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Editors

Development of Tourism and the Hospitality Industry in Southeast Asia

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Preface

International tourism is rising faster, and much faster, than the global economic growth. According to the World Bank, the global economy still flounders as the high-income countries suffer from withdrawal symptoms of the past legacies of financial excess. Global growth in 2014 was 2.6 % and 2013 was even lower. But against the tide, the international tourism is doing great. In 2014 international arrivals reached 1,138 million, which is 51 million more than 2013. According to UN World Tourism Organization (UNWTO Asia Pacific Newsletter 2015, Issue 38), global tourism grew at 4.7 % in 2014; but the Asia Pacific region grew by 5 %, and this region is expected to maintain that steady growth in the future.

The UNWTO estimates that the business volume of global tourism is at least equivalent to the trade volume of oil exports, food products, or automobiles. In fact tourism has become a significant commerce pathway for many developing countries. There is little wonder that much encouragement is given by international development to embed tourism as a tool for poverty alleviation.

There is a strong belief that in the next decade, the strongest growth of tourism will come from Asia and the Americas, around 4–5 % for both regions, as per a survey of over 300 tourism experts reported by the UNWTO. It is expected that substantial growth will be driven by Asian inbound destinations and outbound source markets with China leading the way. This has something to do with the rise of the middle class with sufficient spending power. The total number of outbound travelers from China is expected to have increased to 109 million in 2014.

The International Monetary Fund (IMF) stated that the world's gross domestic product grew 3.4 % for 2014 up from 3 % in 2013. China, India, and Southeast Asia were the key drivers of this growth.

A joint study by the Singapore Tourism Board, Visa, and Mc Kinsey & Co. revealed that over the next decade, the expenditure by Gen Y Asians, those born between the early 1980s and early 2000, on international travel is expected to increase to 340 billion dollars. Incidentally the population of Gen Y Asians accounts for about a quarter of Asia's total population.

This book is written for those who want to understand the travel patterns generated in Asia, by Asia, and of Asia. Each of the articles is well-researched and

succinctly articulated. It will refresh the minds of those who are steeped into the practice and research of international traveler. It will be a giant leap for those who are venturing into the subject of international tourism for the first time.

In the end we hope that the book will give credence and respectability to the study of hospitality, tourism, and travels and offer encouragement to each author whose paper is published herein.

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