

Workshop 17- 18 September 2008

BIODIVERSITY CONSERVATION AND TOURISM DEVELOPMENT IN THE GMS: How to foster responsible nature based tourism in GMS protected areas Siam City Hotel Bangkok

Back ground of the workshop

The tourism sector in the GMS is growing rapidly as various sub regional interconnectivity projects and programs are being completed. The GMS is a land blessed with a variety of ecosystems and landscapes that are among the main attractions for tourists to travel in the region. It is one of the richest of the world but as well one of the most threatened due to a very rapid economic growth and sometimes uncontrolled development, combined with a steady demography. Pressure on natural resources is increasing by the day. Tourism is increasingly identified by governments and environmental organizations as an activity which has a high potential to contribute to the conservation of natural areas, allowing to create economic opportunities for the poorest local populations and the private sector at large, to fund conservation of PAs, and to raise awareness on the advantages of protecting natural resources. Although tourism may have negative impacts when poorly managed, if well planned and managed it may benefit all stakeholders and is recognized to have much less negative impact on the biodiversity than other economic activities such as tree plantation or extracting industries, moreover it is a renewable economic activity. But these positive contribution tourism can make is not always clearly assessed and recognized.

The Mekong Tourism Coordination Office (MTCO) which is tasked with implementing the GMS Tourism Sector Strategy, with the support of the Asian Development Bank and the French Government, is organizing a subregional workshop that aims to bring together key stakeholders to consider how to enhance the alliance between tourism & biodiversity in the GMS. It will provide guidelines, present case studies of “ecotourism” or nature based tourism projects and then will focus on assessing training needs and providing guidelines for the preparation of a detailed project proposal for the development of a training program for the key targets identified by the participants.

Main output expected from the workshop

Principles and practices to foster sustainable nature based tourism operations within and adjacent to protected areas in the GMS giving special attention to assessing the training needs to improve management of tourism within and around protected areas targeting policy planners, site managers, tour operations and guides, and developers of physical facilities such as eco-lodges.

Outcomes of the workshop:

Day one: Definition of principles and guidelines for nature based tourism development.

Day two: Definition of training needs and of a road map to establish a program to improve the management of tourism in and around protected areas.

PROGRAM

Day 1 Tourism and Biodiversity Conservation; favoring a win win situation

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| 0800-0830 | Registration. |
| 0830 - 0840 | Opening address by Dr. Sasithara Pichaichannarong , Permanent Secretary, Ministry of Tourism and Sports of Thailand . |
| 0840-0850 | Welcome address on behalf of the Asian Development Bank by Mr. Alfredo Perdiguero Senior Economist or Thailand Resident Mission Head ADB . |
| 0850-0900 | Address by French Embassy |
| 0900- 0915 | Key note address: Presentation of the proceedings of the workshop: how to develop responsible nature based tourism within and around protected areas Ms. Christine Jacquemin , Project Coordinator, MTCO |



