



TEAM GLORY



Ms. Esther Seng Mai
An enthusiastic youth performing in
exploring of various societal opportunities

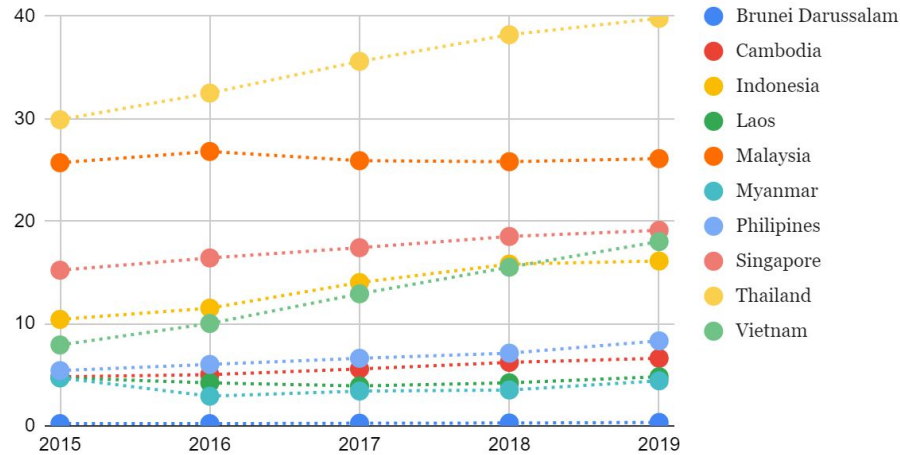


Mr. Aung Htet Khant
A social student willing to progress of
economic development in society

ASEAN Travel & Tourism



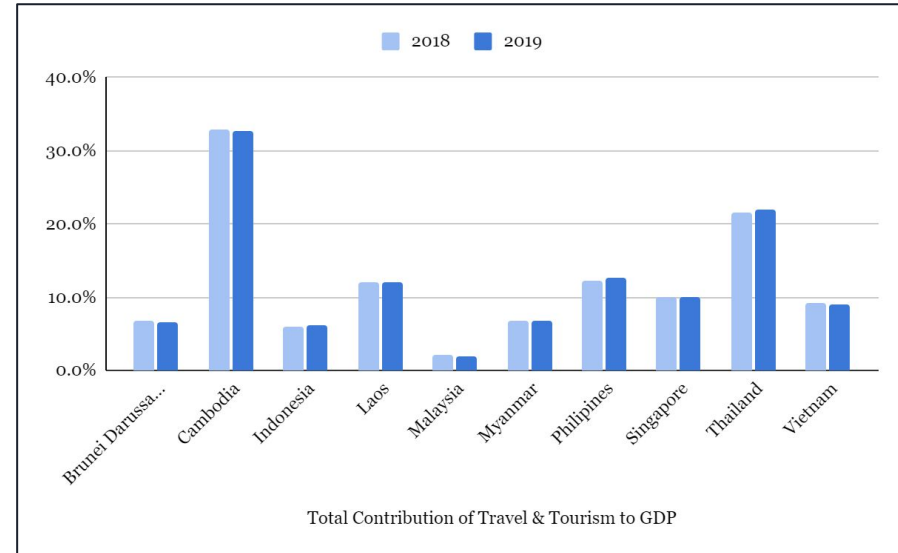
Tourists arrivals to ASEAN nations over 5 years before pandemic(in millions)



Tourist Arrivals to ASEAN nations in 2019

Total: 143.5 millions

Average: 10620276.4



Tourist Contribution of Travel & Tourism to GDP of ASEAN nations in 2019 **11.98 %**

TOURISM DOWNFALL IN ASEAN RATES

Travel & Tourism **GLOBAL** GDP
accounted for...

