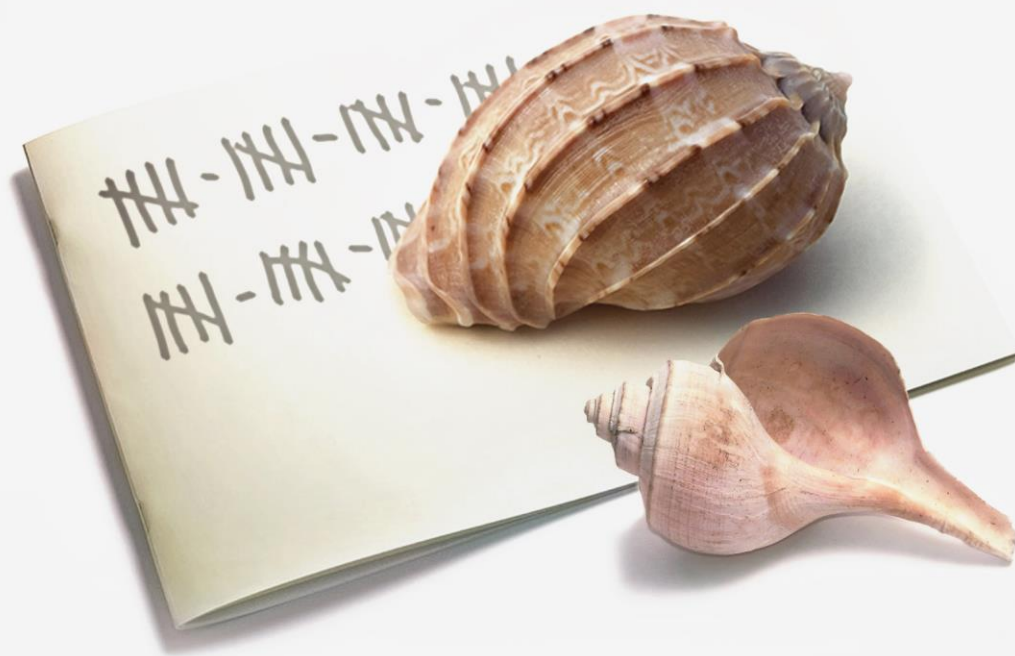


ASEM-Wide Youth Survey:

Views of the 22nd ASEF Summer University (ASEFSU22) Applicants on Sustainable Tourism



12 - 23 September 2018
Croatia & Slovenia

Organised by

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University of Ljubljana



ABOUT ASEM

The Asia-Europe Meeting (ASEM) is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. Presently it comprises 53 partners: 30 European and 21 Asian countries, the European Union and the ASEAN Secretariat. ASEM addresses Political, Economic, and Social, Cultural & Educational issues of common interest, in a spirit of mutual respect and equal partnership. For more information visit the [ASEM InfoBoard website](#).

ABOUT ASEFSU

The ASEF Summer University (ASEFSU) is a 2-week experiential learning journey and “Interdisciplinary Innovathon” for students and young professionals. Designed to foster cross cultural exchanges and networks among youth from [ASEM Partner countries](#), it offers opportunities for students and young professionals to broaden their horizons, deepen their knowledge on contemporary issues, and propose concrete solutions to societal challenges.

ASEFSU takes place on an annual basis, each year tackling a different theme of socio-political concern within Asia and Europe. ASEFSU makes a positive impact within ASEM societies as it offers tangible results and daring proposals to innovate and promote sustainable development.

ABOUT ASEFSU22

The 22nd ASEF Summer University (ASEFSU22) took place from 12 – 23 September 2018 in Croatia & Slovenia on the topic of Sustainable Tourism & Green Economies. [Read here the ASEFSU22 Concept Note](#) – a detailed introduction to the core themes of the project.

Both Croatia and Slovenia are key players within the field of sustainability as both countries have put significant efforts and achieved success related to greening their economies and societies. While Slovenia was ranked the 5th greenest country in the world in 2016 by Yale University’s [Environmental Performance Index](#), Croatia ranked respectively 15th the same year.

As many other countries in ASEM, both Croatia and Slovenia are also popular tourist destinations and the incomes generated from the high number of tourists visiting the countries contribute significantly to their respective economies. Overtourism, however, especially in countries where tourism is largely based on the beauty and accessibility of nature, puts not only the sustainability of the environment but also the quality of life of their citizens at risk. Planning and implementing strategies for sustainable tourism models are crucial and require the commitment of all stakeholders – government authorities, businesses, civil society organisations, the local population as well as tourists.

