

# ADVANCING SUSTAINABLE TOURISM

A REGIONAL  
SUSTAINABLE  
TOURISM  
SITUATION  
ANALYSIS:

ASIA  
PACIFIC

On behalf of

BMZ



Federal Ministry  
for Economic Cooperation  
and Development

**giz**

Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



# ACKNOWLEDGEMENTS

**T**his Situation Analysis report is a joint initiative of UNEP and the Global Partnership for Sustainable Tourism, prepared under the supervision of Helena Rey de Assis, Tourism and Environment Programme Officer at UNEP/DTIE and Deirdre Shurland, Coordinator of the Global Partnership for Sustainable Tourism. It has resulted from contributions, comments and suggestions from countries and tourism experts in the region.

## / **Main Author**

Steve Noakes

## / **Contributing Authors:**

Helena Rey de Assis

Stefanos Fotiou

Deirdre Shurland

## / **Editors**

Rebecca Armstrong and Dr. Xavier Font, Leeds Metropolitan University

This publication is part of a series on “Advancing Sustainable Tourism” promoted by the Global Partnership for Sustainable Tourism. Reports in the series are available for download at:

<http://www.unep.org/resourceefficiency/tourism>;

<http://www.GlobalSustainableTourism.com>

This publication was made possible through the support of the Federal Ministry for Economic Cooperation and Development (BMZ) of the Government of Germany in cooperation with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Ministry of Environment of Korea.



# TABLE OF CONTENTS

<b>1</b>	<b>Introduction</b>	<b>1</b>	<b>5</b>	<b>Sustainable Tourism Priorities and Needs in the Region</b>	<b>9</b>
1.1	Objectives	2	<b>6</b>	<b>Funding for Sustainable Tourism Initiatives in the Region</b>	<b>11</b>
1.2	Methodology	2	<b>7</b>	<b>Justification for a Region-wide Sustainable Tourism Network</b>	<b>14</b>
1.3	Limitations of the Study	2	<b>8</b>	<b>The Need for an Asia and the Pacific Network for Sustainable Tourism (NEST)</b>	<b>16</b>
<b>2</b>	<b>Situation Analysis</b>	<b>3</b>	<b>9</b>	<b>Conclusions</b>	<b>19</b>
2.1	The Operating Context for Tourism in Asia and the Pacific	3	<b>10</b>	<b>Recommendations</b>	<b>20</b>
2.2	Tourism in the Asia and the Pacific	3	<b>11</b>	<b>References</b>	<b>22</b>
<b>3</b>	<b>Barriers to the Implementation of Sustainable Tourism Initiatives</b>	<b>4</b>	<b>12</b>	<b>Appendix</b>	<b>23</b>
<b>4</b>	<b>Opportunities for Mainstreaming Sustainability into the Tourism Sector</b>	<b>7</b>			
				<b>Acknowledgements</b>	<b>I</b>
				<b>List of Figures</b>	<b>III</b>
				<b>List of Tables</b>	<b>III</b>
				<b>Abbreviations and Acronyms</b>	<b>IV</b>
				<b>Executive summary</b>	<b>V</b>
				<b>Key Findings</b>	<b>V</b>
				<b>Key Recommendations</b>	<b>VI</b>

- 5\_ **Figure 1:** Barriers to sustainable tourism (n = 30)
- 7\_ **Figure 2:** Opportunities for mainstreaming sustainability in the tourism sector (n = 30)
- 10\_ **Figure 3:** Priority areas for sustainable tourism (n = 30)
- 12\_ **Figure 4:** International development agency support (n = 30)
- 13\_ **Figure 5:** Bilateral agency support for tourism related projects (n = 30)
- 15\_ **Figure 6:** Mapping the geographic reach of regional and subregional organisations with tourism engagement
- 17\_ **Figure 7:** NEST functions of most value (n = 30)
- 18\_ **Figure 8:** Main challenges to establishing a NEST type network (n = 30)

## LIST OF FIGURES

## LIST OF TABLES

- Table 1:** Funders and examples of projects in the Asia and the Pacific region 26

<b>ADB</b> ----- Asian Development Bank	<b>GTI</b> ----- Greater Tumen Initiative	<b>UNEP</b> ----- United Nations Environment Programme
<b>APEC</b> ----- Asia- and the Pacific Economic Cooperation	<b>IFC</b> ----- International Finance Corporation	<b>UNESCO</b> ----- United Nations Educational Scientific and Cultural Organisation
<b>ASEAN</b> ----- Association of South East Asian Nations	<b>ILO</b> ----- International Labour Organization	<b>UNWTO</b> ----- United Nations World Tourism Organisation
<b>ASEANTA</b> ----- ASEAN Tourism Association	<b>IMT-GT</b> ----- Indonesia-Malaysia-Thailand Growth Triangle	
<b>BIMP-EAGA</b> --- Brunei Darussalam Indonesia Malaysia Philippines - East Asia Growth Area	<b>ITC</b> ----- International Trade Centre	
<b>BIMSTEC</b> ----- Multi-Sectoral Technical and Economic Cooperation	<b>IUCN WCPA</b> --- International Union for the Conservation of Nature/World Commission on Protected Areas: Tourism and Protected Areas Specialist Group	
<b>CAREC</b> ----- Central Asia Regional Economic Cooperation	<b>TPO</b> ----- Tourism Promotion Organisation for Asia and the Pacific Cities	
<b>EATOF</b> ----- East Asia Inter-Regional Tourism Forum	<b>MSG</b> ----- Melanesian Spearhead Group	
<b>EU</b> ----- European Union	<b>PATA</b> ----- Pacific Asia Travel Association	
<b>GIZ</b> ----- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	<b>SAARC</b> ----- South Asia Association for Regional Cooperation	
<b>GMS</b> ----- Greater Mekong Sub-region	<b>SASEC</b> ----- South Asia Subregional Economic Cooperation	
<b>GSTC</b> ----- Global Sustainable Tourism Council (or Criteria)	<b>SPTO</b> ----- South Pacific Regional Tourism Organisation	
<b>GPST</b> ----- Global Partnership for Sustainable Tourism	<b>TIES</b> ----- The International Ecotourism Society	
	<b>UNDP</b> ----- United Nations Development Programme	

# ABBREVIATIONS AND ACRONYMS

# EXECUTIVE SUMMARY

Against the background of the growing importance of tourism to the region of Asia and the Pacific, this report describes the situation in the region in relation to progress of mainstreaming sustainability into the regional tourism sector, barriers and opportunities for such an approach as well as the priorities and needs of destinations across the region. The nature of international development funding relevant to the tourism industry and the perceived need for and value of networks on sustainable tourism are also assessed. Strategic recommendations relate to interventions needed to mainstream sustainability into the tourism sector in the region.

Similar exercises are being undertaken by UNEP in a number of other regions.

## / Key Findings:

**The economic, political, geographic and cultural diversity of the region has contributed to a lack of political and economic regional cooperation and development networks. This includes the tourism industry across Asia and the Pacific. Significant recent actual (otherwise it makes no sense) and forecast high economic growth rates along with global shifts in 'middle class' populations to Asia present new opportunities for tourism development. Simultaneously, challenges such as climate change, pressures on natural, cultural and heritage resources as well as economic and social inequality will impact on tourism across the region and its ability as an industry to achieve national development objectives.**

Key barriers identified to enabling sustainable tourism development in the region include insufficient access to technical and financial assistance in marine, coastal and other sensitive environments from international donors; insufficient knowledge within industry about sustainable tourism indicators, tools and mechanisms; a lack of government level strategic planning and policy commitment to sustainable tourism as well as insufficient attention by industry and government to avoid environmental, social or economic damage from

tourism development before it occurs. Generally, there remains a wide range of interpretations and lack of policy consistency in relation to 'sustainable' tourism as well as resource and capacity limitations for effective implementation across all levels of government as well as industry-based organisations.

The region also lacks networks and partnerships working specifically on sustainable tourism at local, national and regional levels and embracing participatory planning processes, sharing and exchanging information among multi-stakeholders including industry, government, international donor agencies, NGOs, local authorities and others. There are weak or non-existent linkages between Asia and the Pacific agencies and useful global level initiatives relating to sustainable tourism.

Opportunities for mainstreaming sustainability into the tourism sector include public and private sectors effectively cooperating and working together; more strategic and longer term plans between government and industry; encouraging more sustainable consumption of resources by tourists and industry operators; and equating a quality tourism destination with improved choices of available sustainable products and services.

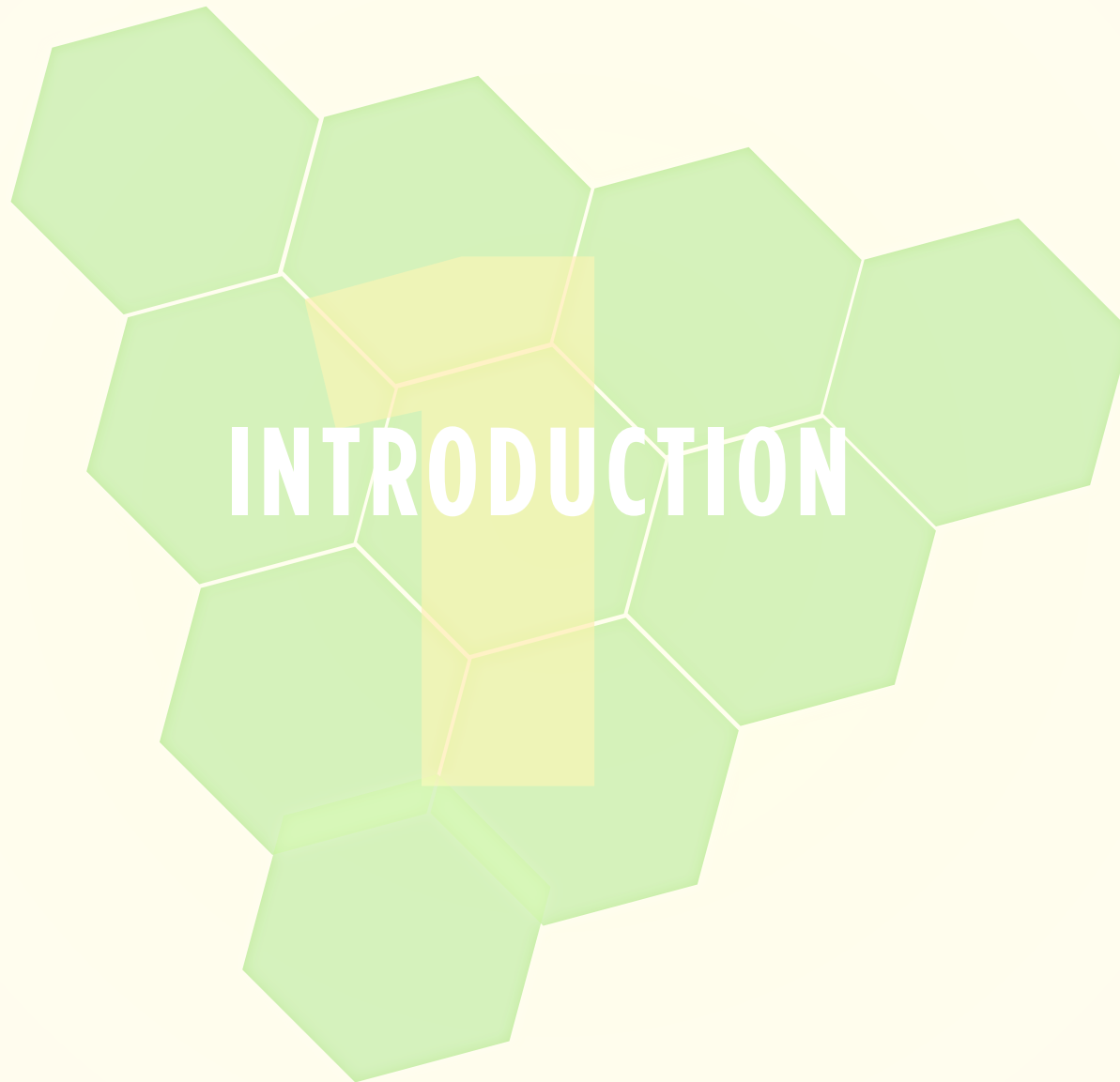
Destinations need creative new ways to assist the private sector to adopt sustainable management practices and to manage tourism's use of natural resources and its impacts on environment and biodiversity. Where they are lacking across Asia and the Pacific, developing effective policy frameworks as well as integrating sustainability into finance and investment for sustainable tourism is a priority as well as a competitive issue for destinations. While there are individual country variances in application and measurement, sustainable tourism as a contributor to poverty reduction has been identified as a key policy action in all of the least developed countries in Asia and the Pacific.

