UNWTO Conference on Sustainable Tourism Development
Hyderabad, India, 12 April 2013

"From Quantity to Quality – An overview of Sustainable Practices and Opportunities"

A presentation by
Hans Carl Jacobsen, M.Arch.MAA.DK

Preamble

A concerned Oscar Wilde 1891.

"Nowadays people know the price of everything and the value of nothing"

East, South East Asia and the Pacific 2012 - 2013.

Conventional Sightseeing Tourism growing faster than ever before, high volume, high revenue and high accrual of profits still dominates the regional travel market

The Speaker 12 April 2013.

"Nowadays Tour operators, travel agents and tourists know the price of everything and the value of nothing" no offence Intended

Preamble

2012:

More than 1 billion tourist crossing borders, a large part within East and South East Asia

2030

1.8 billion international tourists expected, Greater Asia Region likely to be a major contributor

2013 – onwards

No need to waste time planning for expanding volumes, momentum too strong to break – potential result:

” A Human Tsunami of Happy Traveling People”

Growth is Good

Increased number of visitors, revenue or profitability is essential for any given destination, and can be sustainable, If:

The “right” kind of people, go to
The “right” destinations, in
The “right” quantity, at
The “right” time, for
The “right” reasons, in
The “right” number of days, to generate
The “right” revenue, to benefit
The “right” kind of People

This is not scientific for sure. Nonetheless it is what the speaker believe to be the key challenge for long term development of sustainable and responsible tourism. It is all about people at the Planning, Operating, Enjoying and Receiving End; so to speak

Changing Tourism Scenario

New tourism

INFORMATION SOCIETY

DREAM SOCIETY

SERVICES	Economic value	EXPERIENCES & "STORIES"
VISIT / REST	Objectives	EMOTIONS
GENERAL INTEREST	Typology	SPECIAL INTEREST
COMMODITIZATION	Trend	PERSONALISATION

Changing Market Segmentation

New sectors

1. The Adventure market (S, M, L, XL)

2. The Sports market

3. The Nature market

4. The Wellness market

5. The "Good Life" market

6. The "New Jet Set" market

7. The "Peace of Mind" market

8. The Entertainment market

9. The Convictions market

10. The Hyper-Tourism market

Defining " Right"

A clear-cut planning system is prerequisite to ascertain "right" in the complex world of "New Tourism" New "Sectors" New "market Segments" and "New Destinations". The essentials are in short:

1. *A Common Vision*
2. *A Development Strategy founded on "local" resources and a 'value not Volume' approach*
3. *A Structure Plan ('Master Plan') integrating strategic elements within a logical, functional and physical framework*
4. *Integrated Tourism Action Plans (ITAP) to guide Structure Plan implementation locally i.e. tourism Infrastructure, new destinations, new products, etc.*

Tourism is not a "One Size Fits All" industry and "Quantity versus Quality" is highly variable from place to place

The Urban Dimension

Huge volumes of tourists in the large and attractive cities of the World is generally acceptable. If;

- general urban infrastructure and transportation works under pressure;
- local people are well informed, geared and prepared for large visitor
- essential urban infrastructure and facilities i.e. historic/cultural landmarks, shopping, parks, squares and not least ordinary street life is appealing
- essential tourism infrastructure i.e. accommodation, food and beverage, entertainment, information, etc is clean, healthy, well serviced and available from 0 to 5 star.

Even the most discerning visitors will accept the odd malfunctions, and inconvenience of large noisy crowds in attractive, vibrant Cities

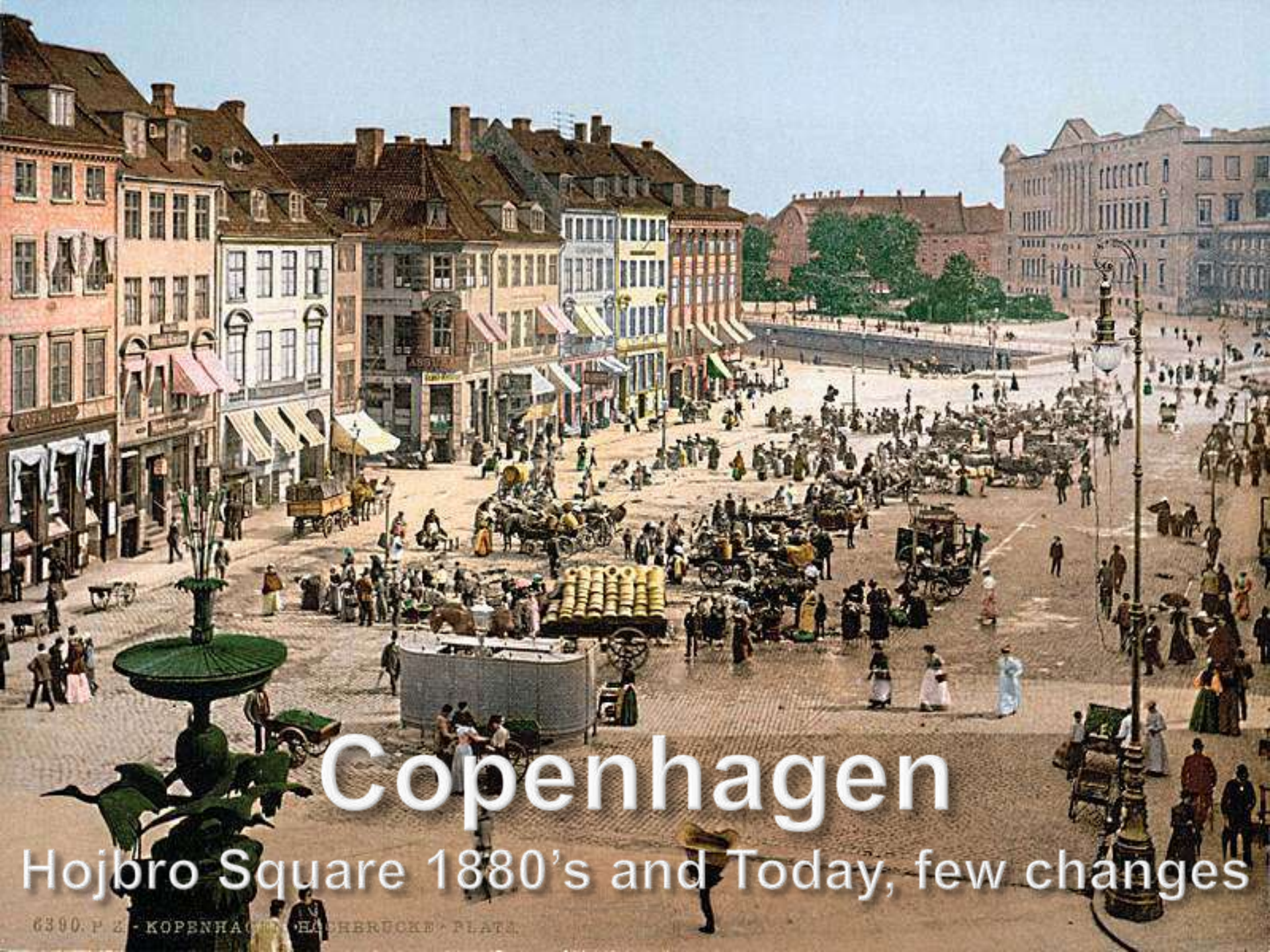
Exemplification

New York, Paris and Copenhagen:

- ✓ Great tourism cities, few complaints, ups and downs well known. Vibrant, inspiring and creative Cultural / Historic / Contemporary / Mind boggling Cities
- ✓ Few travelers leave New York, Paris or Copenhagen dissatisfied. Irritated / Frustrated at times? – For sure. Complaining about high costs? – Certainly. Having had good time? – Oh yes.
- ✓ Conclusion; - a vibrant, bustling ”capital” or “major city” is the ultimate starting point for understanding a country’s or region’s history, inherent and current cultural values and norms.
- ✓ Simply merging with its energetic local crowd at any time of the day or night is a great city’s key tourism asset.

As the saying goes:

“Everybody wants to eat and drink at a jam-packed restaurant full of tradition and local people”


Copenhagen
Hojbro Square 1880's and Today, few changes

The Natural, Rural & Small Town Dimension

A totally different “modus operandi” needed:

- ✓ Correlations between "visitor volume" and "value protection“ fragile.
- ✓ Sustainable practices to be tailor-made for each destination and products
- ✓ Inherent tourism resources, development status, geography and demography determines opportunities.

Hence:

There is a ‘Reverse Relationship’ between:

- ✓ visitor volume / revenue / profitability,

and

- ✓ ‘value’ protection / sustainability / destination lifetime,

Exemplification

Nature and Culture Tourism

- When majority of visitors are conventional sightseeing tourists; special interest travelers of means, will stay away and local benefits diminish
- Fast growth in popularity easy. “Novelty Effect” carries far, but is usually short lived.
- Great destinations all over the World lost their intrinsic ‘values’ and slowly faded away for later to be given new life by diligence and sustainable re-development principles.
- Other great destinations did not “learn from the past” and as we speak repeat grave mistakes

Aiming at fast gains with unsustainable visitor volumes, is a ”recipe” for long term losses.

Sun sand and party in Spain in 1960 -70s

Case Studies

1. **Lake Kanas National Park and Buffer Zone, Xinjiang Province, China.**

2. **Implementation of Punjab Tourism Development Master Plan. Chandigarh, India**

3. **Dahshour Rural Tourism Cluster, Egypt**

4. **Rapid assessment of existing tourism infrastructure in Myanmar.**

Lake Kanas Tourism Forum 2012
A Planners Retrospect

2005: Lake Kanas National Park – Master Plan

2011: Jiadengyu Tourist Accommodation Hub – 'Resort' Township Re-development Plan

2012: Tourism Forum – Status and Review

What were the key objectives?

What were the strategies?

Are the Strategies being implemented?

Will the Key Objectives be achieved?

Is the current state of affairs sustainable?

Lake Kanas 2005
Key Issues

1. Lack of Structure - Has been addressed
2. Focus on Volume not Value - Is still an issue
3. Lack of Understanding of Resort Environment – Is being addressed
4. Urban Architecture in Valuable and Sensitive Natural Environments – Is being addressed
5. Core Values not fully Realized and Utilized in the Existing Development – Is still an issue
6. Inadequate Institutional Set-up; Has been addressed

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Immediate – Short Term Strategy

Consolidation and Improvement

- ✓ Inventory and Demarcation of Development Areas – Has been addressed (Lake Kanas National Park / 10,000 sq km – Larger than Yellowstone, US)
- ✓ Demolition and Mitigation of environmental Damage - Is being addressed
- ✓ Planning for new value added tourism products – Is still inadequate
- ✓ Identify private Investors and Operators of best International Standard Resort Facilities – Is still not properly done due to policy issues.

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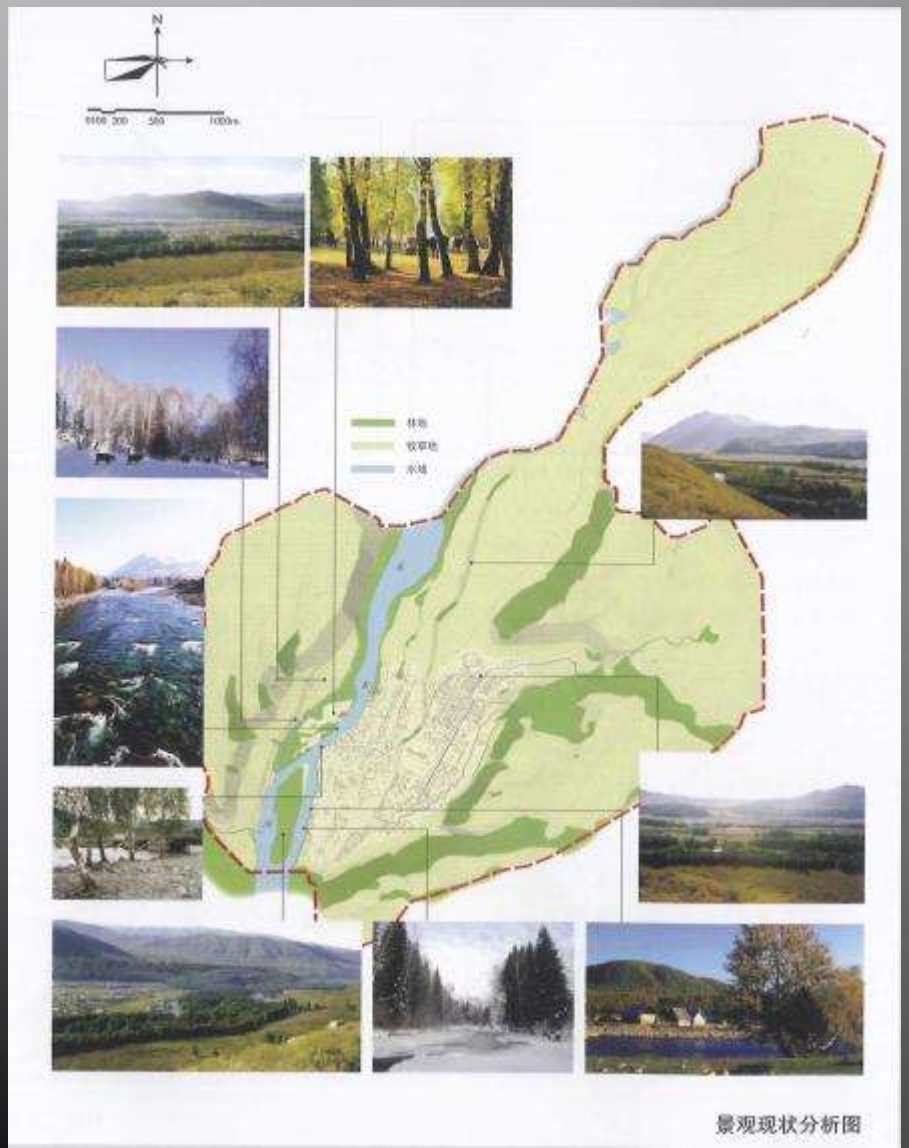
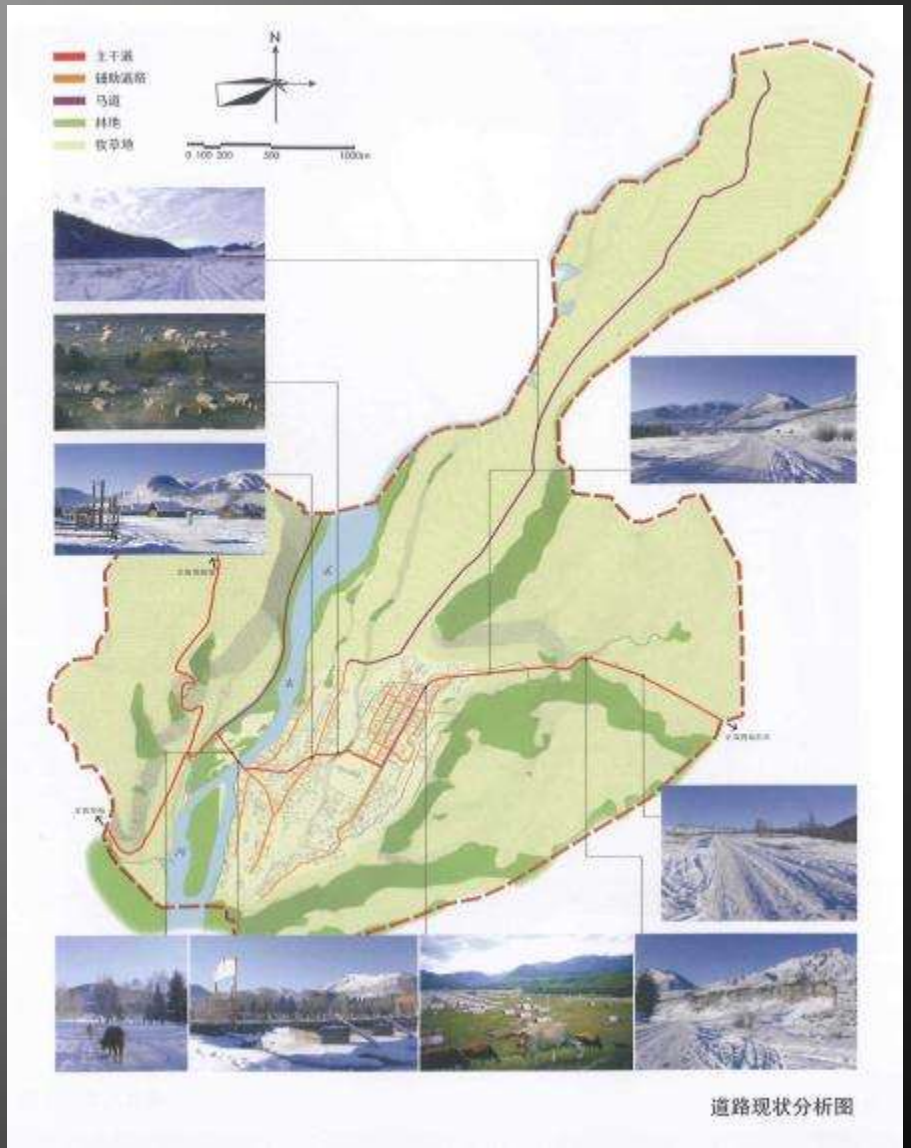
Hemu Village 2005

