



CACCI Tourism Newsletter

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Message from the Chairman

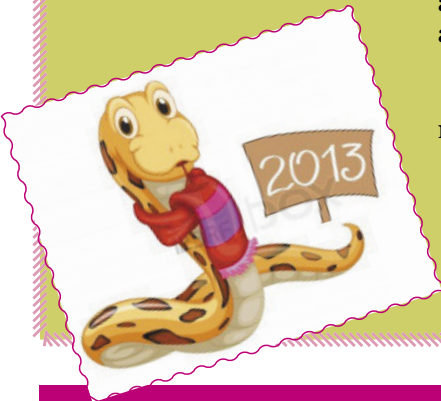
As Chairman of the Asian Council on Tourism, I am pleased to introduce to you the 9th Volume of the Newsletter of Asian Council on Tourism.

This issue not only highlights the trends in the Asia-Pacific region, but also includes the latest news of the region and interesting reports on tourism. In particular, we have prepared the Summary Report on the Breakout Session on Tourism during the 26th CACCI Conference in 2011 in Nepal. I hope that you will find the articles included in this Newsletter of great value, and look forward to your contribution to the Newsletter interesting informational and in the future. Interested parties may visit http://www.cacci.org.tw/pubx.php?study_id=25&type=Product And Service Council Newsletters for previous volumes.

I hope that future issues will continue to serve as an effective platform for an exchange of ideas and information not only among ACT members but also among the industry players in the Asia-Pacific region as a whole.

Taking this opportunity, I would like to wish all our friends in CACCI member countries a Merry Christmas and a prosperous 2013!

Anura Samarawickrema Lokuhetty
Chairman, Asian Council on Tourism



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Asian Council on Tourism Conducts A Successful Breakout Session in Nepal

Chaired by its Chairman Mr. Anura Lokuhetty, the Asian Council on Tourism (ACT) organized a productive breakout session from 11:15 AM to 1:15 PM on October 5, 2012, during the 26th CACCI Conference held in Kathmandu, Nepal.

Besides Mr. Lokuhetty, there were three other speakers, Mr. Prachanda Man Shrestha – Former CEO – Nepal Tourism Board, Mr. Aditya Baral – Director – Nepal Tourism Board, & Madhusudan acharya – 1st Vice President, Nepal Association of Tours and Travel Agents (NATTA).

The initial presentation was delivered by Mr. Lokuhetty with 24 slides, giving a synopsis of world tourism, Asia tourism and highlighting the potential for the future. The report also highlighted that despite the political and economic environment the world travel and tourism showed an increase of 4.3% in 2011 an increase of 43 Million in year 2011.

Taking China as an example, Mr. Lokuhetty demonstrated how the China has shown tremendous growth since opening of China for tourism in 1974 how they have become the no. 3rd in the world and toping the arrivals in Asia Pacific region. This was taken as a case study to highlight the growth potential in the regional countries particularly in South Asia. In addition, Mr. Lokuhetty



compared the compactness, authenticity and diversity which is in abundance in Asian countries can utilize its natural resources heritage and history to make tourism the biggest foreign exchange earner in the region.

A detailed SWOT analysis was done highlighting the initiatives that can be taken to improve the regional tourism as Asian continent being the largest continent in the world.

In summary, Mr. Lokuhetty pointed out that regional countries have the best potential considering their abundance of natural resources and natural hospitality of the people in the region will make the tourism the biggest foreign exchange earner for these countries in the region.

In the second presentation, Mr. Prachanda Man Shrestha highlighted the importance of regional tourism and the way the promotions should be done. He also emphasized the



importance of improving transport connectivity and infrastructure, as well as discussed about the regional tourism promotion and the investment policies and opportunities in Nepal.

