

# Pacific Asia Tourism

International development via sustainable tourism



## Communique #43

Fall/Autumn, (Southern Hemisphere) 2012

### Suzanne Noakes & her PNG Highlands mates with YPO group members from Venezuela

Suzanne has recently returned from Papua New Guinea after guiding a group of Young Presidents with a difference - this time from Venezuela, South America!. (Officially called the Bolivarian Republic of Venezuela under President Hugo Chavez). This particular tour organised through long-time USA based tour operator, [Asia Trans Pacific Journeys](http://www.asiatranspacific.com) (Boulder, Colorado, USA).



For a quarter of a century, Suzanne (bottom left) has been promoting and leading trips throughout Melanesia and Micronesia. She's well known to local industry from her expeditions for groups such as the alumni of Ivy League Universities from the USA that she has guided into Fiji, New Caledonia, Vanuatu, Solomon Islands, Papua New Guinea and further afield into Micronesia & Polynesia for more than two decades.

Suzanne is established as the world's leading guide for journey's into the remote but culturally and environmentally rich regions of Papua New Guinea's highlands, coastal and island zones. For more info, contact [suzanne@pacificasiatourism.org](mailto:suzanne@pacificasiatourism.org)

### Walking trips in the world's national parks



Suzanne also organises small group walking journeys into some remarkable national park locations around the world – Africa, Europe, Asia, Pacific & the Americas.

Contact: Suzanne Noakes, [suzanne@parktours.com.au](mailto:suzanne@parktours.com.au) <http://www.parktours.com.au>

## Volunteers needed for tourism training in Zanzibar, East Africa.



<http://www.handsacrossborderssociety.org/>

Jambiani Tourism Training Institute (JTTI) provides a practical and theoretical education for local community stakeholders. The JTTI now offers a 2-year Diploma in Tourism and Hospitality – a vocational training curriculum which offers participants the opportunity to develop their skills and thereby improve their socio-economic conditions. **They are looking for volunteers** for a minimum of 3 months to teach part of the Diploma curriculum or short courses in the following subjects: English, IT/Keyboarding, Math, Business, Customer Service, Food Production, Front Desk Agent, Local Tour Guide, Food Safety, Accounting, Leadership.

## Annual General Meeting of Ecolodges Indonesia

Held at Udayana Kingfisher Ecolodge in Bali during April 2012. The Board remains as Alan Wilson (Bali), Dedi Mulia (Bali), Marcel Adi (Java) Marie Gale (NSW) and Steve Noakes (Queensland). The company is doing some pretty cool stuff supporting biodiversity conservation & assisting local communities.



EcoSafariIndonesia is a private company owned by Eco Lodges Indonesia. It is the travel section of our lodge company facilitating travel within Indonesia between our six far flung lodges spread over nearly three thousand kilometers of Indonesia.

[www.ecolodgesindonesia.com](http://www.ecolodgesindonesia.com) [www.ecosafariindonesia.com](http://www.ecosafariindonesia.com)

## New Publication: Tourism and Sustainable Development



The [new publication](#) "*Sustainable Tourism & the Millennium Development Goals: Effecting Positive Change*" by The International Ecotourism Society (TIES) will be launched this year at TIES annual conference, the [Ecotourism and Sustainable Tourism Conference \(ESTC\)](#) being held in Monterey, California, USA from Sept 17-19, 2012. Noakes & Carlsen have a Chapter in the book on **ecotourism & wild tiger conservation** in Asia.

