



Revitalization Strategies of Tourism to Boost Local Economies

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- 1 CURRENT SITUATIONS BY COUNTRY
- 2 CHALLENGES & SOLUTIONS
- 3 INFLUENCE ON LOCAL ECONOMIES
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OBJECTIVE

Activation
of Tourism



Boosting the
Local
Economies

CHINA

CURRENT SITUATION

TOURISM POTENTIALS



- Various mountains
- Amazing history
- Many ethnic groups
- 50 Sites of world cultural heritage
- More than 500 scenic spots

PROBLEMS



- Lack of the infrastructure
- Inadequate protection
- Excessive commercialization

CHINA – CASE of CHAOHU LAKE

INTRODUCTION



Mountains, Rivers, Beautiful artificial
landscapes

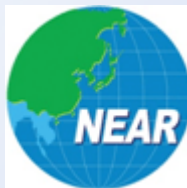


CHINA – CASE of CHAOHU LAKE

INTRODUCTION



Mountains, Rivers, Beautiful humanities
landscapes



CHINA – CASE of CHAOHU LAKE

INTRODUCTION



Mountains, Rivers, Beautiful artificial landscapes

CHINA – CASE of CHAOHU LAKE

CONTRIBUTION TO THE LOCAL ECONOMY



CHINA – CASE of CHAOHU LAKE

MEASURES OF THE GOVERNMENT

Capital city of Anhui Prov.



- Transport by inland r
- ✓ Diversify the means of transp
- ✓ A new way of tourism activit
- ✓ Port trade



CHINA – CASE OF CHAOSHILAKE MEASURES OF THE

■ Integrate

- ✓ Financial
- ✓ Technical

■ Recover

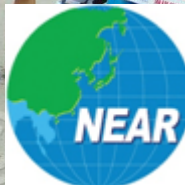
- ✓ Living creature
- ✓ New water co

■ Make a cultural brand

✓ One lake Three springs



of Anhui Prov.



CHINA – CASE of CHAOHU LAKE

MEASURES OF THE GOVERNMENT

- Integrate the Chaohu City with the Capital city of Anhui Prov.
 - ✓ Financial
 - ✓ Technical

- Recover its original eco-system
 - ✓ Living creatures
 - ✓ New water courses

- Make a cultural brand
 - ✓ One lake, Three springs
 - ✓ Annual international marathon race

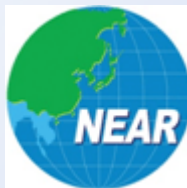
- Fishery industry and fishery culture

- Transport by inland river
 - ✓ Diversify the means of transportation
 - ✓ A new way of tourism activity
 - ✓ Port trade



1. More Support in Fishery industry and Fishery culture
 2. More Support in inland water transportation
 3. Establish a Tourism free zone
-

CONCLUSIONS



SOUTH KOREA

CURRENT SITUATION

TOURISM POTENTIALS



- Exotic Jeju Islands
- High quality Cosmetics
- K-Pop & K-drama

PROBLEMS



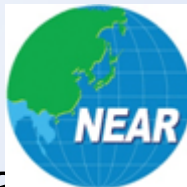
- Highly dependence on Asian visitors
- Lack of tourism contents except for the shopping



KOREA – CASE of BUSAN INTERNATIONAL INTRODUCTION FIREWORKS



- Held annually in Gwangalli Beach, Busan, South Korea
- One of the Most Significant Fireworks festivals in Asia
- Tens of thousands of Fireworks and State-of-the-art



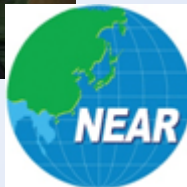
KOREA – CASE of BUSAN INTERNATIONAL CONTRIBUTION TO THE LOCAL ECONOMY FIREWORKS



KOREA – CASE of BUSAN INTERNATIONAL OBSTACLES FIREWORKS



d



4 POINTS OF VIEW

TOURIST, GOVERNMENT, NATIVE, TOURISM
INDUSTRY

1. Environmental
Pollution
2. Traffic jam
3. Excessive
price



RUSSIA

CURRENT SITUATION

TOURISM POTENTIALS



- Abundant recreational resources
- Historical heritage
- Eco tourism
- Rich cultural diversity