The third presentation was prepared by Mr. Aditya Baral who showed the naturally Nepal campaign and tourism as the highest foreign exchange earner for Nepal comparing that in Nepal tourism as prominent as Hinduism or Buddhism. He also speaks of the social integration through tourism. As the former CEO of Nepal Tourism, Mr. Baral highlighted the government policy and the target of reaching 2 Million tourists by 2020.

Mr. Madhusudan Acharya, the fourth presenter of the session, highlights during his presentation Nepal's tourism product and the measures that must be taken to face the tourism trends in the world and in Asia. He further made reference to the importance of twin centers concept where two countries can promote a shared product, e.g. Sri Lanka for beaches and Nepal for Mountains and adventure.

After the presentations, there was a Question and Answer (Q&A) session which confirmed that the audience had appreciated the session. Due to time constraint, Mr. Lokuhetty needed to adjourn the session, but requested the CACCI Secretariat to help obtain the necessary contacts from the member hotels to plan ACT's future activities.





Asean Nations Working on Roadmap for Tourism in the Region

Asean countries are now working on a clear roadmap to achieve the tourism objectives of the Asean Economic Community in 2015. There will be a new 'Asean for Asean' campaign and special promotions, along with enhanced strategic cooperation with the growth markets of China, Korea, Japan, India and Australia.

A new website and digital promotional campaigns targeting the mass markets of China and India are part of the programme endorsed by the 10-country bloc's tourism ministers, Asean Secretary-General Dr Surin Pitsuwan said.

Asean will also work to attract niche markets such as experiential, creative, adventure, business, senior, and long-stay visitors. There will be special promotions for the cruise market as well to take advantage of the region's many island and port attractions.

"Our strategy is designed to help build global recognition of Southeast Asia as a competitive, world-class tourism destination," said Dr Surin.

"Our focus is on drawing visitors to the region and encouraging them to visit more than one country. As each has its own unique attractions, we will capitalise on the sophisticated marketing capacity and resources of our individual national tourism organisations to spread the word."

The Asean Tourism Strategic Plan 2011-15 is the foundation of the Asean Tourism Marketing Strategy (ATMS) 2012-15, adopted by tourism ministers in January 2012.

Asean destinations attracted 81.2 million visitors in 2011, an average increase of a million visitors each year for the last two decades. Three out of four visitors to Asean come from Asia; 46.5% from within Asean and 27.6% from other Asian markets.

Niche and mass-market promotions will go hand in hand, Sansern Ngaorungsi, who chairs the Asean Tourism Marketing Working Group and is also a deputy governor of the Tourism Authority of Thailand.

"While Asean's niche, tactical campaigns will target sectors such as adventure, experiential, business and long stay, and show the diversity of Asean, mass tourism demand for mainstream attractions is expected to keep growing and bring important economic benefits to Asean destinations," said Mr Sansern.

One niche sector, cruises, is being favoured because river and sea-cruise vessels usually visit more than one destination. To promote cruise ship activity in Asean, Singapore will stage the Cruise Shipping Asia Pacific 2012 forum on September 17.

Southeast Asian NTOs will also be emphasising the group's marketing plan at the Asean Tourism Forum in Vientiane from January 17-24 next year. More than 1,600 delegates will include some 150 Asean tourism ministers and officials, 800 Asean exhibitors, 400 international buyers, 150 international and local media members and 100 tourism trade visitors.

Source: Holiday Home Times, August 27, 2012 ■

Travellers Within Southeast Asia Want Child Safe Tourism Education

Tourists to and within the Southeast Asian countries of Cambodia, Lao PDR, Thailand and Vietnam want to be better educated about child safe tourism according to a report issued by Project Childhood – Prevention Pillar, an Australian Aid initiative implemented by World Vision.

The report "Child Safe Tourism: The Tourist Perspective" released today to coincide with the observance of World Responsible Tourism Day, presents the results of an online travellers' survey which asked recent visitors to Southeast Asia to share

their experiences of interactions with children and perceptions of child safe tourism.