## Global Tiger Initiative [GTI](#)

GTI 2012 brochure: [http://www.globaltigerinitiative.org/data/pdf/GTI\\_Brochure\\_2012\\_FINAL.pdf](http://www.globaltigerinitiative.org/data/pdf/GTI_Brochure_2012_FINAL.pdf)  
Funding the Recovery of Wild Tigers:

[www.globaltigerinitiative.org/data/pdf/Donor\\_Brochure\\_FINAL.pdf](http://www.globaltigerinitiative.org/data/pdf/Donor_Brochure_FINAL.pdf)



## Global Sustainable Tourism Council [www.gstcouncil.org](http://www.gstcouncil.org)



Steve Noakes (Board member, GSTC)  
Thok Sokhom (Ministry of Tourism,  
Cambodia), Erika Harms (Exec  
Director of GSTC)

Contribute to the guide for destinations across the globe about the basic requirements for sustaining their cultural and natural attractions, as well as the social and economic fabric of their communities. Developed by the Global Sustainable Tourism Council (GSTC), in the form of the Global Sustainable Tourism Criteria for Destinations (GSTC Destination Criteria). [The draft version of the Destination Criteria is available in for public consultation until June 2, 2012.](#)



## Friends of Levuka Historical & Cultural Society, FIJI



**Friends of Levuka Historical & Cultural Society, FIJI**

A global network to support the work of its local community in the historical & cultural preservation of the old island trading town of Levuka. It was the first permanent settlement for Europeans in the South Pacific and original capital of Fiji. (Launched & supported by Pacific Asia Tourism Pty Ltd)

Become a Facebook friend:  
<http://www.facebook.com/pages/Friends-of-Levuka-Historical-Cultural-Society-FIJI/202878026471540>

## Happiness should have greater role in development policy – UN Member States.

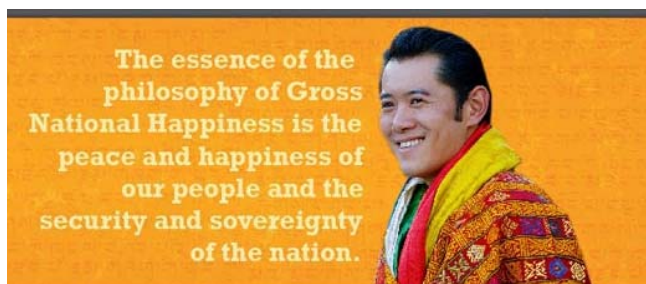
With the support of the UNWTO, PAT colleague, Dr Paul Rogers recently joined more than 600 high powered delegates at the New York meeting of the first ever United Nations conference on happiness representatives from nations around the world. *Bhutan* leads the way [www.2apr.gov.bt/](http://www.2apr.gov.bt/)



Some media coverage:

<http://www.un.org/apps/news/story.asp?NewsID=39084>  
<http://www.time.com/time/world/article/0,8599,2110914,00.html> ,  
<http://www.guardian.co.uk/sustainable-business/united-nations-happiness-conference-bhutan?newsfeed=true>

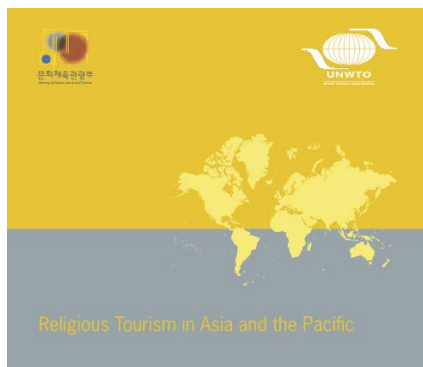
Gross National Happiness is a term coined by His Majesty the Fourth King of Bhutan, Jigme Singye Wangchuck in the 1970s. The concept implies that sustainable development should take a holistic approach towards notions of progress and give equal importance to non-economic aspects of wellbeing.  
[www.grossnationalhappiness.com/](http://www.grossnationalhappiness.com/)  
<http://gnhworldproject.posterous.com/>



Contact Suzanne Noakes about the next trip she is planning to walk the national parks in Bhutan [suzanne@parktours.com.au](mailto:suzanne@parktours.com.au) [www.parktours.com.au](http://www.parktours.com.au)

## Resources:

### Religious Tourism in Asia and the Pacific



The Asia-Pacific region is considered the world's religious core with the greatest number of pilgrims and travellers for religious events, for both international and domestic tourism. It is estimated that there are approximately six hundred million national and international religious and spiritual voyages in the world, of which 40% take place in Europe and over half in Asia. According to UNESCO, 60% of the world's population practises a religion and these believers form the demographic base of religious tourism. <http://www.e-unwto.org/content/j725585752550h46/?p=9d074061d74044c2904cb1c7ab0b8e87&pi=0>

