basis of the research any offers and packages should meet their preferences, lifestyles, and values. Apart from replicating the domestic tourism packages, it might include elements such as exploring authentic street foods, spas, and wellness. For instance, the Tourism Authority of Thailand actively targets its many expatriates with deals and discounts.

6.8.3. Developing Tourism in Rural Areas

For the rural the pandemic has also accelerated and also for the nature-based tourism, as people seek to recover psychologically and physically from the pandemic, restrictions, and lockdowns. In the recent study of ADB it has been found that domestic tourists in the Republic of Korea and Thailand are shifting preferences to less densely populated areas instead of cities.

Around the agritourism, gastronomy tourism, and wellness tourism rural tourism can be further developed especially in many of the countries. To the destination diversification strategies, the rural tourism can also contribute and for poverty alleviation holds substantial potential and to help protect natural resources and cultural heritage.

For the rural tourism it is necessary to recognize the significant opportunity and the Tourism Authority of Thailand recently launched rural tourism awards, with a large investment fund to support diverse local communities that preserve arts, culture, heritage, and cuisine.

6.8.4. Supporting SMEs and Start-Ups

It has been said that small and medium-sized enterprises (SMEs) will become more significant in building longer term resilience and sustainability in tourism, as tourists will demand more off-the-beaten path destinations.

To survive in these difficult times and assist with this transition governments and authorities should support SMEs. In business government interventions can include tax relief and cash transfers, which can become essential for SMEs to stay. For the foreign revenues this require support for the digital transformation of their online business and domestic platforms that can become new sources (Figure 6.7).

In the travel and leisure sectors the pandemic brought forward the great creativity. In the region start-up businesses have been booming catering to the demand for people longing to travel. For example, in Thailand, cafés started offering an in-flight dining experience in an old aircraft for people who miss flying. Creative efforts like these are crucial for boosting and revitalizing the domestic economy.

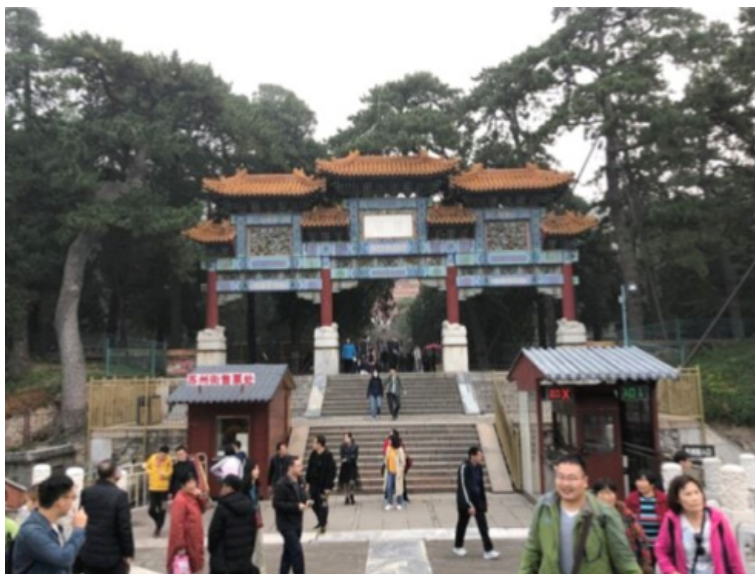


Figure 6.7. Opportunities and pathways in southeast Asia.

Source: Image by Pixnio.

6.9. CONCLUSION

Overall, the chapter covers all aspects of potential developments required to promote tourism in Asian countries with its effect with culture. It also elaborates on the challenges of poverty, spaces, and population that has direct effect on tourism and how to improve the same. Additionally, it also discusses the on-going factors such as COVID-19 and potential government strategies for further improvement of tourism and its future. Furthermore, keeping in mind the travelers in future various security, socio-economic factors, socio-cultural factors, environmental concerns are highly promoted which comes as great outcome for future of tourism.

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Chapter 7

**Future of Asian Contemporary
Tourism**

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This chapter gives an insight to the reader about the future of Asian contemporary tourism. It begins with defining the tourism products, markets, and states the tourism trends that are related with COVID. It goes on to illustrate the reasons why past cannot become the future for Asian tourism.

This chapter addresses the role of market segmentation in tourism such as the geographic, demographic, and psychographic segmentation along with explaining the top five confronting tourism and the travel industry which includes the factors of globalization, taxation, infrastructure, etc.

In the end, it defines the future of tourism in the coronavirus era in respect to Asia as it might hold answers to what is in store for it in the coming future. It also highlights the aspects of travel bubbles, immunity passports, etc.

7.1. INTRODUCTION

In the world today, at the same time contemporary tourism is considered as one of the most significant yet misunderstood phenomenon. It is something which is being regarded as an important mechanism for the economic development and not only in the industrialized countries but also in many of the developing countries, and along with this it is something that is engaged in by many people in the developed world.

As one of the world largest industries the extent of tourism activities and the sheer number of people who travel means that tourism is often described across the globe. At the level of global environmental change up till now tourism is being considered as an agent of the cultural and change and a substantial contributor to environmental change.