10.4% >

of global economy GDP
(USD 9,170 billion) in 2019

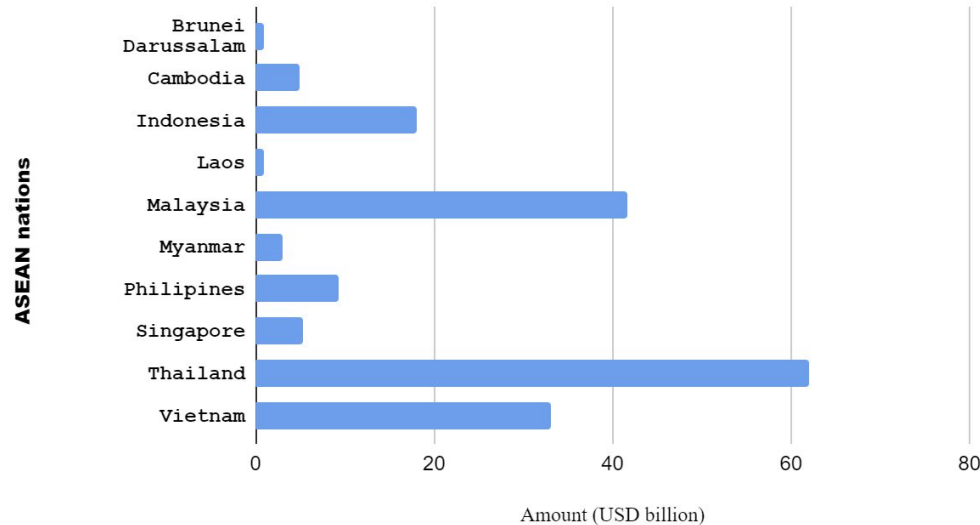
5.5%

of global GDP (USD
4,671 billion) in 2020

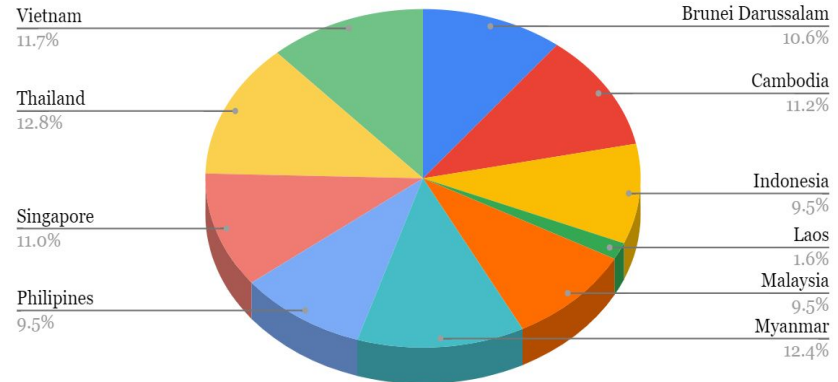
For **ASEAN** nations, Travel &
Tourism GDP accounts
decreased to...

7.52% in 2020

Revenue from Travel & Tourism Sector amount in USD billion



Revenue from Tourism Sector 2020



WHAT WE ARE WORKING ON



ASEAN Tourism

- Approximately **125.776 millions** per year of international tourists arrived to ASEAN nations over 5 years before pandemic period with total of about **628.88 millions** of visitors



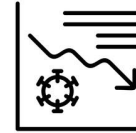
ATTACK on Tourism

- Obviously amount of **17.91 billions** per year of revenue contributed to economies of ASEAN nations was declined considerably to average of nearly **5.76 billions** in 2020



Tourism Contribution

- Approximately **342.94 billions** per year contributed to economies of ASEAN nations over 5 years before been attacked by COVID-19 with total of nearly **1,714.7 billions**

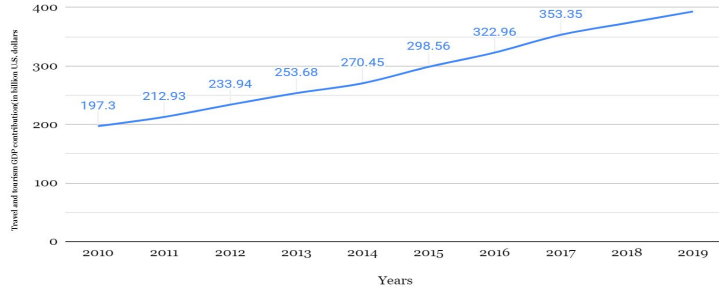


Consequences

- Sharply decrease of tourism sector means **Lower Economy and Sustainability** of each ASEAN States. This causes hindrance for the implementation of ASEAN Economic Community Blueprint 2025 mainly for **A Quality Tourism Destination**

