

Tourism and cultural exchanges in IORA Member States (Work in progress)

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Define tomorrow.

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Focus

Focus on tourism and cultural exchanges in
Indian Ocean Rim Association

Members of the Indian Ocean Rim Association

IORA MEMBERS	
<u>Australia</u>	<u>Mauritius</u>
<u>Bangladesh</u>	<u>Mozambique</u>
<u>Comoros</u>	<u>Oman</u>
<u>India</u>	<u>Singapore</u>
<u>Indonesia</u>	<u>South Africa</u>
<u>Seychelles</u>	<u>Sri Lanka</u>
<u>Somalia</u>	<u>Tanzania</u>
<u>Iran</u>	<u>Thailand</u>
<u>Kenya</u>	<u>United Arab Emirates</u>
<u>Madagascar</u>	<u>Yemen</u>
<u>Malaysia</u>	

IORA in the context of tourism and cultural exchanges (cont.)

Commonalities

- Some historical commonalities (slave trade, historical trade and migration patterns etc.)
- Membership of IORA and support for its strategic tourism and cultural exchanges policy
- Littoral states of Indian Ocean. Thus, common interest to protect Indian Ocean

IORA in the context of tourism and cultural exchanges

Diverse

- Histories
- Cultural and demographic composition
- Governments
- Tourism and cultural exchange policies
- Levels of economic development
- National interests

Conceptual clarification: Tourism & cultural exchanges

Tourism

- Movement of people away from their place of origin (home) for leisure, professional or cultural reasons after which they return to their place of origin (home)

Cultural exchanges

- Interaction of people from diverse cultural backgrounds to share unique cultures for leisure purposes (tourism) to educate (education) and inform (communication or diplomacy)

Global developments vis-à-vis tourism and cultural exchanges

- Driven by factors such as globalization and increased mobility of people
- Global increases in tourism numbers and revenue
- Vulnerability/challenges of/to tourists due to terrorism, fluctuations in exchanges rates and some governments' strict visa conditions (visa diplomacy)
- Increased in cultural exchanges due to globalization and liberalization of tourism markets

IORA developments vis-à-vis tourism and cultural exchanges

- Tourism and cultural exchanges two of IORA flagship projects
- Marine tourism one of Blue Economy priority sectors
- Also driven by factors such as globalization and increased mobility of people
- Awareness of economic potential/value and driver of regional integration of intra-regional tourism and cultural exchanges on agenda since 1997 Ministerial meeting

IORA developments vis-à-vis tourism and cultural exchanges (cont.)

- Low to average intra-regional tourism and cultural exchanges
- Requires more regional cooperation
- Vulnerability of IORA states due to terrorism, piracy, fluctuations in exchanges rates and some governments' strict visa conditions (visa diplomacy)
- IORA tourism policy to promote sustainable tourism and cultural exchanges

Governance of tourism and cultural exchanges

Three levels of governance

1. National level
2. Regional level (IORA, Indian Ocean Tourism Association)
3. International level (World Tourism Organisation (WTO))

Prevalence of intra-IORA tourism and cultural exchanges

- Relatively low
- Lacks cooperation
- More coherence, and education and training required
- Only Phase 1 of tourism feasibility study by Grant Thornton completed

Recommendations

- Formulation of IORA Tourism Strategy with realistic milestones
- Investment in development of intra-IORA tourism and cultural exchanges
- Stronger commitment by Member States to regional integration on political *and* practical level
- Improved role of and participation of partnerships between IORA and private sector
- Assigning tourism and cultural exchanges portfolios to Member States

Thank you

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