



Asian Tourism Investment Summit: Sustainability, Innovation & Conscious Capitalism

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Introduction

Overview: Investment, Sustainability
& Advanced Analytical Models

The Concept of Investment in Tourism

Investing is defined as

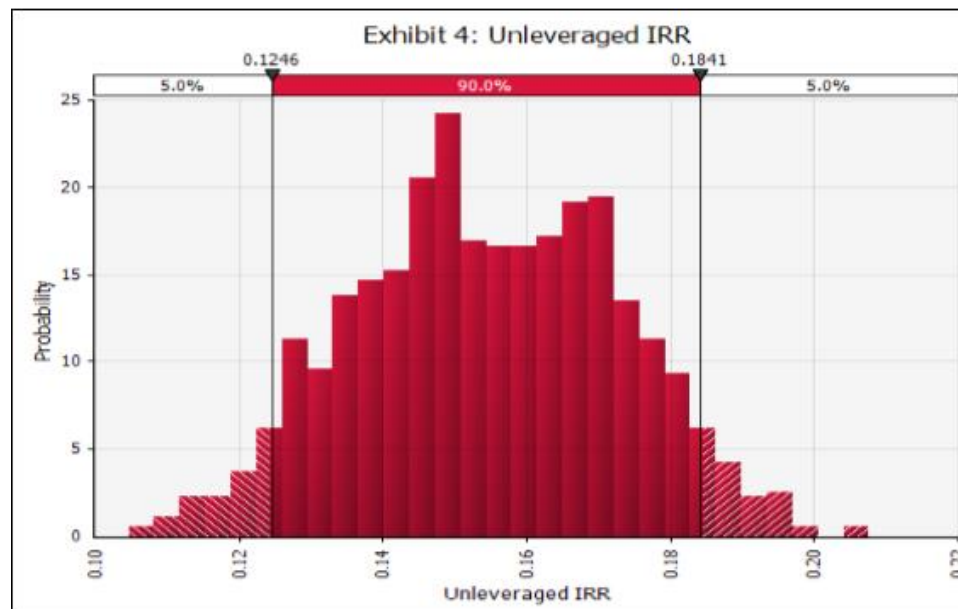
- Present sacrifice for expected future benefits
- Certain sacrifice for uncertain benefits
- A choice between present and future consumption
- A resort investment in the context of the tourism industry, emphasizes long-term value creation
- Importance of Discounted Cash Flow (DCF) analysis in evaluating tourism investments..

Sustainability in Tourism Investments

- Definition of sustainability within the tourism industry.
- Sustainability in the tourism industry encompasses environmental integrity, economic viability, and social equity. It involves managing natural resources efficiently, ensuring long-term economic benefits for local communities, and preserving cultural heritage while promoting equitable access and participation. This holistic approach aims to minimize the ecological footprint of tourism, support local economies, and maintain the social fabric of destinations, ensuring the industry's resilience and sustainability.
- Triple bottom line: Environmental, Economic, and Social aspects.
- Homeostatic Tourism as a model for sustainable development.
- Concept of homeostasis, originally derived from medicine, refers to the ability of a system to maintain internal stability amidst external changes.

The Need for Advanced Analytical Models

- Critique of traditional deterministic models > Point estimates
- Introduction to probabilistic models like Monte Carlo simulations and decision trees:
 - Relevance in handling uncertainty in tourism investments & sustainability
 - How probabilistic outcomes can influence investment decisions.



Data Envelopment Analysis (DEA) for Efficiency

- Introduction to DEA and its application in measuring efficiency in the hospitality sector.
- How DEA integrates with sustainability to assess operational efficiency.
- Example of a DEA application in evaluating hotel performance.

Conclusion

- The importance of integrating advanced analytical models and sustainability in tourism investment.
- Questions and further discussion.



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