A unique Cultural Environment of extreme Beauty

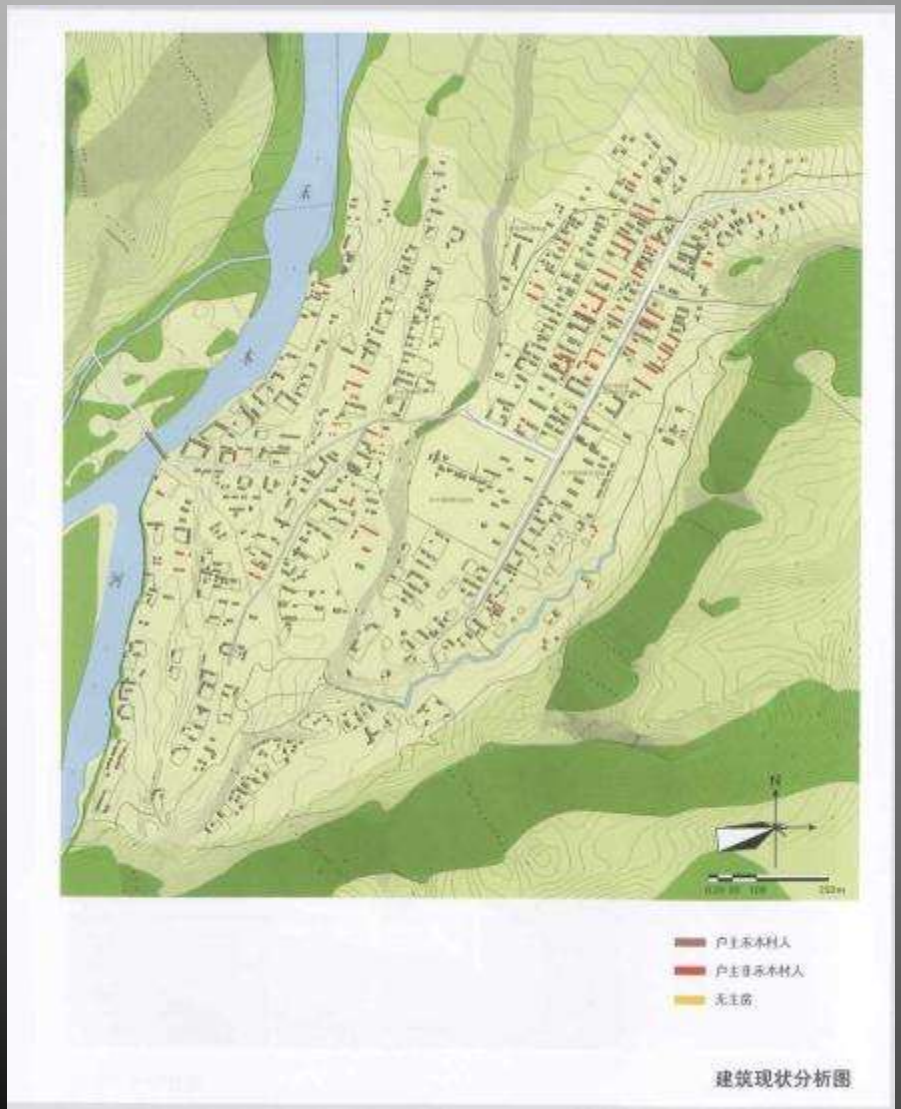


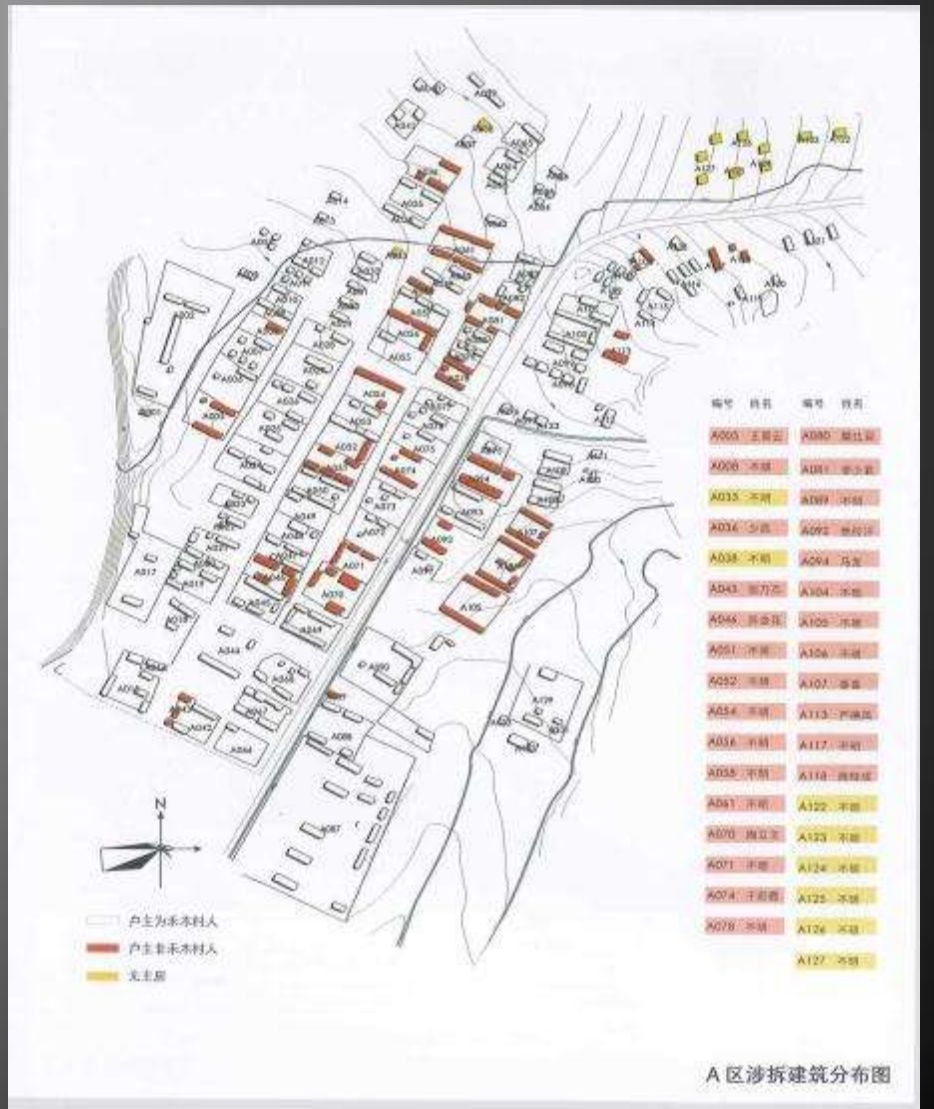
景观现状分析图



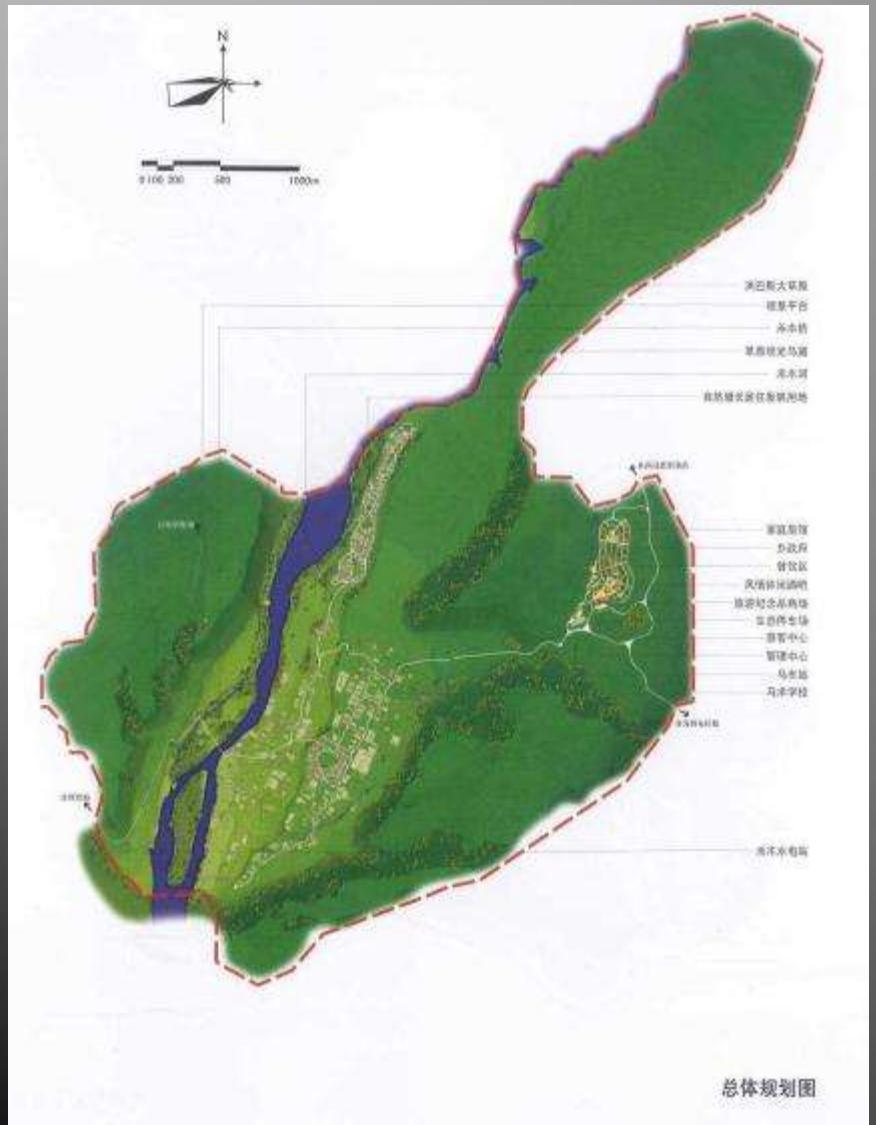
道路现状分析图

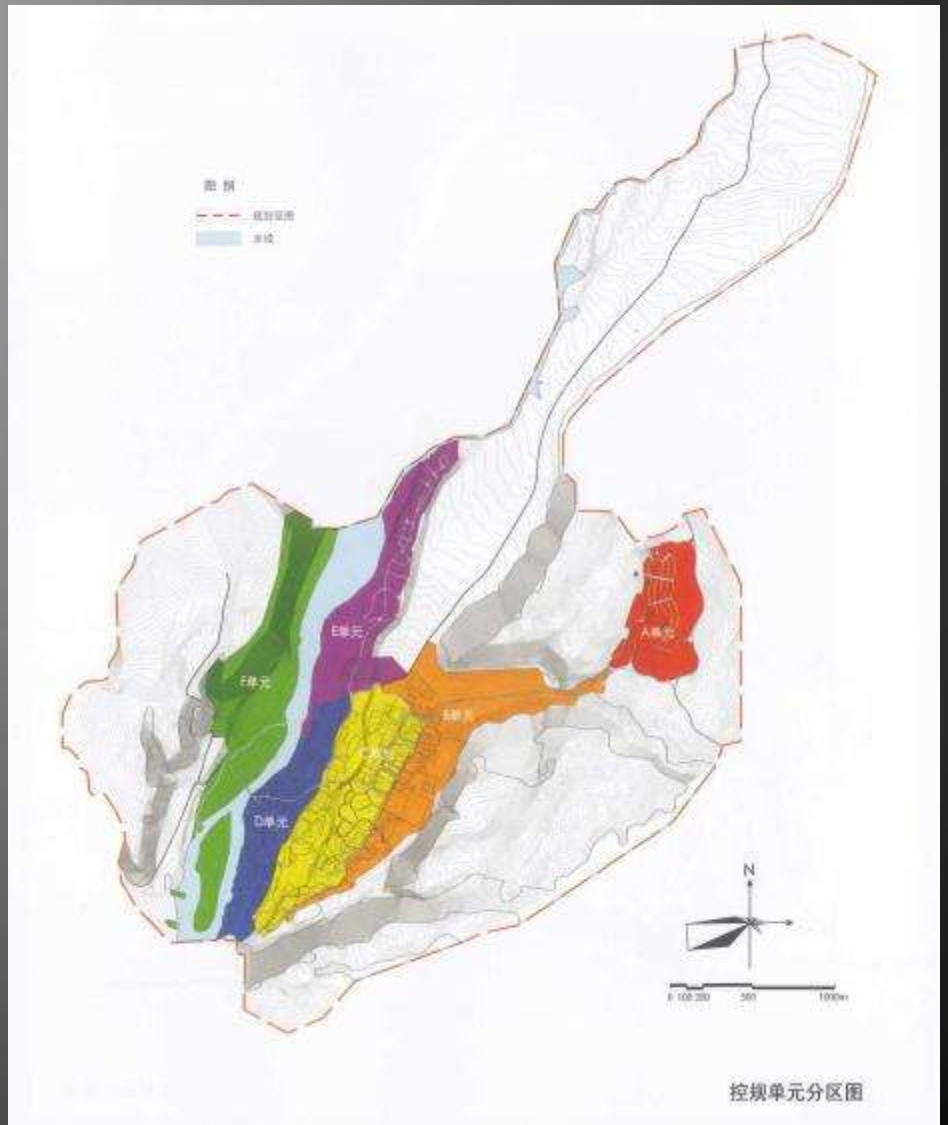
Household and Village Structure Study



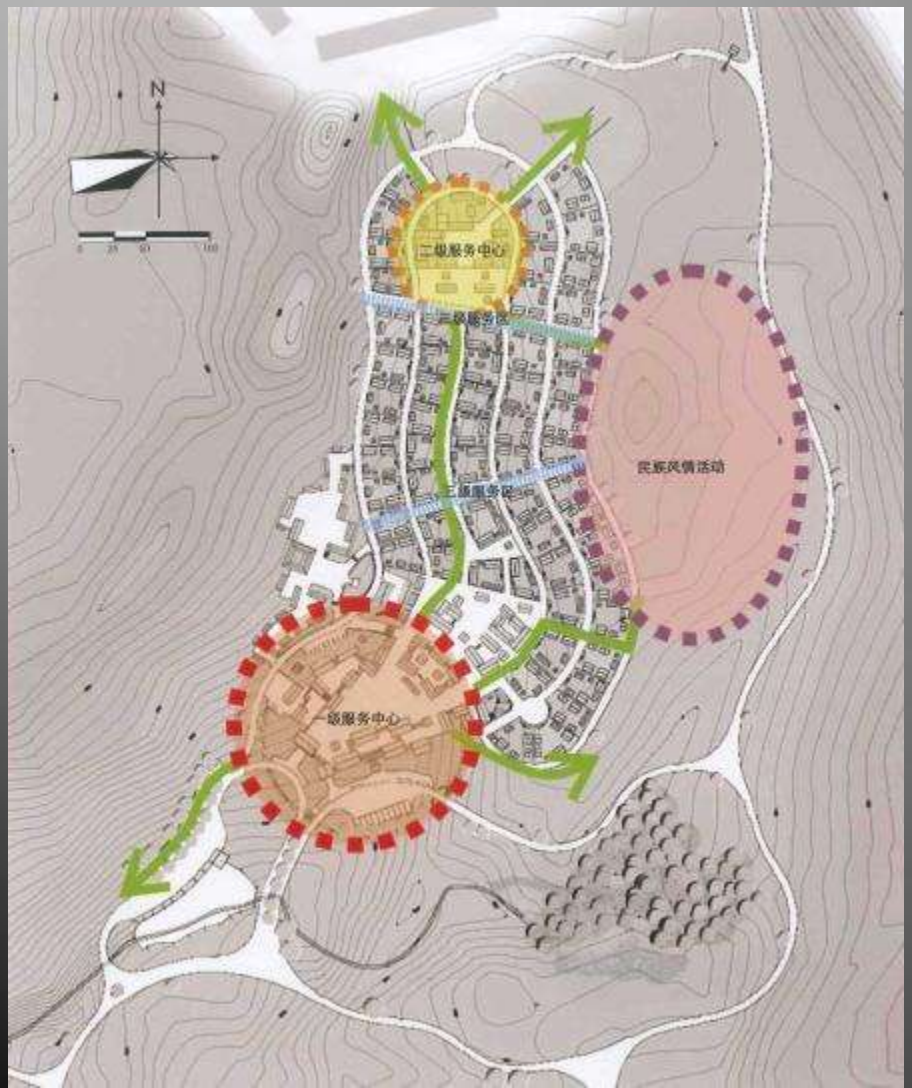


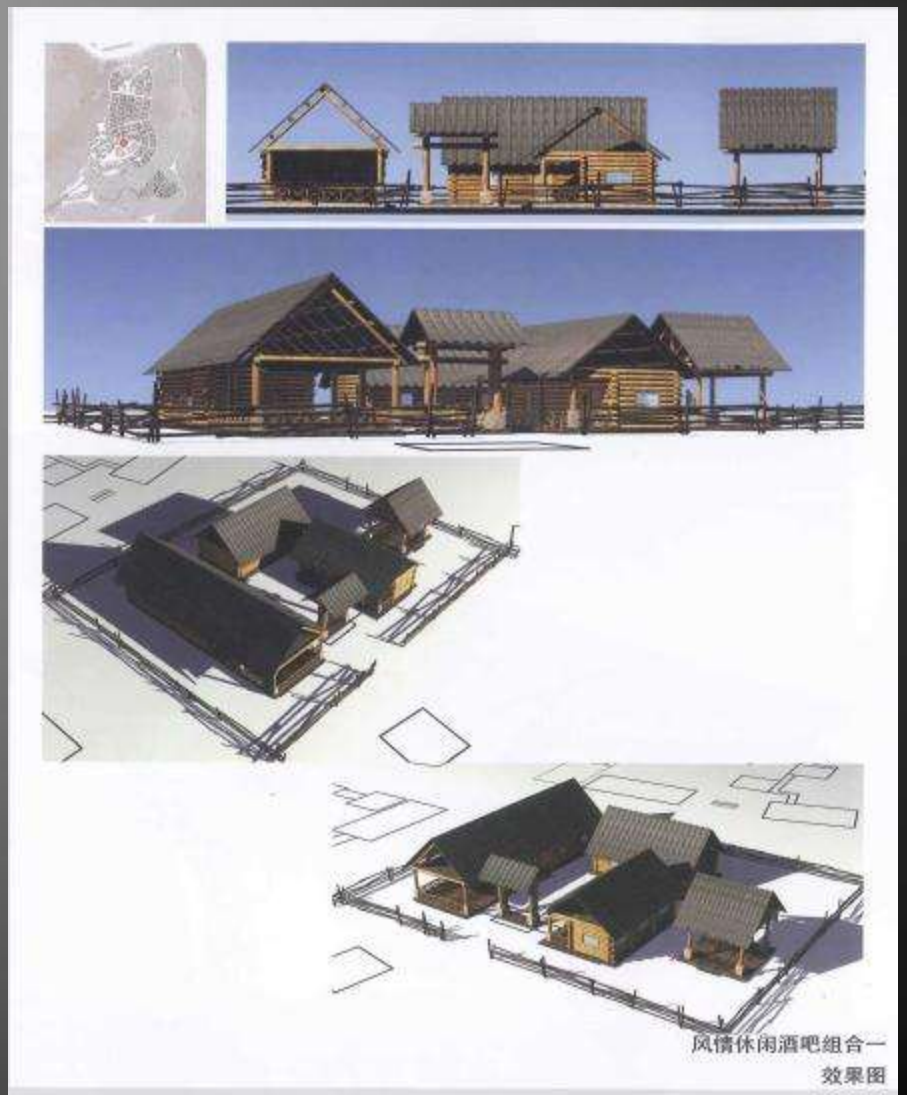
Master and Regulation Plan



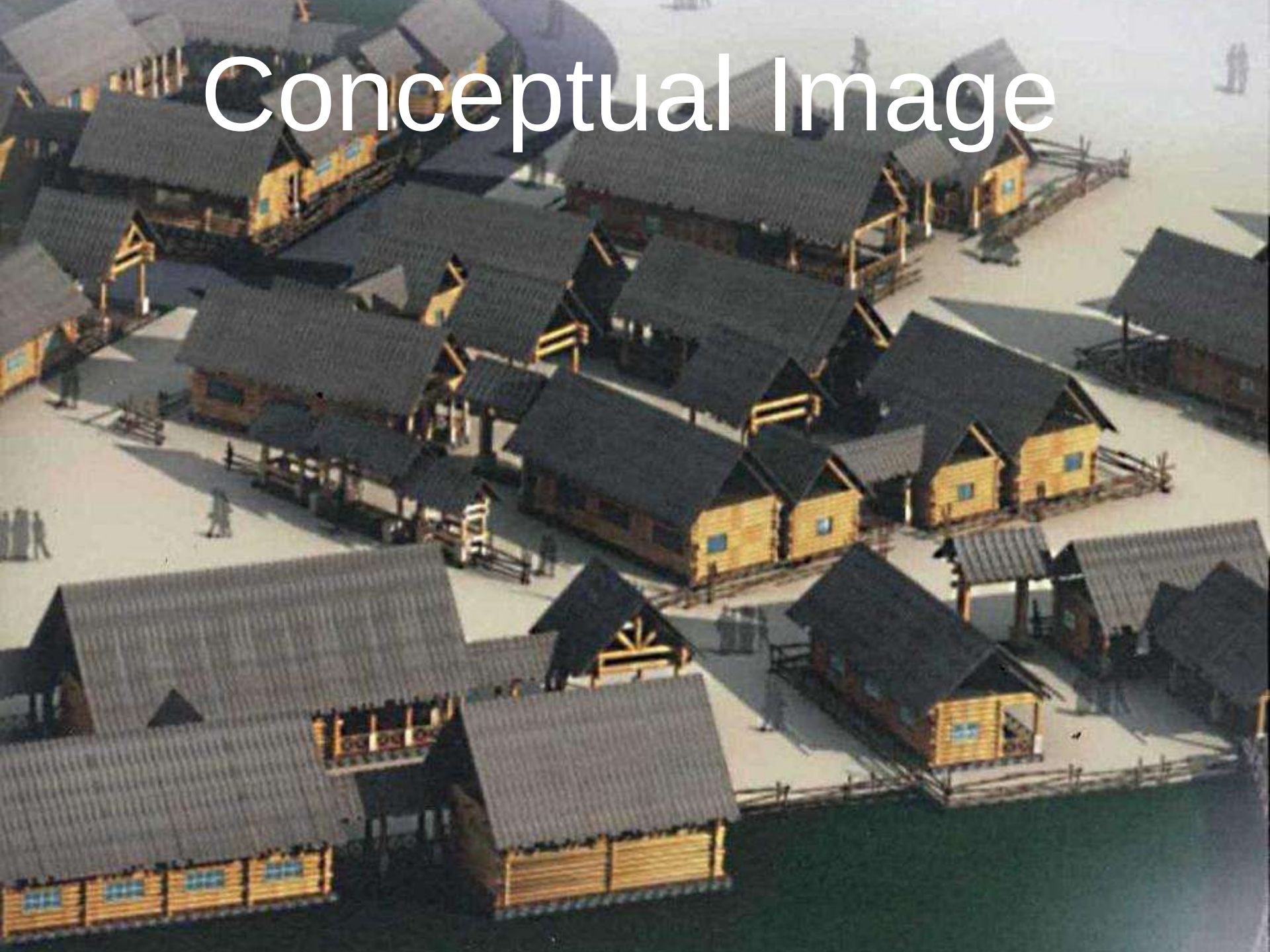


Proposed Tourist Village and Building Style Study





Conceptual Image

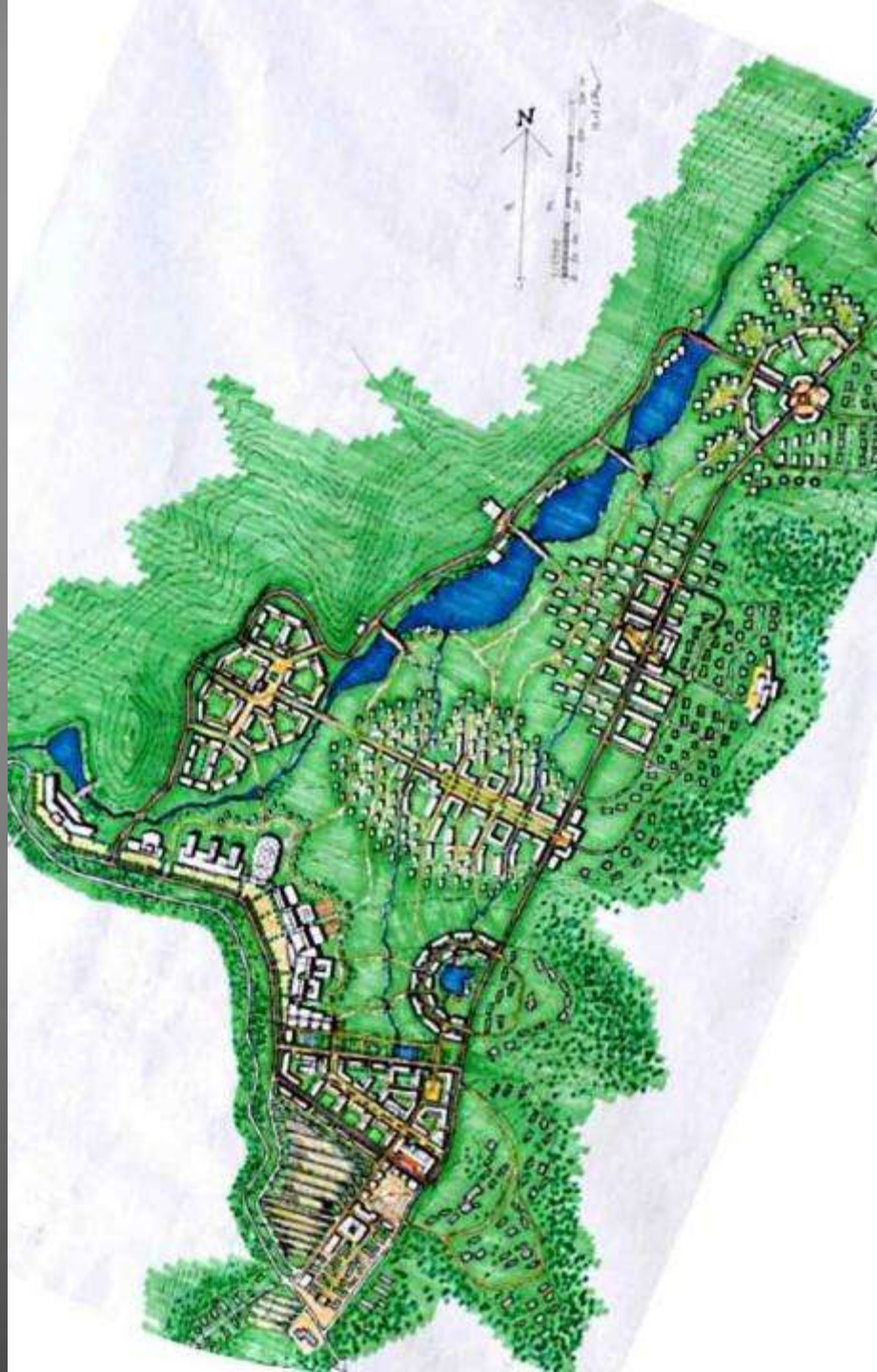


Jiadengyu Valley 2011

2011 Key Issues

- The establishment of a major bus transportation and car parking hub to serve 23,000 visitors at peak periods – Is being addressed
- A planned new road circuit from Jiadengyu via the Valley to Hemu – Has been Addressed
- A large poorly maintained commercial area located by the entrance to the valley – Is being addressed
- A large number of substandard or uncompleted accommodation facilities – Is being addressed
- A 6 storey holiday apartment development in poor maintenance condition – Will unfortunately remain

12 ha.
5.
13 ha.
4.
4 Ex.
12 ha.
Mountain Culture Village 2.
11 ha.
接待三区
7.
14 ha.
5 Hotel (Villas)
2.
2. Ex.
4 ha.
Mountain Culture Village 1.
21 ha.
Holiday Homes ?
6 ha.
Mix. Development.
