

SOUTH ASIA TOURISM: A PANACEA FOR SUSTAINABLE REGIONAL DEVELOPMENT

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ABSTRACT

Tourism sector is become a vehicle for sustainable economic development. It has been contributing drastically to the Gross Domestic Product (GDP) of any country in an increasing order. Therefore, many economies have been accorded the tourism sector as an option for sustainable economic development in long run.

In recent past two decades, the fate of world economy has been replicated with several folds and roots. It has witnessed for many ups and downs and reforms. The globe, in 21st Century, is preparing and hunting for sustainable mantra on its every spurs. On the other hand, the role and participation of services sectors in every economy, advanced and emerging, paved crucial changes in the direction and perception of economic agenda. Moreover, the habitual process of globalisation also moulded the economic growth and development through its matured strategies.

The United Nations World Tourism Organisation (UNWTO) has rightly predicted that the tourism activities are potential driver to contribute inclusive and sustainable economic growth. It included in one among the ten sectors to drive the change towards a Green Economy and also in the Rio+20 Outcome Document as one of the sectors capable of making a significant contribution to the three dimensions of sustainable development such as close linkages to other sectors, creates decent jobs and generates ample trade opportunities.

The paper tried to compare the tourism prosperity for the achievement of SDGs and statistics have been collected from authentic sources to paramount dynamic role of tourism sector in economic development in the South Asia region, which has witnessed weaken in its progress and growth from its inception due to many reasons. It has been brought the norms of UNWTO on SDGs towards making strategies and action works.

Key Words: SDGs, South Asia, STD, TVC, UNWTO,

INTRODUCTION

In recent past two decades, the fate of world economy has been replicated with several folds and roots. It has witnessed for many ups and downs and reforms. The globe, in 21st Century, is preparing and hunting for sustainable mantra on its every spurs. On the other hand, the role and participation of services sectors in every economy, advanced and emerging, paved crucial changes in the direction and perception of economic agenda. Moreover, the habitual process of globalisation also moulded the economic growth and development through its matured strategies.

Today, many countries are accepted the root of interdependency and policy alignments through regional groupings or trade blocs or regional integrations. South Asia region has found in slow economic progress and weaken economic policies. However, the region has strengths in tourism activities are the panaceas for regional sustainable economic development. Henceforth, the promotion of tourism in South Asia region will pave the way for historic achievement of Sustainable Development Goals (SDGs) in the region. The EU-STD has rightly pointed that the dynamics of continued growth and increased diversification process in the tourism sector has turned into a key driver for worldwide nation's socio-economic progress. Therefore, tourism means jobs, poverty eradication, gender equality, and the protection and promotion of our natural and cultural heritage.

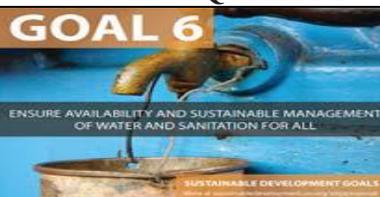
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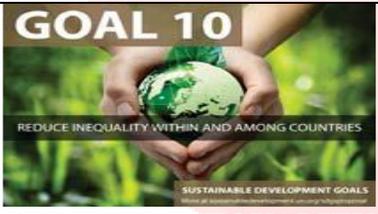
ABOUT SOUTH ASIA TOURISM

The South Asia region includes eight countries namely Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. It is only tourism that explore the age old civilization, prosperous cultural diversity, exclusive culinary delights, vast geographical attractions, fascinating heritage sites and above all the warm hospitality of people belonging to these countries.

