



# Pacific Asia Tourism

International development via sustainable tourism



## Communique #39

Fall/Autumn (Southern Hemisphere) 2011



### **Bali, Indonesia: SEMINAR ON TOURISM ETHICS FOR ASIA AND THE PACIFIC: Responsible Tourism and Its Socio-Economic Impact on Local Communities**



The United Nations World Tourism Organisation is organizing this seminar in collaboration with the Ministry of Culture and Tourism of the Republic of Indonesia. To be held in Bali, Indonesia on 11 June 2011, it has the added distinction of being the first of its kind to take place in parallel with a meeting of the **World Committee of Tourism Ethics (WCTE)**, whose members will convene for its 10<sup>th</sup> session on 12 and 13 June 2011.



WCTE member, Steve Noakes will be Moderator for the session on SOCIO-ECONOMIC IMPACT OF SUSTAINABLE TOURISM DEVELOPMENT ON LOCAL COMMUNITIES - Best Practices of Local Communities.

<http://asiapacific.unwto.org/en/event/seminar-tourism-ethics-asia-and-pacific-responsible-tourism-and-its-socio-economic-impact-loca>

UNWTO Regional Programme for Asia and the Pacific: <http://asiapacific.unwto.org/en>



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

## Ec lodges Indonesia Annual General Meeting



Held at Udayana Kingfisher Ec lodge, Bali during April, 2011. The company continues its strong CSR agenda through the opening of our fifth ec lodge last year at Kelimutu Crater Lakes on the island of Flores. [www.ec lodgesindonesia.com](http://www.ec lodgesindonesia.com)



Board of Directors: Dedi Mullia, Marcel Adi, Marie Gale, Steve Noakes, Alan Wilson & a visit to a great little coffee shop (Luhtu's) on the beach at Sanur, Bali

## SOUTH PACIFIC: Special Cook Islands tour departs 19 August 2011



Discover the heart of Polynesia, 3000km north east of Auckland, New Zealand. From the majestic peaks of Rarotonga to the untouched rainforests of Atiu and the breathtaking lagoon of Aitutaki - the beauty and charm of these South Pacific islands is matched only by the warm hospitality of its friendly people. Your local guide will introduce you to the culture, people and natural beauty over two weeks.

On the main island of Rarotonga, we visit the colourful weekly market, walk through pristine rainforest to The Needle (a legendary rock pinnacle) and join local guides into a conservation area and on a tour around the island.

For bookings, contact Suzanne Noakes, [Suzanne@parktours.com.au](mailto:Suzanne@parktours.com.au) or [Suzanne@pacificasiatourism.org](mailto:Suzanne@pacificasiatourism.org)

Tour details: [www.parktours.com.au/IPT/Tours/Asia-Pacific/Cook-Islands-Nature-Culture.html](http://www.parktours.com.au/IPT/Tours/Asia-Pacific/Cook-Islands-Nature-Culture.html)

## International Labor Organisation 'Green Jobs'



Steve Noakes will undertake a 'Green Tourism Jobs' project in Java during April/May as part of Indonesia's plans to participate in the ILO's Green Jobs Project in Asia. Launched in 2007, a Global Green Jobs Initiative mobilizes governments, workers and employers to engage with each other to develop coherent policies and effective programmes that lead to a green economy. The Green Jobs idea combines the thrusts of Decent Work and Environmental Sustainability.

[www.ilo.org/jakarta/info/public/pr/langen/WCMS\\_149984/index.htm](http://www.ilo.org/jakarta/info/public/pr/langen/WCMS_149984/index.htm)

## Support for the Global Sustainable Tourism Council in Asia Pacific



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GLOBAL SUSTAINABLE TOURISM COUNCIL

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### Cambodia First Southeast Asia Destination to Commit to GSTC



Cambodia becomes first South East Asian destination to commit to the GSTC with further interest from other ASEAN destinations following a GSTC presentation to ASEAN Tourism Conference (ASEAN = Association of South East Asian Nations, a cooperative regional effort to plan and promote travel for the region as one destination.)

The ten member countries include: Thailand, Malaysia, Vietnam, Lao PDR, Cambodia, Myanmar, Singapore, Indonesia Brunei, Philippines.

The MOU was signed by GSTC Board member Steve Noakes and Mr. Tith Chantha, Director General, Ministry of Tourism, Royal Government of Cambodia in presence of His Excellency Dr. Thong Kong, Minister of Tourism, Royal Government of Cambodia and UNWTO senior representatives, Frederic Pierret, Executive Director and Xu Jing, Regional Director for Asia and the Pacific.

[www.gstcouncil.org/component/content/article/40/517-cambodia-first-in-southeast-asia-destination-to-commit-to-gstc.html](http://www.gstcouncil.org/component/content/article/40/517-cambodia-first-in-southeast-asia-destination-to-commit-to-gstc.html)

## Helping to get the Global Sustainable Tourism Criteria message out: *Ecotourism offering a feast of opportunities in Asia*



Tourist guides on a kayak waiting for tourists for the firefly viewing on the Iwahig River in Puerto Princesa, on the western Philippine island of Palawan, on February 16. Tourist numbers to Puerto Princesa jumped from 12,000 in 1992 to 425,000 in 2010, and many more are expected as the area gains global fame -- National Geographic named Palawan as one of its top-20 destinations this year.