It has been said that the scope of the study of tourism is serious indeed and along with this popular image of tourism is also given, as being connected to leisure and fun.

In this chapter various key concepts have been analyzed and by which one could describe the contemporary tourism. At the core of the field of tourism studies these concepts lie and along with this set out the domain of the tourism research.

As tourism is being considered as an essential experiential industry, that is people are consciously seeking to purchase particular experiences that are primarily ephemeral or intangible, tourism is regarded as a service industry. So, in this chapter there is a discussion about the service dimension of the tourism and also a theme diffuses the book. An outline the concept of the tourism system and its implications with respect to understanding how

tourism is consumed and produced, and approaches to defining tourism, tourist, and mobility including some of the constraints on mobility is also being discussed in this chapter.

7.1.1. The Service Dimension of Tourism

It has been seen that without the agreement and cooperation of the consumer the essential characteristics of services are that they cannot be produced and that the outputs produced are not separate entities that exist independently of the producers or consumers.

The main feature of the tourism which is being considered is that main location at which the consumption of experiences occurs is outside of the home environment of the purchaser. Though, tourism is a service industry, which does not completely mean that it is intangible, as it is far from it. On a complex set of infrastructure and physical resources tourism is being based and that have a significant impact on the places in which they are situated.

Therefore, the experiences provided by this infrastructure and set of resources is being described by what is being purchased by the tourist and the infrastructure itself. So, it has been seen that tourism is considered as an experience-based product, which means in order to be able to understand tourism phenomenon, one should be able to understand both its consumption and production.

This is being considered as an almost deceptively simple statement but its implications are massive, as by looking at one aspect in isolation tourism cannot be understood, and without production consumption cannot occur and vice versa.

The hallmarks of tourism are being considered as the inseparability of production and consumption with the value of the tourism experience therefore being determined by both the consumer and the producer of the experience and the tourism product(Figure 7.1).



Figure 7.1. Future of Asian contemporary tourism.

Source: Image by Pxhere.

It has been said that inseparability of consumption and production also means that the factors that make up consumption and production are constantly feeding back on one another, so influencing has been done in the development of the tourism products and also appeal to consumers.

Everyone is trying to understand the interrelationships between consumers and producers and the variety of experiences that are created in order to understand contemporary tourism. From the other service and the experience-based products it is being considered as one the different aspect of the tourism and also it refers to the experience of people voluntarily traveling outside of their place of permanent residence.

Therefore, it means in order to satisfy their motivations for particular experiences the primary focus of much of tourism is the places or destinations that people travel too. It has been seen that another important dimension in its understanding is being provided by the mobile nature of tourism and this is because between consumers and producers the service and tourist experience does not exist independently of the direct interaction, it therefore cannot be stocked or have its ownership transferred.

To understand the tourist, it is necessary to analyze the chart how it changes over time in order to see how the different elements of consumption and production come together to produce different experiences and therefore different outcomes for the consumer and the producer.

7.2. TOURISM PRODUCTS

Earlier it has been noted that tourism products are complex and multi-faceted. As a result, considerable debate is being generated, in relation to their nature and definition, including whether they are sufficiently different to merit a separate approach to marketing. For the consumer all products package together utilities and are the benefits.

From the economics traditional view of a tourism product has been inherited and it is also based on the framework of exchange. It has been said that within a particular socio-political, environmental, technological, and economic setting in tourism this exchange takes place at a destination. So, it has been said that there are two elements approach:

- As a purchase takes place the nature of the social exchange; and
- The functional nature of the tourism product which is being included in the transaction.

Recently it has been seen that on the basis of the relationships the new perspectives have been introduced and the co-creation of value and the recognition of intangible products. On the concept of services marketing these new perspectives are based rather than of the physical goods.

The consideration of all the market actors is being allowed and recognized by them and that they will have a continuous relationship with each other. As it integrates both goods and services and recognizes that tourists will purchase both as they construct a trip, so this provides a more realistic approach to the tourism product.

As a co-producer of goods this approach recognizes the tourism consumer and in a continuous process delivers a marketing approach that allows interaction with the customer. By viewing the tourism product this can be then taken a step further as a bundle of tangible and intangible product attributes, with all products lying on a continuum between these types of attributes(Figure 7.2).



Figure 7.2. Tourism product.

Source: Image by Wikimedia commons.

Along a second continuum the tourism product can also be viewed from a single component; through a composite of components that are packaged or bundled together; to the total destination product itself. The idea is being extended of arguing the tourism product is in fact the total experience. As the define the tourism product clearly, as to the tourism product there are number of approaches.

For instance, building on Gilbert's notion of the tourism product as the total experience, the tourism product can be disaggregated into stages of the vacation from anticipation and planning to booking, travel, and evaluation.