- Ecotourism and biodiversity conservation-evolution
 - The ecotourism market
 - Role of the private sector, local communities, and the public sector in developing ecotourism
 - Key issues and concerns in ecotourism development
- 0915-0920 Questions and Answers
- 0920-1120 **First Panel: Tourism and biodiversity conservation partners for the future:**
- 0920-0925 Panel introduction
- 0925-0940 *Presentation 1* Ecotourism: market and trends, contribution of ecotourism to conservation. **Harsh Varma UNWTO** Dr Development Assistance Department
- The scope of the ecotourism market
 - Ecotourism market segments and market growth prospects
 - Ecotourism product development and marketing
 - Key ecotourism market issues and concerns
- 0940-0945 Questions and Answers
- 0945-1000 *Presentation 2* Tourism as a tool for biodiversity conservation, examples
Speaker to be confirmed
- The relationship between tourism and biodiversity conservation or how tourism can contribute to biodiversity conservation or not
 - Ecotourism an expression of responsible tourism implemented in natural areas
 - The role & responsibilities of the key stakeholders ie the private sector and local communities, authorities
 - Key issues and concerns in ecotourism development including capacity building among biodiversity conservation stakeholders
- 1000-1005 Questions and Answers
- 1005-1020 Refreshment Break
- 1020-1035 *Presentation 3:* Planning ecotourism developments: Principles, practices and results. **Anne Maria Makela** Portfolio director **SNV** Cambodia
- Ecotourism planning principles
 - Ecotourism planning practices
 - The key stakeholders in ecotourism planning and their role
 - Best practices in ecotourism planning and applicability to the GMS
 - Capacity building needs of ecotourism planners
 - Key issues and concerns in ecotourism development
- 1035-1045 Questions and Answers
- 1045 - 1115 *Presentation 4 & 4 Bis* & Multi stakeholder partnership, roles of each stake holder
- 1045 -1100 *Presentation 4:* **Dr Ronnakorn Triraganon RECOFTC**
- 1100- 1115 *Presentation 4 bis:* **Alison Bleaney, IUCN**
Key issues and concerns in developing and maintaining multi-partnership stakeholder approaches
- Rationale for multi-partnership stakeholder approaches
 - The key stakeholders and their roles
 - Examples of multi-stakeholder partnerships in ecotourism development and biodiversity conservation and their relevance to the GMS
 - Capacity building needs of key stakeholders
- 1115-1120 Questions and Answers
- 1120-1135 *Presentation 5:* Experiences, guidelines and opportunities for investing in Ecotourism products and services: Triple Bottom Line Approaches? What is working? What is not? - **Arthur Honoré AFD**
- The triple bottom line approach
 - Sources of funding for triple bottom line approaches including tapping carbon credit schemes
 - Application to ecotourism
 - Examples of approach in China

- 1135-1140 ○ Key issues and concerns in ecotourism development
Questions and Answers
- 1140-1200 Wrap up
- 1200-1300 Lunch Break

1300-1420 Second Panel Session: Optimizing the management of tourism within and adjacent to protected areas by developing specific nature based tourism facilities, products and services.

1300-1305 Introduction to the Panel Session

1305-1320 *Presentation 6: The management of ecotourism in protected areas—a public sector policy, planning and site manager’s perspective from Thailand*
Dr Songtam Director Research DNPWPC Thailand

- Public sector policy and planning framework for managing ecotourism in protected areas
- Site managers perspective on ecotourism and its management in protected areas
- Capacity building needs of public sector policy, planning and site management staff
- Key issues and concerns in the management of ecotourism in protected areas

1320-1325 Questions and Answers

1325-1340 *Presentation 6 bis: The management of ecotourism in protected areas—a perspective from Thailand. Dr Datchanee, Kasetsart University*

- The fit between ecotourism and biodiversity conservation management in protected areas
- Negative impacts caused by tourism and measures to diminish them
- Capacity building needs of public sector policy, planning and site management staff
- Key issues and concerns in the management of ecotourism in protected areas

1340-1345 Questions & Answers

1345-1415 *Presentation 7 and 7 bis Visitors’ center and interpretative trails: The concepts, techniques and role of interpretation; how to conduct an interpretative approach using appropriate methodological tools.*

7. **François Querini AFRAT** Specialist of nature interpretation and guide training

7. bis **Norbert Tréhoux, TEC consultancy to be confirmed**

- The role of interpretation in biodiversity conservation initiatives
- The rationale for visitor center and interpretative trail design
- Interpretative techniques and methodologies
- Best practice illustrations and approaches
- Capacity building needs of key stakeholders
- Key issues and concerns in the design, construction, and management of visitors centers and interpretative trails in protected areas

1415-1420 Questions and Answers

1420-1530 Third Panel Session: Nature based tourism products developed by the private sector in the GMS: Concept of ecolodge: exemplary units, in or out the GMS countries, adopting pro poor tourism principles: reduction of environmental impacts, involvement of the local population, participation to the local development.

