

International Conference

on

**Sustainable Community Tourism Destination Management:
From Rhetoric to Practice**

Organized by

**Canadian Universities Consortium Urban Environmental
Management Project**

**at the Asian Institute of Technology
27-29 November 2000**

CONFERENCE PROGRAM

27 November, 2000 (Monday)			
0900	Opening Ceremony by Her Royal Highness Princess Maha Chakri Sirindhorn		
1000	Coffee Break		
1045	Opening Plenary Session Moderator - Imtiaz Muqbil, Conference Rapporteur and Executive Editor, Travel Impact Newswire, Thailand <ul style="list-style-type: none"> • Opening Remarks by Bob Odeh, Project Officer, Canadian International Development Agency, Canada • Nature and Challenges of Urban Tourism Management in South East Asia by Geoffrey Wall, Specialist in Tourism, Recreation and Resource Management, University of Waterloo, Canada • Nature of Tourism Development in South East Asia by John Koldowski, Director-Strategic Information Center, Pacific Asia Travel Association • Introduction to Sustainable Tourism Destination Management by Walter Jamieson, Director, CUC UEM Project at AIT 		
1200	Luncheon Presentation: The Role of World Tourism Organization in Sustainable Tourism Development by Mr. Gabor Vereczi, Program Co-ordinator, World Tourism Organization		
1330	Track 1	Track 2	Track 3
	Tourism Destination Management and Planning	Environmental and Cultural Heritage Management	Urban Environmental Management and the Travel Industry
	Room B202	Room B204	Room B206
	Community Planning and Participation in Tourism Destination Management Session Chair – Chamniern Paul Vorrtnchaiphan, Director, Grass Roots Action Program, TEI Moderator - Pawinee Sunalai, CUC UEM Project at AIT	Festivals and Events Management at Tourism Destinations Session Chair and Moderator – Malinee Kitaphanich, Director South East Asia, Pacific Asia Travel Association	Tourism Industry Perspectives for Environmental Management in Tourism Session Chair and Moderator - Niclas Sevenningsen, Industry Program Officer, UNEP
	Introduction to Basic Principles of Community Planning and Participation in Tourism Destination Management Willi Zimmermann, Associate Professor, and Beatriz Mayer, UEM Field of Study, AIT	Festivals and Events Management in Quebec City Jean-Paul L'Allier, Mayor of Quebec City, Canada	An Introduction to the Role the of Tour Operators in Managing Destinations Kim Lu, CUC UEM Project at AIT
	Community Participation in the Royal Development Projects Panthep Klanarongran, Secretary General, Royal Development Projects Board, Thailand	Events Management in Bangkok Nathanon Thavisin, Deputy Permanent Secretary, Bangkok Metropolitan Administration, Thailand	The UNEP/UNESCO/WTO Tour Operators' Initiatives for Sustainable Tourism Development Giulia Carbone, Tourism Associate Program Officer, UNEP
Community Involvement in Tourism Planning and Management – Klong Khwang Tourism Planning Process Sangat Srasongnoen, Headman of Klong Khwang and Pawinee Sunalai, Co-ordinator, CUC UEM Project at AIT	Events Management for Destinations Phenthip Chomprang, Manager – Events, Pacific Asia Travel Association	Tour Operators Initiative in Involving Cultural Minorities in Tourism Development Vincent Tabuteau, East West Siam, Thailand	
1500	Coffee Break		

1530	Room B202	Room B204	Room B206
	Transportation Planning for Tourism Destination Management Session Chair and Moderator – Jean-Louis Vignuda, UN ESCAP	Coastal Zone Heritage Management Session Chair and Moderator - Mr. Hugh Kirkman, East Asian Seas Regional Coordinating Unit , UNEP	Environmental Impact Assessment: A Tool for Tourism Facility and Destination Management Session Chair and Moderator - William Ross, Professor of Environmental Science, University of Calgary, Canada
	Barrier-Free Tourism for All Jean-Louis Vignuda, UN ESCAP	Introduction to Urban Coastal Zone Management Issues Hugh Kirkman, East Asian Seas Regional Coordinating Unit , UNEP	Introduction to Emerging Urban Environmental Management Issues in Tourism Destinations William Ross, Professor of Environmental Science, University of Calgary, Canada
	The Use of Non-Motorised Vehicles in Angkor, Cambodia Mr. Vann Molyvann, Executive Director, APSARA, Cambodia	Coastal Zone Management Issues in Indonesia Happy Santosa, Professor, Population and Environmental Research Institute, Indonesia	Environmental Impact Assessment of the Shangri La Hotel in Manila, Philippines Amador A. Remigio, Associate Professor, Natural Resources Management Field of Study, AIT, Thailand
Transportation Management for Tourism in Singapore Anthony Chin, Associate Professor, National University of Singapore, Singapore	Coral Reef Awareness and Action for Tourism and Local Communities in Thailand Anne Miller, Director, Reef World Foundation, UK	Cumulative Impact Assessment of Hotel Development in Siem Reap, Cambodia William Ross, Professor of Environmental Science, University of Calgary, Canada	
1800	Leave for Boat Dinner		

28 November, 2000 (Tuesday)

0800	De-briefing on Day One of the Conference by Imtiaz Muqbil, Conference Rapporteur
0845	<p>Technical Tours:</p> <ul style="list-style-type: none"> ▪ TOUR 1 - Urban Tourism Destination Management in Bangkok organized by Bangkok Metropolitan Administration Tourism Initiative, Bangkok ▪ TOUR 2 - Physical Environmental Design and Interpretation Strategies and Community-Based Tourism: Phimai Historic Park and Klong Kwang Community organized by CUC UEM Project ▪ TOUR 3 - Heritage Resource Management and Cultural Tourism, Ayuthaya organized by Fine Arts Department of Thailand, Bangkok ▪ TOUR 4 - Cleaner Production for Hotels and Issues in Coastal Zone Management, Hua Hin organized by Thailand Environment Institute, Bangkok and the CUC UEM Project ▪ TOUR 5 - River-Based Tourism, Koh Kret organized by Tourism Authority of Thailand, Bangkok

29 November, 2000 (Wednesday)			
0930	De-briefing on the Field Visits by Imtiaz Muqbil, Conference Rapporteur		
1015	Group Photo		
	Track 1 Tourism Destination Management and Planning	Track 2 Environmental and Cultural Heritage Management	Track 3 Urban Environmental Management and the Travel Industry
1030	Room B204	Room B202	Room B206
	Village-Based Tourism Challenges and Opportunities Session Chair and Moderator: Paisarn Wangsai, Director, Agency for Co-ordinating Mekong Tourism Activities, Thailand	Tourism and Culture: Maintaining the Balance in Tourism Destinations Session Chair and Moderator – Beatrice Kaldun, Consultant for Culture, UNESCO	Environmental Management Systems for Resort and Hotels Session Chair and Moderator - Murray Haight, Associate Professor, Faculty of Environmental Studies, University of Waterloo, Canada
	An Introduction to the Greater Mekong Subregion (GMS) Strategy of Village Based Tourism and the Role of the Agency for Co-ordinating Mekong Tourism Activities Paisarn Wangsai, Director, Agency for Co-ordinating Mekong Tourism Activities, Thailand	Tourism & Culture: The Challenge of Maintaining the Balance Beatrice Kaldun, Consultant for Culture, UNESCO	Relevance of EMS in Resorts & Hotels and the Demonstration of Cleaner Production for Hotels in Hua Hin, Thailand Murray Haight, Associate Professor, Faculty of Environmental Studies, University of Waterloo, Canada
	Village Based Tourism Planning for Had Bai Village, Thailand and Pak Beng, Lao PDR Vivien Lo and Tom Musk, University of Calgary, Canada	The UNESCO's LEAP Program Ricardo Favis, Consultant for Culture, UNESCO	Practicing Environmental Management in Hotel in Bali, Indonesia Yuyun Ilham, Chairperson, Bali Fokus, Indonesia and Janeen Tang, University of Waterloo, Canada
	Village Based Tourism Planning for Hung Phong Villlage, Viet Nam Saralyn Hodgkin, University of Calgary, Canada		Environmental Management and Environmental Management Systems Implementation Strategies for the Hotel Sector in Siem Reap, Cambodia Rachael Morris, University of Calgary, Canada
1200	Lunch		

1330	Room B202	Room B206	Room B204
	Sustainable Destination Marketing Session Chair and Moderator: Janet Baker, University of Calgary, Canada	The Use of Computer Technology in Interpreting Heritage Resources Session Chair and Moderator: Richard Levy, Associate Professor, Faculty of Environmental Design, University of Calgary, Canada	Environmental Management Certificates for Facilities and Destinations Session Chair and Moderator: Frank Skilbeck, Regional Director, World Travel and Tourism Council, Thailand
	Developing the Tourism Product Within a Marketing Environment Janet Baker, PhD Student, University of Calgary, Canada	Interpretation: Reconstruction of the Temple Site at Phimai. Richard Levy, Associate Professor, Faculty of Environmental Design, University of Calgary, Canada	Panel Discussion on Eco-Labels: <ul style="list-style-type: none"> Green Globe Certification for Tourism Facilities and Destinations, Graeme Worboys, Chief Executive Officer, Green Globe Asia Pacific, Australia The Role of Green Leaf Program in Environmental Management of Thai Hotels, Chirapol Sintunawa, Chief Auditor, Green Leaf Program, Thailand The Process of Environmental Auditing of a Tourism Facility, Jeffery McDonald, SGS, Thailand
	Destination Marketing: A Case Study from Thailand Suraphon Svetareni, Director, Marketing Services Department, Tourism Authority of Thailand	Application of Virtual Reality and GIS for Ayutthaya World Heritage Historical Park: A Case Study of Wat Ratchaburana Panjai Tantatsanawong, Faculty of Science, Silpakorn University and Surat Lertlum, Sr. Research Associate, ACRoRS, AIT, Thailand	
1430	Coffee Break		
1500	Room B202	Room B206	Room B204
	An Introduction to Selected Destination Management Tools Session Chair and Moderator: Walter Jamieson, Director, CUC UEM Project at AIT	Physical Design Issues in Destination Management Session Chair and Moderator: William Semple, Inscape Design, Canada	Resource Management at Tourism Facilities Session Chair and Moderator: Rob MacDonald, Associate Professor, University of York, Canada
	Carrying Capacity/ Limits to Acceptable Change Walter Jamieson, Director, CUC UEM Project at AIT	Appropriate Design for Tourism Destination Management - An Overview William Semple, Inscape Design, Canada	Sustainable Resource Management in the Hotel Industry with Specific Focus on Energy Brahmanand Mohanty, Visiting Faculty, Energy Technology Program, AIT
	Monitoring Tourism at the Community Level Dawn Sprecher, Environmental Consultant, Canada	Urban Environmental Design Tourism Destination Plan for Phimai Pawinee Sunalai, Co-ordinator, CUC UEM Project at AIT	Efficient Resource Management Initiatives in Ho Chi Minh City, Viet Nam Le Hoang Viet, Technical Engineer, Trans Energ Engineering Consulting Office, Viet Nam
	Interpreting Your Community Alix Noble, Project Associate, CUC UEM Project at AIT	Computer Visualization and Physical Design Richard Levy, Associate Professor, Faculty of Environmental Design, University of Calgary, Canada	Business Benefits from Green Activities in the Hotel Majestic, Viet Nam Energy conservation at Hotel Majestic, Viet Nam Tran Hung Viet, Director, Majestic Hotel
1600	Closing Remarks		

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INTRODUCTION

Tourism, as a worldwide phenomenon, touches many people and places; all projections clearly indicate a steadily increasing number of international and domestic tourists. As a result, destinations are faced with the challenge of coping with additional pressure on their infrastructure services, attractions, local population and environment. The negative impacts of tourism, along with the costs facing local communities and the environment, can be significant. Some of the negative impacts faced by destinations can include:

- Loss of community character and "sense of place"
- Loss of quality of life (e.g. due to noise, congestion, degradation of built and natural attractions used by residents and tourists)
- Erosion of cultural traditions and habits
- Environmental degradation
- Loss of biodiversity and ecological integrity
- Increase in use and exploitation of sensitive environmental habitats
- Loss of "wilderness" experience through increased use
- Environmental conflict

Therefore, managing tourism destinations with serious considerations on environmental, cultural and social issues is an important aspect of achieving sustainable tourism.