Into the account of important pre- and post-product purchase stages the merit of this approach is that it takes and that influence future buying behavior. As synonymous a second approach is to view the product with the destination, such that the tourism product is an 'amalgam' of destination elements including attractions; supporting services such as accommodation and food and beverage; and transportation. For the tourism marketing there are significant implications of this amalgam and particularly the challenge

of managing quality across the various elements, each of which is often supplied by a different organization. In the more traditional approach this approach is perhaps mirrored and to understanding tourism products that is drawn from the physical goods marketing:

- The product's benefits and features are being delivered by the core product and also provides a reason for the purchase. For this here is the example of a vacation in Hawaii.
- For the tourist the facilitating product must be present to use the services. These include transportation and accommodation for a vacation. It has been seen that in the business model of low-cost carriers it is interesting that it is this part of the product that is cut to a bare minimum. With e-tickets they replace paper tickets and to avoid interaction with expensive sales person, bookings are being made on the internet. In a different way the low-cost carrier business model delivers the facilitating elements of the product.
- In order to compete the augmented product delivers added extras that allow the product. It has been said that for a vacation in Hawaii it may include a free night, free transfer, or complimentary drinks on arrival. For low-cost carriers, in the early days of their operation, free seating was common, but some carriers now augment their service by providing allocated seating.

7.3. TOURISM MARKETS

It has been seen that tourism markets are being comprised of the actual and potential consumers. As self-reproducing social structures among cliques of firms and other actors who evolve roles from observations of each other's behavior, the market is being defined by White in the year 1981.

For the tourism this definition works well and, in this chapter, it also supports the approaches to products and markets outlined. These approaches can be summarized as:

- With the tourist as a co-producer of goods products and markets evolve together;
- In a continuous process they deliver a marketing approach that allows interaction with the customer.

In this approach it has been seen that it recognizes that the environment is volatile and that markets and emerging product structures are dynamic. For instance, as a result of increased travel, shifting values and perceptions

and demographics the tourism market has been changed. Post tourist Feifer (1985) has termed these new consumers.

At the destination they are experienced, discerning, and caring of the places that they visit, demonstrating ethical consumption and behavior. In intimacy of the destination post tourists demonstrate changing values and preferences, increasingly seeking authenticity and well managed, tailored individual experiences that allow them to both get closer to and also to participate and in other words in Tasmania they seek the type of experience products that are being developed.

To the traditional forms of marketing this new consumer behavior is resistant and it is more difficult to understand and analyze as market segments are less stable, constantly fragmenting and reforming for the marketers. There is demand of the contemporary approach to segmenting and analyzing tourism markets by addressing this challenge of the post-tourist.

To the destination and the operators this approach must be based on deep and meaningful research that delivers specialized and tailored solution. In the year 1960s traditionally tourism market research has been locked, along with the largescale omnibus and national-level holiday taking surveys and to contemporary market segmentation approaches has been unable to deliver the support.

In order to understand the post tourist market and to support the development of new segmentation techniques, the contemporary approaches to research, particularly using qualitative and multivariate analysis approaches which are needed. There are some of the deep and meaningful research underpins new approaches to segmentation that can deliver detailed customer profiles and identify elements of consumer behavior.

It has been said that to understand the relationship between tourism products and markets market segmentation is central. Into distinctive subsets it involves dividing a tourism market with common characteristics such that the formulation and positioning of tourism products and experiences are designed to attract pre-identified segments(Figure 7.3).



Figure 7.3. Tourism markets.

Source: Image by Pxhere.

A full understanding of the needs of the segment is being delivered by this approach and for the marketing effort which itself can become the focus. To be effective, market segments must be:

1. **Measurable:** In order to access it marketers must be able to 'calibrate' the segment.
2. **Accessible:** Through promotion the segment must be 'reachable.'
3. **Substantial:** To support the design of particular tourism products the segment must be large enough.
4. **Sustainable:** If it is to justify the design of products the segment must be durable in time.
5. **Actionable:** For the segment's purchases an organization must be able to develop products that will compete effectively.

It has been said that tourism marketing has not utilized sophisticated segmentation techniques traditionally, preferring instead to use single variable segments based on say, demographics (the youth market), geography (the German market) or buyer behavior (the business market). Therefore, tourism market has also fragmented as it has been matured and also the old techniques of segmentation are no longer adequate. By purchasing products

increasingly tourism is seen as a way to express lifestyle such as adventure tourism, eco-tourism, or cultural tourism.

There are some of the examples of new segmentation approaches include psychographics, where the underlying psychology of the tourist is analyzed; attitudinal and ethical segmentation where travel behavior is the basis for segmentation; and technographics which analyzes the ability to use technology for searching and purchasing tourism products.

7.4. TOURISM TRENDS “RELATED” WITH COVID

In response to the global pandemic of COVID that has influenced the tourism industry as a whole there are some of the following tourism trends that will have to be discussed by those interested in tourism management.

7.4.1. Safety and Hygiene Tourism Trends

It can be anything like airlines, cruises, hotels, restaurants, or bars, since the outbreak of COVID, safety, and hygiene standards have been absolutely paramount. So, by keeping this in mind there are number of tourism trends that are being related to this such as increased cleaning, socially distanced seating, providing hand gel and enforcing masks in some settings.



Figure 7.4. Tourism trends “related” with COVID.

Source: Image by NDTV.com.

With companies needing to make clear what their hygiene and safety policies are this is also play an important role in the part of the tourism marketing and along with this what measures they are taking to keep

customers safe. It has been said that the threat of COVID has meant people are more reluctant to travel and visit tourism hot spots, so they will need to be persuaded that it is safe (Figure 7.4).

