

COP15  
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UN CLIMATE CHANGE CONFERENCE 2009

# Pacific Asia Tourism

International development via sustainable tourism



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

## Communique # 27

November 2009

### Bhutan



Steve Noakes with Ms Chhimmy Pem, Director of Marketing, Bhutan Tourism Council, along with senior industry representatives from Bhutan tour operators and hotels in the Bhutan capital city, Thimphu, this month. With the support of the UNWTO Themis Foundation, the Government of Bhutan conducted a Tourism Marketing Seminar where Steve contributed to public & private sector linkages and sustainable tourism stewardship issues.



## Australia: TOURISM SCORES IN SENATE INQUIRY:

Following a written submission (dated 30 August 2008) by Pacific Asia Tourism Pty Ltd to the Australian Government (The Senate) **Inquiry into the economic and security challenges facing Papua New Guinea and the island states of the southwest Pacific**, in April 2009, Steve Noakes was called as a witness to the Inquiry. [www.aph.gov.au/Senate/Committee/FADT\\_CTTE/swpacific/](http://www.aph.gov.au/Senate/Committee/FADT_CTTE/swpacific/)

PAT submission: [www.aph.gov.au/Senate/Committee/FADT\\_CTTE/swpacific/submissions/sub31](http://www.aph.gov.au/Senate/Committee/FADT_CTTE/swpacific/submissions/sub31)

In **November 2009**, the Inquiry publicly released its report which includes the following positive outcomes for sustainable tourism and international development in the Pacific Islands region:

### **OUTCOME: Recommendation 5 paragraph 8.39**

In light of the growing awareness among major donors (EU, US and New Zealand) of the value of using sustainable tourism to assist developing countries alleviate poverty and promote broad-based economic growth, the **committee recommends that the Australian Government incorporate this sector as an identifiable program in its ODA policy framework for the region.**

For the full report:

[http://www.aph.gov.au/Senate/committee/fadt\\_ctte/swpacific/report/report.pdf](http://www.aph.gov.au/Senate/committee/fadt_ctte/swpacific/report/report.pdf)

[http://www.aph.gov.au/Senate/committee/fadt\\_ctte/swpacific/report/index.htm](http://www.aph.gov.au/Senate/committee/fadt_ctte/swpacific/report/index.htm)

For Travel Mole global coverage:

[www.travelmole.com/stories/1139610.php?mpnlog=1&m\\_id=s~bnT~Av](http://www.travelmole.com/stories/1139610.php?mpnlog=1&m_id=s~bnT~Av)

## National Geographic Society, Center for Sustainable Destinations



In conjunction with National Geographic Society's Center for Sustainable Destinations, National Geographic Traveler has devoted its sixth annual "Places Rated" Destination Stewardship survey to the world's most celebrated and iconic travel destinations and how well they have weathered the pressures of mass tourism and other threats. They were ranked on factors such as pollution, cultural authenticity & tourism management.

Pacific Asia Tourism Pty Ltd is part of the panel of well-traveled experts in a variety of fields related to sustainable tourism who surveyed a total of 133 destinations. The survey is the cover story of the November-December 2009 issue of National Geographic Traveler magazine. See more details on the 133 iconic destinations ranked for wisely managed tourism at [www.nationalgeographic.com/traveler](http://www.nationalgeographic.com/traveler) and also at: <http://traveler.nationalgeographic.com/2009/11/destinations-rated/intro-text>. <http://blogs.nationalgeographic.com/blogs/intelligenttravel/>.

## Pacific Tourism – Climate Adaptation Project.



[www.oceaniatourismalliance.net](http://www.oceaniatourismalliance.net)

Pacific Asia Tourism Pty Ltd is a Founding Partner of the Oceania Sustainable Tourism Alliance, the network driving the AusAID funded research project PT-CAP: Pacific Tourism – Climate Adaptation Project. [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*

