



Final Report

11TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Sustainable Tourism for Development

20th - 23rd March, 2017

Port Moresby, Papua New Guinea

Dr. Ong Hong Peng



**Regional Programme for Asia and the Pacific
World Tourism Organization**

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1 Background

Since 2006, the UNWTO has convened the Asia/Pacific Executive Training Program on Tourism Policy and Strategy. This high level executive training program provided an opportunity for policy makers to get together for exchanging ideas on current tourism issues. Through a series of lectures, group discussions, debates, presentations, and technical tours the training program seeks to provide a forum to assist public sector tourism executives in gaining a better understanding of the latest trends in tourism management and provide a knowledge and experience sharing platform on good practices in successful policy and strategy formulation and implementation.

The training program enables participants to improve their strategic tourism management skills and, through the network of contacts, further develop these skills going forward. This year's program with the theme Sustainable Tourism for Development attracted high-level participants from 15 countries in the Asia and Pacific region.

After celebrating the 10th anniversary of the Asia/Pacific Executive Training Programme in 2016, which, for over a decade has been generously financed by the Government of the Republic of Korea, UNWTO is pleased to continue this flagship training programme to be organized in Papua New Guinea in collaboration with the Ministry of Tourism, Arts and Culture as well as the PNG Tourism Promotion Authority. This is the first time the event is to be held in the Pacific Island Countries.

The training program consisted of three days of workshop (Monday 20th, Tuesday 21st & Wednesday 22nd March) and a one-day technical tour (Thursday 23rd March). The venue chosen for the training was Port Moresby Papua New Guinea.

2 Context

Global tourism performance

For almost seven decades now, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world.

Despite occasional shocks, over time, the sector's strength and resilience is evident. UNWTO data indicates that international tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. Likewise, international tourism receipts earned by destinations worldwide have surged from USD 2 billion in 1950 to USD 104 billion in 1980, US\$ 495 billion in 2000, and USD 1,260 billion in 2015 (2016 receipts results will be reported in May).

Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

According to the UNWTO:

- International tourist arrivals grew by 3.9 % in 2016 to 1,235 million;
- Some 46 million more tourists (overnight visitors) travelled internationally last year compared to 2015;
- In 2015, international tourism generated USD 1.5 trillion in export earnings; and
- By 2030, UNWTO forecasts international tourist arrivals to reach 1.8 billion (UNWTO Tourism Towards 2030).

International tourism now represents 7% of the world's exports in goods and services, up from 6% in 2014. Tourism has grown faster than world trade over the past four years. As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. As one of the major players in international commerce, tourism ranks as the first export sector in many developing countries. This growth goes hand in hand with an increasing product diversification and competition among destinations.

By region, Asia and the Pacific (+8%) led growth in international tourist arrivals across regions in both relative and absolute terms, recording 24 million more international tourist arrivals in 2016 to total 303 million. Growth was strong in all four subregions, with Oceania receiving 10% more arrivals, South Asia 9% more and North-East Asia and South-East Asia both 8% more. Africa (+8%) enjoyed a strong rebound after two weaker years. In the Americas (+4%) the positive momentum continued. Europe (+2%) showed rather mixed results, with double-digit growth in some destinations offset by decreases in others. Demand in the Middle East (-4%) was also uneven, with positive results in some destinations, but declines in others.

This global and regional spread of tourism in industrialized and developed states has produced a lot of good news – from economic and employment benefits in many related sectors – including construction, agriculture and telecommunications. There is also some news that is not so good, especially where it is evident that tourism development has resulted in negative social and cultural impact, economic impact and environmental impacts. Many of the negative impacts from tourism occur when the number of visitors is greater than the cultural landscape and environment's ability to cope with the visitor volume and inadequate tourism-related infrastructure. Therefore, building good policies and a culture of sustainable operational practices within tourism enterprises is necessary, most often as a partnership between the public and private sectors.

Sustainable consumption and production patterns in tourism

While in some key parts of the industry progress has been made towards more sustainable, cleaner and low carbon development of the sector within its complex supply chains, there remains much to accomplish a wider understanding and uptake of more sustainable approaches in planning, policy and implementation in tourism design and operations and also to engage consumers in actively promoting the shift towards more sustainable consumption and production patterns.

As an example of a global initiative to enhance international cooperation to accelerate the shift towards sustainable tourism-related consumption and production (SCP) in both developed and developing countries, the UNWTO is the Lead of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP Sustainable Tourism Programme), with the Governments of France, Korea and Morocco serving as Co-Leads. The vision of the 10YFP Sustainable Tourism Program is for a tourism sector that has globally adopted sustainable consumption and production practices resulting in enhanced environmental and social outcomes and improved economic performance.

The United Nations Environment Programme (UNEP) serves as the Secretariat of the 10YFP. The 10YFP Sustainable Tourism Programme supports cooperation between stakeholders for the development and implementation of innovative projects and good practices in resource efficient and low-carbon tourism planning, reducing the loss of biodiversity, conserving ecosystems, preserving cultural heritage, alleviating poverty, improving sustainable livelihoods and adapting to the reality of a changing climate.

Sustainable tourism for development

When the United Nations 70th General Assembly designated 2017 as the International Year of Sustainable Tourism for Development (#IY2017) (A/RES/70/193) UNWTO, as the United Nations Specialized Agency for Tourism, was mandated to facilitate the organization and implementation of the International Year, in collaboration with Governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector that can contribute to the SDGs.

Tourism as a pillar in achieving the 17 Sustainable Development Goals (SDGs): Tourism can contribute decisively to almost all 17 Goals through its

impacts on fighting poverty, promoting decent jobs, improving gender equality and the livelihoods of young people and the fight against climate change.

UNWTO is working with governments, public and private partners, development banks, international and regional finance institutions, the UN agencies and international organizations to help achieve the SDGs, placing an emphasis on Goals 8,12 and 14, in which tourism is featured.

The #IY2017 will promote tourism's role in the following five key areas:

- (i) Inclusive and sustainable economic growth;
- (ii) Social inclusiveness, employment and poverty reduction;
- (iii) Resource efficiency, environmental protection and climate change;
- (iv) Cultural values, diversity and heritage; and
- (v) Mutual understanding, peace and security.

3 Training Objectives and Overview

This program was specifically designed to support tourism policy makers and managers with the aim to strengthen effective and responsive policies and strategies that in turn must adapt to changing priorities and concerns at the national and destination levels.

The overall objective of the training program was to deepen participants' understanding of how tourism planning, policies and practices can contribute to the Sustainable Development Goals in this International Year of Sustainable Tourism for Development as well as through to 2030. It was aimed at raising the knowledge and understanding of the participants in the following areas:

- (i) The important role that tourism can play in contributing towards inclusive and sustainable socio-economic development at the country and within-country destination levels focusing on the SDGs; employment and poverty reduction;
- (ii) How to manage tourism growth so that it is more sustainable and responsive to resource efficiency, safeguarding natural and cultural heritage with attention to the impacts of climate change across Asia and the Pacific? and

- (iii) How to optimize the benefits of global, regional and subregional cooperation in the development of mutual understanding, peace and security through international tourism?

In addition, the training programme provided the avenue for the participants to:

- (i) Enable UNWTO's Asia and the Pacific Member Countries to share successful good practices in sustainable tourism for destinations and enterprises;
- (ii) Strengthen the policy level capacity on sustainable tourism for development within destinations at the Asia Pacific regional, sub-regional, national and destination levels;
- (iii) Demonstrate an understanding of the holistic and inter-connected nature of the sustainable development goals, the future prosperity of the industry and tourism in the Asia Pacific region;
- (iv) Discuss the development, roles and functions of the various stakeholders involved in the sustainable development of destinations and recognize the potential for conflicting priorities between those stakeholders;
- (v) Address the shifting patterns of tourism growth with particular emphasis on environmental, cultural, indigenous, ethical and accessible travel issues involved in tourism development;
- (vi) Illustrate how productive employment and decent job for all, particularly for youth and women can be generated through tourism initiatives that contribute to the SDGs; and
- (vii) Engage in experiential learning through active involvement with international practitioners in sustainable tourism.

The first part of the training was the National Forum on Sustainable Tourism for Development followed by the Executive Training Programme, which was divided into two themed sessions. Each of the themed sessions commenced with a lead presentation followed by country presentations and discussions. To provide further opportunities for discussions on the themed topics, the participants were divided into group breakout sessions and the recommendations generated from these sessions were presented at a plenary session followed by a final wrap up session. Technical tours were arranged to the National Museum and Art Gallery, National Parliament and Port Moresby Nature Park. The programme for the training was as follows:

Date/Time	Programme
19 March(Sunday)	Arrival and hotel check in
20 March (Monday)	
09:00 – 10:00	<p>Opening Ceremony of the National Forum on Sustainable Tourism for Development and the 11th UNWTO Asia/Pacific Executive Training Programme</p> <ul style="list-style-type: none"> - Video Presentation on 2017 Int’l Year of Sustainable Tourism for Development - Introduction and Welcome Remarks by Hon. Tobias Kulang MP, Minister for Tourism, Arts & Culture, PNG - Congratulatory Remarks, Mr. HWANG Seong Un, Director General, Int’l Tourism Policy, Ministry of Culture, Sports and Tourism, Republic of Korea - Opening Remarks by Dr. Taleb Rifai, UNWTO Secretary General - Official Opening Remarks by Hon. James Marpe, Finance Minister, PNG
10:30 – 12:00	<p>National Forum on Sustainable Tourism for Development - How do we know of tourism related projects for development in fragile political, environmental or cultural situations can "do no harm" and positively contribute to new employment opportunities and poverty reduction across Asia and Pacific destinations?</p> <p>Introduction and Moderation by Mr. Harry Hwang, Deputy Director for Asia and the Pacific, UNWTO</p> <ul style="list-style-type: none"> - Keynote presentation on Sustainable Tourism for Development: <i>‘Travel, Enjoy, Respect’</i> by Adjunct Professor Steve Noakes - Mr. Jerry Agus, CEO PNG Tourism Promotion Authority - Mr. Christopher Cocker, CEO, South Pacific Tourism Organization - Mr. Phuntsho Gyeltshen, Tourism Council of Bhutan <p>Q & A</p>

