How Travel & Tourism Benefits From Peace –
A Statistical Analysis of the Asian Experience

Disclaimer

ISBN: 1-932171-80-0

Allied Partner Level I:	No charge: a membership benefit
Aviation Level I:	No charge: a membership benefit
Corporate Level I:	No charge: a membership benefit
Government Level I:	No charge: a membership benefit
Preferred Partners:	No charge: a membership benefit
Premier Level I:	No charge: a membership benefit
Strategic Partners:	No charge: a membership benefit
Other PATA Members:	No charge: a membership benefit
PATA Chapter Members:	US$50
Non-Members:	US$100

Chapters, libraries and academics seeking multiple copies, please kindly contact publications@PATA.org.
For more information, please visit www.PATA.org or contact us directly at sic@PATA.org.

Foreword

I remember when I was a child and our grandparents would ask us what we wished for the New Year, most of us answered 'world peace' and year after year we would wish for the same. The majority of us travel to destinations we know are safe, to places where we may wander freely without fear of oppression and where we know there won't be an attempt on our lives. We travel to discover new places, new cultures and heritage sites left by past generations. By experiencing other cultures, we develop a better understanding of the way of life of others, appreciate them more and learn to respect them.

Tourism is and can be a force for good. "If peace prevails, tourism can flourish."

Tourism helps economies to grow; it reduces the disparity between social classes; it alleviates poverty and, importantly, it provides an opportunity for people to develop a better understanding of each other.

With this report we want to show in simple numbers the positive benefits that travel and tourism can bring to a destination. We want to give a sense of hope to those who are still affected by conflict and show them the path to a better future.

We can learn from our past and improve our future and we hope that this report will help readers to better understand the benefits that tourism can bring to our world.

Mario Hardy
Chief Executive Officer
Pacific Asia Travel Association
February 2016
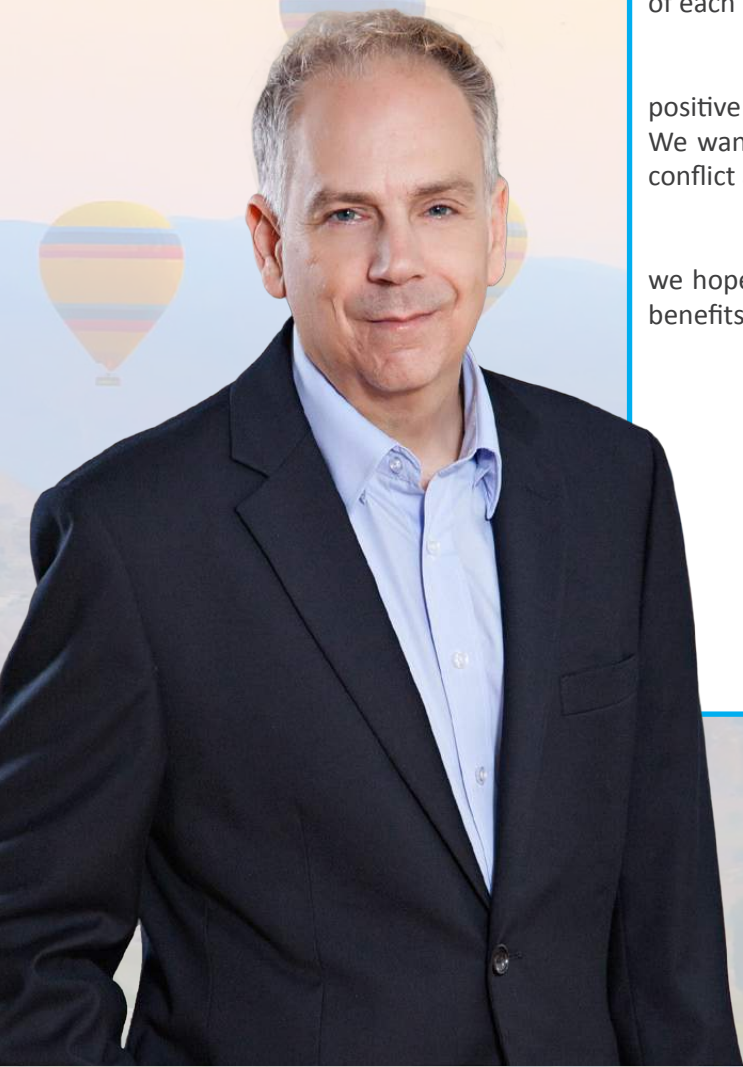
Introduction

This report is designed to support the theory of a correlation between peace and tourism. Although this may seem to be a case of stating the obvious there are often occasions when the obvious needs to be cemented with statistical outcomes for it to resonate among the general public, industry leaders and policy-makers. It is only when this awareness becomes as much a part of mainstream industry agendas and discourse as the economic value of tourism and the environmental impact of climate change that the global travel and tourism industry will be able to truly assert itself as an industry of peace.

This is widely projected to be an Asian Century. But the peace that prevails in most parts of Asia today emerged after years of wars and conflict, both internal and external. Indeed, many of the opportunities that emerged in the second half of the 20th century were because the world did everything possible to avoid the conflicts of the first half. World War I, fought between July 1914 and November 1918, was followed just 22 years later by World War II, between September 1939 and September 1945. Thereafter, the emergence of Japan, Europe and the United States was followed by independence from colonialism for Asian countries such as India, Pakistan, Malaysia, Singapore, Lao PDR and Vietnam. That was followed by the end of apartheid in South Africa and the fall of the Berlin Wall.

The United Nations was created to help build global peace and to ensure that generations learn from past mistakes. It is only after wars and conflict end that the job of nation-building begins. Travel and tourism is an intrinsic part of that process.

Asia is a motley collection of different systems, societies, geographies and political systems from the tiny Buddhist monarchy of Bhutan and the equally small Islamic monarchy of Brunei Darussalam to populous countries such as Indonesia and India (both multi-party democracies) and to China (a capitalist country governed by a Communist party). More contrast is evident in landlocked countries such as Lao PDR and sealocked countries such as Sri Lanka.

Each of these countries, without exception, is promoting travel and tourism as part of a national development policy that incorporates economic growth, job creation, income distribution, social integration, cultural cohesion and environmental preservation. Travel and tourism is the ONLY sector that can meet all those objectives in one package.

The link between peace and tourism in Asia may best be proven by examining the histories of South and Southeast. Both regions have survived war, conflict and colonialism but today face a new set of challenges.

The ASEAN members offer perhaps the best contemporary example of countries where the policy of converting battlefields into trading fields has succeeded for the most part. The Indochina wars ended in 1979. When the process of nation-building began, tourism was identified as a quick-fix part of the solution. The pace of change accelerated after the entrance of four Greater Mekong Sub-region countries into ASEAN. That was accompanied by infrastructure, airport and airline development, roads and highways, visa facilitation and improved products/services. Marketing campaigns and travel trade shows were initiated with great gusto.