While there has been much written on management of the hospitality industry there has been little work done on understanding how to better manage destinations that attract tourists. It is important to remember, for a significant number of tourists, it is the destination and not the hotel that provides motivation to visit a particular place. The vast majority of tourism schools in Asia are largely concentrated on the hospitality sector. One objective of the conference was to identify areas of knowledge and skills development required to achieve sustainable tourism in the Asia-Pacific.

It will be clear from material in this document that sustainable tourism destination management is an interdisciplinary field requiring a wide range of concerns be brought together if a destination is to be sustainable. While there is a strong imperative for sustainability as it relates to social, cultural and natural environments, there is an equally economic rationale for achieving sustainability. It is clear only those destinations that meet international standards for sanitation, security and satisfaction will be successful in the future. There are two strong sets of destination-based motivations behind achieving sustainable tourism destination management – the first related to the international quest for safe and secure environments and the second related to economic concerns on the viability of a place as a tourism attraction.

In addition to these motivations that tend to be destination-based there is growing interest in sustainable tourism development among governments of developing countries, commercial operators, aid organizations and conservationists. This speaks to its tremendous economic and conservation potential. Tourists, interested in sustainable tourism development, spend their time and money at sites that are socially and environmentally intact and employ local resources, knowledge and designs.

There is no doubt properly planned and managed tourism can play a significant role in alleviating poverty in many Asian countries. While there has been a significant amount of work carried out on the impact of tourism on the economic development of a country, little has been done about documenting and understanding the economic impacts of tourism on the poor, and understanding the impact of tourism on the well-being and quality of life of the poor. Some would argue that through trickle-down effects, tourism could benefit the less well-off segments of society. Others are skeptical the economic benefits of tourism actually substantially change the conditions of the poor.

It is important that government officials and others are educated about the potential role of tourism in economic development and poverty reduction. Too often consultants and donor agencies are either not aware of the potential of tourism or skeptical about the role it can play in alleviating poverty. It is common to hear that a donor agency does not support tourism because tourism is seen to be a leisure activity only for the wealthy. This lack of understanding is unfortunate since there now is evidence tourism can become a crucial link in helping marginal areas diversify their economic activity. There may be few instances where tourism can become, or in fact should become, the major provider of jobs and economic

development. However, there is no doubt that sensitively managed tourism in underdeveloped areas can have an important impact on the quality of life of local people. The CUC UEM Project is continuing to work on better understanding the relationship between destination management and poverty reduction.

With this in mind, a successful conference on "Sustainable Community Tourism Destination Management" was held by the Canadian Universities Consortium Urban Environmental Management Project at the Asian Institute of Technology with funding assistance from the Canadian International Development Agency in November, 2000. The focus of the conference was on innovative approaches to meet the significant demands tourism places on destinations and to move from the rhetoric of sustainable tourism development to practical and grounded solutions. There was widespread recognition that while the tourism industry contributes jobs, foreign exchange earnings and income distribution, much needs to be done to alleviate the environmental, social and cultural impacts of large numbers of visitors at destinations.

These proceedings attempt to provide a glimpse into the wide number of discussions and presentations that took place at the conference. Further development of many of the ideas of the conference can be found in the forthcoming publication, "Managing Community Tourism Destinations: Principles and Practices" available from the CUC UEM Project.

The true meaning of sustainable tourism development will only begin to emerge if social and environmental needs are identified and actions taken. To address these needs and provide suggestions is the purpose behind the CUC UEM Project and this latest publication.

Walter Jamieson
Editor

27 NOVEMBER 2000

- 0900 Opening Ceremony by Her Royal Highness Princess Maha Chakri Sirindhorn at the AIT Centre Auditorium
- 1045 Opening plenary session at the AIT Centre Auditorium

Moderator - Imtiaz Muqbil, Conference Rapporteur and Executive Editor, Travel Impact Newswire, Thailand

- o Opening Remarks by Bob Odeh, Project Officer, Canadian International Development Agency, Canada
- o "Nature and Challenges of Urban Tourism Management in Southeast Asia" by Geoffrey Wall, Specialist in Tourism Recreation and Resource Management, University of Waterloo, Canada
- o "Nature of Tourism Development in Southeast Asia" by John Koldowski, Director-Strategic, Information Centre, Pacific Asia Travel Association

- 1200 Luncheon Presentation: "The Role of World Tourism Organization in Sustainable Tourism Development" by Gabor Vereczi, Programme Coordinator, World Tourism Organization

OPENING REMARKS BY BOB ODEH

Bob Odeh of the Canadian International Development Agency inaugurated the conference by noting this was the first time the agency had been associated with such an event in the Asia-Pacific Region. He thanked Her Royal Highness Princess Maha Chakri Sirindhorn for graciously officiating at the opening ceremony and also thanked the AIT, the Tourism Authority of Thailand and other agencies for their support. Noting the importance of the Asia-Pacific tourism industry and environmental issues at a global level, he expressed hope that the wealth of experience gathered at the conference would contribute greatly to the betterment of both.

OPENING REMARKS BY MODERATOR AND CONFERENCE RAPPORTEUR IMTIAZ MUQBIL

In his opening remarks, the speaker thanked the organizers and participants for their co-operation and support. He noted that over the past few years, there has been considerable debate over the issue of sustainable development and much time has been spent trying to define both "sustainable" and "development." He wondered if perhaps it is time to rethink both.

The critical issue was not so much the definition of "sustainable" but of "development." In the conventional sense, "development" only appears to apply to countries with visible modern infrastructure and robust stock markets. But it is precisely the pursuit of this kind of "development" in the industrialized world that has contributed to global environmental problems in the first place. Perhaps there is something to be learned from eastern culture and religions by redefining "development" to cover social, mental, physical, cultural and even spiritual "development."

As for "sustainable," the issue was very simple. The speaker metaphorically referred to a person with any kind of a medical problem, especially a person over 40 whose doctor is recommending more exercise and a reduction of fatty foods and sugars, alcohol, cigarettes, etc. This person's simple regimen designed to "sustain" what is left of his/her life also applies to tourism – be it destinations or companies.

Hence, the definition of "sustainable" is not something convoluted out of an academic theory but a very simple sentence: The better you care for something, including your own body, the longer it will last.

The speaker felt today's idea of "development" is a process in which a financial result is the bottom-line. But financial results are inherently short-term in nature. Also needed is a redefinition of the word "bottom-line." Such a time is coming soon. This conference is one step in that direction.

NATURE AND CHALLENGES OF URBAN TOURISM MANAGEMENT IN SOUTHEAST ASIA BY GEOFFREY WALL

Tourism is a major agent of global change whose importance can be seen in volumes of people and the associated economic activity involved, in the flow of goods, ideas and interactions precipitated, and in the psychological importance attached to it. Many governments of Asian countries have also adopted it as a development strategy, as evidenced by tourism's particularly rapid growth in Southeast Asia in recent years.

The tourism industry, if such an industry exists, sells experiences. These experiences comprise a mosaic of phenomena occurring in both origins and destinations and encompassing much more than just the hospitality industry. Thus, it is essential a broad, interdisciplinary perspective be adopted if tourism is to be adequately planned and managed.

Some of the most important tourism destinations are urban areas because cities contain high-order functions which attract tourists. Transportation systems focus on cities and direct travellers to and through them. Cities are the destinations of multi-purpose trips, as well as the home of many friends and relatives who draw visitors from elsewhere.

Urban areas exist at a variety of scales from large to small and tourism exists in these locations on a continuum from dominant to incidental. Some towns essentially owe their existence to tourism and some urban precincts of larger cities are essentially tourism enclaves.

It is useful to consider the form of urban tourism opportunities, from single artifacts through streets and squares to more extensive complexes. Similarly, the associated functional mix of non-tourist and tourist resources and activities can be arrayed from monofunctional tourism, through mixed, to non-touristic areas. In addition, various stakeholders - particularly preservationists, producers and entrepreneurs - are important contributors to the development of vibrant tourism experiences.

It is important to acknowledge that tourism planning and management entail preserving and creating good environments for residents as well as visitors; vibrant urban areas have synergistic qualities which are attractive to both.

NATURE OF TOURISM DEVELOPMENT IN SOUTHEAST ASIA BY JOHN KOLDOWSKI

Asia received a total of 66.8 million visitors in 1999, of which 41% were from within the Asia-Pacific region. They comprised 10% of total global arrivals. Southeast Asian countries alone reported visitor arrivals of 33.9 million in 1999. Assuming economic and political conditions remain stable, the forecast for further growth is generally bullish.

Influencing factors will include the advent of bigger wide-body aircraft and the liberalization of aviation agreements. The huge outbound potential of India and China will generate further travel. Both these countries will be the source of huge numbers of visitors to all of Southeast Asia, especially in view of the growing numbers of middle and upper class people. Hence, there are many environmental issues to be confronted stemming from this growth.

LUNCHEON PRESENTATION: THE ROLE OF WORLD TOURISM ORGANIZATION IN SUSTAINABLE TOURISM DEVELOPMENT BY GABOR VERECZI

How many tourists are too many? This is the critical question facing destinations around the world as they try to juggle the difficult task of defining carrying capacity and the limits of acceptable change.

The WTO has put in place a program for co-operation among the various stakeholders involving UN agencies, other inter-governmental organizations and the roughly 500 WTO members including states, territories and affiliates.

The WTO facilitates this search for sustainable development through a number of methods such as producing a guide for local authorities at destinations, voluntary initiatives such as the Tour Operators' Initiative and the Blue Flag Program and declaration of 2002 as the International Year of Eco-tourism. A number of task forces, workshops and pilot projects have also been conducted world-wide, the most recent in Argentina in October 2000.

One of the best ways of practising sustainability is to learn from other successful examples. In this area, the WTO compiled a presentation of good practices, comprising about 50 cases received from 31 WTO members states, of which ten were from six countries in the Asia-Pacific region. The survey found that 0% of the initiatives are at regional and local levels and involve small, medium-sized projects. In each, the main success factors are local community involvement, co-operation among the various stakeholders, an environmental commitment and continuous monitoring.

TRACK 1 - TOURISM DESTINATION MANAGEMENT AND PLANNING

COMMUNITY PLANNING AND PARTICIPATION IN TOURISM DESTINATION MANAGEMENT

Session Chair - Chamniern Paul Vortnchaiphan, Director, Grass Roots Action Programme, TEI
Moderator - Pawinee Sunalai, CUC UEM Project at AIT

- “Introduction to Basic Principles of Community Planning and Participation in Tourism Destination Management” by Willi Zimmermann, Associate Professor, and Beatriz Mayer, UEM Field of Study, AIT
- “Community Participation in the Royal Development Projects” by Panthep Klanarongran, Secretary General, Royal Development Projects Board, Thailand
- “Community Involvement in Tourism Planning and Management - Klong Khwang Tourism Planning Process” by Sangat Srasongnoen, Headman of Klong Khwang, and Pawinee Sunalai, Coordinator, CUC UEM Project at AIT

Introduction to Basic Principles of Community Planning and Participation in Tourism Destination Management by Willi Zimmermann

A shift to a more socially and environmentally responsible form of tourism is necessary because uncontrolled tourism can be the source of many environmental problems.

