

Communique #22

June 2009

New members to the Network



Lelei LeLaulu: A development entrepreneur with experience in all regions at the confluences of climate change, sustainable tourism, food security, civil society and renewable energy. Executive director of the Island Nations Climate and Oceans Program; Chairman of the Foundation of the Peoples of the South Pacific and Founding Partner of the Oceania Sustainable Tourism Alliance. Co-Chairman of Innovations for Sustainable Development, President of Sensible Development Corps, founder of Community Benefit Development and President Emeritus of the development and humanitarian organization, Counterpart International which as CEO he expanded to 60 countries. Based in Washington DC, born in Samoa, Lelei serves on the advisory bodies of several organizations including The George Washington University Business School, Airline Ambassadors International, East Timor Development and Reconstruction Organization, and the World Tourism Forum for Peace and Sustainable Development.



Dr. Andrew Dragun is a researcher/consultant in economics, environment and tourism. He received his Ph.D (Economics) from the University of Wisconsin-Madison in 1978 for work on the economics of coastal zone issues. He has worked for the World Bank and the FAO on a range of issues from coastal tourism issues in SE Asia, to world pesticide use and the establishment of an African Virtual University. He has undertaken applied work on fisheries, water, environmental quality, species conservation, sustainable agriculture, GM food, and tourism.

In the tourism area Dr Dragun has had a variety of research interests from an initial tourism survey for GBRMPA on the Great Barrier Reef in 1979, recreation issues in the Franklin Dam setting of Tasmania in the early 80s, to opening up tourism in Sichuan China in the early 1980s, to developing sustainable tourism in the state of Sabah in 1989, Ecotourism in Victoria, recreational fishing, National Parks, and Coastal Tourism issues in SE Asia. Dr Dragun has owned several tourist facilities in SE Queensland.



Dr Kristin Jakobsson received a PhD in Economics in 1994 from La Trobe University for a study on economic and policy aspects of species conservation and wildlife management. She is an academic and researcher whose research interests have included numerous water management projects in Australia, New Zealand and Sweden; valuation of eutrophication problems in the Baltic Sea, animal welfare and green agriculture, economic and policy aspects of species conservation and wildlife management; recreational fishing issues; tenure and land management in NZ high country; farm forestry; and provision of advice to the government of Sabah, Malaysia in relation to the development and management of tourism resources. Dr Jakobsson has published a book on contingent valuation and endangered species, as well as two book chapters, 18 published papers and 21 seminar and conference papers on a wide range of economic and environmental issues.

Youth Ambassador in Kiribati



The Australian Youth Ambassadors for Development (AYAD) program is an Australian Government, Ausaid initiative, which aims to strengthen mutual understanding between Australia and the countries in the Asia-Pacific region through contributing to development. When Glen Hornby saw an AYAD position in the same area as his PhD (digital marketing in tourism), the opportunity to contribute to the development cause was too good to pass up. Six months later he found himself stepping off a plane at Bonriki airport in Kiribati, a place none of his friends or family had heard of until six months ago.

Glenn and Tiuti Biribo, the research and information officer at Kiribati National Tourism Office

Although a major part of Glen's role is to train and educate his colleagues and the local industry in digital marketing and help build a new NTO website, he has found the learning goes both ways:

"It's amazing what you learn about the local culture, from the way things work in everyday life through to the kept traditional practices". Glen has also found it beneficial working in development: *"There is a strong community of development volunteers here – which means you have great discussions, learn a lot, and develop great networks for contributing further to the development cause".* Glen and his colleagues have been busy working on a new website, which they are all excited about launching at the end of July.

www.visit-kiribati.com

www.ayad.com.au/asp/ayadprofilesdetails.aspx?code=3715&country=Kiribati

PhD Student in Thailand

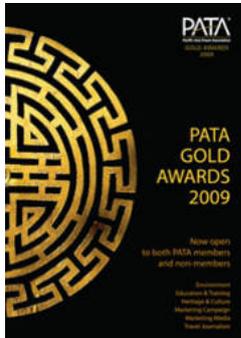


James Cook University PhD student, Duan Biggs, has just returned from Thailand undertaking field work on his topic: *Climate Change; Vulnerability and the Resilience of Tourism-driven Systems*. He undertook his work with the support of colleagues of Pacific Asia Tourism Pty Ltd from Chulalongkorn University and Prince of Songkla University. Duan's end-user objective is to develop and test a practitioner's toolkit for managing the resilience of tourism-based systems in the face of climate change and related disturbances. Photo of research assistants Aud and Phong with Duan in typical field location.



