



Pacific Asia Tourism

International development via sustainable tourism



www.hardrainproject.com

www.pacificasiatourism.org

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Antarctica, South Georgia & The Falkland Islands

PAT Director, Suzanne Noakes is spending most of January on an Antarctic expedition with Zegrahm Expeditions. Learning about Sir Ernest Shackleton's expedition history, the expedition starts out from Buenos Aires, Argentina and travels to the spectacular Antarctic Peninsula and Elephant Island, the little-known natural wonderland of South Georgia, and the Falkland Islands.

www.zeco.com/destinations/antarctica-cruise.asp?dateid=604



Photo by Peter Harrison

Dr Thomas Bauer, HKPU, doing the Santa Claus thing in Antarctica !

Environment and Sustainable Tourism, Kokoda Track, Papua New Guinea



The **Kokoda Track Foundation** is an Australian philanthropic organisation which aims to repay the selfless help given to Australia during WWII by the 'Fuzzy Wuzzy Angels' of Papua New Guinea by helping to improve the lives and futures of their descendants. It does that by assisting with their education and healthcare, by trying to protect their environment, by helping to foster the growth of an eco-friendly trekking and tourism industry from which they can benefit, by working to keep the story of Kokoda alive, and by seeking to identify and foster the next generation of PNG leaders.

One of the four strategic goals of the Foundation is: *To foster a sustainable eco-friendly trekking and tourism industry benefiting the people along the Track and the protection and maintenance of their natural and cultural environment and the memory of the Kokoda legacy*

The Foundation has formed a new committee to deal with environmental and sustainable tourism issues along the Kokoda Track, under the Chair of Professor Stephen Wearing (UTS). Steve Noakes from Pacific Asia Tourism Pty Ltd has accepted an invitation from The Foundation's Executive Director, Dr Genevieve Nelson, to become a member of this new Committee whose purpose will be to provide guidance and advice to the Foundation's board of directors on how to best achieve the strategic goals above

www.kokodatrackfoundation.org

Youth Ambassadors

Pacific Asia Tourism Pty Ltd is the Australian Partner Organisation for two current Australian Youth Ambassadors for Development (www.ayad.com.au) placements funded via AusAID (www.ausaid.gov.au).

Dr Glen Hornby has spent most of this year at the the **Kiribati National Tourism Office** (KNTO), where he had the dual role of developing the technical capacity of the marketing coordinator and research and statistics officer, while also developing and implementing digital marketing strategies for KNTO. You can see the fresh, clean new website at www.kiribatitourism.gov.ki Kiribati is only .00023% land mass. The Republic covers a massive 3.5 million square kilometres of the Pacific Ocean.

Syb MacDonald is well into her 12 month placement with the **Tonga Visitor Bureau as a Media and Communications Officer** www.tongaholiday.com The Kingdom of Tonga is an archipelago of 170+ islands (approximately 36 of which are inhabited), scattered over 700,000 square kilometres of ocean in the South Pacific.



New Zealand to Papua New Guinea



In February 2010, PAT Director, Suzanne Noakes, will be a Guide on an extensive south Pacific expedition from New Zealand to Papua New Guinea. Commencing in Auckland, the trip will include Norfolk Island, New Caledonia, Vanuatu, Solomon Islands (Tikopia, Santa Cruz, Utupua, Honiara, Ghizo) and the Laughlan Islands & D'Entrecasteaux Islands in Papua New Guinea.

www.zeco.com/destinations/Clipper_Odyssey_Cruise_to_Papua_New_Guinea_from_New_Zealand.asp?dateid=614&mode=



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) and the Partnership for the **Global Sustainable Tourism Criteria** (www.SustainableTourismCriteria.org)



Australian SENATE REPORT recommendations following PAT input.

A good result - Recommendation: '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 broadbased 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 extracts, go to:

www.oceaniatourismalliance.net/Documents/Tourism_&_Senate_Inquiry_2009_Extracts.pdf

SAVE & VEGA



The SAVE Travel Alliance has been accepted into VEGA, the Volunteers for Economic Growth Alliance. www.vegaalliance.org/files/u1/2009_7-8_July_August_Newsletter_-_E-Version.pdf As the world's largest consortium of economic growth volunteer organizations, VEGA works to mobilize volunteers to support economic growth in developing countries as well as to design and implement successful technical assistance projects. The consortium was designed in conjunction with USAID to eventually become the agency's primary mechanism to secure volunteer-based technical expertise.

