REPORT

Workshop for ASEAN

Beyond Borders: RETHINK ASEAN Ecotourism

1st to 6th September, 2014:
Bangkok, Rayong, Trat and Chantaburi Provinces, Thailand

The Department of Tourism, Ministry of Tourism and Sports.
Executive summary

✓ ‘Beyond Borders: RETHINK ASEAN Ecotourism Training’, organized by the Department of Tourism, the Ministry of Tourism and Sports of Thailand, explored how ASEAN ecotourism operators and local communities could add more value to ASEAN ecotourism experiences and marketing. The training focused on new opportunities to be created by the ASEAN single market and educational travel. Participants from 6 ASEAN counties attended the event. The workshop built trainees’ capacity to add value to ecotourism across the marketing mix (product and people, pricing, partnerships and promotion). Participants expressed high satisfaction, and offered many useful recommendations for future action.

✓ The ASEAN economic community will expand freedom of travel for an increasingly affluent and well-educated ASEAN middle class. There will be many opportunities to re-package ecotourism for ASEAN and domestic families, students, companies (for CSR and team building) and special interest travelers.

✓ Success will require tailoring existing ecotourism products to the specific needs of these new markets. To access these opportunities, ecotourism businesses and supporters need to think ‘outside the box,’ considering innovative types of partnerships, such as with schools, universities, professional networks, etc.

✓ Ecotourists from traditional, western markets will continue to be attracted to the region. IT offers great opportunities for ASEAN suppliers to reach western travelers using B2C channels such as websites and social media. To partner with western outbound tour operators (B2B), suppliers need outstanding, good-value, safe products; excellent back-office management systems; and capacity to comply in the legal environment in which western tour operators are operating.

✓ The living relationship between local communities and the natural world is a key highlight of ASEAN ecotourism and CBT. Ecotourism businesses and supporters can create outstanding experiences by working with local communities to support or improve existing ecotourism / CBT, and craft new experiences. Success will require sincere private-public-people partnerships; effectively facilitating local community participation; and capacity building from "mobilization to marketing."
1. Background of ‘Beyond Borders: RETHINK ASEAN Ecotourism’

‘Beyond Borders: RETHINK ASEAN Ecotourism’, was organized by the Department of Tourism, the Ministry of Tourism and Sports of Thailand, as part of Thailand’s ongoing commitment to share ecotourism experience and skills with ASEAN member countries.

This training program marked the 5th time that Thailand has organized an ecotourism training for ASEAN, since the first training, organized in Ubon Rachathani in 2008.

2. Key Concepts

The RETHINK ASEAN ecotourism training explored new opportunities for ecotourism operators and local communities to add value to their ecotourism experiences and marketing; with a focus on opportunities created by the AEC and educational travel.

During the past two decades, hundreds of ecotourism and CBT programs have been developed across ASEAN, with support from governments, businesses, NGOs and academics. Some of these programs have successfully accessed markets, while others have not. ASEAN ecotourism operators want to access markets and increase visitor numbers to destinations located ‘on the way’ and ‘far away’ from traditional tourist hubs.

The ASEAN economic community will expand freedom of travel for an increasingly affluent and well-educated ASEAN middle class. There will be many new opportunities to re-package ecotourism for ASEAN families, students, companies (for CSR and team building) and special interest travelers. Meanwhile, western ecotourists from traditional markets will continue to be attracted to the region. Domestic travel is also set to grow.

The RETHINK ASEAN Ecotourism training was designed to provide trainees with a new lens, helping them to ‘think outside the box,’ understand and experience new opportunities to add value to ecotourism, by repackaging, and tailor-making innovative experiences for high-value domestic, regional ASEAN and international markets.
Training content focused on how participants could add value to ecotourism. E.g.:

✓ **Product development:** making experiences unique, fun, safe, comfortable, convenient, informative and responsible. How to tailor experiences to meet the needs of high-value markets, like families, seniors, students and volunteers. How to craft more authentic, interactive, inspiring, educational, hands-on experiences.

✓ **Pricing:** value for money, competitive pricing, price strategies including how to add value through ‘free’ offers, and communicating sustainability achievements.

✓ **Partnerships:** e.g. What is expected of ASEAN ecotourism suppliers who want to work with western tour operators? (B2B); schools and universities; networking, cross-marketing and intra-ASEAN route development. Participants learned how to harness professional and educational networks to access ecotourism markets.

✓ **Promotion to target markets:** e.g. crafting promotion to engage with the profile and interests of specific target markets. Learning how to harness channels, including FAM trips, tourism awards, traditional and new media, and trade fairs.

3. Training Objectives

Following the training, participants will:

I. **Understand ecotourism and CBT concepts and practices;**

II. **Understand new ecotourism product development and market opportunities which will be created by a borderless ASEAN community;**

III. **Understand how to add value to ecotourism products, so they are more attractive to target tourists, can sell better, and satisfy tourists’ needs;**

IV. **Bring home lessons from Thai experiences in ecotourism and CBT.**
4. Training Process

The learning process combined a balance of classroom and field activities.

Please see Annex 1, Final Training Program, for more details of the program.

4.1. 1st September, 2014: Welcome Reception for Participants (Pullman G Hotel)

The event was opened by Mr. Boonserm Khunkaew, Director, General Affairs Division, The Department of Tourism and Sports, and Ms. Jaranya Daengnoi, Director of CBT-I.

The participants introduced themselves, and shared expectations. Most important were:

1. Network, share experience and update progress in ASEAN countries in sustainable and ecotourism. E.g.: concepts, models, policies and products (9)
2. Learn lessons about how to make ecotourism more sustainable. E.g.: how to meet local needs and how to preserve the environment and local wisdom (5)
3. How to raise local awareness, build capacity and share benefits broadly? (3)
4. Learn about the role of youth in CBT and education (2)

4.2. 2nd September 2014: Classroom based learning

4.2.1. Opening Remarks by Mr. Pasit Poomchusri, Deputy D.G., DOT.

The first full day of the training began with opening remarks, by Mr. Pasit Poomchusri, Deputy Director General of the Department of Tourism, the Ministry of Tourism and Sports of Thailand.

Mr. Poomchusri welcomed the delegates and explained that Thailand is currently the country coordinator of the ASEAN Tourism Resource Management and Development Network on Ecotourism. The RETHINK ASEAN Ecotourism workshop aims to provide participants with opportunities to share their knowledge and experience in ecotourism management and to strengthen collaboration within the ASEAN Ecotourism community.

The workshop was designed to give participants opportunities to better understand ecotourism; review rules and code of conducts; and consider how to add more value to ASEAN ecotourism and design more appealing products and services which can better serve the needs of foreign and ASEAN visitors. The program is divided into classroom sessions, with experts, and site visits to ecotourism destinations in eastern Thailand.

