National Forum on Sustainable Tourism for Development.

Keynote:

Steve Noakes
Travel:
- Our motivations & methods to explore

Enjoy:
- The essence of our travel experiences

Respect:
- Do No Harm – to people, places & planet

Reflecting on a personal 40 year journey in Asia Pacific tourism & travel
Travel is fatal to prejudice.’
Mark Twain 1835 - 1910

“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did do.
So throw off the bowlines, sail away from the safe harbor.
Catch the trade winds in your sails.
Explore.
Dream.
Discover.”
Before Crocodile Dundee!

March 1980. Outback Tour Guide. (Steve Noakes)
Kulgera, Northern Territory, Australia

1979, Alice Springs
Three decades leading Melanesian expeditions

1988: Papua New Guinea

Suzanne Noakes

2017: New Caledonia, Vanuatu, Solomon Islands, Papua New Guinea, West Papua + Micronesia

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The South Pacific at ITB Berlin (circa 1989)
Early days of regional approaches to motivating industry & consumers to travel
At a time when many Asian destinations were not open for tourism.

Tourism Council of the South Pacific.
1990: *Guidelines for integration of tourism development and environmental protection in the South Pacific.*
Enjoy. Support. Protect.
Way Kambas National Park, Sumatra.

www.ecolodgesindonesia.com
‘Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike.’ — John Muir
Borneo: Pack your bags & explore the jungle. Now!

Jalan Kebudayaan II No.1 Sidakarya,
Denpasar (Bali), Indonesia
+62 361 722775
http://ecosafiriindonesia.com
There’s more than orangutans ... meet the ‘slow lorises’.

At Tanjung Puting National Park
Kalimantan, Indonesia

Photo credit: Abdul Hakim
Senior Naturalist Guide

www.ecolodgesindonesia.com
Taking someone’s hand can be the beginning of wildlife journey.
'We always think that everybody can do a little bit more, if not a lot more.'

Aung San Suu Kyi.
Respect for people: End poverty & hunger – ensure dignity & equality

Dung Hla village, Myanmar. - used by trekking operators between Kalaw & Inle Lakes.

‘When I asked him (Khun Khamauk) how much he would sell a mat similar to the one we sat on he said if a visitor wanted such an item it he would be pleased to give it to them.

Poor by most standards (material?) for these village people, it's all about sharing and satisfying a visitor - there is little or no commercial consideration.’
Respect prosperity

Mr Min Cooking Class, Inle Lake, Myanmar.
Time to experiment. Hand-carried, fresh-water-flush, self-contained portable toilets. The first to test mobile sanitary for customers on this cooking class on Inle Lake – purchased in Australia, hand delivered to Myo Min Htun!

Prosperous & fulfilling lives in harmony with nature
Respect our planet: *Protect our planet’s natural resources & climate for future generations*
Respect our planet:

Our planet is about 4.6 billion years old.

Let’s scale that to 46 years.

- Humans have been here for 4 hours.
- The industrial revolution began 1 minute ago.
- In that time we have destroyed more than 50% of the world’s forests.

Source: http://greenpeaceusa.tumblr.com/post/93508666790/the-earth-is-46-billion-years-old-scaling-to-46
Respect in partnerships

Example:
Donor cooperation to advance the Myanmar tourist guide industry.
Respect peace: Foster peaceful, just & inclusive societies

‘A true friend knows your weaknesses but shows you your strengths; feels your fears but fortifies your faith; sees your anxieties but frees your spirit; recognizes your disabilities but emphasizes your possibilities.’


ACCESSIBLE MYANMAR
info@miramyanmartravel.com

No matter how we define ‘disability’, Accessible Myanmar sees each tourist as an individual and provides travel services for everyone in conditions that meets their needs.
The 5 P’s of sustainable development – capture the scope of the 17 SDGs.

Tourism in the targets for:

Goals –

#8: Inclusive & sustainable economic growth
#12: sustainable consumption & production (SCP)
#14: sustainable use of oceans and marine resources
Thank you