Date/Time	Programme
14:00 – 17:00	<p>National Forum on Sustainable Tourism for Development - the role of tourism contributing to inclusive and sustainable socio-economic development, focusing on the SDGs; employment and poverty reduction.</p> <p>Introduction and Moderation by Adjunct Professor Steve Noakes</p> <ul style="list-style-type: none"> - Panel debate/discussion <ul style="list-style-type: none"> .Dr. Ong Hong Peng, Chairman, National Academy of Arts, Culture and Heritage, Malaysia .Mr. Jerry Agus, CEO PNG Tourism Promotion Authority .Mr. Christopher Cocker, CEO, South Pacific Tourism Organization .Mr. Frans Teguh, Director, Destination Development, Ministry of Tourism, Indonesia .Mr. Phuntsho Gyeltshen, Tourism Council of Bhutan - Q & A
19:00 – 21:00	Welcoming Dinner hosted by Ministry of Tourism, Arts and Culture Papua New Guinea
21 March (Tuesday)	
09:00 – 12:00	<p>Session 1</p> <p>Sustainable Tourism for Development: Resource efficiency, safeguarding natural and cultural heritage with attention to the impacts of climate change across Asia and the Pacific.</p> <ul style="list-style-type: none"> - Keynote presentation and Moderation by Dr. Ong Hong Peng - Country presentations - Q & A - Debate/Discussion
14:00 – 17:00	<p>Session 2</p> <p>Sustainable Tourism for Development: Optimizing the benefits of global, regional and subregional cooperation in the development of mutual understanding, peace and security through international tourism.</p> <ul style="list-style-type: none"> - Setting the scene and Moderation by Adjunct Professor Steve Noakes

Date/Time	Programme
	<ul style="list-style-type: none"> - Q & A - Country Presentations - Debate/Discussion
22 March (Wednesday)	
09:00 – 12:00	<p>Session 3 Active learning through breakout discussions (two groups) and report-back: Draft recommendations.</p> <p>Themes to be addressed by both groups:</p> <ul style="list-style-type: none"> ⇒ How can Asia Pacific tourism contribute to the SDGs through inclusive and sustainable socio-economic development employment and poverty reduction? ⇒ How can destinations manage tourism growth so that it is more sustainable and responsive to resource efficiency, safeguarding natural and cultural heritage with attention to the impacts of climate change across Asia and the Pacific? ⇒ How can policy makers optimize the benefits of global, regional and subregional cooperation in the development of mutual understanding, peace and security through international tourism?
14:00 – 15:00	<p>Session 4 Wrap up / Final Conclusion and Recommendations by Dr. Ong Hong Peng</p>
15:30 – 16:00	<p>Closing session</p> <ul style="list-style-type: none"> - Closing remarks by Jerry Agus, CEO PNG Tourism Promotion Authority - Closing remarks by Harry Hwang, Deputy Director for Asia and the Pacific, UNWTO - Presenting Training Programme Certificate
19:00 – 21:30	<p>Farewell Dinner Hosted by PNG Tourism Promotion Authority</p>

Date/Time	Programme
23 March (Thursday)	
09:00 – 15:00	Technical Tour organized by PNG Tourism Promotion Authority <ul style="list-style-type: none"> - The National Parliament - The National Museum - The Nature Park
24 March (Friday)	Departure

4 Opening Ceremony

The 11th Asia/Pacific Executive Training Program on Tourism Policy and Strategy kicked off with an introduction and welcome remarks by Hon. Tobias Kulang MP, Minister for Tourism, Arts & Culture, Papua New Guinea. He warmly welcomed delegates to the National Forum on Sustainable Tourism for Development and the 11th Asia/Pacific Executive Training Program on Tourism Policy and Strategy. He thanked the UNWTO for choosing PNG to host such an important event and it has added significance as 2017 is the United Nations Year of Sustainable Tourism for Development. The hosting of this event is very timely and significant as PNG remained one of the last undiscovered paradises in the world with more than 800 different languages and more than 1000 authentic diverse cultures, customs & traditions. Additionally, PNG is also blessed with unique flora and fauna, different islands and coral atolls with colourful marine diversity in line with the nation's tagline, "PNG, A Million Different Journeys". Moving forward, PNG is committed to promote sustainable tourism for development.

Hon. Minister also recorded his appreciation to the Government of Republic of Korea for funding this UNWTO Executive Training Programme with participants from 15 different countries.

Mr. HWANG Seong Un, Director General, Int'l Tourism Policy, Ministry of Culture, Sports and Tourism, Republic of Korea in his congratulatory remarks commended Papua New Guinea for hosting this event. He also thanked the UNWTO and Papua New Guinea Tourism Promotion Authority for organising such an important event with the theme Sustainable Tourism for Development. He outlined the importance of the travel and tourism industry which contributed 9.8 per cent to the global GDP in 2016. He noted that tourism has become one of the most important sectors in many countries, contributing towards job creation, foreign exchange earnings and economic development. In addition, he painted a positive outlook for tourism with Asia Pacific as the fastest growing tourism region in the world. In this regard, he expressed the hope that the National Forum and Executive Training

Programme will provide insights and ideas that will be useful towards advancing sustainable tourism for development.

In his congratulatory remarks, Dr. Taleb Rifai, Secretary General of the UNWTO, expressed his sincere appreciation to the Government of the Republic of Korea for generously funding the 11th UNWTO Executive Training Program on Tourism Policy and Strategy. He also acknowledged the strong support of the Papua New Guinea Tourism Promotion Authority for working alongside the UNWTO to organise this high profile event.

Dr. Rifai noted that demand for international tourism remained robust in 2016 despite numerous challenges faced by the industry. International tourist arrivals grew by 3.9 per cent to reach a total of 1,235 million in 2016, representing the seventh consecutive year of sustained growth following the 2009 global economic and financial crisis. This was a commendable achievement as a comparable sequence of uninterrupted solid growth has not been recorded since the 1960s. As a result, 300 million more international tourists travelled the world in 2016 as compared to the pre-crisis record in 2008. Tourism, therefore, is resilient and continues to grow and contribute towards job creation and making the world a better place.

Dr. Taleb also pointed out that international tourist arrivals to Asia and the Pacific increased by 8 per cent in 2016, thus setting the record as the fastest region of growth. Additionally, the future outlook for the tourism industry in Asia and the Pacific remains positive.

He likened PNG as a “white sheet of paper”, which has to be filled to show to the world what the country is like. In this regard, he described PNG as a wonderful country which is beautiful, colourful and warm that deserved the best, but still a white sheet of paper in front of the world. He encouraged PNG to fill this white sheet with so many colours, so many images that reflect the wonderful society, wonderful people and wonderful landscape of PNG. In this regard, Dr. Taleb called on all tourism stakeholders in PNG to rebrand the country and promote itself in a positive light Asia-Pacific Economic Cooperation (APEC) Summit that will be held next year. Towards this end, UNWTO will provide technical assistance to formulate a tourism strategic plan 2030 with focus on SDGs, conduct training programme in preparation for APEC Summit in 2018 and develop a new tourism promotion brand.

Dr. Taleb applauded the presence of the Hon. Finance Minister, which signified the importance of tourism in the national development agenda. Given the strong support and commitment of the Government, he expressed optimism towards the development tourism sector of PNG to contribute towards job creation, income generation and wellbeing of the people.

Hon. James Marape, Finance Minister, PNG delivered the official opening remarks on behalf of the Prime Minister, Hon. Peter O’Neill. He warmly welcomed participants to the National Forum on Sustainable Tourism for Development and 11th Asia Pacific Executive Training Program on Tourism

Policy and Strategy. He underscored the importance of tourism as reflected in PNG's endeavour to diversify the nation's economic base and to reduce the dependence on mining and petroleum industries. He stressed the resolve and commitment of the Government to undertake measures to transform PNG into a premier tourism destination, which will be evident in five years. Towards this end, allocations were given to develop and promote tourism despite the financial constraints of the Government. This is an indication that the investment in tourism is starting to receive attention and focus, which augurs well for the growth and development of the tourism sector in PNG.

5 National Forum on Sustainable Tourism for Development

Mr. Harry Hwang, UNWTO's Regional Deputy Director for Asia and the Pacific, moderated this session on sustainable tourism for development. He made brief introductory remarks regarding the national forum and introduced the keynote presenter.

Steve Noakes, Adjunct Professor in his keynote presentation titled, "Travel. Enjoy. Respect.", traced the development of tourism in PNG. He described how tourism was relatively successful with the effective use of Willie, a tour guide from Southern Highlands to promote tourism in PNG. Willie being very eloquent and humorous became an instant hit with the media at international travel fairs. He became a superstar, who was much sought after by the media at ITB, Berlin as well during press interviews and TV talk shows back in the 1980s. In addition, media familiarisation trips were organised for the Italian media which resulted in a surge in tourist arrivals from Italy, which even surpassed the number of arrivals from Germany. This indicated the power of marketing and the need to use an appropriate medium to promote tourism in PNG.

He also elaborated on the motivation for travel is to enjoy and have a good experience. Toward this end, understanding the preferences of target markets will yield effective results. As *orang utan* is very popular among international tourists, Ecolodges promoted the *orang utan* as a major attraction to complement the nature and ecotourism experience. To sustain interest and add value, the slow lorises were also introduced to tourists.

Steve highlighted the importance of 5P's of Sustainable Tourism which encompasses, Respect for People, Respect for Prosperity, Respect for Planet, Respect for Partnerships, and Respect for Peace.

Mr Jerry Agus, CEO of PNG Tourism Authority in his presentation provided a comprehensive overview of on tourism performance, policy framework, the constraints, positive developments and the way forward.

He highlighted that tourist arrivals grew by 8% per annum from approximately 40,000 in 1995 to almost 200,000 in 2016. Australia is the major source market, accounting for 49% of holiday visitors. PNG has world class ecotourism products based on natural beauty, biodiversity and unique culture. The key products include diving, trekking, cultural tourism and events, bird watching and nature-based tourism, fishing, surfing and kayaking.