Mr. Poomchusri, thanked the delegates, “leaders and opinion shapers of ASEAN ecotourism,” CBT-I, and the ASEAN secretariat for their contributions to the workshop. He wrapped up the opening remarks by reminding delegates that “by the end of next year, there will be an ASEAN Community, comprising 620 million people. We have to intensify our efforts to enhance connectivity and make ASEAN a single destination for ecotourism, with a single standard, and direction.”
4.2.2. Keynote speech: Mr. Pradech Phayakvichien

The keynote speech inspired delegates to “RETHINK ASEAN ecotourism development: borderless markets, limited resources and brave new directions” The distinguished keynote speaker was Mr. Pradech Phayakvichien, former Governor of the Tourism Authority of Thailand (TAT), and a regional expert on sustainable tourism.

Mr. Phayakvichien made a powerful keynote, emphasizing the following key issues:

- Local communities, which have managed to preserve their identity while cooperating with other groups, are a model for successful ASEAN cooperation.

- Local communities also play a crucial role in ASEAN ecotourism. They often live in protected areas, alongside natural resources. The relationships and balance between people, culture and environment are a highlight of ASEAN ecotourism.

- Tourism is growing fast in ASEAN. Some people consider ASEAN collaboration to be a threat rather than an opportunity. However, “if we perceive each other as allies and cooperate, we can turn threats into opportunities both from tourism coming in from other regions and tourism within our ASEAN communities.” This includes great opportunities from a single market of 600 Million ASEAN citizens.

- We should not only focus on the economic pillar of ASEAN. The socio-cultural community also offers great opportunities. “Kinship or neighboring countries is ingrained within this region.” Thus, a borderless ASEAN can be considered not only a move into the future, but also a “return to the past, where connections between race, ethnicities, cultures and trades have been established for centuries.”

- Based on this, innovative collaboration could “start with the relationships between our ethnicities, cultures, trades, education,” such as “foreign exchange programs for travelling students, academic seminars, the collaboration between artists, poets, or athletes, being “sisters-cities” and hosting exchange events and activities.”

- Emphasizing that “We have to link new ideas with the strongest and firmest base, which is our Social and Cultural Capital, and natural resources and environment,” Mr. Phayakvichien also recommended ASEAN countries to cooperate and develop “themed routes”, such as a tourism corridor between east or north east part of Thailand and Cambodia, or new waterway tourism route development.

- Mr. Phayakvichien made the following recommendations for ASEAN ecotourism:
  
  o Pick the right target group of tourists, suitable to limited and fragile supply;
  o Build a sustainable supply base, in line with the tourists we want and aim for;
  o Prioritize tripartite partnerships between the private sector and civil society under the support of the government, spreading tourism into communities.

- The recommended strategy was 1) government / private / civil society partnerships; 2) Network development for negotiating power, 3) business alliances to create opportunities and 4) develop knowledge and management.
4.2.3. “How well do you really understand ecotourism?” Jaranya Daengnoi

Ms. Jaranya Daengnoi, Director of CBT-I facilitated a lively, hands-on learning activity, which encouraged trainees to reflect on their understanding of ecotourism. Four groups looked at different photos, and were asked to present arguments that each was:

- Definitely ecotourism;
- Probably ecotourism;
- Probably not ecotourism;
- Definitely not ecotourism.

Based on discussion, delegates proposed key elements of ecotourism. This definition indicated that ecotourism in ASEAN should include both nature and local communities.

This session catalyzed active discussion between the participants about “What is ecotourism in the ASEAN context?” Participants considered the definition of the International Ecotourism Society (TIES): "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990)

This was appreciated by participants, due to the clear focus on communities and the environment. In ASEAN countries, even in national parks and protected areas, significant populations of local people live a semi-subsistence life, and rely on nature.

Participants agreed that including communities in ecotourism development, and creating benefits for communities and the environment must be priorities for ASEAN ecotourism.
4.2.4. Country presentations

The next session was country presentations:

✔ Brunei: A Case Study of Sumbiling Village, Teburong District, Brunei, was presented by Mr. MOHD Jeffrey MOHD Sunnylai Tourism Officer, Head of Nature Unit, Product and Business Development Division, Tourism Development Department, Ministry of Industry and Primary Resources and Mr. Leslie Chiang Jin Kiong, Managing Director / Tour Operator, Borneoguide.Com.

Sumbiling Village is a rainforest lodge and adventure camp, located in Temburong area, and a gateway to Ulu Temburong National Park. Highlights include staying overnight in Iban ‘balai’ huts and camping in comfortable riverside tents, with enough facilities for a ‘comfortable sense of adventure.’ Guests enjoy a herb trail, adventure training, and many teambuilding, corporate and student programs. The program has been selected as the first ‘green school’ in Brunei.
Cambodia presented “Successful ecotourism: community and ecotourism development in Cambodia” including the case of Chi Pat, by Mr. Bou Chan Serey, Deputy Director General of Tourism, Ministry of Tourism of Cambodia.

Cambodia has 23 protected areas (47,845 km²), and 56 CBET destinations. The case study of Chi Pat showed how well-planned ecotourism had created opportunities for local people to replace poaching and deforestation with activities like kayaking, biking and trekking along 200 km’s of forest trails. Key lessons from CBET are the importance of public-private-people partnerships. Ecotourism committees and their representatives are advised to work with government, financial institutions, conservation organizations / NGOs, and the private sector.

**2-CBET Development Strategy (con’t)**

Institutional mechanism

- **Ecotourism Committee**
- **Financial Institution**
- **Conservation’s Organization-NGOs**
- **Tourism Private Sector**

**Governmental Authorities’ Representatives:**
- Ministry of Tourism
- Ministry of Environment
- Ministry of Agriculture, Fishes and Forestry
- Ministry of Rural Development

**Local Community Representative**

Major activities in Chi Phat

- Kayaking
- Trekking
- Biking

- There are 23 protected areas (7 national Parks, 10 wildlife sanctuaries, 3 protected landscapes and 3 multiple used areas) total area: 3,273,200 Million ha or 47,845 km².

- 56 CBET: (11 practical advance tourism communities in charge to protection natural resources).
Indonesia presented a case study of Pemuteran village, in Bali, by Mr. Agus Setiawan and Ms. Intan Rulianti of the Ministry of Tourism and Creative Economy of Indonesia.

