



## Communique #34

June 2010

### Seminar in Bali, Indonesia

Thinking global. 

Acting local.

Opportunities for new **PAL's** for  
Bali's sustainable tourism future.

Partnerships, Alliances, Linkages

June 24, 2010  
Udayana University,  
Bali

Steve Noakes,  
Director,  
Ecolodges Indonesia  
+ Pacific Asia Tourism Pty Ltd



Steve Noakes delivered the key-note address at a seminar in Bali last week informing the local tourism industry, Udayana University and government officials on a range of international sustainable tourism practices, education, training and research linkage opportunities.

### Papua New Guinea



Suzanne Noakes, a founding Director of Pacific Asia Tourism Pty Ltd is celebrating 21 years of guiding trips into the 'land of the unexpected'. She has recently completed her second expedition into Papua New Guinea for 2010 - on this occasion for USA based Asia Trans Pacific Journeys (Boulder, Colorado) [www.asiatranspacific.com/ATJ/luxury-group-travel/papua-new-guinea.aspx](http://www.asiatranspacific.com/ATJ/luxury-group-travel/papua-new-guinea.aspx) Destination PNG remains popular for the upscale USA market, with its population geographically and culturally diverse with over 700 cultural groups, many in remote areas.

In February this year, Suzanne guided an extensive 4 week expedition through the **South Pacific**, from New Zealand, Norfolk Is, Vanuatu, Solomon Is. to Papua New Guinea for Seattle based Zeagrahm Expeditions. [www.zeco.com/destinations/australia\\_south\\_pacific\\_region.asp](http://www.zeco.com/destinations/australia_south_pacific_region.asp)

## Joint Research Seminar:

Griffith University, University of Queensland, Southern Cross University, Bond University

**Freeloaders, Fools and the God-Squad –**

*understanding how sustainable tourism networks can contribute to international development*

Steve Noakes  
PhD Candidate,  
S.Noakes@griffith.edu.au

8.2% of 36 month PhD completed

Joint Research Seminar  
28 May 2010

Griffith UNIVERSITY  
Southern Cross UNIVERSITY  
THE UNIVERSITY OF QUEENSLAND  
BOND UNIVERSITY

*'Woodrow Wilson wished for a League of Nations.  
We need a League of Networks.  
It is time to we put old concepts of First and Third  
Worlds, leader and led, donor and supplicant,  
behind us.'*

Robert Zoelick, President, The World Bank Group.  
Paper presented 14 April 2010 at the Woodrow Wilson Centre for International Scholars titled 'The End of the Third World? Modernizing Multilateralism for a Multipolar World.'

**The World Bank**  
WORLD & POOR. Working for a World Free of Poverty.

**we are the first generation that can eradicate poverty**  
Join the campaign.

**Millennium Development Goals**  
In Asia and the Pacific  
www.mdgasiapacific.org

Conducted late May, 2010 on the Gold Coast campus of Griffith University. Opening presentation by Steve Noakes: *'Freeloaders, Fools and the God Squad – understanding how sustainable tourism networks can contribute to international development.'*

## PATA Gold Awards

Steve Noakes continues as a member of the Judging Panel for the 2010 PATA Gold Awards. All award recipients will be honoured during a special luncheon at the PATA Travel Mart, Macau SAR, and will also be featured in the PTM 2010 Daily. The winning entries will be on display at the Mart for all delegates. The winning entries invariably attract a lot of positive media coverage throughout the travel industry. [www.PATA.org/goldawards](http://www.PATA.org/goldawards)

## Kiribati, South Pacific

In a nine-month volunteer role with AusAid's Youth Ambassador program, Griffith University's Dr Hornby developed a comprehensive digital marketing platform to help the Republic of Kiribati capture more tourism dollars. Glen, who was based in the government's National Tourism Office, also developed an easy-to-use [website](#) to highlight the developing nation's best tourism offerings. Pacific Asia Tourism Pty Ltd was the APO (Australian Partner Organisation) for this AYAD placement ([www.ayad.com.au](http://www.ayad.com.au))

