

# Tourism Policy Trends of Key Market Competitors

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## I . Greater China Region

### 1-1. China

#### ○ Beijing announces measures to light up its 「Night Time Economy (Plan)」

- The night time economy refers to consumption activities between 6 p.m. to 6 a.m. in the service sector including shopping, restaurant, tourism, beauty service, leisure, education, entertainment, etc.
- The night time economy promotion plan was released as a part of policy efforts to shape more sophisticated consumption models and the city plans to actively develop related contents to revitalize urban night tourism.

※ In 2019, Beijing opened Forbidden City Palace Museum at night to the public for free for the first time in 94 years to mark the first full moon of the year of the lunar calendar.

- Other cities and provinces including Shanghai, Tianjin, Sichuan, and Chengdu rolled out their plan as well to promote the night time economy with the intent to light up

their night time tourism.

<Source: 2019 Performance Report of Beijing City >

#### ○ Ministry of Culture and Tourism (MCT) releases 「Guidance on the Implementation of Tourism Service Quality Improvement Plan」

- The purpose of guidance is to tackle issues such as false or excessive advertising, forced shopping, and food safety and hygiene, and improve the quality of tourism industry.
- The guidance provides detailed instructions on the enhancement of service quality at tourist destinations and travel agencies, normalization of accommodations and online tourism management services, capacity building of tour guides, establishment of trustworthy tourism system, improvement of tourism service quality, and efforts to increase the overall quality of tourism industry.

<Source: MCT, 16 Jan>

#### ○ MCT conducts assessment and accreditation to designate all regions of China as tourism demonstration areas

- MCT decided to install tourism demonstration areas across the country to make all regions as tourist destinations and made efforts to implement the plan since 2015 with the participation of many local governments.
- MCT planned to assess cities and provinces from March to July of this year to designate the demonstration areas.
- Cities and provinces selected as the demonstration areas will be given the financial and policy support from the central and local governments.

<Source: MCT, 1 Mar>

### ○ The Palace Museum and Huawei join together to build the 「5G smart palace museum」

- The Palace Museum and Huawei signed a strategic cooperation agreement to jointly carry out a project to build the 5G trial application for the Palace Museum.

<Source: ifeng.com, 15 Mar>

## 1-2. Taiwan

### ○ Tourism Policy for 2019

- Explore opportunities to diversify the tourism market with the following measures: △ Continue to develop tourism products tailored to core markets such as Northeast Asia, Hong Kong, and the US, new markets such as Southeast Asia, Oceania, and South Asia, promising markets such as Europe and Russia, and tourists from mainland China; △ Develop tourism products reflecting unique characteristics of regions and international festivals for all four seasons to promote the tourism industry in central and Southeastern Taiwan; and △ Strengthen special interest tourism (SIT) with a huge potential such as cruise tour, MICE (incentives), Muslim tour, chartered flight, and school exclusion.
- Introduce assessment mechanisms and expert advisory teams for branding and internationalization of the tourism industry.
- Conduct an in-depth analysis of laws and regulations that may hinder the development of tourism

industry and carry out deregulation, encourage youth entrepreneurship in the tourism sector, and adjust hotel assessment system and reservation regulations by hotel class.

- Nurture core talents and strengthen tour guide training programs to support minority languages in order to explore new and potential markets.
- Build a tourism big data archive and revamp the tourism industry information network to strengthen the analysis of tour patterns.
- Improve the service quality of tour bus, chartered bus, and Taiwan Pass, and hold 「Taiwan Modern Tourism Forum」.
- Provide experience tour programs centering on 40 small cities with classic characteristics and create a tourist-friendly environment.

<Source: Tourism Bureau, MOTC>

### 1-3. Hong Kong

- **Hong Kong Tourism Board (HKTB) says, accommodating tourists records 292.6 million with a YOY growth of 4.9% in 2018 thanks to active promotional activities**

- An increase of 2.8% with outstanding performance of long-haul flights as the number of flights connecting various markets and stable US markets to Taiwan increases.
- Although depreciating TWD against USD and fierce competition decreased the number of inbound tourists in neighboring countries, more tourists visited the country from Japan (4.8%), Thailand (4.5%), and the Philippines (0.6%).
- Launch of new Hong Kong-India airline route and development of the Vladivostok market slightly increased the number of visitors from new markets by 0.7%.
- The number of tourists from mainland China increased by 7.4% and the growth began to recover to the extent that is similar to 2017 thanks to the opening of Guangzhou-Shenzhen-Hong Kong express rail and Hong Kong-Zhuhai-Macau bridge.