The UNWTO pointed the tourism sector is the vehicle to carry and achieve the SDGs as:

Table-1: UN Accredited Sustainable Development Goals (Mantras)

 <p>GOAL 1 END POVERTY IN ALL ITS FORMS EVERYWHERE SUSTAINABLE DEVELOPMENT GOALS</p> <p>NO POVERTY</p>	<p>Being the largest and fastest growing economic sectors in the world, it has well-positioned to foster economic growth and development at all levels and provide a means of income through job creation. Hence, the Sustainable Tourism Development (STD) has its strong impact on national poverty reduction, promoting entrepreneurship and small businesses and empowering less favoured groups, particularly youth and women.</p>
 <p>GOAL 2 END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE SUSTAINABLE DEVELOPMENT GOALS</p> <p>ZERO HUNGER</p>	<p>Tourism activities spur the agricultural productivity by production and sale of local produce in tourist destinations and align its full integration in the Tourism Value Chain (TVC). It is resulting in rise of income of local communities and leads to a more resilient agriculture by enhancing the tourism experience.</p>
 <p>GOAL 3 ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES SUSTAINABLE DEVELOPMENT GOALS</p> <p>GOOD HEALTH AND WELL-BEING</p>	<p>It has a knock-on effect on health and well-being. It has been predicted that the forex earnings and tax income from tourism can be reinvested in health care and services, which aiming to improve maternal health, reduce child mortality and prevent diseases, among others.</p>
 <p>GOAL 4 ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL SUSTAINABLE DEVELOPMENT GOALS</p> <p>QUALITY EDUCATION</p>	<p>The tourism sector prospers on a well-trained and skillful workforce. Hence, it provides ample opportunities to invest on education and vocational training and thereby assist labour mobility through cross-border agreements on education qualifications, standards and certifications. Therefore, the youth, women, senior citizen, indigenous people benefited and the values of a culture of tolerance, peace and non-violence and other aspects of global exchange and citizenship.</p>
 <p>GOAL 5 ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS SUSTAINABLE DEVELOPMENT GOALS</p> <p>GENDER EQUALITY</p>	<p>Tourism can empower women in multiple ways, particularly through the provision of jobs and income-generating opportunities from tourism and hospitality related activities. It can be a tool for women to unlock their potential and help them to become fully engaged and lead in every aspect of society.</p>
 <p>GOAL 6 ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL SUSTAINABLE DEVELOPMENT GOALS</p> <p>CLEAN WATER AND SANITATION</p>	<p>Tourism plays a critical role in achieving water access and security along with hygiene and sanitation for all. The efficient use of water with appropriate safety measures, wastewater management, pollution control and technology efficiency become a key to safeguard the precious resources.</p>

 <p>AFFORDABLE AND CLEAN ENERGY</p>	<p>It requires substantial energy inputs and it accelerates the shift toward renewable energy and also increases its share in the global energy mix. It helps in the reduction of greenhouse gas emissions, mitigation of climate changes and contribution to innovative and new energy solutions in urban, regional and remote areas by promoting sound and long-term investments in sustainable energy sources</p>
 <p>DECENT WORK AND ECONOMIC GROWTH</p>	<p>Tourism is one of the driving forces of global economic growth. By giving access to decent work opportunities in the tourism sector, society-particularly youth and women get benefit from the increased skills and professional development. The sector’s contribution in job creation is recognised to devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products by 2030.</p>
 <p>INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>Tourism development relies on good public and privately supplied infrastructure and an innovative environment. The sector is incentivized the national governments to upgrade their infrastructure and retrofit their industries, making them more sustainable, resource-efficient and clean, as a means to attract tourists and other sources of foreign investment. This should also facilitate further sustainable industrialization, necessary for economic growth, development and innovation.</p>
 <p>REDUCED INEQUALITY</p>	<p>It is a powerful tool for community development and reduces the inequalities if it engages local populations and all key stakeholders in its development. It also contributes to urban renewal and rural development and reduces regional imbalances by giving the opportunities to prosper. Tourism is also an effective means for developing countries to take part in the global economy.</p>
 <p>SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>Sustainable tourism has the potential to advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends. Greater investment in green infrastructure results in smarter and greener cities and that would be benefited by both residents as well as tourists.</p>
 <p>RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>It adopts sustainable consumption and production (SCP) practices which plays a significant role in accelerating the global shift towards sustainability. It is imperative to develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products. The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns aims at developing such SCP practices including resource efficient initiatives that result in</p>