That was only possible because the countries were at peace. Today the numbers speak for themselves. Lao PDR, Vietnam and Cambodia, all former battlegrounds of the Indochina wars, are now enjoying booming travel and tourism sectors. Myanmar has emerged from the cold and is following suit.

By contrast, the countries of South Asia are lagging behind. They, too, have been through a history of wars, conflict and colonialism. India and Pakistan, the two giants of Asia, gained independence from British colonialism in 1947 and have fought three wars since. Nepal, Sri Lanka and Bangladesh have all undergone bitter and often violent internal upheavals.

Amid all the progress, Asia has had to deal with many unpredicted crises - ranging from health pandemics and floods to military coups, communal riots and terrorism as well as natural disasters such as the 2004 tsunami and man-made disasters such as the 1997 economic downturn.

While 'acts of God' are beyond human control, man-made disasters are not. If the over-arching objective within the UN Sustainable Development Goals is to reduce poverty, that is not achievable without peace. If travel and tourism is to make a serious contribution to achieving the goals of national development agendas, it will have to build and enforce peace and not merely talk about it.

Hence, the objective of this paper is to prove the linkage between peace and tourism and, most importantly, set in motion a process within travel and tourism forums that goes beyond talk-shop status and looks at practical, doable ways of building and enforcing peace. The reference to talk-shop status is deliberate. There is no shortage of global talk-shops on peace-building these days. Simply adding more talk-shops to that list will do little good.

The starting point for avoiding a repetition of past mistakes is to make an inventory of those mistakes. That is where the role of historians becomes more important than that of futurists. For example, in 2014 the world marked with solemn ceremonies the centennial anniversary of the *beginning* of World War I. In just two years, in 2018, the world will mark the centennial anniversary of the *end* of that war.
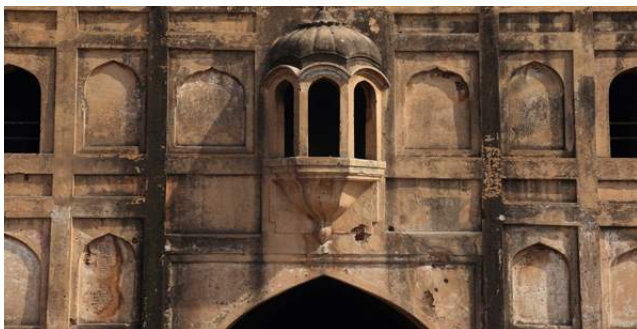
Today, exactly 100 years later, it may appear that the world is already involved in another kind of world war. In which case, the question arises about what lessons have been learned in the first half of the century from the wars that led to so much human suffering in the first half of the last century.

Once those lessons have been noted the rest of the path toward avoiding them will become clear. So, too, will the role of travel and tourism in becoming a part of the solution. This paper, hopefully, will become a starting point.

I would like to acknowledge the support and encouragement of PATA CEO Mario Hardy in commissioning this paper. By recognising the importance of my initiative Mario Hardy has advanced the cause by a single step. As the famous Chinese saying goes, 'that is exactly how a journey of a thousand miles begins'.

Imtiaz Muqbil,
Executive Editor,
Travel Impact Newswire,
February 2016

Vietnam

Vietnam is arguably the only Asian country to have been wracked by conflict for more than three decades from 1946-1979 first with the French, then with the U.S., followed by a brief military adventure in Cambodia. Since 1979 the country has been at peace, barring some minor skirmishes with China. Peace has helped Vietnam enjoy good visitor arrivals, thanks to enhanced infrastructure, a higher global marketing profile, expansion of Vietnam Airlines and the launch of its own travel trade shows.

International visitor arrivals (IVAs) were affected by the Asian economic crisis in 1997-1998, SARS in 2003 and the global economic crisis in 2008-2009. The only point of concern is Vietnam's border disputes with China, now the largest single source of visitors thanks to overland border connections.

In 2004, after the SARS crisis, Chinese arrivals to Vietnam hit 778,431 and then fell to 516,285 in 2006. They rose again briefly to 643,344 in 2008 and then fell again to 527,610 in 2009. Improved relations since then have seen Chinese visitors soar to 1.9 million in 2013, taking the total arrivals figure along with it.

Vietnam is a rapidly emerging country on the global stage with a great tourism future and a leading example of the benefits of peace.

IVAs to Vietnam, 1990-2014

In millons

Year	Value
1990	0.20
1991	0.30
1992	0.44
1993	0.67
1994	1.02
1995	1.35
1996	1.61
1997	1.72
1998	1.52
1999	1.78
2000	2.15
2001	2.33
2002	2.63
2003	2.43
2004	2.93
2005	3.47
2006	3.60
2007	4.19
2008	4.24
2009	3.77
2010	5.05
2011	5.99
2012	6.59
2013	7.58
2014	7.89
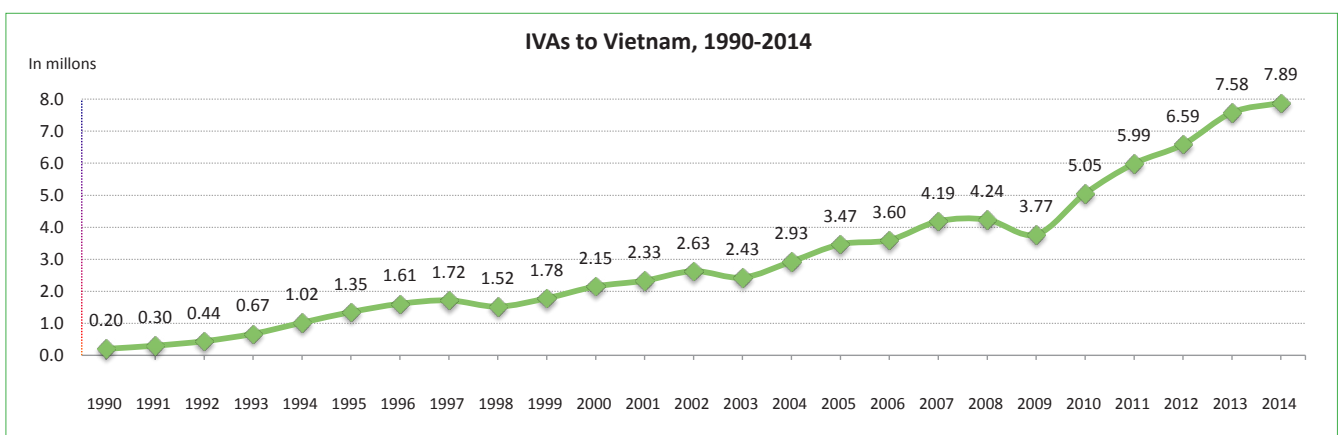
Cambodia

In terms of human casualties, Cambodia was worst affected by the Indochina wars. Although the wars ended in 1975, the Khmer Rouge takeover led to one of the worst genocides in Asian history during 1976-1979. That devastated the country both in terms of hardware (infrastructure in ruins due to the years of war) and software (decimated manpower cadres and fleeing refugees).