VEGA specializes in business development, financial services, and agribusiness and seeks to increase opportunities for the rural and urban poor. www.vegaalliance.org A not-for-profit based in the USA, the SAVE Travel Alliance Management Group includes Steve Noakes from Pacific Asia Tourism Pty Ltd www.save-travel.org

Pacific Tourism – Climate Adaptation Project.



www.vu.edu.au/pt-cap

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.businessandlaw.vu.edu.au/ctsr/pt-cap.asp#4>

OCEANIA SUSTAINABLE TOURISM ALLIANCE
For the Peoples of the Pacific Islands

Pacific Asia Customer Service Training



Photo credit: 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%209%20Nov%2008.pdf> Also, see <http://www.pacificasiatourism.org/documents/PATCapability.pdf>

Sustainable Travel International, USA



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

2009 – a busy year of international activity

China



Bhutan



Lao PDR



Indonesia



Korea



Fiji



Washington DC



South Africa



Vietnam



Thailand



Papua New Guinea



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Resources:



Commonwealth Tourism Centre

The Commonwealth Tourism Centre serves the member nations and the public as a point of contact on the Commonwealth countries and their tourism development. www.commonwealthtourism.com The Commonwealth is an association of 53 countries. Its 1.8 billion citizens, about 30 per cent of the world's population are drawn from the broadest range of faiths, races, cultures and traditions. Members range from vast countries like Canada to small island states like Malta. (See map for list of member countries by region). It has three intergovernmental organisations: the Commonwealth Secretariat, the Commonwealth Foundation, and the Commonwealth of Learning. www.thecommonwealth.org/

Forest Monitoring for Action

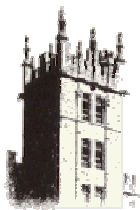


Forest Monitoring for Action (FORMA) uses freely available satellite data to generate rapidly updated online maps of tropical deforestation, providing useful information for local and national forest conservation programs, as well as international efforts to curb greenhouse gas emissions by paying to keep forests intact

The first phase of the FORMA system shows the **spread of deforestation in Indonesia** from 2000 to October 2009, producing monthly time-lapse images from December 2005 to October 2009. In future phases, FORMA will be extended to other tropical forest countries

www.cgdev.org/section/initiatives/_active/forestmonitoringforactionforma

Center for Southeast Asian Studies project



**Northern
Illinois
University**

SEAsite Center for Southeast Asian Studies Northern Illinois University. The purpose of this project is to provide language instruction and other cultural, political, and social information about Southeast Asia. In particular, interactive language instructional materials for Thailand, Indonesia, Burma, Vietnam, and the Philippines were developed over a three-year period starting in the Fall of 1997. Beginning in the Fall of 2000, materials for Cambodia (Khmer) and Laos (Lao) were added.

<http://www.seasite.niu.edu/>

SEAsite is funded by: The International Education and Graduate Programs Service of the U.S. Department of Education as part of the Undergraduate National Resource Center Program, The International Research and Studies Program of the U.S. Department of Education & The National Security Education Program of the U.S. Department of Defense

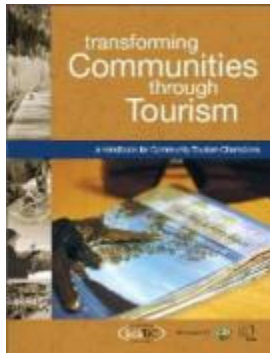
Airport access



How to get to and from hundreds of the world's airports by car, bus, train & other forms of public transport. www.toandfromtheairport.com

Improving Asian economies: The Asian Development Bank has upgraded its economic forecast for developing Asia after third-quarter data showed a better-than-expected performance by many countries in the region. <http://www.adb.org/Media/Articles/2009/13110-asian-economics-monitors/>

Transforming Communities through Tourism: "Tourism 101" For Communities, Students, and Industry



At the intersection of academia and the 'school of hard knocks' comes a new resource for communities looking to diversify their economy through tourism. **[Transforming Communities through Tourism: a Handbook for Community Champions](http://linkbc.ca/torc/downs1/TCTT_Web_a.pdf)** is an 80-page handbook that combines the wisdom from BC's many post-secondary tourism management programs, with the experience of seasoned community tourism planners

http://linkbc.ca/torc/downs1/TCTT_Web_a.pdf

Tourism Forecasting

The Tourism Forecasting Special Interest Group (SIG), sponsored by *The Hong Kong Tourism Demand Forecasting System (HKTDfS)*, and hosted by the Forecasting Principles (<http://www.forecastingprinciples.com/>) was launched on November 26, 2009. This SIG is maintained by **Haiyan Song**, the Chair Professor of Tourism and Associate Director of the **School of Hotel and Tourism Management** at **The Hong Kong Polytechnic University**. It offers a comprehensive overview of the basic concepts and methods of tourism demand forecasting. The site is linked to a number of official datasets and computer software sources, which are useful for tourism forecasting practitioners and researchers. <http://tourism.forecastingprinciples.com/index.php>.