Pemuteran village is the site of a coral restoration and conservation project which has won numerous national and international awards for energy efficiency, low carbon emissions and biodiversity. Using bio-rock and other objects, like bicycles, the project created new coral colonies, which were further stimulated using solar electric power. Tourists can enjoy boat trips in glass bottomed boats. The project is also a good example of a private-public-community partnership.
Malaysia presented “Malaysia’s Ecotourism” by Ms. Yong Ee Chin, Senior Principle Assistant Secretary (Bilateral and ASEAN unit), and Mr. Effie Syamsurijal HJ.Othman, Principal Assistant Secretary (Malaysia Planning Unit), of the Ministry of Tourism and Culture, Strategic Planning and International Affairs Division.

Malaysian ecotourism is focused around 44 protected areas, representing 5 major ecological landscapes, many of which are internationally recognized. This represents 11% of the total area of Malaysia. Key ecotourism target markets are families and high-end luxury markets. Kinabalu and Gunung Mulu National Parks (UNESCO World Heritage Sites and ASEAN Heritage Parks) are traditional, popular ecotourism destinations. Lower Kinabatangan Wildlife Sanctuary (endemic Orang Utan / Proboscis species) and Danum Valley Conservation Area (Important Bird Area) have great potential for developing ecotourism.

**SUCCESS STORY MALAYSIA ECOTOURISM MARKETS**

Malaysia has listed 50 best ecotourism sites and these are the two (2) success stories for traditional ecotourism in Malaysia are foremost:
1. Kinabalu Park
2. Gunung Mulu National Park

**THE SUCCESS IN A NICHE ECOTOURISM MARKET**

Ecotourism itself is considered niche within the tourism industry.

The possibilities are diverse and two (2) sites stand out (specialized in endangered species conservation and research)

1. Lower Kinabatangan Wildlife Sanctuary (endemic view of Orang Utan and Proboscis species)
2. Danum Valley Conservation Area (Important Bird Area).
Thailand presented a “Case Study: Ban Maekampong Village, Chiang Mai,” by The Department of Tourism, Ministry of Tourism and Sports of Thailand.

Ecotourism standards developed by the Department of Tourism define 4 key elements of success: i) The potential of ecotourism, ii) Managing the use of space to achieve sustainability, iii) Managing knowledge and creating awareness and iv) community participation in tourism activities. Mae Kampong is one of Thailand’s best known and most successful CBT destinations, with many ecotourism activities, including forest trekking with local guides and learning about clean, renewable energy. Mae Kampong shows the importance of a lucky location (close to Chiang Mai, with beautiful nature), support from external organizations (GO/NGO) and strong individual leadership within the community.

Additional presentations by Thai participants included:

✓ A presentation on CBET development in Galyani Vadhana District, Chiang Mai, by As. Professor Duangporn Onwan, Head of Data Management for Research and Community, Rajamangala University of Technology Lanna (RMUTL) Chiang Mai. This presentation illustrated the ‘community based research’ process. Community members approach tourism development as a simple action research activity, supported by field workers from local universities and NGOs. This step by step process allows community members to ‘learn by doing’ in an informed structured way, building capacity to understand and manage tourism impacts.

✓ The final Thai presentation, “Teach, Learn, Share,” presented the case of The Banana Family, a youth social enterprise in Loei province, by Ms. Luckhana Sanbungko of Loei Youth Savings Group, and Mr. Keeraty Pichaiyan of the Association of the Ship for Southeast Asian Youth of Thailand. The presentation showed how “The Banana Family” social enterprise had begun offering placements and activities for Thai and international volunteers. Volunteers were promoting the enterprise through word of mouth, social media and peer networks.
Singapore presented on “Beyond Borders: RETHINK ASEAN Ecotourism, a Case Study of Singapore,” by Ms. Sharmine Tan Si Min, Executive, Outreach and Programmes Management, Singapore Environment Council.

Although Singapore is an urban environment, it is also a garden city, with many green, public spaces. The most important ecotourism destinations are Sentosa Island (traditional markets) and Pulau Ubin (niche markets). Between April 2013 and March 2013, the island welcomed 20.5 million visitors. This was achieved in a sustainable way through solid multi-stakeholder processes and Green Planning. Ecotourism is linked in practice to CSR activities, such as recycling, community outreach and recognizing transient communities. Technology plays an important role, such as through energy efficiency and rooftop gardens.
4.2.5. Panel Presentations, Discussion and Ecotourism Clinics

The lively panel presentation was rich in experience and practical recommendations. Speakers provided perspectives on western, ASEAN and domestic ecotourism markets.

1) **International / western ecotourists:** Mr. Carl Needham is General Manager of *Peak Adventure Travel*, South East Asia. Peak is a groundbreaking partnership between TUI and Intrepid Travel, providing destination management services for some of the world’s most successful, western, small group adventure brands.

Mr. Needham focused on “how to compete, add value and gain access to the highly competitive international, small group adventure market.”

**Highlights:**

- Key western ecotourism markets are independent travelers, small group trips with set itineraries, family and friends and special interest (e.g. photography);
- Women represent 65% of travelers on Peak’s group trips and are the most important decision makers. Therefore, marketing must ‘speak to’ women directly;
- Tour operators wanting to break into the B2B supply chain need to be professional and able to offer exceptional, authentic experiences, safely;
- Adding value doesn’t always cost money. Adding value to an International operator can be things such as having a clear booking and invoicing process;
- Knowledge of how to comply with western laws can also add high value;
- Peak is seeing increasing use of social media to drive sales through its website;
- People are being inspired to travel by watching their peers on social networks;
- However, travel agents are still the preferred method to book Peak trips. This is due to trust. Travelers know where / who to go to if they experience a problem;
- New and growing markets are families travelling together, wanting to show their children different ways of life; and what is being called PANKs: (Professional Aunties Without Kids) taking their nephews and nieces on experiential holidays.
2) **Regional ecotourists and education markets:** *Dr. Jutamas Wisansing Ph.D* is an Assistant Professor of Tourism Management, MD and consultant of Perfectlink Consulting Group Co. Ltd, specializing in capacity building, tourism marketing, branding and sustainable tourism development in Thailand and ASEAN. She is currently serving as the Education Chair of the Pacific Asia Tourism Association, Thailand Chapter. Dr. Jutamas Wisansing focused on “How to realize and unlock the market potential of ASEAN ecotourism and CBT destinations as field learning centers for ASEAN students and professionals.”

**Highlights:**

- ASEAN has 6,500 higher education institutions and 12 million post-secondary students. Plans are being made to create a so-called “Common Space of Higher Education,” based around four main priorities: student mobility; credit transfers; quality assurance and research clusters.