Facilitating regional and global networking to provide information on sustainable tourism practices and linkages to tourism project funds from international donor agencies is seen as a desirable outcome from any initiative to improve partnership structures for sustainable tourism across Asia and the Pacific. The research has enabled the identification of support across countries and tourism stakeholders for a new regional partnership mechanism for mainstreaming sustainability into the tourism sector.

### / Key Recommendations

Key recommendations include developing a more cohesive mechanism for regional cooperation on ***sustainable tourism; addressing the gaps between sustainable tourism policies and effective implementation; developing more consistency as to the practical meaning of sustainability across the region; incorporating sustainable tourism criteria into investment decision-making and private capital inflows; driving sustainable tourism interventions according to local needs and not donor agendas; extending the concepts and practices of sustainable tourism delivering a quality outcome for consumers, destinations and the business of tourism; underpinning policy with good research; using investor and operator resources more efficiently and working on engaging the private sector in mainstreaming sustainability into tourism; and providing further balance to the three pillars of sustainable tourism, particularly socio-cultural elements that have been neglected in comparison to economic and environmental issues.***

# EXECUTIVE SUMMARY





The purpose of this study was to provide a progress report on sustainable development within the tourism industry in Asia and the Pacific, to identify barriers and opportunities, as well as engage with those working in the field to assess their specific needs and priorities. Funding is also a key issue including the types of sustainable tourism projects funded. Finally, the lack of a region-wide network for sustainable tourism prompted the question of whether such an initiative would be useful, what it could offer and how it might be established and resourced.

## / 1.1 Objectives

The objectives of this study were:

- 1 To provide an analysis of the current situation regarding sustainable tourism in the region;
- 2 To identify and assess the barriers to and opportunities for mainstreaming sustainable tourism programming into tourism and related initiatives;
- 3 To assess sustainable tourism priorities and needs across the region;
- 4 To examine the position regarding existing sustainable tourism and other networks in the region and whether there is a need for a regional sustainable tourism network;
- 5 To provide an overview of current multilateral and bilateral funding for tourism in the region; and
- 6 To provide recommendations that will assist those working in tourism in the region in their individual and cooperative efforts towards sustainable development.

## / 1.2 Methodology

The study had two stages:

- 1 Primary research: an online survey was sent to governments, industry organisations, experienced industry professionals, and academics—based in or with expert knowledge of—the targeted 19 countries. Where survey respondents were based elsewhere, they were requested to respond given their expert knowledge in relation to the target Asia and the Pacific country. The survey yielded findings from 30 respondents in relation to 16 countries.
- 2 Review of secondary data sources: contemporary reports from a range of multilateral and bilateral organisations dealing with sustainable tourism in the region relating to current government policies.

## / 1.3 Limitations of the Study

Although the survey was limited in its geographic reach, it did deliver quality responses from experienced practitioners and experts, combined with evidence reviewed from secondary sources. The survey instrument directed at international development agencies received only one substantive response. A challenge with identifying the individual with responsibility for tourism activities within donor agencies is that tourism-related initiatives frequently have a specified time-frame or form part of larger projects where tourism is a minor component.

Comments relating tourism and international development agencies in Asia and the Pacific within this report are therefore largely based on desk research and the main author's extensive experience of donor agencies, destinations, industry, NGOs and communities throughout the region.

# SITUATION ANALYSIS

## / 2.1 The Operating Context for Tourism in Asia and the Pacific

UNEP works in 47 nations across Asia and the Pacific<sup>1</sup>. The area has limited region-wide formalized tourism networks and a fragmented proliferation of inter-governmental organisations at sub-regional levels engaged to varying degrees in tourism related issues. There is considerable diversity across this wide geographical region in relation to political and economic systems, types of societies, cultures, languages and underlying values. Its lack of political and economic – including tourism – homogeneity has contributed to the challenges of developing regional cooperation and development networks.

According to the Brookings Institute (Kharas, 2011), the region has seen significant economic growth in recent years, which is forecast to continue, with the global economic centre of gravity gradually transitioning from west to east. The Brookings Institute also reports that in 2009 the top five middle class consumption countries included one from Asia and predicts that by 2030, this will have risen to four (China, India, Indonesia & Japan).

Based on international visitor arrivals, Asia and the Pacific is already the world's second largest tourism region, with 217 million international arrivals generating international tourism receipts of USD 289 billion in 2011 (UNWTO, 2012). The World Travel and Tourism Council (2012) forecasts that Asia and the Pacific will lead global tourism growth for the next decade with total tourism-induced contribution to GDP increasing at 6.3% per annum compared to the global average of 4.3% (World Travel & Tourism Council, 2012a).

## / 2.2 Tourism in the Asia and the Pacific

Destinations within Asia and the Pacific represent a wide range of stages in economic and tourism development from least developed to advanced and this means some barriers and opportunities for sustainable tourism are specific to particular nations. Nevertheless, some common issues were identified by respondents across the region.

Continued tourism growth will contribute to the region's future economic prospects<sup>2</sup>. However, as foreshadowed by the Asian Development Bank (ADB) (2012), resulting structural issues may impact on the objectives to build a sustainable tourism sector. These include increased economic and social inequality, pressures on ecological, cultural and heritage resources, environmental degradation, productivity stagnation, weak financial sectors, governance reforms, lack of effective and strong national and regional institutions and lack of regional cooperation and integration. Increased personal wealth from the expanding 'middle classes' will also continue to deliver substantial increases in demand for intra-regional travel, presenting practical sustainability challenges for destinations and tourism enterprises.

Climate change, including significant carbon emissions generated by countries within the region itself<sup>3</sup>, will also impact on tourism and sustainability. It will particularly affect low-lying Islands where tourism is a vital source of income, as well as other inland and coastal areas of Asia which are highly vulnerable to climate change-linked events such as rising sea levels and increasingly severe droughts and floods.

<sup>1</sup> <http://www.unep.org/roap/Activities/tabid/6109/Default.aspx>

<sup>2</sup> *International tourism receipts in Asia Pacific for 2011 were US\$289 billion compared to Europe (\$463 billion) and the Americas (\$200 billion) (UNWTO, 2012).*

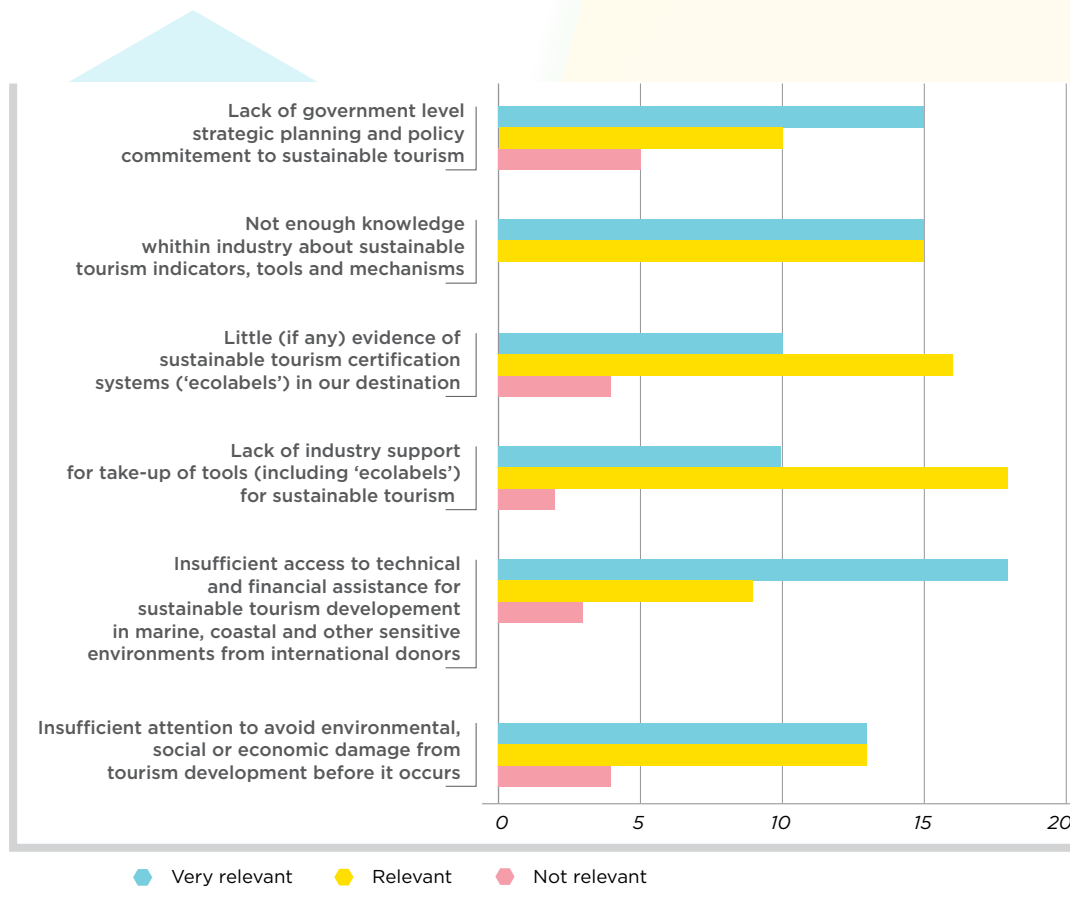
<sup>3</sup> <http://climate.nasa.gov/causes/>

# BARRIERS TO THE IMPLEMENTATION OF SUSTAINABLE TOURISM INITIATIVES

**R**espondents were asked to indicate whether six key barriers to sustainable tourism development in the region were 'very relevant', 'relevant' or 'not relevant' to their destination, as well as to identify any other specific key barriers. The results were as follows.