When nation-building began after the ousting of the Khmer Rouge and withdrawal of the Vietnamese troops, tourism was identified as one of the priorities. Naturally, the magnificent temples of Angkor Wat were promoted as the most attractive icon. Flights began from Bangkok to Siem Reap and the numbers quickly followed.

Today Cambodia has a number of international access points: overland with Thailand, Lao PDR and Vietnam, and via international airports at Siem Reap, Phnom Penh and Sihanoukville. Cross-border neighbour Vietnam is the top generator of visitor arrivals but Thailand offers the most potential thanks to road and railway links in the pipeline. Visitors will one day be able to take surface transport from Bangkok to Siem Reap in less than a day.

Cambodia is one of the finest examples of an Asian country that has realised the benefits of true peace. Some internal challenges still loom with a leadership transition due in the next few years. If that process remains peaceful, Cambodia will continue to advance strongly.

IVAs to Cambodia, 1995-2014

In millions

Year	Value
1993	0.12
1994	0.18
1995	0.22
1996	0.26
1997	0.22
1998	0.29
1999	0.37
2000	0.47
2001	0.60
2002	0.79
2003	0.70
2004	0.99
2005	1.33
2006	1.59
2007	1.87
2008	2.00
2009	2.05
2010	2.51
2011	2.88
2012	3.58
2013	4.21
2014	4.50
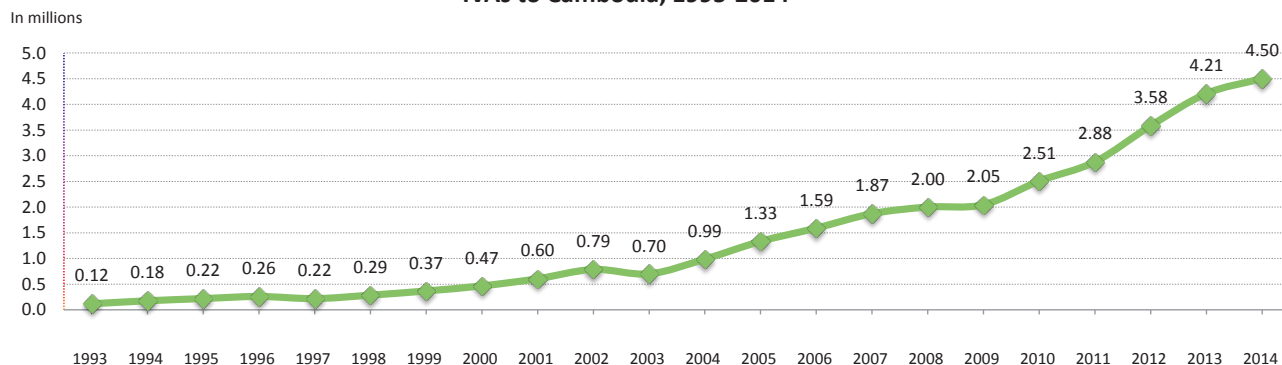
Lao PDR

Like other GMS countries, Lao PDR emerged from the ashes of the Indochina wars in the 1970s and went through its nation-building stage in the 1980s and 1990s. As a landlocked country, road accessibility held the key to its economic progress. The country shares a 1,835-kilometre border with Thailand in the form of the Mekong river, one of Asia's mightiest waterways. Bridge building across this river has been critical to the soaring numbers of visitor arrivals.

The First Thai - Lao Friendship Bridge connected the city of Nong Khai in Thailand with Vientiane Prefecture in Lao PDR opened on April 8, 1994 it was the first over-border bridge across the Mekong. The result was instantaneous. Visitor arrivals from neighbouring Thailand nearly doubled from 377,748 in 2003 to 603,189 in 2005, as did the total number of arrivals from 636,361 to 1,095,315 in the same period.

The Second Thai - Lao Friendship Bridge, connecting Mukdahan Province in Thailand with Savannakhet in Lao PDR opened to the public on January 9, 2007. Total arrivals jumped from 1.6 million in 2007 to 1.7 million in 2008 and passed the two million mark in 2009. Other factors did play a role but the second bridge was certainly a major contributor.

The Third Thai - Lao Friendship Bridge, connecting Nakhon Phanom Province in Thailand with Thakhek, Khammouane in Laos, opened for traffic on November 11, 2011. Total visitor arrivals to Lao PDR rose from 2.7 million in 2011 to 3.3 million in 2012.

The Fourth Thai - Lao Friendship Bridge links Chiang Khong District of Thailand and Ban Houayxay in Lao PDR. The bridge opened to the public on December 11, 2013 and was the final section of Asia Highway 3 to be built. It prompted another jump in total arrivals from 3.7 million in 2013 to 4.1 million in 2014. Visitor arrivals from Thailand have been the major contributor soaring from 442,564 in 2000 to 2,043,761 in 2014. They comprised nearly 50 percent of the total arrivals to Lao PDR.

Naming them 'friendship' bridges stands as an Asia-wide testimonial to the power of bridge building - in both the physical and figurative context - for travel, tourism, trade and transport. More such bridges need to be built - and not just over rivers.

IVAs to Lao PDR, 1991-2014

In millions

Year	Value
1991	0.04
1992	0.09
1993	0.10
1994	0.15
1995	0.35
1996	0.40
1997	0.46
1998	0.50
1999	0.61
2000	0.74
2001	0.67
2002	0.74
2003	0.64
2004	0.89
2005	1.10
2006	1.22
2007	1.62
2008	1.74
2009	2.01
2010	2.51
2011	2.72
2012	3.33
2013	3.78
2014	4.16
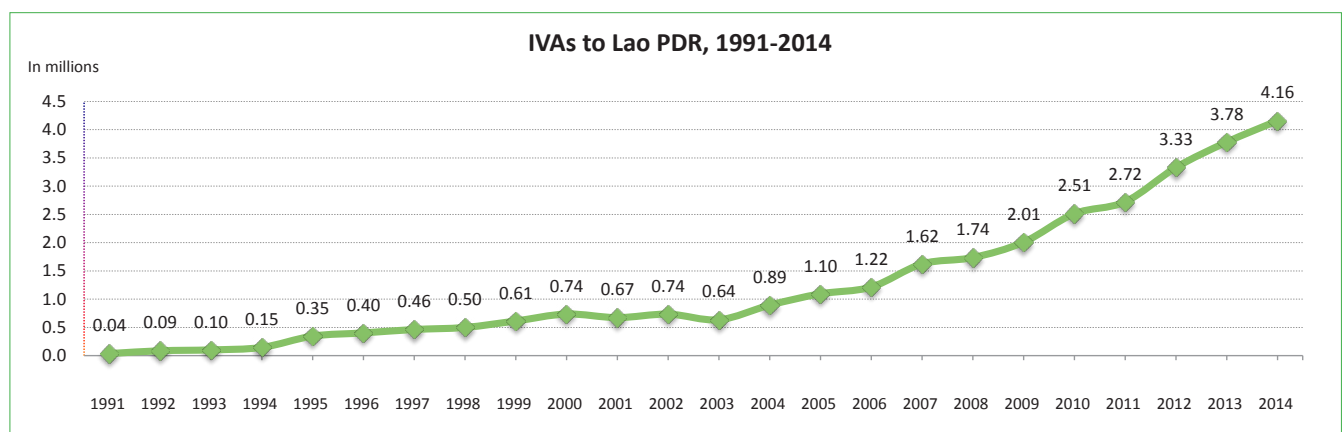
Thailand

