



Pacific Asia Tourism

International development via sustainable tourism



Communique #42

Summer (Southern Hemisphere) 2011/2012

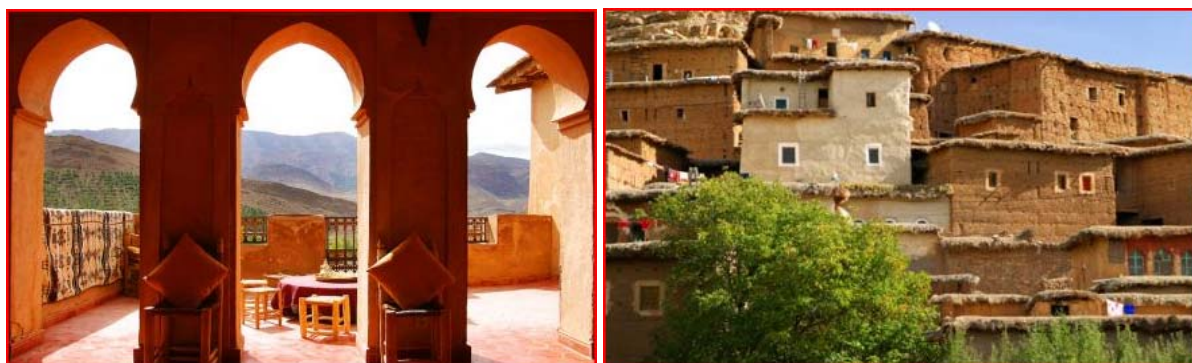
Checking out responsible tourism products: Morocco journey by Suzanne Noakes, Director of Pacific Asia Tourism Pty Ltd (PAT) October 2011

El Khorbat is an ancient Ksar, a fortified village, built of soil in the middle of the 19th century and recently restored, thanks to international cooperation. Located 50 Km. east from Tinghir (or Tinerhir), in the low valley of Todra, South Morocco. The object aims to use ecotourism in order to protect a historical and architectural patrimony. www.elkhorbat.com/index.html



www.facebook.com/photo.php?fbid=1564274004298&set=a.1564271564237.46572.1758816253&type=3

Nestled in the valley's hollow of Ait Bougmez, 4 hours away from Marakech, the **eco lodge Dar Itrane** is built integrally with in dirt in the respect of the locale architecture. www.origins-lodge.com/EN/Dar_Itrane_Lodge



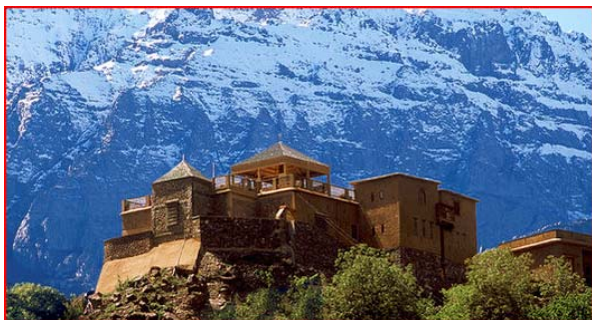
For walking trips in the world's national parks, check out www.parktours.com.au or email Suzanne Noakes, suzanne@parktours.com.au

The **Atta Saharan Camp** is located in the heart of the Ait Atta tribe territories. It provides an in-depth discovery of the nomadic tribes of the Berber Culture www.morocco-travel.com/morocco/AttaSaharanCamp/



Kasbah du Toubkal Morocco www.airbnb.com/rooms/13338

Toubkal National Park in the [High Atlas](#) mountain range, 70 kilometres from [Marrakech](#) in central-western [Morocco](#) - established in 1942



"Tourism is firstly a bridge between peoples and civilizations, an act of mingling peoples and cultures and, by its nature, an openness to the other and to modernity. Clean and responsible tourism, as it is respectful of mankind, nature, the environment and the rules and laws which govern the area." His Majesty King Mohammed VI, Morocco.

www.visitmorocco.com/index.php/eng/l-get-information/Responsible-tourism/Responsible-fair-and-sustainable

University of the South Pacific & Friends of the Levuka Historical & Cultural Society



Pacific Asia Tourism Pty Ltd founder, Steve Noakes spent a good part of December 2011 based at the USP Suva campus undertaking research on tourism & the millennium development goals amongst regional South Pacific (CROP) agencies. Colleagues at USP were very welcoming and supportive. The trip has also led to the establishment of the Facebook site, 'Friends of the Levuka Historical & Cultural Society'. <http://www.facebook.com/SteveNoakesAsiaPacific#!/pages/Friends-of-Levuka-Historical-Cultural-Society-FIJI/202878026471540>