In terms of policy framework, PNG Tourism Master Plan 2007 – 2017 provides the overarching sector plan. This Master Plan is within the framework of PNG Government Vision 2050 and Medium Term Development Strategy. As such, the Tourism Master Plan is aligned with the Vision 2050 and National Development Strategy.

Mr Agus also shared examples of successful community-based sustainable tourism projects such as Kokoda track, Mt Wilhelm, Turipi surf site, Kimbe Bay Dive, Crater Mountain and Kunga bird watching. He noted, however, the impediments to development which need to be addressed include the remoteness of tourism sites coupled with poor infrastructure and high cost of ground operations and airfares; limited market awareness; lack of scale and limited market; and destination image and safety concerns.

Nevertheless, on the bright side, there are positive developments for tourism such as the PNG Tourism Master Plan implementation; increase in PNG Tourism Promotion Authority Budget; greater airline competition and capacity; infrastructure upgrades for airports, wharfs and roads; cruise shipping development; tourism hub developments and increased donor support.

Moving forward, Mr Agus outlined the necessary actions that need to be undertaken include: increase investment in new international standard sustainable tourism products; raise market awareness and image improvement; infrastructure and transport improvements; development and implementation of new Tourism Master Plan and Model Province Plans; review of PNGTPA Act and strengthen key institutions at the national and provincial levels.

How sustainable is Pacific Tourism was the title of the presentation by Mr. Christopher Crocker, CEO, South Pacific Tourism Organisation (SPTO). He explained the role of SPTO as an intergovernmental body for tourism marketing and development in the region with the mandate to market and develop tourism in the South Pacific. He emphasized the importance of tourism to the Pacific which, amongst others, supports sustainable tourism development by placing value on Pacific cultural and natural assets; represents the only export sector in the Pacific that is increasing; a labour intensive sector that generates employment and income to alleviate poverty; and a key source of foreign exchange earnings for the Pacific.

He shared the constraints to regional growth in tourism such as the geographic spread and isolation of many Pacific countries; small population base and limited domestic capital for investment; low level of critical mass,

constrained marketing funds and increasing cost of production; high cost of infrastructure and services; complex land tenure systems; limited and expensive international and domestic air services; limited capacity among key public sector tourism related agencies; lack of skilled personnel in the private sector and limited training opportunities; inadequate conservation of marine and land resources; lack of awareness and engagement at a community level; and high vulnerability to natural disasters and climate change impacts.

He also presented the Pacific Tourism opportunities that can be tapped which include booming economies of Asian countries; growing middle class with increased personal wealth and disposable income; rapid expansion in affordable air services and connectivity; growing breed of new cultural and environmentally responsible travellers seeking to explore and immerse themselves in true authentic experiences.

Mr. Crocker shared the Pacific Tourism Strategy (PTS) 2015-2019, which encompasses four sustainable tourism pillars, namely: increase economic benefits; conserve environment and culture; safe environment and unique hospitality; and public-private-community collaboration.

Recognising that Pacific Island Countries (PICs) are susceptible to the impacts of climate change and natural disasters, PICs have begun to mainstream sustainable tourism policies in their national planning strategies. At the regional level, the Ministers of Tourism in the Pacific have endorsed the SPTO proposal for a 5 million Euro project on sustainable tourism development. He noted that the PICs have prioritised the protection of its local environment – both land and sea as part of the culture and heritage.

Mr. Phuntsho Gyeltshen, Senior Tourism Officer, Tourism Council of Bhutan shared the national development philosophy, which is based on Gross National Happiness (GNH). It is a development approach that seeks to achieve a harmonious balance between material well-being and the spiritual, emotional and cultural needs of society. As such, the sector policies are based on GNH values. In this regard, the tourism policy of high value and low impact was adopted.

To ensure sustainable development, Bhutan implemented a cautious and gradual growth approach. Additionally, tourism is regarded as a supplementary source of income and only encouraged during the season when communities are relatively free from their primary occupations.

Moving forward, Bhutan is undertaking stocktaking and interventions which subscribe to sustainable tourism such as strengthening visitor management and understanding carrying capacity; ensuring greater spread of tourism benefits; diversifying and enhancing tourism offerings; and clarifying and augmenting the role of public sectors and stakeholders.

Dr. Ong, Chairman of the National Academy of Arts Culture and Heritage presented Malaysia's experience in tackling the SDG1 on poverty eradication; and SDG 8 on creation of employment, decent work & economic growth.

Poverty eradication was a key development agenda of the New Economic Policy (NEP) during the period 1971 – 1990. This was followed by the National Development Policy (NDP) which focused on growth with equity with the goal to reduce socioeconomic inequality during the period 1991 – 2000. The NEP and NDP were successful in reducing the poverty rate which declined significantly from 49.3% in 1970 to 8.5% in 1999. The National Vision Policy (2001 – 2010) was aimed at developing a resilient and competitive nation and focussed on eradicating hard-core poverty among special target groups such as the indigenous groups, disabled and single mothers. It further reduced the poverty rate to 3.8 per cent by 2009. Subsequently, the National Transformation Policy, covering the period 2011 – 2020 was introduced with the goal of transforming Malaysia into a high-income nation, which is inclusive and sustainable. Given the low poverty rate, the development strategy was geared towards uplifting the bottom 40 per cent income group (B40) households to middle-class society by further improving income levels and wealth creation, as well as increasing education and skill levels. As a result, the poverty rate further declined to 0.6 per cent in 2014, which indicated the concerted efforts by the Government of Malaysia through the development agenda were successful in eradicating poverty.

In terms of SDG 8, Dr. Ong highlighted the contribution of the tourism industry in Malaysia towards achieving the goal to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. Towards this end, the Malaysia Tourism Transformation Plan (MTTP) was launched in 2010 with the goal of attracting 36 million international tourist arrivals, generating RM168 billion (USD37.8 billion) in tourist receipts by the year 2020. This translates to an increase in tourist arrivals by 1.5 times and revenue by 3 times. In this regard, tourism was identified as a National Key Economic Area with 12 Entry Points Projects, which will create 212,000 jobs and generate USD6.4 billion of Gross National Income.

He also highlighted the strategic directions of the ASEAN Tourism Strategic Plan, 2016 – 2025. He shared the Visit ASEAN@50 initiative to illustrate the application of SDG 17 on partnerships for the goals. Visit ASEAN@50 is a Visit ASEAN Year Campaign which was officially launched in January 2017 during the ASEAN Tourism Ministers' Meeting in Singapore. This initiative was undertaken to celebrate ASEAN's 50th anniversary with the objective of enhancing the competitiveness of ASEAN as a single tourism destination, which in turn, will contribute towards economic growth and employment creation. It also underlines the contribution of the tourism industry towards the establishment of ASEAN as an economic community and the close collaboration among ASEAN Member States and the strong public-private partnership.

Dr. Frans Teguh, Director for Infrastructure Development and Tourism Ecosystem, Ministry of Tourism, Republic of Indonesia made the presentation titled, "Implementation Roadmap of SDGs linking to sustainable tourism for development." He provided an overview of the strategic situational analysis regarding sustainable tourism and SDGs with reference to the issues, concerns and challenges for Indonesia.

The strategy formulation was guided at the national level by the great spirit of Wonderful Indonesia and the grand strategy of sustainable competitive growth and integrated tourism ecosystem. Towards this end the policy support include: the National Development Plan, 2005 – 2025; Tourism Act; Guideline on Sustainable Destination Development; Guideline on Sustainable Tourism Observatory; Guideline on Sustainable Tourism Certification; Green Homestay Development; Adoption of Green Hotel Standard; Eco-Guide Standard; and Development of Parks and Gardens.

Dr. Frans also shared the programme initiatives undertaken by Indonesia such as the monitoring centre for sustainable tourism observatory in Pangandaran and the role played by the private sector in sustainable tourism development and cited examples of Misool Ecoresort, a diving resort and conservation center and Plataran L'Harmonie, a nature-based ecotourism destination, which gained the recognition of Global Top 100 Sustainable Destinations in 2014 and 2016.

A lively discussion among presenters and delegates of the forum was moderated by Prof. Steve Noakes. The delegates welcomed the hosting of the National Forum on Sustainable Tourism for Development in PNG and even commented that it should have taken place 40 years ago to accelerate the tourism growth and development, particularly in PNG. Among the topic discussed included the sharing of experiences on community-based tourism, homestay programmes as well as issues and challenges on tourism product development and tourism marketing and promotion.

6 Executive Training Programme

Dr. Ong made a brief introduction on Session 1 of the Executive Training Programme and obtained feedback from the participants in terms of their learning expectations. This was followed up with an ice breaking session. Mr. Steve Noakes introduced the song "We Love the SDGs" was introduced to the participants to make learning fun and in the process remember the lyrics, which covers all the 17 SDGs. This song was written by Alan AtKisson.

Dr. Ong presented a keynote presentation titled, "Sustainable Tourism Development – Resource Efficiency, Safeguarding Natural and Cultural Heritage". He presented an approach to achieve sustainable holistic growth which entails five pillars, namely: tourism policy and governance; economic

performance, investment and competitiveness; employment, decent work and human capital; poverty reduction and social inclusion; and natural and cultural environment sustainability. To gain a better understanding of this approach, the conceptual framework and application, he encouraged participants to refer to the Sustainable Tourism for Development Guidebook by UNWTO. He explained that this is an excellent guidebook as it is very comprehensive and practical. The guidebook highlights the key issues and questions which form the basis for assessment of the current tourism capacity with the view to determine areas to address. It also provides suggestions on areas of interventions and possible solutions as well as information on existing services and resources that can be tapped.

In line with the scope of the topic of presentation, Dr. Ong used the Malaysian experience to illustrate three of the five pillars of sustainable tourism for development. With regards to the tourism policy and governance, he elaborated on the National Transformation Policy, 2011 – 2020, which encapsulates the overall framework of the national development plan. It consists of four pillars, namely: 1Malaysia, People First, Performance Now; Government Transformation Programme, Economic Transformation Programme; and the 10th and 11th Malaysia Plans. He highlighted the essence of the National Tourism Master Plan, National Ecotourism Plan, National Policy on Biological Diversity and National Heritage Policy and explained how these tourism-related plans and policies are aligned with the National Development Plan with emphasis on sustainable tourism for development.

