



 Research Article

SPECIFIC CHARACTERISTICS OF THE DEVELOPMENT OF INTERNATIONAL TOURISM IN THE COUNTRIES OF SOUTH-EAST ASIA

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ABSTRACT

The purpose of this article is to identify the unique characteristics of the development of international tourism in the countries of South-East Asia. In it, the issues of increasing the efficiency of the use of the region's tourism potential are examined, and the tasks and measures to be implemented are outlined.

KEYWORDS

tourist center, service industry, tourist infrastructure, foreign tourists, foreign exchange earnings, tourism export, tourism import, tourist services, tourism balance.

INTRODUCTION

Tourism is one of the world's primary economic activities and a significant source of revenue for many nations. Southeast Asia is a region whose rich history, vibrant culture, and breathtaking landscapes annually attract millions of travelers. Southeast Asia is renowned for its enduring

allure, ancient settlements, gorgeous beaches, pristine rainforests, delectable cuisine, and hospitable people. Bali, Bangkok, Ho Chi Minh City, Hanoi, Manila, Phuket, and Siem Reap are among the most prominent tourist destinations in the region. The World Tourism Organization

(UNWTO) reports that international tourist arrivals to Southeast Asia attained a record high of over 125 million in 2019, a 7 percent increase over 2018. According to this indicator, the region

accounts for 12 percent of global tourist arrivals and is the world's third greatest tourist hub after Europe and East Asia.

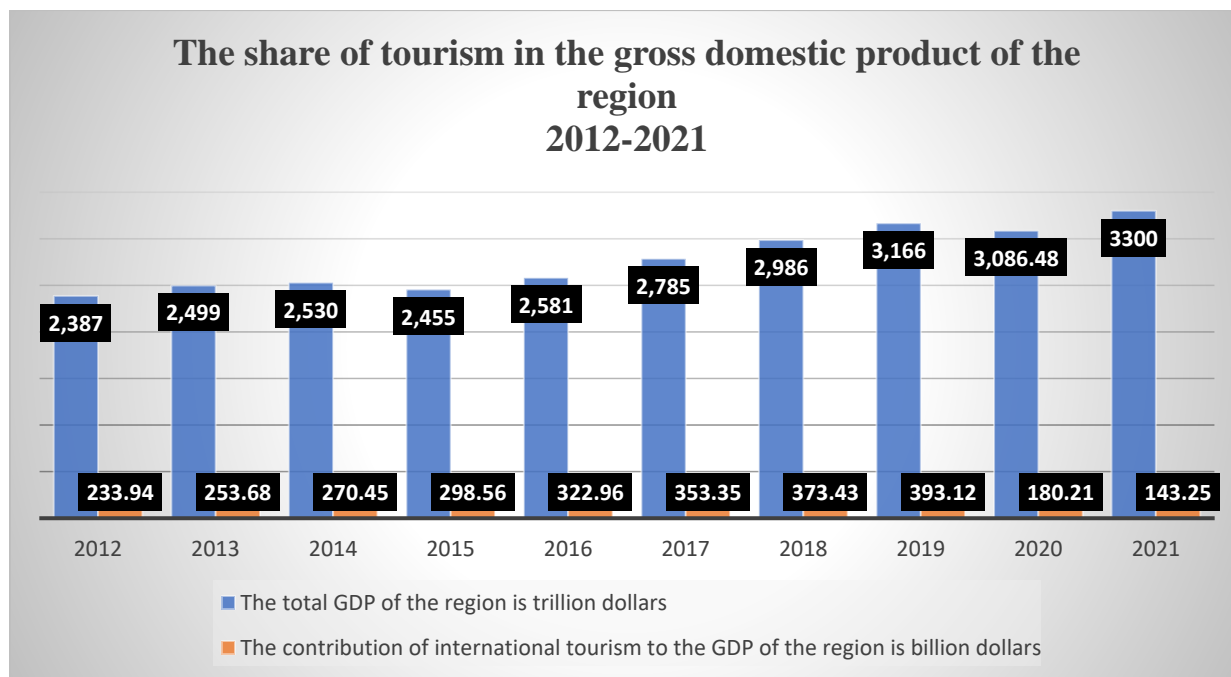


Source: ASEANStatsDataPortal (12.04.2023)