7.4.2. Increased Emphasis on Leisure

To adopt the travel restrictions COVID has forced the countries, as there are many businesses that are encouraging employees to work from home and use video calling. So, it has been seen that business events have been particularly badly affected and one of the resulting tourism trends has been a switch in focus towards leisure customers.

On people the pandemic has been hard and there are many people who are desperate for a holiday. It has been said that if the business is typically focused on business customers, then a change should be made at least temporarily. So, in this to generate sales one should change the marketing messages and even the distribution channels.

It is totally depending upon the business, one may wish to focus efforts on the families, couples, or groups of friends and one could potentially create package deals to appeal to these demographics. To evaluate how the competitors have responded to the crisis it is also a good idea and whether they are doing anything that one could take the inspiration or not.

7.4.3. Shift From International to Local

To travel abroad there are various travel restrictions and the reluctance of many people has meant many in the tourism industry are having to focus on local customers, rather than international ones. So, it is likely to require a change in your core marketing strategies but this does not mean giving up on international travelers entirely.

It has been said that with the hotels it could be best to highlight the kinds of facilities that may appeal to the local market, such as restaurants, gym, Wi-Fi, and even the fact that your hotel rooms are ideal for remote work. As per the situation it may be possible that airlines and tourism management companies may also need to shift gears and priorities domestic tourists.

It has been said that it is worth remembering that local customers are less likely to cancel too, as they will only have to pay attention to local restrictions and are not as likely to have to quarantine after their visit.

7.4.4. Growth of Contactless Payments

So, when it comes to technology in the tourism for some time now contactless payments have been a staple, and to take this at the next level the emergence of options like Google Pay and Apple Pay has helped, as it means customers do not even need to carry around a debit card or credit card to pay for meals, hotel stays, transport, and other services.

To reduce the friction contactless payments has been allowed to enable the tourism companies and also improve the speed of check-ins and check outs. It also means goods can be paid for swiftly, encouraging spontaneous purchases. As it has been seen that staff and customers often prefer to avoid handling cash because with coronavirus, contactless payments are in greater demand than ever(Figure 7.5).



Figure 7.5. Growth of contactless payments.

Source: Image by Wikimedia commons.

7.4.5. Voice Search and Voice Control

It has been seen that there is growing popularity with home smart speakers, as well as mobile assistants like Siri, Google Assistant and Bixby, more, and more tourism customers are turning to voice search. It has been said that it is important to capture these guests by structuring website content

properly so it appears in voice search and allows for voice bookings and specially for those who are in the tourism industry.

With many companies' tourist information is considered as the key part of the customer experience and voice control and AI can be invaluable here. In addition to it, with the voice controls hotel rooms can include smart speakers or other IoT devices that are compatible and also allowing users to more easily turn devices on and off, or change settings within their rooms.

7.4.6. Virtual Reality Tourism Trends

On the technology VR is another of the major tourism trends disrupting the industry and capitalizing that can give an edge over rivals who have not yet adopted it. It has been said that by using VR tours customers can experience hotel interiors, restaurant interiors, outdoor tourist attractions and more, all from their home. Critically, at the decision-making phase of the customer journey they are being able to do this. Within the context of COVID this can then be the difference between customers completing a booking or backing out and VR is especially useful, where customers may have second thoughts and may need extra encouragement to press ahead with their plans. It has been said that there are most modern VR tours which are also known as the web-based and they can be viewed through any mainstream web browser. Through the VR headset the quality of the VR tour and the extent of immersion can then be improved (Figure 7.6).



Figure 7.6. Use of VR in tourism.

Source: Image by Pxfuel.

7.4.7. Eco Travel

By the concerns and mores of the customer base tourism trends are being heavily influenced. In the marketplace it has been seen that new generation becomes increasingly relevant, the ideals driving their purchasing decisions create new tourism trends.

It has been noted that eco travel is only one example of these tourism trends and also reflecting a growing concern among today's travelers for ethical and sustainable tourism options. Simple changes are being included by the Eco travel, such as the availability of carbon credits when booking a flight or the option to rent an electric instead of a conventional vehicle.

With a volunteer element more sophisticated examples might include tourism, perhaps working on a nature reserve or engaging in conservation work.

7.5. WHY THE PAST IS NOT THE FUTURE FOR ASIAN TOURISM?

As in the past there are many people who are being heading towards the airport over the Christmas holidays and flying off to visit family, relax on the beach or hit the slopes. So, there are very few who will be doing the same this year, but with COVID-19 vaccines set to be rolled out in Singapore and across the region next year, international travel will start to recover in 2021.

It has been analyzed that post-pandemic travelers will be more intentional, greener, and more focused on their wellbeing. It has been said that people will be more appealing than a return to the same crowded resorts and generic luxury hotels for many seclusions and a meaningful encounter with different places. For the hospitality industry in the region catering to this shift is an opportunity and a responsibility.

7.5.1. Cautious Revival

Today, it has been seen that vaccines are bringing international tourism back into sight, two critical factors will determine how fast it will recover and what it will look like in the future.

First, what will influence people that it is safe to board an aero plane and travel to another country? And, second, what kind of experience does the newly-vaccinated travelers want to have when they go overseas again?(Figure 7.7).