For Presentations 8 to 11 and 12 to 17 Each speaker will present:

- Background of the project
- Description of ecotourism activities
- Role of stakeholders
- Capacity Building activities
- Lessons learnt
- Challenges met and solutions applied, issues, concerns

1420-1435 8. *to be confirmed*

1435-1450 9. **Pacific Asia tourism, Steve Noakes MD,**

1450-1505 10. **Track of the tiger, Shane Beary**

1505-1520 11. **Six Sense Hotel, Arnfinn Oines, Environment coordinator**



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| 1520- 1530 | Questions and Answers |
| 1530-1545 | Refreshment Break |
| 1545-1645 | Fourth Panel Session: Overview of ecotourism projects undertaken in the GMS |
| 1545-1550 | Introduction to Panel Session by Facilitator |
| 1550-1605 | 12. Introduction CEP/BCI on Biodiversity corridors; works achieved and projects to date. Hasan Moinudin CEP/BCI <ul style="list-style-type: none"> • The Impact, Outcome and Outputs of the BCI/CEP • BCI/CEP programs and projects • Main stakeholders and partnership approach • Tourism related initiatives • Capacity building needs of key stakeholders • Key issues and concerns in the implementation of tourism and biodiversity conservation initiatives |
| 1605-1610 | Questions and Answers |
| 1610-1625 | 13. Mondulkiri Habitat ecolodge project, Olga Van Den Pole WWF Cambodia |
| 1625-1640 | 14. Phong Na Khe Bang National Park, Viet Nam. Mr Dinh Huy Tri Director of Rescue & Scientific Research Centre |
| 1625-1641 | 15. Cardamom mountain, Wild life Alliance, Adam Starr |
| 1655-1705 | 16. Xe Pian National Park, Lao PDR by WWF Lao PDR Paul Eschoo |
| 1705-1720 | 17. The Nature conservancy Jerry Chen , Xishuangbanna Prefecture Yunnan Province. |
| 1720-1740 | Wrap up by Workshop Facilitator of key issues arising from days session with a special focus on: (i) presentation of key lessons learnt and needs (ii) capacity building needs; identified capacity building issues and constraints in the management of ecotourism development in protected areas; (iii) public officials; (iv) policy and planning and tourism site management based on Thailand National Park or environmental organization / Phong Na Ke Bang; (v) local communities and non government organizations (NGOs) capacity building in tourism; (vi) the private sector; (vii) guides and tour operators, and eco-lodges. |
| 1740-1800 | Plenary Discussions and introduction to the second day. |

Day 2 Meeting the training needs in tourism management of natural areas

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| 0830-0850 | Review and evaluation of current training programs and curriculum directed at the management of tourism within natural (protected) areas in the GMS Chris Hallam WCS Lao PDR |
| 0850-1000 | First round table session: Individual GMS country working groups to define strategies to build up capacities for different stake holders, to address the following questions: (i) who are the priority target groups? (e.g. policy planners, site managers, guides, etc.); (ii) what are their capacity building needs? how does the current curriculum and study guidelines meet these needs? and (iii) what would the outline of a curricular for training-the-trainers and/or for the training of policy planners and site managers look like? |
| 1000- 1015 | Refreshment Break |
| 1015 – 1045 | Plenary Session: Presentation of round table discussions and conclusions |
| 1045 – 11 00 | Plenary Discussions |
| 1100- 1200 | Second Round Table Session: Individual GMS country working groups to define: (i) how to deliver the training to priority target groups identified? (ii) where to deliver the training? (iii) which institutions should be responsible for delivering the training? (iv) who will be the trainers? (v) what is the schedule of training? (vi) what are the trainers' needs, capacity, facilities, equipment etc.? (vii) what training material needs to be developed, and what support |



is required? (viii) what sub regional support is required in terms of curriculum development, training trainers, scholarships, etc.

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| 1200–1315 | Lunch |
| 1315-1330 | UNESCO, Khun Montira Horayangura Presentation of the methodology applied for Cultural Heritage training |
| 1330–1415 | Plenary discussion: Presentation of 5 group discussions and conclusions |
| 1415-1515 | Third Round Table Session: Round table discussion on a road map for the implementation of a five-year program to develop and implement the training curricular and undertake training of natural heritage site managers and guides in tourism. |
| 1515-1530 | Refreshment Break |
| 1530-1600 | Plenary discussion: presentation of the 5 groups discussions and conclusions |
| 1600-1630 | Wrap up Workshop Facilitator |
| 1630-1645 | Closing Remarks by Mr. Alfredo Perdiguero, Senior Economist, ADB or ADB Country Resident Mission Head |
| 1645 | Close of Workshop |