2nd International Conference on Hospitality and Tourism Management
“SWITCH-Asia solutions to sustainable tourism in Asia”
Colombo, Sri Lanka, 8 October 2014

SWITCH-Asia Programme and Tourism

Dr. Uwe Weber, SWITCH-Asia Network Facility
CSCP gGmbH & GFA Consulting

The SWITCH-Asia Network Facility is funded by the European Union
SWITCH-Asia

Contents

1. The EU’s SWITCH-Asia Programme
2. SWITCH-Asia Network Facility
3. Quantitative developments in the regions tourism sector
4. Dimensions of sustainable tourism
5. 10 YFP/ Sustainable Tourism and Ecotourism
SWITCH-Asia Programme

Programme development 2008-2014

• SWITCH-Asia is an EU-financed grant programme supporting the adoption of Sustainable Consumption and Production Practices in Asia
  - Resulting from 5 competitive calls for proposals 81 Projects received supporting grants of about 1.7 mil in average
  - Total about € 150 mil. Disbursed as grants
SWITCH-Asia Programme

SWITCH-Asia Phase II 2014 - 2020

• "Agenda for Change" Communication: COM(2011) 637 final
• Focus continues on eliminating poverty and achieving Millennium Development Goals
• Thematic focus reflecting 10 Year Framework of programmes on SCP:
  – Consumer information;
  – Sustainable lifestyles and education;
  – Sustainable public procurement;
  – Sustainable buildings and construction;
  – Sustainable tourism, including ecotourism;
  – Agriculture and Food;
  – New themes under the 10 YFP
SWITCH-Asia – where the Programme works

COUNTRIES

- Bangladesh
- Bhutan
- Cambodia
- China
- India
- Indonesia
- Laos
- Malaysia
- Mongolia
- Myanmar
- Nepal
- Pakistan
- Philippines
- Sri Lanka
- Thailand
- Vietnam
SWITCH-Asia Networking

SWITCH-Asia Programme 2008-2014

Sectors of SWITCH-Asia Projects

- Textile/Leather
- Tourism
- Energy/Efficiency/Renewable
- Agriculture/Forestry/Natural resource
- Food
- Building/Construction
- Manufacturing/SP
- End user/SC
SWITCH-Asia Networking

Components of SWITCH-Asia: Role of the Network Facility

Policy Support Component

Network Facility

Grant projects on the ground running innovative SCP activities
Quantitative Developments in Asia’s Tourism Sector

Tourism in the world: key figures

- 9% of GDP – direct, indirect and induced impact
- 1 in 11 jobs
- US$ 1.4 trillion in exports
- 6% of the world’s exports
- From 25 million international tourists in 1950 to 1087 million in 2013
- 5 to 6 billion domestic tourists
- 1.8 billion international tourists forecast for 2030

http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights14_en.pdf
Development of international tourism in South- Southeast- and East Asia*

*data compiled from UNWTO publication
Quantitative Developments in Asia’s Tourism Sector

ASIA AND THE PACIFIC

$359 bn

$270 bn

+8%

MIDDLE EAST

$47 bn

$36 bn

-2%

http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/receipts_may_2014_en.pdf
Sustainable tourism operators need to find a balance between services to meet expectations from visitors and local communities on:

- Local people’s culture
- Natural assets like biodiversity, clean water and air
- Local scenery and cultural heritage
According to the 10 YFP the main barriers to sustainable tourism cited as “Underlying Causes” for all regions, including Europe, Africa, Latin America and the Caribbean, and the Asia Pacific are:

- Low levels of understanding of “sustainable tourism” and the business case
- Lack of an integrated approach to tourism planning and investment
- SMEs have limited access and marketing capacity
- Sustainable products and services are not promoted at the destination
- Lack of capacity in public sector
- Lack of monitoring and evaluation policy/mandate for evaluation tourism impacts
Dr. Uwe Weber  
SWITCH-Asia Network Facility  
c/o Collaborating Centre on Sustainable Consumption and Production (CSCP)  
tel. +49 202 4 59 58 -10  
Email: network.facility@scp-centre.org  
                  uwe.weber@scp-centre.org  
Please visit: www.switch-asia.eu