*By Agence France-Presse,*

### **Ecotourism offering a feast of opportunities in Asia**

[www.france24.com/en/20110322-ecotourism-offering-feast-opportunities-asia](http://www.france24.com/en/20110322-ecotourism-offering-feast-opportunities-asia)

<http://news.ph.msn.com/regional/article.aspx?cp-documentid=4724429>

## Millennium Development Goals and Sustainable Tourism Development

Article by Dr. Kelly Bricker, University of Utah in Parks, Recreation, and Tourism. Kelly serves as the Chair of The International Ecotourism Society (TIES) and Chair of Board of the Global Sustainable Tourism Council (GSTC). [www.yourtravelchoice.org/2011/01/kelly-bricker-thoughts-of-2010-part-5/](http://www.yourtravelchoice.org/2011/01/kelly-bricker-thoughts-of-2010-part-5/)

## Cookbook to empower rural South Pacific economies - Farm to Table/Agri-tourism



"*Me'a Kai: The Food and Flavours of the South Pacific*" won the Best Cookbook of the year in New Zealand and subsequently the **Gourmand World Cookbook Awards at Paris**.

Author Robert Oliver and tourism academic Dr Tracy Berno decided to put together a gorgeous recipe book that would say to Pacific chefs, "this is who you are! Your food is as great as any." They approached Fiji's best photographer, Shiri Ram, and so began the journey leading to a book which has been hailed as a breakthrough in the Pacific, and of which local people are intensely proud. *Me'a Kai* features the cuisine of six South Pacific island nations, Tonga, Tahiti, Samoa, Fiji, Vanuatu, and Cook Islands.

<http://www.independent.co.uk/life-style/food-and-drink/new-zealand-chef-wins-cookbook-of-the-year-in-surprise-upset-2235249.html>

## PT-CAP: Pacific Tourism – Climate Adaptation Project



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

## 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>

## Adaptation and development – experiences from a programme in the Pacific

Development plans that promote increased food production or the expansion of tourism in coastal zones will fail unless appropriate adaptation measures are put in place to reduce vulnerability to climate change. The German-Pacific Regional Programme 'Coping with Climate Change in the Pacific Island Region' (CCCP-IR) assists 12 Pacific island states in developing national adaptation strategies. [www.gtz.de/en/themen/umwelt-infrastruktur/umweltpolitik/34278.htm](http://www.gtz.de/en/themen/umwelt-infrastruktur/umweltpolitik/34278.htm)

**GTZ is now GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit**

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH was formed on 1 January 2011. It brings together the long-standing expertise of DED, GTZ and Inwent. For further information, go to [www.giz.de](http://www.giz.de).

**giz**

## Resources

### World Economic Forum

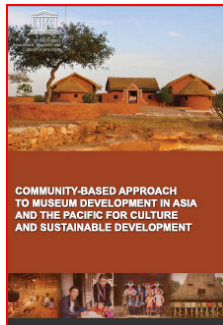


#### The Travel & Tourism Competitiveness Report 2011

The full *Report* is downloadable from [www.weforum.org/ttcr](http://www.weforum.org/ttcr) and contains detailed profiles for each of the 139 economies featured in the study, as well as an extensive section of data tables with global rankings covering over 70 indicators

[www3.weforum.org/docs/WEF\\_TravelTourismCompetitiveness\\_Report\\_2011.pdf](http://www3.weforum.org/docs/WEF_TravelTourismCompetitiveness_Report_2011.pdf)

### Community-based approach to museum development in Asia and the Pacific for culture and sustainable development



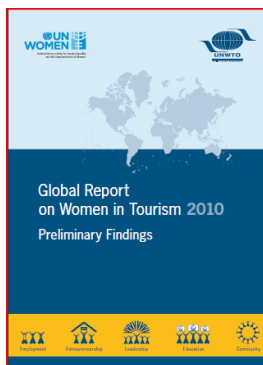
The community-based approach to museum development can be understood as part of a quest for identity, or identities, on the part of the peoples of the post-colonial world, as well as on the part of emerging nations and the various communities within them, many of whom are engaged in an ongoing process of nation or community building.

<http://unesdoc.unesco.org/images/0018/001899/189902e.pdf>

[www.unesco.org/ulis/cgi-](http://www.unesco.org/ulis/cgi-bin/ulis.pl?catno=189902&set=4D10F537_1_228&gp=1&lin=1&ll=1)

[bin/ulis.pl?catno=189902&set=4D10F537\\_1\\_228&gp=1&lin=1&ll=1](http://www.unesco.org/ulis/cgi-bin/ulis.pl?catno=189902&set=4D10F537_1_228&gp=1&lin=1&ll=1)

### Global Report on Women in Tourism



The **Global Report on Women in Tourism 2010** is a first attempt to develop a quantitative framework for monitoring the status of women working in tourism across the globe. Its focus is on tourism in developing regions.