- *Insufficient attention by industry and government to avoid environmental, social or economic damage from tourism development before it occurs* was very relevant or relevant for 87% of respondents and similarly more commonly identified by emerging/middle-ranking economies.
- *A lack of government level strategic planning policy commitment to sustainable tourism* was described as either 'very relevant' or 'relevant' by 83% of respondents – more evidently by those in the emerging and middle-ranking economies of the region as compared to the more industrialized economies).
- *Insufficient access to technical and financial assistance for sustainable tourism development in marine, coastal and other sensitive environments from international donors* was identified as 'very relevant' by 60% of respondents and 'relevant' by a further 30%.
- *Insufficient knowledge within industry about sustainable tourism indicators, tools and mechanisms* were 'very relevant' or 'relevant' for all respondents (50% for each).
- Lowest ranked was *evidence and take-up of officially recognized sustainable tourism certification systems ('ecolabels') in the destination* although this was also more commonly identified by emerging/middle-ranking economies.

Figure 1: Barriers to sustainable tourism (n = 30)



Other barriers to mainstreaming sustainability in Asia and the Pacific tourism, spontaneously identified by individual respondents, included:

- A lack of trained staff;
- A lack of a consistent message about sustainability being conveyed to the broader business community and a lack of consensus about what sustainability means;
- A lack of leadership on sustainable tourism with mere lip service being paid by government and industry;
- Lack of awareness of the potential impacts of tourism development, including visitor attitudes to environmental sustainability and a lack of capacity to manage impacts on cultural heritage resources;
- Lack of capacity for microenterprise development;
- The need to prioritize longitudinal tourism sector research; and
- The issues of appropriate donor intervention and access to funding.

Other barriers identified by this study included:

**Gaps between sustainability policy and implementation**

Even where national tourism policies incorporate references to sustainability (see below), there remain resource and capacity constraints for effective implementation across all levels of government as well as industry-based organisations (as identified, for example, in the “Strategic Plan for Sustainable Tourism and Green Jobs” in Indonesia undertaken with the technical support of the International Labour Organization (ILO)).<sup>4</sup>

<sup>4</sup> [http://www.ilo.org/sector/activities/projects/WCMS\\_159014/lang-en/index.htm](http://www.ilo.org/sector/activities/projects/WCMS_159014/lang-en/index.htm)



This is often due to the lack of skills, capacity and resources to adapt concepts of sustainable tourism development from senior levels of government to sub-national levels of government and apply them practically in local circumstances.

Similarly, while inter-governmental organisations operating at various regional levels with a tourism focus or engagement (e.g. ADB, ASEAN, APEC, SAARC, GMS, SPTO) regularly endorse sustainability principles in their organisational policies, strategic plans, project design and targeted outcomes, such agencies tend to operate in isolation from each other, resulting in differences of interpretation and approaches to internationally recognized sustainable tourism guidelines and minimum standards.

As examples, the GMS projects in Vietnam, Cambodia, Lao PDR and Myanmar - all supported by the ADB - regularly refer to, and address, the lack of coordination between national, provincial and local levels of government agencies with tourism responsibilities or impacts - seen as a barrier for mainstreaming sustainability in the tourism sector. A similar finding has emerged in the recent ILO-supported sustainable tourism white paper for the Ministry of Tourism and Creative Economy in Indonesia. In the Pacific, where the Kingdom of Tonga (Fifita, 2012) has identified tourism as the industry with the most potential to grow the national economy, there are calls for an integrated public/private sector partnership for tourism to be further developed and better coordinated.

### **Barriers restricting reach to industry**

Within both the formal and informal economy, a substantial range of accommodation providers, tour oper-

ators and other tourism service providers do not have the awareness, resources, skills or commitment to adopt sustainability approaches to doing business. This is particularly the case in the region's emerging economies.

### **Low investment in sustainable tourism**

The tourism investment process is complex, involving banks, mutual funds, principal investment firms and private investors. WWF (2009) notes that the 'differences in nature, scale of operation and planning time horizons make the effective application of sustainability principles to tourism investments a difficult task to achieve'. While there has been greater awareness of the importance of environmental and social sustainability and recognition of the potential added-value of investments that promote sustainability, traditional investment decision-making criteria and models relate mainly to return on investment and are based on conventional metrics that do not take into account sustainability indicators. This is evidenced by the Asian Sustainability Rating <sup>5</sup> assessment in a number of Asian countries which, as an example, reports that Vietnamese companies are in the 'early stages' of their evolution to sustainability with only 18.4% of the top 20 by capitalisation of the listed companies achieved necessary performance' of the 100 sustainability criteria used (Responsible Research, 2011).

### **Insufficient consumer demand**

Levels of tourism related investment, profitability and return on investments across Asia and the Pacific destinations vary considerably depending on factors such as land access and price, labour costs, infrastructure costs and charges, energy and water costs etc. One constant

is the requirement for adequate levels of consumer demand to ensure business profitability and to attract and retain private sector investment.

For sustainability to be built into the design, construction and operations of tourism facilities, investors require quality data to verify that their future customers value sustainability sufficiently highly for it to influence their travel decisions. They also want to be assured that implementing sustainable development practices will not increase (or may in fact decrease) capital and operational expenses, thereby reducing project costs and increasing profitability. Without demonstrable demand, developers and providers are less likely to make the choice to adopt sustainable tourism strategies.

### **Challenges of climate change**

Research by GIZ (2012) indicates that a lack of human and financial resources and insufficient coordination and understanding of roles when dealing with climate change are limiting the ability of island and coastal regions to adapt to climate change. The failure of key sectors such as tourism to adapt to climate change and reduce greenhouse gas (GHG) emissions is likely to jeopardize future sustainable development outcomes.

### **Lack of whole-region networks and partnerships**

One of the survey respondents felt that there is a lack of "meaningful partnerships between Governments, private industry operators, relevant NGOs and local communities". The question of a need for formal region-wide cooperation is examined further below as a specific objective of this study.

<sup>5</sup> Responsible Research Pte Ltd <http://www.responsibleresearch.com/>

# OPPORTUNITIES FOR MAINSTREAMING SUSTAINABILITY INTO THE TOURISM SECTOR

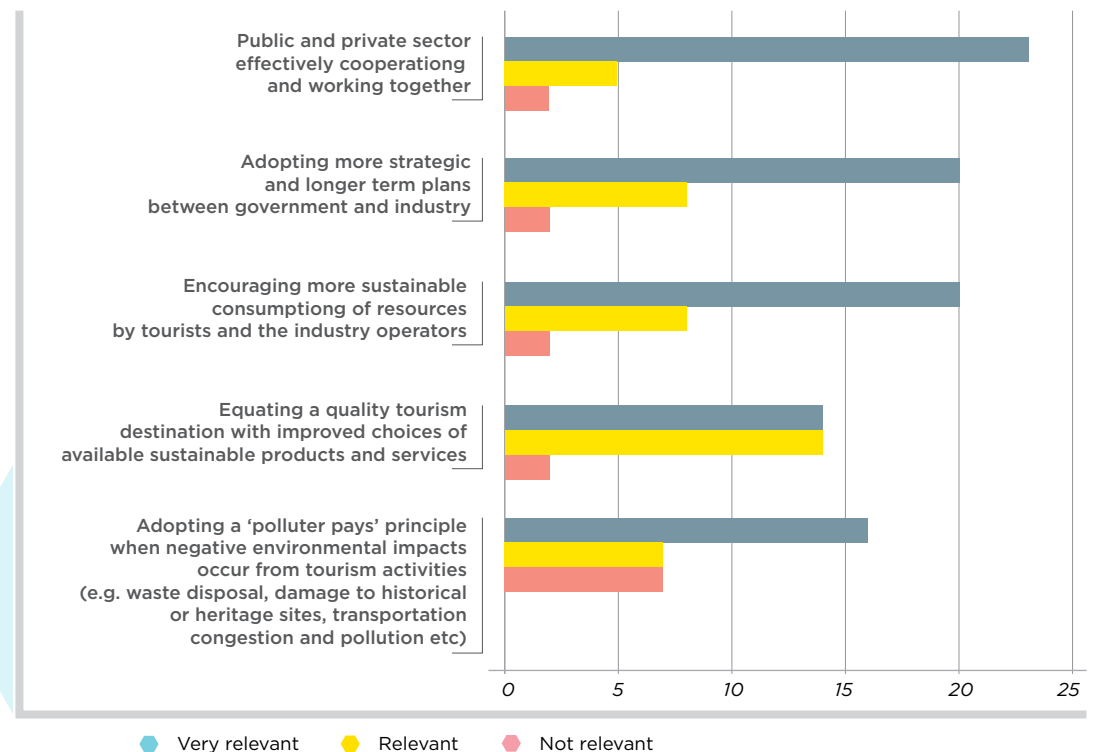
Respondents were asked to indicate whether five specific opportunities for the development of sustainable tourism at their destination were ‘very relevant’, ‘relevant’ or ‘not relevant’. 93% of respondents considered as being either very relevant or relevant:

- Public and private sectors effectively cooperating and working together;
- More strategic and longer term plans being adopted between government and industry;

- Encouraging more sustainable consumption of resources by tourists and industry operators; and
- Equating a quality tourism destination with improved choices of available sustainable products and services.

Adopting a ‘polluter pays’ principle when negative environmental impacts occur from tourism activities (e.g. waste disposal, damage to historical or heritage sites, transportation congestion and pollution etc) was ‘very relevant’ to over half of respondents yet ‘not relevant’ to almost one-quarter of the respondents.