- There are strong links between tourism and education, and education is increasingly heading into the field, through initiatives such as Educational Tourism, Life Long Learning and Education for Sustainable Development;

- Life Long Learning can cover all ages, nationalities and professions. Many lessons can be learned in the field. We should RETHINK the ASEAN ecotourism marketing mix from 4 P’s to 4 E’s: Product as Experience, Price as Exchange, Promotion as Engagement and Place as ‘Everyplace’.

- There are many different ages of students, and different experiences can be developed. Students are increasingly mobile within the ASEAN region.

- As a university lecturer, Dr. Wisansing said that ecotourism operators and CBET could attract her to take groups on a field trip by being able to “go beyond what to how,” i.e. seeing production processes and learning how community initiatives, conservation work, etc were actually being done.
3) **Domestic ecotourists**: Mr. Nipatpong Chuanchuen is Founder and Manager of Trekking Thai.Com, a pioneering, innovative tour operator which has successfully created an online community of Thai ecotourism fans and offers genuine ecotourism and CBT from across Thailand to Thai tourists. Mr. Nipatpong Chuanchuen focused on “How to adapt ecotourism to the needs of domestic markets: a case study of Trekking Thai Dot Com.”

**Highlights:**

- Trekking Thai is now a market leader in Thai ecotourism for Thai travelers, and the most successful website on ecotourism which targets domestic Thais.
- Mr. Chuanchuen believes that used sensibly, ‘free’ is a great marketing strategy;
- His business was built with very little capital. Mr. Chuanchuen built communities, online and offline, and relied on the power of trust, peer relationships and word of mouth marketing to grow. At the beginning, he simply invited his friends to travel and share travel costs. He got Thai people excited and involved in ecotourism.
- Trekking Thai Com was created as an open web forum for Thai ecotourism fans to share ideas and photos with one another. Mr. Chuanchuen provided lots of free information about Thai ecotourism sites. This attracted increasing interest in the website, which naturally lead browsers to his tour operator. The company also diversified income through sales of trekking and camping equipment. Trekking Thai Dot Com now receives over 80 million page views per year.
- His original community of friends are still ‘brand ambassadors’ for his business;
- Mr. Chuanchuen also values “long tail marketing’, which means selling “less of more:” programs which other operators think are not profitable enough to run.
- Products should offer something extra and unexpected to exceed expectation.
- Thai ecotourists are looking for things that they can’t find in Thailand such as volcanoes / tribes / dessert / snowy mountains/ whale sharks. They are attracted by Thai speaking guides and information and recommendations by their favorite websites / facebook / bloggers /journals /TV shows. Images are important.

The presentations and panel discussion was followed by ‘eco-clinics,’ for trainees to meet the speakers and learn more about how to add value in their target markets.

The session was moderated by Mr. Peter Richards, co-facilitator of the CBT-I training team and an expert in sustainable tourism, ecotourism and community based tourism.
4.2.6. Field visit to Jumrung community, Rayong province

Jumrung Community, Rayong Province

- Ban Jumrung welcomed over 100,000 guests in 2013. This earned the guides and resource people an income of 1.8 million THB and the village Green Market an income of 30 million THB, and 2 million THB per month for the food group.

- Delegates were introduced to the ‘Community Organizations Council’ of Jumrung community, and learned how CBT was designed to link local organizations, so they can mutually support each other. E.g.: by growing food for guests to eat, creating a ‘Green Market’ to sell local products, guiding, etc. The community follows the Sufficiency Economy principles of H.R.M. the King of Thailand, focusing on strengthening and expanding gradually, based on local strengths.

- Accompanied by confident and skilled local guides, the delegates visited a tree bank where villagers can take cuttings of edible and medicinal plants to plant at home; a local charcoal cottage industry; and a self-sufficiency learning trail. They learned how community members have added value to local products, for example by offering free fruit picking tours, and developing a ‘green market’ for local village products. Many local products are sold. A much higher percent of profit remains with the producers compared to selling in the district fresh market. A highlight was when local guides presented lunch as a ‘hospital’ of different vegetables with medicinal properties, and a cooking class to make chili paste.
4.2.7. In Huai Raeng Community, Trat province

Huai Raeng Community, Trat province

✓ This is a nationally awarded community based ecotourism program. Ecotourism in Huai Raeng is intentionally kept on a small scale, so that it does not disrupt the local way of life or impact the environment. It has been developed through a step by step, community based research (CBR) process, which empathizes participatory planning based on information, learning by doing and adapting based on direct experience.

✓ Delegates enjoyed a guided boat trip along Huai Raeng canal, lead by local community guides. They learned about the history of conservation in the canal, and the role of the CBT group, campaigning that local families should not throw litter into the canal. Delegates also had the chance to see how Nipa Palm leaves are harvested and also plant a Nipa palm tree.

✓ Delegates learned how local community groups make different products, such as herbal teas, juices and wines, mangosteen soap and coconut oil.

✓ The group received a wonderful, surprise welcome by the local school. Over 50 students performed songs to welcome the ASEAN delegates!
4.2.8. At Faasai Resort and Spa, Kung Wiman, Chantaburi province

Above, Mr. Surin Laopha and Mrs. Bronwen Evans, owners of Faasai resort

Highlights:

Key learning for delegates at Faasai Resort and Spa was:

✔ Faasai Resort and Spa is a small, family-owned eco-resort which offers ecotourism, a friendly welcome and opportunities for hands-on experience in the resort’s organic farm. The resort is also built and operated based on royal sufficiency economy and Buddhist principles of moderation.

✔ Ecotourism experiences include enjoying the sea, kayaking in the mangroves, exploring islands and bays with local fishermen, and gaining an insight into local life at rubber plantations, salt farms, local markets, orchards, fishing villages and historic maritime sites. Special experiences for green-fingered guests include helping on the farm, and enjoying “forest cuisine,” based on locally-grown herbs such as Siamese cardamom.

✔ The resort focuses on creating a relationship with customers. The ‘best’ customers, repeat guests, are rewarded by getting the best rates, rather than giving the best rates to tourists who want to barter down the price.

✔ The resort provides free accommodation to volunteers on the farm;
4.2.9. Assignments

Trainees divided into three working groups, based on their skills and interests. Each group was responsible for investigating different aspects of how value was being added to ecotourism experiences in the different field sites:

Group 1: Focusing on adding value through product and experience development
Group 2: Focusing on adding value through pricing and promotion strategies
Group 3: Focusing on adding value through distribution and partnerships

The groups collected information independently and presented their findings on the final day of the training. Key findings are included in section 6 of this report.

5. Participants

Altogether, 26 delegates from 6 ASEAN countries, as well as a representative of the ASEAN secretariat joined the training. Participating countries were Brunei, Cambodia, Indonesia, Malaysia, Thailand and Singapore. Delegates were accompanied by a further 9 staff members from the Department of Tourism and CBT-I. The majority of delegates were senior and mid level government staff, working in tourism and environment related roles. There was also some representation from the private sector and civil society. The training was supported by five, well qualified speakers.