Ec lodges Indonesia



We have lots happening at Ec lodges Indonesia in 2012 following a solid business performance in 2011. Projects include: Extension work well underway at Bajo; We will purchase land adjacent to Kelimutu Ec lodges to allow for future expansion; Extensive renovations have/are occurring at Rimba Orangutan Ecologe, including the new Rainwater system, low power new air conditioning system, Office renovations & Public area being renovated. www.ec lodgesindonesia.com

New Indonesian Tourism & Creative Economy Minister



In October 2011, **Dr. Mari Elka Pangestu** was chosen by Indonesian President Soesilo Yudhoyono to lead the newly restructured Ministry for Tourism and Creative Economy. Indonesia's Creative Economy comprises 14 broad areas: advertising, architecture, art and antique marts, handicrafts, designing, fashion, film, videos and photography, interactive games, music, artistic performances, publishing and printing, computer services and software, radio and television, and research and development.

Mari completed undergraduate and Master's degree at Australian National University and a PhD in Economics at University of California at Davis. She was previously Indonesian Trade Minister. She was also the co-coordinator of the Task Force on Poverty and Development for the [United Nations Millennium Project](#).

'Cities of Entertainment' - Singapore Integrated Resorts Conference

Held at Resorts World, Sentosa, Singapore. Addressed by Chair of Pacific Asia Tourism Pty Ltd & Global Sustainable Tourism Council Board member, Steve Noakes in November 2011 www.gstcouncil.org
www.integratedresorts-lse.com/
www.rwsentosa.com/



Introducing the Global Sustainable Tourism Criteria *Universal set of common guidelines*

- Defines sustainable tourism - actionable, measurable & credible
- Sets minimum standard of sustainability for tourism businesses across the globe
- Created with the input of experts, groups & companies from around the planet



Sunset, Floating Market, Thailand
<http://travel.nationalgeographic.com/travel/countries/your-thailand-photos/>

Other featured keynote presentations from:

Nicholas Naples Co-Chief Operating Officer Melco-Crown Entertainment, Hong Kong and President of City of Dreams, Macau

John Shigley President & Chief Operating Officer MGM Grand Ho Tram, Vietnam

Dharmali Kusumadi Senior Vice President Design Services Banyan Tree Holdings, Singapore



Papua New Guinea in 2012



With a quarter century of experience in Melanesian tourism, PAT Director, Suzanne Noakes will again be leading upscale expeditions into Papua New Guinea for USA based operators such as Asia Transpacific Journeys in 2012

www.asiatrantic.com/travel-destinations/papua-new-guinea#!group-trip/



UNWTO platma

platma is the professional online community of the Affiliate Members of the United Nations World Tourism Organization (UNWTO) www.platma.org

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News

OAG Analysis of the EU's ETS Indicates further Passenger Air-Fare...
Singapore, 11-01-2012
In-depth report examines the likely scenarios and impacts of the EU Emissions Trading Scheme for Airline Operators, Airports and the wider European...

Elections Board of the Affiliate Members
10-01-2012
As you will know, according to the new Rules of Procedure of the Committee of the Affiliate Members the Members of its Board must now be elected. As...

CQUniversity-Australia collaborates with UNWTO Themis Foundation
Australia, Tanzania, East Africa, 10-01-2012
Steve Noakes from CQUniversity-Australia was Lead Facilitator for the UNWTO Themis Foundation for the 2011 Tourism Policy & Strategy Workshop...

platma: global solutions for global challenges

Platma plug for linkages with CQUniversity-Australia:
www.platma.org/index.php/mod.conds/mem.detalle_cn/id.2002/chk.87cd23dd157c2faf35662088763aa5a7