## Tourism Sustainability Council – ‘a work in progress’

Pacific Asia Tourism Pty Ltd has been a representative from Oceania and Asia in the overall process to develop the new **Tourism Sustainability Council**. Once launched in early 2010, the **TSC** will serve as the international body for fostering the increased knowledge and understanding of sustainable tourism practices, the adoption of universal sustainable tourism principles and build demand for sustainable travel. At the core of the proposed organization is a mission to improve tourism’s potential to be a driver of positive conservation and economic development for communities and businesses around the world and a tool for poverty alleviation. TSC has developed due to the current merger process between the **Sustainable Tourism Stewardship Council** ([www.stscouncil.org](http://www.stscouncil.org)) and the Partnership for the **Global Sustainable Tourism Criteria** ([www.SustainableTourismCriteria.org](http://www.SustainableTourismCriteria.org))



## Pacific Asia Customer Service Training



Photo credit: [www.asiatranspacific.com](http://www.asiatranspacific.com)

Suzanne Noakes is one of the region’s most experienced short course customer service training specialists. She is typical of the wealth of experience & talent within the PAT network to deliver a range of sustainable tourism education, training & research projects

<http://www.oceaniatourismalliance.net/Documents/Training%20&%20Education%20Suzanne%20Noakes%2009%20Nov%2008.pdf>

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

## Wildlife conservation exploration - Indonesia



SIES – Save Indonesian Endangered Species founder, Vet/Conservationist Dr Claire Vaux Oelrichs will lead a tour early in 2010 to Sumatra and Kalimantan with a strong emphasis on wildlife conservation. Claire is a founding shareholder of Ecolodges Indonesia. If that is of interest to you, send email to [stevienoakes@ecolodgesindonesia.com](mailto:stevienoakes@ecolodgesindonesia.com) for more details. [www.ecolodgesindonesia.com](http://www.ecolodgesindonesia.com)



SIES is now sponsoring 3 hectares for AUD \$5,000 each to grow sugar cane and king grass to prevent starvation and deprivation of the 65 elephants of Way Kambas Elephant Conservation Centre, not far from Satwa Ecolodge in Sumatra. SIES is also sponsoring to grow food trees in a field at the NP office away from wild elephant encroachment. If you are interested to contribute, contact Claire on [sies@breakofday.com.au](mailto:sies@breakofday.com.au)

Baby elephant bath time, Way Kambas National Park, Sumatra.

## CDG Melanesia governance study



The Center for Global Development is an independent, nonprofit policy research organization dedicated to reducing global poverty and inequality and to making globalization work for the poor. [www.cgdev.org](http://www.cgdev.org) PAT Founder, Steve Noakes, is a Charter Member



In a recent CGD report, Aila Matanock of Stanford University investigates why and when states delegate governance functions to others—and why the other agrees to take on the responsibilities. A survey of what works in Melanesia points toward potential solutions to promote stability worldwide.

[www.cgdev.org/content/publications/detail/1422780](http://www.cgdev.org/content/publications/detail/1422780)

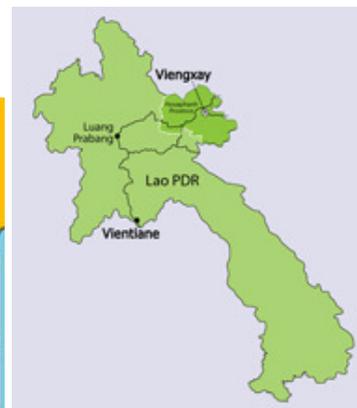
## Australian Youth Ambassadors for Development

Pacific Asia Tourism Pty Ltd is an Australian Partner Organisation with the Australian Youth Ambassadors for Development program ([www.ayad.com.au](http://www.ayad.com.au)). We are APO for Sibylla MacDonald who is now well into her 12 month placement with the national tourism office in Tonga, and Dr Glenn Hornby is coming to the end of his placement in the South Pacific island nation of Kiribati.

## Lao PDR – a remarkable pro-poor tourism project



Viengxay Caves Visitor Centre



Over 30 years after the bombing stopped, the , the Lao National Tourism Administration and development partners are working to ensure the research and conservation needed to protect this national historic site. [www.visit-viengxay.com](http://www.visit-viengxay.com)

Viengxay images, audio clips and fact sheets for download [www.scottasia.net/viengxay/](http://www.scottasia.net/viengxay/)



<http://mdgasiapacific.org>

## Resources:

### UNESCO and TripAdvisor partnership.



TripAdvisor has pledged to support UNESCO in protecting the places around the world that matter. It wants to engage its 25 million monthly visitors to act on behalf of World Heritage.