For sustainable tourism destination management, the active involvement of the community is needed. The attitude of residents towards tourism is a key element. The question then is two-fold: 1) how and when to involve the community to minimize negative effects and maximize benefits, and 2) whether this involvement is sufficient.

The paper examined conditions for an effective integration of community objectives and tourism development. There are several mechanisms of integration, one of which is public participation. However, integration needs to go beyond those directly involved in planning; it even needs to go beyond local residents. The authors presented principles called “governance” or “participation,” based on more than empty shells. From this point of view, democratic participation is a challenging and complex issue.

The overall message relayed in this session was that the speakers advocated the importance of democratic rule and law to ensure all people benefit from tourism. Local participation as a part of democracy is integral.

They discussed differences in tourist demands of organized and individual travellers and acknowledged there can be considerable variance in attitudes. At the same time, it was noted the quality of the environment has a reciprocal relationship with tourism satisfaction and it is difficult to accommodate all visitor needs. However, development of the site should be more sustainable if there is collective action on the part of public authorities, participatory involvement by the people and good governance of the entire exercise.

Community Participation in the Royal Development Projects by Panthep Klanarongran

In any development program, positive achievements will not be realized if the operation lacks public participation. His Majesty the King of Thailand, with exceptional insight, is a strong advocate of this belief. His Majesty’s farsighted idea includes the community at the start of any project, to learn first-hand about problems, limitations and potentials. This applies equally well to tourism.

His Majesty adheres to the methodology of what he calls “explosion from within outwards” which means the community should be strengthened and set ready before exposing itself to the outside world. He therefore graciously suggested the following methods:

- Group formation to help solve the community’s problems in an effective manner. This constitutes a basis for achieving self-reliance.
- Stimulating the community leader to assume leadership in development. In this regard, the local educational institutions can be involved by building capabilities in all aspects for their students, equipping them with proper academic knowledge and allowing them to truly understand the conditions as well as the needs of community.
- Promotion of self-reliance should be done gradually, but started immediately. The principal idea is to become self-dependent in food first. Development in other matters, including the expansion of production for commercial purpose, can follow.

The principle of tourism, especially “ecotourism,” promotes not only the tourism industry but also the conservation of natural resources. The beauty and richness of natural resources, a main element in ecotourism, depends on the care and maintenance by local people. Conservation can only become effective through joint co-operation between different parties, especially community participation. Caring and maintenance will emerge among local people once an awareness of the value of the natural resources and a sense of ownership and affection for what belongs to the community is instilled.

The rewards for efforts in tourism promotion will be fruitful and sustainable if the community’s views and issues are taken into account. In almost all cases, they are the ones affected - for better and for worse.

Community Involvement in Tourism Planning and Management - Klong Khwang Tourism Planning Process by Sangat Srasongnoen and Pawinee Sunalai

Klong Khwang, located in Northeast Thailand, is home to the Reclining Stone Buddha. The Buddha and the surrounding archaeological site are major attractions but receive a limited number of tourists, predominantly Thais and Buddhists.

The CUC became involved in the planning process stressing community participation in tourism development with aims to increase job opportunities and supplement villagers’ income. Specifically, villagers determined impacts and levels of development, direction of tourism development and appropriate tourism products.

The village headman, who personally made the presentation (accompanied by a translator), played an important role in encouraging community participation. The village members devised various plans including organizing co-operatives, initiating division of labour and ongoing product development including handicraft flowers, candy, shampoo, dish soap and herbs.

To help villagers understand the concept of carrying capacity, a mock tour involving 30 foreigners was arranged in the village. This allowed villagers to learn how to deal with potential impacts such as tourist traffic. Furthermore, local people determined areas within the community to be designated as off-limits to tourists.

With support from CUC, various marketing collaterals have been produced. These include brochures, postcards, a video presentation and a website following links from www.cuc.ait.ac.th.

TRANSPORTATION PLANNING FOR TOURISM DESTINATION MANAGEMENT

Session Chair and Moderator - Jean-Louis Vignuda, UN ESCAP

- “Barrier-Free Tourism for All” by Jean-Louis Vignuda, UN ESCAP
- “The Use of Non-Motorized Vehicles in Angkor, Cambodia” by Mr. Vann Molyvann, Executive Director, APSARA, Cambodia
- “Transportation Management for Tourism in Singapore” by Anthony Chin, Associate Professor, National University of Singapore, Singapore

Barrier-Free Tourism for All by Jean-Louis Vignuda

People with disabilities and older persons are a growing consumer group for travel, sports and other leisure-oriented products and services. They require tourism be made barrier-free. Good access will benefit not only people with disabilities but also many other members of the community, especially senior citizens. However, most tourist service providers in Asia and the Pacific region have failed to recognize the importance of providing accessible tourism for all.

It is crucial that universal design principles are implemented to ensure environments, products and services are useable by everyone, whatever their abilities, gender and age. It is especially integral to minimize risk to disabled or elderly tourists.

The main restrictions disabled travellers commonly encounter include transportation-related constraints, inaccessible accommodation and tourism sites and inadequate customer services. On the basis of these issues, the presentation attempted to identify the conditions needed to promote barrier-free tourism for people with disabilities and priority areas requiring immediate attention.

Both public and private tourism-related organizations will need to:

- 1) ensure the right of equal access to useable tourism facilities, services, travel modes and programs
- 2) improve barrier-free features including marketing information, destinations, accommodation and travel and tour options, and
- 3) promote an acceptable attitude, through training and education, for making a tourist destination barrier-free.

Asia and the Pacific region will need to be proactive in promoting barrier-free tourism for all so regional tourism can maintain its competitive edge in a fast-changing tourism market of better-informed consumers.

The Use of Non-Motorized Vehicles in Angkor, Cambodia, by Vann Molyvann

Since Cambodia began to open itself to tourism in 1993, there has been a huge growth in visitor numbers from only 7,638 visitors in 1993 to a projected 185,000 in 2000. Most visitors go to the famous temples of Angkor, Cambodia's most popular tourist spot. An Authority for the Protection and Management of Angkor and the Region Siem Reap (APSARA) has been set up to manage growth which is projected to touch one million visitors by 2008.

One of the major problem areas is transportation. In addition to establishing proper traffic plans, the use of non-motorized vehicles is important due to the inherent vulnerability of this archaeological site to noise, pollution and motorized vehicles. Motorbike and private-car use regulations may be implemented. Park fees may also be increased during peak periods to create a disincentive for pollution.

Difficult to manage because of its large size (comparable to the size of Paris), Angkor must face the associated challenges involved with transportation management. A balance needs to be achieved between inhabitants and the movement of visitors to particular sites. The Cambodian Government plans to promote non-polluting transportation on site by increasing pedestrian zones and implementing electric shuttles in addition to other non-polluting transportation modes. Other proposed phases of transportation development include the construction of a new road, whose design was described as a tree with two branches extending. It is scheduled for construction in 2003.

The goal is to ensure tourism will be sustainable at the Angkor site. "Angkor is not only a living, but also a sacred historic site." Recognizing mass tourism can lead to destabilization, social weakness and decentralization of local societies, Angkor must be developed as essentially cultural tourism of high quality. Only such a policy will preserve the archaeological park and monuments, as well as the entire Khmer population living in the park.

Transportation Management for Tourism in Singapore by Anthony Chin

Singapore's entire tourism promotion strategy is based on developing the island nation as a fly-cruise-tour hub of Southeast Asia in which wealth is created by three rounds:

- 1) visitors from outside the region first fly into Singapore, using it as a launch-pad

- 2) after staying for a while, they visit other countries in the region, and
- 3) they fly back to Singapore before returning home

Singapore, unlike its ASEAN neighbors, does not have many natural attractions for tourists. Many of its attractions remain at best “man-made.” Two major theme park failures, the Tang Dynasty village and the Haw Par Villa, are reminders tourists are not attracted to artificial cultural relics depicting cultures found elsewhere in the region or in Asia.

While Singapore struggles to reinvent itself as a destination, it has taken the opportunity to exploit its excellent transport infrastructure to position itself as the gateway to the region. Singapore has attempted to develop transport infrastructure, so crucial to enhance mobility at minimum costs to the traveller.

Just as it is a trans-shipment hub, Singapore has also positioned itself as a place through which people can move. This means the internal road and transportation system must be smooth enough to allow people to move from the cruise-port to the airport within an hour, as well as between all such points. Hence, the linkages through all sectors must be smooth and easy, free of delay and hassle. The cruise terminal and airport are considered among the best in the world.

On this foundation, the country strongly promotes fly-cruise tour programs and theme attractions including MICE, Culture/Heritage, resorts, education, arts/entertainment, honeymoon, cruise, events, ecotourism and sports. Unlike other countries, which want more visitors to spend, if possible, their entire holiday time in only one country, Singapore encourages people to stay there as well as stop over en route to other countries. An excellent transportation infrastructure facilitates this goal.

Singapore’s excellent transportation network is buttressed by a strong and growing economy, integration of modes and enhancement of inter-modal transport, good governance, an efficient/proactive civil service and an open and competitive business environment.

TRACK 2 ENVIRONMENTAL AND CULTURAL HERITAGE MANAGEMENT

FESTIVALS AND EVENTS MANAGEMENT AT TOURISM DESTINATIONS

Session Chair and Moderator - Malinee Kitaphanich, Director Southeast Asia, Pacific Asia Travel Association

- “Festivals and Events Management in Quebec City” by Jean - Paul L’Allier, Mayor of Quebec City, Canada
- “Events Management in Bangkok” by Nathanon Thavisin, Deputy Permanent Secretary, Bangkok Metropolitan Administration, Thailand
- “Events Management for Destinations” by Phenthip Chomprang, Manager - Events, Pacific Asia Travel Association

Festivals and Events Management in Quebec City by Jean - Paul L’allier

Festivals and events first have to be deeply rooted and fully accepted as part of community life in order to be successfully considered as sustainable community tourism destination management. They need to be based on the best possible resources of the community and be designed initially to serve community purposes, either as cultural or economic activities.

Public authorities need to be involved financially. They have to supervise the quality of the organization and rely on private initiative for the development of festivals or events. Publicity and promotion have to be designed specifically to reach potential visitors.

Quebec City’s population is only 170,000 people within a greater metropolitan community of 500,000, but it receives more than 4 million tourists every year. Its sharply defined seasons (down to –35 degrees at the peak of winter and up to +35 degrees in mid-summer) attract tourists to its annual summer and winter festivals.

Having clearly-defined objectives and sharing with your compatriots a precise vision of what you would like the future to be, you have to develop a strategy based on available resources within a definite timeframe.

How do you then measure success and decide for change, if necessary? Who are your competitors or potential partners? Festivals and events should improve the quality of the economic, social and cultural life of the community or they rapidly become parts of the problem rather than parts of the solution.

Events Management in Bangkok by Nathanon Tahavisin, Deputy Permanent Secretary, Bangkok Metropolitan Administration

Bangkok has a population of ten million people spread over an area of 1568 square kilometers. The city's policy is focused on creating a Community Development and Culture under which "Community" is defined as living in a common area; "Development" is a change for the better across environmental, social, cultural, economic, health and mental divides, and "Culture" means a sense of belonging and well being.

