

**International Ecotourism
Conference
2013 in Tottori**

**Lesson's from
EcoTourism Practice in
Asia**



Tourism Potential for Tottori from
Foreigners View point

Being an environmentalist and a pioneer in ecotourism in Malaysia since 1976. Also developed the Green Guide Certification course and evolved into hospitality business in the early 1990s. Taken many challenges in this business line and turn it to being profitable at the same time sustainable.



Mr. Anthony Wong, Group
Managing Director

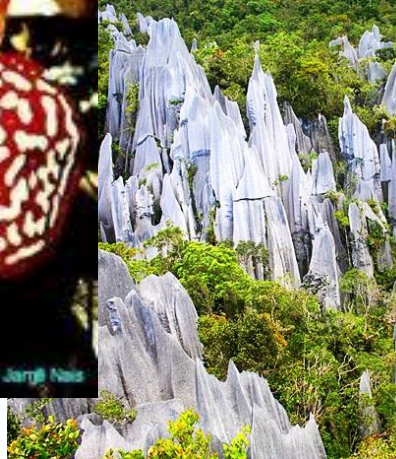


- Asian Overland Services Tours & Travel
- AOS Conventions & Events
- The Jungle Lodge Gombak
- Frangipani Resort & Spa Langkawi
- Adjunct Professor UUM & Taylor's University

- Tourism, Hospitality & Events
- PATA Chairman-Sustainability
- Chairman ICCA Asia Pacific (2000 – 2009)
- ICCA Vice President (2004 -2009)

1. Malaysia
2. Laos
3. Myanmar
4. Sri Lanka
5. Australia
6. Focus on Tottori

Overview



Malaysia

1. Drafting in process for national ecotourism plan
2. Review shortcomings of 1996 plans
3. Look into proper instrument to develop ecotourism potential, social and economy framework
4. Improve existing sites with recommended policies, strategies and action plans



Malaysia

25 GUIDELINES

Categorising Sites And Activities

- 1.1 Categorising Ecotourism Attractions
- 1.2 Producing an Inventory of Ecotourism Attractions
- 1.3 Checklist for Accessing Tourism Potential of Sites
- 1.4 Determining Sets of Guidelines Applicable to each Site

Carrying Capacity And Limits Of Acceptable Change

- 2.1 Carrying Capacity Limits of Applicable Change
- 2.1 Limits of Acceptable Change
- 2.1 Applying Concepts of Carrying Capacity and the Limits of Acceptable Change

Ecosystems

- 3 Marine Parks and Islands
- 4 National Parks, Reserves and Other Forests
- 5 Mangrove Sites
- 6 Recreational Forest Reserves
- 7 Limestone Hills and Cave Sites
- 8 Rivers, Waterfalls and Lakes
- 9 Beach Sites
- 10 Montane Areas

Specific Practices

- 11 Zoning, Site Planning and Architecture
- 12 Local Accommodation
- 13 Accreditations of Ecotourism Products
- 14 Interpretation, Education and Guide Training
- 15 Codes of Ethics within the Profession
- 16 Visitor's Roles and Responsibilities
- 17 Health and Safety
- 18 Waste Disposal
- 19 Local Community Participation
- 20 Economic Restructuring
- 21 Assessing Tenders and Bids
- 22 Marketing and Promotions
- 23 Conservation Programmes
- 24 Monitoring Programmes
- 25 Minimising Negative Impacts

