



# Crossing Borders - Regional Tourism Cooperation

**Experiences and Examples of regional  
tourism agendas, plans and strategies.**



# Contents

- Cross Border / Regional Tourism
- Examples of Regional Tourism Projects
- Opportunities and Challenges
- Regional Tourism in SADC



## Regional Integration

- **Regionalism:** Top-down approach - institutional strategies, multilateral agreements, state-led projects
- **Regionalization:** Bottom-up approach - driven by private sector

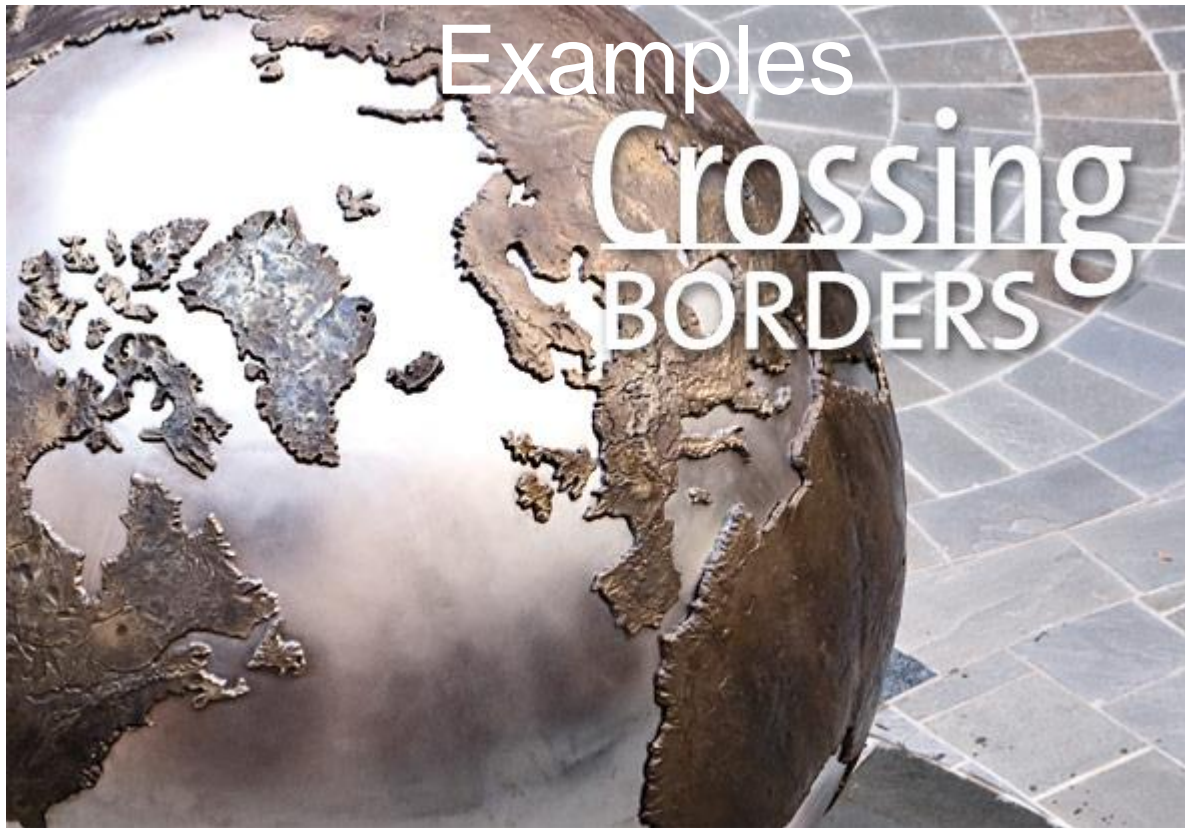
### Examples

- EU (open borders, transformation of border areas into tourist destinations, e.g. INTERREG-program)
- ASEAN (Asean Economic Community starts in 2015, joint tourism strategy)
- SADC, ECOWAS, EAC



## Regional / Cross Border Tourism

- Regionalization and tourism enjoy a mutually reinforcing relationship
- Easier border crossing → more intra-regional travel → more tourists → stay longer and spend more money
- Borders/Border areas:
  - From barriers to increased contact and cooperation, fusion of cultures, attractions in itself
  - Cross Border areas tend to be remote and undeveloped