The economic crisis led to the emergence of new forms of partnership and improved organization. Now alternative solutions to governance can be achieved. Top-down management is no longer effective; stakeholders must join hands and work together. Through social and community mobilization and local initiatives, people must be encouraged to solve their own problems.

Participation is one element of sustainable development. Community and local culture preservation are other elements. By realizing the capacity of community, the process of building cultural capital can occur.

Case Study

The Bunglumpoo community is an example of local initiatives, partnered with other agencies, to develop local natural and cultural resources, which are now tourist attractions. It is a community of 10,000 people that has elected its own community leaders among all social lines, from shopkeepers to NGO representatives.

A riverfront slum area was transformed through the vision of His Majesty the King. With the partnership of the local community, it was turned into a wonderful park. Silpakorn University helped with the renovation of the area to create this improved environment. The park space is now used for special activities such as cultural fairs, street festivals, dances, etc., with community members running the events. Many activities are free of charge for all to enjoy.

Modernization did not change the culture in Bunglumpoo. Rather, development highlighted it via an improved environment. The private sector, along with the NGO's, has been deeply involved in this partnership process.

Connection of tourism and community participation

If the butterfly represents a tourist, it will visit the flower that is in harmony and well grown. If we apply this metaphor to the community management arena, the petals represent the different actors working together and in overlapping capacities.

Think about attracting the global community and learning lessons from the other communities around the world. Think about how the community can improve in the future. For example, communities can hold English courses free of charge and get more involved in decision-making and support. In 2001, Bangkok will host a major international conference on cities.

Events Management for Destinations by Phenthip Chomprang

This topic covered how a country promotes itself by bidding for events from associations such as the Pacific Asia Travel Association (PATA). Hosting an event organized by associations usually brings prestige and credibility for the host country and is inevitably one of the best tools in providing attendees with a quick overview of a destination.

The presentation outlined the conditions and key host-country requirements that associations like PATA usually look for when selecting a destination to host its events. These include hotel requirements, organizational assistance, transportation and tours, support from local airlines and national tourism organizations, as well as a multi-purpose convention center.

COASTAL ZONE HERITAGE MANAGEMENT

Session Chair and Moderator - Hugh Kirkman, East Asian Seas Regional Coordinating Unit, UNEP

- “Introduction to Urban Coastal Zone Management Issues” by Hugh Kirkman, East Asian Seas Regional Coordinating Unit, UNEP
- “Coastal Zone Management Issues in Indonesia” by Happy Santosa, Professor, Population and Environmental Research Institute, Indonesia
- “Coral Reef Awareness and Action for Tourism and Local Communities in Thailand” by Anne Miller, Director, Reef World Foundation, UK

Introduction to Urban Coastal Zone Management Issues by Hugh Kirkman

Poor management and poverty lie at the root of coastline degradation. Mangroves are being destroyed, sea-grass is being lost, coral reef blasting is taking place at a frantic rate. In Sumatra, 80,000 hectares of mangroves have been removed for shrimp farming, even though the farm has never functioned properly.

Increasing tourism in East Asian seas is consuming natural resources. The impact of golf courses is not always considered; the heavy use of fertilizers on golf courses adversely affects seawater in the form of polluted runoff. Water supplies are degraded by salinity wedges, due to golf courses using much water from the water table. Rather than allowing these places to degrade, tourism can be used positively, such as building walks into mangrove tourist-areas, which actually preserve the important natural areas.

Dive tourism is also increasing rapidly in the East Asian Seas. Dive operators are responsible for the behaviour of their clients, but many operators and their clients are unaware of the problems their activities create on coral reefs. The livelihood of the operators relies on sustained coral reef health but this is only achieved when divers and communities that use coral reef resources are made aware of the consequences of their actions.

From the community to regional level, from divers to dive operators, actions must concentrate on education, sustainable use of resources and care and attention to avoid physical damage to corals. Local knowledge is the key to understanding the degradation in coastal zone heritage management. Policy makers must bring together interested parties and politicians, present data and create a system that makes clear the results of unplanned development and rewards compliance and good behaviour.

Coastal Zone Management Issues in Indonesia by Happy Santosa

Coastal and marine areas provide not only natural resources but recreation of various types: boating, snorkeling, fishing, swimming, etc. Other activities such as ecotours can also be found and developed in coastal areas. For example, the northern coast of East Java, including the coastal caves near the small urban areas at Tuban and Lamongan, has the potential to be developed as an ecotourism location. Tourism experience shows many coastal activities benefit both local people and government. As ecotourism attractions, the coastal caves at Tuban and Lamongan areas would benefit the local community and government, while simultaneously managing and protecting the caves. From the visitor's point of view, the caves demonstrate nature's specific and beautiful scenery in, for example, their stalactite and stalagmite formations. While running tours inside the caves, the guides could also share stories or legends about the caves known throughout local communities.

The caves were found by the community and it manages activities including the maintenance of the caves and selling tickets, food and souvenirs outside the caves. The local government should promote its tourism areas, including these coastal caves, to other cities and regions. Other facilities, such as easy transportation and healthy accommodation, should be provided. The coastal caves, as ecotourism spots, should be sustainable and relatively undisturbed. Participation of the local community can be increased

by providing education about the unique natural features of Tuban and Lamongan which, in turn, will provide more benefit to the community.

Coral Reef Awareness and Action for Tourism and Local Communities in Thailand by Anne Miller

Reef-World is a new non-profit education program allowing visiting divers or snorkellers to help local efforts to protect coral reefs by doing what they love to do — exploring and learning about coral reefs.

The Reef-World Foundation runs two kinds of projects:

1. Community Projects: Coral reef and marine conservation education for children, working with the Phuket Marine Biological Centre (PMBC) to produce educational materials in Thai for use in schools in all coastal provinces of Thailand.
2. Positive Impact Tourism Projects: Involving tourists in local marine conservation projects through the sale of Reef-World Kits. As well as information on coral reefs, kits include information on local marine conservation projects and how visitors can become involved, for example, in whale shark sightings and reef monitoring for the PMBC.
3. Involving dive professionals and dive shop owners in community projects, linking them directly with local schools to help arrange educational field trips.

Both community projects and positive impact tourism projects use a unique way of understanding reefs. Reef-World shows how to compare a coral reef with a city, town or village on land. It shows what constitutes coral neighborhoods, what to look for on the reef and what fish and other animals can be found there. Reef-World also has simple explanations about observed behaviour of sea life. An overview of the Reef-World method was given during the presentation.

Conservation must be seen as a profitable venture — packaged in a way that dive companies can sell reef protection. Reef World tries to encourage positive tourism through the sale of Reef Monitoring courses and the training of divers to monitor and then take part in conservation efforts and gain knowledge of ecology of the reef.

Local Thai organizations have helped in this regard. Involvement of the local community in a coastal rehabilitation project led to greater empowerment and understanding. Local children are also educated and encouraged to get involved, thereby building a commitment for the future.

TRACK 3 URBAN ENVIRONMENTAL MANAGEMENT AND THE TRAVEL INDUSTRY

TOURISM INDUSTRY PERSPECTIVE FOR ENVIRONMENTAL MANAGEMENT IN TOURISM

Session Chair and Moderator - Niclas Svenningsen, Industry Programme Officer, UNEP

- “An Introduction to the Role of Tour Operators in Managing Destinations” by Kim Lu, CUC UEM Project at AIT
- “The UNEP/UNESCO/WTO Tour Operators’ Initiatives for Sustainable Tourism Development” by Giulia Carbone, Tourism Associate Programme Officer, UNEP
- “Tour Operators Initiative in Involving Cultural Minorities in Tourism Development” by Vincent Tabuteau, East West Siam, Thailand

An Introduction to the Role of Tour Operators in Managing Destinations by Kim Lu

The example of Brewster Tours, a ground operator in the Canadian Rockies, was used to present the role of the tour operator as product developer. A packaged holiday includes flights, accommodation, local transportation, attractions, activities and a local guide. Product development relies on other components of the tourism industry to build packages and must involve co-operation with a wide number of companies.

In putting together packages, which can be saleable, tour operators also consider, among other things:

- Accessibility: If you can get there, you'll go there
- Capacity: Does this location have enough resources to support the number of tourists?
- Quality: Can it deliver the quality of experience promised?
- Safety and insurance liability

The final tour product has to be desirable. Hence, tour operators seek to create an experience – the fulfillment of a dream.

At the same time, the tour operator has a role not only as destination-promoter but also as cultural mediator by promoting acceptable local behavior by visitors, high-quality commentary and interpretation. At the same time, the tour operator is also an entrepreneur who runs a private business and obviously has to make a profit to survive and continue to provide jobs and income.

In abiding by the principles of responsible management, the tour operator respects the preferences of the community, abides by regulations and has a policy of open and honest communication.

The UNEP/ UNESCO/ WTO Tour Operators' Initiatives for Sustainable Tourism Development by Giulia Carbone

Tour operators play an important role as catalysts for positive change to protect the welfare of host communities and customers. They are also responsible for implementing sustainable development approaches in their businesses, as well as meeting commercial interests in the rapid growth of the global tourism industry.

UNEP, UNESCO and WTO have joined forces and, with a group of committed tour operators, launched in March 2000 the Tour Operators' Initiative for Sustainable Tourism Development. The Tour Operators' Initiative has three main areas of action:

- Working with destinations — protecting communities from illegal forms of tourism and deterioration of natural and cultural heritage, opening constructive dialogue with local stakeholders especially with local authorities, providing direct financial assistance and indirect support to local communities
- Working with customers — contributing to more sustainable consumption patterns, increasing customers' awareness of their impacts on visited destinations as well as informing them about their actions via handbooks and guidelines, offering motivation training on sustainable tourism to tour guides who will not only improve the quality of the visit but also guard the destination
- Working within their organizations and with suppliers — selecting suppliers not only by cost but also by sustainability of operations, providing a simple environment management manual that targets hotel managers and staff, providing incentives to substitute air and road transport with train travel and tours, implementing an ISO 14001-certified Environment Management System (EMS)

These examples show ways in which members of the Tour Operators' Initiative for Sustainable Tourism Development are working to put their commitment into practice. All actions described are "works in progress." More importantly, none of the examples is the "one and only" solution. Not only does each example need to be adapted to the specific situation, but also only the right combination of certain actions will ensure the sustainable development of the tour operators' business.

The main goal is to ensure the balance sheet is positive in each destination to provide the quality the tour operators want and the benefits that local destination communities need. Tour operators participating in this include British Airways Holidays, Thomson Travel Group, Hapag-Lloyd, TUI and the Scandinavian Leisure group.

Last year, members of the Initiative provided approximately 30 million tourists with holidays across the world. Their collective activities towards sustainable development can really make a difference; the Tour Operators' Initiative provides a strong forum to work together.

Tour Operators Initiative in Involving Cultural Minorities in Tourism Development by Vincent Tabuteau, Managing Director, East-West Siam

Northern Thailand Hill tribes (mountain people) are popular icons of Thai tourism. Tourism can have a positive impact on cultural minorities. Promoting tourism to the hilltribe villages can provide them with a source of alternative revenue, increased self-esteem and a better standard of living.

Since cultural minorities contribute to the tourism industry by being unique selling propositions, helping them sustain their way of life makes sense for all. Yet, even after 25 years of collaboration between tour operators and the local hilltribes, there were still no guidelines or quality control. Though most tourist visits were generally good, the PATA Thailand Chapter initiated a project as a guideline on how to interact with the mountain people of Thailand.