Key Consideration Within the EcoTourism Market

Distance Travelled

Length Of Stay

**Desired Level Of
Physical Effort And
Comfort**

**Importance Of Nature
In Trip Motivation**

**Level Of Learning
Desired**

Amount Of Spending

Desired Activities

**Personal
Demographics**

Malaysia

Tourism Organisation

Policy No. 1 on the planning, coordination and monitoring

Policy No. 2 on the government sector administration

Policy No. 5 on promoting regionalization in the tourism industry

Marketing and Promotions

Policy No. 1 on focusing on the right target groups

Policy No. 2 on marketing directions

Product Development

Policy No. 1 on product development

Policy No. 2 on product maintenance

Policy No. 4 on product development priorities - heritage and culture

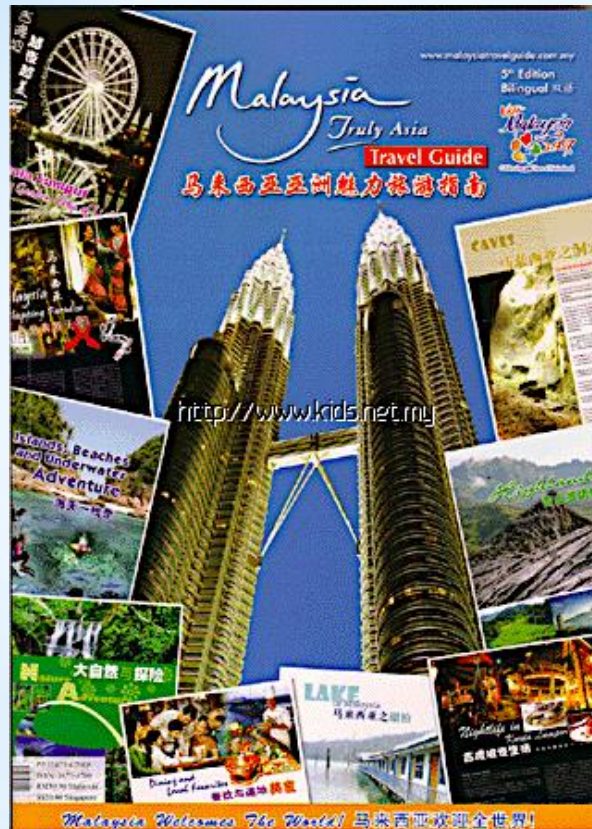
Policy No. 4 on product development priorities - rural-tourism

Policy No. 11 on product development priorities - Marine Activities

Policy No. 12 on product development priorities - Nature

Policy No. 12 on product development priorities - coastal tourism

Malaysia



“Successful
Marketing
Champaign”



Tam Thing, Luang Prabang



Tad Kwangsi, Luang Prabang



Coffee harvest, Bolavens Plateu, Salavan Province

Laos
1902

Key Problems for Tourism in a Developing Country

- Concentrated areas only receive benefits- do not reach the poor
 - Villagers out of the hot spots do not receive any income from tourism
 - Hotspots include Luang Namtha Province, Luang Prabang, and Boloven Plateau
- Rapid growth causes impact to environment and cultural heritage
 - 463,200 in 1997 to 3.3 million in 2012
- Tourists that threaten to undermine the sustainability of the sector.
 - Flooding in urban area, rubbish, and water pollution
- Limited public sector investment
 - Lack of infrastructure and sub-regional to develop tourist circuits
- Lack of experience in managing cost-recovery schemes
- Weak tourism Human Resources
 - Incompetence of managers, hygiene standards, culture sensitivity

Guiding Principles in Laos

- 1.** Increase awareness in the importance of ethnic groups and biological diversity.
- 2.** Promote responsible business practices, which cooperate closely with local authorities and the local people to support poverty alleviation and deliver conservation benefits.
- 3.** Provide a source of income to conserve, sustain and manage the Lao protected area network and cultural heritage sites.
- 4.** Maximize the benefits for the Lao national economy, especially local businesses and people living in and around the protected areas

Guiding Principles in Laos

5. Ensure that tourism does not exceed the country's social and economic limits in conjunction with local residents.
6. Promote local architectural styles with Lao culture and environment, and that use local materials
7. Emphasize the need for tourism zoning and management plans for sites that will be developed as ecotourism destinations.

“Sustainable Tourism Development Project in Lao PDR”

- Total investment is for Lao PDR component is \$10.87 mill including taxes and duties (financed 92% by Asian Development Bank and 8 % Laos Government)
- Part of the Greater Mekong Sub Region Project (also involving Vietnam)
- The Project will seek to strengthen and encourage fair partnerships among local governments and communities and the private sector in developing, operating, and maintaining community tourism facilities and services



Myanmar

1. Many independent NGO helping with the preservation of Myanmar cultural, environmental and social sites
2. However, lack of understanding by overall government thus discouraged by Aung Sang Suu Kyi
3. Still very much controlled by the military, as many taxes paid by tourist are given to them
4. Many seminars given to all industrial members to grow Myanmar tourism in a sustainable manner
5. Starting with 'Community Based Tourism'

Myanmar



Sri Lanka

- Advance in the Eco Tourism
- Sri Lanka's decade old war tarnished its reputation of being the Pearl of the Indian Ocean
- Able to come back strongly
- Successful Campaign “Refreshingly Sri Lanka: The Wonder of Asia”
- Sri Lanka Ecotourism Foundation (SLEF) has initiated a Community Supporting Programmed
- Strong support from the government
 - Integrate planning with the Economic Development Ministry, Finance Ministry and Tourism Ministry

Sri Lanka

1. Creating an environment conducive for tourism
2. Attracting the right type of tourists
3. Ensuring that departing tourists are happy
4. Improving domestic tourism
5. Contributing towards improving the global image of Sri Lanka.