Thailand was the crucible of the policy to convert the former battlefields of the Mekong Sub-region into trading fields, building on its geographical advantage and well-advanced tourism infrastructure. Paradoxically, it has achieved external peace with its neighbours but internal peace is proving elusive. Political rivalries have led to unprecedented confrontations. The two most critical were the closure by protestors of Bangkok's main Suvarnabhumi airport in November 2008 and the shutdown of the city's Central Business District between April-June 2010. The presence of a military dictatorship has restored calm to the streets. One of the direct beneficiaries of that has been the return of robust travel and tourism flows.
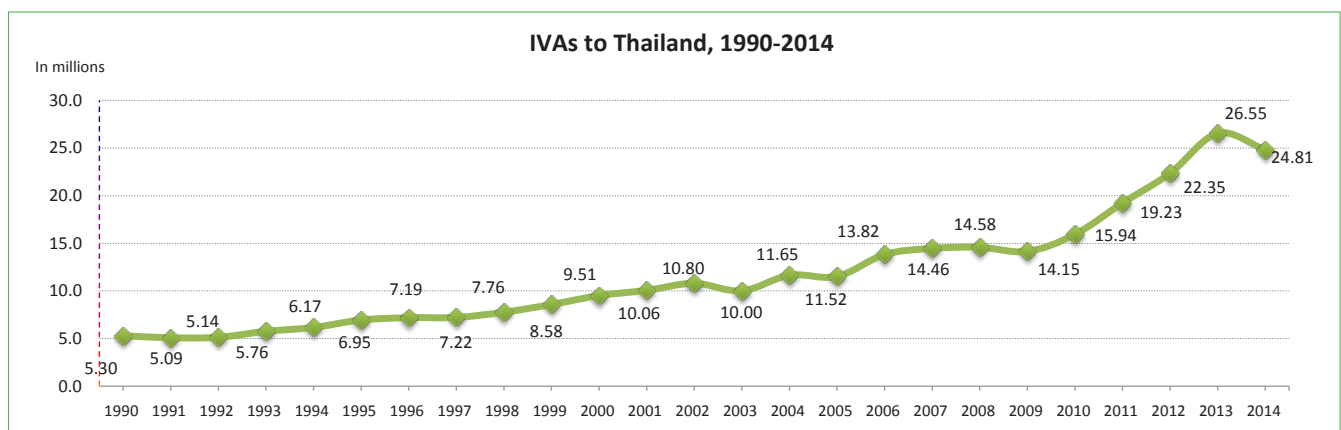
Between 1997 and 2005 visitor arrivals to Thailand were affected by a series of crises including the Asian economic crisis of 1997-1998, the terrorist attacks of Sept 2001, SARS in 2003 and the aftermath of the December 2004 tsunami that impacted arrivals in 2005. After 2005 the crises were entirely man-made including the 2006 military coup d'état and the internal political rivalries that triggered the 10-day shutdown of Suvarnabhumi airport in 2008, worsening the impact of the 2008 global economic crisis. Visitor arrivals took off again in 2010 after the Chinese boom started and remained strong until 2014 when the huge political standoff in the early months prompted a military coup in May 2014. The 1.7 million drop in arrivals in 2014 over 2013 was the largest such drop in Thailand's tourism history.

Thailand was also hit by floods in the period July 2011-January 2012 but that had little impact, mainly because they got far less media attention than other global issues at the time, such as the U.S. elections.

The Thailand experience proves that man-made disasters such as military coups and political standoffs have as big and impact on travel and tourism as acts of God such as floods, SARS and tsunamis. The fact that the political situation remains fluid means that another crisis cannot be ruled out.

Thailand is also facing a separatist insurgency in some of the southern provinces. When that ends, and peace is restored, the entire country will benefit - especially because the isthmus of southern Thailand borders neighbouring Malaysia and therefore plays an important role as a land-bridge between the southern and northern halves of ASEAN.

IVAs to Thailand, 1990-2014

In millions

Year	IVAs
1990	5.30
1991	5.09
1992	5.14
1993	5.76
1994	6.17
1995	6.95
1996	7.19
1997	7.22
1998	7.76
1999	8.58
2000	9.51
2001	10.06
2002	10.80
2003	10.00
2004	11.65
2005	11.52
2006	13.82
2007	14.46
2008	14.58
2009	14.15
2010	15.94
2011	19.23
2012	22.35
2013	26.55
2014	24.81

Indonesia

Indonesia's tourism development began under the Suharto era in the 1980s and continued strongly until his resignation following the Asian economic crisis and anti-government protests in 1998. Arrivals then slumped due to ongoing instability.

A recovery began to take hold until 2002 when the bomb attacks in Bali impacted severely on tourism, causing visitor arrivals to plunge well into 2003. Arrivals recovered in 2004 but fell again in 2005 after the December 2004 tsunami that devastated the northern tip of Aceh province.

That human suffering caused by that tragic event turned out to be a game-changer. An act of God that took thousands of lives at the same time ended a man-made conflict, the separatist movement in Aceh and also led to a marked reduction in fundamentalist violence. As a result, growth in visitor arrivals has since been sustained with only a brief interruption during the 2008-2009 global economic crisis.

Indonesia is the world's largest archipelagic nation with enormous reserves of pristine forests and maritime assets. Now that the country is at peace this geographical advantage, plus its enormous cultural heritage, will help it to become a major tourism destination in the years ahead.