Over half (57.1%) of more than 300 self-selected survey participants who represented 37 countries indicated that they had witnessed situations they perceived as involving the exploitation or abuse of children while travelling in the region. And, 84.8% of survey participants stated that they would like to know more about how to protect children and prevent exploitation while travelling.

Though many tourists are aware

Be a Child Safe Traveller.

of situations exploiting children in the destinations they visit, the survey results identify that most feel they don't know what steps to take that will make a difference in keeping children safe. Many tourists expressed a high level of concern for vulnerable children in their travel experiences and confirmed that whether a business had a child safe tourism policy would positively impact their consumer choices while on holiday.

Source: Pacific Asia Travel Association (PATA), November 19, 2012 ■

A Journey Though Middle-Earth Mapped Out in Latest Tourism Campaign

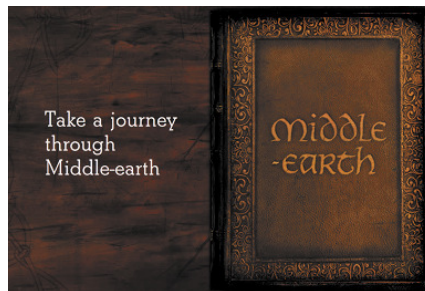
Tourism New Zealand today unveiled the latest evolution of its “100% Middle-earth, 100% Pure New Zealand” campaign.

It comes as the country is drawing ever nearer to the world premiere of the upcoming epic motion picture *The Hobbit: An Unexpected Journey*, a production of New Line Cinema and Metro-Goldwyn-Mayer Pictures (MGM), on November 28 in Wellington.

New creative and an interactive Middle-earth feature have been introduced to newzealand.com, Tourism New Zealand’s website for engaging with potential visitors.

Exclusive new illustrations have been created by three talented designers at Weta Workshop and will be used across Tourism New Zealand’s 100% Middle-earth, 100% Pure New Zealand campaign material.

The illustrations take scenes from



Tourism New Zealand’s television and cinema advertisement launched on August 23, and transform them into the world of Middle-earth.

Execution of the campaign shows the illustrations that feature the characters and cultures of Middle-earth, and transform them into real New Zealand scenes and experiences, to illustrate the reality of a New Zealand holiday.

The pages of newzealand.com also invite viewers to take a journey though the cinematic Middle-earth via a new feature that showcases key filming

regions, Middle-earth-themed holiday itineraries and exclusive content from Weta Workshop.

The new creative and content will appear across a range of marketing campaign executions including newzealand.com, online advertising and real-world displays – the most prominent of which is an installation at Airport International Airport due for completion on November 22.

The Hobbit: An Unexpected Journey and the second and third films of *The Hobbit* Trilogy are productions of New Line Cinema and Metro-Goldwyn-Mayer Pictures (MGM), with New Line managing production. Warner Bros. Pictures is handling worldwide theatrical distribution, with select international territories as well as all international television distribution being handled by MGM. *The Hobbit: An Unexpected Journey* will be released in New Zealand on December 12, 2012.

Source: Pacific Asia Travel Association (PATA), November 19, 2012 ■

DUBAI -- Dubai announced plans for a huge tourism and retail development including the largest shopping mall in the world, a fresh sign that the glitzy emirate has recovered its commercial ambitions after a crippling corporate debt crisis three years ago.

The development, on the outskirts of Dubai’s current downtown area, will include a park 30 percent bigger than Hyde Park in London, said Dubai’s ruler Sheikh Mohammed bin Rashid al-Maktoum, also prime minister of the United Arab Emirates.

A retail complex named the “Mall



Dubai Plans Massive Tourism and Retail Project

By Andrew Torchia, Reuters

of the World” will be able to host 80 million visitors a year and include over 100 hotel facilities, Sheikh Mohammed said in a statement on Saturday.

A family entertainment centre linked to the mall, developed with Hollywood’s Universal Studios, a unit of Comcast Corp., would be designed for 6 million visitors each year.