<p>PRODUCTION</p>	<p>enhanced economic, social and environmental outcomes.</p>
 <p>GOAL 13 TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS* SUSTAINABLE DEVELOPMENT GOALS</p> <p>CLIMATE ACTION</p>	<p>Tourism contributes to and is affected by climate change. It is, therefore, in the sector’s own interest to play a leading role in the global response to climate change. By lowering energy consumption and shifting to renewable energy sources, especially in the transport and accommodation sector, tourism helps to tackle the most pressing challenge.</p>
 <p>GOAL 14 CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT SUSTAINABLE DEVELOPMENT GOALS</p> <p>LIFE BELOW WATER</p>	<p>Coastal and maritime tourism, tourism’s biggest segments, particularly for Small Island Developing States’ (SIDS), rely on healthy marine ecosystems. Tourism development must become a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, in line with Target to increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources including through sustainable management of fisheries, aquaculture and tourism.</p>
 <p>GOAL 15 PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS SUSTAINABLE DEVELOPMENT GOALS</p> <p>LIFE ON LAND</p>	<p>The main reasons for tourists visit are majestic landscapes, pristine forests, rich biodiversity and natural heritage sites. Sustainable tourism play a major role not only in conserving and preserving biodiversity but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna and its awareness-raising activities.</p>
 <p>GOAL 16 PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS SUSTAINABLE DEVELOPMENT GOALS</p> <p>PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>As tourism revolves around billions of encounters between people of diverse cultural backgrounds, it fosters multicultural and inter-faith tolerance and understanding by laying the foundation for more peaceful societies. The sustainable tourism benefits and engages local communities by providing a source of livelihood, strengthen cultural identities and spur entrepreneurial activities and thereby helping to prevent violence and conflict to take root and consolidate peace in post-conflict societies.</p>
 <p>GOAL 17 STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT SUSTAINABLE DEVELOPMENT GOALS</p> <p>PARTNERSHIPS FOR THE GOALS</p>	<p>Due to its cross-sectoral nature tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders-international, national, regional and local-to work together to achieve the SDGs and other common goals. Indeed, public/public cooperation and public/private partnerships are a necessary and core foundation for tourism development, as it is an increased awareness in the role of tourism in the delivery on the post-2015 development agenda.</p>