[http://app.griffith.edu.au/03/griffith-news-now/?p=13324&utm\\_source=staff&utm\\_medium=email&utm\\_campaign=ed58](http://app.griffith.edu.au/03/griffith-news-now/?p=13324&utm_source=staff&utm_medium=email&utm_campaign=ed58)

## The Global Code of Ethics for Tourism



The Code sets a frame of reference for the responsible and sustainable development of world tourism. It draws inspiration from many similar declarations and industry codes that have come before and it adds new thinking that reflects our changing society at the beginning of the 21st century. [www.unwto.org/ethics/index.php](http://www.unwto.org/ethics/index.php)

The **World Committee on Tourism Ethics** was established in 2004, as an independent and impartial body made up of eminent personalities of high moral character and recognized competence. The Members of the Committee are elected in their personal capacities and not as officials of governments or representatives of their countries. As a subsidiary organ of the UNWTO General Assembly, the Committee reports directly to the Assembly. The tasks assigned to the Committee are threefold: (a) Promotion and dissemination of the Global Code of Ethics; (b) Evaluation and monitoring of the implementation of the Code of Ethics; and (c) Conciliation for the settlement of differences concerning the application or interpretation of the Code. Steve Noakes is the only member from Australia.

**Tourism Sustainability Council** c/o UN Foundation, Washington DC.

**Tourism Sustainability Council**

**Contacts:**

Washington DC: Erika Harms, Executive Director [eharms@unfoundation.org](mailto:eharms@unfoundation.org)

Asia Pacific contact: Steve Noakes, [steve@pacificasiatourism.org](mailto:steve@pacificasiatourism.org)



Pacific Asia Tourism Pty Ltd has been a representative from Oceania and Asia in the overall process to develop the new **Tourism Sustainability Council**. 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))



**Review of the PNG-Australia Treaty on Development Cooperation**

Papua New Guinea (PNG) continues to be the largest single country recipient of AusAID funds. In the May 2010 budget, the Australian Government increased foreign aid to PNG from \$3.8 billion to \$4.3 billion in 2010/11. Facing significant development challenges with some 40% of the population living in poverty (on less than US\$1 per day), the country is unlikely to achieve any of the [Millennium Development Goals](#) by 2015. The Australian aid program for PNG employs 360 technical assistance personnel, 50 from the Australian government and the rest as consultants. The consultancy and training workers drained about half of the budget, leaving about 30 per cent to provide goods and services. The independent review of the PNG-Australia Development Cooperation Treaty jointly commissioned by the PNG and Australian Governments has been released. The review says the "capacity building through advisers" model is not working and recommends reducing reliance on such personnel. [www.ausaid.gov.au/country/papua.cfm](http://www.ausaid.gov.au/country/papua.cfm)

<http://au.news.yahoo.com/a/-/latest/7284802/png-aid-frittered-away-on-advisers/>

<http://www.heraldsun.com.au/news/it-could-build-our-schools-hospitals/story-e6frf7jo-1225870321304>

Government of Indonesia  
Ministry of Forestry  
Department of National Parks and Wildlife Conservation

**PRE-TIGER SUMMIT PARTNERS DIALOGUE**

*Turning the tide with the Global Tiger Recovery Program*

Bali, Indonesia Ayodya Resort - Nusa Dua  
July 12-14, 2010

SECRETARIAT EMAIL ADDRESS  
[pts.secretariat@gmail.com](mailto:pts.secretariat@gmail.com) [audea2006@yahoo.com](mailto:audea2006@yahoo.com)

**World Bank: Global Tiger Initiative**

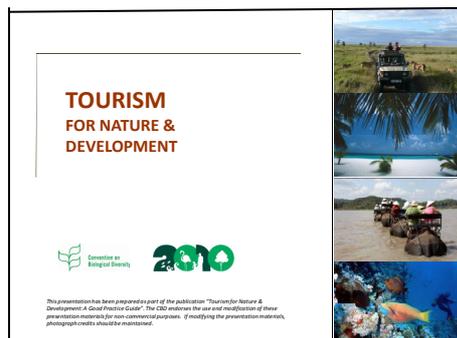
The next major international meeting will be held in Bali next month. Tigers are a symbol of all that is splendid, mystical and powerful about nature. The loss of tigers inevitably mean the loss of cultural and spiritual values that connect humans to the wild world. There is a wealth of legend and lore connected with the tiger in Asian cultures. [www.globaltigerinitiative.org](http://www.globaltigerinitiative.org)

Event registration, agenda, and further info.