ASEM-WIDE YOUTH SURVEY

The Open Call for Participation was launched across Asia and Europe from 6 June to 3 July 2018. A total of 13,086 students, young professionals and entrepreneurs between the ages of 18 and 30 applied for the project.

As part of the Open Call, ASEF invited all applicants to join a survey to capture the views of ASEM youth on tourism and the environmental considerations associated with it. The survey results were analysed generally, as well as evaluated by comparing responses from Asia and Europe, male and female applicants,

This document highlights some survey results, in particular within those areas where significant differences in the responses were identified.

Disclaimer:

The survey results are meant to showcase general trends and might not necessarily follow strict empirical methodologies.

VIEWS ON TOURISM

07 How Often Do You Travel for Tourism Purposes?

Asian Survey Participants

Less than once a year	24.23%	
1-2 times per year	36.90%	
3-4 times per year	22.29%	
5-6 times per year	7.44%	
More than 6 times per year	9.13%	

European Survey Participants

Less than once a year	6.21%	
1-2 times per year	31.21%	
3-4 times per year	34.70%	
5-6 times per year	11.52%	
More than 6 times per year	16.36%	

The result of this particular survey question highlights the fact that Europeans travel significantly more often than their Asian counterparts: While 39% of Asian youth travel more than 2 times per year, for Europeans the figure is 63%. The likelihood of Europeans traveling more than 6 times per year is also about 50% higher compared to Asian youth.

Comparison of the responses among the participants from the 5 countries with the highest and the lowest GDP per capita across Asia and Europe

- The results from the Asian participants show that individuals in the 5 countries with the lowest GDP per capita travel less frequently than those from the 5 Asian countries with the highest GDP per capita.
- In Europe, the results are rather interesting as, against what could be expected, individuals in the 5 countries with the lowest GDP per capita seem to travel more frequently than individuals in the 5 countries with the highest GDP per capita.

Asian Survey Participants

Top 5 countries based on GDP per Capita²

Less than once a year	17.60%	
1-2 times per year	46.07%	
3-4 times per year	21.35%	
5-6 times per year	3.75%	
More than 6 times per year	11.61%	

Bottom 5 countries based on GDP per Capita³

Less than once a year	26.83%	
1-2 times per year	35.99%	
3-4 times per year	21.34%	
5-6 times per year	7.27%	
More than 6 times per year	8.57%	

European Survey Participants

Top 5 countries based on GDP per Capita⁴

Less than once a year	7.41%	
1-2 times per year	48.15%	
3-4 times per year	22.22%	
5-6 times per year	11.11%	
More than 6 times per year	11.11%	

Bottom 5 countries based on GDP per Capita⁵

Less than once a year	6.72%	
1-2 times per year	22.39%	
3-4 times per year	38.81%	
5-6 times per year	13.43%	
More than 6 times per year	18.66%	

² The 5 Asian countries with the highest GDP per capita are Singapore, Australia, New Zealand, Japan and Korea.

³ The 5 Asian countries with the lowest GDP per capita are India, Pakistan, Bangladesh, Cambodia and Myanmar.

⁴ The 5 European countries with the highest GDP per capita are Luxembourg, Switzerland, Norway, Ireland and Denmark.

⁵ The 5 European countries with the lowest GDP per capita are Hungary, Poland, Croatia, Romania and Bulgaria.

09 Which Mode of Transport Do You Use Most Often to Reach Your Holiday Destination?

Asian Survey Participants

European Survey Participants

Mode of Transport	Asian Survey Participants (%)	European Survey Participants (%)
Plane	33.44%	55.15%
Bus	19.89%	19.09%
Car	26.08%	12.12%
Train	15.00%	10.61%
Ferry	0.83%	0.76%
Others	4.75%	2.27%

It should be noted that a significant higher number of Asians (approximately 50% compared to Europeans) use car as their mode of transportation to reach their holiday destinations. Europeans on the other hand use significantly more often planes as their mode of transportation. This could potentially be explained by Europe’s very developed as well as affordable flight market, as well as with the fact that an overwhelming number of Asians travel within their own countries, where cars might be a more feasible and affordable option than flights.