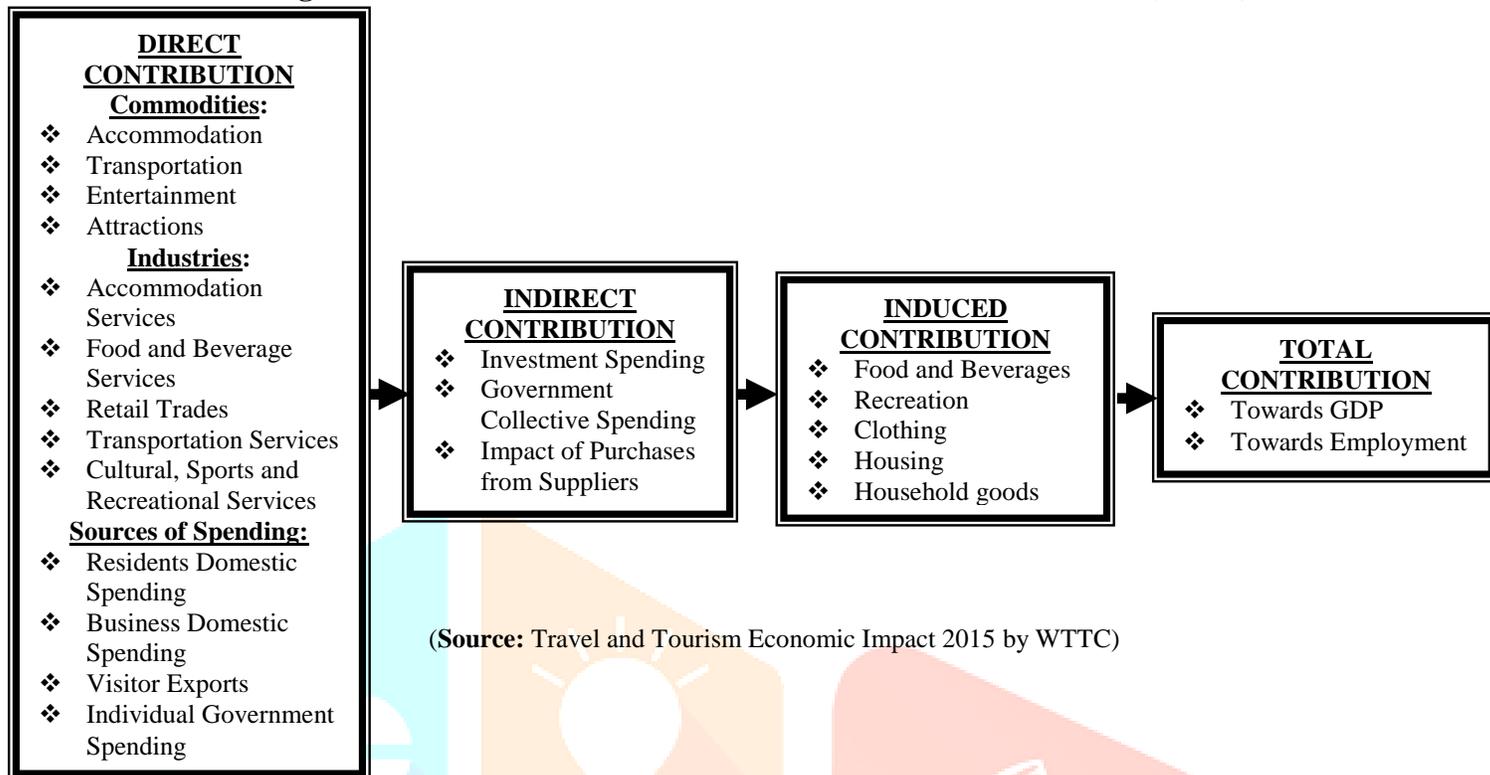
RESEARCH OBJECTIVE AND METHODOLOGY

The paper evaluates and brings nexus on the impact of tourism development on sustainable development goals (SDGs). Hence, the paper tried to compare the tourism prosperity for the achievement of SDGs and statistics have been collected from authentic sources to paramount dynamic role of tourism sector in any economic development particularly the South Asia region, which has witnessed weaken in its progress and growth from its inception due to many reasons. It has been brought the norms of UNWTO on SDGs towards making strategies and action works.

SOUTH ASIAN CO-OPERATION ON MDGs AND SDGs

The SAARC member states have endorsed towards adoption of SAARC Development Goals in the 13th SAARC Summit held in Dhaka in 2005. They are the tailored region-based goals in the parlance of the MDGs. Similarly, the SAARC member states are constantly assessing their goals and however, the discrepancies are found in the database, monitoring and reporting framework with individual national reporting systems of some countries. The South Asia Consultation on the Post-2015 Development Agenda organized in 2014 and recommends that the SAARC builds on its work on the SAARC Development Goals and develops new post-2015 goals to implement and align with the post-2015 development agenda.

During the 18th SAARC Summit held in Kathmandu in 2014, the SAARC states Leaders recognized the Post-2015 Development Agenda to complement national and regional efforts on UN's sustainable development and directed to initiate an inter-governmental process to appropriately contextualize the SDGs at the regional level. In the 4th meeting of the SAARC Ministers on Poverty Alleviation held in Bhutan in 2015 decided to revise the SAARC Development Goals by aligning them to the UN-SDGs. Therefore, it becomes mandatory for the SAARC to foster complete co-ordination and co-operation to implement the 2030 Agenda and is beneficial for member countries in the sub-region to share development experiences through addressing different development challenges such as achieving universal health coverage.

Figure-1: Economic Contribution Model of Travel and Tourism (T & T)**Table-2: The Economic Contribution of Travel & Tourism**