IVAs to Indonesia, 2002-2014

In millions

Year	IVAs (millions)
2002	5.03
2003	4.47
2004	5.32
2005	5.00
2006	4.87
2007	5.51
2008	6.23
2009	6.32
2010	7.00
2011	7.65
2012	8.04
2013	8.80
2014	9.44
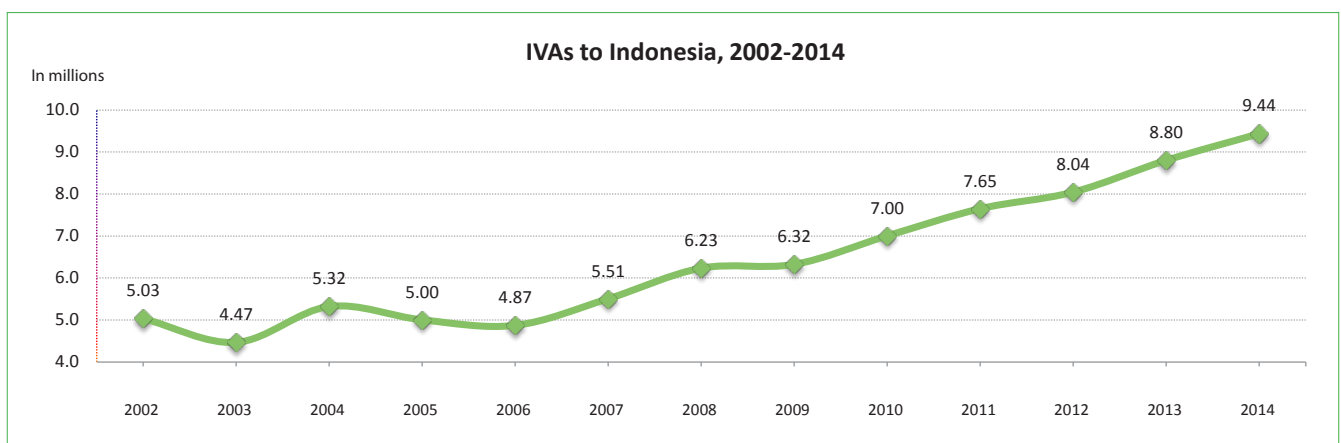
Philippines

Home to two former huge military bases, Clark and Subic Bay, the Philippines has a long involvement with the wars of the 20th century – in particular as bloody battlegrounds of the Pacific theatre in World War II.

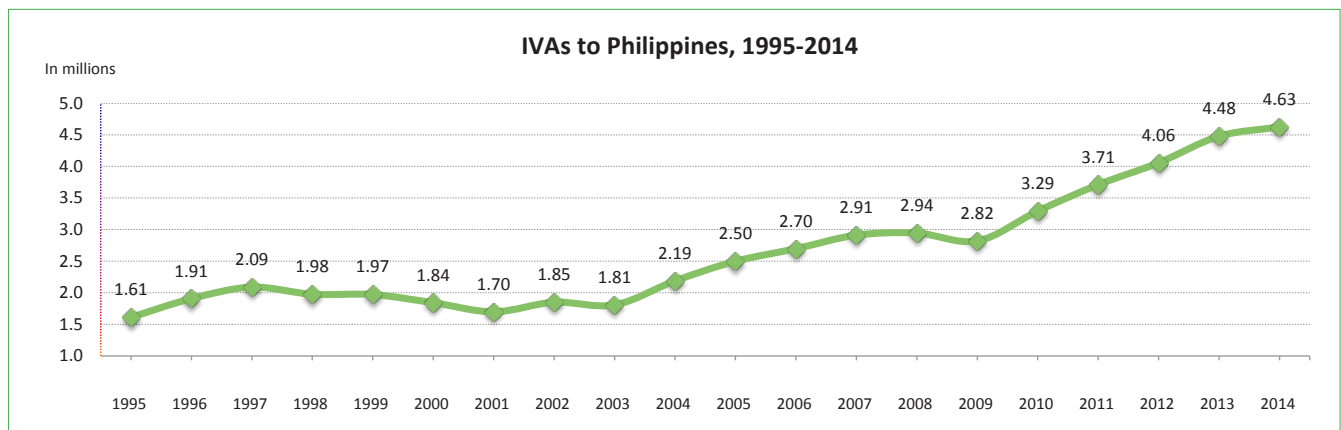The ousting of the dictator Ferdinand Marcos by the force of 'people power' in 1986 is considered to be one of the world's great peaceful revolutions. It set in place democratic traditions which, as proved in many other parts of Asia, can prove to be both an asset and a liability. As the only Catholic-majority country in ASEAN the Philippines has faced the challenges of stabilising its democratic traditions, negotiating peace with southern separatists and meeting the costs of recovery from the annual roster of hurricanes, typhoons and volcanic blow-outs - the worst of which was the dramatic Mount Pinatubo eruption in 1991.

The Philippines also suffers from the disadvantage of having no land borders. However, man-made political crises are over and the country has joined the rest of ASEAN in recording strong growth in visitor arrivals, thanks largely to a liberalised aviation policy, improved airport facilities and increased accessibility by low-cost airlines.

The only complication is a maritime border dispute with China. The last time that tensions flared, arrivals from China fell from 426,352 in 2013 to 394,951 in 2014 - although the total arrivals remained in the black thanks to continued growth in tourist numbers from other countries.

The Philippines is the world's second largest archipelagic nation with 7,000 islands as against 13,000 in Indonesia. Between them, these two ASEAN countries are home to more picturesque islands than any other part of the world. That's worth thinking about - and not just from a tourism perspective.

IVAs to Philippines, 1995-2014

In millions

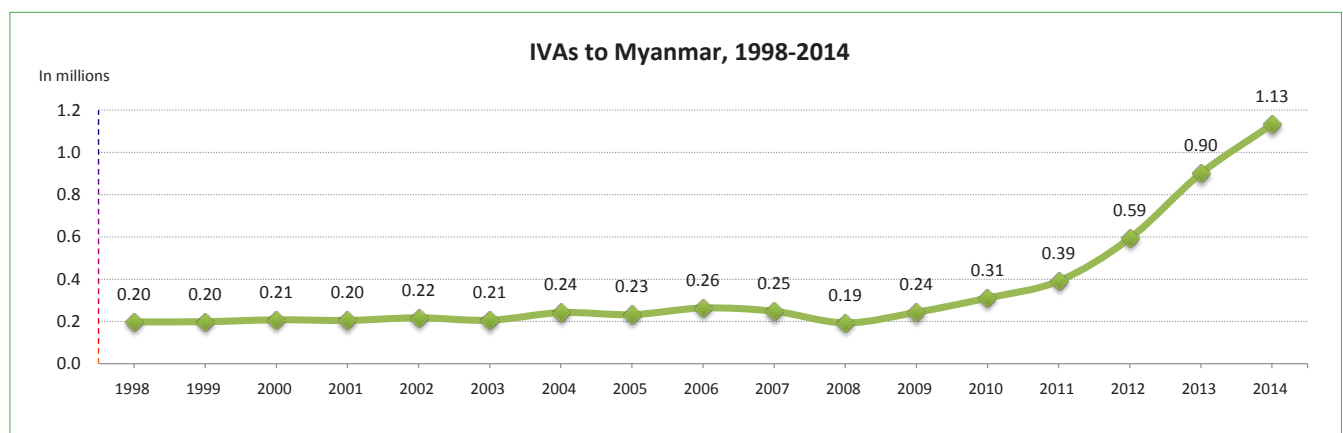| Year	Value
1995	1.61
1996	1.91
1997	2.09
1998	1.98
1999	1.97
2000	1.84
2001	1.70
2002	1.85
2003	1.81
2004	2.19
2005	2.50
2006	2.70
2007	2.91
2008	2.94
2009	2.82
2010	3.29
2011	3.71
2012	4.06
2013	4.48
2014	4.63

Myanmar

Myanmar has emerged as another fine example of a country where tourism can boom once democracy begins to take root and peaceful power transitions take hold.