In establishing quality control guidelines, the following can apply to inbound tour operators:

- Identify Headman
- Organize the visit
- Discuss interaction
- Arrange logistics
- Arrange meetings between guides and the villages

The following guidelines can apply for the hilltribes people:

- Negotiate partnerships
- Educate and train your own guides
- Initiate product development

The visitor must

- Be prepared
- Have realistic expectations

The Lisu Lodge is a private company entirely staffed by Lisu hilltribes people. Obstacles include issues of cultural impact, inequitable revenue distribution, small capacity and legal restrictions.

Involving cultural minorities in destination management requires guidelines directed at tour operators, the local community and visitor. This can be done in a professional, profitable manner. The PATA Thailand Chapter Project guidelines have been compiled in booklets for NGOs and professional associates as well as information packages for tourists to ensure guides follow these principles.

ENVIRONMENTAL IMPACT ASSESSMENT: A TOOL FOR TOURISM FACILITY AND DESTINATION MANAGEMENT

Session Chair and Moderator – William A. Ross, Professor of Environmental Science, University of Calgary, Canada

- “Introduction to Emerging Urban Environmental Management Issues in Tourism Destinations” by William A. Ross, Professor of Environmental Science, University of Calgary, Canada
- “Environmental Impact Assessment of the Shangri-La Hotel in Manila, Philippines” by Amador A. Remigio, Associate Professor, Natural Resources Management Field of Study, AIT, Thailand
- “Cumulative Impact Assessment of Hotel Development In Siem Reap, Cambodia” by William Ross, Professor, Faculty of Environmental Design, University of Calgary, Canada

Introduction to Emerging Urban Environmental Management Issues in Tourism Destinations by William A. Ross

Environmental Impact Assessment (EIA) is the most widely practised environmental management tool in the world, designed to reduce the adverse impacts of tourism and make tourism development more sustainable. Hotels in urban areas, especially in developing countries, have a considerable environmental impact through generation of solid waste, wastewater and sewage as well as energy usage.

The EIA is a crucial tool for improving decision-making and ensuring the project under consideration is environmentally sound and sustainable. An EIA for a proposed project (such as a new hotel) involves carrying out an issue identification (scoping) exercise, predicting and determining the significance of impacts, proposing measures to mitigate adverse impacts and carrying out follow-up studies to manage the project during implementation. Emphasis is placed on using EIA for purposes of destination management in a cost-effective manner.

The speaker cited examples of hotel developments in the Philippines and Cambodia where an EIA has been carried out. Both cases clearly led to effective management of environmental and socio-economic impacts. In addition to better management of direct-impact issues like sewage treatment and solid waste disposal, EIAs involve a host of policy interventions (e.g. use of regulations and standards) as well as education and training measures (e.g. for hotel operators and employees). Public involvement is also recommended to enhance the effectiveness of EIA.

Environmental Impact Assessment of the Shangri-La Hotel in Mactan, Cebu, Philippines, by Amador A. Remigio

The location of the Shangri-La Hotel on a beach (an environmentally critical area) was the main reason for conducting the EIA. The expected environmental impacts included

- Biogeophysical: air pollution, coastal effects (habitat destruction), wastewater generation and solid waste
- Socio cultural implications: land-use changes and livelihood impacts, resentment over in migration of external personnel with salary differentials

The EIA comprised the following:

- Air and water control technology installation
- Environmentally-oriented detailed engineering and design of hotel infrastructure to minimize damage to coastal systems.
- Outsourcing of tasks to the local population

Some problems did emerge. Not all major stakeholders were represented in the project and confinement of the EIA to the geographic perimeters of the hotel failed to take other impacts or temporal aspects into consideration.

Cumulative Impact Assessment of Hotel Development in Siem Reap, Cambodia, by William A. Ross

Because of its proximity to Angkor Wat, Siem Reap is the major tourist attraction in Cambodia. As a result, many new hotels are planned or under construction. In collaboration with the Cambodian Government, a preliminary Environmental Impact Assessment (EIA) of this hotel expansion was undertaken.

The assessment focused on four important impacts. In each of these areas, recommendations were put forth to help minimize the environmental and social effects of hotel development.

1. Solid Waste Management: Solid waste refers to all waste produced by a hotel, from construction through operation and maintenance to demolition.
2. Water and Sewage Management: Water management refers to the reliable supply of clean drinking water. Sewage management refers to the disposal of dirty water and human waste.
3. Energy Consumption and Air Quality: The section on energy efficiency investigates the impacts of energy consumption on the environment and recommends measures to reduce energy use so as to reduce the impacts.

4. Socio-economic Impacts: Hotel development necessarily affects the human population. The social, cultural and economic impacts of tourism in general, and hotel development in particular, will need to be urgently addressed.

The important indicators of significance were those identified by people living in and near Siem Reap, those with potential to adversely affect human health and well-being and, perhaps most importantly, those which could limit the potential of tourism to make Cambodians better off than they are now.

In selecting effective mitigation measures, emphasis was placed on those involving cost-effective measures easily implemented by hotel operators, on those measures for more sustainable tourism developments and on those that could be funded with international development aid.

The main function of this project component was to initiate the EIA process by carrying out several main activities. These included communicating with hotel and guesthouse owners and managers and government officials about the EIA project, gathering relevant information, analyzing information and making recommendations based on that analysis.

In the absence of effective management, there are fears the tourism boom may be short-lived because it will create environmental impacts unacceptable to international tourists. If these recommended measures are effectively implemented, however, the increase in tourist activities, especially hotel expansion, can contribute substantially to the economies of Siem Reap and Cambodia.

The EIA work has identified many cost-effective ways of avoiding environmental problems, relying primarily on cost – and those means to attract international development aid funding. The message here is to recognize the importance of dealing with the cumulative impacts, not just the effects of the hotels alone.

28 NOVEMBER 2000

Technical Tours:

- TOUR 1 – “Urban Tourism Destination Management in Bangkok” organized by Bangkok Metropolitan Administration Tourism Initiative, Bangkok
- TOUR 2 – “Physical Environmental Design and Interpretation Strategies and Community-Based Tourism: Phimai Historic Park and Klong Kwang Community” organized by CUC UEM Project
- TOUR 3 – “Heritage Resource Management and Cultural Tourism, Ayutthaya” organised by Fine Arts Department of Thailand, Bangkok
- TOUR 4 – “Cleaner Production for Hotels and Issues in Coastal Zone Management, Hua Hin” organized by Thailand Environment Institute, Bangkok and the CUC UEM Project
- TOUR 5 – “River-Based Tourism, Koh Kret” organized by Tourism Authority of Thailand, Bangkok

29 NOVEMBER 2000

TRACK 1 TOURISM DESTINATION MANAGEMENT AND PLANNING

VILLAGE-BASED TOURISM CHALLENGES AND OPPORTUNITIES

Session Chair and Moderator: Paisarn Wangsai, Director, Agency for Co-ordinating Mekong Tourism Activities, Thailand

- “An Introduction to the Greater Mekong Subregion (GMS) Strategy of Village Based Tourism and the Role of The Agency for Co-ordinating Mekong Tourism Activities” by Paisarn Wangsai, Director, Agency for Co-ordinating Mekong Tourism Activities, Thailand
- “Village Based Tourism Planning for Had Bai Village, Thailand and Pak Beng, Lao PDR” by Vivien Lo and Tom Musk, University of Calgary, Canada
- “Village Based Tourism Planning for Hung Phong Village, Vietnam” by Saralyn Hodgkin, University of Calgary, Canada

An Introduction to the Greater Mekong Subregion (GMS) Strategy of Village Based Tourism and the Role of the Agency for Coordinating Mekong Tourism Activities By Sriporn Sriboontham

Over the last decade there has been increasing co-operation among countries of the GMS in the areas of energy, human resources, tourism, telecommunications, etc. Much of this has been promoted by the Asian Development Bank as a program for regional integration.

The Agency for Co-ordinating Mekong Tourism Activities (AMTA) is the secretariat of the GMS tourism working group representing Cambodia, Myanmar, Lao PDR, Vietnam, Yunnan (Province of China) and Thailand. It co-ordinates and implements marketing and training programs.

The marketing goal is to promote the Subregion as a tourism destination. A total of 30 locations have been identified as tourism jewels, now being prepared and publicized to receive tourists. A website is also being developed.

One of the activities is a village-based tourism project, which aims to develop an appropriate tourism product for the community. The objective is to develop the uniqueness of the community and to work with tourism authorities and communities themselves in safeguarding those unique characteristics.

All selected villages had to be located along the Mekong River to facilitate river-based tourism. New tourism activities are developed in each village in ways that do not destroy the atmosphere and community life but strengthen economic well-being in the community. AMTA's role is to develop the guidelines and tourism plans and then delivers them to member nations' tourism authorities for implementation. A few pilot villages are currently being initiated which will then be expanded to other villages.

The Village-Based Tourism Project is expected to reap benefits in various ways through poverty reduction, creation of tourism products suitable for the villages such as handicrafts, artwork, traditional performing arts, music and other village local cultural aspects. The project is designed to help attract visitors by capitalizing on nature and the authenticity of the location.

Village Based Tourism Planning for Had Bai Village (Thailand) and Pak Beng (Lao PDR) by Vivien Lo And Tom Musk, University of Calgary, Canada

Sustainable Tourism Development is based on the following five principles:

1. Protection of environmental, cultural and social integrity
2. Local income generation and equitable distribution of wealth
3. Local participation in decision-making
4. Human development and education
5. Assurance of a high-quality visitor experience.

Field research was conducted using cognitive mapping and appreciative inquiry techniques. Cognitive mapping is a process where community members are asked to draw maps of the village showing the location of significant places and paths or routes used to move through the community.

This is followed by an “appreciative,” an interviewing process used to gain broader and deeper understanding of the community through the use of more broad and general questions such as “What is your dream for the community?” and “When has the community really worked well together?”

PAK BENG, Lao PDR, is a community on the Mekong River half way between the international border crossing of Huay Xai and the heritage site of Luang Prabang. The population of 2,370 has increased 50% in the last five years, putting massive pressure on local infrastructure.

Currently water and waste management infrastructure cannot provide sufficient service to the local population. As the number of tourists mounts, the pressure on these strained resources is increased. There is also evidence of small drug trading targeting the tourist market.

For these reasons, further tourism should not be promoted in the Pak Beng community, which has exceeded its handling capacity. Rather, it needs to improve waste collection and disposal facilities, as well as education and access to healthcare. Healthy and educated people will be better able to take advantage of local tourism resources, especially if supplemented with some hospitality training. Though the tourism resources in the community are exceptional, the community must be capable of managing urban problems that come with tourism.

HAD BAI VILLAGE in Thailand is located 32 kilometers from the community of Chiang Khong in Northern Thailand. The population is about 1,300 people. It also lies on the Mekong River, close to more important tourism destinations such as the golden triangle and Chiang Khong. The local weaving culture is the primary attraction: a co-operative run by local women produces weavings for sale to tourists and around the rest of the country.

The tourism development challenges it faces include weak comparative advantage over other communities in the area, high women’s workload, lack of passenger docking facilities on the river and limited services for tourists.

Recommendations included more community participatory workshops to develop local human capacity for tourism through hospitality management and English-language training; improvement of passenger docking facilities to take advantage of increased tourist traffic on the Mekong River; improvement of waste management and solid waste disposal facilities, and development of participatory weaving workshops for tourists to learn some local cultural practices.

In conclusion, managing village-based tourism is a delicate issue. Because of the speed at which tourism can develop and the force at which it can impact local communities, it is necessary to build social and physical capacity. River-based tourism also runs other risks like noise pollution from speedboats, and garbage and solid wastes being thrown overboard. To alleviate these and other challenges, there has to be local participation in planning, implementation and monitoring processes. As a small-scale project, it needs achievable goals to be well-managed.