8 ha.
1. Ex.
13 ha.
Total New Dev. Land Appro 110 Ha.
8. Ex.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Master Plan

综合管理服务组团
- 贾登猎人雕像
- 生态停车场
- 游客中心（医院）
- 镇政府
- 快餐中心
- 旅游纪念品商店
- 商业步行街（已有）
- 客运站
- 管理中心
- 迎宾大道
- 接待一区（已有）
- 小学、幼儿园
- 宿舍区（已有）

山地度假休闲组团
- 雪文化主题酒店
- 滑雪学校
- 缆车站
- 山顶餐厅
- 停车场
- 滑雪公园
- 山顶观景台
- 野餐点

中心商业游憩组团
- 游憩草原
- 珍珠湖湿地公园
- 度假社区
- 溪流
- 草原音乐篝火广场
- 湖滨栈道
- 雁之洲
- 湖滨餐厅
- 酒吧街
- 草原度假综合体
- 度假公寓
- 接待二区（已有）
- 接待三区（已有）
- 花园巡游大街

大会议度假接待组团
- 接待三区（已有）
- 商业广场
- 主题度假酒店
- 设计精品酒店
- 国际青年旅舍
- 经济酒店聚集区
- 山地度假酒店

湖滨会议度假组团
- 国际会议温泉中心
- 蝴蝶谷白金五星度假
- 湖滨别墅
- 酒店大堂区
- 国际名店街
- 宴会花园
- 花漾山
- 贾登猎人雕像

草原文化体验组团
- 接待四区（已有）
- 草原木屋休闲商业街区
- 滨水原生态客栈
- 帐篷营地
- 居民安置区
- 污水处理厂
- 骑术俱乐部

景区游览接待组团
- 景区检票入口（已有）
- 停车场
- 演艺中心（已有）
- 水厂（已有）
- 宿舍
- 生活基地（已有）
- 老干中心（已有）

运动疗养康体组团
- 超五星级野奢SPA酒店
- 高尔夫练习场
- 湿地

Phase 1. Site Plan

技术经济指标

内容	单位	数值
总用地面积	m^2	757959
总建筑面积	m^2	193350
建筑基地面积	m^2	130754
建筑密度	%	17.3
绿地率	%	34.8
容积率	/	0.34
车位数	个	528

草原度假综合区

内容	单位	数值
用地面积	m^2	269170.2
建筑面积	m^2	205021
建筑基底面积	m^2	69388
建筑密度	%	25.1
绿地率	%	45.3
容积率	/	0.71
车位数	个	328

蝴蝶谷度假酒店

内容	单位	数值
总用地面积	m^2	232101.4
总建筑面积	m^2	105561
建筑基底面积	m^2	31246
建筑密度	%	13.5
绿地率	%	55.5
容积率	/	0.45
车位数	个	392

综合管理服务区

内容	单位	数值
总用地面积	m^2	117435.7
总建筑面积	m^2	93369
建筑基底面积	m^2	30620
建筑密度	%	25.9
绿地率	%	28.9
容积率	/	0.8
车位数	个	

游憩公园

内容	单位	数值
总用地面积	m^2	1293971.7