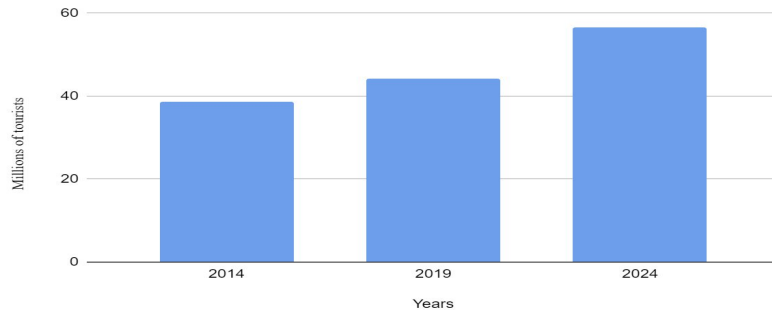
Supportive Tourism to Economy

Total travel and tourism GDP contribution Southeast Asia 2010-2019



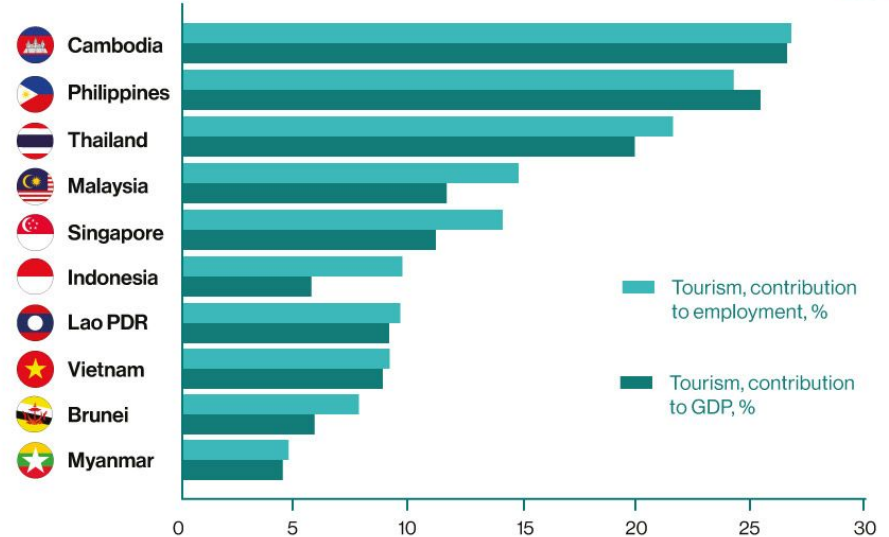
Source: Total contribution of travel and tourism to the GDP in Southeast Asia from 2010 to 2019 (in billion U.S. dollars)

Intra-regional tourists arrivals to ASEAN nations, 2014-2024



Source: GlobalData Travel and Tourism Intelligence Center, 2021, analysis by Team Glory

TOURISM IN ASEAN



Source: THE ASEAN POST(2021)

MAIN SPOTLIGHTS

- Tourists arrivals of **84.53%** in 2019 shifts considerably to **14.87%** in 2020 in ASEAN.
- Decrease to **12.47%** of GDP contribution was faced in 2020 compared to that of 2019 which was the highest success in years of ASEAN tourism.

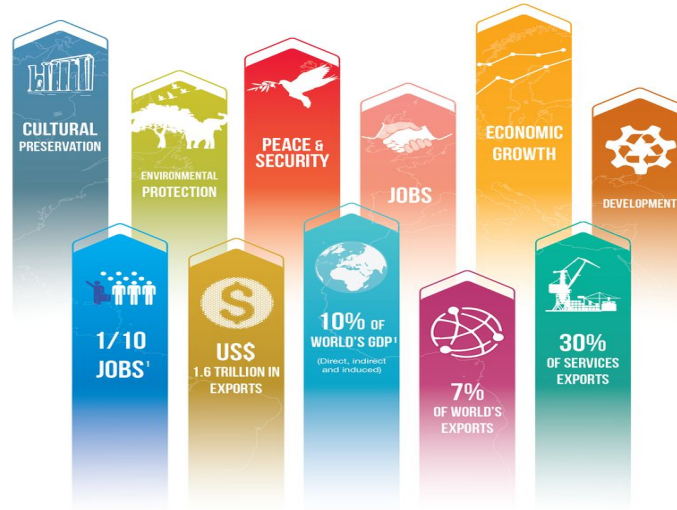
- Key economy sectors of ASEAN Countries: Agriculture, Banking & Finance, Dairy, Meat, E-Commerce, FMCG, Healthcare, ICT, Manufacturing, Mining, Trade & Logistics, **Tourism** and Water & Sanitation
- Due to pandemic, tourism sector can't keep promoting to economy of each nation in ASEAN