Please see Annex 2 for a full list of participants.
6. Summary of Key Learning Outcomes

Below is a summary of key learning outcomes which emerged during the training. The themes below were discussed and summarized during the wrap up session on the 5th September, and include the results of delegates’ small-group assignments.

6.1. The opportunities of a single ASEAN market for ecotourism

With a population of approximately 600 million people, (9% of the world’s population), ASEAN is a huge market. ASEAN citizens are increasingly wealthy and mobile.

Global and regional statistics on tourism growth prove that the ASEAN middle classes want to travel. Direct experience of speakers and participants suggests that as ASEAN countries become wealthier and more urban, professionals, families, nature lovers and students will be increasingly attracted to rural ASEAN. They will be able to pay for their children to travel in search of educational opportunities and ‘rediscovering their roots.’

6.2. Forwards and backwards to borderless

A key learning point from Mr. Pradech Phayakvichien’s keynote was the idea of recognizing historical kinship between ASEAN peoples. This would allow countries to re-conceptualize a borderless ASEAN as ‘reconnected ASEAN’, returning to a more fluid connectivity between neighboring countries, building on ASEAN’s socio-cultural and historic connections.

This idea inspired participants to consider how ecotourism could build bridges between countries, such as cultural and educational exchanges, developing multi-destination ‘shared heritage routes’ and ‘sister cities.’
6.3. Markets outside the box: who can we invite to enjoy ASEAN ecotourism?

Ecotourism operators and local communities (or government / NGOs which support CBT) will benefit from considering domestic, ASEAN, and international markets.

Traditional, western markets

- Growth in FIT, long stay, families and friends, youth / volunteer travel.
- The importance of women in small group travel, and as key decision makers
- New markets such as PANKs (Professional Aunties Without Kids)
- Youth and volunteers

ASEAN / domestic

- Urban families wanting to stay healthy, or reconnect w/ nature and culture
- Students and researchers
- Team building and CSR (companies)
- Domestic special interest (camper, trekker, cyclist, birderwatcher)

6.4. CBT as Field Learning Centers for Experiential Education

ASEAN has 6,500 higher education institutions and 12 million post-secondary students. (Dr. Wisansing). The ‘local curriculum’ in Thailand is an example of how ASEAN education systems are trying to integrate traditional knowledge with academic knowledge. With accommodation, food, activities and local resource people, CBET destinations are well positioned to offer learning experiences for ASEAN students.

Opportunities to link with educational markets may also increase as the impacts of unsustainable development become more immediate and serious (e.g. rising sea levels, flooding, extreme weather caused by climate change in ASEAN). This may further add value for communities with successful community development and conservation / natural resource management lessons to link with ASEAN schools and universities.

6.5. Adding value: Ecotourism Products and Experiences

- Priority: develop unforgettable, authentic, safe products and experiences;
- “What” and “how” can add value to ecotourism. E.g.: cottage industry, artisans;
- Ecotourism products should be built on the sustainable utilization of local resources. Ecotourism should value self sufficiency, but also be open to outside help and inputs. Neither tourism, nor the ideal of self-sufficiency should burden communities (for example in areas where tourism may create food shortages);
- Hands on experiences can be further developed into education programs;
- Specific courses for schools, universities, based on curriculum / learning goals
- Communities should be encouraged to use their own products (e.g. their own food / local products) to create linkages and contribute to the broad community
6.6. Adding value: Pricing

✓ Community Based Ecotourism is best considered as a supplementary income, rather than as an alternative occupation. However, pricing must still cover overheads and must create a profit in order for CBET to be worthwhile;
✓ Business models should balance profit with ‘giving back’ to guests, environment, and local people. Ecotourism businesses should value human relationships.
✓ CBT is often under-priced. Opportunities for ‘value pricing’ should be explored.
✓ Discounts to build relationships, with regular customers, friends, students.
✓ Prices should include space for commissions to tour operators / networks.

6.7. Adding value: Promotion

✓ Know and speak directly to your target group (e.g.: speak to Jane, not Tarzan!)
✓ Build and communicate with peer networks (e.g. friends, guests, local leaders)
✓ In the age of social media, word of mouth is ever more powerful. Create opportunities for your guests to share your ecotourism product with their friends;
✓ Add value by showing quality and concrete benefits to community / environment;
✓ Providing ‘something extra’: free information for visitors, an unexpected inclusion;
✓ Not just promoting to tourists, also teachers, parents, special interest clubs.

6.8. Adding value: Partnerships

✓ Private-public-community partnerships are key. Stakeholders need to see ‘partnership’ as a big picture: GO / NGO / Finance / Private Sector / Community
✓ Think outside the box: schools, universities, clubs, professional networks;
✓ Tourism requires a combination of tourism and community development skills. So, successful ecotourism requires partners from ‘mobilization’ to ‘marketing’;
✓ Success = a proactive, strong community. “Community need to find the right balance: open to the outside, but proud, with dignity and independence.”
✓ Social media is a good way to share information between partners;
✓ Communities can promote and reach partners through CBET networks.

Ecotourism operators which want to access traditional B2B operators:

✓ There is a lot of competition, with fewer, bigger destination marketing companies (DMC’s), making it increasingly challenging to break into traditional B2B;
✓ You must be able to craft outstanding experiences with ‘something extra’;
✓ Professionalism, including excellent safety, Knowledge of ‘compliance’ and efficient back-office systems which save outbound partners thousands of dollars.
6.9. RETHINK ASEAN Ecotourism: New Products and New Markets. E.g.:

<table>
<thead>
<tr>
<th>OLD PRODUCT OLD MARKET</th>
<th>NEW PRODUCT OLD MARKET</th>
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<tbody>
<tr>
<td>• Plate of healthy salad for families on sightseeing tour</td>
<td>• A garden tour for families to see where vegetables are planted, and learn a little about the health benefits for families and local community members.</td>
</tr>
</tbody>
</table>

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<tr>
<th>OLD PRODUCT NEW MARKET</th>
<th>NEW PRODUCT NEW MARKET</th>
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</thead>
<tbody>
<tr>
<td>• Plate of healthy salad for students on site visit</td>
<td>• A garden tour for students to see where the vegetables are planted, and to learn in detail about their health benefits for students / community members</td>
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</tbody>
</table>

6.10. RETHINK ASEAN Ecotourism: Develop Experiences = What + How

- Who is the market? (e.g. families, students, senior travelers, etc)
- What (extra / different) do these people want do experience?
- How should we deliver the experience (process)?
- Who should we work with to deliver the experience?