Global Sustainable Tourism Council



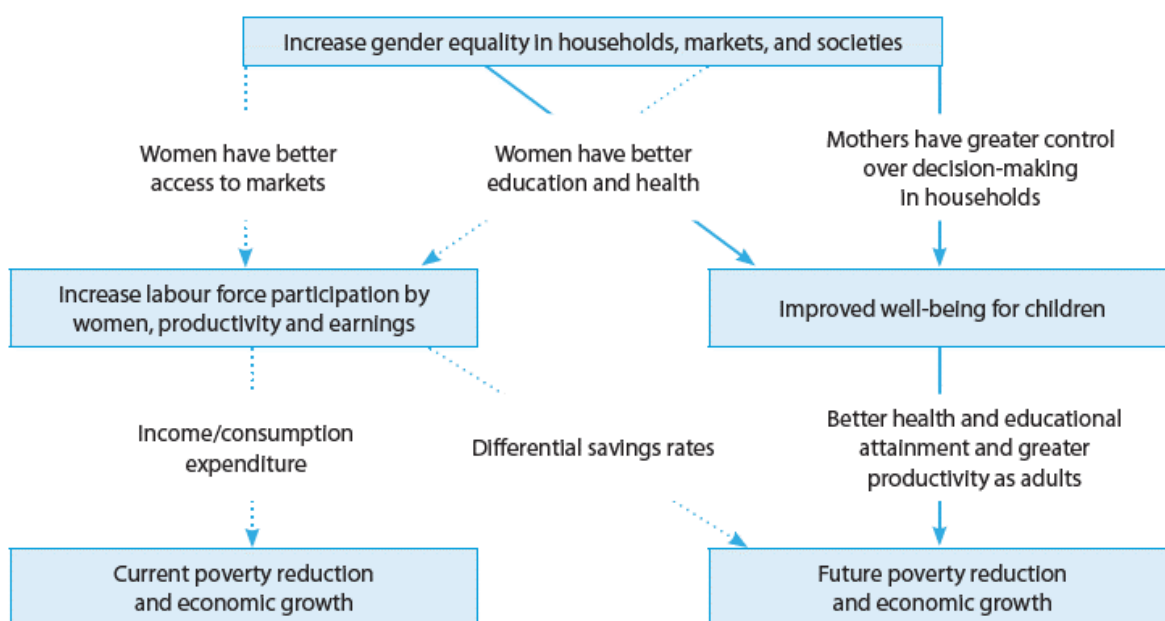
The GSTC is shaping up for a solid year of advancing the sustainable tourism agenda around the planet. Steve Noakes remains on the Board of this Washington DC based not-for-profit which promotes the minimum international standards for sustainable tourism. www.gstccouncil.org

Resources

Global Report on Women in Tourism – free download

Developed by the World Tourism Organization (UNWTO) and UN Women, the Global Report on Women in Tourism 2010 marks a first attempt to map the participation of women in the tourism industry worldwide. Focusing on five areas – Employment, Entrepreneurship, Leadership, Education and Community – the study presents a detailed picture of women's involvement in tourism, a sector which, although it has yet to fully harness the enormous potential of gender equality, has the capacity to act as a true vehicle for women's empowerment. <http://www.e-unwto.org/content/j133q0/>

Figure 1.1 The relationship between increased gender equality and poverty reduction



Source: Adapted from World Bank (2007), *Global Monitoring Report 2007*, World Bank, Washington D.C.

PATA Adventure Travel & Responsible Tourism Conference & Mart, 2012

Will be held in the historic town of Paro in the south west of **Bhutan**.




PATA Adventure Travel and Responsible Tourism Conference and Mart 2012 (AT&RTCM 2012)
February 3 - 7, 2012
Zhiwa Ling Hotel
Paro, Bhutan

www.pata.org/events/pata-adventure-travel-and-responsible-tourism-conference-and-mart-2012-at-rtcm-2012

OECD Development Co-operation Report




Development Co-operation Report 2011
50TH ANNIVERSARY EDITION

In 2010, the DAC announced the highest volume of official development assistance (ODA) in history: almost USD 130 billion. Most of the DAC nations met important aid commitments, with several European donors surpassing the goal of 0.7% of gross national income (GNI) *per capita* in ODA set out in a United Nations resolution in 1970. www.oecd.org/dataoecd/40/53/48806367.pdf

Free online Sustainable Tourism courses

Natural Resources Management & Development Portal

**ONLINE LEARNING
MANAGEMENT SYSTEM**





Sustainable Tourism Online Learning Program

A set of nine courses have been developed to help better understand how tourism can be developed sustainably. **The courses are offered free on a non academic credit basis.** Participants may take these courses to build your own knowledge of the field of tourism and development.

http://lms.rmpportal.net/course/category.php?id=48&utm_source=SI+External+Newsletter&utm_campaign=e20e15a01c-Solimar_Newsletter9_20_2011&utm_medium=email

Climate Change and Tourism Policy in OECD Countries



Organisation for Economic Co-operation and Development / United Nations Environment programme

'The inescapable conclusion is that current policy, with few exceptions, is inadequate for the scale of the challenge, both on mitigation and on adaptation'

'Policy-makers also need to urgently develop policies to mitigate the impact of tourist travel, accommodation and activities on climate change.'