Elimination of Tourism

According to the Keynesian theory of multiplier, economic growth and tourism industry are relatively interactive to each other (Kum et al., 2015), economic growth can be led by international tourism through the multiplier.

WHY TOURISM MATTERS?



Tourism is more than you imagine

¹ Source: World Travel & Tourism Council (WTTTC)

Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), June 2018

IMPORTANCE OF TOURISM IN ASEAN NATIONS

01



A critical premise for the infrastructure of the country as it has to be relied on for a big percentage of national revenue

02

To create a cultural exchange between tourists and local citizens and then, to provide local business and industrial institutions, for the increase of national GDP



03



To operate qualified workforce with the profits of tourism contribution

04

To upgrade organizational sectors from tourism



HEALTH CAN'T BE DENIED AS WELL AS TOURISM INDUSTRY

Total contribution of tourism industry to GDP forecasted by Praopan Pratoomchat, University of Wisconsin - Superior



Figure: decrease of employment in terms of job numbers because of COVID pandemic



Figure: prediction to GDP of 2021 recovery from pandemic if tourism has been re-focused

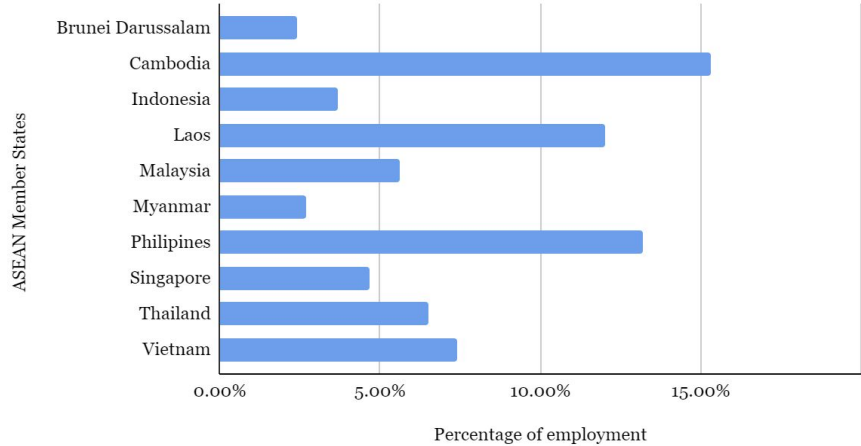
ASIA GDP PROJECTIONS				
Country	Outlook Estimates and Latest Projections		Difference from Jan 2020 World Economic Outlook Estimates	
	2020	2021	2020	2021
Thailand	-6.7	6.1	-9.2	2.6
Brunei	1.3	3.5	-3.4	-0.1
Cambodia	-1.6	6.1	-8.4	-0.6
Indonesia	0.5	8.2	-4.4	3.2
Lao PDR	0.7	5.6	-5.8	-1.1
Malaysia	-1.7	9	-6.2	4.1
Myanmar	1.8	7.5	-4.5	1.5
Philippines	0.6	7.6	-5.7	1.2
Singapore	-3.5	3	-4.7	1.3
Vietnam	2.7	7	-3.8	0.5
China	1.2	9.2	-4.8	3.4
India	1.9	7.4	-3.9	0.9

*Latest projections are as of April 2020

Before pandemic, the prediction showed that ASEAN will live with a stable growth in tourism sector. However, after a big hit from covid, even one person out of eleven cannot get a tourism job. Besides, the prediction of Asia's increasing GDP did not happen as expected due to a great loss in tourism. This indicates that tourism sector must run as soon as possible to save each region from a dark hole.