The development, named Mohammed Bin Rashid City, would also include a district of art galleries and an area where entrepreneurs could develop businesses.

Sheikh Mohammed did not say how much the development would cost or when it would be finished, but his description indicated investment would total many billions of dollars. It would be built by Dubai Holding,

a conglomerate owned by him, and Dubai’s leading real estate firm Emaar Properties.

“The current facilities available in Dubai need to be scaled up in line with the future ambitions for the city,” Sheikh Mohammed said, adding that Dubai aimed to become a business and cultural capital for 2 billion people in surrounding regions.

Such ambitions would have seemed ludicrous three years ago, when a crash of Dubai’s inflated real estate market triggered a corporate debt crisis that forced state-owned conglomerate Dubai World into a US\$25 billion debt restructuring. Some of Dubai Holding’s own units restructured their debt.

Property prices plunged over

Continued on page 5

Dubai Plans

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50 percent from their peaks and neighboring Abu Dhabi, which has most of the UAE's oil wealth, came to Dubai's rescue with a bailout worth over US\$10 billion.

But Dubai, home to the world's tallest building, an archipelago of man-made islands and an indoor ski slope in one of its shopping malls, has staged a dramatic recovery this year, partly because of a tourism boom.

Tourist arrivals grew 10 percent and hotel revenue 19 percent in the first half of 2012. Some state-linked companies have made progress working through their debt loads, while property prices have started to rebound in some areas.

Arab Spring uprisings in the Middle East, including Syria's civil war, appear to have helped Dubai, which has attracted funds seeking a politically and economically stable haven.

Several extravagant real estate projects, shelved during the debt crisis, have been revived in the last few months, including a US\$1 billion replica of India's Taj Mahal that would include a 300-room hotel, and a canal to the city's business district.

Passenger traffic at Dubai International Airport will exceed 50 million people this year and the airport is being expanded. Sheikh Mohammed said traffic would top 90 million in six years and Dubai's development should revolve around this prospect.

"Our development initiatives concerning infrastructure in all sectors should be aligned with this growth rate and we have the determination to reach our objectives and be the first in the region to achieve them," he said.

Sheikh Mohammed did not say how the latest development plan would be financed. Although yields on bonds issued by Dubai firms have plunged this year, showing a return of investor confidence, some bankers are concerned that Dubai is merely pushing many debt maturities into the future without selling assets and taking other

Kuala Lumpur Ranked Second-Best Shopping City in Asia Pacific

By Joseph Kaos Jr., *The Star/ANN*



PETALING JAYA, Malaysia -- Kuala Lumpur is the second-best shopping city in Asia Pacific, according to the latest Globe Shopper Index, cementing its position as a shopping paradise.

Twenty-five cities in the region were assessed under five categories: shops; culture and climate; hotels and transport; affordability; and convenience.

Kuala Lumpur achieved the second highest overall score of 65 out of 100.

Only Hong Kong scored higher 68.5 edging other cities for its safety, dependable city transport and variety of shops and brands. Shanghai was third with a 63.1 score with Beijing placed fourth at 60.7.

Singapore (60.2) and Bangkok (57.1) were ranked fifth and seventh respectively. The other big cities ranked

difficult steps to cut the debt load.

Standard Chartered said in a research note this month that while the recovery of key areas of its economy would help Dubai, its entities would face nearly US\$50 billion of liabilities maturing between 2014 and 2016, and there had been "little progress on the deleveraging front."

Source: Reuters, November 16, 2012 ■

included Sydney (58.4), Tokyo (56.4) and Seoul (54.8).

"Kuala Lumpur's specific strength is its ability to combine low prices with a good range of products in a large number of stores, including three of the world's 10 biggest shopping malls," the index report stated.

The report predicted that Kuala Lumpur had the potential to perform better in future indexes due to the government's efforts to promote retail tourism.