## Resources:

### Tourism for Nature and Development: A Good Practice Guide

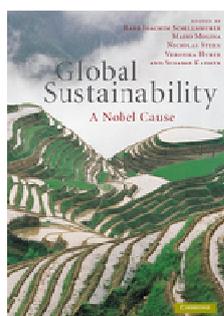


Aims to provide stakeholders with the tools to make the tourism sector more biodiversity-friendly, and more socially just. It addresses the links between **tourism development**, **biological diversity conservation**, and **development / poverty reduction**. It aims to raise awareness of the suite of sustainable tourism tools which have been tested globally and have demonstrated benefits to biodiversity and development. It is not restricted to any particular segment of the industry – all tourism should be sustainable

<http://www.cbd.int/development/doc/cbd-good-practice-guide-tourism-booklet-web-en.pdf>

### New publication "Global Sustainability - A Nobel Cause"

Available for free download at <http://www.nobel-cause.de/book/global-sustainability>.



The book builds upon the debates of the Potsdam Nobel Laureates Symposium, which in 2007 brought together Nobel Prize winners, renowned scientific experts and other eminent public stakeholders to discuss issues of climate change, energy security, sustainable land use and equitable development. Editors: Schellnhuber, Molina, Stern, Huber, Kadner

Contributions from Nobel Prize winners: Murray Gell-Mann, Alan Heeger, Walter Kohn, Wangari Maathai, James Mirrlees, Mario Molina, John Sulston, Rajendra Pachauri on behalf of IPCC. Contributions from eminent public intellectuals and stakeholders: Angela Merkel, Nicholas Stern, Ian McEwan, Sigmar Gabriel, Sunita Narain, Nebojsa Nakicenovic, Klaus Töpfer, Achim Steiner, Joachim Luther, and many others

### EU Donor Atlas



The EU Donor Atlas provides good information on the development cooperation activities of the 27 EU country members and the European Commission.

<http://development.donoratlas.eu/index.htm>

### Tourism Workforce tool



The USAID supported EQUIP3 has released its new [Guide to Designing Tourism Workforce Development Programs: With a Special Focus on Job and Career Opportunities for Youth](http://www.equip123.net/webarticles//anviewer.asp?a=660&z=123). The Tourism Guide is intended to strengthen the capacity of managers (from government, NGOs, and the private sector) to assess, design, implement, and evaluate workforce development programs in the Tourism sector. A special focus of the Guide is on the development of programs that provide employment opportunities to youth ages 15-24.

<http://www.equip123.net/webarticles//anviewer.asp?a=660&z=123>



### Global Economic Prospects

Latest from The World Bank. Growth prospects are very uncertain because of the situation in Europe. Nevertheless, developing countries are projected to lead the recovery with growth rates around 6 percent. High-income countries growth will accelerate from about 2-2.3 percent in 2010 to between 2.3 and 2,7 percent in 2012.

<http://web.worldbank.org/WBSITE/EXTERNAL/EXTDEC/EXTDECPROSPECTS/EXTGBLPROSPECTSAPRIL/0,,menuPK:659178~pagePK:64218926~piPK:64218953~theSitePK:659149,00.html>

For Asia Pacific:

<http://web.worldbank.org/external/default/main?contentMDK=20394402&menuPK=665605&theSitePK=659149&piPK=4977459&pagePK=2470434>

### Global Heritage Network

Utilizes Google Earth and high-resolution satellite imagery donated from Digital Globe as a collaborative internet platform to help save major archaeological and heritage sites in the developing world. Features over 500 major archaeological and heritage sites today

<http://cts.vresp.com/c/?GlobalHeritageFund/3c89c21a04/f964aefd3b/2f66392f75>

### The World Bank resources on MDGs



The Online Atlas of the MDGs is an innovative visualization of the Millennium Development Goals that complements the World Bank's MDGs website.