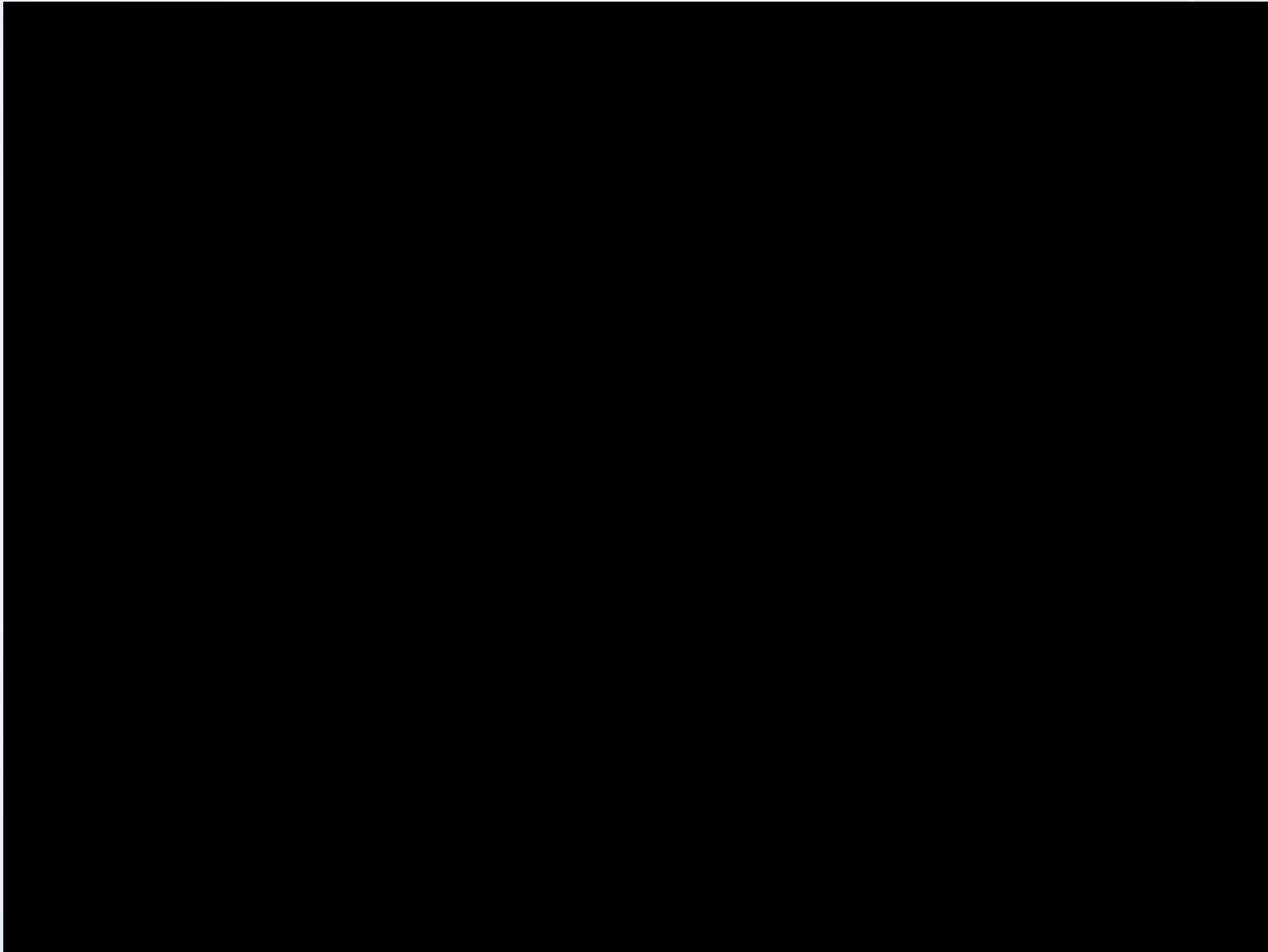
PROBLEMS



- Transport and touring infrastructure
- Accommodation facilities
- Qualified specialists

RUSSIA – CASE of EVENT TOURISM

INTRODUCTION



RUSSIA – CASE of EVENT TOURISM

MEASURES OF THE GOVERNMENT

- ◆ Event management
- ◆ Attract sponsors
- ◆ Financial support
(Accommodation expenses, Travel costs)
- ◆ PR–Company



Obstacles

- ✓ Undeveloped transport Infrastructure (traffic jams)
- ✓ Accommodation
- ✓ Problem of recognition
- ✓ Low-level of development of related industries (restaurants, shops, souvenirs etc.)

