

## Communique # 26

October 2009



# Pacific Asia Tourism

International development via sustainable tourism



[www.pacificasiatourism.org](http://www.pacificasiatourism.org)

[www.globalpovertyproject.com](http://www.globalpovertyproject.com)

## New to the Network:



**Pauline Tang** is the CEO of Profile International Consultancy Pty Ltd, contracted as the Director of Business Development to the International Centre of Excellence in Tourism and Hospitality Education, THE-ICE, an appointment she holds since the inception of the organisation in 2004. She has developed and managed projects, developing international relationships across a spectrum of cultures and industries including migration, investment property, education export, tourism and hospitality education accreditation and benchmarking. Originally from Hong Kong Pauline has lived in the USA, the Netherlands and Germany. Fluent in English, Mandarin, Cantonese and German, her academic qualifications included a Masters degree in Marketing Management (Excellence Award), Graduate Certificate in Business Administration, Bachelor of Arts with Distinctions in Sociology and Economics as well as a Diploma in Real Estate Practices.



**Vasja Michael Zalokar** has international experience as Senior Advisor / Sector Leader for SNV PPST Pro Poor Sustainable Tourism programme in Vietnam, implementing a Destination Marketing Organisation for a Swiss Government mandate in the Central Asian Kyrgyz Republic and working with Swiss organisations Switzerland Tourism, and Switzerland Destination Management.

He is fluent in German, English, French, Spanish with an understanding of Russian and Indonesian languages

Vasja is a Tourism Expert, Lucerne University of Applied Sciences and Arts with specialization in:

- Destination management & strategic tourism marketing (DMO)
- Sustainable tourism development
- Project planning, implementation and evaluation (project cycle management)
- Post-socialist transition context
- Policy dialogue and institution building



**Adrien Chatenay** is a trainer in guest relations and sustainable development, specialised in the tourism and hospitality industry and the wider services sector.

Based in Reunion island (Indian Ocean, France), he is Principal of Ecos Training which creates and conducts trainings for businesses and institutions in the areas of guest relations and sustainable development.

With a background in hospitality, Adrien worked for 6 years in the Accor Group in Paris, where he held various responsibilities in customer service, sales, sustainable development and training. During that time, he trained more than 4000 people on 4 continents on how to better welcome clients and act more sustainably. Adrien holds a Bachelor of Business in Tourism Management, from Griffith University, Australia

### **Connecting the Pacific & Asia to global sustainable tourism initiatives.**

Common link for Oceania (and Asia): Steve Noakes, Pacific Asia Tourism Pty Ltd, has represented the Oceania Sustainable Tourism Alliance on the Partnerships for the GSTC and been an active member of the Temporary Executive Board of STSC. With the merger, he is now a member of the Interim Advisory Committee of the new TSC.

Powerpoint to explain GSTC + STSC = TSC. Introducing how the Partnership for Global Sustainable Tourism Criteria and the Sustainable Tourism Stewardship Council are merging to form the new TOURISM SUSTAINABILITY COUNCIL.  
<http://www.oceaniatourismalliance.net/Documents/GSTC%20STSC%20TSC%20Sep%2009%20OCEANIA.pdf>

Key supporting institutions for the Tourism Sustainability Council:



### **New cooperation agreement between PAT & ICE**



THE-ICE is a specialised international accreditation body focusing on quality assurance for tourism, hospitality and events (TH&E) programmes offered in either the higher education and/or vocational education sectors. [www.the-ice.org](http://www.the-ice.org)

The ICE provides a conduit for collaboration between quality providers of tourism, hospitality and events education, bringing together institutions from the vocational education and training sector, from the private sector and from the Universities. Pacific Asia Tourism Pty Ltd founder/Director, Steve Noakes, played a key role in the original proposal to the Australian Government to source A\$2 million funding and set up the ICE in 2004.