<http://mdgasiapacific.org>

Judge in PATA Gold Awards



Steve Noakes has recently finished Judging in the Heritage and Environment section of the annual PATA Gold Awards. All award recipients will be honoured during a special luncheon at PATA Travel Mart 2009, Hangzhou, China PRC September 25, 2009.

Winning a PATA Gold Award greatly enhances the winner's marketing and public relations profile. The winning entries will be featured in the PTM Daily newspaper and a PATA press release, which will attract a lot of positive travel industry media coverage.

www.pata.org/patasite/index.php?id=128

Tourism & Climate Change Project 'kick-off' in Fiji



Key players in the initial project planning meetings in Fiji last week were: (left to right)

Prof Daviud Harrison, University of South Pacific

Rex Horoi, Foundation for the People of the Pacific International

Prof Terry de Lacy, Victoria University

Dr Min Liang, Victoria University

Dr Dale University of NSW

Steve Noakes, Pacific Asia Tourism Pty Ltd.

After a highly competitive tender process, AusAID has awarded a regional tourism & climate change research project for the South Pacific. The 3 year research project will be led by Victoria University (Melbourne) in collaboration with leading Natural Hazards, Climate Change and Sustainable Tourism research expertise from the University of New South Wales and the University of the South Pacific. It involves each of the founders of the Oceania Sustainable Tourism Alliance (www.oceaniatourismalliance.net), inclusive of Pacific Asia Tourism Pty Ltd. It's not often AusAID fund any projects to do with regional tourism issues so it's significant that it is willing to fund this kind of research project for the greatest challenge and danger that Pacific Islanders mankind have ever faced to their livelihoods and most important industry sector. The overall aim of the project is to develop effective climate change adaption policies and strategies for the Pacific Island tourism sector to protect and grow local livelihoods.

<http://www.oceaniatourismalliance.net/Documents/OSTA%20Pacific%20Island%20Carbon%20Clean%20Tourism%20Oct%202008.pdf>

World Committee of Tourism Ethics



The World Committee of Tourism Ethics (UNWTO) met in Costa Rica in June. The Committee called on governments and tourism employers to recognize the ethical challenges posed by job losses; the decline in the quality of products and services and the impact of the crisis particularly with regards to small operators, tour guides, local service providers and communities. Steve Noakes is the only Australian/South Pacific representative on the Committee, but was unable to attend the Costa Rica meeting. www.unwto.org/ethics/index.php

Learning about climate change

The C-Learn simulator is being used by the Climate Action Initiative to support the UNFCCC negotiations with analysis and interactive policy exercises. It allows users to test changes in fossil fuel emissions (in 3 global regions), deforestation, and afforestation and observe graphical and numerical results for CO2 concentrations, temperature, sea level rise, cumulative emissions, and emissions per capita. www.climateinteractive.org <http://forio.com/simulation/climate-development/index.htm>



Resources

South Pacific:

Taking the Helm: A Policy Brief - Response to the Global Economic Crisis



Policy responses on the global financial and economic crisis in the Pacific. This policy brief looks at the challenges created by the global financial crisis. The aim is to help decision makers "take the helm" in finding a way through these difficult economic times.

www.adb.org/Documents/Briefs/Taking-the-Helm/default.asp

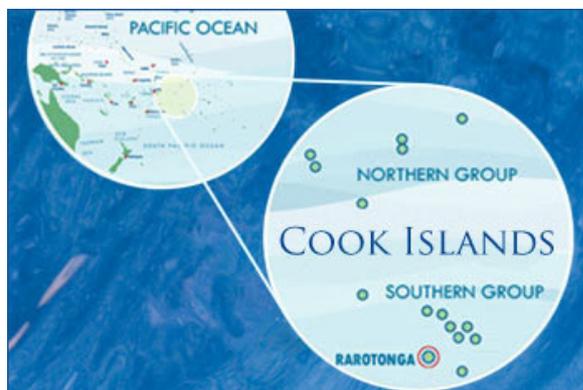
Responsible Tourism Code for Pacific Islands