Value-added (signature) product and process development for target markets... what + how
7. Summary of feedback from participants

(Please see annex 3 for a summary of quantitative feedback).

Overall, feedback from trainees demonstrated:

✓ Appreciation of the workshop content and process, and opportunities to share experience and ideas among ASEAN ecotourism practitioners;

✓ Deepened understanding of the role of local communities in ASEAN ecotourism, and the value of facilitating community participation in ecotourism and CBT (e.g. local ownership, better experiences for tourists, better impact management);

✓ Improved knowledge of processes for facilitating community and stakeholder participation in ecotourism development and marketing. Trainees learned about specific processes, and roles which can be played by supporting organizations;

✓ Excitement about opportunities to develop new, ASEAN ecotourism markets, and ideas about how to add value to ecotourism and CBT across the marketing mix: product development, HRD, pricing, promotion and strategic partnerships;

Specific feedback from participating ASEAN countries included:

ASEAN secretariat

Ms. Ken Aminto Isti, Tourism Unit, ASEAN Secretariat, Jakarta

✓ The workshop gave participants the chance to see new ecotourism product development and market opportunities in relation to the establishment of ASEAN community 2015. [Participants had the chance]... not only to receive and share knowledge on eco-tourism, but also to analyze strengths, weaknesses, opportunities, and threats to eco-tourism in ASEAN / their respective countries.

✓ Based on the ASEAN Tourism Strategic Plan 2011-2015, ecotourism, nature based and community- based tourism generate economic activities and develop products with educational content involving local communities, at the same time protecting natural richness and controlling negative impacts of development... It was found that the readiness of local communities to host CBET activities in their areas is one of the common challenges to ASEAN Member Countries.

✓ [The workshop] is a challenge to consider a new horizon of opportunities, which ASEAN community will bring to ASEAN ecotourism development and marketing.
Brunei

Mr. Mohd Jeffrey Mohd Sunnylai, Head of Nature Unit, Product and Business Development Division, Tourism Development Department, Ministry of Industry and Primary Resources

- CBET is an opportunity for Brunei to emphasize its unique Bruneian Malay Islamic Monarchy way of life, value added experiences of preparing traditional food, understanding the Malay language and culture. Village councils can also take the opportunities to promote their local handicraft and products which are to be taken from natural surroundings in a controlled and sustainable manner.

- Action projects should include gathering of best practices and information on agriculture, aquaculture, wildlife watching, and interpretation…packaged together with village homestay programs. Market creation can be targeted primarily on students, families as well as mature travelers with families within ASEAN.

Cambodia:

Mr. Bou Chan Serey, Deputy Director General of Tourism, Ministry of Tourism

- Partnerships between government authorities, local communities, conservation and development NGOs, the private sector and financial institutions are crucial.

- Government support for CBET should include elements such as a clear vision; policy; planning, zoning and modeling; infrastructure development (soft and hard); quality assurance; marketing and promotion; business and investment; safety systems and awareness; developing both small and large scale ecotourism models; and developing appropriate institutional mechanisms.

Malaysia:

Mr. Effie Syamsurijal HJ. Othman, Principal Assistant Secretary, Planning Unit, Strategic Planning and International Affairs Division Ministry of Tourism and Culture, Malaysia

- CBET initiatives can be more successful if they include a good mix of traditions, folk art, festivals and experiences that showcase local society, reflecting ASEAN diversity and character. [Government / PS / NGO support for ] …product development should focus on learning and hands-on interaction, rather than passively observing a “packaged presentation” or on overnight accommodation.

- Ecotourists value authenticity and they do not want cultural attractions to be manufactured for them…[however] … it is imperative that local products or handicrafts do not deplete natural resources and communal artifacts…Care should also be taken to ensure sites selected for cultural appreciation should not be too close to communal grounds (e.g. Mosque) to avoid locals feel being “overrun” by visitors. Certain sites should remain private for local communities.
Interpretation should strike a balance between folk storytelling, reality and scientific facts. This may involve different people and experts working together to disseminate appropriate information to local service and product providers.

Thailand

Mrs. Duangporn Onwan, Assistant Professor, Head of Data Management for Research and Community, Rajamangala University of Technology Lanna (RMUTL) Chiang Mai

Product development, pricing and promotion must be tailored and appropriate for target markets. Key areas of support include capacity building and marketing. Community based research (CBR) can be a useful capacity building process. Partnerships with operators in nearby destinations are desirable.

Key learning included how to price for standard CBT and more upmarket ecotourism services and markets (e.g. CBT Vs ecolodge pricing);

It is not necessary for community members to drastically alter their way of life, or risk by investing a lot of money in building accommodation for tourists. The field sites show that communities can start with homestay, and develop step by step.

Singapore

Mr. Sharmine Tan Si Min, Executive, Outreach and Programmes Management, Singapore Environment Council

The ASEAN ecotourism workshop has huge potential to reap meaningful discussions and collaborations... create synergy and meaningful collaboration among ASEAN ecotourism counterparts... and create a continuous cycle of knowledge exchange, encouraging partnerships among countries.

[Recommendations include]...annual ASEAN ecotourism workshops, rotating host countries to explore different case studies through experiential learning on-site; maintaining a closed group site to share ideas and challenges faced by ecotourism practitioners... inviting guest speakers from successful eco-tourism destinations such as Australia and Switzerland... [to] shed light on how ASEAN could package our tourism offerings and move towards genuine sustainability.

Future workshops could separate participants based on their field of work, for an in-depth discussion on topics which are of direct relevance to their businesses.
8. Recommendations for action

“Tourism is a people-based economic activity, built on social interactions, and can only prosper if it engages local populations.”

Taleb Rifai, UNWTO Secretary Gen., World Tourism Day 2014.

Place local communities at the heart of ASEAN ecotourism

1. Participants agreed that the living relationship between local communities and the environment is a key differentiating feature of ASEAN ecotourism. Participating in and benefiting from tourism can encourage local people to protect the environment.

Cultural exchange is often a highlight of the tourists’ experience of ASEAN ecotourism.

Therefore, wherever possible, ecotourism experiences should try to include community / cultural elements. Socio-cultural and environmental awareness should be included in community capacity building, in order to limit negative impacts of tourism and increase benefits. This should be delivered as a combination of local and scientific knowledge.

Share best practices in how to prepare communities for ecotourism

2. The workshop activities and discussions confirmed the importance of high-quality capacity building to prepare communities for ecotourism / CBT. The workshop also showcased the benefits of working “with” rather than “for” or “on behalf of” communities.