Village-Based Tourism Planning for Hung Phong Village (Vietnam), by Saralyn Hodgkin, University of Calgary, Canada

The focus of the project is to develop recommendations for successful destination management. The same five principles of sustainable tourism were identified as in the previous presentation and used as the basis for all recommendations.

Field Visits showed Hung Phong is a good representation of Mekong life but has a limited comparative advantage over other communities. Among stakeholders are the local people’s committee, who want to use tourism revenue to improve the lives of local people, and the Ben Trey Tour Company, which wants to make a profit and develop attractions of the local area. It wants to position the community as a homestay destination and equip the community for handling tours of longer duration.

The current evaluation is the community is not prepared for tourism in terms of capacity to manage the impacts of further development. Sustainable recommendations are for a gradual integration of tourism development in the community to allow for training and building capacity for tourism and time for mitigation of tourism impacts that develop. This can be divided into two phases:

Phase 1

- Using village resources to develop additional tourism resources such as developing participatory products, like fishing, rice processing, etc., which are examples of the local way of life
- Training in hospitality management to protect and bring tourism under control
- Monitoring through an evaluation advisory committee which would build indicators to evaluate the development path and put further measures in place

Phase 2

- Phase 2 must not go ahead until the capacity building projects of Phase I are complete
- Once complete, features can include homestay programs that must be authentic and provide the right level of service; they should be rotated around the community so there is equitable distribution of benefits from tourism

SUSTAINABLE DESTINATION MARKETING

Session Chair and Moderator: Janet Baker, University of Calgary, Canada

- “Developing the Tourism Product Within a Marketing Environment” by Janet Baker, University of Calgary, Canada
- “Destination Marketing: A Case Study from Thailand” by Suraphon Svetareni, Director, Marketing Services Department, Tourism Authority of Thailand

Developing the Tourism Product within a Marketing Environment by Janet Baker, University Of Calgary

Sustainable destination marketing means adopting a marketing strategy by defining the product, place, price, promotion and people for a destination. It means creating an image for a destination to enhance the attributes that will be attractive to prospective visitors. It means marketing to create long-term tourism benefits for the community to attract visitors sensitive to community priorities and needs.

Priorities for the destination should be set before marketing begins. Target markets should be chosen carefully to reflect the destination’s vision and priorities.

Marketing a destination involves marketing the local environment including all its social, cultural, natural, physical, economic and political attributes. Each of these plays a role in creating the image and can be enhanced, highlighted or downplayed in accordance with priorities and targets set by the local community.

Combining environmental design with planning for tourism is one way to address the special issues of human activity and physical environment that emerge in tourism communities. The general goal of environmental design is to prevent and implement physical solutions to identify ecological, social, cultural or politico-economic problems or issues.

It is important to identify elements of visual design and character significant to the host community, including residents and facility owners/operators. Their concerns and decisions contribute to the longevity and success of tourism by creating both community character and conditions favourable to visitors. Co-operation between them can lead to benefits all around.

From a resident perspective, lack of design planning for tourism creates undesirable effects on communities, such as landscape deterioration. Good tourism design can enhance and conserve local heritage, which may strengthen community identity and pride.

In the owners/operators context, the design is often guided by visitor needs and profit maximization. Emphasis needs to be placed on the impacts of physical development on the surrounding environment. Municipal guidelines and regulations can help to direct development toward more holistic design and

create long-term tourism by creating memorable destinations, which attract tourists. Planners and developers in tourism communities should keep in mind that visitors take memories away with them while hosts and communities live with the “memory” of tourism every day.

Destination Marketing: A Case Study of Thailand by Suraphon Svetasreni, Tourism Authority of Thailand (TAT)

In 1960 there were 80,000 visitors to Thailand. In 2000 the projection is about nine million, generating US\$6.5 billion or about 4.8 % of the Gross Domestic Product. The issue now is coping with the growth of tourism through proper tourism planning. A key element of the new TAT master plan is to ensure sustainable use of tourism resources in pursuit of the following goals:

1. Develop Thailand as the #1 destination in Asia
2. Develop tourism as an important economic sector alongside agriculture and industry
3. Distribute tourism jobs and income more evenly around the country
4. Change the structure of tourism to compete in a globalizing world
5. Give more control to local people in the tourism planning process
6. Preserve natural environments and cultural resources

Destination Planning

Distribution of tourists between destinations is the key to preventing customer dissatisfaction. It also helps to limit the negative impact of tourism. The TAT’s plan is to design a collection of alternative destinations to which tourism can be promoted in peak seasons and spread the load away from congested destinations. Each of the destination clusters is located in different geographical areas of the country. The TAT has commissioned professional marketing consultants to define the image of each area, based on its unique attractions.

Marketing

- The TAT realizes the need to constantly change and evolve the product to preserve the quality of the destination. Today, marketing has moved beyond just designing the product and targeting the customer into an era of societal marketing where the product is marketed, based on social benefits and responsibilities. This means there is a moral agenda in the selling of tourism; the agenda of conservation is taking equal priority with the need to generate economic benefits.
- Marketing of tourism in Thailand continues to focus on certain niches. Marketing health and wellness is one of these niches with high growth potential. It takes advantage of long-standing cultural traditions such as Thai massage, reflexology, de-toxification and meditation. Local knowledge is the key element in these examples because it is the service provider; this builds more stewardship of local resources.
- VAC-EDUCATION: These days, vacations are often combined with education and the sale of wellness. Such changing patterns of behaviour have made the TAT adapt and create products based on this market demand. Health travel in Thailand takes advantage of the diversity and richness of the country - “the treasure for the pleasure of the world.”

Organization of the TAT

Along with decentralization of the destinations to be marketed, the administrative structure of the TAT is moving towards decentralization, as per the principles of the new constitution, which call for greater local involvement and knowledge. The TAT has produced a publication for distribution to all communities throughout Thailand to inform them about their tourism resources and the proper path for developing them.

The TAT’s marketing task needs support from the private sector and many other agencies to be realized successfully. The sustainability of any destination depends on all parties concerned - the government, locals, suppliers, operators and tourists - to take proper action, not just words.

AN INTRODUCTION TO SELECTED DESTINATION MANAGEMENT TOOLS

Session Chair and Moderator: Walter Jamieson, Director, CUC UEM Project at AIT

- “Carrying Capacity/ Limits to Acceptable Change” by Walter Jamieson, Director, CUC UEM Project at AIT
- “Monitoring Tourism at The Community Level” by Dawn Sprecher, Environment Consultant, Canada
- “Interpreting Your Community” by Alix Noble, Project Associate, CUC UEM Project at AIT

Carrying Capacity/ Limits to Acceptable Change by Walter Jamieson

How much tourism is too much? This question is the essence of carrying capacity. How do we operationalize it as a tool? This is the challenge if we are to minimize the negative impacts of tourism. Both quantitative and qualitative issues are involved.

The tourist experience, site aesthetics, the lives of individuals and community are all important factors - a series of capacities. All these capacities have different levels of sustainable use because every environment serves multiple purposes and is able to withstand change in many different ways, as is most apparent in small villages.

How many visitors can be accommodated? This is the first question to be asked in beginning to identify limits of carrying capacity. To ignore carrying capacity will make tourism a threat to the very resources upon which it is built.

There are different levels of use. Since change is gradual and certain changes occur at different rates, this rate of change is as important as change itself. Even small-scale changes can be significant.

From a management point of view, we need to ask, “ Do we understand the tourist?” since there are many different kinds of “tourists.” The eco-tourist will have a different effect on the local environment than the leisure-bound tourist in the way they use resources and how they interact with the local environment. Carrying capacity limits can be defined based on:

- Physical capacity of the site: number of visitors per hour/ year, number of visitors to staff ratios, length of time the visitor waits to get served, ecological limits such as compaction/erosion, site degradation
- Social considerations: strength of the community, number of tourist encounters with locals per hour/day, number of tourist-to-tourist encounters at a site - all these contribute to the quality of the experience

The discussion about carrying capacity is based on what we have the ability to change. Thus the political environment is crucial to understanding carrying capacities. The concept of managing the visitor is also important. There are various tools to achieve this:

- Restricting access
- Restricting the number of large groups
- Limiting access through quota systems, reservations and lotteries
- Directing visitors to other destinations able to absorb tourists
- Visitor-use plans: how are they moved and what do they use during their visits?

Destinations must look for the kind of market segment to protect and value the local environment. Strategic marketing must focus on the type of tourist. At Klong Khwang, referred to in the summary on this project earlier, the mock tourism day brought a bus-load of tourists to a community that had not previously had many tourists – to give them an idea of the necessity of managing visitor numbers. How many visitors do they want? And which time of the year do they want them?

All destinations have a limit beyond which change begins to take place. Managing carrying capacity is linked to community participation backed by professional advice.

Monitoring Tourism at the Community Level by Dawn Sprecher

The purpose of monitoring is to understand if tourism promotion is helping destinations meet their goals and objectives. In other words, without proper monitoring, how will you know where you are?

Monitoring involves tracking trends. Change is inevitable and will occur at different scales and rates. But monitoring allows original plans to be adjusted and the community to make decisions accordingly. The overall goal is to identify and mitigate impacts of tourism.

This helps to meet the goals and objectives of sustainable development and ensures the long-term viability of the tourism industry and resources. Hence, the process of monitoring must include community control. The entire local community should be involved in the process. Other key stakeholders include environmental groups, managers, tourism officials and cultural groups. As many local stakeholders as possible should be involved.

Indicators, the practical side of monitoring, allow destinations to:

- Point out where they are, where they are going and how far they are from where they want to be
- Define objectives, establish boundaries, define community attributes, list potential impacts, prioritize those impacts and list potential reflective qualities measurable by local people

Without a healthy destination, there is no tourism. In developing indicators of a monitoring process, some of the things to be kept in mind include:

- Use existing data
- Keep it simple
- Involve community members in data collection; some training is often required
- Give the community control through involvement at all levels
- Allocate funds
- Analyze and interpret data
- Relate data back to the original plan
- Use the results properly.

Sustainable tourism depends on regular monitoring to help destinations achieve their goals, maintain a healthy and viable tourism destination, control tourism and deal with any negative impacts. Most importantly, monitoring will not work without community involvement. And it must be kept simple and understandable.

Interpreting Your Community by Alix Noble

Heritage interpretation is a way of communicating a sense of place and the story of a community to visitors. It involves translating one culture and background to another.

Many tourism destinations are rich, complex, living communities. The job of heritage interpretation is to communicate the stories of these communities to tourists in a meaningful way. Cultural interpretation should reveal a larger story that relates one set of beliefs to another and should provoke further interest in the subject. Good interpretation makes tourist visits richer.

Cultural heritage includes “built” culture such as architectural styles, building practices, temples, residences and archaeological sites as well as “living” culture including cooking techniques, musical traditions, festivals, ways of dressing, customs and religious beliefs.

Many different media can be used to present interpretation: heritage-walking trails, museums or interpretative centres, tours, local guiding, display panels, brochures, maps, videos, performances, etc. All these good forms of interpretation can really enhance the tourism resources of a community. Not only does interpretation make tourists’ visits richer, it encourages them to stay longer in the community, to return again and tell their friends — all of which can produce major economic benefits for community residents.

Interpreting the community’s heritage can also raise local awareness of heritage issues and enhance civic pride. Many people who live in heritage towns do not realize how unique and special their communities

are. Encouraging local support and appreciation of this heritage will help locals make better-informed decisions about their urban environment and traditions and hopefully be more proactive about preserving it.