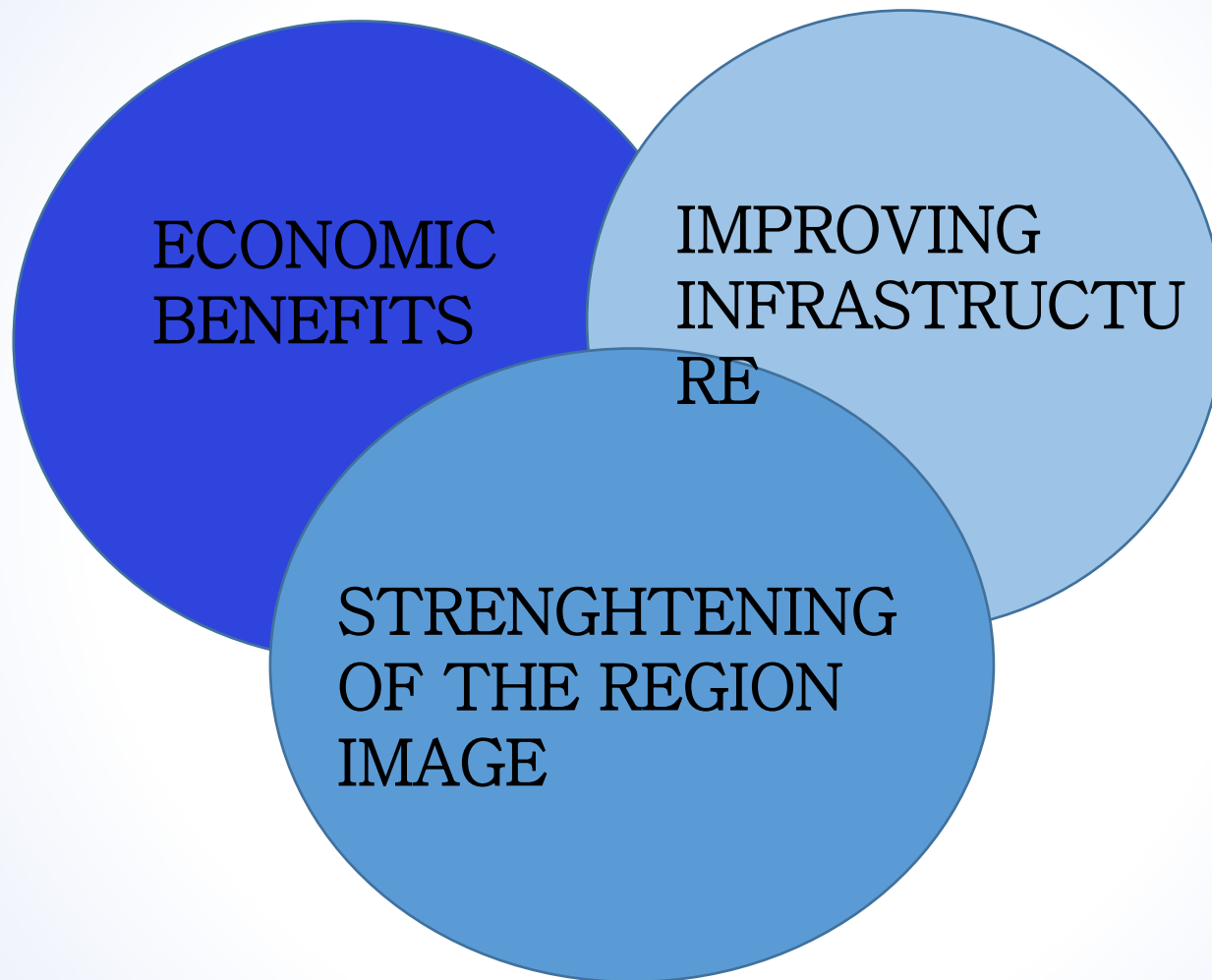
Solutions

- Build a new parking place near the place of event
- Provide better traffic regulation
- Strengthen the cooperation between government and private sector
- Provide favorable rent terms of market place sector
- Arrange better promotion of the event (mass media, related events etc.)
- Encourage local producers to manufacture event-oriented products