www.oecd.org/dataoecd/8/28/48681944.pdf

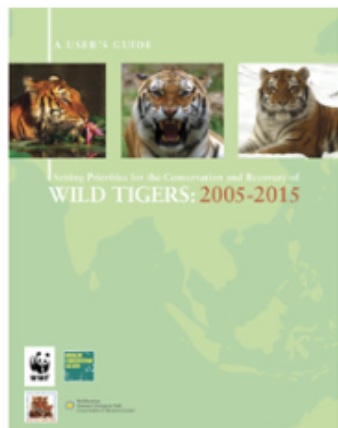
New tourism degree at CQUniversity-Australia starts 2012



At CQUniversity we think BIG when it comes to tourism education, providing students with cutting edge knowledge through its membership of the Global Sustainable Tourism Council (GSTC) and the UNWTO. The new degrees are delivered by internationally experienced practitioners, with two leading tourism academics being members of the 'Global Panel of Tourism Experts' appointed by the UNWTO to give strategic policy advice on international tourism issues. CQUniversity engages with global initiatives dedicated to promoting sustainable tourism practices here at the local level and around the world. www.cqu.edu.au/study/what-can-i-study/business-accounting-and-law/undergraduate-programs/bachelor-of-tourism2

Wild tigers & ecotourism

Tiger Conservation Landscapes Reports



In 1995, the World Wildlife Fund and Wildlife Conservation Society prepared a framework to guide and prioritize in situ tiger conservation efforts across Asia. Commissioned by the Save the Tiger Fund, the study rapidly became a roadmap to guide tiger conservation, and was widely used by researchers and conservation biologists. In 2005, WWF, WCS, Smithsonian and Save the Tiger Fund published the updated and revised Tiger Conservation Units (TCU) map and underlying database to reflect changes in available habitat for tigers, available information on threats and prey abundance, and progress in conservation efforts to date in the TCUs.

www.panthera.org/priority-tiger-conservation-landscapes

The World Bank's Africa Region Tourism Strategy



From a small base of just 6.7 million visitors in 1990, Sub Saharan Africa (SSA) attracted **28.1 million visitors** in 2009. **One in twenty** of all jobs in SSA are in travel and tourism. **Women manage more than 50%** of hospitality businesses in SSA.

<http://web.worldbank.org/WBSITE/EXTERNAL/COUNTRIES/AFRICAEXT/EXTAFRSUMAFTPS/0,,contentMDK:22475614~pagePK:51246584~piPK:51241019~theSitePK:2049987,00.html>

World Bank Africa tourism project brochure:

<http://siteresources.worldbank.org/INTAFRSUMAFTPS/Resources/2049902-1311021749998/WBAfricaTourismstrategyBrochure.pdf>

World Conservation Congress 2012



The Congress will explore many of our most pressing environmental and development challenges from this perspective and how strong and resilient nature is intricately linked to solving these issues. Nature+climate; nature+livelihoods; nature+energy; nature+economics:
www.iucnworldconservationcongress.org/forum_exhibition/

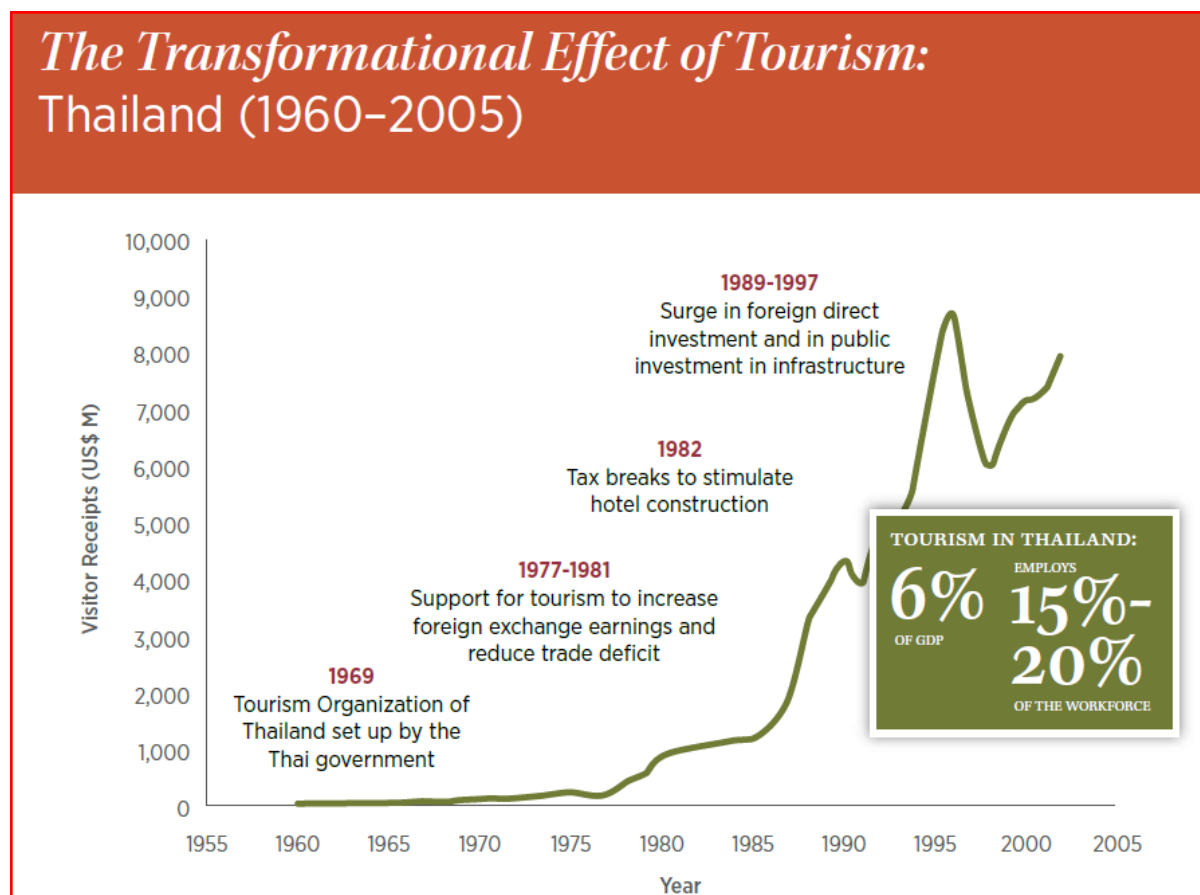
New Chair of United Nations World Tourism Organization Executive Council