[www.tripadvisor.com/WorldHeritage-LearnMore](http://www.tripadvisor.com/WorldHeritage-LearnMore)

### Ecotourism & Protected Areas



More about the Conservancy's ecotourism strategy:

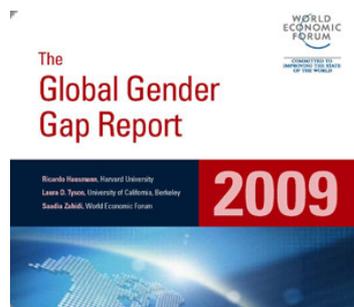
[Generating income from tourism for conservation](#)

[Reducing threats to wildlife and natural communities](#)

[Supporting community-based ecotourism](#)

Over the long term, the future of national parks and other protected areas depends on their ability to be financially self-sustaining. Funds are needed for the management of conservation lands and waters as well as for ensuring the health and well-being of nearby populations. The Conservancy helps partners design and implement a range of financial mechanisms that support on-site management of protected areas and provide incentives for landscape and national level conservation. [www.nature.org/aboutus/travel/ecotourism/about/art14824.html](http://www.nature.org/aboutus/travel/ecotourism/about/art14824.html)

### The Global Gender Gap (MDG3)



This excellent report's Index assesses countries on how well they are dividing their resources and opportunities among their male and female populations, regardless of the overall levels of these resources and opportunities. Out of the 115 countries covered in the report since 2006, more than two-thirds have posted gains in overall index scores, indicating that the world in general has made progress towards equality between men and women, although there are countries that continue to lose ground. [www.weforum.org/pdf/gendergap/report2009.pdf](http://www.weforum.org/pdf/gendergap/report2009.pdf)

Iceland (1) has claimed the top spot of the World Economic Forum's Global Gender Gap Index 2009 from Norway (3) which slipped to third position behind Finland (2). Sweden (4) completed the Nordic countries' continued dominance of the top four. The Philippines (9) lost ground for the first time in four years but remains the leading Asian country in the rankings.

### Sustainability Association of Hawaii



The purpose of the Sustainability Association of Hawaii (SAH) is to help businesses and families make wise use of resources. They illustrate some useful steps to sustainability for communities and individuals. [www.sahawaii.org](http://www.sahawaii.org)

## Brunei Darussalam, Indonesia, Malaysia, and the Philippines



Leaders of Brunei Darussalam, Indonesia, Malaysia, and the Philippines (BIMP) have agreed to start carrying out 12 priority infrastructure projects over the next two years under the BIMP East ASEAN Growth Area (BIMP-EAGA) subregional cooperation program. Transport and power interconnection projects that will help boost trade, investment and tourism in the subregion have been identified, according to a joint statement from the leaders of the four countries. The total cost of the projects is about \$1 billion.

Established in 1994, the BIMP-EAGA program is committed to a broad range of initiatives to increase connectivity, boost economic growth and reduce poverty in the subregion. BIMP-EAGA countries are pursuing a road map consisting of projects to improve transport connectivity, power interconnection, tourism promotion, and trade facilitation. The program has a long-term goal of making the subregion the major food producer for Asia, as well as being a premier ecotourism destination.

BIMP-EAGA consists of

- Brunei Darussalam
- Central Kalimantan
- North Sulawesi
- South Sulawesi
- Maluku
- Sabah and Sarawak states and the Federal Territory of Labuan in Malaysia
- East and West Kalimantan
- South Kalimantan
- Central Sulawesi
- Southeast Sulawesi
- Irian Jaya in Indonesia
- Island of Mindanao and Palawan Province in the Philippines

[www.bimp-eaga.org](http://www.bimp-eaga.org), [www.adb.org/BIMP/](http://www.adb.org/BIMP/)