It also took note of the government's mammoth investments in developing Kuala Lumpur Convention Centre (KLCC) and Bukit Bintang as a "premier shopping precinct in Malaysia."

Bukit Bintang-KLCC Tourism Association chairman Joyce Yap welcomed the report, saying the government's decision to make shopping a focus in the Economic Transformation Plan was a key factor.

The Globe Shopper Index was created by the Economist Intelligence Unit, which is part of the Economist Group and founded as an in-house research unit for The Economist and commissioned by Switzerland-based shopping tourism company Global Blue.

Source: The Star, October 29, 2012 ■

Singapore Opens New Cruise Terminal, Eyes Asian Market

SINGAPORE -- Singapore has opened a new cruise terminal capable of berthing the world's biggest luxury liners, in a bid to boost the city-state's position as a regional travel hub.

The Marina Bay Cruise Centre Singapore was opened late Monday with company officials saying it will allow the island-state to tap the growing number of people in Asia taking leisure trips on luxury vessels.

Operated by a joint venture between Singapore Airport Terminal Services and Europe's Creuers del Port de Barcelona, the terminal can dock ships weighing up to 220,000 metric tons and measuring a maximum 360 meters (1,181 feet).



With deep waters, a large turning basin and the absence of any height restrictions, the terminal can accommodate the newest generation of ocean liners like the Royal Caribbean's oasis-class ships.

"The official opening of (the terminal) marks a significant development for both the cruise landscape in Singapore and the

ASEAN region," said Melvin Vu, chief executive of the joint venture that operates the SG\$500 million (US\$409 million) facility.

ASEAN is the Association of Southeast Asian Nations that groups Singapore with Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand and Vietnam.

Vu said the terminal would serve "to further anchor Singapore's position as an attractive homeport for cruise lines" because of its modern facilities and proximity to Changi Airport, itself a regional aviation hub.

Singapore welcomed 13.2 million international visitors last year, with tourism receipts coming in at SG\$22.3 billion.

Source: Agenc France-Presse (AFP), October 24, 2012 ■



Sri-Lanka Tourism Boom

Peace in Sri Lanka is translating by a higher number of foreign travellers. From January to October, total arrivals to the country are up by 16% with the one-million travellers' target likely to be reached.

COLOMBO- According to a report from the Sunday Observer, Sri Lanka largest English-written newspaper, the number of foreign tourists increased 16 percent to 774,151 during the first 10 months of this year compared to 667,569 last year. Just for October, tourist arrivals rose 15.5 percent compared to the corresponding month in 2011. The growth percentage in October however slowed down from September when a growth of 18.1 percent was recorded.

The number of arrivals last year was 855,975. Sri Lanka Tourism has set an ambitious target of attracting one million visitors by the end of this year. Tourism industry experts are optimistic that the country will reach this target

due to the steady growth on a monthly basis.

Experts however stress the need for an adequate number of hotel rooms and skilled workers to woo visitors.

Sri Lanka was recognised as one of the safest destinations to travel by a globally renowned magazine this year. Fifteen Lankan chefs also brought honour to the country by winning 14 Gold medals at the Culinary Olympics in Germany. "We should not be overconfident and complacent about our achievements. Hard work will bring more dividends for the tourism industry" a Sri Lanka Tourism official said to the Sunday Observer.

The Latin American and Caribbean market has been a key contributor

to the growth in tourist arrivals this year with numbers up by 66.2 percent during the first 10 months of this year. Eastern Europe and Africa were the other contributors to the growth last month, with a respective increase of 51.6 percent and 53.6 percent. Western Europe performed also extremely well, being up by 17 percent over 2011.

However, the weakening Indian rupee depressed tourist arrivals' numbers from. South Asia recorded only a moderate growth of 3.2 percent to 193,465. Visitors from the Middle East dropped 1.3 percent from January to October this year.

