



9th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY

THEME: **COMMUNITY BASED DEVELOPMENT AND TOURISM RECOVERY**

28 April to 1 May 2015, Bohol, PHILIPPINES

Technical Note

1. Background

Since 2006, the UNWTO has convened the Asia/Pacific Executive Training Programme on Tourism Policy and Strategy. This high level executive training programme provides a platform for policy makers to get together for exchanging ideas on current tourism issues. Through a series of lectures, group discussions, debates, and presentations, the training programme seeks to provide a forum to assist senior officials of UNWTO members of Asia and the Pacific 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 programme enables participants to improve their strategic tourism management skills and, through the network of contacts, further develop these capacities going forward.

This year's programme, which is entitled **Community Based Development and Tourism Recovery**, is being once again financed by the Government of the Republic of Korea and is expected to attract high level participants from our member states of Asia and Pacific region. The training programme will consist of two and half days of workshop and two technical tours through one and half days.

The venue chosen for the 9th training is the South Palms Resort on Panglao Island, near Tagbilaran City in the province of Bohol, the Philippines. This island province is a popular tourist destination offering beautiful beaches, diving and spectacular scenery. It is the Philippine's 10th largest island and the site of a devastating 7.2 magnitude earthquake, which occurred on 15 October 2013. The earthquake and typhoon Yolanda that followed just three weeks later in November caused extensive property damage and loss of life and disrupted an otherwise vibrant economy and tourism industry. This setting will provide participants with an excellent opportunity to better understand the issues discussed during the training programme and to see first-hand the recovery efforts.

2. Context

Community Development and Tourism

Among the big trends outlined for travellers and travel is the desire for meaningful and experiential travel. Community Tourism is seen as a means to bring employment and development to communities that might not otherwise benefit. This sounds simple, but in reality is a complex and difficult task that involves a wide range of stakeholders and actors.

Tourism, communities and sustainable development are all inter-related, however, there is in general a lack of clarity and no real common ground regarding how each are to interact. Community tourism is generally regarded as a solution to resolve conflicts between environmental protection and local need for development. In theory, this should be achieved through improving residents' quality of life by optimizing local economic benefits, by protecting the natural and built environment and by providing a high quality experience for the visitors.

However, the real challenge is that communities and community tourism are dynamic in nature and managing this requires the coordination of a great many actors – with all having a similar vision for the future.

The Scope of Community Tourism

Communities get involved with tourism either because they are affected by tourism development passively or because they are using tourism as a tool for their development. In the past, there was often limited opportunity for local communities to fully participate and many community tourism developments tended to be exploitive and not necessarily sustainable.

More recent trends observe the triple bottom line combining social and environmental responsibility with economic efficiency and this can be seen new developments where corporate social responsibility (CSR) has become a way of doing business. Examples such as the “Sandals” Resorts in the Caribbean and the Banyan Tree developments in South-East Asia place considerable emphasis on their contribution to the local economy. This includes targets for poverty alleviation, training programmes, creation of employment and working with and within the local communities. This active partnership of industry and community has proven to be effective and beneficial.

Participation in Community Tourism

Some of the issues that will be explored during this session include how community tourism provides linkages between the resources, development activities and how the benefits from development are shared. Some of the challenges to be met include:

- Overcoming ‘top-down’ approaches to community development
- Building capacity within the community to face future challenges
- Fostering stronger, equitable partnerships between communities and tour operators and other powerful groups
- Enhancing overall economic benefits to the community

- Developing tourism in harmony with the basic needs of the community

The goal is for communities to participate fully in the decision-making processes that affect them and to receive tangible benefits for their involvement. Participants will be introduced (and present) examples of community tourism developments that will demonstrate:

- The need to build smart partnerships between the industry, the community and the resource custodians (often the government agencies);
- How communities can effectively participate in and benefit from tourism; and
- The key factors ranging from the stage of the development of the community, the types of leadership within the community and the policy environment the community exists in

Tourism Recovery

Crises can take many forms; recession, changes in the price of oil, natural disasters, civil unrest, threats of terrorism, disease outbreak, aviation disasters and so on. In whatever form, all have a devastating impact on local lives, livelihoods and local economies. The considerable investments that have been made into developing economies, communities and tourism can be quickly lost when the unexpected occurs.