Figure 7.7. Cautious revival.

Source: Image by Pxhere.

So, one should be clear that the travel will get recover. For the time being people have made do with staycations and Netflix, but the appetite to experience new places is a long-term structural trend that is not going away. In the same month last year there were more domestic flights this September in mainland China.

It has been seen that from the world's largest outbound tourism market will soon be ready to venture overseas again as there are some signs which are given by the travelers. In the year 2021 there is prediction made by The China Outbound Tourism Research Institute that Chinese citizens will make 100 million international trips. In wake of global pandemic that is not bad,

even if it is some way behind the 169 million overseas trips recorded in 2019.

But it has been seen that it is clear there is a latent hunger to travel and there is a believe that people will be very cautious about international trips at first. It has been said that until there is broad and effective use of vaccines, they are not going to board international flights: avoiding the risk of infection is going to be the top priority for some time yet.

7.5.2. Forever Changed

It has been said that it will be different, as the international travel picks up again. In recent memory for the first time, people with the means to do so have not been able to simply jump on a plane and go to Bali, Niseko, or Sri Lanka.

As a privilege when one could see the international travel, rather than something one could take for granted and are going to think more carefully about how exercise that privilege.

It has been said that this perspective of COVID is going to accelerate an existing trend towards more intentional and meaningful travel, and around the world it is going to coalescing with the shift towards greater environmental and social consciousness that is gathering momentum.

So, this means that travelers' preference will change. On the climate they will want to minimize their negative impact. They will want their trip to benefit the community around where they stay.

So, there is an expectation about the post-COVID traveler to go overseas less frequently, but to stay for longer at accommodation that is more environmentally sustainable and which provides opportunities for local businesses and people.

With a stark lesson there is a reminder about the privilege of international travel, COVID-19 has of course provided about the importance of the health.

It has been said that to take care of their physical and mental wellbeing people will be more motivated. Natural treatments, therapies, and practices that promote holistic wellness, better immunity and greater longevity-think yoga, meditation, and veganism-should become more central to people's travel plans.

There is also want of the travelers from these differences that to be authentic and they will not be satisfied with spas that are simply re-branded as wellness retreats or hotels that "greenwash" their energy use.

An opportunity is being considered, in order to catering these changing priorities that the region's battered hospitality industry cannot afford to miss. Between the 2020 and 2025 the global wellness tourism market is set to achieve a compound annual growth rate of nearly 7% and reaching US \$1.1 billion of revenues by 2025 according to EMR.

From a local community hotel that source produce and employ people can also provide an economic boost that existing tourism models often fail to deliver: the United Nations World Tourism Organization (UNWTO) estimates that, out of each US\$100 spent in a developing country by a tourist from a developed country, only around US\$5 stays in the destination economy.

7.5.3. Choice to Make

It has been said that the hospitality industry in the Asia-Pacific has a choice to make, when vaccines do allow travel to resume and it can try and return to business as usual or it can embrace the shift towards sustainable tourism and personal wellness.

Accounting for nearly 10% of the region's economy in 2019 with the travel and tourism and to revert to type there will be a natural temptation and that would be a mistake.

To deliver returns to its shareholders industry has an obligation, but it should also have a higher sense of responsibility.

In a way which is fit for the future one should rebuild the travel and hospitality protecting the environment and supporting local ecosystems, businesses, and communities. And that happens to be aligned with what a growing number of customers want, too.

7.6. ROLE OF MARKET SEGMENTATION IN TOURISM

With the different, characteristics, and/or behavior patterns into homogeneous groups or segments needs market segmentation is a marketing strategy that classifies heterogeneous customers. As a process of dividing the total market into several relatively homogeneous (similar) groups with much of the same product interests." The segmentation process is based on four assumptions:

- It has been said that where members have distinctive needs and preferences the market for a product or service is made up of the particular segments;

- Into the segments potential tourists can be grouped whose members have similar or identical characteristics;
- To some segments a tourism offering appeals more of the market than to others; and
- By developing specific offerings for specific segments of the market organizations can make their marketing efforts more effective.

As a potentially separate market segment tourism market means that the unique needs and desires of each tourist should be considered and valued. Therefore, complete segmentation cannot work in a practical setting.

It has been said that broad segments are found to be more acceptable. There are four types of market segments which are being discussed below.

7.6.1. Geographic Segmentation

On the division of the market into geographical units' geographic segmentation is based such as countries, regions, to name but few. In tourism this kind of segmentation is even more important because in particular geographic areas many of the most attractive and popular tourism destinations are based.

7.6.2. Demographic Segmentation

Demographic segmentation consists of dividing the market into groups based on variables such as age, gender, family life cycle, income, occupation, and home ownership. To present a comprehensive customer profile these facts are collectively known(Figure 7.8).

For example, age, and income have been used very successfully as predictors of recreational participation. Therefore, to segment the market because individuals within the group might have different holiday preferences marketers are advised not to depend on only one demographic characteristic.

Though, to use multivariate demographic criteria it is more advisable. In terms of other variables markets are being defined, and their demographic characteristics must be known so that the size of target market, and the means to reach it effectively, can be assessed.