10 Which Country in Asia Would You Be Most Interested in Visiting?

Asian Survey Participants

European Survey Participants

Country	Asian Survey Participants (%)	European Survey Participants (%)
Japan	30.27%	20.45%
New Zealand	9.45%	9.09%
Australia	8.72%	8.79%
Korea	8.56%	8.33%
Singapore	7.42%	6.06%
Others	35.58%	47.28%

Japan and New Zealand dominate the list of the countries Asian and European participants would be interested in visiting in the future. While Japan placed #1 among both Asian and Europeans (and with a significantly higher percentage than the countries placing after them – for Asians almost more than the rest of the top 5 combined, and for Europeans more than #2 and #3 combined), New Zealand placed #2 among Asians and #3 among Europeans.

11 Which Country in Europe Would You Be Most Interested in Visiting?

Asian Survey Participants

European Survey Participants

Country	Asian Survey Participants (%)	European Survey Participants (%)
United Kingdom	15.03%	20.45%
Germany	11.34%	9.09%
Croatia	9.95%	8.79%
Switzerland	9.74%	8.33%
France	8.97%	6.06%
Others	44.97%	47.28%

Is it interesting to point out that Croatia is the only European country that appears in the top 5 interest list of countries both Asian (#3 in the list) and European (#2 in the list) participants would wish to visit in the future. It can also be highlighted that Norway was the most popular destination among Europeans, highlighted by the fact that more than 1 in 5 Europeans participants listed it as the top destination they would like to visit in the future.

12 What Type of Tourism Do You Associate Croatia with?¹⁰

Asian Survey Participants

European Survey Participants

Tourism Type	Asian Survey Participants (%)	European Survey Participants (%)
Accessible tourism	18.40%	32.58%
Adventure tourism	53.49%	48.64%
Alternative tourism	8.10%	15.15%
Culinary tourism	21.32%	19.55%
Cultural tourism	70.79%	55.61%
Experiential tourism	21.89%	13.64%
LGBT tourism	2.25%	1.21%
Nautical tourism	14.54%	38.33%
Religious tourism	12.62%	6.52%
Rural tourism	12.59%	17.12%
Stag party tourism	2.20%	11.52%
Sustainable tourism	33.44%	22.88%
Urban tourism	18.30%	15.00%

Both Asians and Europeans associate Croatia foremost with Cultural tourism and Adventure Tourism. In addition, Asians associate Croatia with Sustainable Tourism and Culinary Tourism, while Europeans associated the country with Nautical Tourism and Accessible Tourism.

13 What Type of Tourism Do You Associate Slovenia with?¹¹

Asian Survey Participants

European Survey Participants

Tourism Type	Asian Survey Participants (%)	European Survey Participants (%)
Accessible tourism	19.24%	23.79%
Adventure tourism	51.53%	44.70%
Alternative tourism	12.04%	26.82%
Culinary tourism	20.98%	13.33%
Cultural tourism	61.81%	50.45%
Experiential tourism	23.86%	18.64%
LGBT tourism	2.24%	1.06%
Nautical tourism	9.28%	5.30%
Religious tourism	11.20%	5.61%
Rural tourism	17.50%	36.36%
Stag party tourism	2.58%	2.12%
Sustainable tourism	35.15%	32.73%
Urban tourism	19.65%	18.64%

Both Asians and Europeans associate also Slovenia with Cultural tourism and Adventure Tourism. In addition, Asians associate Slovenia with Sustainable Tourism and Experiential Tourism, while Europeans associated the country with Rural Tourism and Sustainable Tourism.

¹⁰ The total percentage does not add up to 100% as participants were given the option to select more than one option.

¹¹ *Ibid.*

14 How Often Do You Choose Your Tourism Destination Based on Your Impact on the Environment and its Peoples?

Asian Survey Participants

European Survey Participants

Never	7.37%			6.67%	Never
Only sometimes	32.02%			43.79%	Only sometimes
Most of the time	45.17%			44.24%	Most of the time
Always	15.44%			5.30%	Always

In general, Asian participants seem to be more likely to consider environmental factors when choosing their tourism destinations. While only 5.30% of Europeans mentioned to Always consider the impact of their travelling, over 15% of Asians (hence 300% higher than the Europeans) claimed to Always consider their impact when travelling. An almost equal number of Asians and Europeans (7.37% of Asians vs 6.67% of Europeans) admitted though to never consider the impact of their travelling when choosing tourism destinations.