The unique selling propositions of destination Sri Lanka;

1) authenticity, 2) compactness and 3) diversity.

New Strategic Development Plan for Sri Lanka Tourism

6. Developing and Training Human Resources

- SLEF conducts regular advance training program's on Ecotourism Interpretation for National Tourist Guide Lecturers, Chuffer Guide Lecturers, Students in Universities and other higher educational institutes and Community Based Ecotourism
- Opening institutes that determines the entry level qualifications for managerial positions, provide travel and tourism training and MICE management sectors.

New Strategic Development Plan for Sri Lanka Tourism



Australia

defines ecotourism as *‘ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation’*.

Australia, Queensland

- Four key themes;
 - Natural Encounters
 - Queensland Lifestyle
 - Adventure
 - Islands and Beaches
- National parks together with other protected areas, Aboriginal and private lands play a critical role in delivering on the four brand themes.
- 61% of all inbound visitors to Australia select nature-based activities.
- Tourism brought in 4 billion USD in the year 2012



Australia, Queensland

- * 1 Tourism Australia, 2012 International Tourism
- * Research Project
- * 2 Tourism and Transport Forum, 2012

1. Deliver world class experiences

- Assist operators in achieving best practice
- Provide excellence in interpretation

2. Facilitate product development and innovation

- Enhance existing products and identify new opportunities across Queensland's national parks
- Support the tourism industry through research
- Facilitate investment into ecotourism products (new and existing)
- Grow Indigenous opportunities

Australia, Queensland

3. Raise the profile of Queensland's ecotourism experiences

- Position ecotourism for maximum exposure

4. Foster thriving operators

- Reduce administration for operators
- Planning and approval system supports industry growth
- Support thriving operators

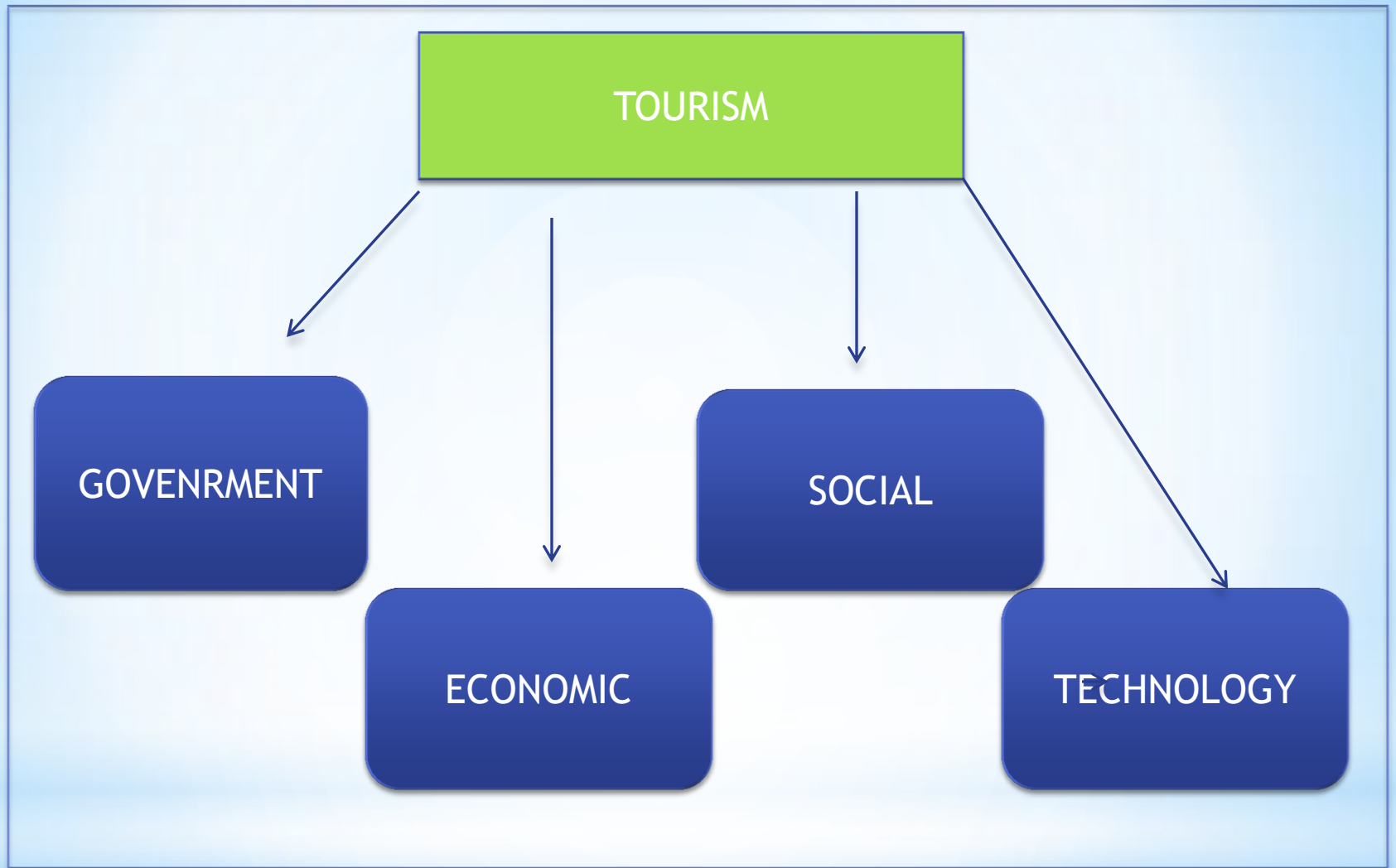
5. Embrace a partnership approach between industry and government