On the economic performance, investment and competitiveness pillar, Dr. Ong presented examples based on the National Ecotourism Plan, 2016 – 2025, which is based on the demand-driven approach. In this regard, it adopts an ecotourism cluster-development approach to enhance competitiveness. Additionally, the strategies to attract investments, develop ecotourism concession and marketing to create business opportunities and to increase tourism revenue were shared with the participants.

To provide the scene setting on the natural and cultural environment sustainability pillar, Dr. Ong outlined the development and progress of climate change negotiations from the Stockholm Conference in 1972 to the Paris Agreement in 2015. He stressed the importance of supporting the global efforts in reducing carbon emission as well as solid and liquid waste so as to minimise the negative impact on the environment and climate change. This is because pollution and climate change will have an adverse impact on tourism.

In order to achieve cultural and natural heritage sustainability, Dr. Ong provided the experience of Malaysia which is in line with Convention Concerning the Protection of World Cultural and Natural Heritage (1972) and the Convention for the Safeguarding of the Intangible Cultural Heritage (2003).

He cited the example of Sipadan Island in Malaysia, which was under serious threats in terms of deterioration of quality of coral reefs and marine life due to

overcrowding and unsustainable development in the early 2000 period. As a result of the bold actions taken by the Federal and State Government of Sabah in cooperation with the industry players and local community, all on-site dive and resort operators relocated their buildings and business operations out of Sipadan Island. At the same time, sustainable management practices were implemented and a quota of 120 divers per day was imposed. These measures contributed to the improvement of the quality and diversity of marine life and ecosystem, which in turn, ensured the sustainability of Sipadan Island and continued to be ranked as a top ten dive site in the world. These timely interventions enabled the reaping long-term economic and social benefits in a sustainable manner. In this regard, he stressed the importance and power of the tripartite partnership, namely, the public sector; private sector including civil societies; and the local communities to achieve the common goal of sustainable tourism for development.

Participants and Country presentations

Participants of the training programme were senior management level personnel from the national tourism administrations of 15 UNWTO Member States (see Annex 1). Each participant prepared a 7-minute presentation on their country's experience in either Sustainable Tourism for Development – Resource efficiency, safeguarding natural and cultural heritage OR Sustainable Tourism for Development – Optimising benefits and enhancing mutual understanding, peace and development through international tourism cooperation. These presentations followed a set template to better enable comparison between countries. The format and content of the country presentations were guided by the presentation templates as shown in Annex 2.

Session 1 – Country Presentations: Sustainable Tourism for Development – Resource efficiency, safeguarding natural and cultural heritage

The success and sustainability of tourism hinges on the preservation and conservation of the natural and cultural heritage and environment. This is evident as a country's tourism industry and its natural and cultural assets are inextricably linked. Beautiful landscapes, rich biodiversity, unique heritage sites and vibrant indigenous cultures combine to provide the motivation for tourists to visit most developing countries. The conservation of these assets is of utmost importance for tourism. At the same time, the tourism industry itself needs to undertake measures to ensure sustainable tourism development.

In addition, the depletion of renewable and non-renewable resources, such as fresh water and energy, and the generation of waste and pollution are major problems affecting both global and local environments and human wellbeing. As such, sustainable consumption and production practices need to be implemented vigorously.

Furthermore, climate change, driven by greenhouse gas emissions, is recognised as a serious threat to the environment, society and tourism development. In this regard, all stakeholders need to adhere to the principles of sustainable tourism for development.

The key points highlighted in each of the country presentations as well as the key lessons learned and recommendations are presented below.

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<p>Papua New Guinea (Ms. Christine Peipul)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Distinctive array of nature and cultural attractions - Established cultural festivals - Niche product destination - Untouched and Unspoiled environment <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Low visitation numbers - Expensive destination – airfares - Lack of awareness on tourism benefits - Lack of capacity at provincial levels <p>The opportunities include:</p> <ul style="list-style-type: none"> - Global interest on niche products - Developing CBT products - Recognition of tourism by the National Government - Engaging Provincial Government’s participation in product development, information services and training <p>The threats include:</p>	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Tourism Promotion Act 1993 - Tourism Masterplan 2007-2017 <p>The recommendations are as follows:</p> <ul style="list-style-type: none"> - Develop provincial tourism plans by building upon the success of Milne Bay and East New Britain Provinces - Expand community-based tourism programs by benchmarking on Mt Wilhelm and Kokoda Track experience - Formulate Product development guidelines with reference to the successful Cruise Tourism development in Milne Bay and East New Britain Provinces - Conduct demand analysis of performing strategies - Undertake review of the Tourism Masterplan 2007-2017 - Formulate New Tourism Masterplan 2018 onwards

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<ul style="list-style-type: none"> - Negative perception of destination - Lack of funds for development - Law and order issues - Regional and global competition 	
<p>Bangladesh (Mr. Md. Abu Bakr Siddique)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Comprehensive national policy - Law to protect tourism areas - Moderate tropical weather - Capital city locates at the center - Availability of manpower - Rich nature and heritage <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Conservative society - Weak infrastructure - Inadequate investment - Lack of adequate information - Lack of “off season” alternatives <p>The opportunities include:</p> <ul style="list-style-type: none"> - A long (580km) coastline - Moving towards PPP model - Establishing new destinations - Rapid national economic growth - Awareness to environment issues <p>The threats include:</p> <ul style="list-style-type: none"> - Security for foreign tourist - Reducing nature resources - Rising of sea level 	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Implementing National Tourism Policy 2010 - Declaration of environmentally sensitive places as tourism protected areas <p>The recommendations are as follows:</p> <ul style="list-style-type: none"> - Consider tourism as a priority sector for job creation and earnings - Need private sector’s major roles - Need strong monitoring to protect and preserve sites - Provide more information and facilities for tourists - Minimize site pressure by establishing new sites

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<ul style="list-style-type: none"> - Barrier to shift commerce-based tourism 	
<p>Cambodia (Mr. Sokun Sok)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Strategic geographical location - Peaceful - Rich in resources - Friendliness of people - Good connectivity - New market in the region <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Enforcement of regulations and standards - Lack of skill people - Poor infrastructure - Lack of funds - Limited long haul connectivity <p>The opportunities include:</p> <ul style="list-style-type: none"> - Economic development - Job creation - Conservation and protection of resources - Improve tourism products and services - Mitigate migration <p>The threats include:</p> <ul style="list-style-type: none"> - Unstable market - High competition in the region - Environmental degradation - Drug smuggling 	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Tourism Policy of Cambodia (2008) - Tourism Law of Cambodia (2009) - Tourism Strategic Development Plan 2012-2020 - Hotel classification standard, green hotel standard, Homestay standard, CBT guideline <p>The recommendations are as follows:</p> <ul style="list-style-type: none"> - Align tourism development with national development agenda - Apply sustainable tourism development in policy planning and implementation - Formulate strategies to achieve resource efficiency and protect and conserve natural environment and cultural heritage
<p>Indonesia (Dr. Frans Teguh)</p> <p>Among the strengths highlighted include:</p>	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Tourism Act 2009

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<ul style="list-style-type: none"> - CEO's Commitment (Politics Commitment- National and Regional/District level - Law Enforcement and Policies - Private Sector and Business Ecosystem - Human Resources with support from Education Institution - Natural and Cultures Assets and Resources (52 National Parks, World Culture and Natural Heritage, Global Geopark Network <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Poor Access and Infrastructure Development - Social Infrastructure Support - Unbalanced Investment - Limited Information and Communication, Technology - Seasonality in Tourism - Inappropriate Destination Management and Destination Governance - Spatial Planning, STMP and STS <p>The opportunities include:</p> <ul style="list-style-type: none"> - Strong Public Private Community Partnership - Creation of 10 New Bali-destinations - Economic Growth and Stability - Demography Bonus (middle income, Y and Z Generation Population) - International Support and Commitment - Sharing Economy Business Model 	<ul style="list-style-type: none"> - Guideline on Sustainable Destination Development - Guideline on Sustainable Tourism Observatory - Guideline on Sustainable Tourism Certification - Green Homestay Development - Green Hotel Standard - Eco-Guide Standard <p>The recommendations are as follows:</p> <ul style="list-style-type: none"> - Strengthen political will and CEO's Commitment - Enhance Local Stakeholder Awareness (Sense of Ownership and Responsibility) - Intensify Social inclusion programme: homestay, rural tourism, community-based tourism - Improve Tourism Value Chains, Market Access and Incentives - Enhance Product Development and Standards - Boost Human Resources Capabilities and Skills Sets - Expand Social Infrastructure Support, Community Based Tourism as well as Inclusive and Sustainable Tourism Development

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<p>The threats include:</p> <ul style="list-style-type: none"> - Social/Horizontal Conflict - Ring of Fire - Deforestation - Socio-economic Gap 	
<p>Lao PDR (Ms. Phonemaly Inthaphome)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Stable political environment, safe and secure destination - Hospitality of Lao people - Unique cultural heritage: ethnic tribes, two UNESCO World Heritage Sites, a diverse range of traditional handicrafts and food - Location at centre of the Mekong Sub-region - Variety of natural resources: waterfalls, caves and 24 national protected areas <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Less convenient accessibility compared to countries in the GMS region - Lack of direct air access as long-haul visitors have to come via Thailand, Vietnam or Cambodia - Inadequate quality and quantity of tourism workforce - Investment in tourism remains low compared to other sectors of the economy - Lack of coordination between public and private sectors <p>The opportunities include:</p>	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Establishment of National Level of Destination Management Taskforces (MICT, independent consultant, LATA, Tourism Institute) - Development of Guideline on Tourism Planning, Management and Investment in natural areas, in collaboration with World Bank (to be finalized in March 2018) - Development of tourism standards - Formulation of Sustainable Tourism Development Guidelines for Lao PDR (to be finalised by end of 2017) <p>The recommendations are as follows:</p> <ul style="list-style-type: none"> - Enhance cooperation among line ministries, private sector and local people - Raise public awareness and community engagement through consultation in tourism planning and management - Implement pilot projects in target areas that apply principles of sustainable tourism development