Source: Travel Daily News - Asia-Pacific, November 22, 2012 ■

Minister Touts Culture As Part of Taiwan's Soft Power

By Lin Shu-yuan

Taiwanese culture, as part of the country's soft power, is characterized by its diversity, tolerance and openness, Culture Minister Lung Ying-tai said in Washington D.C. Wednesday.

Taiwan is culturally influenced by China and modern civil society as well as the Netherlands and Japan, which occupied Taiwan during different periods of history, Lung said.

"Taiwanese culture is a blend of diverse maritime heritage and is therefore particularly tolerant and open," the minister said during a discussion on the issue at the National Press Club.

There is no need for Taiwan to "deliberately differentiate" its culture from that of China because they are naturally different from each other due to their different patterns of development, Lung said, noting that the culture of Taiwan has been evolving and growing over past centuries.



"Culture is not something hung on the wall. It is like a river, which is always changing," she said.

In a speech on a similar theme at George Washington University a day earlier, the minister said she sees no need for Taiwan Academy to compete with China's Confucius Institute.

Lung said she considers Confucius Institute to be an attempt by the Chinese to be reconnected with their own roots, after half a century of vilification of Confucian values.

According to Lung, there are no

places in the world that can be more Confucian than Taiwan, where the traditional philosophy of Confucius has become entwined with the modern concept of liberal democracy.

"Taiwan does have a unique, albeit modest, position to offer some contribution to the global community, namely, if it's been proven that a civil society can operate in total harmony with Confucianism," she said.

Also on Tuesday, Lung visited the Smithsonian Institution to discuss cooperation plans with the world's largest museum and research complex.

Lung was received by Richard Kurlin, under secretary for history, art and culture.

During the talks, Lung proposed sending Taiwanese students to the institution for training on artifact and paper restoration, which was readily accepted by Kurlin.

The two sides also explored the possibility of exchanging aboriginal artifacts, according to Lung.

Source: Central News Agency (CNA), August 29, 2012

Dispute Over Diaoyutais Set to Benefit Other Tour Destinations in Asia

By Wang Wen, China Daily/Asia News Network

BEIJING -- The tourism industries of other countries in the region are set to benefit from the arrival of more Chinese mainland travelers during the coming Golden Week holiday, after scores of agents cancelled planned travel groups to Japan.

Japan's move to "nationalize" the Diaoyutai Islands (known in Japan as Senkaku Islands) has sparked protests and a consumer boycott of Japanese goods and tourism all over mainland China during the past two weeks, and according to travel agents, tens of thousands of Chinese have cancelled travel plans to Japan.

Vacationers have been choosing South Korea and Southeast Asia as

well as Taiwan as alternative, similarly priced destinations.

"We forecast that about 80,000 mainland travelers will visit Taiwan during the eight-day holiday, which is four times as many as last year's four-day Golden Week," said Wu Chin-feng, deputy director of the Taiwan Strait Tourism Association's Beijing office.

South Korea expects a record 100,000 Chinese travelers during the holiday as they switch plans, Bloomberg reported on Monday, up from 70,000 during last year's Golden Week, according to figures provided by the Korea Tourism Organization.

"Chinese mainland residents, who have been withdrawing from

tourism groups to Japan since last week, might not have enough time to apply for a visa to other countries and regions," said a manager from China International Travel Service Ltd., who refused to be identified.

But if relations between China and Japan don't improve any time soon, she added that other regional tourist sites will certainly benefit.

The service, China's largest travel agency by market value, withdrew all group offers to Japan during the holiday, and more than 600 people in Beijing withdrew from the groups, the company said.

UTour International Travel Service Co. Ltd., also one of the country's main agencies working on outbound travel, said it had planned to send 10,000 Chinese visitors on trips to Japan during the period, but those have also been cancelled.

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Medical Tourism — A Boat To Be On

By Mizuho Aoki
Staff writer, Japan Times

So-called medical tourism is a growing market worldwide and high-tech Japan hopes to get a piece of the action.