The interpretative process is a tool to manage the tourist through better education and awareness of local customs and behaviour. Interpretative programs are a way of educating the tourist. What might seem fascinating to the tourist might be mundane to the locals; this must be kept in mind when designing tours.

Deciding what to say in interpretation can become a political question. There are often outside pressures to develop a theme for heritage interpretation that may not seem appropriate to the local population. National governments and commercial groups such as tour companies may want to choose a highly symbolic or political theme not representative of the true nature of the community. According to sustainable principles, however, the local community should decide how and what to present, even though that may not be easy.

TRACK 2 – ENVIRONMENTAL AND CULTURAL HERITAGE MANAGEMENT

TOURISM AND CULTURE MAINTAINING THE BALANCE IN TOURISM DESTINATIONS

- “Tourism & Culture: The Challenge of Maintaining the Balance” by Beatrice Kaldun, UNESCO

Tourism & Culture: The Challenge of Maintaining the Balance by Beatrice Kaldun

Are we loving our culture to death? Many Asia-Pacific countries are pursuing tourism development as a means of economic development. But the economic crisis has led many thoughtful planners to question the wisdom of accepting untested economic models without reference to the unique history and cultures of the region. This questioning has led to a deeper and more reflective introspection regarding the contribution of culture and heritage to sustainable economic development.

Nature and culture are at the very heart of tourism development. Natural and cultural resources determine the priorities a society sets for its future economic and social development. So we need to balance the development of a thriving tourist industry with the equally important need to protect and nurture the unique cultural and natural heritage upon which the tourism industry ultimately is based. Therefore, community and local stakeholders must share in ownership and management roles in tourism.

Generally throughout Asia and the Pacific region, site management authorities responsible for the conservation of cultural and natural sites have little influence or control over issues of visitor access, number of visitors, or on matters related to tourism infrastructure development in or near sites. National tourism agencies within national or provincial government structures carry out all functions related to tourism planning and management, independently from the agencies responsible for preservation and maintenance of sites.

Various problems hinder both conservation and tourism development efforts. These include (1) visitor saturation beyond the carrying capacity of a site, (2) distortion of heritage values and (3) lack of integration of the local community in the tourism industry.

The lack of local community involvement will finally result in absence of local stewardship over the heritage, absence of either policy or structural linkages between tourism development and heritage conservation and lack of financing for conservation and maintenance. It is crucial that local communities are empowered to protect their natural and cultural heritage and manage their tourism assets in a way that showcases the value of these sites and promotes long-term conservation.

Community involvement in the planning of social activities focused on cultural monuments can enrich the cultural calendar with fairs, festivals and theatrical performances for the education of not only tourists, but for local residents as well. When local people are active participants in these activities, they will develop a personal stake in development of long-term sustainable tourism through conservation and maintenance of the authentic cultural heritage of a site.

UNESCO has taken two recent initiatives to ensure continued investment in the conservation and maintenance of tourism sites for their preservation:

- A series of case studies of best practices has been published, entitled 'IMPACT,' to examine how tourism affects culture and environment. The series is aimed at policy-makers, heritage conservationists and tourism industry personnel. Real-life situations are documented with telling insights into issues affecting tourism, culture and the environment.
- A project/workshop has been formulated to develop and test models for preservation of heritage and development of tourism as a local resource, aiming to form mutually beneficial alliances both economically profitable and socially acceptable to local inhabitants and other stakeholders. UNESCO is also implementing a project in Lao PDR to address the redistribution and ownership of resources in such a way that local people are beginning to move from being the providers of cultural experiences for tourists to having ownership and management roles in tourism.

THE USE OF COMPUTER TECHNOLOGY IN INTERPRETING HERITAGE RESOURCES

Session Chair and Moderator: Richard Levy, Associate Professor, Faculty of Environmental Design, University of Calgary, Canada

- "Interpretation: Reconstruction of the Temple Site at Phimai" by Richard Levy, Associate Professor, Faculty of Environmental Design, University of Calgary, Canada.
- "Application of Virtual Reality and GIS for Ayutthaya World Heritage Historical Park: A Case Study of Wat Ratchaburana" by Panjai Tantatsanawong, Faculty of Science, Silpakorn University and Surat Lertrum, Sr. Research Associate, ACRORS, AIT, Thailand

Interpretation: Reconstruction of the Temple Site at Phimai By Richard Levy

Professor Levy outlined how new computer planning and visualization technologies are being used for restoration projects like the Temple Site at Phimai, Thailand. Some of these new technologies include satellite remote sensing, Geographic Information Systems (GIS) and the use of videos and the Internet. He noted computer visualization is a tool dependent on availability of financial resources and on the level of receptivity among those whom it is supposed to benefit. Ultimately, he said, it is considered a much better method than the traditional approach, which often depended on more subjective material such as artists' renderings. He gave a detailed outline of how the entire project was carried out, the various technical and other constraints that arose along the way and what benefits were ultimately yielded.

Using modeling techniques to demonstrate the use of computer technology in interpreting heritage resources, Levy noted accurate data is critical in ensuring quality output. Models become a document of the way things are today. They provide a visual representation of the chain of development and also contribute to a better education of the public, university students, etc.

Other issues that lend themselves to modeling include marketing and museum content development. Skill development in this field is limited by inadequate salaries. There is also a need for different forms of output for these models, through such media as video, virtual reality, CD-ROM and the Internet.

Application of Virtual Reality and GIS for Ayutthaya World Heritage Historical Park: A Case Study of Wat Ratchaburana by Panjai Tantatsanawong

Ayutthaya was the Thai capital from the 14th to the 18th century and was a trade center in Asia with many traders from Europe, China and Japan. Ayutthaya has been designated a world heritage site by UNESCO since 1991. As Ayuthaya heritage resources were destroyed in the battle with Burmese in 2310 B.E., it is worthwhile for researchers to recreate the past by using object oriented virtual reality techniques. Therefore this study focussed on the computer reconstruction of chedi, vihan and ubosoth in the Ayutthaya period.

An application software was introduced in this research to manipulate historical information and recreate and visualize cultural heritage. The application consisted of three modules, the first for displaying and viewing a historical object by using a virtual reality concept. The user accessed the data with a www browser and walked around the historical place in the virtual environment. The second module was a

geographical information system (GIS), applied to manipulate historical information such as history, creator and age. These two modules can be run on the Internet and joined together with hyperlinks and active server pages (ASP) in the *www* system. The last module applied the object-oriented virtual reality as the following: convert raster to vector, digitize object model to database, encapsulate the model to object classes, select the corresponding model by archeologist, map the selected model to original image and recreate a panorama image or VRML.

The security restriction is provided in the system, which allows only an authorized person to manipulate databases and virtual reality information. This application helps archaeologists centralize the database, predict the cultural heritage after recreation and provide historical information for interested people. It is also used to promote historical information to introduce Thailand and its tourist attractions.

PHYSICAL DESIGN ISSUES IN DESTINATION MANAGEMENT

Session Chair and Moderator: William Semple, Inscape Design, Canada

- “Appropriate Design For Tourism Destination Management - An Overview” by William Semple, Inscape Design, Canada
- “Urban Environmental Design Tourism Destination Plan for Phimai” by Pawinee Sunalai, Coordinator, CUC UEM project at AIT
- “Computer Visualisation and Physical Design” by Richard Levy, Associate Professor, Faculty of Environmental Design, University of Calgary, Canada

Appropriate Design for Tourism Destination Management - An Overview by William Semple

The speaker presented an overview of the complex and fascinating issues in the study of traditional Tibetan architecture. Through photographs and insights, he shared some of his studies of the architecture of this region and the settlements of the people, explaining his reasons for returning many times to experience the landscapes, people and architecture of this compelling part of the world.

He noted Tibetan architecture provides an example of the interrelationship of culture and the environment. Various aspects, both practical and symbolic, of the Tibetan building tradition were described. He examined both monasteries and houses of the region as parts of the rich building tradition. He discussed architecture as a means to understand the richness of culture and as a way to understand the interrelationship between culture and the environment.

The vernacular architecture of Tibet is demonstrated in the integral relationship between use of unmodified natural materials, the blending of structural form and building function, the importance of the process of site selection and in the richly-layered symbolic aspects of the architecture. In a political system which was highly structured, this was an unstructured architecture which utilized an underlying asymmetry. It is a natural architecture, an antecedent of modern day ecological construction.

The speaker explored how changing political, cultural and environmental conditions are impacting the “continuity of the Tibetan building tradition.” Tibetan architecture, particularly the construction of the great monasteries, represented some of the highest level of craftsmanship in Tibet. This was especially evident in the elaborate detailing applied to wood framing members (columns, capitals, window awnings, handrails etc.) found throughout the buildings - detailing that reflected the rich connection between the practical (structure) and the symbolic (religion) that exists in Tibetan architecture.

He investigated the impact which widespread deforestation is having on the rich architectural heritage of the Himalayas and the need to encourage forest management programs which include a long-term supply of materials used in traditional construction. This supports the idea of the traditional building as a cultural process, which has an inherent link with the natural environment. The process is supported by the richness of Buddhist culture, which was discussed both philosophically and as it relates to the built form.

Using the traditional builders and their craft as the focal point, the speaker focused on the connection between environment and culture, demonstrated so clearly in traditional architecture. He presented his findings as an architect who records traditional buildings; as a builder who has an affinity with the process of building and traditional building styles, and as an environmental planner who supports long-term land use management practices.

He noted that it was possible to promote both better forest practices and ecotourism. There are many positive ways in which ecotourism, as an industry, could influence this process. In the area of forestry, he looked at the need to develop new models for reforestation, based on culture and the environment.

Urban Environmental Design Tourism Destination Plan for Phimai by Pawinee Sunalai

The historical archaeological and cultural site of Phimai in Northeast Thailand receives approximately 350,000 visitors a year. It is also famous for its national museum and Thailand's largest banyan tree. About 5% of visitors stay overnight in the local village. Average expenditure at the site is 100 Baht per person by Thais and 200 per person by foreigners.

With help from the CUC UEM, various efforts are being made to enhance the visitor attractions of Phimai. These include measures to improve the physical environment by redirecting tourist traffic. The circulation of tourists and traffic is one of the most important issues in the relatively small area.

Other management issues include: (1) lack of green areas/shading for visitors, (2) uncontrolled urban development, and (3) unattractive shopping areas.

The improvement project involves upgrading the physical environment by strengthening building regulations to improve two of the main roads. Tourists currently face a number of obstacles such as spillovers of shops and resident areas. There is also a lack of conformity between existing and new building sites.

To improve the linkage between the national museum and the adjacent sanctuary, alternative walking circuits are being proposed, along with a one-ticket fee structure to cover the entire tour. In the village, the Victory Gate is also being restricted to develop a better sense of place inside the ancient wall.

Government agencies need to encourage traditional wooden architecture of the area and control parking, congestion and poor use of pathways. Shops need to be more attractive. Signage does not conform to the local atmosphere. A video and website have been produced outlining the entire development plan for the Phimai community but the involvement of the Fine Arts Department and local municipality are needed to ensure it is properly implemented.

Computer Visualization and Physical Design by Richard Levy

Computers are being increasingly used for environmental planning, urban planning, building design and archaeological management. Sophisticated new software can help to make the computer a consistently used planning tool, facilitate the formulation of policy and allow development to take place in a more planned manner. It can also help gauge the progress of a project. All these are in line with the growing trend towards a digital society.