### Visitors & USA National Parks



- Who visits national parks? When do they come; where do they come from, and what do they look for? Who doesn't visit, and why?
- How do these visitors affect national park resources? How does park management affect the visitor experience?
- How do national parks relate to their surrounding communities? How do they affect local, regional, and national economies?
- How can threats to national parks be minimized or reduced?
- How effective are NPS educational efforts--such as museum exhibits, guided hikes, and ranger-led talks--and how they can be improved?
- How can the parks' natural and cultural resources be managed more effectively?

Go to: [www.nature.nps.gov/socialscience/index.cfm](http://www.nature.nps.gov/socialscience/index.cfm)

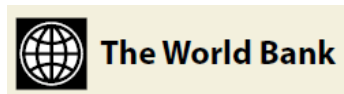
Also, at [www.nature.nps.gov/publications/nrpm/](http://www.nature.nps.gov/publications/nrpm/) you can get a copy of Stynes, D. J. 2011. *Economic benefits to local communities from national park visitation and payroll*, 2010. Natural Resource Report NPS/NRSS/EQD/NRR—2011/481. National Park Service, Fort Collins, Colorado.

### Tourism training for the informal sector



The HITT programme provides informal sector workers – especially women, young people and the unskilled and semi-skilled – with market-oriented, vocational training - being piloted in the tourism sector in seven of the world's least developed countries. [www.hitt-initiative.org](http://www.hitt-initiative.org)

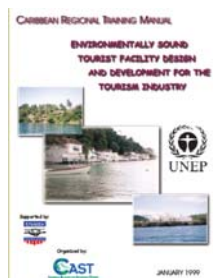
### China 2030: Building a Modern, Harmonious, and Creative High-Income Society



The World Bank & the Development Research Center of the State Council, the People's Republic of China.

'China is likely to become a high-income economy and the world's largest economy before 2030, notwithstanding the fact that its per capita income would still be a fraction of the average in advanced economies'. <http://www.worldbank.org/en/news/2012/02/27/china-2030-executive-summary>

## Environmentally sound tourist facility design and development for the tourism industry



A Caribbean regional training manual with support of UNEP, USAID & CAST

<http://cep.unep.org/publications-and-resources/promotional-material/publications/spaw/env-sound-tourism-facility-design-and-development.pdf>

## USAID-funded online courses in Sustainable Tourism Development.



The nine online courses listed below were developed by George Washington University as a result of compiling the lessons and best practices from the USAID Global Sustainable Tourism Alliance (GSTA) program, and other tourism development experience.

The courses train students, practitioners, donor agency representatives, and others working in related fields to understand and develop tourism and its role in international development.

<http://lms.rmportal.net/course/category.php?id=51>

## UNEP: 21 issues for the 21 st century

The Top Ten...

1. Aligning Governance to the Challenges of Global Sustainability
2. Meeting Global Environmental Challenges and Moving Towards a Green Economy
3. New Challenges for Ensuring Food Safety and Food Security for 9 Billion People
4. Broken Bridges: Reconnecting Science and Policy
5. Social Tipping Points? Catalyzing Rapid and Transformative Changes in Human Behavior towards the Environment
6. New Insights on Water-Land Interactions: Shift in the Management Paradigm
7. Beyond Conservation: Integrating Biodiversity across the Environmental and Economic Agendas (\*Ranked joint 7th\*)
8. Accelerating the Implementation of Environmentally-Friendly Renewable Energy Systems (\*Ranked joint 7th\*)
9. New Challenges for Climate Change Mitigation and Adaptation: Managing the Unintended Consequences (\*Ranked joint 7th\*)
10. Greater Risk than Necessary? The Need for a New Approach for Minimizing Risks of Novel Technologies and Chemicals