<Source: Hong Kong Tourism Board, 31 Jan>

#### ○ **HKTB appoints new chairman**

- The Hong Kong Government announced the appointment of Dr Pang Yiu-kai to succeed Dr Peter Lam Kinngok as

Chairman of the Hong Kong Tourism Board (HKTb) on March 1.

- The incoming chairman will serve the role for three years from 1 April 2019 to 31 March 2022.

<Source: Hong Kong Tourism Board, 1 Mar>

## II. Japan

### ○ Japan to begin collecting JPN 1,000 departure tax

- According to Japan National Tourism Organization (JNTO), the country started to collect from January 7 a departure tax of JPN 1,000 for each person leaving the country by aircraft or ship.
- The departure tax collected will be used to improve the convenience in providing tour-related information and create a more comfortable tourism environment.
- People leaving Japan within 24 hours of their transit entry and children under 2 years old will be exempted from the departure tax.

<Source: [www.independent.co.uk](http://www.independent.co.uk), 10 Jan>

### ○ Nara Prefecture hosts 「International Symposium on

### “Sustainable Tourism”」 (UNWTO)

- Nara Prefecture hosted the International Symposium on the theme of “Think about Future Sightseeing That Utilizes Local Industry Rooted Tourism Material” on 4 February and 5 February and participants from 5 countries and regions including Spain, Thailand, Taiwan, and Central Asia attended.
- Considering that traditional industries of a region are recognized as valuable tourism sources, the participants proposed to develop experience tour products linking with the local business and realize other sustainable tourism approaches as solutions for preserving the traditions of the region and provide future growth engines for the local economy.
- For instance, Nara’s local industries such as a sake brewery, kudzu powder manufacturing plant were open to the participants and efforts were made to improve communications with tourists to help them better understand the industry and culture of Kitakyushu City.

<Source: Japan Tourism Agency, 18 Feb>

### ○ Presentation on the outcome of 「advanced tourism content

#### **incubation programs」**

- Japan Tourism Agency (JTA) is implementing 16 pilot projects with regard to 「advanced tourism content incubation programs」 to develop tourism resources and contents.
- The performance presentation includes tourism activities using advanced ICT such as AR and VR, nature experience tour programs, beach resort tour, development of night-time tour programs and beauty services related to the development of high value-added tour resources and projects based on festivals.

<Source: Japan Tourism Agency, 26 Feb>

#### **○ JTA plans to provide multi-language services for local tourism resources**

- JTA plans to provide multi-language services to deliver unique, attractive, and easy-to-understand stories of the regions to use them as tourism resources.
- To this end, a total number of 42 regions were selected after receiving their applications and the project will last from 23 March to 14 May.

<Source: Japan Tourism Agency, 1 Mar>

## **III. Southeast Asia**

### **3-1. Vietnam**

#### **○ Authorities tighten enforcement of worsening travel scams**

- Foreign tourists visiting Vietnam during New Year's holiday and brief vacations are suffering from rip off prices and travel scams.
- According to Vietnam National Administration of Tourism, such negative experiences have a significant impact in making decisions to revisit the country, and 80% of the respondents answered that they will not visit the country again.
- Hence, it appears that the administration will tighten the control of such illegal practices and release the code of conducts for the tourism industry in an effort to change the fundamentals.

<Source: Viet Nam News, 23 Feb>

### **3-2. Indonesia**

#### **○ Indonesia will hold elections in April 2019**

- Indonesia will hold both general and presidential elections concurrently on April 17.

- There is a heightened interest in Indonesia on whether the current President Joko Widodo will continue to seize the power and new faces will be elected through the general election.
- A different approach towards economic recovery will be made according to the propensity of the ruling party and which may have a significant impact on the country's tourism industry.