Myanmar was under an authoritarian military dictatorship from 1962. Since 2011 a gradual shift towards democratic institutions has meant the end of economic and other sanctions. In spite of having a virtually insignificant marketing presence globally, travel and tourism has boomed as visitors rush in to take advantage of a relatively well-known but formally closed country that has now opened up. A liberalised visa regime, including online application facilities, dramatically boosted the arrivals numbers.

Similar to Lao PDR, cross-border neighbour Thailand is a major contributor. Visitor arrivals from Thailand (by air only) surged from a paltry 19,070 in 2000 to 198,214 in 2014. Myanmar was also the last hold-out in ensuring full connectivity of the Asian Highway east of India. That missing link will now be rectified in 2016 with the opening of the Trilateral Highway from Moreh in north east India running right through Myanmar to Mae Sot in Thailand.

The country still has issues to overcome with its many minority groups which have a long history of grievances against the military government. Spreading the fruits of economic development is a key part of the peace-building process, as has been the case in other ASEAN countries. However, Myanmar was technically the last holdout in ASEAN. Its emergence from the cold should pave the way for a much stronger ASEAN in the years ahead.

IVAs to Myanmar, 1998-2014

In millions

Year	Value
1998	0.20
1999	0.20
2000	0.21
2001	0.20
2002	0.22
2003	0.21
2004	0.24
2005	0.23
2006	0.26
2007	0.25
2008	0.19
2009	0.24
2010	0.31
2011	0.39
2012	0.59
2013	0.90
2014	1.13

Sri Lanka

Sri Lanka is another country which can prove without any doubt that the restoration of peace is a fundamental prerequisite for tourism. The country is very well known on the global tourism circuit. For decades however, its potential was muted by a separatist militancy which led annually to assassinations, terrorist attacks and conflict from 1983 to 2009.

When that ended, the tourism boom was instantaneous as the public and private sectors swung into action. The country has all the necessary skills and expertise to promote tourism. It is also geographically well located at the crossroads of the Indian Ocean sea-lanes, which gives it strong potential for business and MICE travel. Arrivals have quadrupled in just five years.

This is one boom with no end in sight. At the same time, Sri Lanka has a golden opportunity to be a leading example to many others not just in terms of re-igniting tourism growth but rebuilding its entire tourism industry in a way that encompasses all the key issues and challenges of the 21st century.

IVAs to Sri Lanka, 1989-2014

In millions

Year	IVAs
1989	0.18
1990	0.30
1991	0.32
1992	0.39
1993	0.39
1994	0.41
1995	0.40
1996	0.30
1997	0.37
1998	0.38
1999	0.44
2000	0.40
2001	0.34
2002	0.39
2003	0.50
2004	0.57
2005	0.55
2006	0.56
2007	0.49
2008	0.44
2009	0.45
2010	0.65
2011	0.86
2012	1.01
2013	1.27
2014	1.53
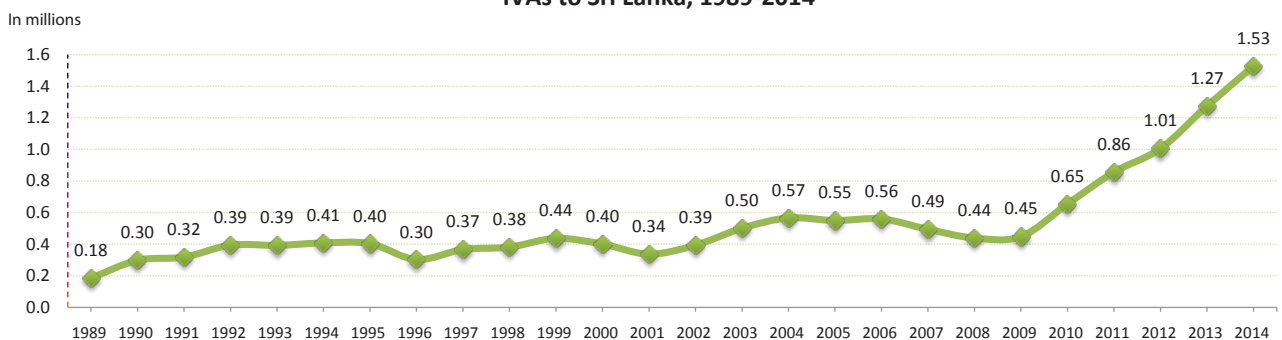
Nepal

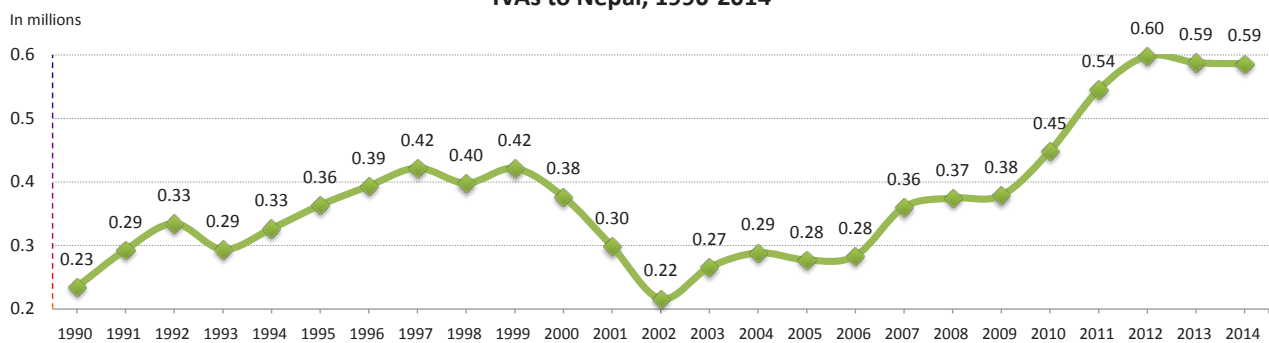While Sri Lanka dealt with its insurgency, landlocked Nepal was facing a lengthy civil war against the Maoists from 1996 to 2006. As is normal in countries facing internal strife that puts a damper on visitor arrivals the steady decline in arrivals hit a new low in 2001 when King Birendra and members of the Royal family were murdered in a Palace shooting.

Internal political wrangling thereafter has also gridlocked decision-making and arrivals to a country that is home to the world's highest mountain peak and the birthplace of the Lord Buddha are nowhere near their full potential. The man-made problems were worsened by 'an act of God' in the form of an earthquake in April 2015.