Millions of people worldwide travel abroad seeking high quality or cheaper medical treatment. A 2008 report by McKinsey & Co. forecasts the global medical tourism market to amount to the equivalent of \$100 billion in 2012.

Asia in particular is seeing growth, especially in Thailand, Singapore and India.

In recent years the government has also started taking measures to expand the business, including a program started in January 2011 to issue entry visas for people coming to the country for medical treatment. The visas allow travelers entering Japan to receive medical care for up to a six-month stay, or double the period under a regular tourism visas.

Following are some questions and answers about medical tourism in Japan:

How many medical tourists does Japan expect?

No official statistics exist on how many overseas travelers are coming to Japan for medical treatment apart from the number of visas issued for that purpose.

According to the Foreign Ministry, 70 medical tourism visas were issued in 2011, including 31 issued to Chinese and 23 to Russians.

But experts say total arrivals are much greater. Many come on tourist or business visas and get health checkups.

A Japan Tourism Agency survey carried out on 12,066 foreign travelers to Japan in 2011 found 261 of the respondents, or 2 percent, said they received health checks or medical care in Japan during their stay.

“To be honest, we don’t know what the actual volume (of medical travelers) is. . . . In order to understand (Japan’s medical tourism) market, we need to know” such figures, Kazuyoshi Kiyose, a service and health care industry consultant at Nomura Research

Institute, told The Japan Times.

Do hospitals have to meet any criteria to take in foreign patients?

No, but the health ministry plans to introduce an accreditation system for medical facilities this summer, aiming to create a more foreigner-friendly medical environment.

Accreditation criteria are expected to include whether a hospital provides documents such as letters of consent in multiple languages, and if it offers multilingual consultations, an official at the health ministry said.

The detailed criteria will be finalized before summer, the official said.

What fields does Japanese medicine excel in?

Aya Miyai, a health care business section chief at the Ministry of Economy, Trade and Industry, said Japan has many skilled cancer specialists.

Heavy particle radiotherapy cases in Japan exceed those of other nations, she said.

But because medical care is a service business, it is difficult to accurately compare its level with other countries, Miyai said.

Kiyose of NRI said Japan is advanced in such cutting-edge medical technology as regenerative medicine, whereby damaged or diseased body tissues and organs are repaired or replaced.

What government measures have been taken to boost medical tourism?

Apart from establishing the new visas and the certification system, the government has created websites and issued pamphlets promoting the nation’s top-notch medical services.

METI established Medical Excellence Japan in 2010, a consortium that provides support for overseas patients to receive medical treatment in Japan and also to help expand Japanese medical technologies abroad. Last year, MEJ received over 1,200 inquiries and helped 60 overseas patients, mainly from China and Russia, to get treatment in Japan, according to Miyai of METI. Most received cancer treatment, she said.

Dispute Over

...Continued from page 7

China Comfort Travel Group Co. Ltd. started to cancel booked tour groups to Japan on Sept. 11, and then stopped selling packages to there from all of its 5,500 stores across the country

The agency said it had cancelled the travel plans of some 50,000 Chinese who had intended to celebrate the 40th anniversary of the normalization of Sino-Japanese relations in Japan.

Yao Yao, head of the agency’s marketing department, said that all tour groups planning to travel before Oct. 8, the last day of the Golden Week holiday, had been cancelled.

“Almost 400 residents in Beijing were involved,” Yao said.

It is still uncertain when the tour



groups could be organized again, and the effect on the agency’s business may last to the end of this year, he added.

Source: China Daily, September 27, 2012

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Medical Tourism

...Continued from page 8

The ministry held seminars in Ukraine and Georgia in fiscal 2011 to promote Japan's medical services, Miyai said.

"The thing is, not many overseas patients know that they can receive medical treatment in Japan. So we plan to wage greater promotional efforts this year," Miyai said.