Under the cooperation agreement, while the focus on identifying, providing Expressions of Interest and, if short-listed, formal tender documents, contract negotiation and project implementation for commercial projects will be the *Pacific Asia region*, the parties agree that from time-to-time and under mutual agreement, opportunities may arise in other regions or on a global basis. ICE members who provide a considerable 'pool' of vocational education and training, tourism research and tourism management education include:

- [Australia International Hotel School, Canberra](#)
- [Australian School of Tourism & Hotel Management, Perth](#)
- [Blue Mountains International Hotel Management School](#)
- [Charles Darwin University](#)
- [International College of Management, Sydney](#)
- [Southern Cross University](#)
- [TAFE NSW - Northern Sydney Institute](#)
- [The Hotel School Sydney](#)
- [University of Queensland](#)
- [Victoria University](#)
- [William Angliss Institute](#)
- [William Blue College of Hospitality & Tourism](#)

A further 5 international institutions from Asia and Europe are in the application process of joining THE-ICE as International Associates/Affiliates

## **SAVE Travel Alliance**

Pacific Asia Tourism Pty Ltd is represented via Steve Noakes as a member of the Management Group and the Asia Pacific Focal Point of the SAVE Travel Alliance, founded by the International Institute of Tourism Studies, The George Washington University, Washington DC, USA.



The Alliance is an effective mechanism to provide on-site, needs-driven technical assistance to catalyze collaborative activities that engage international sources of capital (financial and human) in partnership with local tourism sector stakeholders. <http://business.gwu.edu/iits/about.cfm>, [www.save-travel.org](http://www.save-travel.org)

By definition, those attracted to SAVE tourism tend to be interested in forms of activity that can be readily harnessed to natural and cultural heritage preservation efforts and that contribute in myriad ways to the improvement of local lives.

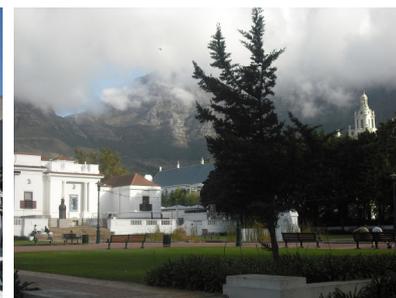
SAVE niche markets compliment the 'geotourism' approach from National Geographic Society: [www.nationalgeographic.com/travel/sustainable/about\\_geotourism.htm](http://www.nationalgeographic.com/travel/sustainable/about_geotourism.htm)

## SAVE Workshop, Cape Town, South Africa



Delegates from South Africa, Mozambique, Angola, USA & Australia attended this October 2009 Workshop on SAVE Tourism Preserving Resources & Building Economic Opportunities was held in Cape Town, with the support of the Ford Foundation, the George Washington University, IZIKO Museums of Cape Town ([www.iziko.org.za](http://www.iziko.org.za)) and the South African Heritage Resources Agency ([www.sahra.org.za](http://www.sahra.org.za)) as part of the current **Southern African Slave Wrecks and Heritage Route Project**. [www.save-travel.org/index.php?option=com\\_content&task=view&id=98&Itemid=169](http://www.save-travel.org/index.php?option=com_content&task=view&id=98&Itemid=169) There is a substantial history of slave trade between Asia and the southern Africa region.

The Workshop has been a catalyst for regional stakeholders to explore establishing a **Southern Africa SAVE Centre (SSAC)** linked to the global SAVE Travel Alliance. The SSAC proposal will cover Angola, Botswana, the Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia, Zimbabwe. For more info, email: [stevenoakes@save-travel.org](mailto:stevenoakes@save-travel.org)



## Australian Youth Ambassadors for Development



Tonga: Pacific Asia Tourism Pty Ltd is the Australian Partner Organisation (APO) for the most recent AYAD placement with the Tonga Visitors Bureau. Sibylla Macdonald commenced her 12 month Media & Communications project in October.