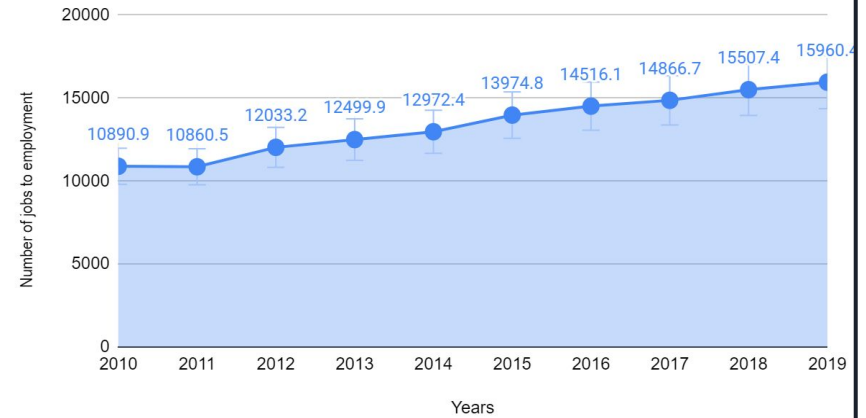
HEALTH CAN'T BE DENIED AS WELL AS TOURISM INDUSTRY

ASEAN Tourism Contribution to Employment in 2019



Researched by Team Glory showing the percentage of tourism employment in 2019.

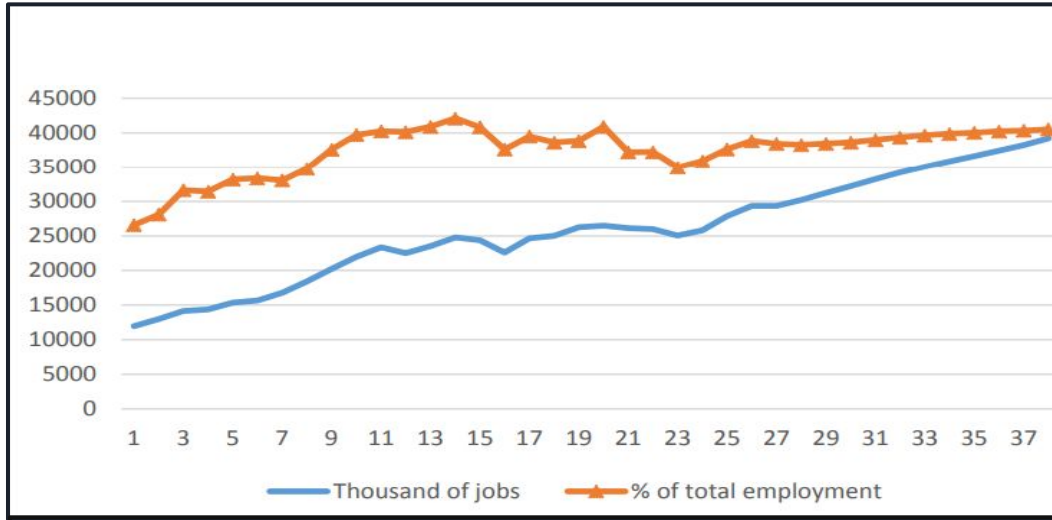
Direct contribution of tourism to employment in Southeast Asia from 2010 to 2019



Source: Statistic(2021) showing the tourism contribution to employment from 2010 to 2019.

According to Okun's Law, the more labour force increases, the more GDP rate rises. From 2010 to 2019, tourism brought more and more job opportunities to all citizens. Only in 2019, the employment rate vividly indicates the potential job opportunities in Travel Industry. Therefore, tourism is another way of using human resources for the country's GDP growth towards sustainable and developed country.

HEALTH CAN'T BE DENIED AS WELL AS TOURISM INDUSTRY



Source: Foreign Direct Investment in Tourism of the Association of Southeast Asian Nations (ASEAN)(2016) showing the potential of the massive tourism contribution to ASEAN's nation employment.