		2009	2010	2011	2012	2013	2014	2025F
		In % of Growth						
1	Visitor exports	-2.0	10.2	12.2	7.4	7.3	9.0	6.1
2	Domestic expenditure including individual government spending	1.9	5.2	6.5	6.2	5.1	7.1	6.9
3	Internal tourism consumption (1+2)	1.2	6.1	7.6	6.4	5.6	7.5	6.7
4	Purchases by tourism providers including imported goods (supply chain)	0.8	6.2	8.1	6.7	5.4	7.2	6.7
5	Direct contribution of T & T to GDP (3+4)	1.7	5.9	6.9	6.0	5.8	7.8	6.7
Other Final Impacts (Indirect and Induced)								
6	Domestic supply chain	1.8	6.4	7.2	6.7	5.6	7.6	7.0
7	Capital investment	-28.6	6.6	7.2	6.5	2.9	3.7	6.6
8	Government collective spending	13.7	4.0	4.3	8.4	6.7	8.1	6.1
9	Imported goods from indirect spending	-20.5	10.3	21.6	5.8	2.9	3.5	5.0
10	Induced	15.1	0.8	6.2	3.4	4.5	7.2	5.4
11	Total contribution of T & T to GDP (5+6+7+8+9+10)	-0.7	4.4	3.9	6.1	5.4	7.6	7.0
Employment Impacts ('000)								
12	Direct contribution of T & T to employment	-4.3	-3.0	1.5	0.4	1.5	2.7	2.1
13	Total contribution of T & T to employment	-4.2	-1.6	2.3	0.9	1.7	3.1	2.1
Other Indicators								
14	Expenditure on outbound travel	-9.9	3.8	20.1	-1.0	2.3	17.0	6.0

(Source: Travel and Tourism Economic Impact 2015 by WTTC)

Table-3: Progress Under the SDGs in South Asian Countries

	Afghanistan	Bangladesh	Bhutan	India	Maldives	Nepal	Pakistan	Sri Lanka	SAARC	ESCAP	World
SDG-1: NO POVERTY											
Population living in poverty at \$1.25 a day in 2005 PPP (% of population)	---	43.3	2.4	23.6	1.5	23.7	12.7	4.1	26	15.0	16.9
Population living in poverty at \$1.90 a day in 2011 PPP (% of population)	---	41.4	2.2	20.4	3.8	12.4	6.8	1.7	20.1	12.7	13.7
Population living below the national poverty line (% of population)	35.8	31.5	12.0	21.9	15.7	25.2	29.5	6.7	24.8	---	---
SDG-2: ZERO HUNGER											
Prevalence of undernourishment (%)	26.8	16.4	---	15.2	5.2	7.8	22	22	16.2	12.1	10.8
Prevalence of underweight (% of children under 5)	25	32.6	12.8	29.4	17.8	30.1	31.6	26.3	29.8	---	14.3
Agriculture orientation index for government expenditures	0.17	0.72	0.82	0.36	0.20	0.26	0.02	0.58	---	---	---
SDG-3: GOOD HEALTH AND WELL-BEING											
Maternal mortality ratio (Deaths per 100,000 live births)	396	176	148	174	68	258	178	30	181	117	216
Births attended by skilled health personnel (% of live births)	45.2	42.1	74.6	52.3	95.5	55.6	52.1	98.6	49.0		75.0
Under-five mortality rate (Deaths per 1,000 live births)	91.1	37.6	32.9	47.7	8.6	35.8	81.1	9.8	52.6	34.7	43.3
Infant mortality rate (Deaths per 1,000 live births)*	70.2	33.2	29.7	41.4	8.4	32.2	69.0	8.2	45.1	30.4	34.7
New HIV infections (all ages) Per 100,000 population	3.16	0.63	---	---	---	5.32	10.81	2.42	---	---	27.53
Tuberculosis incidence rate (Per 100,000 population)	189	227	164	167	41	158	270	65	183	147	134
Malaria incidence rate (Per 100,000 population)	194.0	6.4	2.5	85.1	---	5.2	148.7	0.0	84.3	57.5	1350.4
Road traffic deaths (Per 100,000 population)	15.5	13.6	15.1	16.6	3.5	17.0	14.2	17.4	16.1	17.2	17.4
Household air pollution attributable deaths (Number of deaths '000)	27.7	85.0	0.3	1250.3	0.03	22.8	120.0	19.3	1525.5	3488.9	4261.5
SDG-4: QUALITY EDUCATION											