[www.ayad.com.au](http://www.ayad.com.au) [www.tongaholiday.com](http://www.tongaholiday.com)

## Pacific Tourism – Climate Adaptation Project



Through the collaboration of partners within the OSTA ([www.oceaniatourismalliance.net](http://www.oceaniatourismalliance.net)), an AusAID International Development Research Grant has been awarded for a three year Pacific Tourism – Climate Adaptation Project (PT - CAP). The project aims to develop climate change adaptation policies and strategies to assist the Pacific Island tourism sector protect and grow local livelihoods.

Pacific Asia Tourism Pty Ltd is a member of the Project Steering Committee.

[http://www.oceaniatourismalliance.net/climate\\_change\\_impact.htm](http://www.oceaniatourismalliance.net/climate_change_impact.htm)

<http://www.businessandlaw.vu.edu.au/ctsr/pt-cap.asp#4>

### OCEANIA SUSTAINABLE TOURISM ALLIANCE *For the Peoples of the Pacific Islands*

A paper abstract 'Tourism, the MDGs and climate change in the South Pacific Islands' (Authors: Min Jiang, Terry DeLacy, and Steve Noakes) has been accepted for an oral presentation at the "Meeting the Millennium Development Goals: Old Problems, New Challenges" conference 30 November – 1 December in Melbourne.

**Fading Paradise:** A series of ten Climate Change stories from the Pacific Islands. By Jim Bently for OSTA Founding Partner, Foundation for the People of the Pacific International.

[www.fspi.org.fj/program/Climate\\_Change/Fading%20Pacific%20Booklet.pdf](http://www.fspi.org.fj/program/Climate_Change/Fading%20Pacific%20Booklet.pdf)

## South Pacific: Tsunami Waves Sweep Across Somoas

American Samoa: Immediate vision of the tsunami:

<http://www.youtube.com/watch?v=riomze4qKvg&feature=channel>

Soon after: <http://www.youtube.com/watch?v=qRgTiCQdMxg&feature=related>

Samoa Tsunami Relief Work by Rotary Club of Apia & Shelterbox members on 10th Oct 2009. Trip through Saleaumua in Aliepata district providing emergency kits and shelter to the many families who have been displaced

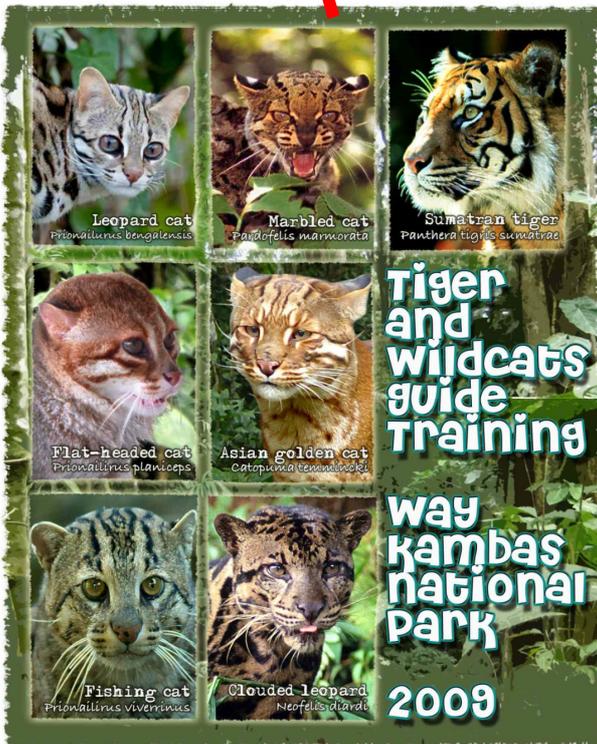
<http://www.youtube.com/watch?v=Z9zCjSk5oEw>



The current 4 ecolodges indicated in white box - plans for 3 more indicated in yellow boxes



Remark  
 1. In white Chromatic box ecolodge stand up  
 2. In Yellow box New Ecolodge Plan.