Employment Situation in Travel & Tourism Industry of ASEAN Nations 2020	
ASEAN Member States	Employment Condition in Tourism Sector
Brunei Darussalam	2.74% decline of employment rate
Cambodia	3.2% unemployment rate
Indonesia	6.88 million unemployment till February
Laos	38% falling
Malaysia	3.4% unemployment rate
Myanmar	4.80%
Philippines	4.68 million people
Singapore	4.63%
Thailand	11.1 million
Vietnam	Shrink by 60%
Research and analyzed by Team Glory, Obviously in 2020, all faced with incredible decrease in employment rate in tourism sector	

LESS EMPLOYMENT



SLOW AND FLAT GDP



UNSTABLE ECONOMY AND COMMUNITY

What we researched

Data Facts

Impact of COVID-19

- Drop to **14.87%** of tourists arrival in 2020 due to pandemic period in ASEAN when increasing **11.13%** per year of visitors

Processes needed to convert

Fixed policies, restricted appointments, unstable communities

Tourism Success

19.96%(342.94 billions)
per year usually increase to GDP of ASEAN nations every year from Travel & Tourism Sector

Lacking opportunities

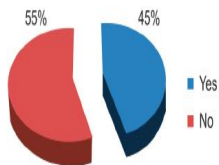
Reforming opportunities to destroyed areas, recreation for undeveloped sectors from contribution of tourism, dynamic social community

Core Causes for Further Findings

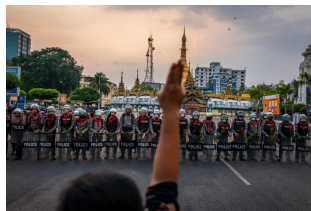
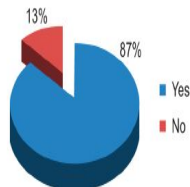
01

Unstable Political Situation and Weak Tourism Security

Impact of political instability on respondents who have visited Thailand



Impact of political instability on respondents who have never visited Thailand



Unstable Political Situation of Myanmar 2021 over a thousand people deaths

03

Lack of Infrastructure, Policies & Management

In the ASEAN Policy Brief which was published in April 2020, key sectors have been affected by COVID -19, particularly travel and tourism, put at risk with the absence of appropriate infrastructure, immediate policy change or proper management to crisis.

02

Covid Pandemic & Restrictions

IN all ASEAN nations

6,897,864 Covid-19 confirmed cases with new **94,711** cases and **136,563** deaths reported from COVID-19 Situational Report in the ASEAN Region by ASEAN Biodiaspora Virtual Center (ABVC) as of July 28, 2021

04

Digital Needs & Skillful Labours



57%
say logistics and export processes inhibit cross-border trade



25%
say lack of payment options is the key hurdle for online cross-border sales

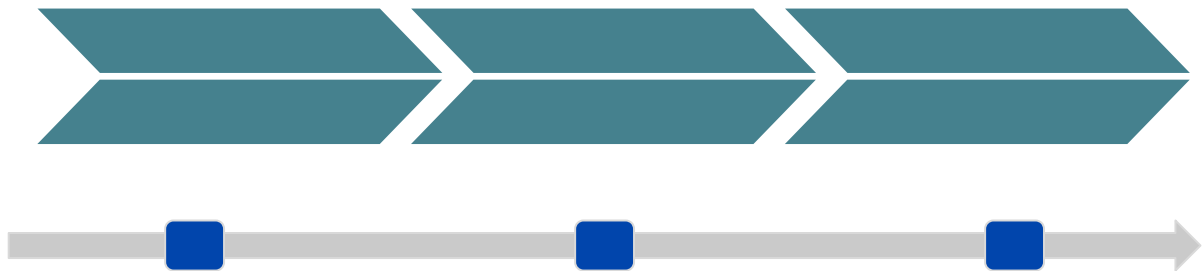


40%
say they do not have the necessary digital skills



40%
say it is challenging to navigate digital regulations and start a business

Key barriers ASEAN nations face to adopt digital technology referred from "Go Digital ASEAN: Digital skills to address the economic impact of COVID-19" Project 2020



RECOVERY

Focus on assisting sectors and groups that have been adversely affected by the pandemic.

Re-Opening

Minimizing the risk of the resurgence of the virus, some kinds of safe tourist sites can be re-operated

Resilience

Contribute long term ASEAN resilience, awareness of the new trends, emerging challenges and the risk of future pandemic

Main Attempts to Forward the Target



Plan to collaborate with others & achieve closer relationship & greater socio-economic growth



Make intensive Region efforts to structure a more sustainable, inclusive & resilient ASEAN Tourism.