Investing time and resources in high-quality community preparation processes builds local skills, a sense of local ownership, social and environmental responsibility. A key result is better experiences for tourists. Sharing tools and processes to facilitate community participation in tourism would be very useful for ASEAN countries.

Community Based Research (CBR) is one useful, community capacity building process. CBR has been developed and refined in Thailand for over 10 years, with many success stories. Lessons learned about how to apply CBR to CBET development should be shared with ASEAN countries, for example, through workshops and on-site study tours.
Product Development to Experience Development: What to How?

3. The workshop demonstrated the importance of developing **exceptional** experiences for tourists. These should be built, as far as possible, on local resources and aspects of local life which local people feel proud to share with visitors. Technical input can be provided by experienced private / public sector partners to improve local products.

CBET experiences need to move beyond “what” and focus on “how,” for example demonstrations of how artisans produce local arts, crafts, traditional dishes, etc. Opportunities for tourists to ‘have a go’ can also add value to ecotourism experiences.

4. The quality of cultural exchange experiences, rather than only the services provided during an overnight stay should be a key focus of CBET product development.

5. However, “While ecotourists look for authenticity, it is imperative that local products or handicrafts do not deplete natural resources and communal artifacts. Also, quality communal products made and sold should reflect local traditions and creativity without demeaning them.” **MR. EFFIE SYAMSURIJAL HJ. OTHMAN, MOTC, MALAYSIA**

6. Youth should be proactively encouraged to participate in CBET development.

7. Quality interpretation is crucial. Focus on information centers and tour guides.

Rethink target markets: Traditional, ASEAN, Domestic, Educational.

8. Ecotourism practitioners and supporters should not limit themselves to targeting traditional, western ecotourism markets. There are, and will be increasing opportunities to attract ASEAN and domestic visitors to ecotourism destinations. However, experiences will need to be repackaged to the meet needs of new target groups.

In addition to product development, operators targeting western markets, through B2B supply chains, must be able to add value through professional ‘back-office’ systems and knowledge of the legal environment in which outbound tour operators have to work.

9. **Educational travel** to ecotourism and CBT destinations is a real opportunity, which can allow ASEAN students to learn about many different subjects in the field, in ASEAN contexts. Educational experiences can grow ASEAN markets for ASEAN ecotourism and CBT, including in some destinations which are far from traditional tourism hubs.

ASEAN ministries of tourism, culture and education should discuss this opportunity, and help facilitate introductions and partnerships between ecotourism suppliers and educators. This could be done through conferences, meetings, workshops, etc.
Promotion must be better targeted to add value in niche markets

10. Ecotourism and CBT supporting organizations need to help suppliers and communities develop promotion which is realistic, attractive, and specifically targeted to specific, high value markets (e.g. seniors, professional women, educators). One size does not fit all.

Put partnerships at the center of ecotourism and CBT development

11. Ecotourism and CBT development and marketing require a very broad skill-set, from community mobilization to marketing. It is unusual for any single organization to have all these skills in-house. Therefore, partnerships are at the heart of successful ecotourism.

Partnerships should include government, business, civil society and communities, combining their different skills, strengths and positioning to support ecotourism and CBT. Financial institutions can also provide useful funding for pilot projects.

12. A lot of work has been done to include communities in product development. However, as the types and numbers of tourists who arrive in a destination directly impacts host communities and the environment which they rely on, communities should be consulted on how they are marketed, to which target groups, and with what expected volumes.

ASEAN cooperation: think outside the box

13. Government and private sector cooperation to design “ASEAN Re-connect: shared heritage routes” between ASEAN countries, for co-promotion;

14. Share this report between ASEAN ministries of tourism, culture and education, with a view to holding a conference on “ASEAN ecotourism for ASEAN education for sustainable development.” UNESCO may be interested in supporting this.

15. Organize an ASEAN training on how to market ecotourism and experiential travel to niche markets, such as students, female travelers, etc, with sector-specific clinics.

16. Annual meetings for ASEAN ecotourism cooperation (rotate host countries)

17. Share ecotourism ideas within ASEAN using social media / knowledge bank

18. More involvement of the private sector in future workshops (as participants).
Annexes

Annex 1 Training Workshop Program

Day 1: Monday, 1st September, 2014
Arrival Day

Arrival of participants in Bangkok and Check-in at the Pullman Bangkok hotel G, Bangkok

Venue: The Library Room on 24th Fl.,

18.30 hrs Registration

19.00 hrs Dinner and Orientation, ‘Getting to know’ participants, resource person and organizer

Day 2: Tuesday, 2nd September, 2014
Classroom Based Learning

Venue: The Retreat Room 1 on 3rd Fl., Pullman Bangkok hotel G

08.30 – 09.00 hrs Registration

09.00 – 09.15 hrs Opening remarks and Welcome
by Permanent Secretary
Ministry of Tourism and Sports of Thailand

09.15 - 09.30 hrs Introduction to the program

09.30 – 10.15 hrs Keynote Speech:
“RETHINKing ASEAN ecotourism development: borderless markets, limited resources, brave new directions.”

Mr. Pradech Phayakvichien,
former Governor of the Tourism Authority of Thailand (TAT), and sustainable tourism expert.

10.15 – 10.30 hrs Coffee / tea break

10.30 – 11.00 hrs “How well do you really understand ecotourism?”

Ms. Jaranya Daengnoi, Director, CBT-I

11.00 – 12.30 hrs Country reports Success Stories: Adding value to ecotourism, improving access to ecotourism markets

12.30 – 13.30 hrs Lunch @ Mistral Restaurant on 2nd Fl.
13.30 – 15.00 hrs  Short, high-impact presentations and panel discussion:

- **International Ecotourism Markets**
  “How to compete, add value and gain access to the highly competitive international, small group adventure market.”

  **Mr. Carl Needham**, General Manager of Peak Adventure Travel, South East Asia.

- **Regional Ecotourism Markets**
  “How to realize and unlock the market potential of ASEAN ecotourism and community based tourism destinations as field learning centers for ASEAN students and professionals.”

  **Dr. Jutamas Wisansing**, Assistant Professor in Tourism Management, MD and consultant Perfect Link Consulting Group Co. Ltd and Education Chair, PATA Thailand Chapter.

- **Domestic Ecotourism Markets**
  “How to adapt ecotourism to the needs of domestic markets: a case study of Trekking Thai Dot Com.”