Figure 2: Opportunities for mainstreaming sustainability in the tourism sector (n = 30)



Other opportunities apparent in the region include:

### **Tourism growth as an opportunity for mainstreaming sustainability**

Over the past half century, most Asia and the Pacific nations have at various times used tourism investment as a key tool for socio-economic development through the creation of jobs and enterprises, infrastructure development and earned export revenues. Often with the support of international donors, tourism has also been a contributor to poverty alleviation and ‘decent jobs’ strategies for many of the least developed economies of the region.

Tourism growth in the region over the next few decades is capable of delivering further national economic benefit and at the same time presents the impetus for fostering new regional multi-stakeholder partnerships to support mainstreaming sustainability into tourism as a key engine of economic growth.

In some of the emerging economies such as Vietnam, tourism has been identified as a ‘spearhead economic sector’. Within the national tourism development strategy for Vietnam until 2020, a policy priority is to create a modern institutional framework for the industry towards sustainable tourism development. The current EU funded Environmentally and Socially Responsible Tourism Capacity Development Programme in Vietnam (EU & Vietnam National Administration for Tourism, 2011) includes the objective to see previous comments “develop voluntary environmental standards (e.g. Green Lotus for hotels) as well as community based tourism, environmentally sustainable national park management, traditional handicraft souvenir

production, traditional craft village management for tourism, new environmental and social standards for tourism investment projects (large resorts, golf courses, investments in ethnic minority areas) and design a framework for environmental standards enforcement, good-housekeeping guide for small hotels to save energy and water”.

### **Opportunities for embedding sustainability in the tourism industry**

In the competitive global tourism marketplace, destinations within Asia and the Pacific have the opportunity to equate a quality tourism experience with improved choices of nationally and internationally recognized sustainable products and services. While a difficult task due to differences in the nature, and scale of operations and planning time horizons, opportunities do exist across the region to encourage more tourism investors to prioritise if you want to have it British environmental and social sustainability aspects within their investment portfolios. This can be assisted by advancing their return on investment decision-making, from conventional to new metrics that take into account sustainability indicators.

A number of the major players in the international tourism and travel industry (such as hotel groups ACCOR<sup>6</sup> and the Inter-Continental Hotels Group<sup>7</sup> as well as niche market ‘eco-friendly’ tourism businesses among others) are now responding to market demand from environmentally and culturally aware consumers, who increasingly expect their holiday company to consider impacts on local environments and people.

### **Sustainable tourism and policy**

Mainstreaming sustainability by demonstrating the economic, environmental and socio-cultural benefits as interdependent and mutually reinforcing pillars of responsible and ethical tourism, is a common public policy intent across Asia and the Pacific destinations. This is expressed in a range of tourism related laws, regulations, policies and procedures.

Over two-thirds (70%) of the survey respondents confirmed the existence of the term ‘sustainable tourism’ in policy documents, strategies or plans at the national level, with 13% ‘not sure’ and 17% responding in the negative. The term ‘sustainability’ is strongly promoted by international development agencies allocating tourism project funding through loans and technical assistance for Asia and the Pacific. Destinations seeking such donor funding, support the need to meet the sustainability project outcome requirements of multi-lateral and bilateral international development agencies.

<sup>6</sup> <http://www.accor.com/en/sustainable-development.html>

<sup>7</sup> <http://www.ihgplc.com/index.asp?pageid=740>

Throughout the region there are many examples of national level commitment to tourism and sustainability through policy statements and legislation such as those illustrated in the Republic of Korea's "Green Growth Strategy and Green Tourism Policy"<sup>8</sup> and the Republic of Indonesia's "Tourism Law No.10, 2009"<sup>9</sup>, which not only refers to economic growth, social welfare, poverty eradication, decreasing unemployment and enhancing cultural conservation, but also includes conservation of nature, environment and resources. This also occurs at state and/or provincial levels of government such as is evident in the states of Australia (e.g. Green Tourism in Tasmania<sup>10</sup>) and some of the provinces in Indonesia (e.g. Bali's Tri Hita Karana initiative for environment, culture, and community welfare through harmonious relations of Nature, Man and the Creator<sup>11</sup>); and in India (e.g. Kerala Tourism Conservation and Preservation of Areas Act<sup>12</sup>), where tourism is already a key part of the economic activity.

However – a note of caution is also needed here: some individual survey respondents referred to sustainability being used as rhetoric without implementation, or as a "public relations tool without a full understanding of the principles, approaches, funding, partnerships, marketing, management and training required see previous comments."

<sup>8</sup> <http://www.korea.net/Government/Current-Affairs/National-Affairs?af-fairId=1>

<sup>9</sup> <http://www.budpar.go.id/budpar/asp/detil.asp?c=86&id=1240>

<sup>10</sup> <http://www.greentourism.org.au/>

<sup>11</sup> <http://www.balitrihitakarana.com/abouttrihitakarana.htm>

<sup>12</sup> <https://www.keralatourism.org/tourismact.php>

## SUSTAINABLE TOURISM PRIORITIES AND NEEDS IN THE REGION

Respondents were asked to rate seven actions as being of either 'high-', 'moderate-' or 'low' priority, or 'not a priority', at their destination. Over 75% of respondents indicated that the highest priority action for sustainable tourism was for destinations to assist the private sector to adopt sustainable management practices, followed by managing tourism's use of natural resources and its impacts on environment and biodiversity (67%).

In terms of both 'high priority' and 'moderate priority' actions, facilitating the preservation of cultural and natural heritage was highest rated by respondents - recognising the essential connection between a prosperous tourism industry and the need to prioritize the effective stewardship of the cultural and natural heritage of destinations. This was followed by the need to promote effective policy frameworks for sustainable tourism. Integrating sustainability into finance and investment was seen as a 'high or moderate priority' by 78% of respondents; with 20% indicating it was either a 'low priority' or 'not a priority'.

For those respondents from less developed economies, promoting sustainable tourism as a means for poverty alleviation was a higher priority, while the more industrialized economies ranked this a low priority or not a priority. A similar (but not identical) response applied to sustainable tourism facilitating climate change adaptation and mitigation actions. In numerous small island developing nations and coastal communities throughout Asia and the Pacific, which are dependent upon tourism as an income source, there is both a need and priority to undertake ap-



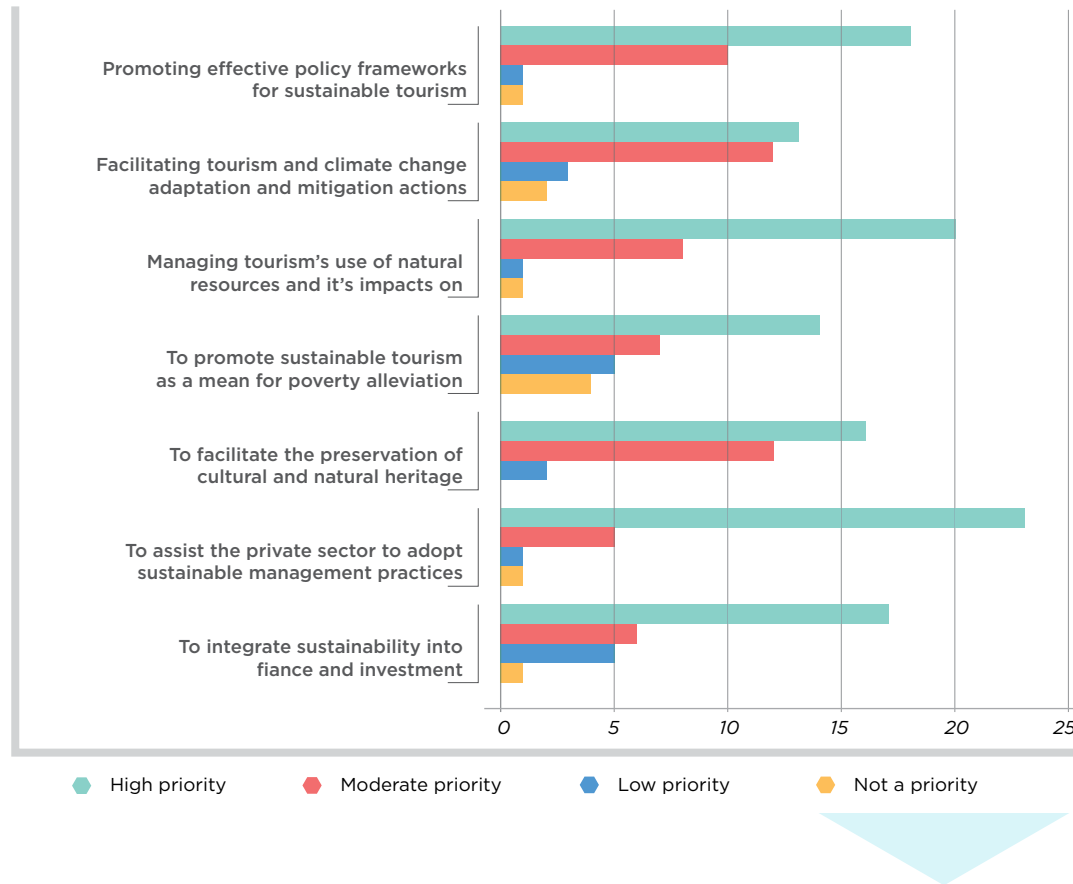


Figure 3: Priority areas for sustainable tourism (n = 30)

appropriate adaptation and mitigation actions resulting from climate change.

Other specific needs and priority areas identified by respondents included:

- Influencing the work and projects undertaken by separate multilateral and bilateral agencies, with an emphasis on resource efficiency for better effectiveness and greater sustainability;
- Training and development of the capacity of the public sector employees for tourism and environmental management;
- Better management of the sociocultural encounter between hosts and visitors;
- Better analysis of the impact of tourism on microenterprise development, on a long term, rather than on a piecemeal basis;
- The development of better metrics for measuring tourism development impacts.

# FUNDING FOR SUSTAINABLE TOURISM INITIATIVES IN THE REGION

Respondents indicated that funding for the development of sustainable tourism plans and programmes are mainly from a combination of sources, but most often from their own governments (57%). 50% of respondents indicated the support of international development agencies, while just under 50% indicated that local industry and government partnerships were sources of funds.

The types of projects funded in the region vary widely, from cross border sub-regional technical assistance projects such as the GMS Sustainable Tourism Development Loan Plan to a range of individual initiatives relating to tourism infrastructure, marketing and investment projects to community based tourism, protected areas and sustainable livelihoods.

### *International development agency support*

A list of multi-lateral (see below, same paragraph) agencies was provided to the respondents to consider whether these agencies had supported sustainable tourism projects in destinations. While there was a high level of uncertainty in the responses; the most identifiable agencies were UNDP and UNESCO closely followed by UNEP, and then by the ADB and the World Bank.