A Winter Wonderland for Skiers and Skaters

Lake Kanas 2012

Medium – Long Term Strategy

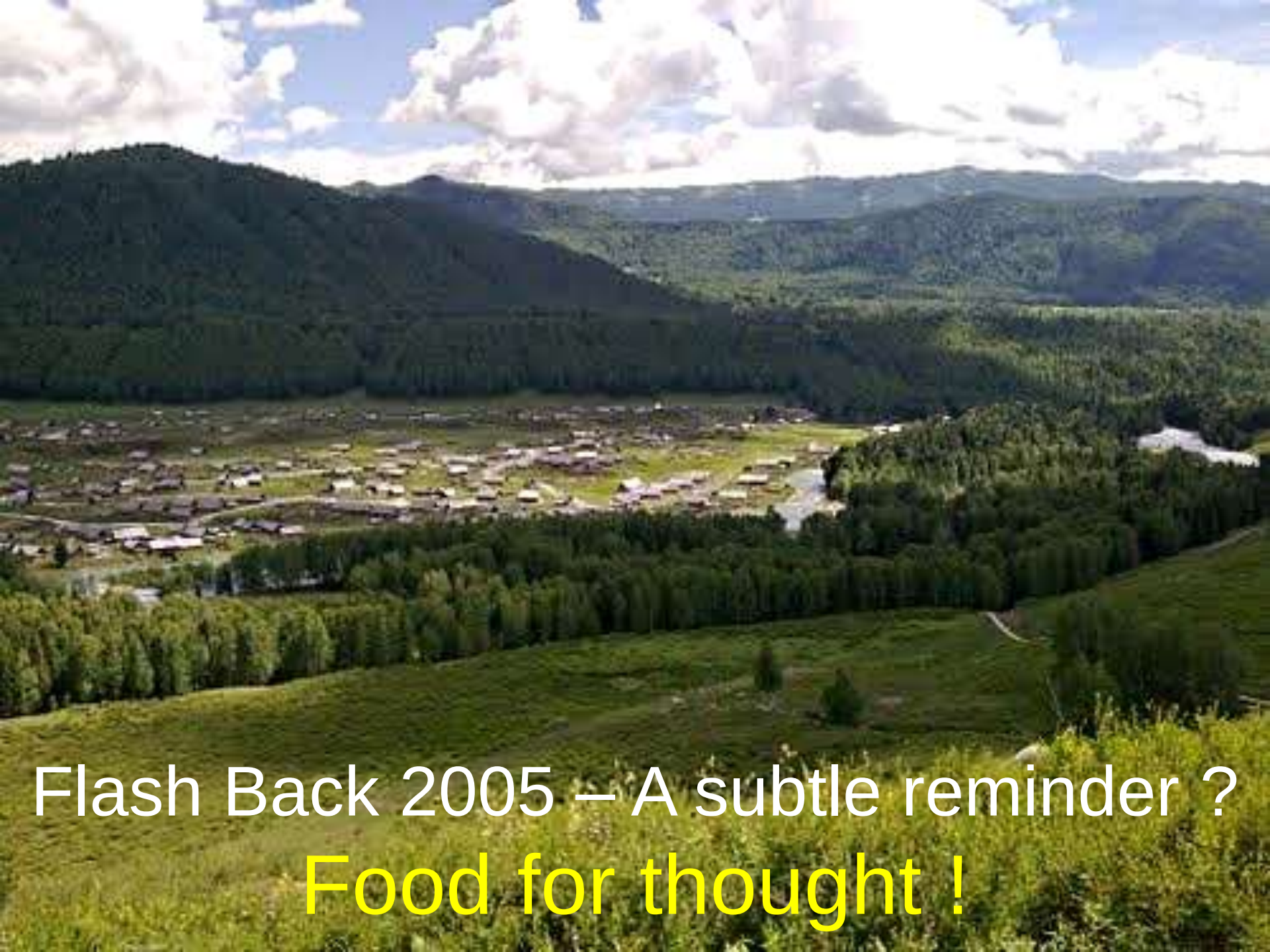
Sophistication and Maintenance

- ✓ Demand Driven Development – Is done in terms of meeting volume only
- ✓ Diversification of Services and Products – Not yet sufficiently addressed
- ✓ Established Market Reputation – Very strong reputation as a sightseeing destination
- ✓ Extended Length of Stay – Not yet significant
- ✓ Increased Revenue per Visitor – Not yet significant
- ✓ Mature & Independent Destination of National Importance – Independent yes, mature not yet

Hemu 2012 Key Issues

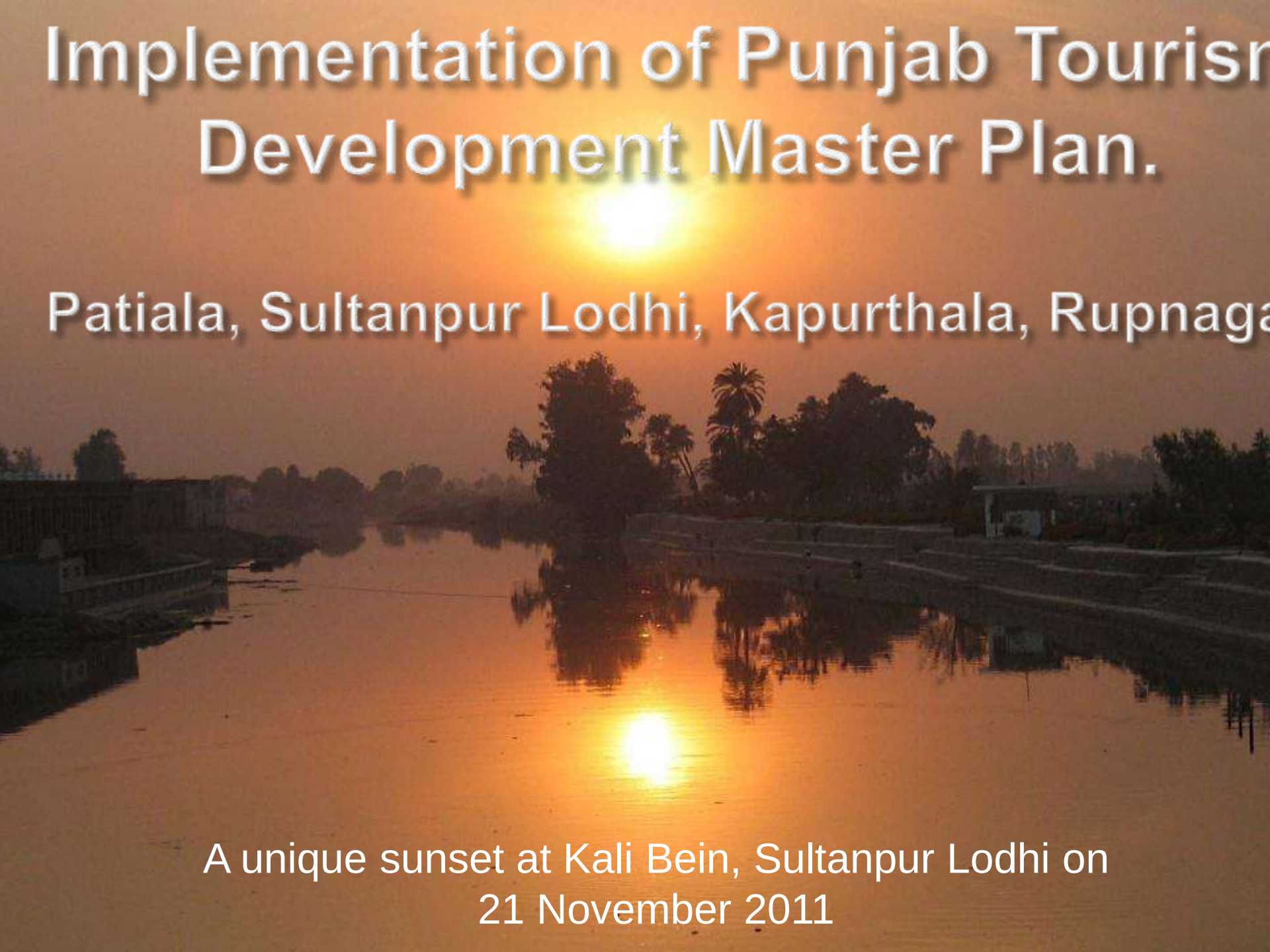
- The commercialization of Hemu is over the top. Number of visitors on peak days exceeding carrying capacity. To be urgently addressed
- Conflict between local horse riding operators and a new River rafting Facility by outsiders. To be urgently addressed and a win-win situation created
- Identification of location for a new commercial riverfront Village away from Old Hemu towards the Rafting pier. To be urgently considered and planned for

'Devastation by Success' a suitable term to describe the situation July 2012. Much More work lies Ahead to safeguard sustainability


Flash Back 2005 – A subtle reminder ?
Food for thought !