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<ul style="list-style-type: none"> - Geographic location and accessibility to China which is the world’s fastest growing outbound travel market - ASEAN Economic Community provides an opportunity to attract foreign investment. - Many development projects and partners (ADB, NZaid, GIZ, Swisscontact, LUXDEV, JICA, WWF etc.) <p>The threats include:</p> <ul style="list-style-type: none"> - Increased competition from regional countries - Conflict of interests between development of Laos and preservation and conservation of Laos - Practice of slash and burn agriculture represents a threat to climate change 	
<p>Maldives (Mr. Ali Shinan)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Tourism is the number 1 industry accounting for 30% of country’s GDP - Significant Sites; Historical, Religious, Cultural, Archaeological - Tourism for the People - Tourism Quality & Standards; - Tourism Planning for Sustainable Development <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Fewer islands available for the public to enjoy - Effect on biodiversity, habitat destruction and biodiversity 	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Tourism Master plan - National policy for sector development - Sustainable Development Policies - Biosphere Reserve - Existing Protected Areas (42) and Sensitive Areas (247) - Protected species in Maldives - Biosphere Reserve established in Baa Atoll. - Government Pledge to become a Nationwide Biosphere Reserve by 2017 <p>The recommendations are as follows:</p>

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<ul style="list-style-type: none"> - reduction - Planning and implementation - Public consultation and engagement (especially in tourism planning) - Political instability (subject to change in strategic action plan) - Law enforcement - Vulnerability <p>The opportunities include:</p> <ul style="list-style-type: none"> - Green Tourism Operations - Pursuing renewable energy - Maldives Green Fund (Green Tax) - 30 resorts pledged to designate a core area for UNESCO biosphere reserve <p>The threats include:</p> <ul style="list-style-type: none"> - Reclamations projects underway - Protected areas under development pressure - Projected increase in supply of tourist resorts - Fear on losing indigenous culture (due to the growing tourism industry, especially local tourism) - Ecosystem degradation and distraction (due to the nationwide developmental projects) - Increase pressure on marine resources and productivity - Climate change 	<ul style="list-style-type: none"> - Undertake public consultation in planning tourism - Strengthen law enforcement - Better implementation of strategic action plans formulated to achieve sustainable tourism for development
<p>Myanmar (Mr. Aung Aye Han)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Tourism is a national priority 	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Tourism is prioritized in the Government’s Framework for

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<ul style="list-style-type: none"> - Strategically located near Indian Ocean shipping lanes and Andaman sea - Outstanding historic, natural and cultural heritage - Renowned friendliness of Myanmar's people - Zoning plan for hotels and tourism <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - High temperature - Fragile rules and regulations - Insufficient public services - Insufficient coordination between public and private sectors - Weak monitoring and evaluation - Unskilled workers, less educated people - High proportion of conservative people <p>The opportunities include:</p> <ul style="list-style-type: none"> - Strategic location between China and India - Historical heritage-based tourism - Increase in Foreign Direct Investment - Promote socioeconomic development of community - Exchange of knowledge and skills - Intercultural exchange with international visitors <p>The threats include:</p> <ul style="list-style-type: none"> - Climate change (natural disasters) - High proportion of uneducated people in rural areas - Challenges to upgrade 	<p>Economic and Social Reforms (FESR)</p> <ul style="list-style-type: none"> - Responsible Tourism Policy was stipulated in September 2012 with 9 aims - Dos and Don'ts published in October 2012 with 30 facts - Community Involvement in Tourism (CIT) published in May 2013 with 6 objectives - Ecotourism Policy and Management strategy - President announced the goal of the Government of Myanmar to connect the Open Government - Focus on seven priority areas to fulfill the basic and socioeconomic needs of the people of Myanmar directly. - Myanmar Tourism Master Plan formulated in June 2013 with 6 strategies <p>The recommendations are as follows:</p> <ul style="list-style-type: none"> - Strengthen tourism policy and regulations - Improve collaboration and coordination between Ministries and private sector - Enhance monitoring and implementation of plans - Encourage participation of stakeholders - Boost quality of government staff in tourism-related functions

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<p>sophisticated infrastructures</p> <ul style="list-style-type: none"> - Budget constraints - Destructive culture and tradition 	
<p>Philippines (Mr. Shahlimar Tamano)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Rich natural resources - Convergence program among National Government Agencies - Strong public-private partnership <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Management capacity of administrators - Lack of information dissemination among locals <p>The opportunities include:</p> <ul style="list-style-type: none"> - Resurgence of responsible travel - Cooperation with International Organizations <p>The threats include:</p> <ul style="list-style-type: none"> - Climate Change - Terrorism 	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - National Tourism Development Plan 2016-2022 - National Ecotourism Strategy and Action Plan 2013-2022 - ASEAN Green Hotel Standard <p>The key recommendation:</p> <ul style="list-style-type: none"> - Enhance public-private partnership to implement key initiatives more effectively and efficiently
<p>Sri Langka (Mr. P.U. Rathnayake)</p> <p>Case Study on Sustainable Tourism Development – Kuchchaweli</p> <ul style="list-style-type: none"> - Tourist attractions in the proposed tourism project area in Kuchchaweli include Nilaweli Beach, Hot Wells and For Fedrick 	<p>Key initiatives include:</p> <p>Actions for Sustainability</p> <ul style="list-style-type: none"> - Develop in (three) Zones Concepts – to maintain conservation as a marketing tool and preserve diversity

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<ul style="list-style-type: none"> - Mix method is selected for better benefits and speedy implementation, namely: <ol style="list-style-type: none"> i. bottom up approach to get involve community ii. top to bottom approach for infrastructure development and investment inflow to the upper scale hotels 	<ul style="list-style-type: none"> - Encourage use of renewable energy - Give more marks to green concepts when selecting investors - Development and operations with given sustainability guidelines and best practices - Introduce 3R (reduce, recycle and reuse) concepts to all investment projects - Local Community – to link employment and supply, integrate activities and business and share benefits - Let everyone respect SUSTANABILITY as a value - Focus on Sustainable Development Goals
<p>Vietnam (Dr. Tho Do Cam)</p> <p>Among the strengths highlighted include:</p> <ul style="list-style-type: none"> - Huge potential on cultural and natural resources - Most provinces have strategic intent on tourism development <p>The weaknesses identified include:</p> <ul style="list-style-type: none"> - Weak perception on sustainable tourism development - Low human resource capacity for enhancing resource and heritage - Low inter-sectoral, inter-provincial cooperation - Weak private sector <p>The opportunities include:</p> <ul style="list-style-type: none"> - Achievement of SDGs – duty of each country - Strong ASEAN cooperation - Increase in tourism flow to the 	<p>The key initiatives include:</p> <ul style="list-style-type: none"> - Tourism strategy to 2020, vision to 2030 - Tourism master plan to 2020, vision 2030 - Tourism regional, provincial master plan to 2030 - Resolution on tourism development 2017 - Green lotus label for accommodations - Tourism law 2017 (Draft stage) <p>The recommendations are as follows:</p> <ul style="list-style-type: none"> - Enhance good perception and synergy - Raise community involvement - Implement good practices at provincial and on-site levels

Country (Presenter) /SWOT Analysis/Highlights	Key Initiatives and Recommendations
<p>country</p> <p>The threats include:</p> <ul style="list-style-type: none"> - Heritage and tourism areas are managed by different ministries - Low capacity on strategy and plan realisation 	
<p>Mr. Gard Renson (Papua New Guinea)</p> <ul style="list-style-type: none"> - Tourism Development at Provincial Level - East New Britain (ENB) - Adopted strategic tourism cluster hub approach - Identified development projects - 18 hole golf course and hotel development - Cruise ship wharf in Kokopo - Dive and fishing lodges on remote islands - Game hunting, trekking, cultural villages, nature - Volcano, mountain climbing - Caving, sink holes, underwater rivers - White water kayaking - War relics 	<p>The key initiatives are as follows:</p> <ul style="list-style-type: none"> - Institutional and implementation framework based on Provincial Development Plan 2011-2021 - Alignment with National Tourism Plan - Implementation of ENB Tourism Master Plan 2017 – 2022

The country presentations in Session 1 provided a rich reservoir of knowledge and experiences of the countries of respective participants which can serve as useful lessons. While there were common issues and challenges, it was also evident that each country has their own unique issues that need to be addressed. The presentations also highlighted that the participants' do have some form of policy, institutional and implementation framework to address the issues of resource efficiency, safeguarding natural and cultural heritage are in place. The insights gained from the sharing of country presentations were useful for participants to adapt and apply to their own national setting with the view to fine tune and enhance sustainable tourism for development initiatives.

Session 2 - Country Presentations: Sustainable Tourism for Development – Optimising benefits and enhancing mutual understanding, peace and development through international tourism cooperation

As part of the scene setting for Session 2 country presentations, Prof. Steve Noakes presented on the concept of “Do No Harm”. It was intended to guide and maximise returns to development aid. It premised on the notion of “Do Well”, “Do Good” and “Do No Harm”.

In the early 1990s, a number of international and local NGOs collaborated through the Local Capacities for Peace Project, also known as “Do No Harm” Project to learn more about how assistance that is given in conflict settings interacts with the conflicts. It was formed to learn how aid and conflict interact in order to help aid workers find a way to address human needs in a conflict without feeding conflict. Its relevance was acknowledged by OECD, “Generally, donors lack the knowledge of local politics, of the balance of power between locally contending groups and elites or how they are linked to the centre, so support in this areas is often blind and therefore in danger of provoking unintended outcomes¹.”