Figure 7.8. Role of demographic segmentation in tourism.

Source: Image by Max Fuel.

7.6.3. Psychographic Segmentation

To denote measurement of an individual's mental attitudes and psychological make-up psychographics is a term used and as opposed to the demographics which is used to measure the objective dimensions of age, gender, and income.

It has been said that buyers are being divide into the different groups on the basis of social class, lifestyle, personality traits, attitudes, and interests in a psychographic segmentation. On the basis of behavioral and lifestyle profiles dividing a population into homogeneous groups on the (e.g., people who like entertaining guests; couples who enjoy fishing on weekends) cannot be justified without first compiling in-depth customers' profiles.

7.6.4. Benefit/Product Related Segmentation

Into the homogenous groups this refers to dividing a population on the basis of benefits consumers expect to derive from a product (e.g., swimming pool-fun, cool, no need to travel). It has been said that in mass tourism, customers might engage in activities for the sake of others and sometimes use of variables related to tourism could be misleading. For example, couples with young children might involve themselves in recreation for the sake of their children.

7.6.5. Advantages of Market Segmentation

On the needs and wants of the customers the advantages of segmentation are that marketers can focus better and for their products they can develop a more focused position and can also apply more effective marketing instruments.

Therefore, if the size and buying power of the potential segment warrants the investment in a target-marketing program they would be effective. For forecasting maximum achievable revenue flows segmentation is the basis. In other words, it has been said that it needs to be measurable substantial and sustainable.

It has been said that the process of analyzing existing and prospective visitor groups may also identify new uses or experiences the resource base is capable of sustaining, either as it is, or as it might be if enhanced. To compete across the whole market small businesses, lack the resources and should offer a highly differentiated product(Figure 7.9).



Figure 7.9. Advantages of market segmentation.

Source: Image by Wikimedia commons.

It has been said that if the demand is large enough to sustain a small venture but not large enough to interest major companies the problem with the niches is that they only exist. It has been said that since the tourism market is unpredictable and volatile, this leaves most accommodation owners

vulnerable, should anything affect their segment. At the same time since large organizations can fill their capacity with a mix of different segments.

On identifying potentially profitable segments of the total market successful marketing depends, to customer needs targeting these segments with messages relevant and positioning their product so that the segment believes the product is a better choice than competing products. This approach focuses and improves the effectiveness of a company's marketing effort.

7.7. TOP CHALLENGES CONFRONTING TOURISM AND THE TRAVEL INDUSTRY

To volatile industries there are many that comes to mind. The travel industry is definitely one of them. For starters, tourism is far from being immune to economic, political, and social shifts.

Most of these factors are outside the control of tourism boards and travel companies on which it is agreed upon. Therefore, develop adaptive strategies quickly and staying aware can help the travel industry become more proactive. Here are the key challenges that the travel industry is currently confronting and needs to address.

7.7.1. Globalization

It has been said that the leading creation of uniform standards and protocols is known as globalization. Therefore, providing a rare and unique experience lies in the unique selling point (USP) of travel companies or destination marketing organizations (DMOs).

To experience something, they have never experienced before the travel industry works towards offering products that allow the average tourist or traveler. In the today's travel aspirations novelty is a much-needed element.

Therefore, at the same time localization is also important. With the foreign traveler tourism boards and travel companies must know how to connect. To create multilingual websites, vital travel information, and essential signages they must make use of translation services to that can guide tourists in the proper manner. It has been noted that tourist must feel welcomed and at the ease while they are away from home.

7.7.2. Taxation

Tourism is considered as one of the most taxed sectors. On the airline tickets and hotel rooms a simple glance at the taxes, as gives an idea of how taxation can greatly affect tourism. Though, in order to balance out the equation it is necessary for the travel industry to offer competitively priced offerings(Figure 7.10).



Figure 7.10. Top challenges confronting tourism and the travel industry.

Through purchase, travel retail, and other tourism expenditures government must also come to the realization that tourists already contribute to the local economy.

7.7.3. Travel Marketing

By the traveler's travel marketing can sometimes be deemed as being inadequate, false, or exaggerated. So, marketing entities must work towards developing innovative marketing solutions to lure the new crop of travelers who are becoming more discerning and informed, in order to change this perception.

Moreover, it has been said that technological disruptions and the influence of social media also mean that it is a time of both opportunities and risks. To find their way into the tourist travel plans, travel marketers must look to harness tech and the creativity.

7.7.4. Infrastructure

In many of the location's tourism infrastructure is being outdated and underdeveloped. With foresight government, tourism boards, and destination marketing organizations must work towards improving the current infrastructure. In this era future challenges also be addressed. At airports, faster checkout processes in hotels, better public transportation, and interpreting solutions at airports, stations, or ports, so the solution could include faster immigration.

7.7.5. Security

For the tourist and travelers' industry players must work towards establishing better security infrastructure. By working with the local law enforcement, city councils, and local governments this can be achieved. It has been said that within the country government must work towards sourcing for more manpower and economic resources to boost security and vigilance without stifling the travel experience.

So, the big question here is to overcome these challenges. For the travel companies some of these challenges can become growth opportunities such as for travel companies, tourism boards, and destination marketing organizations.