Figure 1: Visits of international tourists to Southeast Asia in 2010-2019 (million people)

As shown in the graphic above, the number of foreign tourists visiting the region has increased substantially over the past decade. In particular, this subregion received more than 73 million international visitors in 2010, and this number is expected to nearly double by 2019 to more than 143 million.

In turn, this contributes substantially to the region's economy. Specifically, new employment are being created in the service sector as a direct result of the region's production sector. We can also observe a significant increase in foreign currency receipts. Figure 2 illustrates how the enumerated factors contribute directly to the region's gross domestic product.



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Country	Income (USD million)	Expenditure (USD million)	Tourism balance (USD million)
Thailand	60521,1	14238,1	46283
Malaysia	19820	12381	7439

Vietnam	11830	6150	5680
Indonesia	16912,1	11321	5591,1
Cambodia	4772,8	910,5	3862,3
Myanmar	2477,1	185,5	2291,6
Laos PDR	934,7	1024	-89,3
Brunei Darussalam	216,6	612,7	-396,1
Philippines	9806	12038	-2232
Singapore	20051,8	26604,9	-6553,1

Manba: ASEAN stats (25.04.2023)

Thus, based on the tourism balance indicator, Southeast Asian nations can be categorized into three groups:

1. Thailand, Malaysia, Vietnam, and Indonesia have a high positive balance (above a tourism balance of 4,000): Thailand, Malaysia, and Indonesia. Due to its price competitiveness, Malaysia has a high positive balance. Despite the state's advanced level of development, it has recently gained prominence as a tourist destination. As a result, travelers can unwind in the country without spending a fortune, despite its proximity to Singapore. Thailand, Vietnam, and Indonesia are developing nations with prosperous tourism industries that attract millions of travelers annually.

2. Cambodia and Myanmar have an average positive balance (tourism balance from 1 to 3999). These nations are characterized by a low

level of economic development, but the tourism services sector is one of their top economic priorities, so their development indicators are dependent on this industry. Not only does the affordability of recreation attract millions of visitors of all types, but also the variety of cultural and natural sites.

3. Negative balance (tourism balance less than 0): Laos, Brunei Darussalam, the Philippines, and Singapore. Singapore and Brunei Darussalam are the two wealthiest ASEAN nations. As a result, these nations are regarded as the largest importers of tourist services in the region, as their citizens are able to continuously travel abroad. Singapore has more foreign visitors than Brunei Darussalam, however, due to its status as one of the world's largest transportation hubs with a significant number of daily transit flights. Brunei's low arrival rate is also a result of its

political climate and level of development. However, the country is developing economically and its citizens live under Sharia law, which imposes numerous restrictions on travelers and can have a significant impact on the number of visitors.

Even though the tourism sector is designated as a priority in Laos, it is necessary to emphasize the significance of increasing the country's level of development in order to increase the tourism sector's balance. Because it does not have access to one of the most important and alluring resources in the region - the sea - the state must improve its infrastructure, protect cultural and natural objects, and devise an effective advertising campaign. In this case, the Philippines have a very muddled outcome, as the country is both developed and underdeveloped, and is also dependent on international tourism. The company's balance sheet should therefore be positive. However, there is a trend of Filipinos migrating illegally to developed nations. Due to the fact that the entry into another country is on a tourist visa or for touristic purposes, these cases are included in the statistics, resulting in a negative balance.

In recent years, the tourism industry in Southeast Asia has also experienced significant growth, as a result of factors such as increasing incomes, increased travel opportunities, and an expanding middle class in emerging markets. Increasing demand for experiential and sustainable tourism, as well as adventure and cultural tourism, has altered the region's tourism type.

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