# Germany, Switzerland, Austria



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# Sweden + Finland



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Perämerenkaari - Bottensfikaibögen





Bioregion that defines the Pacific Northwest of  
the United States and Canada,

CASCADIA

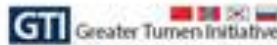
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# Intergovernmental cooperation among four countries: China, Mongolia, Republic of Korea and Russian Federation



## MULTI-DESTINATION TOURISM IN GREATER TUMEN REGION

Research Report  
2013





# South East Asia – Mekong Tourism

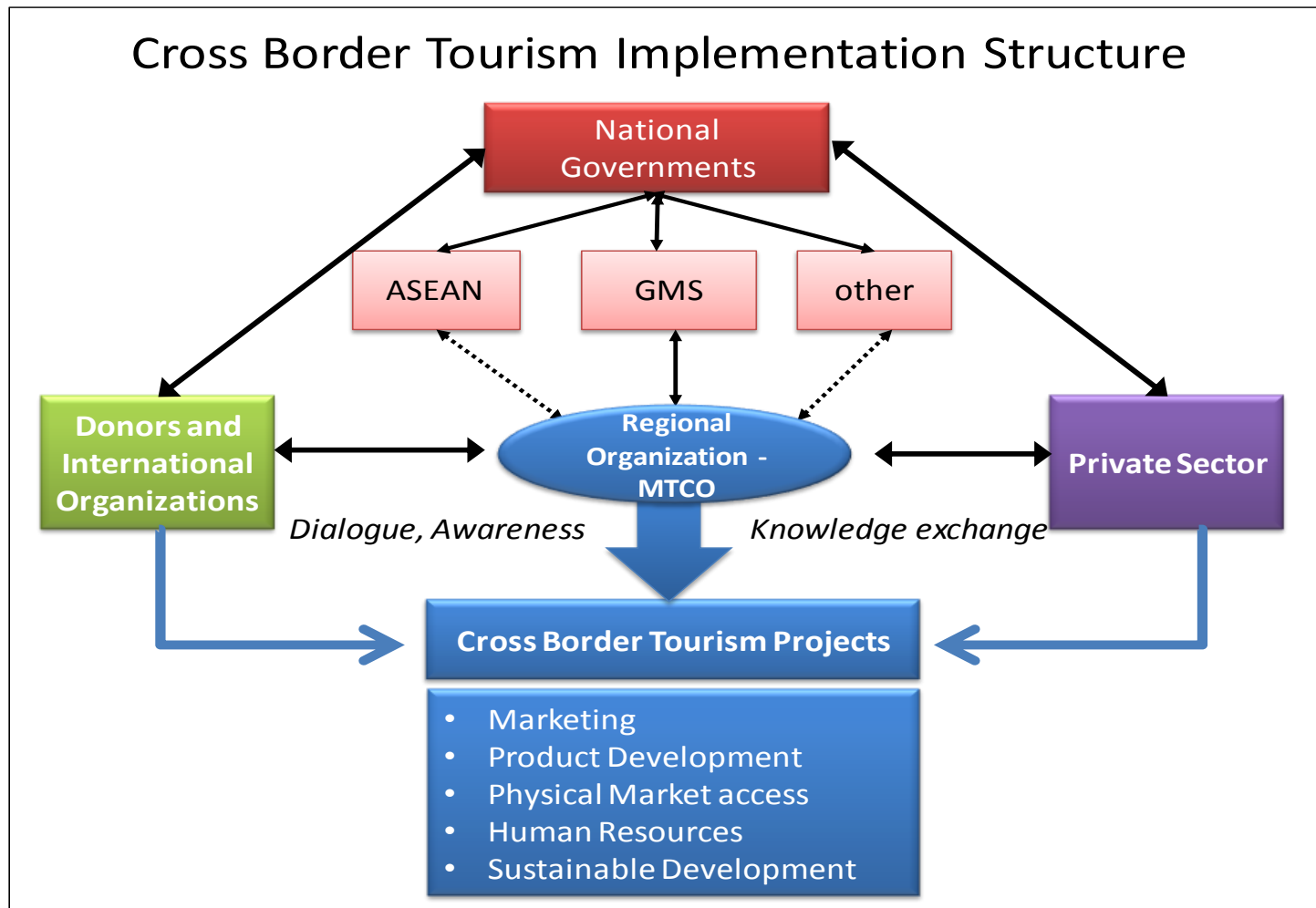
The map shows the Mekong river basin across several countries: Yunnan, China; Myanmar; Laos; Thailand; Cambodia; and Vietnam. Major cities like Kunming, Baoshan, Jinghong, Hanoi, Luang Prabang, Vientiane, Nong Khai, Udon, Mukdahan, Bangkok, and Angkor are marked. The Mekong river is highlighted in a dark grey color.