- Develop priority partnerships

Australia, Queensland



Tottori



Focus on Tottori

- * Need more support
- * Partnership with local Cruise ship, buses, car and train. Provide special deals to encourage local small medium business enterprise
- * Also help hotels promote with tax incentive
- * Promote meritocracy for tourism states
- * Ensure local participation
- * Emphasis on educating locals on tourism benefit
- * Incentive for low cost carrier to land in Yonago
 - * Airasia “Everyone can Fly”

Government

- * Recognize tourism as a professional industry
- * Job creating
- * Target more onto foreign market in the long term
- * Foreign exchange revenue
- * Direct financial contribution to protected areas
- * Ongoing revenue involving tourism season globally
- * Japan to start using tourism as country serious industry 'TIMING' is now

Economic

- * Preserving and enhancing the local culture
- * Developing eco tourism as a lifestyle
- * Education emphasis on various languages to reduce language barrier
- * Tourism as an upcoming trend in the younger generation favor

Social

- * Encouraging more local tour operators to go global
- * Outsourcing laborious task to other countries
- * Using online travel agent(OTA) such as Agoda, Expedia, AirBnb, and etc
- * Invest in software which communicates directly to consumers , travel agents, hotels, restaurant, operation, accounting, marketing ‘one touch system’- all in one platform

Technology

Marketing
Marketing
Marketing
Marketing
Marketing

**PUT YOURSELF OUT THERE,
BE HEARD AND BE CLEAR**

1. PRODUCT

2. PEOPLE

3. PLACE

4. PRICING

5. PROMOTION



- * Food
- * Ancients culture
- * Natural resources
- * Wellness
- * Adventure activities
- * Safety (yes it is also a product)

Japan has bountiful products, locate it's competitive advantage, and start PUSHING

Tourist admire quality and performance, Japan can sell what is already developed and need not develop product.

PRODUCTS

- * Customer service is crucial
- * Problem is language barrier
- * Recruiting right people, training staff, develop skills as well as to retain them
- * Government must help to change perception
- * Services must be more internationally friendly
 - * Tour guide course in basic English
 - * Signage
 - * Relativism

PEOPLE

- * Getting people to see your product
- * Tradeshows, conventions, online space (using web space advertising e.g Facebook, Instagram)
- * Find the most efficient places to promote
- * Offices and agensts located strategically
- * Hospitality school, with hands on training - focus on vocational

PLACE

- * Looking at competitive advantages
- * Type of tourist
- * Research on perception of Tottori tourism products
- * Allow quality benefits to overcome cost disadvantages
- * Find out what travellers are willing to pay