The objectives of the report were to:

- i) establish a set of indicators and an indicator framework that could be used to monitor the performance of tourism as a tool for women's empowerment; and
- ii) to use the indicators to assess the extent to which tourism is advancing the needs of women in the developing world.

[http://www2.unwto.org/sites/all/files/pdf/folleto\\_globalr\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_globalr_report.pdf)

### Green Economy Report – UNEP



'Towards a Green Economy is among UNEP's key contributions to the Rio+20 process and the overall goal of addressing poverty and delivering a sustainable 21<sup>st</sup> century. The report makes a compelling economic and social case for investing two per cent of global GDP in greening ten central sectors of the economy in order to shift development and unleash public and private capital flows onto a low-carbon, resource-efficient path'. Achim Steiner, UNEP Executive Director.

[www.unep.org/GreenEconomy/Portals/93/documents/Full\\_GER\\_screen.pdf](http://www.unep.org/GreenEconomy/Portals/93/documents/Full_GER_screen.pdf)

## Protected Area Staff Training



### Protected Area Staff Training

Guidelines for Planning and Management  
Svetlana L. Kopylova and Natalia R. Danilina, Editors

Presents the lessons learnt and good practices accumulated in the large and diverse field of protected area training.

<http://data.iucn.org/dbtw-wpd/edocs/PAG-017.pdf>

## Best Practice Protected Area Guidelines Series No. 17



## New Travellers' Philanthropy Handbook

### Travelers' Philanthropy Handbook

Produced by



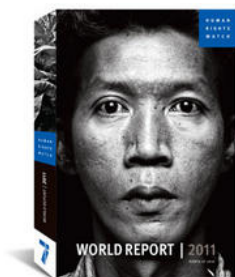
Center for Responsible Travel

Edited by  
Martha Honey

Seminal CREST publication. 250 page Handbook covering principles, origins and growth of travelers' philanthropy and offers practical 'how to' advice, do's and don'ts, and best practices for businesses, community organizations, and travelers interested in developing or participating in travel 'give back' programs

[http://www.responsibletravel.org/resources/documents/reports/Travelers'\\_Philanthropy\\_Handbook\\_by\\_CREST.pdf](http://www.responsibletravel.org/resources/documents/reports/Travelers'_Philanthropy_Handbook_by_CREST.pdf)

## Human Rights Watch, World Report



This 21st annual World Report summarizes human rights conditions in more than 90 countries and territories worldwide. It reflects extensive investigative work undertaken in 2010 by Human Rights Watch staff, usually in close partnership with domestic human rights activists.  
<http://www.hrw.org/en/reports/2011/01/24/world-report-2011>

## Monitoring & Evaluation of international development

Monitor  
Evaluate



The International Development Evaluation Association (IDEAS) was inaugurated in September 2002 to help fill a gap in the international evaluation architecture. IDEAS' mission is 'to advance and extend the practice of development evaluation by refining methods, strengthening capacity and expanding ownership', with a particular focus on developing and transitional economies.

<http://evaluation.zunia.org/post/the-international-development-evaluation-association-ideas-4/>

## Resources for AID effectiveness



[www.a4des.org/index.php](http://www.a4des.org/index.php)

*Includes links to:*

Bogota Statement Towards Effective and Inclusive Development Partnerships  
Hanoi Core Statement on Aid Effectiveness<sup>1</sup> Ownership, Harmonisation, Alignment, Results  
Jakarta Commitment  
Paris Declaration  
ACCRA Agenda for Action  
Doha Declaration  
Monterrey Consensus  
Rome Declaration

## Aid Transparency



**IATI** INTERNATIONAL  
AID  
TRANSPARENCY  
INITIATIVE

The IATI Registry is an index of data published on international development activities. The registry itself stores no data, but provides a searchable index of metadata, feeds, and links to datasets hosted by donor agencies, development organisations and partner countries. <http://iatiregistry.org>

## OPIC: Overseas Private Investment Corporation



OPIC is the U.S. Government's development finance institution. It mobilizes private capital to help solve critical world challenges and in doing so, advances U.S. foreign policy. [www.opic.gov](http://www.opic.gov)

OPIC will hold its seventh international investment conference at the Shangri-La Hotel in Jakarta, Indonesia, from May 3 to 5, 2011. President Barack Obama announced the OPIC conference, *Access to Opportunity in Southeast Asia*, during his November 2010 trip to Indonesia, stating it would "highlight new opportunities for partnership here and across the region." The conference will target emerging markets throughout Southeast Asia, including Indonesia, Malaysia, the Philippines, Thailand, Cambodia, Laos, Vietnam and Micronesia. <http://www.opic.gov/news/press-releases/2009/pr012611>