Logos overlaid on the map include:

- myanmar** (with tagline "LET THE JOURNEY BEGIN")
- amazing THAILAND**
- LAOS** (with tagline "Simply Beautiful")
- ASEAN** (Association of Southeast Asian Nations logo)
- Mekong Tourism** (with graphic of two green profiles facing each other)
- Southeast Asia feel the warmth** (with tagline "ASEAN")



# South East Asia – Mekong Tourism





# Opportunities from Regional / Cross Border Tourism Cooperation

1. Joint promotion and branding
  2. Innovative products through exchange and knowledge transfer
  3. Development of cross border attractions
  4. Sustainable Tourism development - joint efforts lead to more sustainability
- Increased arrivals and income from travel, more multi country tours, new experiences and offers in border destinations (tours, shopping, gambling)



## Challenges for Regional / Cross Border Tourism Cooperation

- Imbalance / Uneven development / Sovereignty
- Lack of economic linkages, high leakage, dominance of foreign investors
- Formalities crossing borders
- Lack of resources and expertise, in particular governments and local actors in peripheral areas
- Insufficient involvement of the private sector
- CBT difficult to measure – people cross borders for different reasons: trading, shopping, migration, refugee



## Recommendations for Regional / Cross Border Tourism Cooperation

- Bottom up / regionalization - focused projects in cross border areas
- Framework conditions
- Capacity Building
- Strengthen informal network building
- Jointly developing a destination image/brand
- Sustainability needs to be more integrated in all developments



## Tourism in SADC

- The tourism and travel-related services sector is an important area of economic activity for the SADC region:
  - USD 19.2 billion (2.9 percent of GDP) in 2013
  - About 2 million jobs
  - 23.8 million arrivals
    - 15.7 million from SADC countries
    - 1.3 other Africa
    - 6.8 international other



# Tourism in SADC

## Strengths

- Unique natural assets (Wildlife, Nature)
- High end, professional tourism offers
- Tourism is an important economic sector, labour intensive

## Weaknesses

- Reputation of unsafe, underdeveloped destinations (war, diseases, insecurity)
- Lack of professional services and products (only in the luxury segment)
- Accessibility, infrastructure, high prices
- Visa restrictions
- Limited regional cooperation





# Tourism in SADC

## Opportunities

- Large untapped potential
- Growing global demand; in particular from developing/middle income markets
- Changing requirements for travel (experimental traveling, sustainability, authenticity, etc.)

## Threats

- Unsustainable development and loss of assets (nature, wildlife, culture)
- Exclusive development, difficulty for new entrants
- Inability of local suppliers to meet international hospitality standards.



# Regional Integration and Tourism in SADC

- Foster regional integration agenda of SADC
    - SADC protocol of tourism states that tourism is a vehicle to achieve sustainable social and economic development
    - Protocols to ease market access (Protocol on Trade in Services) border crossings and movement of people (Protocol on the Facilitation of movement of persons)
    - Conservation of natural resources (Protocol on Wildlife Conservation Law Enforcement, Protocol on Forestry, Regional Biodiversity Strategy); support TFCA planning and development processes
- Policy framework exist



# Recommendations for more tourism cooperation in SADC

- Improve understanding and awareness of the tourism sector's contribution to economic development → put tourism higher on the agenda
- Accelerate the implementation of regional policies
- Identify priority areas for cooperation
- Develop jointly cross border tourism areas and multi-country trips → show the benefits



## Conclusion

Great opportunities for the economy and in particular the tourism sector to contribute to wealth, sustainability and better understanding and cooperation across borders.

But regional integration and cooperation amongst stakeholders and across borders is slow, long and complex.

