

Tourism and Demography

13

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Asian Tourism and Management Landscapes

Introduction	196
Tourism Development in Asia	196
Tourism Education Asia	198
Management Landscape	199
Female Managers	199
Asian Managers	202
Implications for the Future of Tourism	204

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13

Asian Tourism and Management Landscapes



Thomas S. C. Sun

Objectives

The purpose of this chapter is to discuss:

- ◆ Demographic changes in Asian countries which support the growth of Asian tourism and development of tourism industry professionals;
- ◆ Growth of tourism and tourism education in Asia;
- ◆ The development of Asian managers in tourism and the challenges faced by women managers in tourism;
- ◆ Implications for tourism enterprises on management talent development.

Introduction

With the rapid tourism development in Asia since the late 1970s, the landscape of management in Asia has changed significantly due to economic, cultural, social, and demographic changes. Of the 6.7 billion people in the world, 60% (or 4 billion) are in Asia (United Nations, 2007). Besides population, Asian countries are changing rapidly in terms of economic condition, education offered, and social environment, including lifestyle. The GDP growth rates of major Asian countries (e.g. Singapore, South Korea, and Taiwan) surpassed that of the world average in the past two decades, with the two emerging countries, China and India, showing the most impressive growth. China had an average GDP growth rate of 10.3% from 1991 to 2008 and the figure for India was 6.4%, whereas the world average was 3.5% for the same period (International Monetary Fund, 2009).

The continuous economic growth in China, with a population of 1.3 billion, has enlarged its middle-class, defined as households with annual incomes of US\$6,000–25,000, from almost zero in 1995 to 87 million in 2005 with an estimated 340 million by 2016 (Cui and Song, 2009). They represent a significant number of potential travellers. Based on a 2008 survey by Visa and PATA (2009) on frequency of travel undertaken in the past three years, China experienced a 37% increase in leisure travel. This could be attributed by increased disposable income, small families (under the one-child policy), more leisure time, longevity and improved health for seniors, and change of attitudes toward leisure travel. India, with a population of 1.1 billion, also witnessed an exponential tourism growth fuelled by its booming economy. Over the next two decades, the country's middle class will grow from about 5% of the population to more than 40% and create the world's fifth-largest consumer market (Beinhocker *et al.*, 2007).

Tourism Development in Asia

According to the United Nations World Tourism Organization (UNWTO, 2008), the relative growth of tourism receipts in real terms (i.e. computed in local currencies at constant prices) from 2006 to 2008 was particularly strong in Asia and the Pacific (+11%), at double the world average. UNWTO forecast that the top two tourist receiving regions in 2020 will be Europe (717 million tourists) and East Asia and the Pacific (397 million tourists), with the latter growing at an annual rate of 6.5% over the period 1995–2020, well above the world average of 4.1%. By 2020, East Asia and the Pacific will receive 25% of world arrivals, surpassing America's 18%.

Chapter extract

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