In the emerging economies of Asia and the Pacific most larger scale (i.e. multi-million \$) strategic planning and/or projects for the implementation of soft and hard infrastructure involving the tourism sector have received support from a wide range of multi-lateral and bilateral agencies. Governments in partnership with donor agencies, NGOs and/or the tourism private sector, are common sources of funding for sustainable tourism related projects in the non-industrialized nations of Asia and the Pacific.

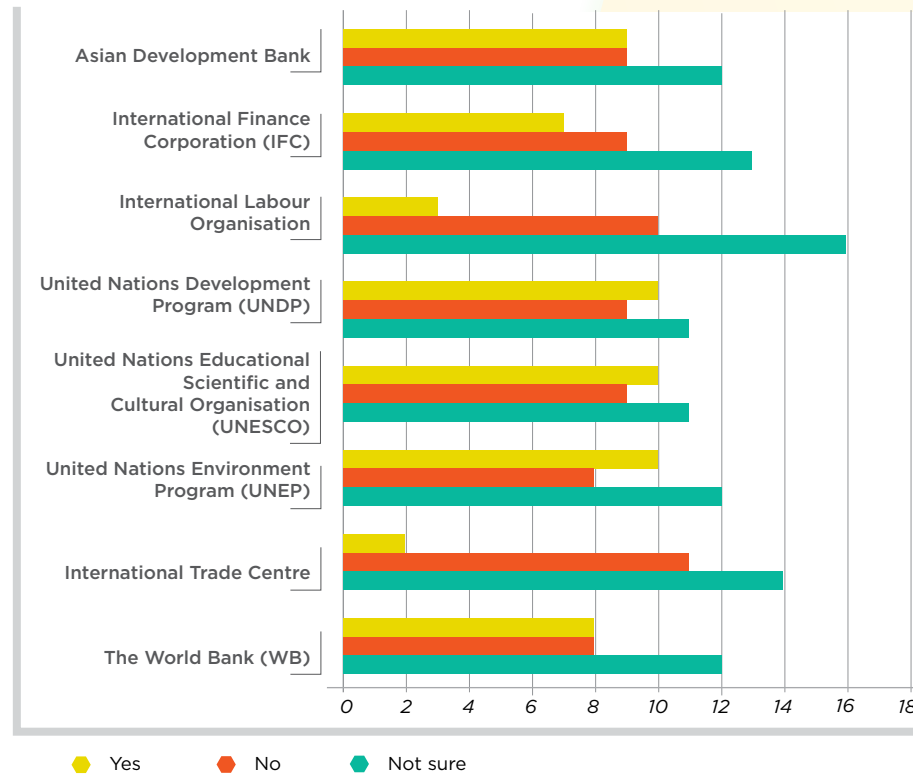


Figure 4: International development agency support (n = 30)

In particular, as a leading multi-lateral agency in the region, the ADB has a long history of engagement in tourism related initiatives. It plays a key role at the sub-regional and individual country level for the planning and development of tourism in many countries in the region (see the examples of funded projects in the appendix). The European Commission has a number of tourism development projects in the region, particularly in the Pacific islands. The International Finance Corporation of the World Bank also has a long history of investing in tourism related projects, ensuring that sustainability (i.e. environmental, financial and social considerations) is a fundamental part of the process.

Among the more industrialized economies, governments that are contributors to international development agencies play a more active role in funding national, provincial or local area destination initiatives within their own countries. In these industrialized countries, the national tourism ministries are usually focused on supporting their own internal tourism sectors and any funding assistance via multi-lateral or bilateral agencies will most often be through their agencies responsible for delivery of official development assistance (e.g. AusAID, NZ AID, USAID etc).

A few of the larger international tourism and hospitality companies fund their own internal sustainability systems, which may or may not be associated with independent certification systems. However, as evidenced in Australia and New Zealand, if there is a wider industry or community benefit than just the individual business, it is not common for industry alone to fund programmes for sustainable tourism. Business will, by commercial necessity, channel their financial resources where a direct business result can be measured.

Nevertheless, private and public sector partnerships are common in the development of tourism policies and planning in such destinations.

**Bilateral development agencies’ support for sustainable tourism projects**

From the survey responses provided, bilateral agencies that support tourism related projects in Asia and the Pacific (ordered by frequency of mention) include: JICA (Japan); AusAID (Australia); NZAID (New Zealand); USAID (USA); GiZ (Germany); AFD (France); DFID (UK); SNV (Netherlands); ADA (Austria); KOICA (Korea); LuxDev (Luxembourg); DANIDA (Denmark); AECID (Spain) and CIDA (Canada).

The emphasis on the European and Northeast Asia-based (Japan and South Korea) bilateral agencies has been to support projects in South Asia and South East Asia with some, such as BMZ/GiZ and JICA also supporting projects in the Pacific where NZ AID and AusAid have been more actively engaged as part of their respective national geo-political priorities for international assistance. NZAID and AusAID have also funded tourism related projects in South East Asia and South Asia. USAID has funded various tourism related projects in South East Asia and the Pacific (see appendix for project examples).

**NGOs can also play a crucial role**

A wide range of large NGOs (e.g. Conservation International, The Nature Conservancy, WWF, Global Heritage Fund and others) and smaller scale NGOs (e.g. Yayasan Pulau Banyak in Indonesia <sup>13</sup>, Friends Inter-

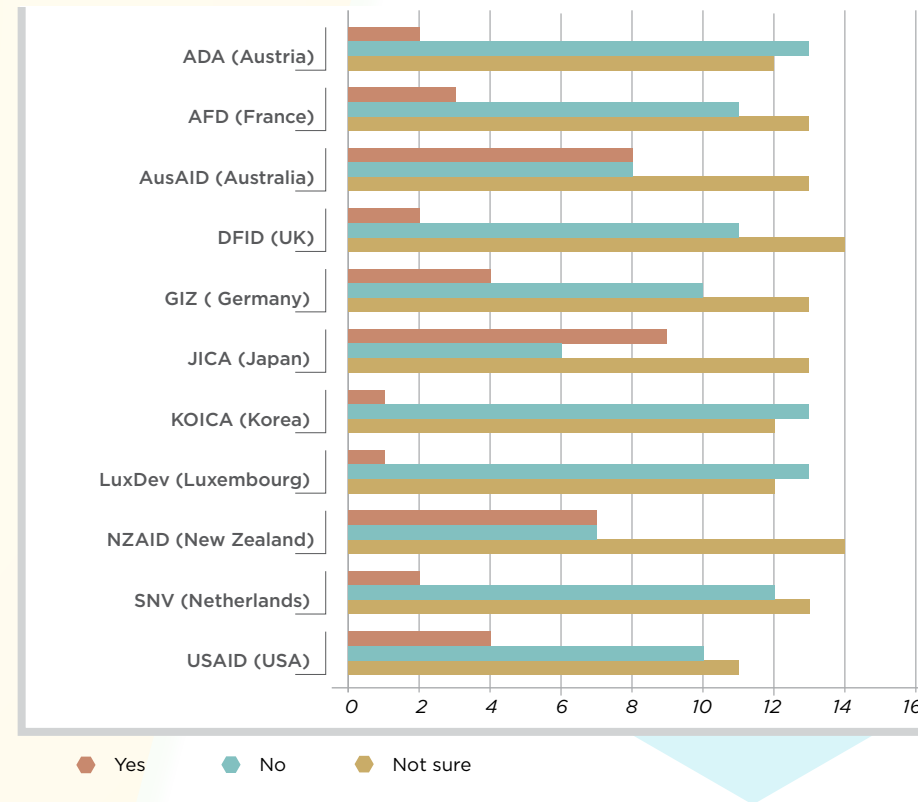


Figure 5: Bilateral agency support for tourism related projects (n = 30)

national in Cambodia <sup>14</sup>, The Responsible Tourism Partnership in Sri Lanka <sup>15</sup> and others) have included sustainable tourism related projects in their programmes. They play an important role in preparing communities and environments for tourism impacts through expertise provided at the grass-roots level. Key funders and examples of projects in the region are set out in table 1 in the appendix.

<sup>13</sup> [www.acehturtleconservation.org](http://www.acehturtleconservation.org)

<sup>14</sup> [www.friends-international.org](http://www.friends-international.org)

<sup>15</sup> [www.responsibletourismsrilanka.org](http://www.responsibletourismsrilanka.org)



One of the specific objectives of this study was to examine whether establishing a regional sustainable tourism network could address the needs and priorities of those working on sustainable tourism in the region; assist in overcoming the barriers identified and capitalize on the opportunities – emphasizing sustainable tourism policy and strategic planning at government levels; incentivising industry to mainstream sustainable practice, equipping it with the skills and resources to do so; and promoting cooperation between the public and private sectors.

### Current Situation

Currently the picture regarding tourism networks in the region is a rather fragmented one. The Pacific Asia Travel Association (PATA) is the only membership-based, industry focused, organisation providing a public and private sector network structure primarily for marketing purposes across its wide ‘operating geography’ definition of Asia and the Pacific. This includes 104 destinations in 12 sub-regions across 17 time zones and extends west to nations such as Saudi Arabia and Turkey, and east to the Pacific coast nations of the Americas – from USA/Alaska and Canada down to Peru.

As an inter-governmental agency, the UNWTO also operates a network structure at the sub-regional through with its Commission for South Asia (9 country members) and the Commission for East Asia and the Pacific (21 country members).<sup>16</sup> Usually, these two Commissions conduct joint meetings at various locations around the region. UNWTO has also supported the development of four locations in China for its Global Observatory on Sustainable Tourism (GOST)<sup>17</sup> Yangshuo, Huangshan, Zhangjiajie and Chengdu with a fifth planned for Kanas.

# JUSTIFICATION FOR A REGION-WIDE SUSTAINABLE TOURISM NETWORK

More commonly however, intergovernmental organisations engaged in a broader range of strategic tourism policy issues and projects are organised at a secondary or sub-regional level<sup>18</sup>. A third level of more localized transnational networks often include tourism within their range of programmes<sup>19</sup>. Sometimes, these third level regional networks might link nations across the more readily known secondary level regions such as South Asia and South East Asia<sup>20</sup>. Increasing fragmentation still further, some provinces and cities have also established their own destination specific international networks, which act as a ‘fourth level’ of regional networks<sup>21</sup>.