Implementation of Punjab Tourism Development Master Plan.

Patiala, Sultanpur Lodhi, Kapurthala, Rupnagar



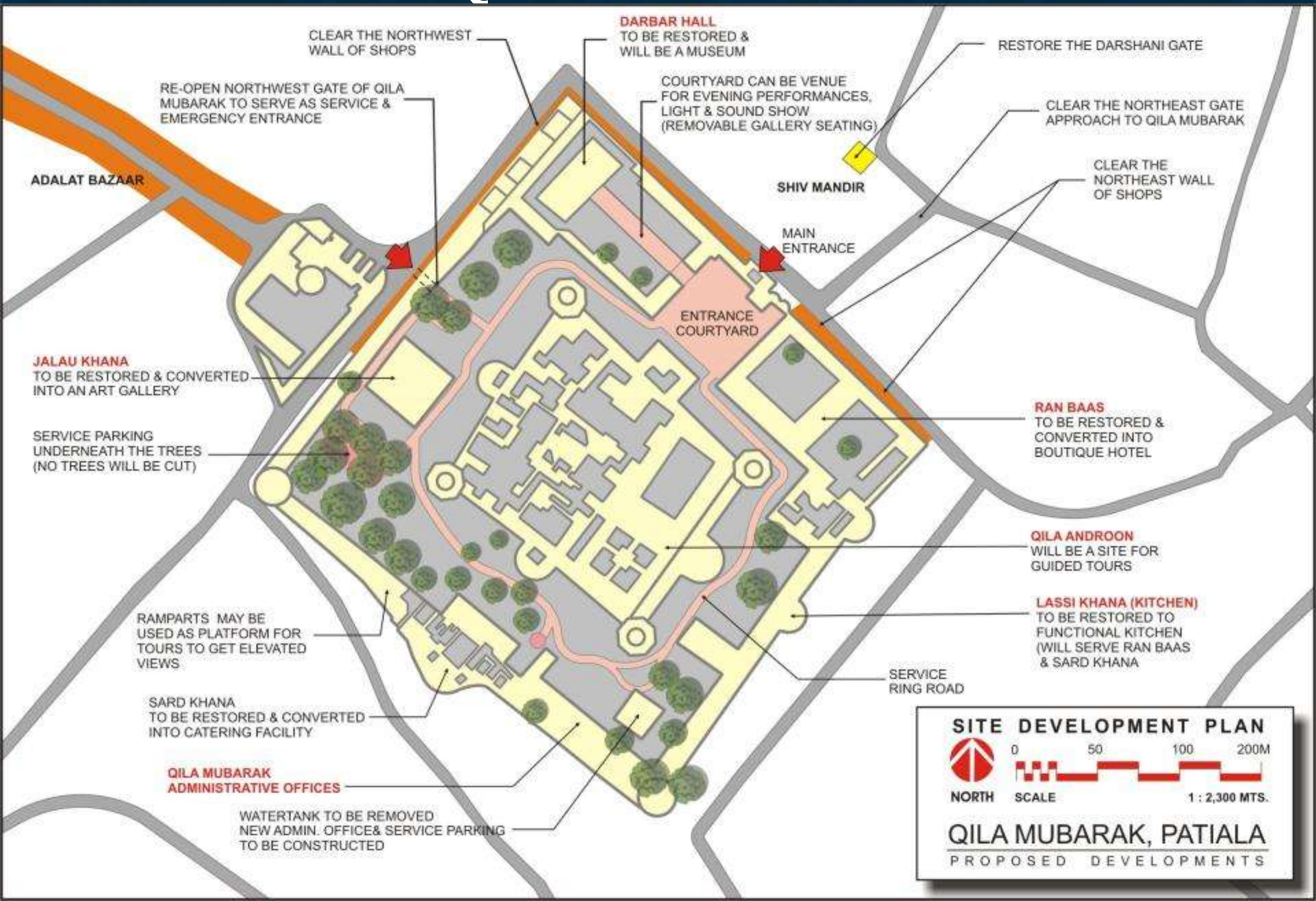
A unique sunset at Kali Bein, Sultanpur Lodhi on 21 November 2011

Patiala Demonstration Project

Tourism and Cultural Heritage Conservation, Development and Management Plans
Short and Medium Term Implementation 2010 – 2015

Old Moti Bagh Palace (NIS) – excellent Adaptive Reuse opportunity – beckoning to be put to good use

Qila Mubarak



Qila Mubarak

Durbar Hall and Esplanade

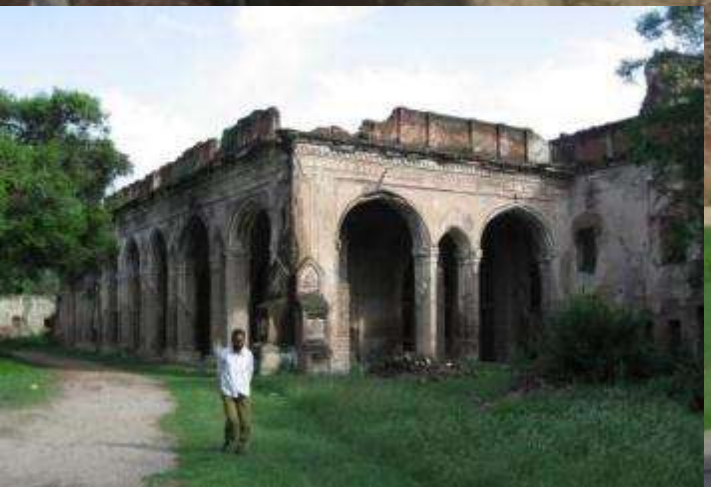
Reception Hall and ‘Museum’

Ran Baas and Sard Khana

Qila Mubarak ‘Guest House”

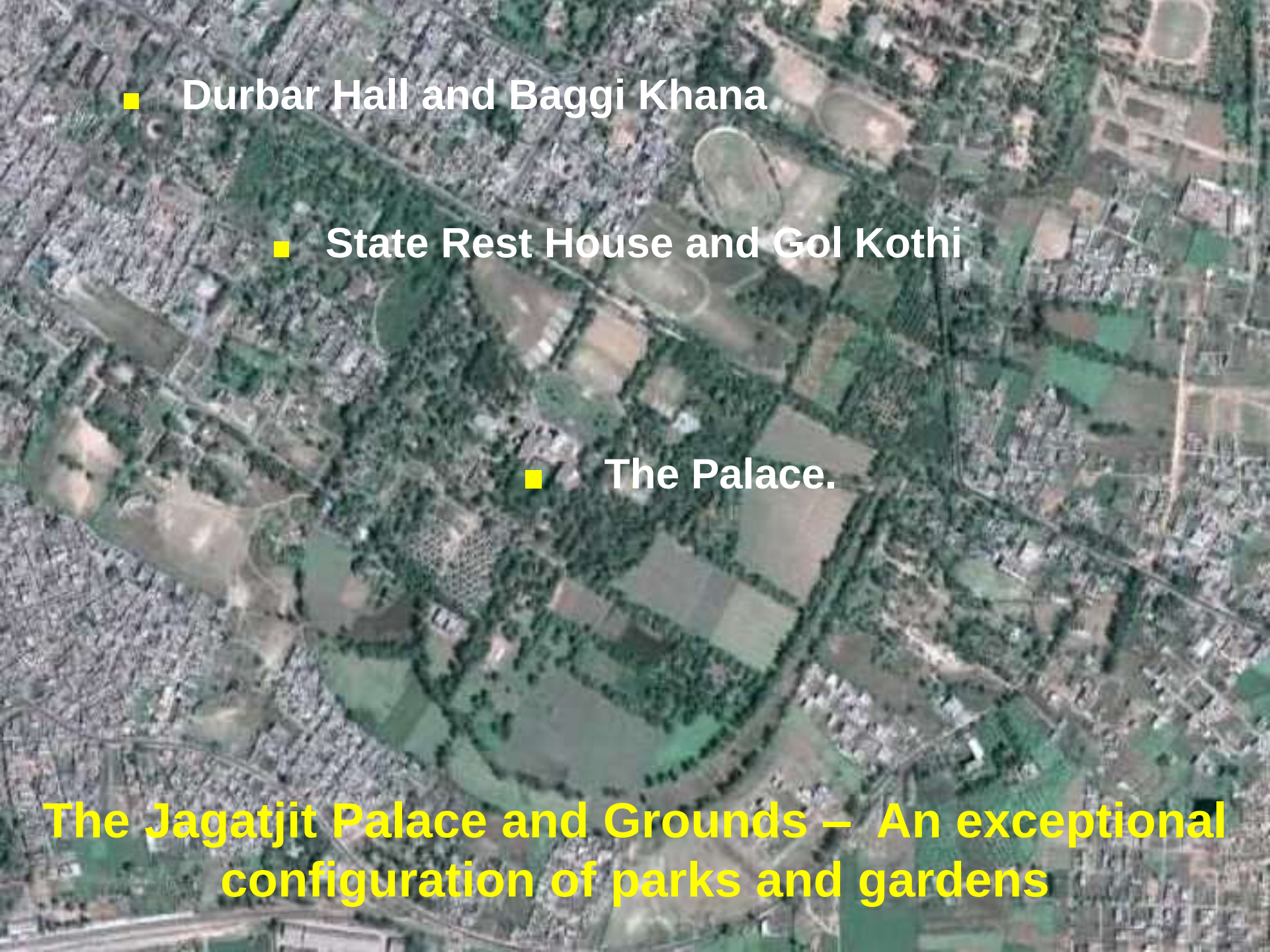
Inner Courtyard

Qila Mubarak – The Garden



Kapurthala Demonstration Project

Jagatjit Palace – Army Cadet School – Unique Potential fo
Adaptive Reuse as a Palace Resort
Taj Falaknuma Palace in Hyderabad comes to mind


Durbar Hall and Baggi Khana
State Rest House and Gol Kothi
The Palace.
The Jagatjit Palace and Grounds – An exceptional configuration of parks and gardens

Kapurthala Key Attractions

A majestic entrance to a Future 4 Star Heritage Hotel. Durbar Hall to be restored and refurbished for large scale functions

Durbar Hall Side and Main Facade: Complex to be vacated by the District Courts, etc. To be restored as a 4 star 'Business' Hotel;

Implementation Status

- Most ancient buildings occupied by government offices and institutions, schools, archives, etc. and inadequately maintained.
- Others are left vacant in decay, are very difficult to save and therefore costly to preserve.
- Lots of good ideas have been formulated in the cause of creating and implementing the master plan, and
- Plenty of good intensions shown by key stakeholders and private sector parties
- However implementation until now has been limited.

The failure to be able to “walk the talk” as anticipated is caused by a combination of technical, procedural, political and financial issues.

Mobilization of the Dahshour World Heritage Site for Community Development

Strategic Spatial Framework for Sustainable Tourism Development

Preamble

The Cover Photo tells it all:
Dahshour Rural Tourism Cluster – Resourceful and Unique new tourist destination with great potential :

- *the lush rural landscapes;*
- *the seasonal marsh land and millions of migrating birds;*
- *the vast desert and its raw beauty;*
- *the overwhelming and enigmatic ancient monuments;*
- *the traditional local villages;*
- *the ancient canals;*
- *the mighty Nile; and*
- *the Traditional lifestyle and culture of the resilient and friendly people*

Are all unique resources within a well defined and limited geographical area; a rural tourism cluster ideal for building an integrated and sustainable community based tourism platform.