Net enrolment rate in primary education (%)	---	90.0	85.6	92.3	96.1	96.9	73.0	97.2	89.5	95.0	89.3
Primary completion rate, total (% of relevant age group)	---	73.5	97.0	96.2	114.4	105.7	73.7	98.0	91.1	97.8	90.1
Secondary school enrolment (% net)	48.8	52.6	62.8	61.8	47.9	60.4	41.2	85.4	59.1	69.4	65.1
Gender parity index in tertiary	0.28	0.74	0.74	0.94	1.12	0.82	1.06	1.49	0.93		1.11
SDG-5: GENDER EQUALITY											
Percentage of Women aged 20 to 24 years who were first married or in union before ages 18	40.4	52.3	25.8	47.4	3.9	36.6	21	11.8	---	---	---
Seats held by women in national parliament (% of seats)	27.7	20	8.5	12	5.9	29.5	20.7	5.8	19.4	---	22.4
SDG-6: CLEAN WATER AND SANITATION											
Access to improved water sources (% of population)	55	87	100	94	99	92	91	96	92	94	91
Access to improved sanitation (% of population)	32	61	50	40	98	46	64	95	45	65	67
SDG-7: AFFORDABLE AND CLEAN ENERGY											
Access to electricity (SE4All) (% of population)	43	59.6	75.6	78.7	100.0	76.3	93.6	88.7	78.0	89.3	84.6
Total primary energy supply (TPES), Kg of oil equivalent per 1,000 dollars GDP (2005 USD)	---	364.2	---	528.9	---	885.5	556.6	244.4	518.4	379.7	231.8
SDG-8: DECENT WORK AND ECONOMIC GROWTH											
Annual growth rate of real GDP per capita	-1.71	4.78	4.97	5.98	6.62	4.11	3.22	6.86	5.58	2.80	1.30
Growth rate of GDP per employed person (% change per annum) (Data for Output per worker (constant 2011 PPP \$))	0.48	4.20	4.88	4.57	1.54	2.53	1.75	5.95	4.21	---	2.40
Youth unemployment rate, total (% of labour force aged 15-24)	19.9	11.6	9.2	9.7	27.9	5.1	10.7	20.2	10.2	11.8	13.1
Number of automated teller machines (ATMs) (Per 100000 adults)	0.8	9.2	22.2	18.1	31.0	8.9	7.3	17.1	15.8	47.0	51.4
Proportion of adults (15 years and	10.0	31.0	33.7	53.1		33.8	13.0	82.7	46.5	61.4	61.3

older) with an account at a bank (% of population aged 15 and above)											
SDG-9: INDUSTRY, INNOVATION AND INFRASTRUCTURE											
GDP by activity: Manufacturing (% of value added)	11.9	17.4	9.0	17.2	5.0	6.3	14.1	17.7	16.6	17.2	17.0
Carbon dioxide (CO ₂) emissions from fuel combustion (IEA) (Grams per 1 dollar GDP) (2005 USD)	---	640.5	---	1274.5	---	442.3	872.2	334.7	1167.4	982.8	571.6
Research and development expenditure as a proportion of GDP	---	---	---	0.8	---	0.3	0.3	0.2	0.8	---	2.2
Mobile cellular subscriptions (per 100 people)	61.6	83.4	87.1	78.8	206.7	96.7	66.9	112.8	78.4	95.6	98.6
SDG-10: REDUCED INEQUALITY											
Growth rates in per capita real survey mean consumption or income, bottom 40% (Percentage)	---	1.73	6.53	3.20	---	7.47	3.76	2.21	---	---	---
Growth rates in per capita real survey mean consumption or income, total population (Percentage)	---	1.37	6.47	3.70	---	4.08	2.69	1.66	---	---	---
SDG-11: SUSTAINABLE CITIES AND COMMUNITIES											
Urban slum population (% of urban population)	62.7	55.1	---	24.0	---	54.3	45.5	---	30.7	26.9	29.7
Annual mean concentration of PM ₁₀ in cities (Micrograms per m ³)	267.8	162.8	23.0	134.1	20.0	114.0	281.8	64.0	134.1	---	---
Annual mean concentration of PM _{2.5} in cities (Micrograms per m ³)	84.1	79.4	10.1	58.8	8.8	50.0	101.2	28.0	58.8	---	---
SDG-14: LIFE BELOW WATER											
Marine protected areas (% of territorial waters)	0	2.5	0	2.1	0.4	0	5.6	1.3	---	---	---
SDG-15: LIFE ON LAND											
Forest area (% of land area)	2.1	11.0	71.8	23.7	3.3	25.4	2.0	33.2	174	30.3	31.2
Red list index (Index)	0.8	0.8	0.8	0.7	0.9	0.8	0.9	0.6			
SDG-16: PEACE, JUSTICE AND STRONG INSTITUTIONS											
Intentional homicide (Per 100,000 population)	6.5	2.8	2.5	3.3	0.9	2.9	7.8	2.8	3.2	2.8	5.7