Professor Levy's presentation outlined how data is collected, analyzed, visualized and presented. He discussed a number of case studies, including the Alberta Forest Biodiversity Monitoring Project in Canada, the Khlong Bangkok Noi/ Khlong Om Canal Area in Thailand and the temple site at Phimai, also in Thailand. The last project is conducted under the auspices of the Urban Environmental Program at the Asian Institute of Technology and the Office of Archaeology and National Museums, Thailand. He noted planning is also a data-driven process and accuracy of data input is critical for accurate output. Satellite imagery is now more easily available and is proving useful in destination planning because it gives a good idea of the diversity of genetic species, ecosystems and landscape. One especially important use is monitoring of conservation projects to ensure they are producing anticipated results. One such project is underway at Angkor Wat in Cambodia. He also showed similar satellite photographs of other projects in Beijing, Rome, Taipei and Las Vegas.

TRACK 3 – URBAN ENVIRONMENTAL MANAGEMENT AND THE TRAVEL INDUSTRY

ENVIRONMENTAL MANAGEMENT SYSTEMS FOR RESORT AND HOTELS

Session Chair and Moderator - Murray Haight, Associate Professor, Faculty of Environmental Studies, University of Waterloo, Canada

- “Relevance of EMS in Resorts & Hotels and the Demonstration of Cleaner Production for Hotels in Hua Hin, Thailand” by Murray Haight, Associate Professor, Faculty of Environmental Studies, University of Waterloo, Canada
- “Practicing Environmental Management in Hotel in Bali, Indonesia” by Yuyun Iliham, Chairperson, Bali Fokus, Indonesia and Janeen Tang, University of Waterloo, Canada
- “Environmental Management and Environmental Management Systems Implementation Strategies for the Hotel Sector in Siem Reap, Cambodia” by Rachel Morris, University of Calgary, Canada

Relevance of EMS in Resorts & Hotels and the Demonstration of Cleaner Production for Hotels in Hua Hin, Thailand, by Murray Haight

Environmental Management Systems (EMS) is a term that can be applied to the hotel industry as it attempts to demonstrate and achieve sound environmental performance for both its customers and local communities by controlling impacts of activities, products and services on the environment. In partnership with AIT and several hotels in the municipalities of Cha Am and Hua Hin, efforts have been underway to examine and improve existing environmental management techniques, including the introduction of ISO 14001 Environment Management Systems.

The presentation focused on an initial evaluation of these efforts with the aim of providing insights from lessons learned including costs and benefits obtained. Examples were drawn from several waste management programs and activities completed at the five participating hotels.

It was stressed that cleaner production is in fact nothing less than the continuous application of a preventative strategy to processes and products to reduce risks to humans and the environment. It is achieved by applying knowledge, improving technology and changing attitudes.

The entire project was carried out from May 1999 to May 2000 with the participation of five hotels which were selected out of 40 invited. These hotels then underwent processes of environmental auditing with a special focus on solid waste. Eventually an Integrated Waste Management Project was established that produced positive results.

One of the barriers highlighted was the lack of regulatory pressure. The need for top management commitment was identified as well as the need for consistent, harmonized goals between hotels and the community in which they operate. Questions were raised about efforts to reduce the input of waste. It was pointed out much was done in this area, for example, by using bulk dispensers for shampoo instead of individual small bottles.

Practicing Environmental Management in Hotel in Bali, Indonesia, by Yuyun Iliham and Janeen Tang

Waste from hotels can cause both positive and negative impacts on the environment, economy and community. In Bali, a program to manage waste from hotels was initiated by a local non-governmental organization called the Wisnu Foundation. Based on observations of this program and literature about environmental management and organizational behavior, an inquiry about factors that enable good environmental management was presented.

Some key factors influencing the program's success in the field of environmental management are (1) the ability to negotiate a win/win situation for stakeholders (hotels plus the waste hauler), (2) innovation, learning by doing and striving for improvement, and (3) concern for employee welfare.

Some of the challenges that may determine the program's future success include improving the management system; improving employee morale, awareness, empowerment and improved customer service.

The usefulness of the ISO standards as a framework for improving the management of environmental quality and health and safety issues were examined. Potential benefits and barriers involved with implementing ISO-based management systems in small to medium-sized enterprises (SMEs) in the tourism industry were identified.

Environmental Management and Environmental Management Systems Implementation Strategies for the Hotel Sector in Siem Reap, Cambodia, by Rachael Morris

Ms Rachael Morris of the University of Calgary presented research conducted on the need for a strategy to implement environmental management practices in hotels in Siem Reap, Cambodia. The hotel sector responded to the increase in tourism with a boom in construction and operation that is quickly surpassing the town's infrastructure and environmental capacity. An Environmental Impact Assessment of Hotel Development prepared by the CUC UEM Project was conducted in 1999 and identified water management, energy consumption and solid waste management as major issues.

Hotels in Siem Reap Town have an interest in mitigating their impacts on the local environment due, in part, to economic factors. Utilities and disposal costs make operating a hotel very expensive. Hotels need to maintain a competitive advantage and could do so by appealing to environmentally conscious tourists and tour operators.

Hotels in Siem Reap Town do practise some aspects of environmental management but they either may not recognize the link between the environment and economics or may lack the technical resources to carry out environmental strategies. This CUC UEM project is focused on transferring skills and technology to promote environmental management in the Siem Reap Town hotel sector. The products have been designed to be context specific and to recognize existing efforts.

The project developed a brochure on the cost-savings aspects of environmental impact mitigation. This brochure introduces basic strategies such as good housekeeping, product selection, awareness and the use of cleaner technologies. In addition, the project designed an environmental management workshop-planning guide, which outlines and prioritizes environmental issues in the Siem Reap Town hotel sector and introduces the concept of environmental management systems.

The project products are intended to communicate the cost benefit aspects of environmental management, transfer skills and encourage the development of environmental management systems. The sustainability of the tourism industry in Siem Reap Town relies on coping with current pressures and preparing for future increases. The hotel sector has a key role to play through the management of its environmental impacts.

ENVIRONMENTAL MANAGEMENT CERTIFICATES FOR FACILITIES AND DESTINATIONS

Session Chair and Moderator: Frank Skilbeck, Regional Director, World Travel and Tourism Council, Thailand.

Panel Discussion on Eco-Labels:

- "Green Globe Certification for Tourism Facilities and Destinations" by Graeme Worboys, Chief Executive Officer, Green Globe Asia Pacific, Australia

Green Globe Standard: Moving from Process to Performance by Graeme Worboys

Green Globe 21 is a worldwide certification scheme for environmentally sustainable tourism. Green Globe Asia Pacific was set up in 1999 as a joint venture between CRC Australia and Green Globe. Its standards are based on those of Agenda 21.

This presentation essentially consisted of a summary of how the Green Globe accreditation and certification program works. Mr. Worboys explained the structure of Green Globe, the standards it applies, the process of stakeholder consultation, its regulatory framework and the systems that are set in

place to monitor compliance. Green Globe 21 has also published guides to sector performance indicators which are available for 12 categories of travel and tourism businesses such as hotels, airports, exhibition halls, cruise ships, convention and exhibition centres.

RESOURCE MANAGEMENT AT TOURISM FACILITIES

Session Chair and Moderator: Rob MacDonald, Associate Professor, York University, Canada

- “Sustainable Resource Management in the Hotel Industry with Specific Focus on Energy” by Brahmanand Mohanty, Visiting Faculty, Energy Technology Programme, AIT
- “Efficient Resource Management Initiatives in Ho Chi Minh City, Vietnam” by Le Hoang Viet, Technical Engineer, Trans Energy Engineering Consulting Office, Vietnam
- “Business Benefits from Green Activities in the Hotel Majestic, Vietnam — Energy Conservation at Hotel Majestic” by Tran Hung Viet, Director, Majestic Hotel, Vietnam

Sustainable Resource Management in the Hotel Industry with Specific Focus on Energy by Brahmanand Mohanty

The hotel industry has noted its important role in protecting and enhancing the environment for its long-term sustainability. Better resource management helps in reducing costs and liabilities of hotels while assuring greater service quality, enhanced customer satisfaction and improved corporate image.

The challenge of “greening a hotel” cannot be fulfilled all at once. It requires long-term commitments to achieve gradual improvement with participation and involvement of all concerned. Understanding problems, planning measures to be undertaken, allocating responsibilities, motivating staff and cyclic reviewing of progress made are all an integral part of the efficient resource management process. Hotel associations in many parts of the globe have taken initiatives to benefit the environment as well as their business. These initiatives vary from one country to another depending on the pattern of socio-economic development, climatic conditions, local environmental priorities and legislation, etc.

Energy is perceived as one of the resources whose management can guarantee quick financial benefits to hotels, without compromising quality of services provided. First, to achieve best results, energy management can be planned at the designing stage of the building, allowing one to take local climatic advantages and constraints into consideration. Experiences around the world show alternative energy sources can be exploited effectively if there is a good understanding of the availability of resources at the location. Next is the choice of thermal, mechanical and electrical equipment and appliances that convert primary energies into final forms for satisfying the service requirements of the hotel. Finally, good design and technology alone cannot assure energy and cost savings if they are not coupled with good operating and maintenance practices.

It is proposed to discuss the above during the session on “Alternative Technologies in Managing Tourism Facilities” in the Conference on “Sustainable Community Tourism Destination Management.” Some initiatives taken to sensitize the Vietnamese hotel industry in managing their resources will be highlighted. A case study will be presented by the manager of a hotel in Vietnam, who will narrate his experience of managing to reduce the hotel’s energy bill by around 20% within a short span of two months.

Efficient Resource Management Initiatives in Ho Chi Minh City, Vietnam, by Le Hoang Viet

Vietnam has a wealth of tourism resources. Yet in the 40 years since the first tourism company was established in Vietnam, the sector has remained weak and limited especially in comparison to the country’s vast potential.

In order to improve the situation and guarantee sustainable tourism development, an urgent need exists to create awareness in the sector regarding green activities. With the support of various organizations such as RIET, ADFMF, AIT and Enerteam, green activities have been initiated among hotels in and around Ho Chi Minh City.

Enerteam highlighted the first actions initiated by the participating hotels after only three months of launching the project. Some of the problems encountered by these hotels were also dealt with. The first project was started in the Majestic Hotel in Ho Chi Minh City in mid-1998. Through a variety of widely known and used savings methods, energy costs were cut by 15% a month, around US\$3,500 a month.

The results convinced Saigon Tourist, Vietnam's largest tourism organization and owner of many hotels, to replicate the efforts of other properties. Now every member hotel has an environmental management board. They get the benefit of case studies, with Enerteam providing on-site technical assistance for further savings. Hotels are also moving into saving water and cutting back on solid waste generation.

For Saigon Tourist, the benefits are varied. Hotels understand they can benefit by sharing each other's experience. Resource conservation concepts are incorporated into the five-year action plan of the entire company. Green activities are planned to be introduced in training curricula. Additionally, a go-ahead has been given for adopting ISO14000.

In turn, the Vietnam National Administration of Tourism has sensitized the hotels under its jurisdiction to the issue of environmental resource management. It is also preparing a study to establish a self-help guide for greening activities for all hotels in Vietnam.

Business Benefits from Green Activities in the Hotel Majestic, Vietnam by Tran Hung Viet

In order to limit the tourism resource degradation and improve the service quality at a lower cost, efficient resource management activities have been undertaken by Saigon Tourist, the largest tourism corporation of Vietnam.

The first initiative was taken by the Hotel Majestic, a leader among Saigon Tourist members. After one year of implementation, it was proven that greening can benefit not only the hotel business but the community as well. The results obtained at Hotel Majestic have set an example to be pursued by other hotels in the National Tourism Authority.