Adopt-a-Rhino



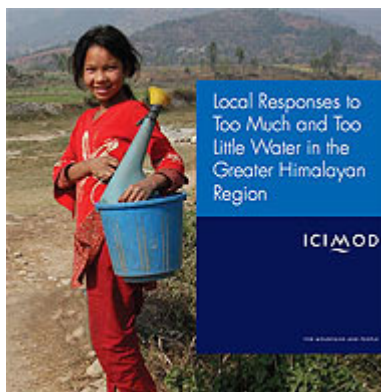
Help to protect the critically endangered Sumatran rhino from extinction by "adopting" a rhino at the **Sumatran Rhino Sanctuary**. The **Sumatran Rhino Sanctuary**, a 250-acre complex located within **Way Kambas National Park** in Sumatra, Indonesia, is currently home to five rhinos that are part of an intensively managed research and breeding program aimed at increasing the Sumatran rhino population in the wild. In honor of each adoption, your gift recipient will receive an adoption certificate and a photo and bio of his or her rhino, as well as regular updates on the rhino and IRF's work to protect and conserve rhinos worldwide. www.rhinos-irf.org/srs/

Satwa Elephant Ec lodge is near Way Kambas National Park.

www.ecolodgesindonesia.com



Greater Himalayan Region



Hundreds of millions of people in the Hindu Kush-Himalayan region and in the river basins downstream are being forced to adapt to a new reality: climate change.

The report "Local Responses to Too Much and Too Little Water in the Greater Himalayan Region" report can be accessed at www.unep.org, www.grida.no Includes low-resolution graphics for free use in publications.

GRID-Arendal is a collaborating centre of the **United Nations Environment Programme (UNEP)**.

Association of Southeast Asian Nations (ASEAN) Tourism Strategic Plan



At the 30th Meeting of the ASEAN National Tourism Organizations (NTOs) in Phnom Penh, Cambodia in July, 2009, the NTOs formally requested the ASEAN Competitiveness Enhancement (ACE) Project take the lead in developing the ATSP: 2011 -- 2015. Based in Bangkok ACE's objective is to enhance the integration and competitiveness imperatives of two of ASEAN's priority sectors: travel & tourism and textiles & apparel. The ACE Project is part of the broader ASEAN-US Enhanced Partnership launched in 2006, under which the United States pledged its support to ASEAN in pursuing its objective of becoming an ASEAN Community by 2015 www.newswit.com/enews/2009-11-30/0ff25560d2cd974684645d6dd483d0e6/ www.aseansec.org

The Association of Southeast Asian Nations (ASEAN) Tourism Strategic Plan (ATSP): 2011 -- 2015 will encompass a broad vision, making strategic and actionable recommendations across a wide range of topics including marketing and branding; product development; human resource development; quality standards; investment strategies; cruise development; crisis management and communications; border, customs, and immigration policy; and infrastructure.

ASEAN Statistics



Selected key indicators about ASEAN and its Member States www.aseansec.org/22122.htm

Tourism Events Research



UK Centre for Events Management. UKCEM is one of the world's foremost academic centres focusing on teaching and researching various issues associated with events and festivals. Located at Leeds Metropolitan University, UK www.lmu.ac.uk/international/events/index.htm

USAID in Asia & Pacific

USAID operates in 22 countries in Asia, from Kazakhstan in the west and north to Indonesia & Papua New Guinea in the east and south



www.usaid.gov/locations/asia/

USAID's work in the Asia region includes:

Protecting our vital regional interests by strengthening ties with countries that share our democratic values and building upon successful counterterrorism programs.

Promoting freedom, democracy, and human rights by, among other things, supporting democratic institutions in Afghanistan and Pakistan; nurturing civil society in the Central Asian Republics; and pressing for the transition to a democratic government in Burma.

Expanding trade and investment by fostering development where reducing poverty is key to peace and security; improving the business climate and economic competitiveness; promoting transparency and fighting corruption; protecting intellectual property; supporting poverty reduction; and promoting sustained economic growth.

Developing regional institutions such as ASEAN and APEC, through multilateral cooperation.

Promoting sound environmental conservation and energy practices.

Improving quality of life by educating people and combating infectious diseases.

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

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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



OCEANIA SUSTAINABLE TOURISM ALLIANCE | TOURISM ROI

For the Peoples of the Pacific Islands



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](#) travelled to Honduras to conduct field studies as a component of an experiential consulting class designed to present the [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](#), a philosophy that works to sustain and enhance, rather than hinder the local destination.



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

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

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