Birth registration, under 5 year old, total (% of children under 5)	37.4	30.5	99.9	83.6	92.5	42.3	33.6	97.2	71		72.1
SDG-17: PARTNERSHIPS FOR THE GOALS											
Tax revenue (% of GDP)	6.9			16.7	21.1	15.2	9.9	---	15.9	18.7	21.0
Proportion of domestic budget funded by domestic taxes (% of total government revenue)	29.0	---	42.6	82.1	---	77.2	69.1	88.5	---	---	---
Personal remittances received (% of GDP)	1.3	8.7	0.7	3.4	0.1	29.6	6.8	9.4	4.4	0.9	0.7
Debt service (% of exports of goods, services and income from abroad)	1.2	5.1	10.7	3.1	2.5	8.6	20.3	11.9	---	---	---
Fixed-broadband subscriptions (Per 100 population)	0.0	2.4	3.6	1.3	6.5	1.1	1.0	3.1	1.4	9.8	11.2
Exports of merchandise (Billion US dollars)	0.47	32.4	0.59	267.2	0.24	0.72	22.2	10.5	334.2	6316	16481
Exports of merchandise- (% change per annum)	-93.9	-23.4	---	-42.3	-88.0	-90.5	-53.2	-46.1	-43.4	-6.3	-13.2

(Source: UNESCAP Report on Achieving the SDGs in South Asia, October-2016)

Table-4: Fact Sheet of Travel and Tourism

	2014 (% of total)			2015 (Growth in % p.a.)			2015-2025 (% of total)			2015-2025 (Growth in % p.a.)		
	South Asia	Asia Pacific	World Wide	South Asia	Asia Pacific	World Wide	South Asia	Asia Pacific	World Wide	South Asia	Asia Pacific	World Wide
Direct contribution to GDP	2.4	3.0	3.1	6.5	5.1	3.7	2.6	3.2	3.3	6.7	4.9	3.9
Total contribution to GDP	6.8	9.2	9.8	6.9	5.5	3.7	7.5	10.1	10.5	7.0	5.0	3.8
Direct contribution to employment	4.7	3.7	3.6	1.9	1.8	2.0	4.9	4.0	3.9	2.1	2.0	2.0
Total contribution to employment	7.9	8.5	9.4	2.0	2.8	2.6	8.1	10.2	10.7	2.1	2.6	2.3
Visitor exports	4.8	5.2	5.7	3.9	3.0	2.8	4.6	5.2	5.6	6.1	4.7	4.2
Domestic spending	4.5	5.0	4.7	6.6	5.8	3.7	3.7	4.0	4.1	6.9	5.0	3.8
Leisure spending	2.0	2.2	2.3	5.9	4.7	3.3	2.1	2.5	2.5	6.8	5.2	4.1

Business spending	0.4	0.7	0.7	7.1	6.6	4.0	0.4	0.7	0.7	6.3	4.0	3.2
Capital investment	5.9	3.7	4.3	9.2	6.3	4.8	6.5	4.7	4.9	6.6	5.7	4.6

(Source: Travel and Tourism Economic Impact 2015: South Asia by WTTC)



CONCLUSION

It is open fact that the tourism sector is one of the fastest developing and major driver for economic progress. It has, today, recognised that major contributor in national income and country GDP. Hence, it is also the fact that contributes regional development through directly and indirectly meeting the SDGs. Therefore, the paper represented that the tourism is a socio-economic vehicle that carries many strategies, tools, skills and globalisation aspects to reach ultimate stakeholders in an easier way.

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