PRICING

- * Aggressive advertising, websites building is cheaper as internet technology increasing
- * Successful propaganda 'Malaysia truly Asia'- 'Just Japan', 'Terrific Tottori', etc
- * ASEAN market
 - * Visit and observe
 - * India, China, Indonesia, and Thailand
 - * Good connecting flights with massive population
 - * Low cost carrier
- * Public Relations (partnership)
 - * Promote in advance 2, 3 years earlier to gain sponsorship
 - * Major overseas Promotion
 - * English market - World Travel Mart London
 - * German and European market - ITB Berlin
 - * Middle East market - ATM Dubai

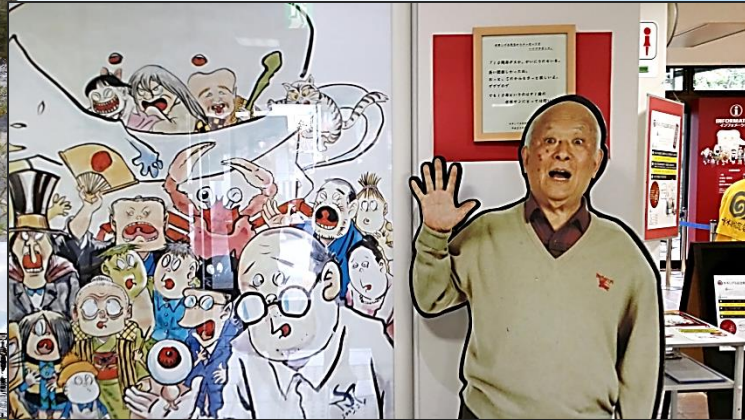
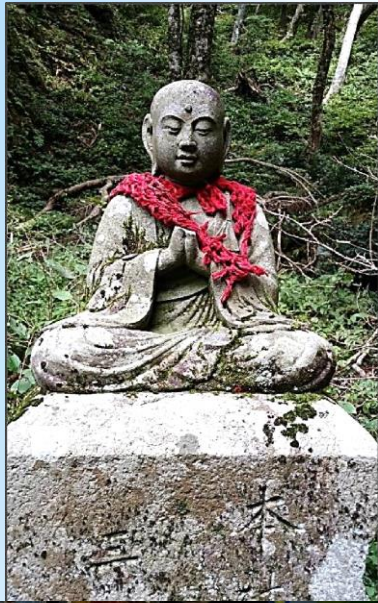
PROMOTION

Date	Event	Place	Remarks
Jan 29-31	SATTE	New Delhi, India	Leisure
Jan 16-23	ATF	Sarawak, Malaysia	Leisure
Feb 3-4	SATTE MUMBAI	Mumbai, India	Leisure
Feb 18-19	AIME	Melbourne, Aus	MICE Show
March 5-9	ITB Berlin	Berlin, Germany	Leisure
March 10-13	CSM	Miami, Florida	Cruise Show
March 19-22	MITT	Moscow, Russia	Leisure
March 24-26	GIBTM	Abu Dhabi, UAE	MICE Show
April 15-17	IT & CM China	Shanghai, China	MICE Shoe
April TBA	Korea Roadshow	MyCeb- TBA	MiCE Show
May 5-8	ATM	Dubai	Leisure

World Trade Shows 2014

Date	Event	Place	Remarks
May 20-22	IMEX	Frankfurt, Germ	MICE Show
June TBA	China Roadshow	MyCeb- TBA	MICE Show
Aug 19-21	IT & CM India	New Delhi, India	MICE Show
Sept 16-19	OTDYKH Fair	Moscow, Russia	Leisure
Sept 17-19	CIBTM	Beijing, China	MICE Show
Sept 17-19	PATA	Phnom Penh, Cambodia	Leisure
Sept 24-26	Astana Fair	Astana, Kazakhstan	Leisure
Sept 25-28	JATA	Tokyo, Japan	Japan Inbound
Sept 30-2 OCT	IT & CM Asia	Bangkok, Thailand	MICE Show
Oct 29-31	ITB Asia	Singapore	Leisure
Nov 3-6	WTM	London, UK	Leisure
TBA	CSAP	Singapore	Cruise Show

World Trade Shows 2014



TWO DAYS IN Tottori



TWO DAYS IN Tottori

- * World is going back to basic Ecotourism-
Feel, Touch, Smell, Hear and Sight
- * Must be sustainable to attract future tourist-ways to reduce water, energy, food and recycle and provide jobs for the locals
- * Government, private companies and local people must work together -PPP PUBLIC/PRIVATE SECTOR PARTNERSHIP
- * Ecotourism is able to engage tourist more with the locals and understand the different cultures. And with understanding comes acceptance which leads to sustainability for the future

Conclusion