Figure 2.1

Regional Setting

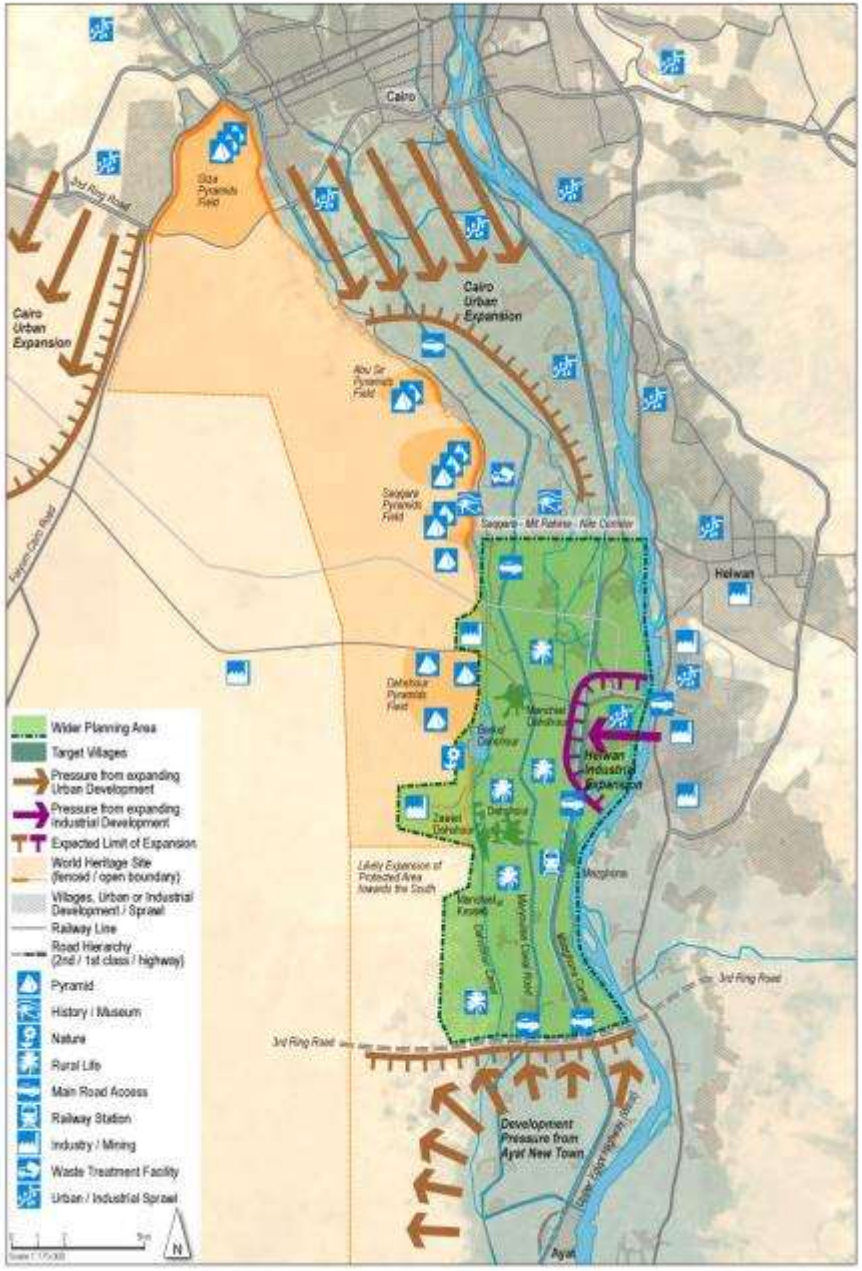
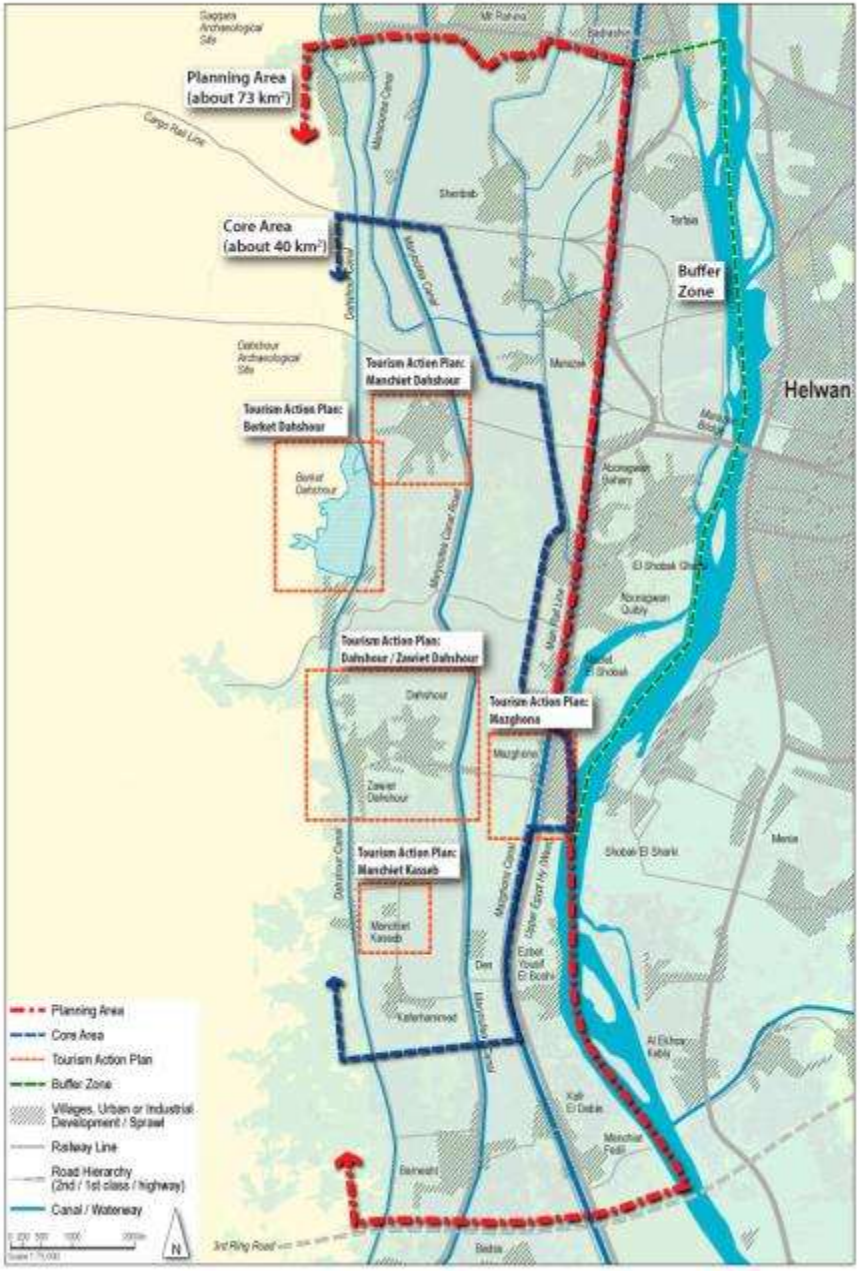


Figure 2.2

Planning Areas and Location of Tourism Action Plans



Tourism Resources

The SWOT clearly show Dahshour, holding a unique blend of natural and cultural resources, has great potential to become a self contained, high quality tourism and resort destination easily reachable from Cairo.

Historic / Cultural Resources

- *The spectacular Bent, Red and Black pyramids in the desert bordering the Berket Dahshour marsh land*

Natural / Rural Resources and Products

- *The desert, its interface with the lush, fertile rural landscape, the ancient canals, the Date groves and other fruit orchards and the Berket Dahshour seasonal marshland*

Community and Village Based Resources

- *The villages; different in nature in terms of function, geographical contexts and configuration and all with a historic core, the friendly local communities*

Figure 3.1

Resources and Environmental Challenges

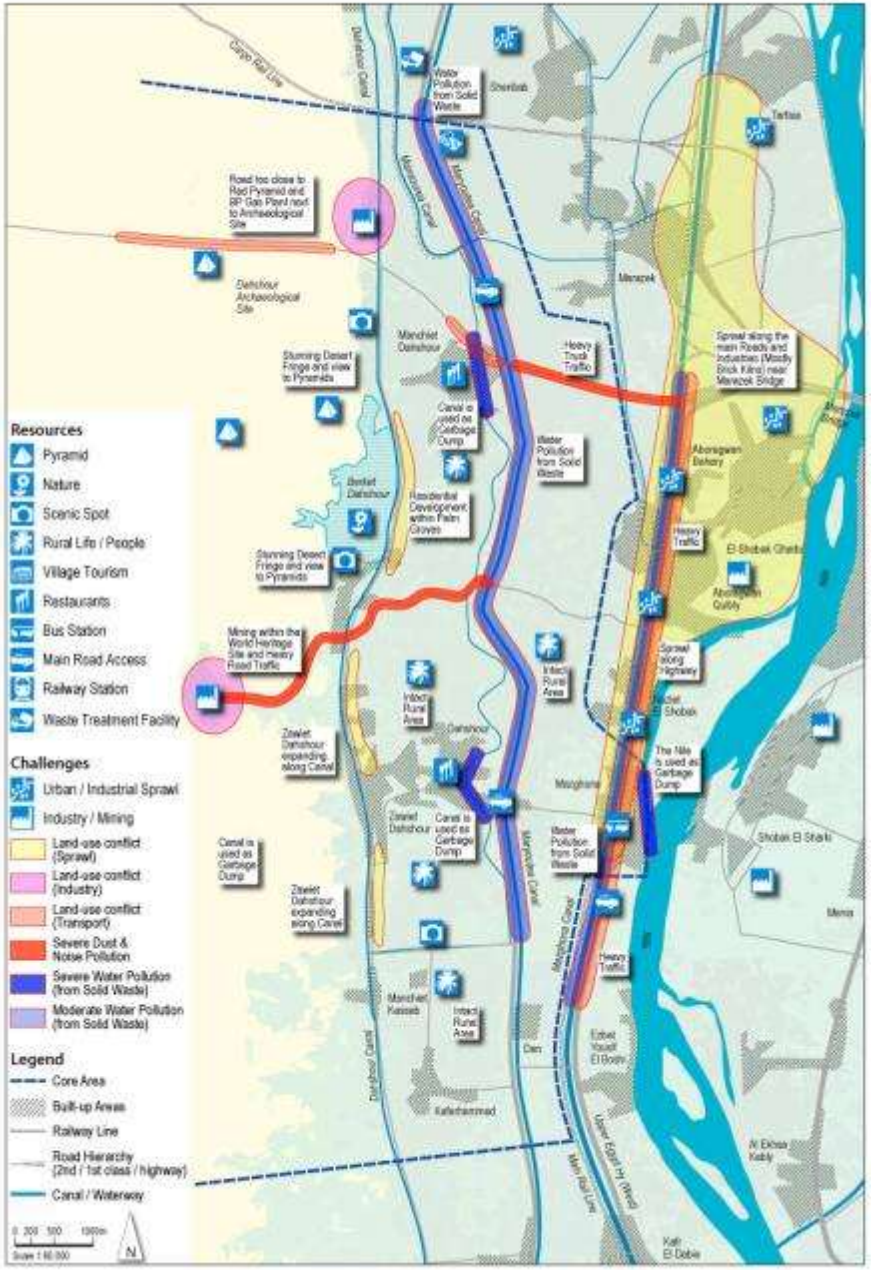
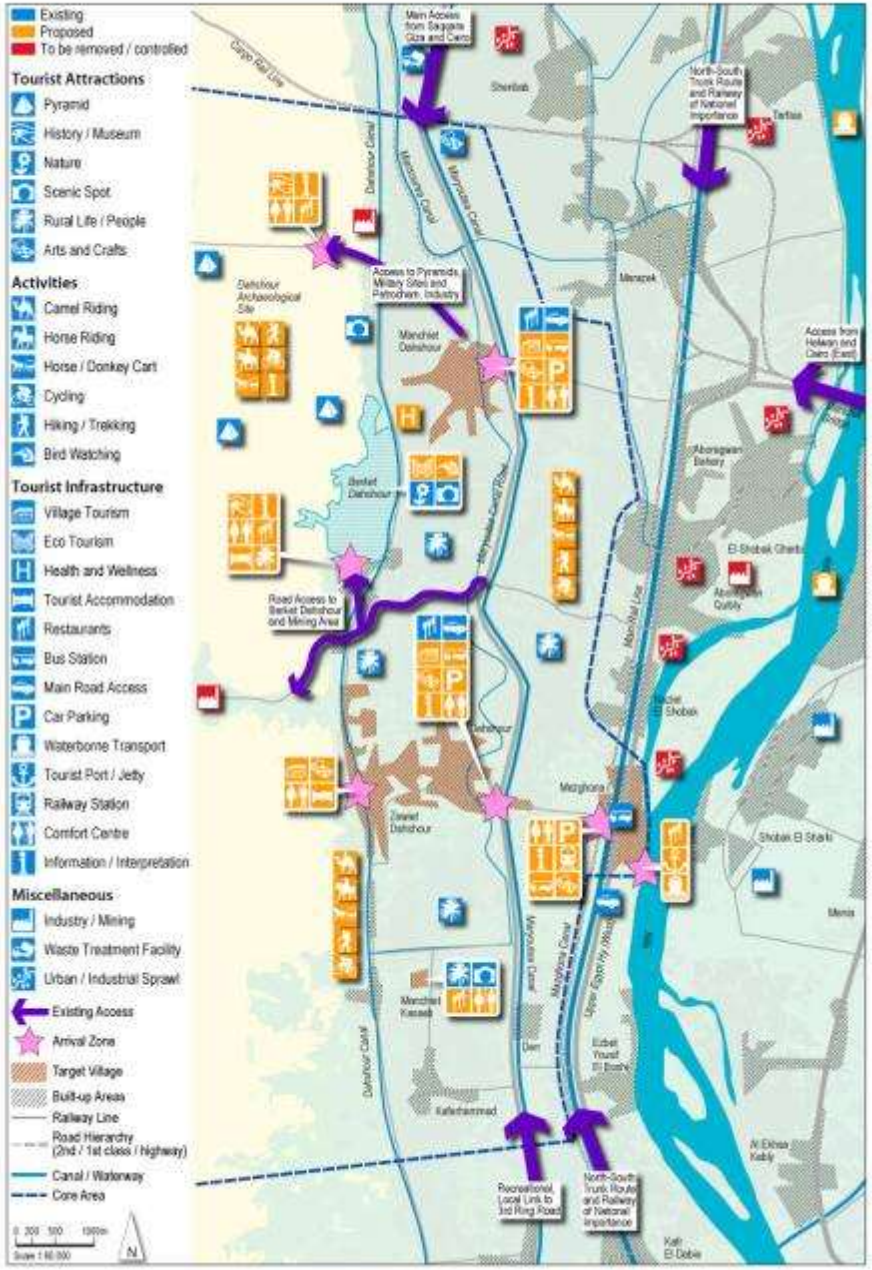
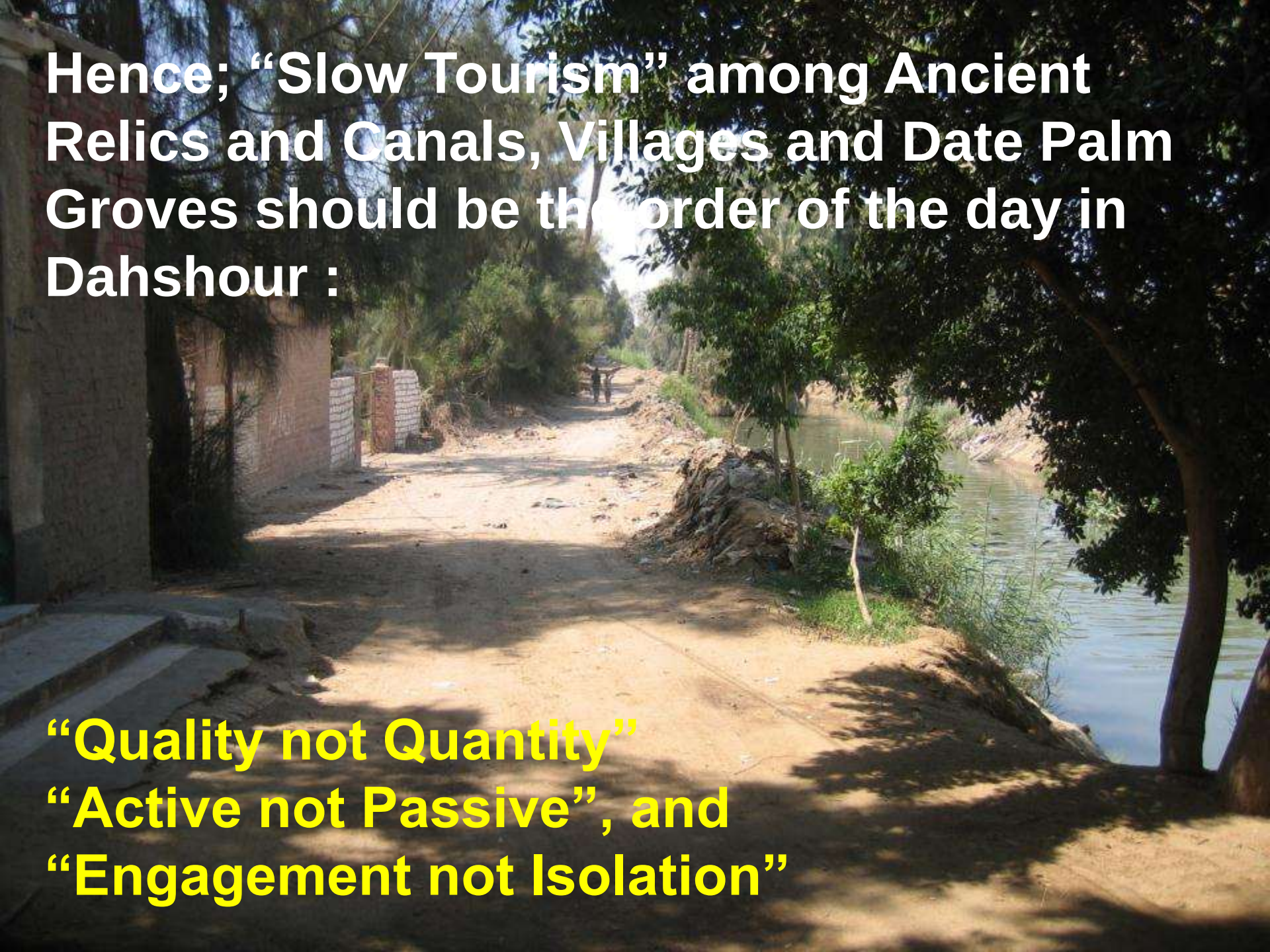