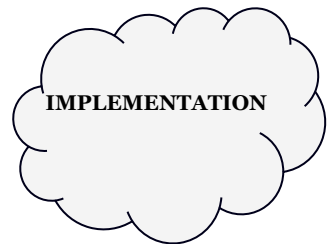
Promote fair & equal employment & development opportunities.



Enhance capacity building by providing better access to upskilling and re-skilling training courses

RECOMMANDATION 1

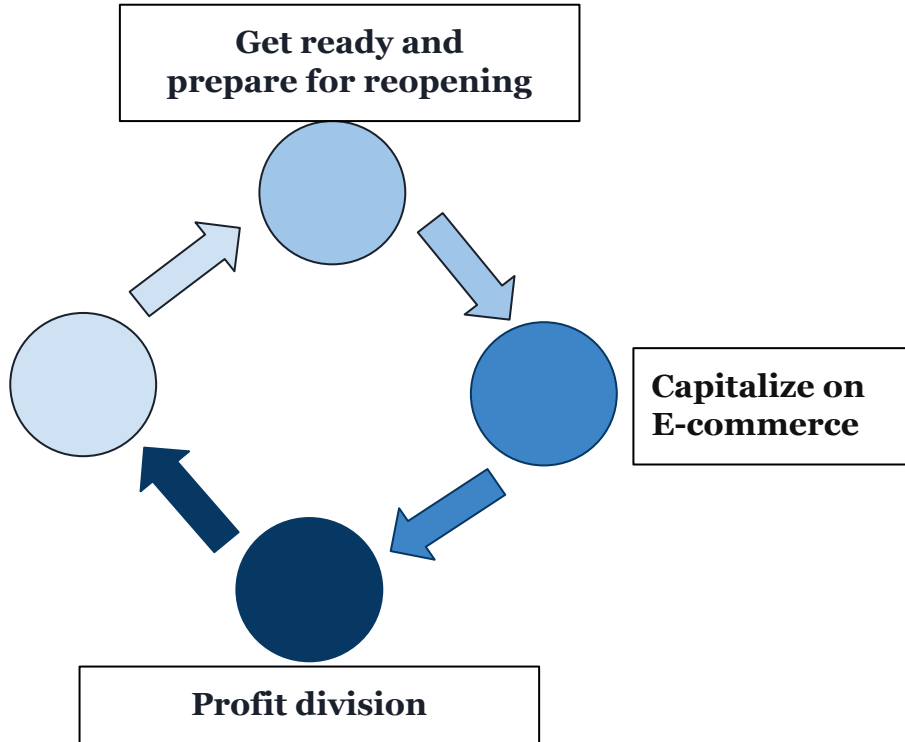
Three Steps for Positive Outcomes



	RECOVERY	RE-OPENING	RESILIENCE
TARGETED AREAS	Promote famous Tourism Places	Safety tourism Management	Aware Cautions and Upgrade the system
PROCESS TO BE ENHANCED	<ul style="list-style-type: none">- Research potential tourism places- Vaccinated priory areas	<ul style="list-style-type: none">- reinforce entry restrictions-launch to international visitors step by step	<ul style="list-style-type: none">- follow up the past 6 months project-assemble for the looming challenges-advance the project with extended tourism areas
TIMELINE	Nov - December, 2021 3 months	Jan-Jun, 2022 6 months	Jul-December,2022 6 months

Initiative to Emphasize on Ecotourism Sector

:To create standard economy and dynamic community(AECBP 2025)