[http://www.unep.org/publications/ebooks/foresightreport/Portals/24175/pdfs/Foresight\\_Report-21\\_Issues\\_for\\_the\\_21st\\_Century.pdf](http://www.unep.org/publications/ebooks/foresightreport/Portals/24175/pdfs/Foresight_Report-21_Issues_for_the_21st_Century.pdf)

## 2012 Annual Letter from Bill Gates.

... innovation is the key to improving the world. When innovators work on urgent problems and deliver solutions to people in need, the results can be magical. Right now, just over 1 billion people—about 15 percent of the people in the world—live in extreme poverty. On most days, they worry about whether their family will have enough food to eat. There is irony in this, since most of them live and work on farms. The problem is that their farms, which tend to be just a couple acres in size, don't produce enough food for a family to live on. [www.gatesfoundation.org/annual-letter/2012/Pages/home-en.aspx](http://www.gatesfoundation.org/annual-letter/2012/Pages/home-en.aspx)

## GEM is the largest ongoing study of entrepreneurial dynamics in the world.



The Global Entrepreneurship Monitor (GEM) project is an annual assessment of the entrepreneurial activity, aspirations and attitudes of individuals across a wide range of countries.

Initiated in 1999 as a partnership between London Business School and Babson College, the first study covered 10 countries; since then more than 85 'National Teams' from every corner of the globe have participated in the project, which continues to grow annually. [www.gemconsortium.org/](http://www.gemconsortium.org/)

## OECD Environmental Outlook to 2050



*The Consequences of Inaction.*

Humanity has witnessed unprecedented growth and prosperity in the past decades, with the size of the world economy more than tripling and population increasing by over 3 billion people since 1970. This growth, however, has been accompanied by environmental pollution and natural resource depletion. The current growth model and the mismanagement of natural assets could ultimately undermine human development. The OECD Environmental Outlook to 2050 asks "What will the next four decades bring?" It looks forward to the year 2050 to find out what demographic and economic trends might mean for the environment if the world does not adopt more ambitious green policies. [www.oecdbookshop.org/oecd/display.asp?sf1=identifiers&st1=9789264122161](http://www.oecdbookshop.org/oecd/display.asp?sf1=identifiers&st1=9789264122161)

## AidFlows



A cool website.

AidFlows visualizes how much development aid is provided and received around the world. Users can select individual donors (providing the aid) and beneficiaries (receiving the aid) to track the sources and uses of aid funding. [www.aidflows.org](http://www.aidflows.org)

## UNESCO Education – starting small business



There are two training packages for different target groups: (i) technical and vocational education students at the secondary level and (ii) learners in non-formal settings.

[http://portal.unesco.org/education/en/ev.php-URL\\_ID=46786&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/education/en/ev.php-URL_ID=46786&URL_DO=DO_TOPIC&URL_SECTION=201.html)



## Centre for Global Development, Washington DC



CGD conducts research and analysis on a wide range of [topics](#) related to how rich country policies impact people in the developing world. <http://www.cgdev.org/>

Each year, the [Commitment to Development Index](#) (CDI) scores wealthy governments on helping poor countries via 7 linkages: aid, trade, investment, migration, environment, security, and technology. [http://www.cgdev.org/section/initiatives/\\_active/cdi/](http://www.cgdev.org/section/initiatives/_active/cdi/)

## The World Bank in East Asia & the Pacific [www.worldbank.org/eap](http://www.worldbank.org/eap)

With the strongest growth of any region in recent years, the East Asia and Pacific region now accounts for close to 20% of total global growth. However, growth varies across the region, and on average, it is slowing, with downside risks increasing as the global economic slowdown continues. After expanding 9.7% in 2010, GDP growth in East Asia slowed to 8.2% in 2011 and is projected to be 7.8% in 2012 and 2013.



## Creative passenger safety messages.

Southwest Airlines, USA: <http://www.youtube.com/watch?v=WFP3jaX83HE>

Air New Zealand: <http://www.youtube.com/watch?v=3iaTEgoezNQ>

## Walking trips in the world's national parks



Contact: Suzanne Noakes, [suzanne@parktours.com.au](mailto:suzanne@parktours.com.au) <http://www.parktours.com.au/>