2017 International Symposium and Annual Conference:
Empowering Tourism
Destinations’ Sustainability through Innovation
7-9 December, Kasane, Botswana

Actions to ‘walk the talk’ in Asia
Asian Ecotourism Network/Japan Ecolodge Association

AEN Chair, Masaru Takayama
AGENDA

- AEN: the rising star in Asia
- Challenges and Opportunities
- Projects in Action for better tomorrow

Mission: Connect AEN stakeholders for knowledge transfer, consulting, marketing, and business development to achieve sustainability.
Asian Ecotourism Network (AEN)  www.asianecotourism.org
The rising star in Asia: 23 board members from 18 countries
Headquarter in Thailand and 4 satellite offices in Malaysia, Philippines, Indonesia, India, Japan
Asian Ecotourism Network (AEN)
Challenges we face in Asia

• Needs stronger public-private relationships
• Make all types of tourism more sustainable
  • Over-tourism in popular destinations
  • Cheap and polluting air traffic on the rise
  • Nature-and-Community tourism at fair price
• Green washing/false claims
• Lack of reliable information – safety, access, English, etc.
• On-the-ground exchange of experience
• Unclear legal information, often in original language
• Human and financial resources
Asian Ecotourism Network (AEN)
Creating more Opportunities in Asia

- To Create an extensive and intensive platform
- To learn from each other
- To seek synergies and make action plans in collaboration
- To voice and to be heard
- To compensate the weak points
- To share the financial burden
- To positively influence the policy makers

AEN Projects in Action

- Setting the Global Ecotourism Standard for Asia
- Profiling the state of ecotourism in Asia
- Updating with the latest ecotourism trends in Asia Pacific
- Connecting B2B and B2C