Geopolitically and geographically, Nepal is sandwiched between China and India. If geopolitical rivalries can be eased the volume of visitor arrivals from these two Asian giants alone will be enough to fill hotel rooms several times over.

IVAs to Nepal, 1990-2014

In millions

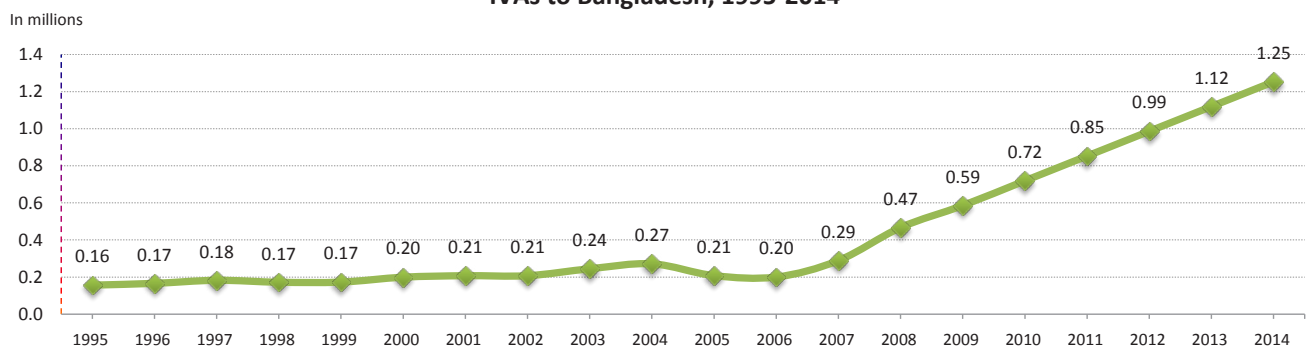| Year	Value
1990	0.23
1991	0.29
1992	0.33
1993	0.29
1994	0.33
1995	0.36
1996	0.39
1997	0.42
1998	0.40
1999	0.42
2000	0.38
2001	0.30
2002	0.22
2003	0.27
2004	0.29
2005	0.28
2006	0.28
2007	0.36
2008	0.37
2009	0.38
2010	0.45
2011	0.54
2012	0.60
2013	0.59
2014	0.59

Bangladesh

Although the numbers are small, the trend is clear. Along with Sri Lanka and Myanmar, Bangladesh is heading in the right direction and will soon realise the full potential of tourism.

Bordered by Myanmar, India and Bhutan, the country is slowly coming to terms with its internal and external situation. Relations have been improved with India and improved connectivity with Myanmar is in the pipeline. Major changes are being made internally to facilitate infrastructure and ease the rules and regulations of doing business.

While fundamentalism and internal political rivalries are still testing the waters Bangladesh, like Sri Lanka, is proving that it is capable of rising to new heights once it taps and unleashes the creativity of its huge population base and takes advantage of its natural and cultural assets - including the famous Cox's Bazar and the Sunderbans. It, too, is an emerging tourism tiger.

IVAs to Bangladesh, 1995-2014

In millions

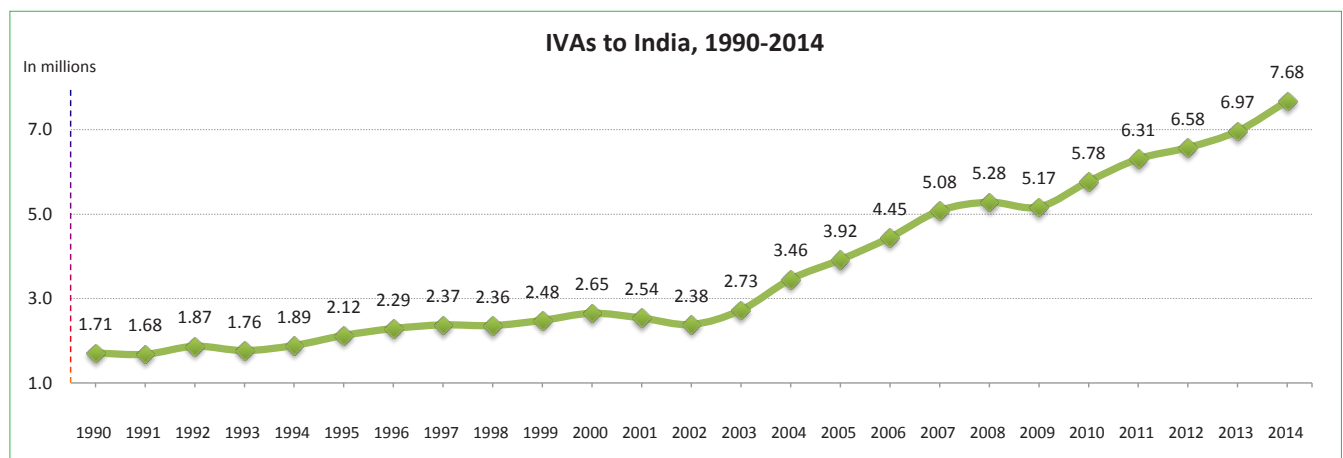| Year	IVAs
1995	0.16
1996	0.17
1997	0.18
1998	0.17
1999	0.17
2000	0.20
2001	0.21
2002	0.21
2003	0.24
2004	0.27
2005	0.21
2006	0.20
2007	0.29
2008	0.47
2009	0.59
2010	0.72
2011	0.85
2012	0.99
2013	1.12
2014	1.25

India

As the largest country on the south Asian sub-continent, India is arguably the world's biggest melting pot of ethnicity, culture, history and languages with the unique selling proposition of being home to four great global religions namely Hinduism, Sikhism, Jainism and Buddhism. Just like democracy, these are all enormous assets from a tourism perspective but an enormous liability when misused by political interests for parochial gain.

Kashmir, one of the world's most beautiful spots, remains a flashpoint and the source of constant tensions and confrontations with neighbouring Pakistan. Tepid political and economic relations with China saw India get a shockingly low 181,020 Chinese visitors in 2014. This is a sorry indicator of travel and tourism flows from the world's most populous country to the world's second most populous country.

Internally, too, India has seen ups and downs. In 2002, the year of the communal carnage in Gujarat, visitor arrivals fell to 2.3 million (from 2.5 million in 2001). In 2009, one year after the November 2008 terrorist attacks in Mumbai, arrivals fell to 5.17 million - down from 5.28 million the previous year.

Peace among the south Asian neighbours could create one of the greatest tourism destinations on the planet with India at its core. Given the vast population base the sheer volume of intra-regional travel and tourism, be it for leisure, business or MICE, would take the global tourism movements past the two billion mark in no time at all.