The Responsible Tourism Code does not endorse particular tourism and travel ventures but rather encourages tourists to take responsibility for their own choices and behaviour when travelling to the Pacific.

www.responsibletourism.org.nz

Now here's a positive attitude – Cook Islands



Recession Free Oasis

<http://www.recessionfreeoasis.com/>



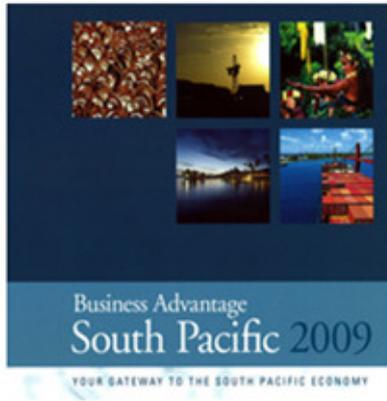
100% Pure New Zealand



One of the most effective nation branding campaigns has just turned 10 years young.

<http://10yearsyoung.tourismnewzealand.com/>

Business Advantage South Pacific:



Presents the South Pacific as a single economy, identifying business and investment opportunities across all key industry sectors in the region. Also included are economic profiles of each of the Pacific Island Forum countries and French Pacific territories, a comprehensive directory of businesses and key business-focused organisations in the region and special features and interviews on key topics of business interest. Free <http://www.tinyurl.com/businessadvantagesouthpacific>

University of the South Pacific



ADB Report: The Role of USPNet in Capacity Development in the South Pacific Region.

'USP is widely regarded as the best example of cooperation between the Pacific island countries. Indeed, some would say that it is the only successful example of such cooperation. Other attempts at regional cooperation, such as the formation of a regional airline, have failed—largely as the result of unwillingness to give up on the idea of national carriers or to cede sovereignty.'

<http://www.adb.org/Documents/Studies/Capacity-Development-in-the-Pacific/USPNet-Capacity-Development.pdf>

Bird species in the Pacific

The Pacific region is home to around a quarter of the world's globally threatened bird species



The Pacific has more threatened bird species per unit of land area, or per person, than any other region in the world. Pacific birds evolved on tiny, oceanic islands, in isolation from predators and competitors, and have long been subject to extermination by a range of introduced species. www.birdlife.org/regional/pacific/index.html

Asia Pacific

Climate change Asia Pacific: This Asian Development Bank report summarizes the recommendations of the regional plans and outlines ongoing and planned interventions to help build low-carbon, climate resilient economies in Asia and the Pacific.

<http://www.adb.org/Documents/Books/Climate-Change-Dev-Asia/Climate-Change.pdf>

The State of the World's Human Rights (Asia Pacific) 'In countries throughout the Asia-Pacific region, hundreds of millions of people suffered from government policies they were either unable or afraid to challenge. Millions more slid into poverty as the cost of food, fuel, and other commodities rose, in part as a result of a global financial crisis. Most of these people were denied the right to help shape an appropriate response to these crises by their own governments.'

<http://thereport.amnesty.org/en/regions/asia-pacific>

Corruption Perceptions Index (Asia Pacific)

www.transparency.org/policy_research/surveys_indices/asia_pacific



Worldwide

A great global daily news source

The Newseum displays these daily newspaper front pages in their original, unedited form: Asia, Oceania, North America, Africa, Europe, Middle East, Caribbean, South America
<http://www.newseum.org/todaysfrontpages/flash/>

WWF Wildfinder

WildFinder helps you find where wildlife live. You can search by place to see what species live there, search by species to see where they live, or select and print a quick-map of global diversity patterns. Currently includes information for four large taxa: amphibians, reptiles, birds, and mammals.