Tourism is an important economic sector, but it is particularly vulnerable to crisis or even the perception of crisis. The impact of travel plans postponed or cancelled, is the loss of much needed employment and income.

Over the past decade, many countries in South-East Asia have had to deal with disasters on a massive scale and then embark on a recovery. This session will examine specific country examples and the impact this has had on the tourism industry and how tourism has been used as a tool in the recovery. This includes how these countries have re-started and rebuilt their brands, regained customer confidence and recovered infrastructure. A key aspect to be covered will be the role of tourism in assisting the rebuilding post-disaster.

The session will also cover what lessons can be learned and how countries can be better prepared to deal with future crisis. This includes:

- The preparations necessary to manage a crisis;
- Clear understanding and definition of stakeholder roles;
- Having a plan and being able to implement the plan;
- Managing media; and
- Implementing the recovery plan and re-starting the economy

3. Training Programme Objectives

This training programme is specifically designed to support tourism policy makers and directors of member states of UNWTO. It aims 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 aim is to share successful examples from the region and examine the key aspects that make these successful.

The overall objectives of the training programme are to deepen participants' understanding in 'Community Based Development and Tourism Recovery' in the following areas:

- The role of tourism to achieve changes in the development and recovery of local communities
- How tourism policy can help in the development and tourism recovery for a community
- How to empower people in the communities and provide them with the necessary skills
- Creating effective partnerships across all stakeholders

The training programme also strives to enable UNWTO's Asia Pacific member countries to share successful practices for community based development and tourism recovery.

4. Provisional Programme

The training will be divided into two themed sessions and a final conclusion session. The two themed sessions will commence with a lead presentation and be followed by country presentations and discussion, Q&A session/small group discussions and a wrap up. The final conclusion session will include small group discussions and draw up a list of recommendations taken from each of the sessions. There will also be two technical tours arranged, details of which will be distributed in the coming weeks.

Date	Programme
27 April (Mon)	<ul style="list-style-type: none"> • Arrival and Check in
28 April (Tue) Session 1	<ul style="list-style-type: none"> • Opening Ceremony • Lead Presentation: Smart partnerships for effective community development through tourism. Speaker: Robert Basiuk <i>This session will provide an introduction to Community Based Tourism (CBT) highlighting both the successes and the challenges.</i> <i>Community based tourism (CBT) has the potential to create employment and foster protection of environmental resources. However, it (CBT) is not a one-size-fits-all solution, nor is it a stand-alone strategy. Successful CBT requires active participation and partnership of a number of actors in the private and public sectors to remain viable as a business and to achieve the goals of community development.</i> • Country Presentations by Participants • Q & A session/ Small Group Discussion • Session 1 Wrap Up by Robert Basiuk • Welcome Dinner (Host member state)
29 April (Wed) Session 2	<ul style="list-style-type: none"> • Lead Presentation: Recovering from Crisis Situations- Case Studies from the Philippines Speaker: Narzalina Zaldivar Lim <i>This session will provide an introduction to the vulnerable nature of tourism and the challenges of recovering from a downturn or a disaster.</i> <i>The presentation will deal with the impacts of the powerful earthquake and typhoon that hit Bohol in 2013 and how the province took steps to recover and restart the local economy. Case studies on crisis situations that faced the Philippines in the past and how the country recovered from these will also be discussed.</i> • Country Presentations by Participants • Q & A session/Small Group Discussion • Session 2 Wrap Up by Narzalina Zaldivar Lim

30 April (Thu) Session 3	<ul style="list-style-type: none"> • Discussion/Workshop: Draft a communication with a list of recommendations • Wrap Up / Final Conclusion and Recommendations by Robert Basiuk • Closing Ceremony • Technical Tour 1 on the theme of Tourism Recovery (Half day) • Farewell Dinner (Host member state)
1 May (Fri)	<ul style="list-style-type: none"> • Technical Tour 2 on the theme of Community Based Development / Tourist attractions (Full day)
2 May (Sat)	<ul style="list-style-type: none"> • Check out and Departure

5. Participant Involvement

Participants should be at least senior director level from the national tourism administrations of UNWTO Member States and have an excellent command of English.