IVAs to India, 1990-2014

In millions

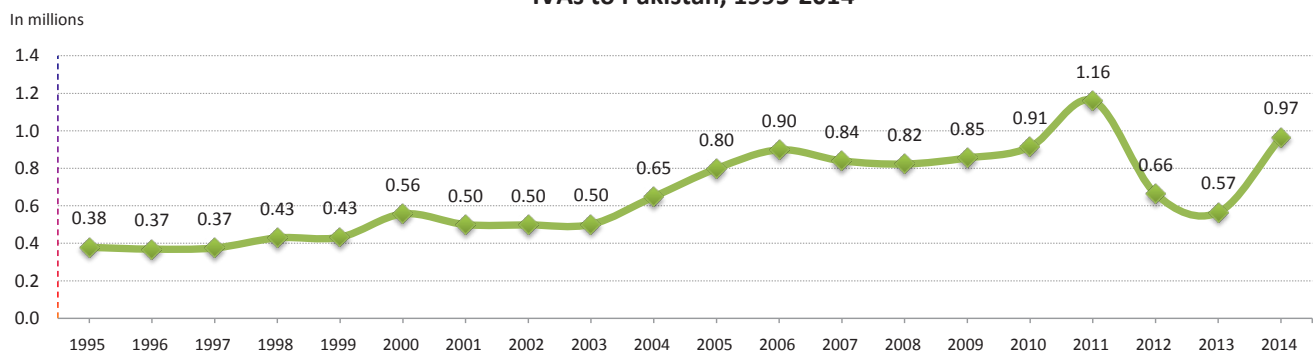| Year	Value
1990	1.71
1991	1.68
1992	1.87
1993	1.76
1994	1.89
1995	2.12
1996	2.29
1997	2.37
1998	2.36
1999	2.48
2000	2.65
2001	2.54
2002	2.38
2003	2.73
2004	3.46
2005	3.92
2006	4.45
2007	5.08
2008	5.28
2009	5.17
2010	5.78
2011	6.31
2012	6.58
2013	6.97
2014	7.68

Pakistan

Of all the Asian countries included in this paper, Pakistan has suffered most from both internal and external conflict. A country of magnificent cultural and natural beauty, Pakistan enjoys enormous potential to make it one of Asia's leading tourism destinations.

Like Sri Lanka and Myanmar, the fruits of peace are just waiting to be plucked. Sadly, fundamentalist violence means endless negative media coverage worldwide. Conflict with neighbouring India drains billions of dollars in annual military budgets, as against the billions of dollars that could be earned by promoting tourism, building infrastructure and improving the image of Islam.

The biggest potential for cross-border tourism with India remains untapped thanks to visa restrictions and poor transport connections, especially overland travel. Pakistan is also a logical gateway to Afghanistan and enjoys the added advantage of shared borders with Iran and China.

The Pakistani Ministry of Tourism was dissolved in 2010, the only tourism ministry to have faced this unfortunate fate.

IVAs to Pakistan, 1995-2014

In millions

Year	Value
1995	0.38
1996	0.37
1997	0.37
1998	0.43
1999	0.43
2000	0.56
2001	0.50
2002	0.50
2003	0.50
2004	0.65
2005	0.80
2006	0.90
2007	0.84
2008	0.82
2009	0.85
2010	0.91
2011	1.16
2012	0.66
2013	0.57
2014	0.97

Conclusion

Peace is the fundamental prerequisite for human progress. It is the primary objective of every government, without exception. As this paper has endeavoured to prove, when peace and stability prevail between and within countries then tourism booms and vice versa. As all conflicts are man-made problems, the pursuit of peace is a logical man-made solution.

As travel and tourism has become an indispensable part of the regional development equation it becomes critical for the industry at large to explore the broader dynamics of preserving peace and preventing conflict. Similar to the well-known dogma of the rapidly growing health and wellness sector, prevention is better than cure.

In the same health-and-wellness context, both an amelioration and/or deterioration of any conflict can be measured instantaneously in terms of the impact on visitor arrivals, expenditure losses, hotel occupancies, empty seats in the transportation sector, jobs and income.

If the general conclusions of this paper can be followed by a more comprehensive study on the total volume of such losses across the region and over a longer period of time, along with the benefits that can accrue when peace prevails, the impact will be more clearly identifiable.

This is an important year for the Asia Pacific region, ASEAN and South Asia. At a global level, the 17-point UN Sustainable Development Goals are designed to become the over-arching targets of human progress. At a regional level, the ASEAN countries will be pursuing a new agenda of integration.

As populations increase the challenge is to find jobs for the emerging legions of young people while taking care of the ageing populations within the context of diminishing natural resources and environmental pressures.

Travel and tourism is well placed to be a sustainable part of the solution. Indeed, it is the only industry that survives entirely on preserving culture, history, heritage and the environment - all of which are part and parcel of the UN SDGs.

While this paper has focussed entirely upon Asia it can be applied in equal measure to any country, region or sub-region globally. Mainstreaming the discourse is clearly the way forward.

About the author

Imtiaz Muqbil is one of the Asia Pacific region's longest-serving travel trade journalists. Winner of a PATA Travel Journalism Award in 2005 for coverage of the December 2004 tsunami disaster, Imtiaz Muqbil has done some outstanding work over a career dating back to 1980. Click here to see some of the ground-breaking reports and studies written and/or edited by Imtiaz Muqbil over the years: www.travel-impact-newswire.com/publications-reports-and-studies/

PATA

Pacific Asia Travel Association

www.PATA.org

Pacific Asia Travel Association
Head Office
28th Floor, Siam Tower
989 Rama I Road, Pathumwan
Bangkok 10330, Thailand
Tel: +66 (0)2 658-2000
Fax: +66 (0)2 658-2010
Email: membership@PATA.org

PATA China
Beijing, China
Tel: +86 (0)10 6500-1397
Fax: +86 (0)10 6500-1497
Email: china@PATA.org

PATA Pacific
Sydney, Australia
Tel: +61 (0)40 983-9225
Email: pacific@PATA.org

PATA Europe, West Asia, Africa
London, UK
Tel: +44 (0)7932 074-978
Email: europe@PATA.org

PATA_HQ

PATA_News

PATA PREMIER PARTNERS

AMADEUS   VISA

PATA PREMIER MEDIA PARTNER

BBC WORLD NEWS   BBC.com
LIVE THE STORY

PATA STRATEGIC PARTNERS

集成國際 TALENT BASKET   tripadvisor®

PATA PREFERRED PARTNERS

comSCORE®   EarthCheck   MyTravelResearch.com

Phocuswright   RedRobot   Routes
Powering great decisions.

STR GLOBAL   Travelindex

MEDIA PARTNER   PATA ALLIANCE PARTNER

TTG ASIA   GLOBAL SUSTAINABLE TOURISM COUNCIL
travel forever

PATA GOLD AWARDS SPONSOR

macau
澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

PATA BUILDS YOUR BUSINESS | NETWORK | PEOPLE | BRAND | INSIGHTS
Engaging since 1951