

**B**enchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia” follows the 2016 publication on “Sustainable Cruise Tourism Development Strategies – Tackling the Challenges in Itinerary Design in South-East Asia”. Both reports were prepared in cooperation with the Asia-Pacific Tourism Exchange Center (APTEC). This second publication aims to support data-driven collaboration by encouraging information exchanges related to sustainable cruise tourism in South-East Asia. The report presents a methodology for policymakers and stakeholders to evaluate the impacts of cruise tourism at the destination level. With this methodology, destinations can benchmark their progress compared to that of their neighbours and, ultimately, enhance their regional collaboration.

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Author Biography

### **World Tourism Organization**

The WTO originated as the International Congress of Official Tourist Traffic Associations, which was set up in 1925. It went through several transformations over the years and was officially converted into a specialized agency of the United Nations in 2003. The organization is the most significant global body concerned with the collection and collation of statistical information on international tourism and it serves as a global forum for tourism policy issues and practical tourism know-how. In 2006 it was comprised of 150 countries, seven territories and more than 300 Affiliated Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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