As, it would be unthinkable for individual travel businesses to make significant changes because for the others with external factors involved. To negotiate and discuss its terms the travel industry as a whole must unite and be willing and sometimes with governments and unions. At the same time, to changing scenarios and trends it must also be willing to adapt.

7.8. THE FUTURE OF TOURISM IN THE CORONAVIRUS ERA: ASIA MAY HOLD ANSWERS TO WHAT'S AHEAD

On travel the coronavirus pandemic has had a devastating impact, as by up to 80% this year over 2019 organization estimating that international tourism could decline, with the UN world tourism and putting at least 100 million jobs at risk.

It has been seen that in Thailand, the Tourism Authority expects visitor numbers could be down 65% this year, where tourism makes up 18% of the country's GDP.

There are my who are struggling to make the end meets. As there are many people could make \$300 a day before the COVID-19. In April, into the country Thailand banned all the international flights and now her daily earnings are down to \$2, sometimes even zero.

For more than a decade 45-year-old selling souvenirs on the street and still opens the shop each day and also hoping that one may get lucky with a rare passing tourist.

For the livelihoods and economies there are countries around the world who all are looking at ways to keep tourism businesses afloat.

New Zealand and Australia have committed allowing the visits between the two countries in order to create a travel bubble and once it is safe to do so. Domestic travel has been allowed.

It has been seen that Thailand is considering special tourism resorts that double as quarantine zones. Domestic travel has begun in China, although its borders are still shut to most foreigners.

With the new initiatives' experts warn that even and it could take years for travel to rise to pre-COVID-19 levels. It has been said that people might never travel in the same way again.

7.8.1. Travel Bubbles

It has been noted that the future of tourism is regional travel bubbles. To a travel corridor Australia and New Zealand have been committed which is not being expected to come for few months. To open their internal borders for citizens of the three countries from May 15 Estonia, Latvia, and Lithuania have announced plans in Europe.

It has been said that staying isolated is not an option they can afford long-term for most of the countries and experts predict it is just a matter of time before other countries create travel bubbles of their own.

At creating a travel corridor Vietnam and Thailand could look over the next few months, according to Thailand-based Mario Hardy, chief executive of the nonprofit Pacific Asia Travel Association (PATA).

Within the Europe and North America aviation analyst Brendan Sobie expects to see similar arrangements.

A few factors are being considered by him, when countries are looking for pair-up partners. To have their outbreaks under their control they will look for countries that appear and that have statistics they can trust.

There is a thought that they are also likely to stay regional at first. Countries that they already have strong geopolitical relationships with they also like to pair with them, as it is said by the Hong Kong University tourism geographer Benjamin Iaquinto, adding that New Zealand and Australia already have a tight political relationship so their pairing makes sense.

The world largest market for outbound tourism is China, so the big question is over China. There are some of the surveys which are being conducted and shows that Chinese tourists are keen to stick with what they know and not travel too far, says Bill Barnett, the managing director of global hospitality consultancy. So, this means Thailand which attracts around 11 million Chinese tourists a year, could be one of the first to open up travel to China. In opening up the travel to places China may be less interested where there was anti-China sentiment during the outbreak places such as Australia.

By the geopolitical games or strategies tourism is going to be damaged that had been played out to take advantage of the crisis.

It has been said the bubbles will be volatile and if there is a resurgence of cases in a country, the travel corridors will just close.

7.8.2. Reopening Borders

The regional bubbles are likely to be a long time before there's widespread traveling beyond, as experts said this. It means travel from the United States to Asia, for example, will be a long-time away note.

Within the United States till the time they get situation under control and to travel to their destinations no countries or very few countries will allow them. For a period of time others who do not have the situation under control will be left out for a period.

It has been said that they will need to balance health concerns with economic concerns, for the countries that are heavily dependent on tourism. It does not necessarily mean they will see a flood of visitors, even if they feel pressure to open up beyond a bubble.

In the case if one country wants to open up, but nobody is comfortable going to that country for whatever reason, it is not going to work and apart from the bubbles there may still be travel strategies.

Thailand is considering opening certain areas to foreign tourists, meaning that visitors are effectively contained in one place, such as an island.

"This will be beneficial for both tourists and local residents, since this is almost a kind of quarantine," says Tourism Authority of Thailand

Governor Yuthasak Supasorn. But the appeal of that will depend on what quarantine rules stay in place-if Australians still need to go through a two-week quarantine after they return from a Thailand holiday, they might not be overly keen on an island retreat.

Meanwhile, countries that normally attract large numbers of foreign students may look at loosening rules to let them in. That includes New Zealand, which is considering allowing foreign students back into the country if they complete a two-week quarantine, national broadcaster Radio New Zealand reported.

7.8.3. Immunity Passports

After 9/11, airports around the world rolled out additional safety measures. Experts expect coronavirus will be the same but with the focus on health.

The question that remains to be answered is what those measures will look like. Passengers may have their temperature checked at the airport or be tested for coronavirus before they board the plane. But there are issues to be worked out around that. Authorities will need to be comfortable that rapid tests are accurate and decide how long before a flight a passenger needs to be tested.