Prof. Steve Noakes also presented on “Human Rights and Tourism”. The Universal Declaration of Human Rights, Article 13 (1) states that everyone has the right to freedom of movement and residence within the borders of each State and (2) everyone has the right to leave any country, including his own, and to return to his country. Article 24 states that everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

He also shared the Guiding Principles on Business and Human Rights which outlined three pillars on how states and businesses should implement the framework, namely, the state duty to protect human rights; the corporate responsibility to respect human rights; and access to remedy for victims of business-related abuses.

The knowledge of human rights and application to tourism businesses are essential to tap the business opportunities of major tour operators such as Kuoni Travel and Studiosus, which stipulate compliance to human rights in their business transactions. This is due to the conviction that universal human rights are the framework for socially responsible and sustainable tourism development. As such, the initiative to systematically implement and comply to the UN Guiding Principles On Business and Human Rights will benefit the tourism businesses.

¹ OECD (2010), Do No Harm: International Support for Statebuilding.

The key points included in each of the country presentations as well as the key lessons learned and recommendations are presented below.

Country (Presenter) / Main Points	Key Initiatives and Recommendations
<p>Papua New Guinea (Mr. Joel Keimelo)</p> <p>Key Regional and International Tourism Cooperation Programmes for Peace & Development</p> <ul style="list-style-type: none"> - Leverage on PATA as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA’s private and public sector members to enhance the sustainable growth, value and quality of travel and tourism to, from and within the region. - Enhance international cooperation through APEC Tourism Working Group (TWG) to foster economic development in the Asia-Pacific region through sustainable tourism. In doing so, the TWG recognizes that tourism is one of the region’s fastest growing industries and, therefore, is vital to the economic development of APEC economies. Tourism also helps foster regional understanding and cooperation and, while tourism industries in member economies are at different levels of development, these economies share the common goal of quality development and improved services 	<p>Key Tourism Initiatives in Papua New Guinea to Promote Peace & Development</p> <ul style="list-style-type: none"> - Roll-out community-based tourism (CBT) projects - a key area to harness tourism growth - Initiate conservation programmes <p>The recommendations include:</p> <ul style="list-style-type: none"> - Develop CBT standards - Enhance implementation of awareness programs for communities on benefits of tourism - Implement training programs for community-based tourism operators - Provide product distribution and marketing support for tourism operators - Strengthen collaborative partnership tourism development at the national and provincial levels - Intensify training programmes - Address capacity issues at both provincial and national levels – a potential area for support and collaboration from participating member states to promote peace and development - Offer incentives for community-based tourism to encourage more locals to venture into tourism-based activities

Country (Presenter) / Main Points	Key Initiatives and Recommendations
<p>Malaysia (Ms. Maebel Leong Sai Fong)</p> <p>Case Study of community-based tourism at Miso Walai, Kg. Batu Puteh, Kinabatangan, Sabah, Malaysia</p> <ul style="list-style-type: none"> - Started in 1997 by the local community based on the Model Ecologically Sustainable Community & Tourism (MESCOT) Initiative with funding from WWF Norway and the support from The State Ministry of Tourism & Environmental Development and Sabah Forestry Department. The main aim was to assist the local community to plan eco-tourism activities and build local human capacity for managing such activities <p>FROM MESCOT (1997) TO KOPEL (2003)</p> <ul style="list-style-type: none"> - First 3 years was spent on planning & capacity building - KOPEL (Tourism Cooperative) was registered in 2003 with the aims of better management, accountability and to benefit the community: <ul style="list-style-type: none"> - Provide employment to the locals - Access to micro credit and revolving fund - Disburse annual dividend to shareholders (80% of income goes back to members) 	<p>Key initiatives include:</p> <ul style="list-style-type: none"> - Conservation - Reforestation Programme - Lake Restoration - Tourism product development such as ecotourism, homestay, wildlife watching and river cruise <p>The benefits include:</p> <ul style="list-style-type: none"> - enhanced livelihood and standard of living - improved community solidarity and unity - community empowerment - gender equality (women empowerment) - expansion of business and social network - better hygiene and sanitary practices - reduced substance abuse (drugs, alcohols) - promoted a more organised and peaceful community living - job creation - local entrepreneurship - infrastructure development - promotion of locally produced products - better use of resources - environmental protection - cultural preservation - strengthen community identity and pride - respect for traditional culture, rituals and wisdom - cultural exchange with domestic and international visitors

Country (Presenter) / Main Points	Key Initiatives and Recommendations
<p>Mongolia (Ms. Bayasgalan Saranjav)</p> <p>The Great Tea Road Tourism Program</p> <ul style="list-style-type: none"> - Mongolia, China, and Russia are developing joint tourism program – Rebranding ancient Tea Road as a cultural and historical tourism route - Each country is developing their own “Tea road tourism development program” and at the same time doing the promotion, marketing and branding together - Organize annual meeting each year to discuss previous achievements and future cooperation - Ease the visa conditions, develop the products along the route etc. - Established “International Tea Road Association” in 2016 	<p>Key initiatives include:</p> <ul style="list-style-type: none"> - Offer more unique products to tourists by organising tourism events including Eagle, Horse, Yak, Ice, Thousand camels, and Nomadic cultural festivals in each province of Mongolia to promote traditional cultural heritage to tourists. It created good memories and acknowledged people with unique traditions and cultures. In addition, tourists begin to respect host cultures and promote peace to the rest of the world - Sony pictures made a documentary “The Eagle Huntress”, about the girl named Aisholpan, who was the first female winner of Eagle festival. - The horse picture taken during the last year’s Winter horse festival was voted as a Best Animal Photo of the Year by The Telegraph News. As a result of organizing those winter events in the non-peak tourism season, the number of tourists increased by more than 2 times. Also attracted special interest tourists like professional photographers, who have a millions of followers on the social media <p>The recommendations include:</p> <ul style="list-style-type: none"> - Identify unique tourism products that will differentiate your country with the cooperating countries - Develop joint tourism itinerary

Country (Presenter) / Main Points	Key Initiatives and Recommendations
	<p>with the cooperating countries, and undertake promotion jointly</p> <ul style="list-style-type: none"> - Ease visa conditions - Attract professional photographers and travel bloggers who have millions of followers on the social media as a more cost-effective promotional tool
<p>Bhutan (Mr. Phuntsho Gyeltshen)</p> <p>Opportunities for furthering tourism development can be realised through:</p> <ul style="list-style-type: none"> - Holistic and well-coordinated regional and international tourism - Exchange programs and human resource development - Resources and technical expertise sharing among participating countries 	<p>Tourism initiatives in Bhutan that are geared towards promoting peace and development include:</p> <ul style="list-style-type: none"> - Tourism development initiatives based on Gross National Happiness (GNH) - SDGs are well integrated into GNH - Promote participation of communities in tourism - Programmes to create an enabling environment for participation and growth of tourism businesses - Strategies to develop and implement necessary institutional instruments to promote tourism <p>Recommendations are as follows:</p> <ul style="list-style-type: none"> - Recognise tourism is an important vehicle for socio-economic development - Enhance cooperation at international, national and local to create greater benefits - Strengthen the application of inclusive tourism to promote growth, development and peace

Country (Presenter) / Main Points	Key Initiatives and Recommendations
<p>Fiji (Ms. Alanieta V. Blakelock)</p> <p>Initiatives to link to SDGs 16 and 17 include:</p> <ul style="list-style-type: none"> - South Pacific Tourism Organization: Sustainable Resources Management in Hotels (UNEP funded in collaboration with STI) - Forum Secretariat: Organic standards, as a benchmark for the Fijian Made Organic brand - Other Regional organizations: Fiji National Work Program for the IYSTD 2017 	<p>Major International Cooperation Programmes include:</p> <p>World Tourism Organization (UNWTO)</p> <ul style="list-style-type: none"> - Fiji National Work Program for the IYSTD - Fijian Tourism Development Plan (Fijian Tourism 2021/FT 2021) - Sustainable Tourism Policy Framework for Fiji - Crisis Communications Framework <p>World Bank (IFC)</p> <ul style="list-style-type: none"> - Fijian Tourism Development Plan - International Visitor Survey <p>Asian Development Bank</p> <ul style="list-style-type: none"> - International Visitor Survey <p>Diplomatic Ties</p> <ul style="list-style-type: none"> - MOUs e.g. Guandong Province <p>Other International Partners</p> <ul style="list-style-type: none"> - Fijian Tourism 2021 Implementation Framework <p>The recommendations include:</p> <ul style="list-style-type: none"> - Increase engagement with regional partners and leverage Fiji's membership of the SPTO to mainstream programmes into the regional/international tourism agenda - Increase cooperation with UNWTO and all international partners working in the tourism space in the Pacific Region - Implement practical programs and tangible outputs for our communities - Focus on having the right people

Country (Presenter) / Main Points	Key Initiatives and Recommendations
	<p>on the ground</p> <ul style="list-style-type: none"> - Actively advance the case for sustainable tourism for development

In general, the country presentations of Papua New Guinea, Bhutan, Mongolia and Fiji have shown that existing international cooperation on tourism have played an important role in promoting sustainable tourism for development and peace. It also demonstrated the need for a holistic approach to foster multi-stakeholder cooperation at the local, regional and international levels. The case study by Malaysia illustrated the significant contribution of community-based tourism towards not only capacity building and economic wellbeing of local communities but also strengthens unity and promotes peace and harmony.

Session 3 - Break-out and Plenary Sessions

To facilitate in-depth discussion and to propose recommendations, the participants were divided into two groups for the break-out session. The SDG group was tasked to discuss the issue of how Asia Pacific tourism can contribute to the SDGs through inclusive and sustainable socio-economic development, employment and poverty reduction. The assignment of the Resources Group was to discuss how destinations can manage tourism growth so that it is more sustainable and responsive to resource efficiency, safeguarding natural and cultural heritage with attention to the impacts of climate change across Asia and the Pacific.

After the break-out session, a plenary session was organised to enable the presentation and sharing of ideas and recommendations of both groups.