15 How Often Do You Choose Your Mode of Transportation to Reach Your Tourism Destination Based on Your Impact on the Environment and its Peoples?

Asian Survey Participants

European Survey Participants

Never	14.54%			8.79%	Never
Only sometimes	35.60%			44.24%	Only sometimes
Most of the time	40.53%			41.06%	Most of the time
Always	9.32%			5.91%	Always

While Asian participants seem to again be more likely to consider environmental factors when choosing their mode of transportation to reach their tourism destination, a significant amount (almost 65% higher than European survey participants) also responded to never take the environment into consideration while choosing modes of transport. This highlights the current polarised status in Asia, which as a region has both the most and least people taking action based on their impact on the environment and people.

16 Which Asian Country Do You Think Has the Most Sustainable Forms of Tourism?

Asian Survey Participants

European Survey Participants

Japan	23.92%			21.21%	New Zealand
Indonesia	18.15%			20.91%	Japan
Singapore	15.55%			15.15%	Singapore
New Zealand	7.56%			8.64%	Australia
Thailand	7.36%			5.30%	Viet Nam
Others	27.46%			28.79%	Others

Japan, New Zealand and Singapore dominate the list of countries both Asians and Europeans believe have the most sustainable forms of tourism. It is also interesting to point out that these 3 countries are also among the countries in Asia with the highest GDP per capita. There seems to hence be a notion among survey participants that countries with higher GDP per capita tend to prioritise sustainable forms of tourism, this is especially the case among European participants who listed 4 of the 5 Asian countries with the highest GDP per capita in their list.

17 Which European Country Do You Think Has the Most Sustainable Forms of Tourism?

Asian Survey Participants

Slovenia	14.48%	
France	12.82%	
Switzerland	10.63%	
United Kingdom	10.44%	
Germany	8.21%	
Others	43.42%	

European Survey Participants

	15.00%	Slovenia
	11.06%	Norway
	8.64%	Sweden
	8.64%	Denmark
	8.48%	Netherlands
	48.18%	Others

Slovenia tops the list, both among Asians and Europeans, for the country with the most sustainable forms of tourism. This could be the result of the green branding of the country as well as the country's top placing in international, environmental rankings. It is interesting to note that both Asian and European participants list, besides Slovenia, only Western (mainly listed by Asians) and Nordic (mainly listed by Europeans) countries as the ones with the most sustainable forms of tourism in Europe.

18 What Should ASEM Partner Countries Focus on the Field of Tourism?

Educating tourists on their impact on the environment and peoples	76.23%	
Promoting sustainability of tourism destinations	69.33%	
Creating more inclusive and accessible tourism destinations	47.12%	
Developing alternative tourism programmes and destinations	41.68%	
Alleviating poverty among local populations	34.80%	
Increasing the number of intra-ASEM tourists	14.84%	
Increasing the number of tourists from non-ASEM regions	13.80%	
Other	3.48%	

(The total percentage does not add up to 100% as participants were given the option to select more than one option.)

19 Could You Consider Yourself Working in the Tourism Sector in the Future?

Asian Survey Participants

No	6.65%	
Yes	93.35%	

European Survey Participants

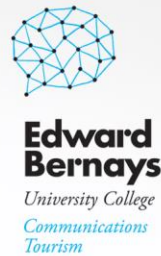
	8.03%	No
	91.97%	Yes

Despite only being marginal, there seems to be a higher percentage of Asians that expressed an interest in potentially working in the tourism industry in the future. Among those who expressed an interest in potentially working within the tourism sector in the future, a majority acknowledged the educational aspects of travelling, such as building new relationships and knowledge sharing, as motivating factors to develop a career in this sector. Some participants also expressed their desire to contribute to the development of the tourism sector in their own country. Generally, survey participants who responded they were not considering working within the tourism industry in the future cited their current profession being unrelated to tourism as their main reason for the response.

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HERMIT CRABS

Empty sea shells are a thing of natural beauty; more than souvenirs left behind by delicate creatures, these shells remind us of the ecosystem's sustainable design. For the hermit crab, reusing them is not only practical but also a lifestyle. Thus, the ASEFSU22 takes inspiration from this symbiosis in envisioning how the youth can transform the tourism industry by way of sustainable practices.