Figure 4.1

Tourism Resources





Hence; "Slow Tourism" among Ancient Relics and Canals, Villages and Date Palm Groves should be the order of the day in Dahshour :

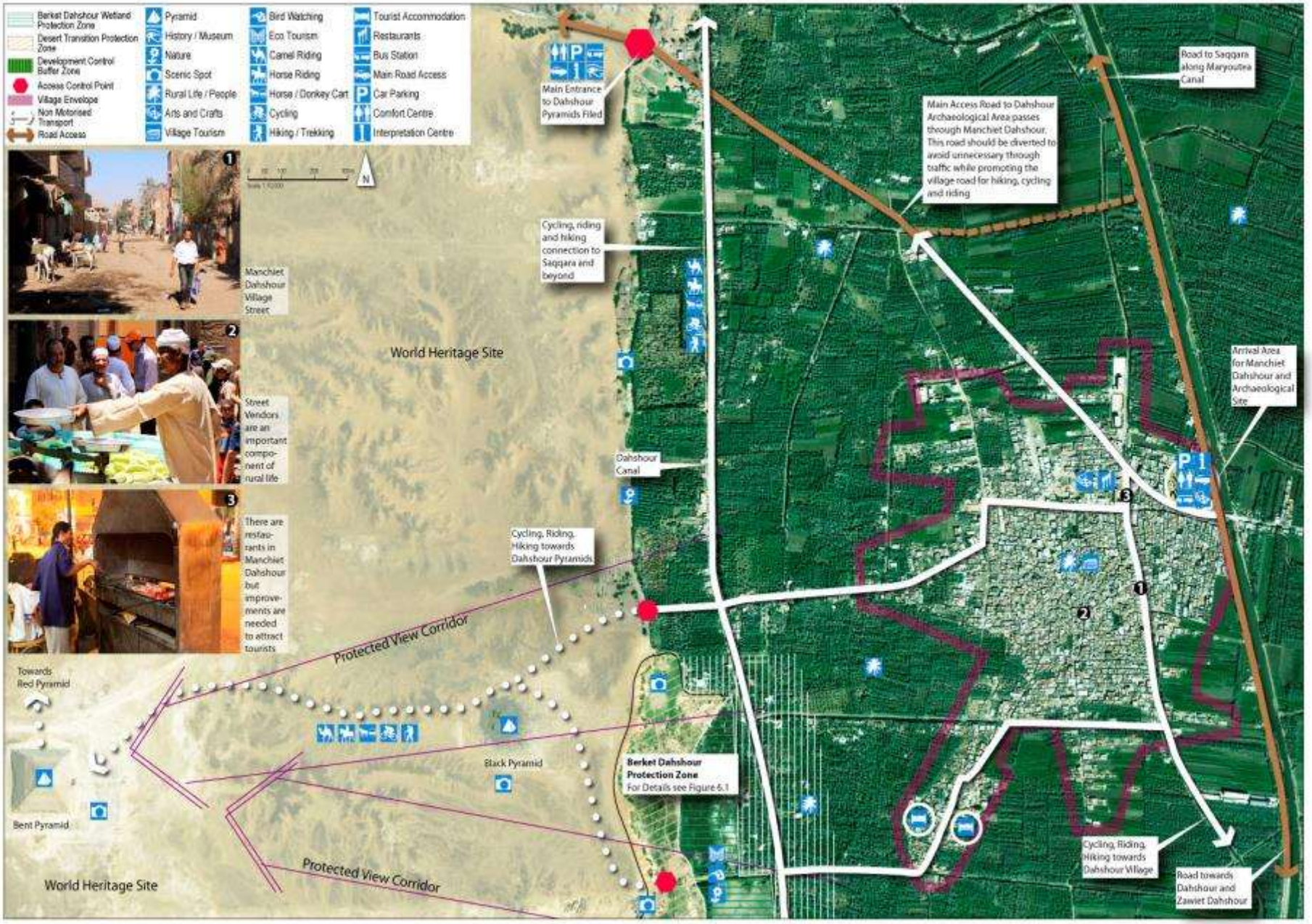
"Quality not Quantity"
"Active not Passive", and
"Engagement not Isolation"

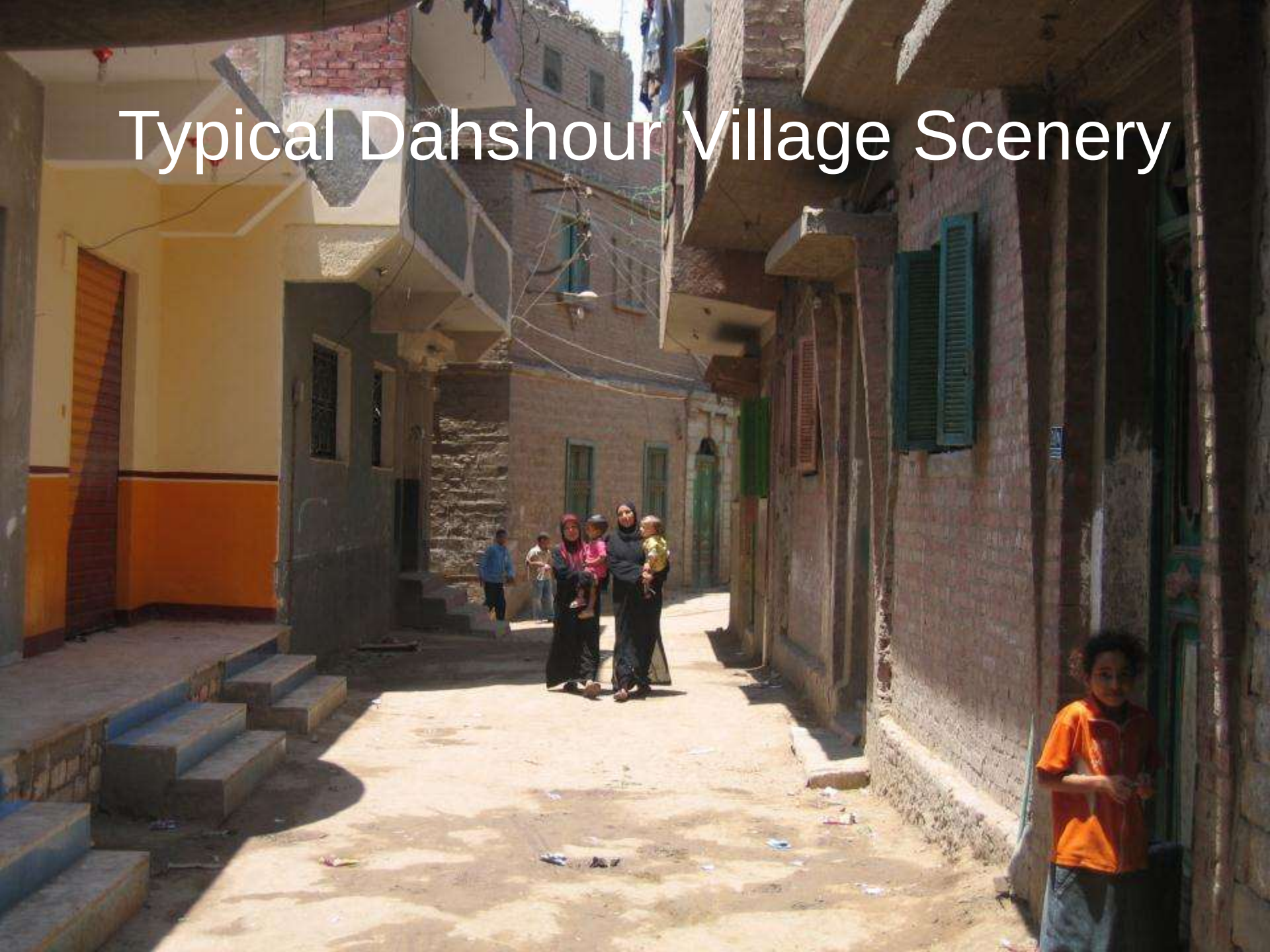
Figure 6.1

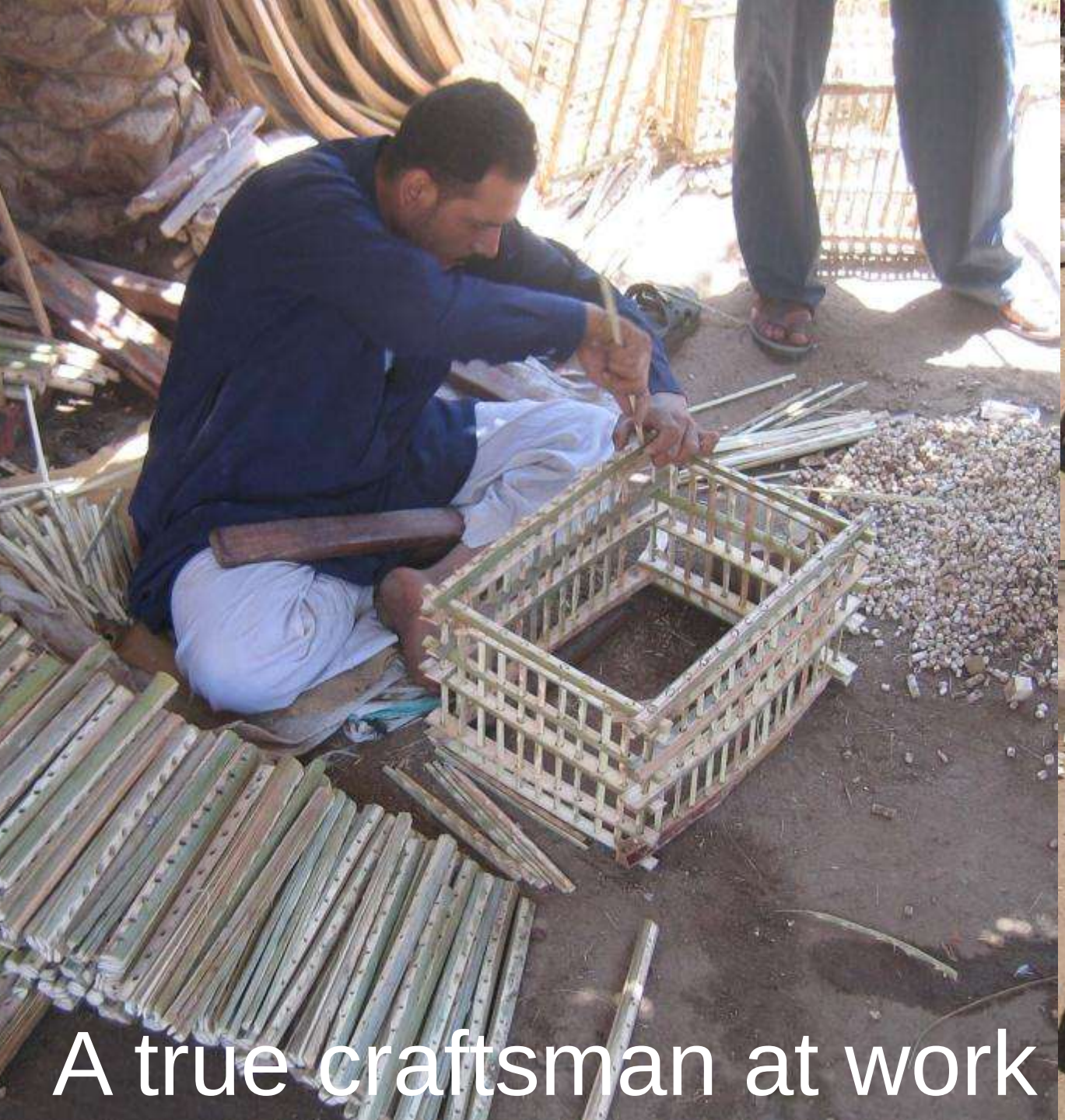
Berket Dahshour Overview

Figure 6.2

Manchiet Dahshour Village Overview




Typical Dahshour Village Scenery



A true craftsman at work

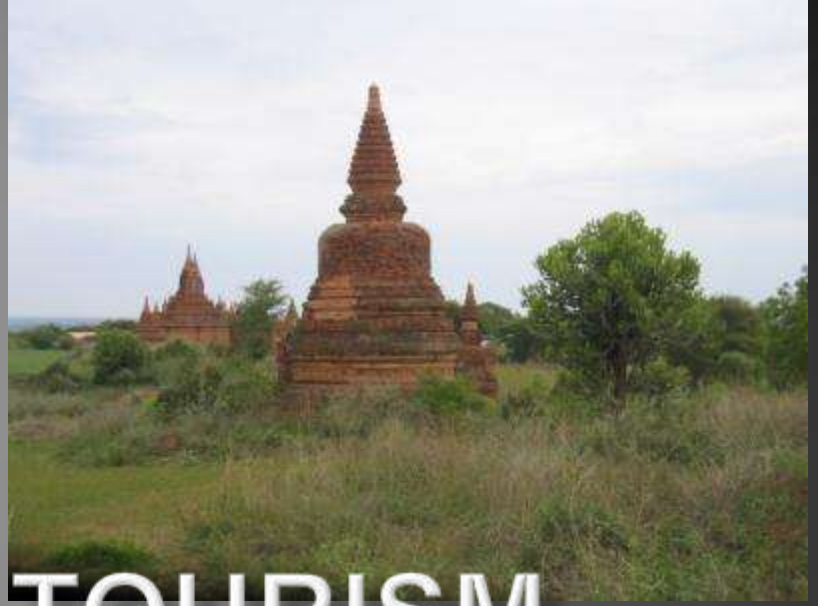
A unique product

Implementation Status

This is the final year of the Dahshour rural tourism project 2009 – 2013:

- ✓ **The Spatial Plan for Tourism Development in Dahshour has been developed and officially adopted.**
- ✓ **Inventory of Tourism Resources for Dahshour has been rationalized and Environmental mitigation is on-going**
- ✓ **Training in tourism awareness, basic English, waste management, hospitality skills, and customer care delivered to over 3,000 Dahshourians.**
- ✓ **A tourism circuit of Dahshour is being implemented**
- ✓ **Marketing and promotion ongoing, a website in place and brochures printed**
- ✓ **Planning and organization of Famtour happening as we speak.**

"Slow Tourism" and Community Training were from day one priority for MOT/TDA and the UNWTO team, hence the successful completion.



MYANMAR TOURISM

SHAPING THE FUTURE

UNWTO MISSION TO MYANMAR JUNE JULY 2012

FIELD STUDY OBSERVATIONS
MARKET OPPORTUNITIES & PRELIMINARY RECOMMENDATIONS

1. Yangon: (Urban Tourism, Adaptive Reuse, Old City upgrading/protection, Traffic Management, Tourist Route, River)
2. Bagan: (Cultural Tourism, adding of activities while maintaining, villages and existing ambiance in Pagoda Fields)
3. Inlay Lake: (Nature and Culture Tourism, protection of existing lake and living environment, address lake siltation)
4. Ngwe Saung Beach / Sinma Fishing Village (review of development pattern, protection of beach and village ambiance)

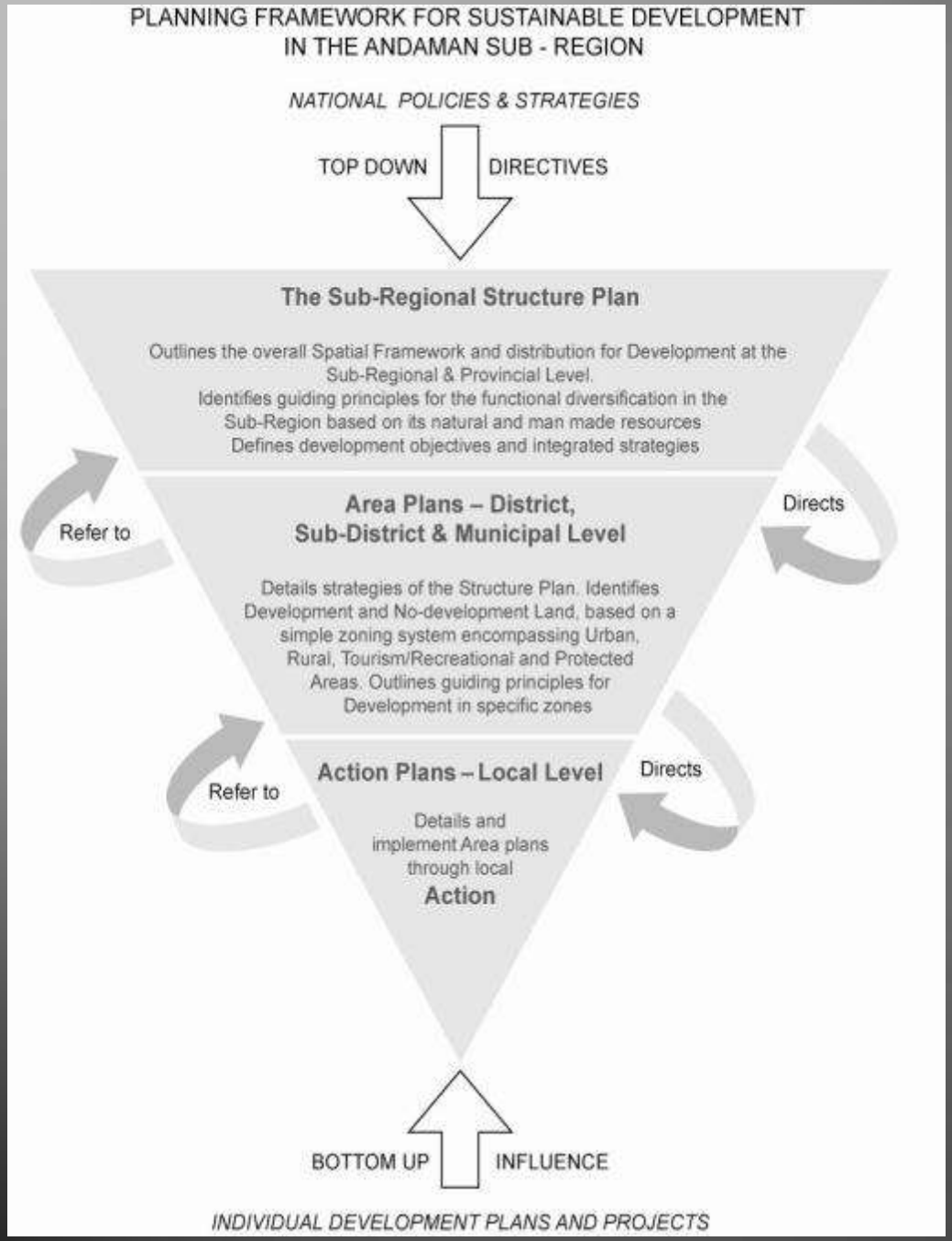
General Recommendation:

Implement a “Value not Volume” strategy and base development on existing local strengths Nationwide

Unlimited potential for development of Quality Tourism

KEY MISSION OF GOVERNMENT AND PUBLIC SECTOR

5. A Common Vision for Myanmar Tourism among key stakeholders and the people (Branding)
6. Policies and Strategies toward reaching the Vision
7. An Integrated Nationwide Structure Plan for Strategic Tourism Clusters. Emphasis on diversity and new destinations
8. Structure Plan implementation by short, medium and long term actions. Local level participation and management
9. Regulate and Guide local and foreign Private Sector Investments, not the other way around !
10. Safeguard Accessibility and Connectivity Nationwide
11. General advice: Engage 'Independent' Tourism Development Planners and seek support from relevant International Organizations, notably UNWTO/UNDP/UNESCO



MYANMAR CONTEXT

Central Government

14 Region and States level

District and Town Level

Local and Village Level

Individual Plans and Project Proponent's

KEY MISSION OF PRIVATE INVESTORS

19. Create Equitable Public Private Partnerships
20. Build and Operate high quality tourist accommodation and supporting facilities; 0 – 5 Stars
21. Employ wherever possible local people at all levels
22. In-house vocational training and education in collaboration with government institutions
23. Develop local resource based, integrated, energy efficient and sustainable development practices
24. Provide feasible solutions and win-win situations with Government Agencies on Land and Facility ownership, Financing and Management issues

Late Afternoon Magic at Inle Lake

Epilogue:

Protection and conservation of heritage, whether natural or cultural; tangible or intangible; inherent or recent; is a prerequisite for a truly sustainable future of quality tourism in natural areas, major cities and all other urban environments and human settlements on the planet.

This is why ‘time’ is such an important dimension in planning as it expresses exactly the moment and state of creation and society at any given time and place in history.

“Not understanding, respecting and learning from the past while shaping the future will result in ‘Nature Reserves, Cities and Urban / Architectural Structures without soul”

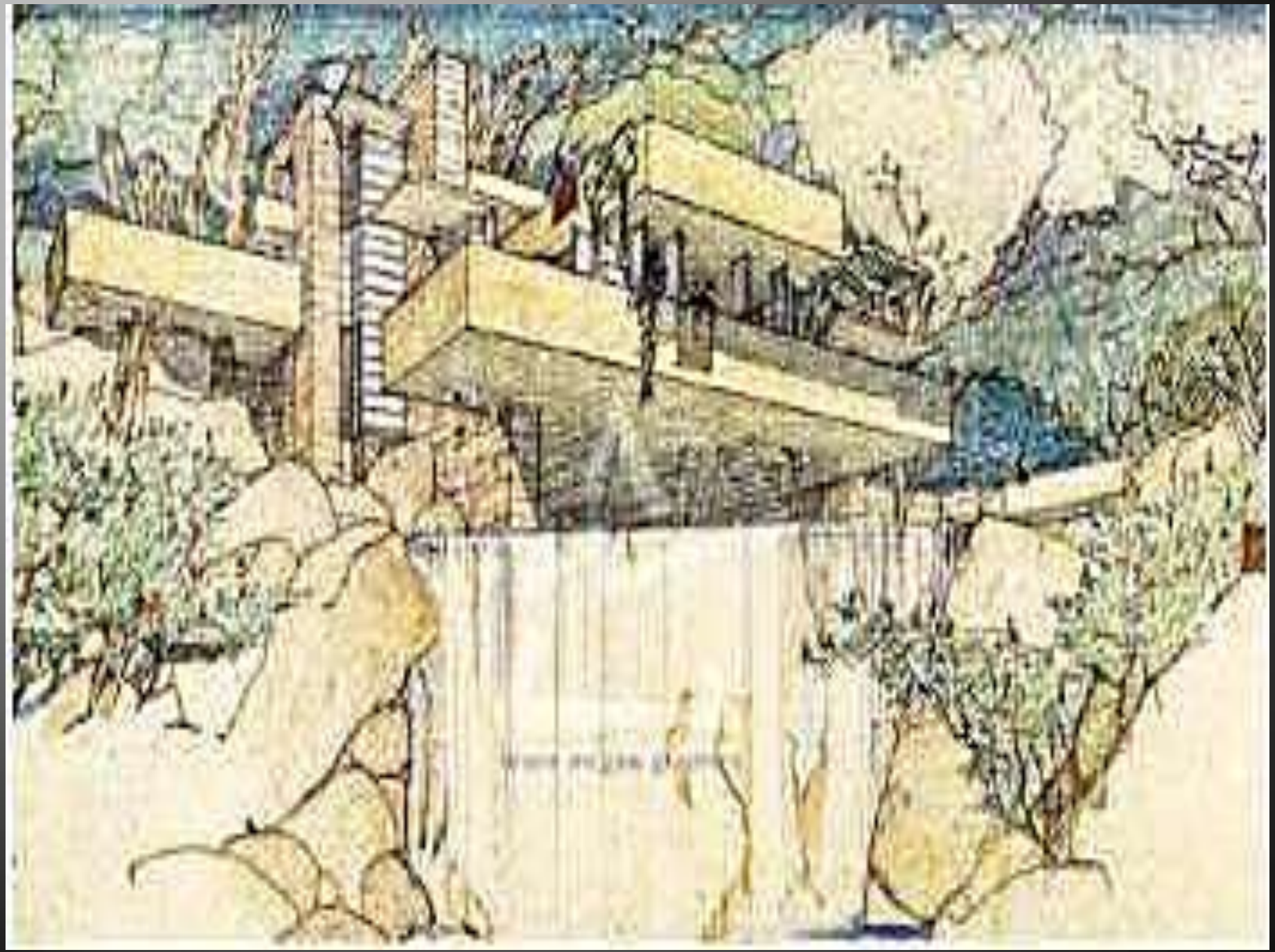
Thank You:

The 6 Dimensions of Planning

THE THREE WE ALL KNOW?

1. How Long ?
2. How Wide ?
3. How Tall ?

The Pretty Pictures



4. THE ENVIRONMENT

The Natural Environment

The Cultural Environment

Should by right be

The 1.st Dimension

A natural Wonder of extreme beauty:
Inle Lake, Myanmar - just before afternoon rain

Where people work and shop:
Shan State, Myanmar – a typical market

Where people Live:
Jakarta, Indonesia - A typical Urban Village

5. TIME

Our Assessment of the past

Our Contribution

Future's Assessment of Us

Kanas, Jiadengyu, China;
What we do not appreciate and learn from

Old Railway Station, Java, Indonesia: What we appreciate and get inspired by

Old Steam Engine Still in

Guggenheim Museum, Bilbao, Spain
It does not have to be old to be important

6. THE THINGS WE CAN'T KNOW

The forces of Nature

The Vanity of Mankind

The Unforeseeable and Unexpected

Eastern Seaboard of Japan 2011
Earthquake and Tsunami

Aleppo, Syria 2012
The Futility and Devastation of War and Terrorism

So What Makes This Way of Thinking Useful ?

In my book Because it works in our sub-consciousness once realized and determines what we believe to be Right and Wrong or Good and Bad !