<Source: The Jakarta Post, 8 Mar>

#### ○ **Indonesian tourism industry grows twice faster than the world's average**

- In 2018, the tourism industry of Indonesia grew 7.8%, an increase of 2.7%p from previous year and which is two times higher than the world's average of 3.9%.
- According to Travel & Tourism, the growth of tourism industry created about 130 million new jobs and the country has become the third largest tourist destination in Southeast Asia following Thailand and the Philippines.
- It is expected that the contribution ratio of tourism industry to GDP will increase by 5.2%.

<Source: WTTC, 20 Mar>

#### ○ **Prospects and Outlook for the Indonesian tourism industry**

- As of January 2019, about 1.16 million tourists visited Indonesia, an increase of 5.22% from previous year.
- To be specific, the most popular tourist destination was Bali, and Jakarta and Batam ranked the second and third of the list, respectively. Over 40% of the entire foreign tourists visited Bali.

<Source: tradingeconomics, 21 Mar>

### 3-3. Singapore

#### ○ **The Launch of Cashless Sentosa for Chinese Visitors**

- Sentosa Development Corporation (SDC), Singapore Tourism Board (STB) and Alipay teamed up to launch Sentosa Islander Membership programme.
- This programme targets at Chinese visitors who are accustomed to smart mobile payment system.
- Alipay, the go-to smart lifestyle wallet, now accepted at 70% of merchants in Sentosa.

<Source: Singapore Tourism Board, 23 Jan>

○ **STB plans to enhance Orchard Road to transit it from a shopping heaven to a Lifestyle Destination Unveiled**

- STB, Urban Redevelopment Authority (URA), and National Parks Board (NParks) announced plans to strengthen Orchard Road's position from a shopping street as a must-visit lifestyle destination.
- The plans have two main thrusts: to make Orchard Road 'The Lifestyle Destination'; and to 'Bring Back the Orchard'.

<Source: Singapore Tourism Board, 30 Jan>

○ **Busan Metropolitan City and Singapore Tourism Board to sign a Memorandum of Cooperation**

- The Busan Metropolitan City (BMC) and the Singapore Tourism Board (STB) entered into a Memorandum of Cooperation (MoC) on 20 February 2019.
- It aims to driving greater awareness of popular tourist destinations in both cities, and building stronger two-way tourism traffic.
- Implement marketing activities by establishing a promotional and marketing cooperation network between

the two cities and industry-government cooperation system.

- Share best practices on tourism-related practices to improve the quality of tourism products and services in both cities.

<Source: Singapore Tourism Board. 22 Feb>

### **3-4. Malaysia**

○ **Tourism Malaysia and Malaysia Airports sign MoU**

- Tourism Malaysia and Malaysia Airports signed a Memorandum of Understanding (MoU) for the Joint International Development Tourism Programme (JITDP).
- The MOU looks into possible cooperation between the two parties especially in the area of international tourism promotion.
- Among the initiatives planned are airlines collaboration, the operation of inaugural and charter flights, as well as high-yield niche tourism promotion
- Both parties will contribute up to RM10 million (USD 2.45 million) each for this programme.

<Source: Tourism Malaysia, 29 Jan>



### 3-5. Thailand

#### ○ Thailand sticks to Upcycling the Oceans clean-up effort

- Over the past two years, Thailand made shirts, bags, shoes, and other products from recycled plastics.
- Thai Tourism Minister Weewasak Kowsurat announced that the country will stick to Upcycling the Oceans project this year.

<Source: tatnews, 8 Mar>

#### ○ Thai launches mobile tourism information service app TagThai

- TagThai, a digital platform jointly developed by state and private bodies to provide tourism information, becomes available for service in April.
- The first version of the app comes in three languages - Thai, English, and Mandarin—and will provide more language services after the update scheduled for some time in June.

<Source: bangkokpost, 4 Mar>

#### ○ The Tourism Authority of Thailand (TAT) and Grab Taxi signed a MoU for the development of taxi routes big data analysis system

- It is a part of the smart data city project to collect and analyze taxi

routes big data of both Thai and international tourists to provide insights for the development of national tourism industry.

<Source: grab, 26 Feb>