## UNWTO Climate Change & Tourism



Tackling Climate Change is a global priority and a major challenge. Tourism - one of the world's largest economic activities and a key service sector export and employment driver, particularly in developing countries - is directly and increasingly affected by Climate Change. Like other sectors, tourism also contributes to Climate Change. The ClimateSolutions.travel initiative has been developed with Microsoft as part of the UNWTO & Microsoft Public Private Partnership within the framework of UNWTO's eTourism for Development Programme of Work and the new Affiliate Public Private Partnership strategy. [www.unwto.org/climate/index.php?op=0](http://www.unwto.org/climate/index.php?op=0)

## Climate, Community and Biodiversity Alliance



<http://www.climate-standards.org/>

The Climate, Community and Biodiversity Alliance (CCBA) is a partnership between leading companies, NGOs and research institutes seeking to promote integrated solutions to land management around the world. With this goal in mind, the CCBA has developed voluntary standards to help design and identify land management activities that simultaneously minimize climate change, support sustainable development and conserve biodiversity.



## WWF & Climate Change

Climate change has been a priority for WWF for over 20 years as climate disruption poses a fundamental threat to the vulnerable places, species and people WWF seeks to protect. [www.worldwildlife.org/climate/index.html?linklocation=footersitemap](http://www.worldwildlife.org/climate/index.html?linklocation=footersitemap)



## Conservation International & Climate Change

Conservation International is working locally, regionally and globally to secure protection of the Earth's natural ecosystems and its inherent capacity for resilience and adaptation, and to provide immediate, sustainable climate change solutions and greater adaptive potential for humanity and all life on Earth. Protecting the Earth's natural ecosystems, ecological processes and biodiversity is essential to addressing the climate crisis. Conserving terrestrial and marine ecosystems produces myriad additional benefits beyond climate change mitigation and adaptation measures, including provision of freshwater and other critical inputs to agricultural production; mitigating risk from natural disasters; sustaining **local economies and cultural heritage**; and protecting biodiversity. [www.conservation.org/learn/climate/Pages/overview.aspx](http://www.conservation.org/learn/climate/Pages/overview.aspx)

## Online Green Community



Connect2earth was started in 2008 by 2 of the largest and most influential environmental organizations in the world, [WWF](http://www.worldwildlife.org) and [IUCN](http://www.iucn.org), with support from [Nokia](http://www.nokia.com).

Connect2earth is your green online community, where you can tell the world why you care about the environment and why it should be protected. Worth a look.

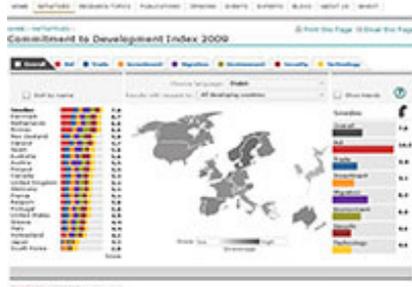
## UNWTO: New web site for Themis.



The UNWTO.Themis Foundation is the operative arm of UNWTO's Education and Training Department. It implements the Department's programme of work, with the common objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments which effectively contribute to an improvement in the quality, competitiveness and sustainability of the tourism sector through excellence in education and training.

<http://www.unwto-themis.org/en/>

## Commitment to Development Index



Rich and poor countries are linked in many ways by foreign aid, commerce, migration, the environment, and military affairs. The Commitment to Development Index (CDI) rates 22 rich countries on how much they help poor countries build prosperity, good government, and security. Sweden ranks first in the annual assessment of wealthy countries' policies that boost prosperity in the developing world.

[www.cgdev.org/section/initiatives/active/cdi/](http://www.cgdev.org/section/initiatives/active/cdi/)

CGD Society members share a commitment to a better future for people in the developing world. They are dedicated to global policy changes that will bring more opportunities to poor people to improve their lives.