<sup>16</sup> <http://asiapacific.unwto.org/en>

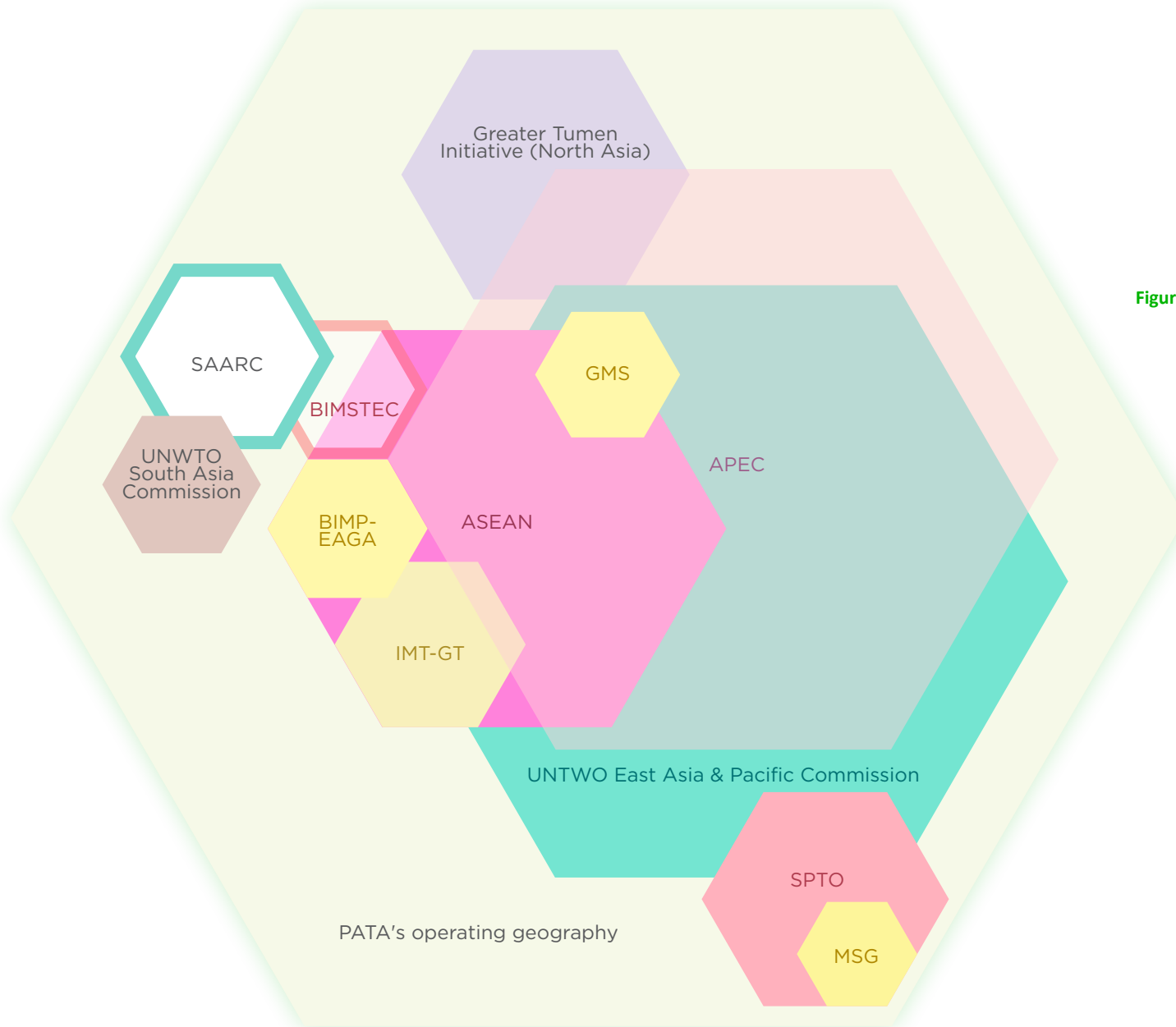
<sup>17</sup> <http://sdt.unwto.org/en/content/global-observatory-sustainable-tourism-gost>

<sup>18</sup> Examples are the ASEAN Tourism Association (ASEANTA), APEC Tourism Working Group, South Asian Association For Regional Cooperation (SAARC Tourism), South Pacific Regional Tourism Organisation (SPTO) and the Greater Tumen Initiative (GTI) Tourism Council in North East Asia. Westwards, through The Region Initiative (<http://www.theregionaltourism.org/>), the subregions of South Asia, Central Asia and Eastern Europe are currently discussing establishing a Central Asian Tourism Board.

<sup>19</sup> Such as the Mekong Tourism Coordinating Office, as well as tourism components of the Brunei Darussalam Indonesia Malaysia Philippines East ASEAN Growth Area (BIMP-EAGA) and the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT)

<sup>20</sup> Examples are the Bay of Bengal Initiative for Multi Sectoral Technical and Economic Cooperation (BIMSTEC) involving seven countries (Bangladesh, India, Myanmar, Sri Lanka, Thailand, Bhutan and Nepal) and the Melanesian Spearhead Group (MSG) in the South Pacific.

<sup>21</sup> These include the ten member East Asia Inter-Regional Tourism Forum (EATOF) and the Tourism Promotion Organisation for Asia and the Pacific Cities (TPO) which also has ten members from North East Asia and South East Asia.



**Figure 6:** Mapping the geographic reach of regional and subregional organisations with tourism engagement

## THE NEED FOR AN ASIA AND THE PACIFIC NETWORK FOR SUSTAINABLE TOURISM (NEST)

Secondary data examined for this research has highlighted that – as a region - Asia and the Pacific lacks a community of practice in sustainable tourism – meaning a multi-stakeholder forum which embraces participatory planning processes, shares and exchanges information among multi-stakeholders including industry, government, international donor agencies, NGOs, local authorities and others. There are gaps in the existing partnerships for sustainable tourism at local, national and regional levels, as well as weak or non-existent linkages between Asia and the Pacific agencies and useful global level initiatives relating to sustainable tourism. For example there has not yet been any significant strategic engagement between existing Asia and the Pacific region agencies or networks for tourism with global initiatives such as The International Ecotourism Society (TIES), the Global Sustainable Tourism Council (GSTC) or the Global Partnership for Sustainable Tourism, among others.

There are therefore opportunities for better networking and communication to leverage projects and knowledge within Asia and the Pacific and other parts of the world from groups such as the Tourism and Protected Areas Working Group within the International Union for the Conservation of Nature's World Commission on Protected Areas (IUCN WCPA). Establishing new network and partnership structures to enable multi-country participatory processes will ensure that different stakeholders can not only improve two-way communication flows and better connect Asia and the Pacific to global initiatives, but also enable local communities, industry operators and governments

to have their say in how a globalized industry such as tourism is developed, managed and monitored in host destinations.

To address this lack of whole-of-region networks for sustainable tourism, it is believed the opportunity exists for a new, cohesive mechanism for regional cooperation on sustainable tourism.

Survey respondents were therefore asked their opinions on the value of a network of sustainable tourism (or NEST) in Asia and the Pacific. The three main activities the respondents regarded as 'very important' were:

- Facilitating regional and global networking (73%);
- Providing information on sustainable tourism practices (73%) and
- Facilitating links to sustainable tourism project funds from international donor agencies (70%).

This is consistent with the identified barriers to sustainable tourism development as discussed above.

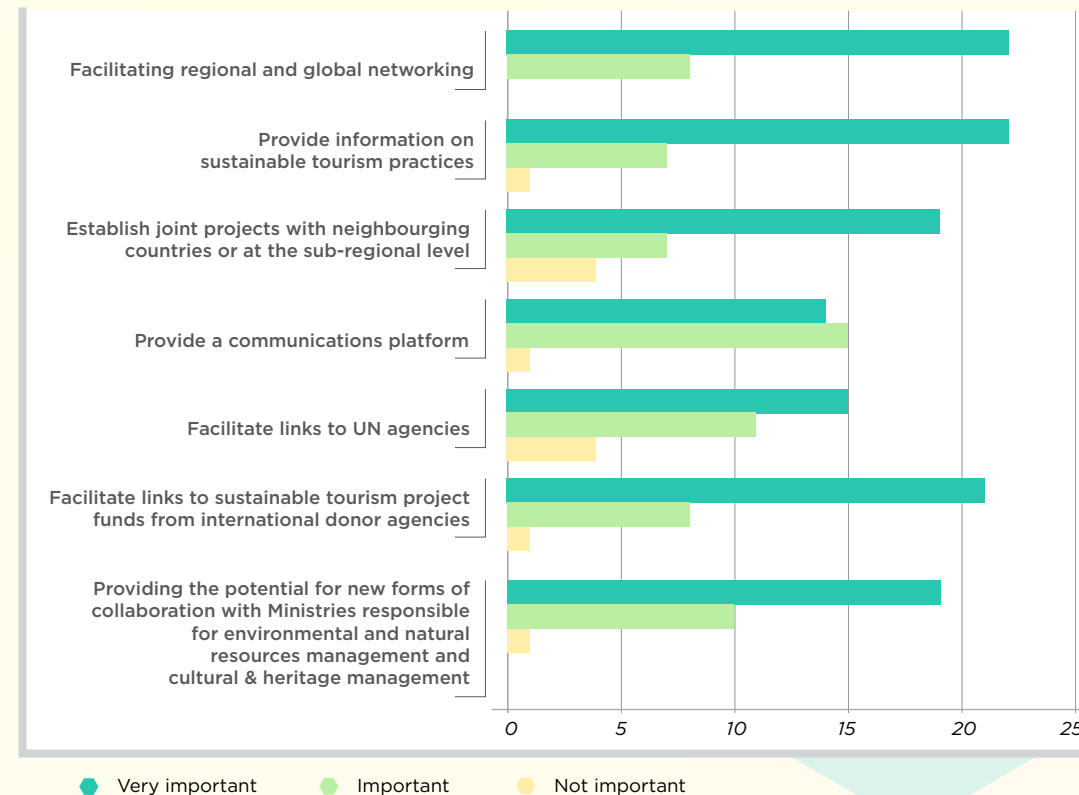
97% of respondents considered it 'very important' or 'important' that a NEST should provide:

- the potential for new forms of collaboration between their own Government Ministries responsible for environmental and natural resources management and cultural and heritage management; and
- a new regional communications platform on sustainable tourism and being able to facilitate links to UN agencies

This again raises the issue of internal government agency cooperation and coordination within destinations as a barrier to sustainable tourism approaches. New forms of international collaboration might be able to assist by taking a ‘bigger picture’ approach, learning from the experiences of other destinations and sharing knowledge to build local capacity and adapt methods and practices from other locations. Through a high (87%) combined score for both ‘very important’ or ‘important’, respondents identified benefits arising from the opportunity to establish joint projects with neighbouring countries or at the sub-regional level.