Another suggestion is that passengers carry immunity passports, which signify if they are immune to coronavirus. China has already rolled out a form of that-all citizens have a QR code that changes color depending on their health status. They need to show it to get into restaurants and shopping malls.

But again, there are issues that need to be worked out. The immunity passports rely on the idea that people who have recovered from COVID-19 cannot be reinfected. But for now, there is no evidence that they have antibodies that protect them from a second infection, according to the World Health Organization.

Even if they have developed immunity, it is not clear how long that would last. Also, we do not yet have widespread antibody testing, which would be necessary for this to work.

The immunity passports could also be used to indicate whether a person has been vaccinated against coronavirus-but it could be 18 months or more before there is a vaccine on the market, and even longer before there are mass vaccinations around the world. "My understanding is you can't expect international travel to go back to what it was before, really until we have a

vaccine,” says Higgins-Desbiolles. “A lot of this is guessing at this moment and looking forward.”

7.8.4. What Comes Next

With so much unknown about tourism’s future, there is a battle raging within the industry about whether this could end up changing tourism forever—possibly even for the better.

Some, like Barnett, think that eventually things will go back to normal.

“I’m not saying it’s going to happen today or tomorrow; it’s going to be a two-year climb uphill to get this back,” he says. “This is not going to 360 the travel business.”

Others, like Hardy and Higgins-Desbiolles, see this as an opportunity for a reset—a time to look at addressing longstanding issues such as the effects of Overtourism on local cultures and the environment.

“There’s people like me who say that we need to rethink everything,” says Higgins-Desbiolles.

“If you do things right, where you get this idea of tourism being based upon this idea of fairness, hospitality, respect, and good interactions, everybody benefits from it because then you feel welcomed as a tourist.”

She wants to see tourism that is slower and more thoughtful—tourism that does not just benefit the traveler, but also the local economies and local communities.

In theory, that means people such as Chetana and others working in Bangkok stand to benefit. But for now, they are more focused on the immediate future.

On Thursday, Niwet Phumiwetsoonthorn, who has been driving tuk-tuks on Khao San Road, told CNN Travel his daily income had slipped from up to \$70 down to \$2 or even nothing. He has no money to send back to his wife and children in another province. For the first time in his life, he has been queuing for food donations.

7.9. CONCLUSION

This chapter deals with the concepts of future of Asian Contemporary Tourism. It talks about the tourism products, markets, and different trends that are related with COVID. It also sheds light on the factors due to which the past is not the future for Asian tourism which includes the aspects

of cautious revival, forever changed, and choices to make. It revolves around the role of market segmentation in tourism, such as the geographic, demographic, psychographic, benefit or product related segmentation as well as the advantages of market segmentation. It states the top five challenges confronting tourism and the travel industry.

The challenges confronting are as follows-globalization, taxation, travel marketing, infrastructure, and security. Towards the end of the chapter, it outlines the future of tourism in the coronavirus era and how Asia might tell what its future holds which puts emphasis on the dimensions of travel bubbles, reopening borders, immunity passports and what comes next.

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Asian Cultures and Contemporary Tourism

This book takes the readers through several different aspects and concepts of Asian cultures, the history of Asia, cultural, and contemporary tourism, the growth and changes in Asian tourism, food tourism and development in Asia. This book sheds light on the impact of culture on tourism, cultural potential and challenges in Asia, and the future of Asian contemporary tourism.

The first chapter stresses on the basic overview of the history of Asia, its culture and traditions, the different divisions such as geographical and cultural. This chapter will also emphasize Asian values, how does a culture shape a person and the role of tour guides in the light of Asian tourism. The second chapter takes the readers through the concepts of cultural and contemporary tourism, it defines the aspects of culture and then the tourism. This chapter will provide highlights on the various types of cultural tourism, in addition to this, it describes the roles and importance of cultural tourism in the era of modern tourism. Then, the third chapter explains the growth and changes in Asian tourism, its groundwork of the growth. This chapter also sheds light on the significance of the analysis of travel and tourism competitiveness in Asia and describes the health and wellness tourism in Asia. The fourth chapter introduces the readers to food tourism and development in Asia, the factors influencing local food consumption. This chapter also explains the importance of key strategies in order to develop food tourism along with its marketing. The fifth chapter throws light on the several various dimensions on the impact of culture on tourism, culture as a factor in the competitiveness. This chapter highlights the factor of changing landscape of cultural tourism. It also outlines the supply-side drivers and demand-side drivers of cultural tourism. The sixth chapter takes the readers through the concept of cultural potential and challenges in Asian tourism. The readers are then told about the key tourism agenda in tourism, cultural tourism products and its features, its evaluation systems. It addresses the opportunities and pathways in Southeast Asia. In the last chapter of this book sheds light on the future of Asian contemporary tourism, the products and markets involved in it. This chapter also mentions the roles of market segmentation in tourism, top challenges confronting tourism as well as the travel industry. It also highlights the future of tourism amidst the coronavirus crises.

This book has been designed to suit the knowledge and pursuit of the researcher and scholars and to empower them with various aspects and concepts on the cultures of Asia as well as its tourism, so that they are updated with the information. I hope that the readers find the book explanatory and insightful and that this book is referred by the scholars across various fields.



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