Kenya's Tourism Minister Najib Balala is the new Chairman of the United Nations World Tourism Organization Executive Council (UNWTO). The Council comprises 31 members and is the governing body of the UNWTO.
<http://media.unwto.org/en/press-release/2011-10-14/19th-general-assembly-closes-pledge-strengthen-unwto>

Thailand: tourism over the past 5 decades

Source: http://siteresources.worldbank.org/INTAFRSUMAF/TPS/Resources/2049902-1311021749998/WB_SSATmStrtgy_PPT_v10.pdf



Tourism's contribution to the Australian economy

- total tourism Gross Domestic Product (GDP) is worth \$72 billion representing a 5.6 per cent share of the Australian economy
- total tourism Gross Value Added (GVA) is worth \$68 billion, also representing a 5.6 per cent share of the Australian economy
- total number of persons employed in tourism is 876,400 persons, representing 7.9 per cent of Australia's labour force

www.ret.gov.au/tourism/Documents/tra/Economic%20Analysis/Tourisms_Contribution_to_the_Australian_Economy_1997-98_to_2009-10_WEB_FINAL.pdf



AusAID Annual Report Australian Agency for International Development

www.usaid.gov/anrep/rep11/default.cfm

Australia: Internet Use in Trip Planning & Booking

The use of the internet in pre-trip planning and booking is increasing.
www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/2011/Internet-Snapshot-2011.pdf

New Regional Universities Network (RUN) in Australia

Foundation members of the network – CQUniversity, Southern Cross University, University of Ballarat, University of New England, University of Southern Queensland and University of the Sunshine Coast. RUN will be one of the official networks alongside three others that currently operate across Australian Universities - the Go8 group, Australian Technology Network of Universities (ATN) and the Innovative Research Universities (IRU).
www.theaustralian.com.au/higher-education/regional-universities-create-formal-alliance/story-e6frgcjx-1226166559846

Amazon text book rentals

Kindle Textbook Rental - rent for the minimum length, typically 30 days or extend • Download free Kindle reading apps for PC, Mac, iPad, iPhone, Android device, Windows Phone 7, Blackberry, or Kindle www.amazon.com/gp/feature.html?ie=UTF8&docId=1000702481

When you want to check something

www.snopes.com - Internet reference source for urban legends, folklore, myths, rumours, and misinformation.

Sustainable Tourism Gateway

www.gdrc.org/uem/eco-tour/eco-tour.html

THEME - Tourism, Hospitality and Events Management Education



Founded in 1875 - from Edinburgh School of Cookery to Queen Margaret University www.qmu.ac.uk/theme/

Solomon Islands lies northeast of Australia and southwest of Hawaii

www.visitsolomons.com.sb



Pro-Poor Tourism (PPT) website.



This website provides information on Pro-Poor Tourism, tourism that results in increased net benefits for poor people.

www.propoortourism.org.uk