The two major challenges to establishing such a network, as identified by respondents were:

- (i) Lack of financial, logistical and human resources to establish, coordinate and maintain an effective international network across Asia and the Pacific (73%); and
- (ii) Lack of capacity and resources to scale up and replicate successful projects and initiatives (70%)



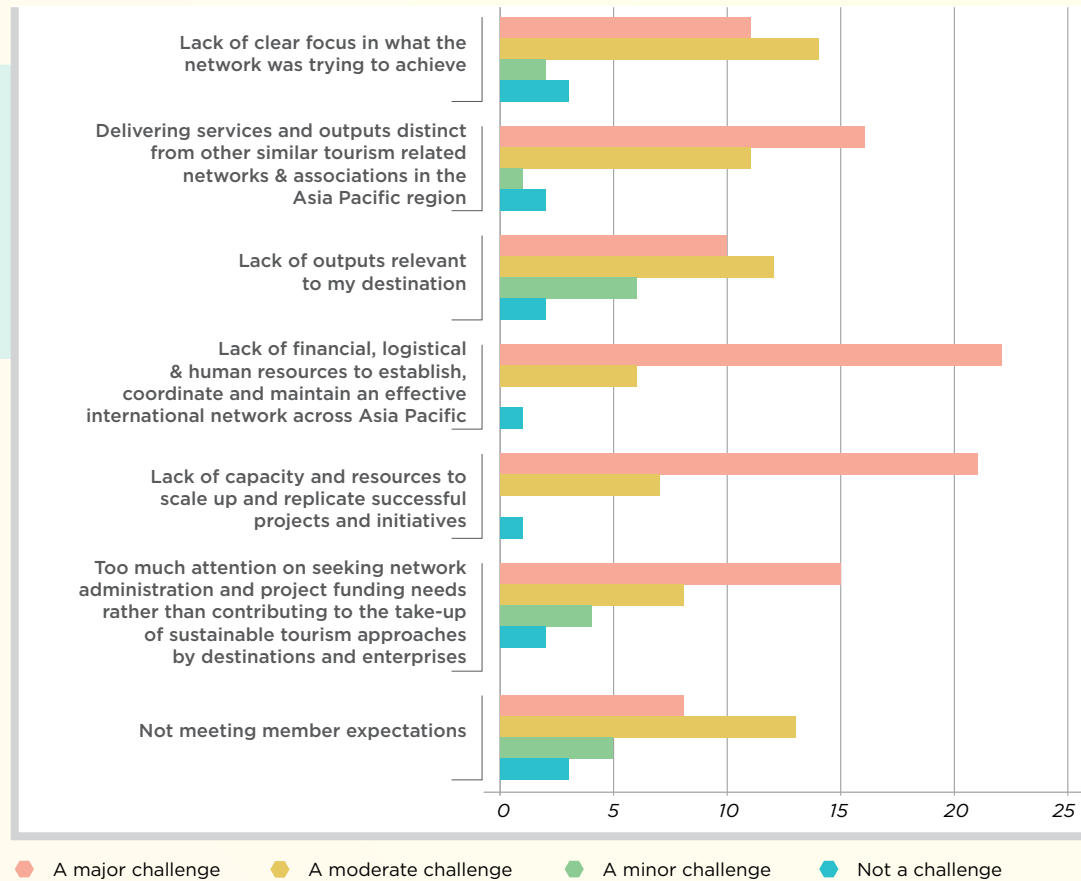
In terms of combining ‘major’ and ‘moderate’ challenges, 90% of respondents identified ‘delivering services and outputs as distinct from other similar tourism related networks and associations in Asia and the Pacific. Respondents evidently see the need for any new sustainable tourism network in Asia and the Pacific to clearly identify outputs which existing regional or sub-regional networks cannot presently deliver. This was reinforced by an overwhelming 83% of respondents indicating that a key challenge (major plus moderate) will be ensuring that the network has a clear focus in what it is trying to achieve.

Half of the respondents identified that too much attention is paid on seeking network administration and project funding, rather than influencing the take-up of sustainable tourism approaches by destinations and enterprises, which is a major challenge. All but two respondents identified the challenges of lack of financial, logistical and human resources to establish, coordinate and maintain an effective international network across Asia and the Pacific.

While not as readily identified as a ‘major’ challenge, when combining major, moderate and minor responses, ‘the lack of outputs relevant to unmet member expectations’ was identified as a challenge to some degree by 87% of respondents

Figure 7: NEST functions of most value (n = 30)

Figure 8: Main challenges to establishing a NEST type network (n = 30)





It is therefore concluded that the anticipated projections of tourism growth in Asia and the Pacific over the next few decades can deliver national economic benefit if planned and managed properly, but, at the same time, will present significant challenges to sustainability for communities, the industry, governments and will have an impact on the natural resources that are so vital to the tourism experience.

While some destinations across Asia and the Pacific can be accused to paying ‘lip-service’ to the concepts of sustainable tourism, a number do have well-intentioned policy and legal instruments to encourage sustainable tourism development in their destinations. However, at both the destination and enterprise levels, they often lack the resources, knowledge, skills, and practical tools for the mainstreaming of sustainable tourism practices.

Destinations across Asia and the Pacific also require development of a strategic knowledge base, institutional structures and partnerships to promote effective policy frameworks for sustainable tourism. The business case for sustainability in tourism operations is either not well understood or poorly explained. As the Asia and the Pacific tourism industry is dominated by SMEs, improved awareness of what sustainable tourism objectives should set out to achieve, is as essential as facilitating SME access to industry-oriented decision-support tools, information, knowledge and capital.

There is also a clear aspiration for a focused regional network to facilitate the shift towards more sustainable tourism. The primary part of the solution for mainstreaming sustainability into the tourism industry will be nested within the destinations themselves. However, regional networks such as the proposed NEST can facilitate access to and development of multi-disciplinary knowledge and information created through its access to a range of internationally benchmarked quality research.

## CONCLUSION

It therefore appears from the survey conducted that there would be broad support for the setting up of a region-wide sustainable tourism network. This would address the need identified by one survey respondent to influence the work of multi-lateral and bilateral agencies across the region, and to increase resource efficiency.

Any such regional partnership structure should encourage new forms of collaboration between internal government agencies responsible for a range of tourism related issues and impacts. It would also encourage countries in taking a ‘bigger picture’ approach, learning from the experiences of other destinations and sharing knowledge to build local capacities and adapt methods and practices from other locations.

Such a network could provide the opportunity to establish joint projects with neighbouring countries or at the sub-regional level, contribute to a new regional communications platform on sustainable tourism and enable improved links to UN agencies with an interest in sustainable tourism development in Asia and the Pacific.



# RECOMMENDATIONS

**1. Institutional Strengthening for Sustainable Tourism:** Asia and the Pacific has identified a clear need for a more cohesive framework of regional cooperation on sustainable tourism. There must be a clearly identifiable ‘champion’ or leading regional institution/s with the mandate for sustainable tourism, which would be supported by other collaborating institutions collectively representing a broad coalition of Asia and the Pacific tourism stakeholders. These lead or coordinating institutions would operate in accordance with a framework for sustainability developed through agreement with a majority of countries that must demonstrate their unfettered commitment to achieving the main framework goals.

**2. Networking as a Mechanism for Coordinating and Collaboration:** Given the sheer breath and scale of Asia and the Pacific, it should be clearly understood that sustainable tourism requires a networking approach for effective coordination and collaboration. A regional network would provide access to knowledge and expertise internationally, regionally and nationally, and facilitate the sharing of resources, knowledge and best practices. NEST, when functioning as the region’s dedicated network for sustainable tourism, should also reflect the fundamental nature of the tourism industry as a “transversal” industry – cutting across multi-sectors and stakeholders – and promoting solutions that address these unique characteristics. Networking should also be the mechanism for arriving at consensus on the definition of sustainable tourism, for promoting consistency in messaging, for advocating approaches, tools and innovation and for mainstreaming sustainability. Done correctly, networking may also address the gaps between policies for sustainable tourism and effective implementation and obtain more effective linkages with ministries responsible for the environment, energy, agriculture, transport, health, finance, security, and other relevant areas, as well as with local governments.

The NEST should therefore prioritize the Prioritise of strong inter-agency linkages, and support individual country and cross-border projects that make tourism more sustainable by working collaboratively with network partners including international development agencies. NEST should also pursue its inherent potential to assist, develop and adapt governance models for sustainable tourism from regional to more national levels in Asia and the Pacific.

Agencies from industry, donors and inter-governmental organisations such as PATA, SPTO, ADB, ASEAN, APEC, SAARC, and others, must be encouraged to enter into strategic partnerships and alliances with NEST and to support its mainstreaming actions in the region.

The NEST should capitalize on available opportunities to learn from the experiences of leading Asia and the Pacific destinations in developing concepts and practices of quality tourism to develop and deliver yield-driven growth with sustainable tourism products and services (e.g. Singapore, Hong Kong, New Zealand, Australia, Republic of Korea).

**3. Prioritize the Key Regional Impacts for Immediate Action:** Asia and the Pacific has identified that social and cultural issues have traditionally been neglected in sustainability actions. These include the need for greater protection of the vast number of socio-cultural heritage resources which are key tourism assets, coupled with partnership and collaboration on project activities and fund raising, with the regional industry. The region has high vulnerability to climate-induced and natural disasters (earthquakes and hurricanes). These should feature as thematic priorities in the NEST program of work.

**4. Incorporate sustainable tourism criteria into investment decision-making and private capital inflows:** The NEST should facilitate discussion and development across the region of sustainable tourism criteria which should be considered at the investor level. These should include criteria to be used in the conduct of due diligence on new development sites (e.g. attractions, hotels and resorts), criteria for refurbishing and/or updating the existing tourism plant to achieve higher levels of resource efficiencies, and criteria that ensure preferential access for SMEs to markets and capital. Where feasible, regional governments should also be encouraged to offer fiscal incentives to local industry to foster greater adoption of sustainable tourism best practices and performance targets, as well as major industry shifts towards low-carbon forms of development or new technologies that significantly improve consumption and production efficiencies.

**5. Capacity Building for Sustainable Tourism:** The need for improving competencies and skills across all stakeholder groups and the transfer of sustainable tourism knowledge to the region is an imperative. This relates to prioritizing the need for science and data to underpin the research, development and planning of the tourism product and service across the region. This would require strategic collaboration between universities, think-tanks and other organisations in Asia and the Pacific to improve skills, education, training and research of public sector officials in particular.

Improved capacity should also foster a greater understanding of the business case for tourism, which should be used to encourage the tourism private sector, among others, on the benefits of pursuing resource efficiency and using available and other forms of compliant technology.

**6 Measure and Monitor Key Sustainability Indicators for Continuous Improvement:** Sustainable tourism indicators must be attached to national goals and objectives and extended across the national sectors and enterprises. All tourism stakeholders should be encouraged to align their project activities to achieving national sustainability goals and objectives and to reporting and sharing their performance data within the industry.