SDG Group

The key points raised by the SDG Group are as follows:

- Tourism create jobs and generate income, hence it is an important platform to address poverty reduction. In this regard, community-based tourism (CBT) and volunteer tourism are successful examples which can be replicated and implemented to reduce the poverty rate;
- Community leadership and social structure are significant determinant of the success of CBT;
- In order to ensure that SDGs are relevant within the tourism policy framework, the SDGs need to be fully understood by the policy makers and relevant stakeholders. In addition, the SDGs need to be specifically mentioned at national-level plans;

- It was acknowledged that a lot more needs to be done for SDGs to be consciously included in regional tourism plans;
- On capacity constraints, it is easier for national governments to implement projects relating to SDGs on a small scale. For larger scale projects e.g. infrastructure – international development support is vital;
- In terms of managing visitor growth, the following measures were proposed:
 - Place greater emphasis on yield over volume;
 - Put in place a good visitor management plan;
 - Adopt a code of ethics;
 - Implement a pricing strategy based on user-pay principle; and
 - Enhance stakeholder collaboration.
- With regards to the role of public sector in developing good policies to encourage which encourage the business sector to improve sustainable operational practices, the following measures were suggested:
 - Regulatory framework – mandatory for EIAs to be conducted before development;
 - Policy framework – provide guidelines for adoption of voluntary sustainable practices/standards e.g. green hotel standard and ratings for accommodation; and
 - Incentivizing the tourism sector e.g. renewable energy rebates.

The recommendations of the SDG Group include:

- Generate greater awareness & knowledge amongst Governments in the Asia Pacific region about tourism's capacity as an enabler for achieving the SDGs;
- Draw on the knowledge in UNWTO's Sustainable Tourism for Development publication to design & conduct training to aid the adoption of these principles in the Asia Pacific region; and
- Have a UNWTO portal to allow knowledge, best practices and experience sharing from across the region.

Resource Group

The key points presented by the Resource Group are as follows:

- The definition of resources cover natural (tangible and intangible), cultural (tangible and intangible) and mega events;

- The Natural and Cultural heritage are the foundation of the tourism industry, therefore, it is vital to safeguard the natural and cultural resources to ensure the benefits of sustainable tourism development;
- The major problems encountered by the participants' country/region to safeguarding natural and cultural heritage from tourism development include:
 - o Over carrying capacity on tourism site;
 - o Damage of natural environment (reclaiming of lagoons in Maldives);
 - o Unsustainable practices on consumption and production; and
 - o Improper waste management;
- On the issue of tourism sector's contribution to the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage of Asia Pacific region, the following suggestions were proposed:
 - o Collection of funds for conservation; and
 - o Mobilise the environmental NGO's and CSR programs for funding on preservation and conservation, e.g. Chi Phat, a successful community-based ecotourism project in Cambodia;
- The success stories on sustainable tourism development that were shared are as follows:
 - o 1 island 1 resort - 100% Solar Energy Hotel from Maldives;
 - o Sea water for human consumption in Singapore and desalination as an option for tourism resorts close to coastal and island areas;
 - o Green Building Efficiency programs in the hotel industry;
 - o Implementation of 3 R's (reduce, reuse and recycle) in tourism sector; and
 - o Kaptai Lake of Chittagong of Bangladesh – use pedal boat for visitors instead of engine boats;

Session 4 - Wrap-Up Session

During the Wrap-up Session, Prof Steve Noakes introduced The Global Sustainable Tourism Dashboard initiative, which is a useful resource for participants. It provides a broader insight into how the sector is contributing to key sustainability goals. Tourism is explicitly mentioned in SDGs 8, 12, and 14, but can also make important contributions to the other Goals. Considering tourism's strong growth and its increasing importance in developing countries the dashboard is a mechanism that helps measure tourism's trajectory along key SDGs.

The Dashboard builds on data provided through the United Nations World Tourism Organisation and the World Travel and Tourism Council as well as other organisations, and incorporates knowledge from established initiatives

such as the Global Sustainable Tourism Council and the European Tourism Indicator System. The Dashboard incorporates a set of indicators that provide valuable information on progress against the Sustainable Development Goals. Information provided through the Dashboard also aligns with the United Nations 10-Year Framework of Programmes on Sustainable Consumption and Production, the 10YFP.

Griffith University and University of Surrey formed the project team for the Dashboard in collaboration with Amadeus, EarthCheck, Greenview, International Tourism Partnership and World Travel and Tourism Council.

The technical report that details the methodologies and findings for the 2016 Dashboard are available at:

https://www.griffith.edu.au/_data/assets/pdf_file/0008/898181/Dashboard-Background-report.pdf.

Project cycle management

In order to gain a holistic perspective of the planning and implementation of a sustainable tourism development programme, Dr. Ong presented the project cycle management (PCM) model to the participants.

The PCM is based on the following phases:

1. Assess the country situation in terms of delivery of sustainable tourism or project scope;
2. Identify of a range of areas where the intervention is required;
3. Select interventions based on priorities, resources available and outcomes that can be achieved;
4. Formulate a plan of action;
5. Implement action plan with management procedures that outline clear responsibilities and reporting requirements, which are agreed and followed;
6. Evaluate the implementation of action plan based on key performance indicators to monitor outputs, outcomes and impacts; and
7. Fine tune the project based on findings of project evaluation.

Dr. Ong emphasised that is critical to engage with all stakeholders at every stage of the PCM to ensure the successful implementation and achievement of objectives of the project.

Recommendations

The recommendations are as follows:

- Generate greater awareness & knowledge amongst Governments in the Asia Pacific region about tourism capacity as an enabler for achieving SDGs;
- Draw on the knowledge within a range of UNWTO publications to design and conduct specific training to the public & private sectors on how to apply tourism to achieve the SDGs;
- Encourage the establishment of a UNWTO supported portal to allow knowledge and experiences on sustainable tourism planning, policy and practices to be shared amongst UNWTO Asia Pacific member countries;
- Sharing of best practices to adapt & apply to respective national settings:
 - o Collection of Funds for conservation
 - o Environment NGO's and CSR programs for funding on preservation and conservation
 - o Draw lessons on success stories with tourism as an alternative to logging eg Chi Phat, CBT project in Cambodia;
 - o Application of green technologies, energy efficiency best practices, Hotel Energy Solutions – Energy Management Toolkit;
 - o Capacity building programmes on application of indicators for sustainable tourism; and
 - o Experiences of observatories of sustainable tourism; and
- Enhance awareness of preservation and conservation of natural & cultural environment;
- Strengthen international and regional cooperation through initiatives such as:
 - o Capacity Building, e.g. Executive Training Programme;
 - o Sharing of Best Practices, Success Stories & Lessons Learned;
 - o Tourism Exchange Programme;
 - o Development of Tourism Standards;
 - o Mutual Recognition Arrangements of Tourism Professions, e.g. ASEAN experience;
 - o Joint Tourism Marketing and Promotion Campaigns;
 - o Regional Strategy Papers; and
 - o Global Strategy Papers.

Assessment of Executive Training Programme

In assessing the effectiveness of the training, Dr. Ong referred to the objectives of the Executive Training Programme (ETP) and the expectations expressed by the participants at the beginning of Session 1. In this regard, the

summary of the objectives of the ETP and expectations of participants and the sources of learning were presented to the participants as shown in the table below. Based on the feedback of participants, there was consensus that these objectives and expectations were fulfilled during the ETP.

Objectives of ETP and Expectations of Participants	Sources of Learning/Reference
Role of tourism in contributing to inclusive and sustainable socio-economic development focussing on SDGs; employment & poverty reduction? <ul style="list-style-type: none"> - PPP for sustainable tourism development - Community-based tourism for poverty reduction 	Sustainable Tourism for Development Guidebook Forum presentations Keynote presentations Do No Harm and Tourism Concept Country Presentations Breakout and Plenary Sessions
How to manage tourism growth to be sustainable and responsive to resource efficiency, safeguarding natural & cultural heritage as well as climate change? <ul style="list-style-type: none"> - PPP for sustainable tourism development - Climate change impacts 	Sustainable Tourism for Development Guidebook Forum presentations Keynote presentations “Do No Harm” Concept Country Presentations Breakout and Plenary Sessions
How to optimise the benefits of global, regional & subregional cooperation in the development of mutual understanding, peace & security?	ASEAN Experience SPTO experience Human Rights & Tourism Country Presentations Breakout, Plenary and Wrap-up Sessions
<ul style="list-style-type: none"> - Sustainable Tourism Indicators 	Global sustainable tourism dashboard
<ul style="list-style-type: none"> - Develop baseline data for sustainable tourism 	Global sustainable tourism dashboard
<ul style="list-style-type: none"> - How do we engage all sectors in sustainable tourism? 	Malaysia experience Sri Langka Case Study on Sustainable Tourism Development – Kuchchaweli Philippines experience
<ul style="list-style-type: none"> - Learn about sustainable tourism development in other countries 	Forum, Keynote and Country Presentations Technical tours

7 Technical Tours

Technical tours were organized by PNG Tourism Promotion Authority to the National Museum and Art Gallery, National Parliament, and Port Moresby Nature Park on 23 March 2017.

National Museum and Art Gallery

The Museum is the spiritual home to some of Papua New Guinea's most remarkable cultural treasures, historical remains, contemporary art and animal specimens. The Museum houses over 30,000 anthropological collections, well over 30,000 archaeological objects, more than 18,000 natural history specimens, about 20,000 historical material and about 8,000 contemporary art works.

The PNG National Museum and Art Gallery was built in 1975 and opened to the public 1977. It houses artefacts from 19 provinces of the country. The earliest collection dates back to 1800's by early administration of Papua Sir William MacGregor.

The PNG National Museum and Art Gallery is a statutory body of, and is wholly funded by the National Government operating within the Ministry of Tourism, Arts and Culture. The Museum is governed by a Trustee established through the National Museum and Art Gallery Act 1992. This piece of legislation defines the objectives, powers and functions of the Museum. The Trustee is accountable to the Minister for Tourism, Art and Culture. The Board of Trustees of NMAG was established in 1954 under the provision of the Public Museums and Art Gallery Act, 1954.