SIES – Save Indonesian Endangered Species founder, Vet/Conservationist Dr Claire Oelrich recently organised at Tiger & Wildcat Training Program in Way Kambas National Park near to where Satwa Elephant Ecolodge is location ([www.ecolodgesindonesia.com](http://www.ecolodgesindonesia.com))

Commencing the first week of February 2010, Claire will lead a tour to Sumatra and Kalimantan with a strong emphasis on wildlife conservation. If that is of interest to you, send email to [stevenoakes@ecolodgesindonesia.com](mailto:stevenoakes@ecolodgesindonesia.com) for more details.



## Asia Pacific Customer Service Training for Tourism



There is a wealth of experience and talent within the PAT network to deliver a range of sustainable tourism education, training & research projects – see

<http://www.pacificasiatourism.org/documents/PATCapability.pdf>

For Suzanne Noakes training services, go to: <http://www.oceaniatourismalliance.net/Documents/Training%20&%20Education%20Suzanne%20Noakes%2009%20Nov%2008.pdf>



Above photo from: [www.asiatranspacific.com](http://www.asiatranspacific.com)



### Resources:

#### Tsunamis in the Pacific and Asia: Capturing the next generation of cultural memories by interviewing survivors

Traditional story telling is rare in many cultures these days and yet stories are an effective way of educating people of all ages (about tsunamis). Planned video interviewing - an effective way to collect data that are both educational and scientific - of tsunami survivors began around 1998 and an extensive archive has been assembled at the Pacific Tsunami Museum.

*Keywords:* Tsunami, video interview, community awareness, public education.

Research paper can be downloaded for free at <http://tsunamisociety.org/283DudleyGoffEtAl.pdf>

also, UNSW spearheads tsunami research in Samoa

<http://www.science.unsw.edu.au/news/killer-tsunami-unsw-spearheads-research-in-samoa/>

## The Pacific Islands and the World: The Global Economic Crisis



The global economic crisis offers an opportunity to change the way things are done in the region. Good governance and good leadership remains important. Pacific Island governments have to renew efforts to pool resources and reform regional institutions to create more efficiency and strengthen capacities of each country.

It is time to develop better economic models, develop new partnerships, particularly between government and private sector and to build new trading relationships.

[www.lowyinstitute.org](http://www.lowyinstitute.org)

## ADB and Vanuatu Agree to Five-Year Strategic Development Partnership

Vanuatu has become one of the fastest growing economies in the Pacific, with tourism, construction and foreign aid driving its growth. However, growth has been largely confined to urban areas and it has generated few jobs outside of the main urban centers. The nation is struggling to meet its Millennium Development Goals (MDG), particularly reductions in maternal mortality rates and access to sanitation.

<http://www.adb.org/Media/Articles/2009/12984-vanuatu-partnerships-strategies/>

Vanuatu and the Asian Development Bank: [www.adb.org/Vanuatu/](http://www.adb.org/Vanuatu/)

## IFC East Asia & Pacific



IFC's 182 member countries provide its authorized share capital of \$2.4 billion, collectively determine its policies, and approve investments. The World Bank Group's President also serves as IFC's President.

IFC East Asia & Pacific: <http://www.ifc.org/eastasia>

IFC South Asia: <http://www.ifc.org/southasia>

## IFC Tourism Sector Diagnostic Tool

<http://siteresources.worldbank.org/INTCHD/Resources/430063-1199808332150/Bartlett.pdf>

## A Diagnostic Methodology Checklist for Tourism Studies

[http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/IC-Tourism+for+PSD+-+checklist+of+possible+issues.pdf/\\$FILE/Tourism+for+PSD+-+checklist+of+possible+issues.pdf](http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/IC-Tourism+for+PSD+-+checklist+of+possible+issues.pdf/$FILE/Tourism+for+PSD+-+checklist+of+possible+issues.pdf)

## Why climate change matters to investors



A useful document setting out the perspective of institutional investors on climate change and the key elements of a global agreement that will drive the financial flows necessary to address climate change.

