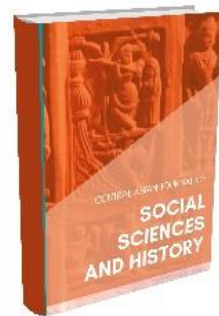




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Important Problems of Tourism in Asian Countries

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Abstract:

Tourism in Asian countries is surviving hard as compared to the West countries. Some problems can be analyzed even after COVID19 as well as second wave might create big discomfort to visitors. However Asian countries are house of attractive amusements special for tourists. In ASIA tourism should be relieved as a source of business and industry.

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Introduction

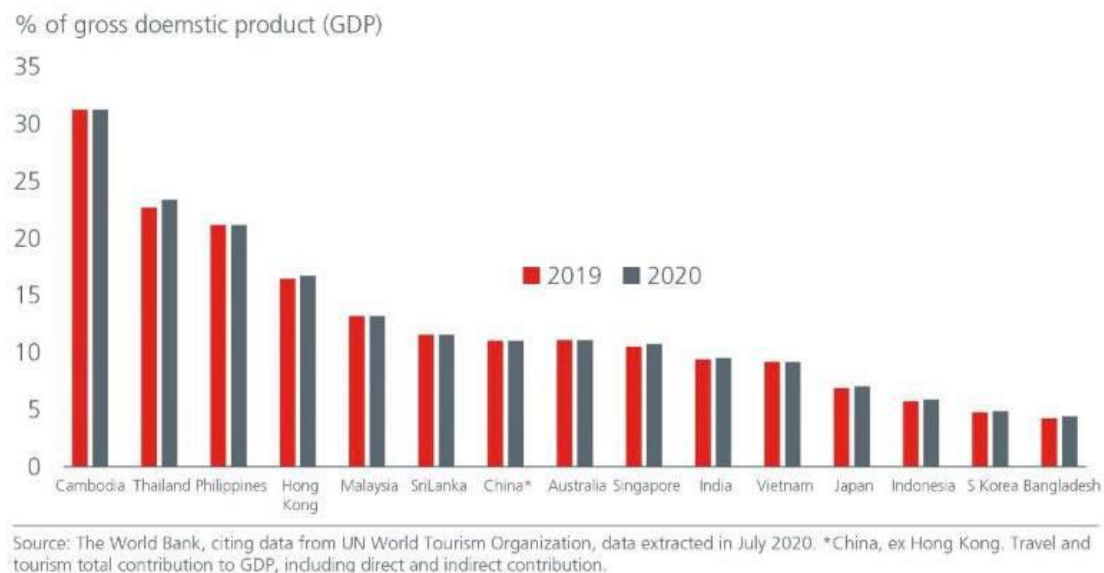
First and foremost, opportunity of Asian country in half way such as after COVID19. Given its sizable contribution to Asia's employment and economic growth, the travel and tourism sector is key to the region's post-pandemic recovery. The pick-up in domestic tourism and the creation of regional travel bubbles can aid the sector's recovery given the historically high percentage of Asian tourists who travel within the region. This puts Asia's travel and tourism sector in a better position to recover from the adverse impact of the coronavirus outbreak.

Within Asia, travel and tourism businesses with higher exposure to recovering domestic and regional traffic should be more resilient and may even benefit in the short-term by gaining visitors who may have normally opted to travel to international destinations. These businesses include selected travel

services and duty-free retailers. With companies facing varying degrees of pressure; selectivity and local expertise remain key to identifying attractive long-term investment opportunities in the region.

In the meantime, efficient health and safety protocols will need to be adopted to provide a safe and seamless experience for travellers. Even with all the aforementioned initiatives, it could take years for travel and tourism in Asia to return to pre- Covid-19 levels, and, even then, we might never travel in the same way again(1).AS even attractive places were left as a refuges or ruins and it can be big problem to visitors as well as place demands financial help.

Travel and tourism has contributed significantly to employment and growth in many Asian economies. The expanding middle class, quicker visa approvals and improved connectivity led travel and tourism revenues to grow 5.5% to USD2,971 billion in 2019, accounting for 9.8% of the region's gross domestic product (GDP)¹. In some parts of Asia, such as Cambodia, Thailand and the Philippines, the travel and tourism sector contributes more than 20% of the economy(2). Look at the figure of travelling and tourism account for large share of Asian economies:



According to some investigates: serious 5 problems must have been tackled. There are some of them connected with Thailand, China and Korea. Problems with costs and some cancellation even with medical insurance. The global development challenges facing our world, such as climate change, water security, inequality and poverty, can only be resolved at an international level. ADB provides its member countries in Asia and the Pacific with the knowledge and expertise to tackle these problems promoting sustainable development, a commitment to social progress, environmental balance and economic growth.

The good comparison can be analyzed among the west and east countries, especially in tourism field.

Pent-up travel demand is uncertain

Despite the upbeat talk of “pent-up demand” and “revenge travel,” predicting travel flows is tricky.

Will governments hold their nerve?

The Omicron wave started slowly in South East Asia, but daily infections have increased fast, especially in Indonesia, Malaysia, Vietnam and Thailand.