# REFERENCES

Asian Development Bank (2012) Asian Development Outlook Supplement. Available from <http://www.adb.org/publications/asian-development-outlook-2012-supplement>

European Union and Vietnam National Administration for Tourism (2011). The Environmentally and Socially Responsible Tourism Capacity Development Programme, Annex 11: Terms of Reference

Fifita, S. (2012) Realising the potential of the tourism sector in the Economic Dialogue 2012 - Growing our economy. The Kingdom of Tonga

GIZ (2012) Coping with Climate Change in the Pacific Islands Region: Community Tourism and Climate Change. Project no.: 2007.2192.8

Kharas, H., (2011) The Emerging Middle Class in Developing Countries, Brookings Institute, Washington DC

Responsible Research (2011) Issues for Responsible Investors: Responsible Investing in Vietnam. Available from [http://www.responsible-research.com/Responsible\\_Investing\\_in\\_Vietnam-Issues\\_for\\_Responsible\\_Investors.pdf](http://www.responsible-research.com/Responsible_Investing_in_Vietnam-Issues_for_Responsible_Investors.pdf)

UNWTO (2012) Asia-Pacific Newsletter 2012, Issue 27. Available from <http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwtoasiapacificnewsletterissue27.pdf>

World Travel & Tourism Council (2012) Economic Impact of Travel & Tourism 2012: Summary. Available from [http://www.wttc.org/site\\_media/uploads/downloads/Economic\\_impact\\_reports\\_Summary\\_v3.pdf](http://www.wttc.org/site_media/uploads/downloads/Economic_impact_reports_Summary_v3.pdf)

World Travel & Tourism Council (2012a) Travel & Tourism Economic Impact 2012: Asia Pacific. Available from [http://www.wttc.org/site\\_media/uploads/downloads/asia\\_pacific2012.pdf](http://www.wttc.org/site_media/uploads/downloads/asia_pacific2012.pdf)

WWF (2009) Towards Sustainable Tourism Investment, WWF Mediterranean Programme

# APPENDIX

Funder / donor	Example(s) of project (s)
ADB	<p>Cross-border sub-regional technical assistance projects such as the Greater Mekong Subregion (GMS) Sustainable Tourism Development Loan Project 2007-2012 involving Lao PDR, China, Cambodia, Myanmar, Thailand and Vietnam – sometimes in partnership with the relevant government / tourism authority (e.g. a US\$50 million project in Vietnam and a US\$10.99 million project in Lao PDR).</p> <p>Projects include priority tourism zones, management of natural and cultural heritage, social impacts of tourism, tourism marketing and promotion, pro-poor tourism, cross-border tourism, capacity building and skills development, and private sector participation.</p>
ADB	<p>South Asia Subregional Economic Cooperation (SASEC) including tourism related projects such as (i) Improving Connectivity and Destination Infrastructure for Sub-regional Tourism Development and (ii) Technical Assistance for Preparing the SASEC Tourism Development Project, approved in December 2006. SASEC has resulted in two key regional projects, namely the SASEC Information Highway Project, the first multi-country investment project in South Asia (approved on 17 December 2007 for \$16.8 million) and the South Asia Tourism Infrastructure Development Project (approved on 16 November 2009 for \$57.5 million<sup>22</sup>). Also the SASEC Tourism Development Plan: Bangladesh, Bhutan, eastern states of India and Nepal.</p>
ADB and UNDP	
ADB in partnership with WWF	<p>Tumen River Area Development Project in Northeast Asia: funding support for tourism research and planning initiatives as well as a range of marine and terrestrial infrastructure projects vital for the development of tourism.</p>
	<p>2003 Strategic Environmental Assessment of Fiji's Tourism Development Plan.</p>
ADB with funding support from the Government of Norway	<p>2012 - development of a new Myanmar Tourism Master Plan. Project outputs will be</p> <ul style="list-style-type: none"> <li>(i) Comprehensive tourism sector assessment and analysis of strategic issues, key constraints and development needs undertaken</li> <li>(ii) Vision, strategic objectives, priority programmes and projects, indicative resource requirements, and implementation and monitoring arrangements agreed among key stakeholders</li> <li>(iii) Knowledge dissemination plan implemented to raise awareness on the content of the master plan and promote sound decision making in national and sub-national tourism planning.</li> </ul>

<sup>22</sup> Source: <http://pid.adb.org/pid/TaView.htm?projNo=37648&seqNo=01&typeCd=2>



<b>ADB</b>	Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA): participating nations agreed on an 'Implementation Blueprint 2012-2016' <sup>23</sup> based on four strategic pillars - Enhanced connectivity, Food-basket strategy, Tourism and Environment. The tourism pillar has two components: Community-Based Ecotourism Development and Marketing and Promotion.
<b>ADB</b>	Central Asia Regional Economic Cooperation (CAREC): Over 100 public infrastructure projects worth \$17 billion in 2011 <sup>24</sup> . Numerous road, rail and air transport related projects directly assist the development of the tourism sector e.g.: East-West Roads Project - Almaty-Korgos Section; Western Europe-Western China International Transit Corridor, North-South Railway Project, Regional Airports Rehabilitation Project.
<b>ADB</b>	Indonesia - Malaysia - Thailand Growth Triangle (IMT-GT): Flagship programme: Develop Thematic Tourism Routes or Circuits with a Logical Sequence of Destinations and Sites; Giving Eighth Freedom to the airline flying within IMT-GT region <sup>25</sup> .
<b>ADB with the Government of India</b>	India: Infrastructure Development Investment Programme for Tourism in four states - Tamil Nadu, Punjab, Himachal Pradesh and Uttarakhand. Programme targets enhanced economic growth and provision of livelihood opportunities for local communities through tourism infrastructure development. Investment programme is part of a broad tourism development plan, which will cost almost \$1.7 billion to implement including \$357.1 million from Government of India and the four participating state governments Department of Tourism in each participating state will execute the project: due for completion in 2020 <sup>26</sup> .
<b>ADB</b>	ADB loans totalling US\$89.5 million for South Asia Tourism Infrastructure Development Project for Bangladesh, India, and Nepal (2009-2015)
<b>European Commission</b>	2005-2010: funding for Vietnam Human Resources Development in Tourism Project - focused on upgrading standards and quality of human resources in tourism industry through development and certification of 13 tourism occupational skill standards.  Building on the success of this, and sustaining and further expanding on the Vietnam Tourism Occupational Skills Standards System (VTOS): now funding Environmentally and Socially Responsible Tourism Capacity Development Programme (ESRT). Aims to strengthen institutional and human capacity in order to fully realise substantial socio-economic development benefits available from the tourism sector while protecting and enhancing the resources (natural and cultural) on which the sector depends.

<sup>23</sup> <http://bimp-eaga.org/Documents/ef4b1b8e-7291-40a5-9a0a-2d0250543801.pdf>

<sup>24</sup> <http://www.carecprogram.org/index.php?page=carec-projects-list>

<sup>25</sup> <http://www.imtgmelaka.gov.my/about-imtgt/>

<sup>26</sup> [www.adb.org/news/adb-provides-250-million-help-india-turn-tourism-growth-jobs-driver](http://www.adb.org/news/adb-provides-250-million-help-india-turn-tourism-growth-jobs-driver)

<b>European Development Fund</b>	Current grant of EUR 4.73 million for Pacific Regional Tourism Capacity Building Programme (2012 – 2014).
<b>International Finance Corporation</b>	Hotels: UB Shangri-La, Mongolia; Thien Minh Group, Vietnam; KS Hotels, Lao PDR Sustainable Business Advisory: Buddhist Circuit, India; SME support in tsunami recovery, Samoa Private/Public Partnership: Polynesian Blue Airlines
<b>World Bank</b>	US\$16 million support for Bali Tourism Project (commenced 1974)
<b>AusAID</b>	<b>(i)</b> Research funds for three years (2008-2011) for Pacific Tourism – Climate Adaptation Project (PT-CAP) project to develop climate change adaptation policies and strategies to assist the Pacific Island tourism sector to protect and grow livelihoods.
<b>NZAID</b>	<b>(ii)</b> Funding for ILO project (2011 and 2012) on Sustainable Tourism and Green Jobs in Indonesia in conjunction with the Ministry of Tourism and Creative Economy.
<b>LuxDev - Luxembourg Agency for Development Cooperation<sup>27</sup></b>	<b>(i)</b> Continued support to Nam Ha Eco-tourism Project implemented by Lao National Tourism Administration (LNTA) and UNESCO <b>(ii)</b> Supported Tonga to increase tourism industry's contribution to economy via a flagship three year, NZ\$4.5 million tourism support programme, as well as upgrading runway and terminal on the island of 'Eua.
<b>GIZ (formerly GTZ)<sup>29</sup></b>	<b>(i)</b> Lao PDR – substantial financial and technical support to establish LANITH (Lao National Institute of Tourism and Hospitality) <sup>28</sup> <b>(ii)</b> Vietnam: Complementary support to vocational training with focus on building capacity in selected tourism schools and colleges (2010 to 2012).
	Focusing on: <ul style="list-style-type: none"> <li>• environmental protection and natural resource conservation</li> <li>• economic development and poverty reduction</li> <li>• ecological and social standards</li> </ul> <p>e.g. Indonesia, Vietnam, Lao, Cambodia, South Pacific Islands etc. Promotion of tourism is a top priority in Technical Cooperation; often in partnership with industry, GIZ is currently implementing some 50 projects with a tourism component, or the potential to promote tourism. Focus on environmental protection, resource conservation, alternative income generation and promoting SMEs in the tourism sector.</p>

<sup>27</sup> <http://www.lux-development.lu/agence.lasso?lang=uk>

<sup>28</sup> <http://lanith.com/site/>

<sup>29</sup> <http://www.giz.de/Themen/en/SID-5528CDA2-A59F7814/11013.htm>

<b>USAID</b>	ASEAN Competitiveness Enhancement Project <sup>30</sup> Vanuatu: roads to support tourism flows Business and community activity with funding via the Millennium Challenge Corporation <sup>31</sup>
<b>Spanish Bilateral Cooperation (AECI)</b>	In Vietnam, supporting implementation of: (i) National Tourism Marketing Plan, (ii) Tourism Law (iii) Tourism Master Plan for Hue City
<b>WWF</b>	China: workshops on protected areas and sustainable tourism in the training of Tibetan parks managers in the Ninety Dragons Pools Nature Reserve in Yunnan Province.

**Table 1:** Funders and examples of projects in the Asia and the Pacific region

<sup>30</sup> [http://transition.usaid.gov/rdma/articles/press\\_release\\_421.html](http://transition.usaid.gov/rdma/articles/press_release_421.html)

<sup>31</sup> <http://www.mcc.gov/pages/press/release/release-042810-mccvanuatucompact>