Apart from its traditional role in maintaining collections, carrying out relevant research and sustaining a lively and informative educational program, our Museum is also a regulatory government authority. We ensure that development interventions do not compromise the archaeological and cultural integrity of our heritage found, and we regulate the overseas traffic of national cultural property, historical remains and natural history specimens in concert with other key government agencies including the Department of Environment and Conservation, the Customs and the Royal PNG Constabulary.

The National Parliament

The Parliament House is an iconic building in Papua New Guinea, which is a must-visit destination for tourists to Port Moresby. The Parliament was first created in 1964 as the House of Assembly of Papua and New Guinea and became the National Parliament of Papua New Guinea in 1975 when Independence was granted. The House of Assembly building was located in downtown Port Moresby and had previously been used as a hospital. The new Parliament building was officially opened by His Royal Highness, Prince Charles, on 8th August 1984.

Papua New Guinea Parliament is a single chamber legislature (law-making body) consisting of 89 Members elected from Open electorates and 22 Governors elected from Provincial electorates. A total of 111 Members is directly voted into office by citizens over 18 years of age and represent Papua New Guinea provinces and districts.

Port Moresby Nature Park

Port Moresby Nature Park is Papua New Guinea's leading botanical and native zoological parks and gardens, showcasing the best of the nation's flora and fauna in a safe and picturesque setting.

Over 150 animals are on display including multiple species of tree kangaroos, cassowaries, birds of paradise, parrots, pigeons, reptiles, wallabies and more. The Park features Port Moresby city's only rainforest tract with many established gardens and native plant species including orchids.

During the technical tour, it was observed that the toilets at Port Moresby Nature Park are flushed with rain water collected from the roof and stored in water tanks generously donated by Kingston, a private company.

Key Messages

These tours followed the overall theme of the training programme to provide participants with a first-hand experience on the efforts undertaken by Papua New Guinea to achieve sustainable tourism for development and to observe the practical applications of resource efficiency, safeguarding natural and cultural heritage. Towards this end, the key messages and lessons from the tours include:

- Greater awareness and understanding on the key role of institutions such as the National Museum and Art Gallery in the preservation of cultural treasures, historical remains, contemporary art and animal specimens;
- Provided an insight of the significance of the National Parliament , an august institution that is enshrined with the legislative (law-making) power. The understanding of the roles and functions of the Parliament, therefore, is important to appreciate the necessary legislative and regulatory framework that need to be in place to provide an enabling environment for sustainable tourism for development;
- witnessed first-hand not only the application of rainwater harvesting at Port Moresby Nature Park but also public-private partnership in action, with the private sector sponsoring this water conservation project;
- gained an understanding of the nature park in safeguarding the natural environment. Being a botanical and native zoological parks and gardens, it assumed the key role in maintaining biodiversity and protecting endangered species. It also provided visitors the

opportunities to learn about natural flora and fauna as well as to explore and admire the nature park; and

- enlightened the participants on the importance of these institutions/parks as drivers of sustainable tourism for development as well as tourist attractions, which need to be well-maintained and tourist-friendly.

8 Conclusion

The executive training program provided the opportunity for participants to gain knowledge as well as exchange ideas and experiences on tourism planning, policies and practices on sustainable tourism for development. It was acknowledged that at the national level, further efforts need to be undertaken to improve their tourism competitiveness and to achieve the SDGs. In this regard, the training provided insights on the various approaches, such as best practices, success stories and project cycle management methodology that can be applied to identify, design and implement a sustainable tourism policy, program or project in a more effective and efficient manner.

9 Acknowledgements

This training programme would not have been possible without the commitment, support and untiring efforts of many people. In this regard, on behalf of all the participants, I wish to record my heartfelt appreciation to the UNWTO office for making this programme an outstanding success, especially Mr. Harry Hwang for his fine leadership and Ms. Jeongmi Lee and Ms. Ariana Luquin Sanchez for the superb support and assistance.

We also wish to register our deepest appreciation to the Government of the Republic of Korea for the generous sponsorship and strong commitment to the programme.

A special thank you goes out to the speakers and participants from each country who took time off from their busy schedules to participate, prepare presentation and generously share their knowledge and experience during the programme.

Finally, it is essential to acknowledge and express our special thanks and gratitude to the Government of PNG and Mr. Jerry Agus, CEO and all the staff from the PNG Tourism Promotion Authority for all the excellent preparations, logistic support and warm hospitality, thus enabling us to bring back the wonderful, fruitful and pleasant learning experiences and memories back to

our respective countries. With that, the experiences of a million different journeys to PNG have been set in motion.

Annex 1: List of Participants

1. Bangladesh

Mr. MD Abu Bakr Siddique
Joint Secretary
Ministry of Civil Aviation and Tourism
E. mabsdhakabd@gmail.com

2. Bhutan

Mr. Phuntsho Gyeltshen
Senior Tourism Officer
Planning & Research
Tourism Council of Bhutan
E. phuntsho_gyeltshen@tourism.gov.bt

3. Cambodia

Mr. Sokun Sok
Director
Planning Development
Ministry of Tourism
E. nak_asean@yahoo.com
E. ssokun@gmail.com

Mr. Nak Chhun
Deputy Director
International Cooperation
Ministry of Tourism
E. nak_asean@yahoo.com

4. Fiji

Ms. Alanieta V. Blakelock
Senior Tourism Officer
Ministry of Industry, Trade and Tourism
E. alanieta.blakelock@govnet.gov.fj

5. Indonesia

Mr. Frans Teguh
Director
Destination Development
Ministry of Tourism
E. frteguh_budpar@yahoo.com

6. Laos

Ms. Phonemaly Inthaphome

Deputy Director General
Tourism Development
Ministry of Information, Culture, and Tourism
E. phonemalylily0901@hotmail.com

7. Malaysia

Ms. Maebel Leong Sai Fong

Principal Assistant Secretary
Industry Development Division
Ministry of Tourism and Culture
E. maebel.leong@motac.gov.my

8. Maldives

Mr. Ali Shinan

Director
Planning Section
Ministry of Tourism
E. ali.shinan@tourism.gov.mv

9. Mongolia

Ms. Bayasgalan Saranjav

Senior Officer
Tourism Policy Coordination
Ministry of Environment and Tourism
E. bayasgalan_sts@yahoo.com

10. Myanmar

Mr. Aung Aye Han

Deputy Director General
Directorate of Hotels and Tourism
Ministry of Hotels and Tourism
E. aungayehann@gmail.com

11. Pakistan

Mr. Arshad Ali

Tourism Officer
Pakistan Tourism Development Corporation
E. chghafoor.ptdc@gmail.com

12. Papua New Guinea

Ms. Alcinda Trawen

Director, Tourism Policy & Planning
PNG Tourism Promotion Authority
Ministry of Tourism, Arts, and Culture
E. alcinda.trawen@papuanewguinea.travel

Ms. Christine Peipul

Executive Officer
PNG Tourism Promotion Authority
Ministry of Tourism, Arts, and Culture
E. pngtia.inc@gmail.com

Mr. Gard Renson

CEO
East New Britain Provincial Government
East New Britain Promotion Authority
E. grenson@enbtourism.org.pg

Mr. James Wakapu

Executive Manager
Western Highlands Provincial Government
Division of Commerce, Culture & Tourism
E. wakapuasi@gmail.com

Mr. Joel Keimelo

Marketing Coordinator
PNG Tourism Promotion Authority
Ministry of Tourism, Arts, and Culture
E. joel.keimelo@papuanewguinea.travel

Mr. Noah Mikmik

Research Coordinator
PNG Tourism Promotion Authority
Ministry of Tourism, Arts, and Culture
E. noah.mikmik@papuanewguinea.travel

13. Philippines

Mr. Shahlimar Tamano

Director
Legislative Liaison Unit
Department of Tourism
E. Tamano.shah@gmail.com

14. Sri Lanka

Mr. P.U. Rathnayake

Director

Tourism Planning & Development

Sri Lanka Tourism Development Authority

E. ratnayake234@gmail.com

15. Vietnam

Dr. Tho Do Cam

Vice Director

Finance and Planning Department

Vietnamese National Administration of Tourism

E. docamtho73@yahoo.com

docamtho73@gmail.com

Annex 2: Country Presentation Template for Session 1

Sustainable Tourism for Development

– Resource efficiency, safeguarding natural and cultural heritage

SLIDE 1: Introduction of country and presenter(s)

Title Page

Session 1: Resource Efficiency, Safeguarding Natural and Cultural Heritage for Sustainable Tourism Development

Name of Country

Name of Presenter (s)

SLIDE 2: A SWOT Analysis of your country's Strategic Intent on Resource Efficiency, Safeguarding Natural and Cultural Heritage

Sustainable Tourism for Development SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

SLIDE 3: Stakeholder Roles and Responsibilities in your Country on Resource Efficiency, Safeguarding Natural and Cultural Heritage

Name of Stakeholder	Roles and Responsibilities
Government	
Private Sector	
Industry Associations	
Civil Societies	
Development Partners	
International Organisations	

SLIDE 4: Highlights of Key Regulatory and Policy Initiatives, Strategies, Programmes and Success Stories in your Country on Resource Efficiency, Safeguarding Natural and Cultural Heritage

SLIDE 5: Benefits, Lessons Learned and Recommendations

Annex 3: Country Presentation Template for Session 2

Sustainable Tourism for Development – Optimising benefits and enhancing mutual understanding, peace and development through international tourism cooperation

SLIDE 1: Introduction of country and presenter(s)

Title Page

Session 2: Optimizing Regional and International Tourism Cooperation for Peace and Development

Name of Country

Name of Presenter (s)

SLIDE 2: Key Regional and International Tourism Cooperation Programmes for Peace and Development

Elaborate on how policy makers and stakeholders can optimize the benefits of global, regional and subregional cooperation in the development of mutual understanding, peace and security through international tourism?

Focus on how to achieve SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development. This includes enhancing support to developing countries, in particular the least developed countries and the small island developing States.

SLIDE 3: Tourism Initiatives in your Country geared towards promoting peace and development

Highlight on how tourism in your country can contribute to SDG#16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

SLIDE 4: Success Stories and Key Outcomes/Benefits of Tourism for Peace and Development

SLIDE 5: Lessons Learned and Recommendations