In order to increase participation levels, and to have a useful and practical learning experience, each participant is required to prepare a short presentation of **under 10 minutes** on Community Based Development **or** Tourism Recovery in their own country. Specifically, presentations should include a discussion of the following session themes (as below) as it relates to the destination the participant is representing.

- Session 1 - Community Development and Tourism
- Session 2 – Tourism Recovery

All participants will use the country presentation template and guidelines provided in the Speakers Guideline for Participants.

The due date for presentation files to be submitted to UNWTO is **no later than 13 April**. All the presentation files will be distributed to participants in advance of the training to facilitate efficient discussion.

6. Short Profiles of UNWTO Consultants

Robert Basiuk is a Tourism and Environmental Management Specialist and provides consultancy for national park management planning, community tourism development and environmental management planning. He has a background in environmental management and has over 30-year experience in the fields of natural resource management and tourism development and management working for local governments and international donor agencies.

He is a co-founder and director of Borneo Adventure (established in 1987), an award-winning nature and adventure tour company based in Kuching, Sarawak. Borneo Adventure has been working with several indigenous communities in Sarawak for over

25 years and through tourism they were instrumental in garnering the support of the communities to secure protection for a large area of rainforest that provides important habitat for orangutan.

As a consultant, Robert managed the marketing and operations of the Sarawak state tourism promotion board. He has also provided consultancy for community-based tourism in Malaysia, Thailand and China through work with agencies such as DANIDA, GTZ, ADB, WWF and the UNWTO. His consultancy experience with villages has ranged from developing area tourism attractions to broader spectrum interventions for enhancing community involvement. His experience in environmental management includes preparing strategic environmental management plans for selected divisions in Sarawak and strategic environmental assessments for the development of tourism in Cambodia, Laos, Yunnan and Thailand. He has worked throughout South-east Asia and has provided environmental inputs for tourism development plans in China, Timor Leste, Pakistan, Cambodia and Thailand. He is a registered environmental consultant with the Sarawak Natural Resources and Environment Board and a trustee for the World Wide Fund for Nature (WWF) Malaysia.

Narzalina Zaldivar Lim is President of Asia Pacific Projects, Inc. (APPI), a management consulting company specializing in tourism and hospitality. Incorporated in 1992, APPI's principal mission is to advise governments, corporations, and individuals on sustainable strategies to develop and profit from tourism. APPI has completed several policy and planning projects in its 23 years of existence among them the National Tourism Development Plan of the Philippines; the tourism plans of Sichuan and Yunnan provinces in China, the Greater Mekong Sub-region (GMS) Tourism Strategy; the Tourism Strategy and Action Plan for the Islamic Republic of Iran and the Policy Paper on Tourism for India. Since 2013, APPI has been assisting the province of Bohol in upgrading its tourism products and services through the USAID-funded project called "Advancing Philippine Competitiveness" or COMPETE. APPI has also advised several private corporations in the Philippines on the feasibility of their hotel and resort projects.

Ms. Lim was Secretary of Tourism of the Philippines during the administration of Presidents Corazon C. Aquino and Fidel V. Ramos. Before her appointment as Secretary, she held the post of Undersecretary for Policy, Planning, and Development.

Ms. Lim was a lecturer for many years in several academic institutions, the last one being the Far Eastern University in Manila where she was instrumental in introducing the Tourism Programme.

Ms. Lim holds many trustee and board positions such as: President of the Ala-Ala Foundation, a philanthropic organization devoted to social and youth development; President, Iloilo Economic Development Foundation, a non-stock, non-profit corporation which aims to promote Iloilo Province and City as good places to invest in; Trustee, Asian Institute of Management (2007-2010); Director, University of Iloilo; Independent Director, Pico de Loro Beach and Country Club, Inc; and member, Former Senior Government Officials.