Together with Tokyo University of Foreign Studies, METI held a one-year course at the university to nurture medical interpreters in 2011, and 41 people graduated, including 20 specializing in English, 10 in Russian and 11 in Chinese.

METI and the Japan Tourism Agency separately also conducted pilot acceptance programs in 2010, bringing in about 20 to 30 overseas travelers to Japan to undergo checkups or medical treatment at hospitals.

What about the private sector?

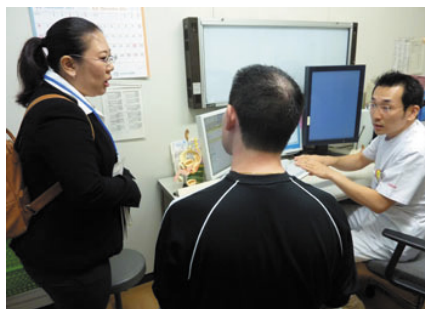
Travel agencies have already been promoting the nation's medical services in a bid to lure wealthy non-Japanese to boost the number of overall overseas travelers to Japan.

JTB Corp., the nation's largest travel agency, established the Japan Medical & Health Tourism Center in April 2010, specializing in medical tourism.

Tied up with over 10 medical facilities across the nation, including Toranomon Hospital in Tokyo and Kameda Medical Center in Chiba Prefecture, it offers health checks and programs targeting aging, consultations, and other support, including translations.

Packages it sold mainly ranged in price between several hundred thousand yen to over ¥1 million, according to a spokesman at JTB. But the number of customers was too small to keep statistics, he said.

"As of now, most of our customers



are relatively wealthy people and over half of them are from China," the spokesman said.

What's the potential downside?

The Japan Medical Association and other parties argue that medical tourism will further worsen the existing nationwide shortage in physicians that is particularly severe in rural areas.

Are there other moves afoot to globalize Japan's medical services?

Kiyose of NRI said METI recently began taking steps to expand Japanese medical services in other countries.

METI conducted pilot programs in fiscal 2011 under which a consortium made up of medical facilities and medical instrument makers sent Japanese doctors and medical equipment abroad, including to China and Russia.

The dispatched doctors diagnosed people at their local hospitals, collaborating with those institutions' doctors and nurses. If a diagnosed patient cannot be treated in their country of residence, then Japan can offer them treatment here, Kiyose said.

"There is a growing overseas need for Japanese medical services, hospitality and team medical care (using various specialists and equipment), especially in China and Russia," Kiyose said, adding Japan can promote its medical services by sending them abroad.

Other countries are also strengthening their medical tourism businesses.

A South Korean hospital earlier

About CACCI Asian Council on Tourism

CACCI held its first breakout session on Tourism during the 60th CACCI Council Meeting held on 18-19 May 2004 in Phnom Penh, Cambodia and formally organized a CACCI Asian Council on Tourism (ACT).

The current Chairman of ACT is Mr. Anura Samarawickrema Lokuhetty from Sri Lanka. He is concurrently Deputy Chairman and Chief Executive of Serene Pavilions, and Immediate Past President of Tourist Hotels Association of Sri Lanka, the apex body representing all hotels in Sri Lanka.

ACT is one of the PSCs under the CACCI umbrella. The PSCs have been formed with the primary aim of promoting greater business interaction among CACCI members who are in the same product or service line. There are currently twelve PSCs that are operating within the CACCI umbrella.

The PSCs meet at least once a year, usually in conjunction with the Annual CACCI Conference held in various member countries. Occasionally, officers and key members of the PSCs conduct teleconferences to discuss their activities for the year.

For more information on the PSCs, please visit the CACCI website at www.cacci.org.tw and go to the "Product and Service Councils" page.

built a branch in Central Asia and routinely sends its doctors there, Kiyose said.

"The direction Japan should pursue is medical exchanges, such as sending (doctors and equipment) overseas as well as bringing in overseas patients," Kiyose said.

Source: *The Japan Times*, June 5, 2012

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