<http://ddp-ext.worldbank.org/ext/GMIS/home.do?siteId=2>



### THE-ICE Scholarships of Excellence Available Study Semester 1, 2011

[www.the-ice.org](http://www.the-ice.org)

THE-ICE is currently offering a number of international student scholarships through Founding & Accredited members in Singapore and Australia.

#### Cornell-Nanyang Institute of Hospitality Management

Master of Management in Hospitality (MBA Equivalent) in Singapore (1 year) Applications close 24 September 2010. To commence Semester 1, 2011 (May) Application closing date is 24 September 2010. Scholarship SGD\$15,000 towards Tuition Fees

#### Blue Mountains International Hotel Management School

Associate Degree of Business (International Hotel & Resort Management) 2 years AU\$10,000 towards Tuition Fees only. Applications close 24 September 2010.

#### The Australian International Hotel School

Associate Degree of Business (International Hotel Management) 2 year programme AU \$10,000 towards Tuition Fees. Applications close 24 September 2010.

or

Associate Degree of Business (International Event Management) 2 year programme AU \$10,000 towards AIHS Tuition Fees only

# Sumatra Wildlife & Wilderness Safari - Rainforest Rescue Tour **Indonesia**



## **Sumatra Group Tour (12 nights 23 Oct - 04 Nov, 2010)**

Join Rainforest Rescue and renowned scientist Claire Oelrichs on a wildlife and wilderness safari to Indonesia to discover the unique wildlife, ecology and cultures of Indonesia, the world's largest archipelago. This unforgettable two week journey offers an opportunity to learn more about conserving the forests and wildlife of Indonesia. Join in conservation discussions and meetings with locals, explore majestic rainforests, bathe Sumatran elephants, discuss the issues of breeding the almost extinct Sumatran rhinoceros, track Sumatran tigers in highly threatened corridors, beach camp near turtle hatcheries, and with specialist local naturalists observe wildlife otherwise only seen in zoos. Come ready for the unexpected!

## **Post Extension option: Kalimantan Orangutans (6 nights 2-8 Nov, 2010)**

An opportunity to view wild Orangutans along the Sekonyer river and snorkel a marine park in the Java Sea. Using your base at Rimba Orangutan Eco Lodge you will motor along the waterways via Klotok to Orangutan feeding sites at Pondok Tangui, Camp Leakey and visit Friends of National Park Foundation at Pesalat reforestation site. A chance to see unique wildlife including Proboscis monkeys, Leaf monkeys and primate species in their natural habitat. **Bookings:** [www.parktours.com.au](http://www.parktours.com.au)

**Contact Suzanne Noakes, [Suzanne@parktours.com.au](mailto:Suzanne@parktours.com.au)**

## Some Links with/by Pacific Asia Tourism Pty Ltd

### Pacific Tourism – Climate Adaptation Project.



Pacific Asia Tourism Pty Ltd is a Founding Partner of the Oceania Sustainable Tourism Alliance ([www.oceaniatourismalliance.net](http://www.oceaniatourismalliance.net)), 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>

### 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. [www.kokodatrackfoundation.org](http://www.kokodatrackfoundation.org)

### 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](http://www.sustainabletravelinternational.org/documents/au_advisory.html)

### World Committee on Tourism Ethics



Established in 2004, as an independent and impartial body made up of eminent personalities of high moral character and recognized competence. The Members of the Committee are elected in their personal capacities and not as officials of governments or representatives of their countries. PAT founder, Steve Noakes, is a member. <http://www.unwto.org/sdt/committees/en/ethics.php?op=4&subop=7>

### SAVE: Scientific Academic Volunteer Educational



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. Based at The George Washington University, USA.

For more info on the SAVE Travel Alliance, email [stevenoakes@save-travel.org](mailto:stevenoakes@save-travel.org)