On 27 February, the 10 ASEAN countries recorded 2 million active Covid-19 cases for the first time. New cases are especially high in Vietnam, Indonesia, Malaysia, Thailand and Singapore, although it is hoped that Omicron infection peaks are nearing.

Having rejected a return to lockdown, will governments open airport gates more liberally - or slam them shut again?

This cannot be discounted in future. Thailand, Singapore, Malaysia, the Philippines all re-erected travel barriers last December when the Omicron variant was discovered.

"I think we still need to be alert when planning travel," says Karen Yue, Group Editor at TTG Asia, a regional travel trade publisher. "Asian governments will retain the flexibility to temporarily restrict travel should a new risk emerge. It may become a norm for border restrictions to be exercised again and again in the face of future public health threats."

South East Asia's two-year travel shutdown resulted in widespread job losses, business closures and lost livelihoods. These contribute to reducing the financial ability to travel.

Attitudes to overseas travel may also have changed. Residual fear of the virus remains in some countries, and people will have different perceptions about the health risks of travel.

Navigating complex entry rules could be a barrier. Some travellers might forego regional trips until the Covid-19 testing, form-filling, health tracking app and visa situations stabilise.

"It's just too much hassle at the moment," a hotel industry friend told me from Singapore. She argued that being grounded is simply less stressful than planning a trip.

Uncertainty about demand regrowth is forcing countries to be circumspect in their forecasts.

The Thailand Development Research Institute, which advises the government, predicts "five to six million visitors" in 2022, compared to 39.9 million in 2019. Vietnam's Ministry of Culture, Sports and Tourism does not expect to match the 18 million visitors in 2019 until 2026.

Navigating medical insurance issues

Most countries now stipulate a minimum level of travel insurance medical coverage to meet the potential cost of treatment should a visitor contract Covid-19 while on vacation.

More clarity is needed though about the procedures for tourists falling sick in a destination – and the expenses that insurers will and will not cover.

More than ever, travellers should read their policies line by line.

In Thailand, where contracting the virus means transferal to a state-determined medical facility, instances have occurred of tourists being unable to obtain pre-authorisation for treatment from their travel insurer. This can accrue significant personal costs.

A common claim "will likely be cancellation costs", says Marlysa Razak, a Malaysia-based travel and tourism law specialist and founder of The Wander Law project.

Cancellations will occur both because travellers contract Covid-19 shortly before a trip, or get infected

while on vacation forcing a delay in returning home. The latter is a particular worry for vacationers, as it incurs multiple extra costs while overseas.

“Travellers will need to keep an eye on the packages they select when they purchase their hotels, flights and excursions,” says Marlysa Razak. Since travel industry service providers are more open to flexi-packages or flexi-purchase, claims from travel insurance for those cancellations may be nullified.”

The absence of China

Tourism boards are confronting a stark reality: Chinese tourists will not return any time soon. This invariably means losing the number one tourism source market.

The statistics tell a striking story.

In 2019, the 10 countries of ASEAN received 32.3 million visitors from China – or 22.5 percent of total arrivals into the region.

Thailand will be hit especially hard, as China contributed nearly 11 million visitors in 2019.

China’s Zero Tolerance approach is bottlenecking outbound travel, but “revenge travel” sentiment may be softening.

The January 2022 China Travel Market Monitor showed that 60 percent of Chinese travellers plan to travel overseas only when “international travel has resumed safely for a few months.”

Turning to substitute markets is also tricky. Thailand and Bali have been receiving growing numbers of Russian travellers, but will that prevail in the coming weeks and months?

Airlines confront cost pressures

As travel returns, airlines would be expected to entice passengers back onboard with discounted fares.

Global economic conditions make this a risky tactic.

Airlines have taken colossal financial hits over the past two years, and soaring jet fuel costs further restrict their pricing leverage – and the range of flights they can afford to operate.

Jet fuel prices in Asia Pacific rose 8.1 percent last month, and are up 62.5 percent year-on-year, says the International Air Transport Association (IATA).

Further fuel shocks could be imminent.

“Jet fuel will go through the roof with war breaking out in Ukraine,” says Shukor Yusof, Founder of Endau Analytics, a Malaysia-based aviation consultancy. “Moreover, many airlines opted to not hedge during the pandemic as most of their aircraft were grounded.”

Another critical pressure point is the cost of borrowing, which is primed to rise.

“The US Federal Reserve has indicated at least 3 or 4 rate rises in 2022,” says Mr Yusof. “Yields for airlines will stay sluggish, and nowhere near breakeven. Even if there is pent-up consumer demand, there will be fewer people travelling(3).The demand destruction caused by Covid-19 is permanent.”

Last summer, most Asian countries disincentivised travel with onerous quarantine rules upon return. South Korea was an exception. Vaccinated South Koreans travelled freely overseas.

In 2019, South Korea was the third-largest source of arrivals to South Asia East, but summer 2022

could see a similar pattern to 2021. Analysis of mostly this three countries can tell possible problems of Asian countries.

Conclusion

Day to day we must have admit wave of tourism is increasing and it demands some modern solution to problems which are given above. Just let tourism being in such pace will certainly becomes real problem in the future. Before discussing about new page of tourism to different planets we should rethink about current status of it in both hemisphere of the earth.

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