The Statement is supported by 181 investment institutions, which collectively represent assets of 13 trillion US dollars.

[www.unepfi.org/fileadmin/documents/need\\_agreement.pdf](http://www.unepfi.org/fileadmin/documents/need_agreement.pdf)

## International Aid Transparency Initiative



The International Aid Transparency Initiative (IATI) aims to make information about aid spending easier to access, use and understand. This will help those involved in aid programmes to better track what aid is being used for and what it is achieving – from the taxpayers in donor countries who provide the money, to those in developing countries who benefit from aid spending.

<http://aidtransparency.net>

## Tourism & GTZ



The federally owned Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH supports the German Government in achieving its development-policy objectives. GTZ is currently implementing some 50 projects with a tourism component, or the potential to promote tourism.

Many of these projects are active in the field of environmental protection and resource conservation, with the aim to tap new resources of income for people living in the periphery of nature reserves. Currently, GTZ employs over 14,000 staff in more than 130 countries of Africa, Asia, Latin America, the Eastern European countries in transition and the New Independent States (NIS). Around 11,000 of these staff are national personnel. GTZ maintains its own offices in 87 countries.

<http://www.gtz.de/en/themen/uebergreifende-themen/11013.htm>

Tourism as a Field of Activity in German Development Cooperation: A Basic Overview, Priority Areas for Action and Strategic Recommendations

<http://www.gtz.de/de/dokumente/en-tourism-field-of-activity.pdf>

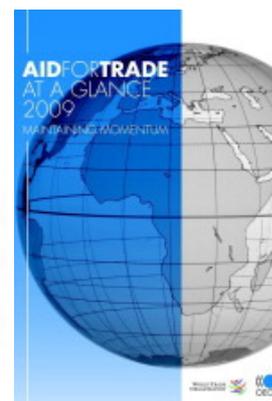
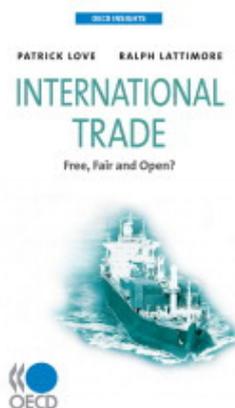
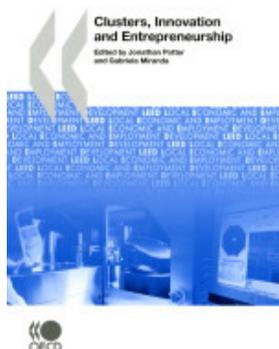
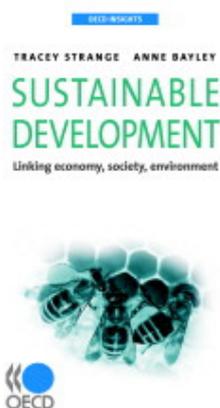
### Sustainable Development, Clusters & Innovation, International Trade, AID 4 Trade.

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[www.marineprotectedarea.com.vu](http://www.marineprotectedarea.com.vu)

#### THAILAND

Pacific Asia Tourism Pty Ltd in association with the START Regional centre at Chulalongkorn University, Bangkok and Prince of Songkla University, southern Thailand, continues to support the South Andaman Sustainable Tourism Network. [www.SACSTN.org](http://www.SACSTN.org)



## OCEANIA SUSTAINABLE TOURISM ALLIANCE

*For the Peoples of the Pacific Islands*



[www.nationalgeographic.com/travel/sustainable/about\\_geotourism.html](http://www.nationalgeographic.com/travel/sustainable/about_geotourism.html)



[www.save-travel.org](http://www.save-travel.org)

[www.ecolodgesindonesia.com](http://www.ecolodgesindonesia.com)

*Asia Pacific Focal Point for SAVE Travel Alliance ([www.save-ttavel.org](http://www.save-ttavel.org))  
stevenoakes@save-travel.org*



PAT is a member of the Queensland Tourism Industry Council and

supports industry take-up of Aussie Host