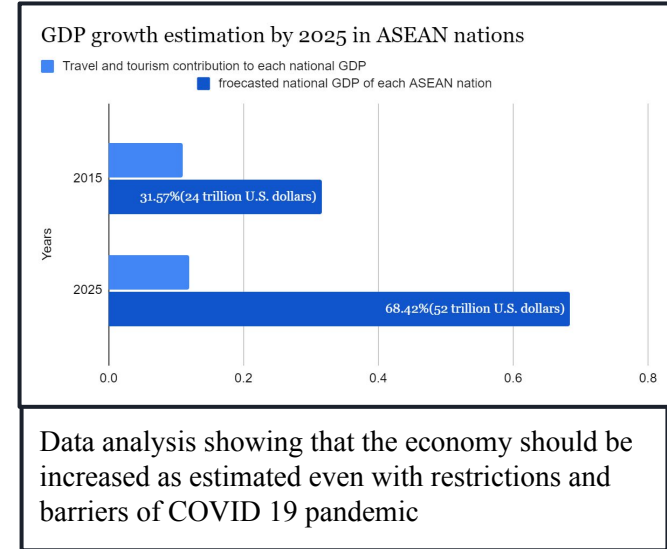


RECOMMENDATION TWO



IMPLEMENTATION PLAN

Phases	Major Actions	Reliable Corporate	Timeline
Get ready and prepare for reopening	Vaccination to the targeted areas Develop and upgrade the software of tourism sector	Health ministry and young volunteers, IT developers and market advisors	3 months Nov - Dec , 2021
Capitalize on E-commerce	Advertise places through Social Media platform Particularly in ecotourism areas focus on their local products From there, preserve each own unique identity	Tourism Agency Social enterprises and researchers Online marketing Entrepreneurs Local people	3 months Dec,2021 - February,2022
Capitalize on E-commerce	Evaluate the the progress of E commerce and the developing of Digital in tourism sector Initiate the opening of Ecotourism areas with organized safety system	Data Analysis researchers(SAP), Web developer, Tourism ministries. Tourism Agencies. Local people	4 months March-June, 2021
Profit division	50% for recovery process of tourism sector 30% for salary 20% for government capital investment 5% tax to help the growth of delayed region	Asean Organizations and Government	July,2021 Every 6 months



To enhance milestones such as Create a deeply integrated and highly cohesive ASEAN economy that would support sustained high economic growth and resilience even in the face of global economic shocks and volatilities of

**ASEAN ECONOMIC
COMMUNITY BLUEPRINT 2025**

C.3. E-Commerce

- Build significant growing market in global economy.
- Strengthen the Role of Micro, Small, and Medium Enterprises

C6. Tourism

- _ Raise capacity and capability of tourism human capital.
- Asean as a single standard tourist destination

D.4. Narrowing the Development Gap

- Enhance productivity and competitiveness of rural economies, especially in the newer ASEAN Member States

B8. Sustainable Economic Development

- Protection nature resources and it supports economic growth and vice versa.

Benefits and Results



Suggestions for Policy Planning

Effective Competitive Policy Reforming

Recommendation Three

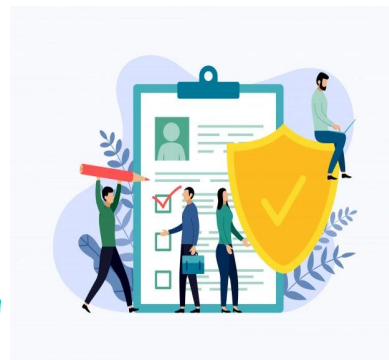
C.2. Environmentally Sustainable Cities



1. Prioritize Areas for Reforming Process



3. Encouraging for proper quarantine Strategy



2. Take examples from previous successful policy like "BEST"



4. Stabilities or Increase of Tourism Expenditure



D.2. A Safer ASEAN that is able to Respond to all Health-related Hazards including Biological, Chemical, and Radiological-nuclear, and Emerging Threats

To proceed the desired and assigned achievement goals from ASEAN SOCIO-CULTURAL COMMUNITY BLUEPRINT 2025

E.1. Towards an Open and Adaptive ASEAN

A.2. Empowered People and Strengthened Institutions

Aligning with ASEAN SOCIO-CULTURAL COMMUNITY BLUEPRINT 2025 to create a qualified and innovative ASEAN's sustainability

Aligning with Recovery Implementation Schedule



Process Initiating after ASEAN Annual Meeting on October 26-28, 2021

Main Objectives

- A sustainable community that promotes social development and environmental protection through effective mechanisms to meet the current and future needs of the peoples
- Build an enabling environment to provide the unemployed, poor and other marginalised groups equitable access to resources, opportunities
- Achievement of a sustainable environment in the face of social changes and economic development.

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THANK YOU VERY MUCH FOR YOUR KIND ATTENTION
QUESTIONS ARE WARMLY WELCOME!