Example: 676 Species found in Sundaland heath forests (Indonesia)

www.worldwildlife.org/wildfinder/searchByPlace.cfm

Movement for tribal peoples <http://www.survival-international.org/home>



Survival is the only international organization supporting tribal peoples worldwide. Founded in 1969 after an article by Norman Lewis in the UK's Sunday Times highlighted the massacres, land thefts and genocide taking place in Brazilian Amazonia.

The organisation works for tribal peoples' rights in three complementary ways: education, advocacy and campaigns.

World Database on Marine Protected Areas

The WDPA-Marine is dedicated to providing the most comprehensive set of marine protected areas (MPAs) data available. With less than one percent of the oceans under legal protection, it is essential to maintain a dataset that focuses on MPAs and representation of the diverse species and habitats found in the marine environment. www.wdpa-marine.org



[PHOENIX ISLANDS PROTECTED AREA](#), KIRIBATI, 41 050 000 ha

Gender Snapshot http://www.unfpa.org/upload/lib_pub_file/833_filename_Gender_Booklet.pdf

This booklet provides a snapshot of UNFPA's (United Nations Population Fund) programming efforts to advance gender equality and empower women. It reports on activities undertaken in various priority areas like empowerment, reproductive health, youth and adolescent, conflict and emergency situations, etc. The report is based on contributions from the global, regional and country levels over the course of two years (2007-2008)

Worldwide Governance Indicators

<http://info.worldbank.org/governance/wgi/index.asp>

The Worldwide Governance Indicators (WGI) project of the World Bank reports aggregate and individual governance indicators for 212 countries and territories over the period 1996–2007, for six dimensions of governance:

- * Voice and Accountability
- * Political Stability and Absence of Violence
- * Government Effectiveness
- * Regulatory Quality
- * Rule of Law
- * Control of Corruption

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Pacific Asia Tourism Pty Ltd supporting:



The South Andaman
Coast Sustainable
Tourism Network



www.cgdev.org



www.TourismROI.com



The **Sustainable Tourism Stewardship Council (STSC)** is a proposed global accreditation body for **sustainable tourism** and ecotourism certification programs.

www.rainforest-alliance.org/tourism.cfm?id=council

OCEANIA SUSTAINABLE TOURISM ALLIANCE

For the Peoples of the Pacific Islands

OSTA (of which Pacific Asia Tourism Pty Ltd is a Founding Partner) is a formal Network Member of the Global Sustainable Tourism Criteria Partnership (GSTC), a coalition of over 30 organizations working together to foster increased understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles. www.sustainabletourismcriteria.org

International travel media coverage on E Turbo News:

<http://www.eturbonews.com/8541/osta-supports-global-sustainable-tourism-principles>

Asia Pacific Customer Service Training for Tourism

<http://www.oceaniatourismalliance.net/Documents/Training%20&%20Education%20Suzanne%20Noakes%202009%20Nov%202008.pdf>



Some testimonials from Suzanne's Aussie Host Workshops:

- ❖ Excellent. Trainer was inspiring and enthusiastic.
- ❖ I was a little nervous about today, but I found there was no need to be. I had a great day and laughed heaps. Overall a great day! Well done! Suzanne was great!. Absolutely great!
- ❖ Very stimulating day to remind us of all the parts of customer service that we do know but may need to improve on. Great fun. Thanks.
- ❖ The whole day was logically structured and included a depth of common sense information. The instruction was very knowledgeable and enthusiastic.
- ❖ It was a very generous and effective presentation from Suzanne – Thank you. I also appreciated that Suzanne kept 'good pulse' on how the group was coping and concentrating and responded to this, and the way she 'drew out' the participants.
- ❖ Thank you Suzanne for words of wisdom. The day has been enjoyable and a day of learning.
- ❖ A very positive workshop to be involved in.
- ❖ Suzanne had put a lot of effort into her knowledge of the local area to keep the content local – most appreciated.
- ❖ I have been studying at TAFE for the past three years and today has been one of the best Workshops I have attended. Suzanne is a very good facilitator. She kept the day moving in a total professional manner. I would have no hesitation in recommending her to anyone that requires training.
- ❖ I like Aussie Host so much I would do it all over again!

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