



WORLD TOURISM CONFERENCE
2010
Conclusions & Recommendations
BY VALERE TJOLLE

THE OPENING CEREMONY

- ENVIRONMENT ASSUMES EVEN GREATER IMPORTANCE
- MALAYSIA COMMITS TO GREEN TOURISM
- GLOBAL TOURISM STILL SHAKY
- ASIA STILL ON GROWTH PATH
- EVENT OVERSUBSCRIBED MUCH DEMAND FOR REGISTRATION

THANKS

Thank you to
EVERYBODY!

Country Branding

- Every place has its image by design or default
– managing it and leveraging it is important
- Multiple stakeholders in branding
- Authenticity is critically important
- Successes include “Malaysia truly Asia” and Singapore
- Dangers include branding without roots

Shaping Government agenda for tourism competitiveness

- Energy cost increase and potential accommodation overcapacity predicates 'responsible' tourism
- Leverage CDM and other finance opportunities
- Segmentation
- Long haul countries in danger of tourism loss
- Travel and tourism should be given priority for growth.

Malaysia VMY 2007 Success

- Cohesive planning and marketing
- Effects calculated
- Buy-in at all levels from spending ministers down
- Maximise success by roll-out
- Recognise and market to all stakeholder groups
- Publish results

MEGATRENDS

- 'Conscious Consumption' of tourism products
- a move towards regional and short haul travel
- more activity-related destination choices
- thriving low cost carriers
- more sophisticated tourism marketing and distribution methods
- much more aggressive destination marketing strategies
- safety and security get higher up the tourist wishlist
- wellness tourism becoming a product range
- China was identified as the panacea source market.
- China would almost double yearly outbound passengers 2016 (2009 44.4m – 2015 79.4m), with India tracking these figures

In 20 years...

- biofuels would come into general use within 20 years
- the market would dramatically increase due to human longevity.
- the power of innovation is the key to sustainable growth
- **EXAMPLE: HOTEL ICON**

NEW FRONTIERS – AIR ASIA

- Incredibly low pppk cost as basis for sca
- Flexibility
- Marketing into SALES calls to action
- Strong competitive advantage
- Innovative thinking & actions
- Push and pull marketing

CITY DESTINATION RANKINGS

- Governance structures to encourage integrated development
- City tourism marketing
- Address infrastructure limitations
- New investment
- Create new experiences & enhance old
- Engage communities

IDENTIFY & TARGET MARKETS

- Manageable tourism growth
- Know your customer
- Deliver exceptionally high satisfaction
- Engage the source market travel industry
- Manage and monitor programme throughout
- Roll out

INNOVATION & APPLICATION KEY TO YTL SUCCESS

- We don't just build properties we craft experiences
- Ecotourism in SE Asia growth
- Extraordinary high standard of luxury for Asia market wealth growth
- Range of offers
- Replicating St Tropez & Whistler experience

FRANCE TOURISM NO1

- France's tourism matrix includes –
- defined culture
- colourful history
- diplomatic tradition
- geographical proximity
- The sum of all these strengths constitutes France's tourism goldmine.

Managing the goldmine

- The profit from the goldmine depends on its management
- Long experience & know how constitutes background for development of behaviour
- Domestic tourism a key constituent and very durable/resistant

THREATS/OPPORTUNITIES

- Insufficiency of investment
- Over 55 market & BRIC
- No1 in pax no3 in revenue/pax – short duration part of tours

TRENDS INTO ACTION

- Don't just sell experiences. Sell meaningful experiences.
- Enhance the learning opportunities in your offerings.
- Give your visitors the tools to be creative.
- Create experiences that offer personal satisfaction

TRENDS INTO ACTION 2

- Create environments that foster togetherness
- Offer visitors a way to participate and contribute.
- Tell visitors how their participation is benefiting others.
- Use images promoting these trends in your marketing.
- Stay on top of trends.

GETTING MORE OUT OF ECOTOURISM

- **A Shared Vision**
- **to shine among the best**
- **engagement of all stakeholders ... people centred**
- **constant product improvement**
- **best practices in green tourism & green technology**
- **high standards of sustainable development & quality services**
- **government led, private sector driven & community based**
- **good governance**

KEY ENABLING FACTORS

- Tourism Culture of Cleanliness, Politeness , Efficiency & Safety
- Management Plan, Strategic Plan of Action, Clear Implementation
Good Infrastructure & Human Capital
- Development in Harmony with Nature are prerequisites simple & focus
- Creativity in Development ... Packaging & Presentation Promotion & Marketing innovation
- Applying the principle of 'Less is More' focusing on high yield longer stay tourists

CITY DESTINATION

- **knowledge of markets**
- **innovation/product development**
- **Promotion**
- **satisfied customers**
- **mouth-to-mouth promotion**
- **more visitors**
- **more repeat visitors**

PLUSSES FOR THE CITY

1. Distinctive image & authenticity
2. Availability of attractions for tourists
3. Availability of accommodation
4. Basis amenities
5. Good connectivity

CONFERENCE KEY CONCLUSIONS

- GREEN TOURISM
- LEARN FROM SUCCESSES & RISING STARS
- DESTINATION BRAND MANAGEMENT
- INNOVATION/AUTHENTICITY
- TOURISM HAS COMPLEX STRANDS AND MANY CENTRES OF OPPORTUNITY
- IT'S ABOUT TRUE HOSPITALITY

...and recommendations

- Learn more about Green Tourism
- Build and manage your brand
- Recognise opportunities from current/future economic situation
- Engage with new and innovative marketing