RUSSIA – CASE of EVENT TOURISM

CONTRIBUTION TO THE LOCAL ECONOMY



ADVANTAGES OF EVENTS



MONGOLIA

CURRENT SITUATION

TOURISM POTENTIALS

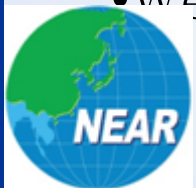


- Natural Tourism Resources
- Unique History
- Culture
- Weather

PROBLEMS



- Lack of Infrastructure
- Long winter periods
- Pollution
- Lack of regulations



MONGOLIA – The Golden Eagle Festival

INTRODUCTION



❖ The Golden Eagle Festival in Bayan-Ulgii, Mongolia's western most province (aimag)



MONGOLIA – The Golden Eagle Festival

INTRODUCTION



❖ The Golden Eagle Festival in Bayan-Ulgii, Mongolia's western most province (aimag)



MONGOLIA – The Golden Eagle Festival

MEASURES OF THE GOVERNMENT



The Awards

- Best Turned Out Eagle and Owner
- Best Eagle at Hunting Prey
- Best Eagle at Locating Its Owner from a Distance



MONGOLIA – The Golden Eagle Festival

MEASURES OF THE GOVERNMENT



The Awards

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MONGOLIA – The Golden Eagle MEASURES OF THE GOVERNMENT Festival