## IUCN Resources



In **Asia**, IUCN works in Bangladesh, China, Lao PDR, Nepal, Pakistan, Sri Lanka, Thailand, Viet Nam & India. From time-to-time, projects also involve other Asian countries.  
[www.iucn.org/about/union/secretariat/offices/asia/](http://www.iucn.org/about/union/secretariat/offices/asia/)

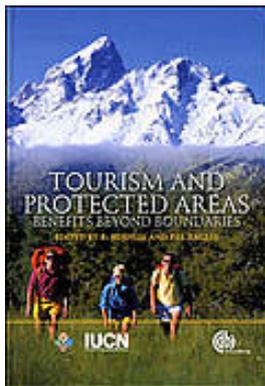


**Oceania:** <http://www.iucn.org/about/union/secretariat/offices/oceania/>

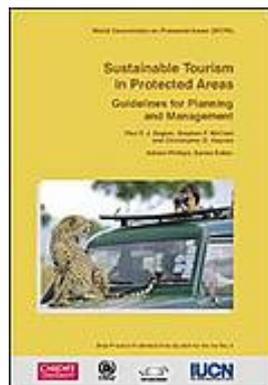
For some good **IUCN publications** on tourism, go to:

[http://www.iucn.org/about/union/commissions/wcpa/wcpa\\_puball/wcpa\\_pubsubject/wcpa\\_tourismpub/](http://www.iucn.org/about/union/commissions/wcpa/wcpa_puball/wcpa_pubsubject/wcpa_tourismpub/)

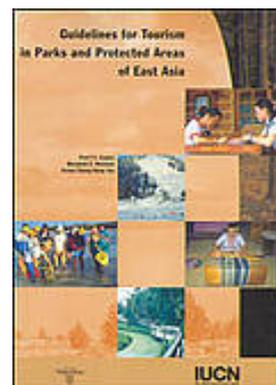
Examples:



Tourism and Protected Areas : Benefits Beyond Boundaries Edited by R Bushell, UWS, Australia; P F J Eagles, University of Waterloo, Ontario, Canada



Sustainable tourism in protected areas : guidelines for planning and management. Eagles, Paul F.J. ; McCool, Stephen F. ; Haynes, Christopher D. Best Practice Guidelines



Guidelines for Tourism in Parks & Protected Areas of East Asia  
<http://www.ahs.uwaterloo.ca/~eagles/EastAsia.pdf>

## Vancouver 2010 Winter Olympic and Paralympic Games

*Maximize your 2010 Olympic and Paralympic Learning*

This site will ignite your curiosity about the Vancouver 2010 Winter Olympic and Paralympic Games, creating learning legacies in colleges and universities before, during, and after the 2010 (and 2012) Games <http://elegacies.ca/2010>

## Pacific Asia Tourism Pty Ltd links



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)

### VANUATU



nguna-pele

marine protected area



[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* TOURISM | ROI 



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

The SAVE Alliance is non-profit "network of networks" that facilitates linkages between potential or developing tourism destinations and attractions, and the appropriate SAVE markets.

In 2003, a group of students from [The George Washington University](http://The George Washington University) travelled to Honduras to conduct field studies as a component of an experiential consulting class designed to present the [Honduras Institute of Tourism](http://Honduras Institute of Tourism) with a tourism strategy to increase visitation to the North Coast. The students conceived and presented the SAVE concept of tourism, a strategy that integrates the market demand and untapped supply of four specific niche markets: **Scientific, Academic, Volunteer, and Education**. The key to the strategy is [geotourism](http://geotourism), a philosophy that works to sustain and enhance, rather than hinder the local destination.



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



AUSTRALIA'S  
SYMBOL OF  
QUALITY  
SERVICE



PAT is a member of the Queensland Tourism Industry Council and supports industry take-up of Aussie Host

## Travel Mole



- ❖ PAT is member of the **Travel Mole Special Advisors Group**. TravelMole is the largest global online community for the Travel and Tourism Industry with over 450,000 registered newswire. [www.travelmole.com](http://www.travelmole.com)

## Sustainable Travel International



- ❖ PAT is member of the Advisory Board of **Sustainable Travel International (STI)** is a USA 501(c)(3) non-profit organization, dedicated to providing education and outreach services that help travelers, travel providers and related organizations support environmental conservation and protect cultural heritage while promoting cross-cultural understanding and economic development. [www.sustainabletravelinternational.org/documents/au\\_advisory.html](http://www.sustainabletravelinternational.org/documents/au_advisory.html)

**University linkages are maintained with leading researchers who can contribute new knowledge and professional inputs to international projects:**