The Awards

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MONGOLIA – The Golden Eagle

MEASURES OF THE GOVERNMENT Festival

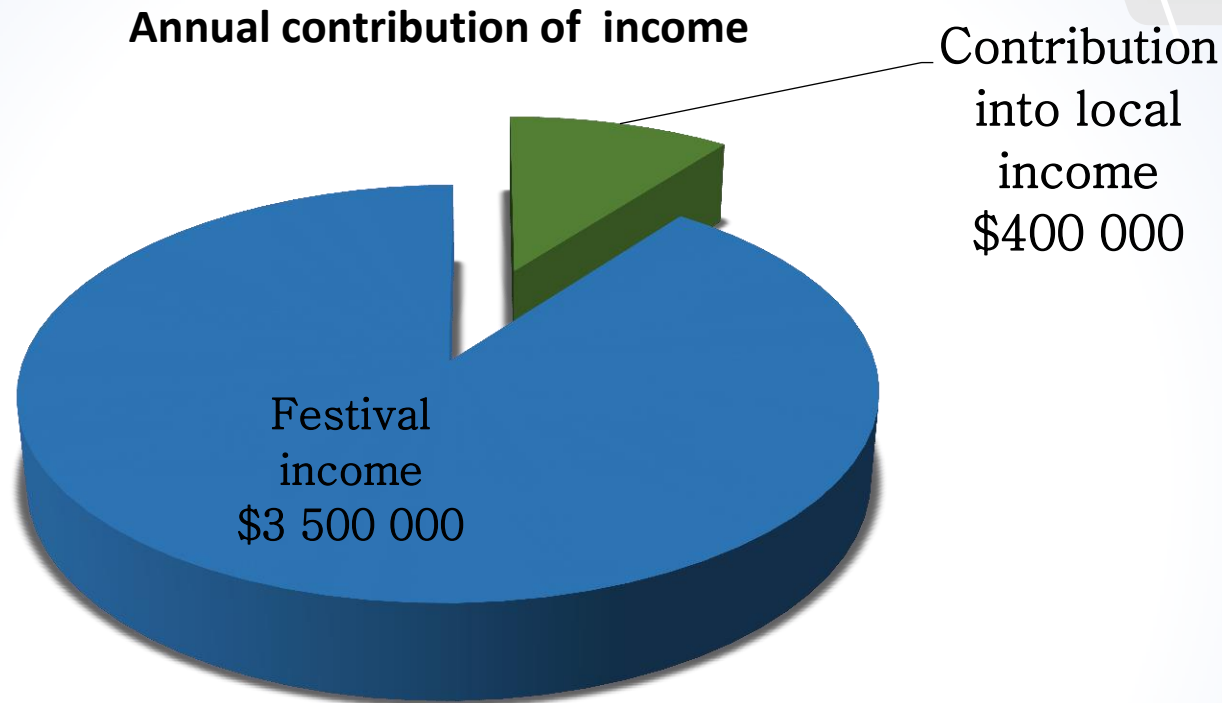


The Awards

- Best Turned Out Eagle and Owner
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MONGOLIA – The Golden Eagle Festival

CONTRIBUTION TO THE LOCAL ECONOMY



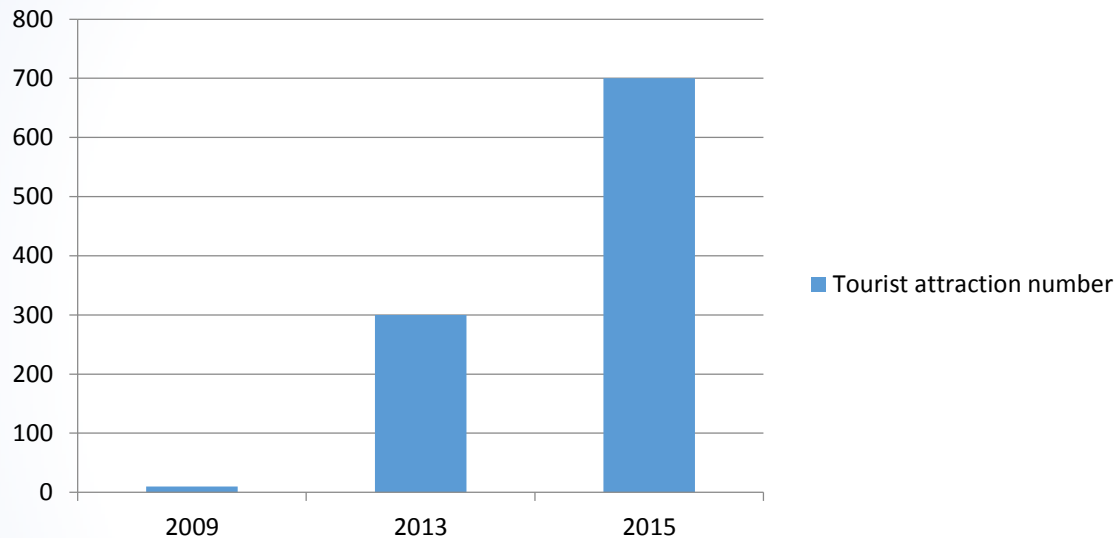
- Bayan-Ulgii governor's office
- Mongolian Eagle Hunters' Association
- Tour operators



MONGOLIA – The Golden Eagle Festival

CONTRIBUTION TO THE LOCAL ECONOMY

Tourist attraction number



➤ In 2009 only 10 foreigners visited this festival

and but then in 2015 more than 700 foreigners, local 2000 people visited to the eagle festival



Obstacles

- ✓ National transport network
- ✓ hard to navigate during the long, dark winters when snow and ice pile up rapidly on remote roads.
- ✓ Capacity to handle large groups of tourists
- ✓ Lack of sustained, long-term employment opportunities
- ✓ Drop in the number of flights to and from Bayan-Ulgii during the winter months



MONGOLIA – The Golden Eagle

CONCLUSIONS

Festival

- ✓ Upgrading and expanding the nation's road and rail networks
- ✓ Tourism regularity framework
- ✓ Small number of high value visitors
- ✓ Outdoor services tailored for the winter sport market

Otto Bell, Creative director at CNN



TOURISM STATISTICS

CURRENT SITUATION

Index (2015)	China	Korea	Mongolia	Russia
Contribution to GDP, % (per year)	10 %	5.8%	6.8%	1.5%
Tourists flow (per year)	4.12 billion	13.2 million	600, 000	55 million
Growth of tourism, % (per year)	9.9%	6.8%	6%	18%



THANK
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YOUR
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