  **Mr. Nipatpong Chuanchuen**, Founder of Trekking Thai.Com

15.00 – 16.00 hrs  How to Add Value Eco-clinics:

  ✓ International markets, by **Mr. Carl Needham**
  ✓ Regional Markets by **Dr. Jutamas Wisansing**
  ✓ Domestic Markets by **Mr. Nipatpong Chuanchuen**

16.00 – 16.30 hrs  Wrap up day 1

16.30 – 17.00 hrs  Participants prepare for small group assignments

  Participants divided into 3 groups during the field trip, with assignments focusing on:
  ✓ **Adding value through product development**
  ✓ **Adding value through smart pricing and promotion strategies**
  ✓ **Adding value through partnerships and customer service**

  **Groups summarize their findings according to domestic, ASEAN, international markets.**

18.30 hrs  Dinner @ Gallery on 36th Fl.
Day 3: Wednesday, 3rd September, 2014

Field Trip

Facilitator: Ms. Jaranya Daengnoi and Mr. Peter Richard

07.00 hrs Depart for Ban Jumrung, Rayong Province
10.00 hrs Quick welcome and join the “Baan Jumrung Road-Train.”
10.15 – 11.30 hrs Tourism by Sufficiency Economy principles in Baan Jumrung.
11.30 – 12.30 hrs Lunch
12.30 hrs Depart for Huai Raeng Community Based Tourism, Trat province
14.30 hrs Arrival and orientation by the Huai Raeng CBT group
15.00 – 16.00 hrs Enjoy a scenic boat trip and experience ecotourism in Huai Raeng
17.00 hrs Check-in homestay. (Overnight stay)
18.00 hrs Dinner and exchange with homestay families.

Day 4: Thursday, 4th September, 2014

Field Trip

08.00 – 09.00 hrs Breakfast with homestay families
09.00 – 10.30 hrs Add value to local products: Huai Raeng occupation groups
10.30 – 11.30 hrs Wrap up discussion and Q&A
11.30 – 12.30 hrs Lunch
13.00 hrs Depart to Chantaburi
15.00 – 17.00 hrs Faasai Resort: Walking and talking tour
“How are we an eco resort for ASEAN?”
17.00 – 19.00 hrs Dinner and small group assignments
19.00 hrs Check in at Chaolao Tosang Beach Resort
Day 5: Friday, 5th September, 2014

Field Trip

Facilitator: Ms. Jaranya Daengnoi and Mr. Peter Richard

08.30 – 10.30 hrs  Presentation of Project Assignment
                   (15 min/group including Q&A session)

10.30 – 10.45 hrs  Coffee / Tea Break

10.45 – 12.00 hrs  Feedback and discussion. How will we apply lessons learned?

12.30 -13.30 hrs  Lunch

13.30 – 16.30 hrs  Leave for Bangkok

16.00 hrs  Arrive at Hotel Novotel Suvannabhum Airport

18.00 hrs  Dinner at Hotel Novotel Suvannabhum Airport

Day 6: Saturday, 6th September, 2014

Departure of Delegates

END OF PROGRAM
## Annex 2 List of Participants

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<tr>
<th>COUNTRY</th>
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<td>THAILAND (ASEAN Secretariat)</td>
<td></td>
<td><strong>MS. KEN AMINTO ISTI</strong></td>
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<td>1.</td>
<td>Tourism Unit – Infrastructure Division Finance, Industry and Infrastructure Directorate ASEAN Economic Community Department ASEAN Secratariat</td>
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<td>Jl. Sisingamangaraja 70A Kebayoran Baru,</td>
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<td>Jakarta 12110</td>
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<td>BRUNEI</td>
<td>2.</td>
<td><strong>MR. AK ZULKHAIRI BIN PG ABDUL RAZAK</strong></td>
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<td>Tourism Officer, Marketing and Promotion Centre</td>
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<td>Ministry of Industry and Primary Resources, Jalan Menteri Besar, BSB, BB 3910, Brunei Darussalam</td>
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<td>BRUNEI</td>
<td>3.</td>
<td><strong>MR. MOHD JEFFREY MOHD SUNYLAI</strong></td>
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<td>Tourism Officer, Head of Nature Unit,</td>
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<td>Ministry of Industry and Primary Resources</td>
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<td>BRUNEI</td>
<td>4.</td>
<td><strong>MR. LESLIE CHIANG JIN KIONG</strong></td>
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<td>Managing Director/ Tour Operator,</td>
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<td>Borneoguide.Com – HASA Incentives Sdn Bhd. 204, 1st Floor, Kiaw Lian Building, Jalan Pemancha, BS8811, Brunei Darussalam</td>
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<td>CAMBODIA</td>
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<td><strong>MR. BOU CHAN SEREY</strong></td>
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<td>Deputy Director General of Tourism,</td>
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<td>CAMBODIA</td>
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<td><strong>Mr. NOUTH SOKHA</strong></td>
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<td>Chief of Ecotourism and Environment office,</td>
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<td>INDONESIA</td>
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<td>MR. AGUS SETIAWAN</td>
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<td>Participant, Ministry of Tourism and Creative Economy</td>
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<td>MALAYSIA</td>
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<td>MS. YONG EE CHIN</td>
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<td>Senior Principal Assistant Secretary, Ministry of Tourism and Culture, Malaysia</td>
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<td>Engineer, Ministry of Tourism and Culture, Malaysia</td>
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<td>SINGAPORE</td>
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<td>MS. SHARMINE TAN SI MIN</td>
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<td>Executive, Outreach and Programmes Management, Singapore Environment Council</td>
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<td>13.</td>
<td>MS. CHALOTHON SUMANASRETHAKUL</td>
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<td>Tourism Development Officer, Professional level,</td>
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<td>MR. ANUPHAN POOPOOK</td>
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<td></td>
<td>20.</td>
<td>MR. PRASERT KMONWATANANISA</td>
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<tr>
<td></td>
<td></td>
<td>Managing Director DASTA Area 5,</td>
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<tr>
<td></td>
<td></td>
<td>Designated Areas for Sustainable Tourism Administration (DASTA)</td>
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<tr>
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<td>DASTA Loei Office</td>
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<tr>
<td>THAILAND (Rayong MOTS)</td>
<td>21.</td>
<td>Ms. Sugera Pongpitak</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Plan and Policy Analyst,</td>
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<tr>
<td></td>
<td></td>
<td>Rayong Provincial Office of Tourism and Sports</td>
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<table>
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<tr>
<th>COUNTRY (CBT-I)</th>
<th>NO</th>
<th>NAME</th>
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<tr>
<td>THAILAND</td>
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<tr>
<td></td>
<td>22.</td>
<td>Mrs. Duangporn Onwan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assistant Professor, Head of Data Management for Research and Community, Rajamangala University of Technology Lanna (RMUTL) Chiang Mai</td>
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<tr>
<td>THAILAND</td>
<td></td>
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<tr>
<td>(Tourism Council)</td>
<td>23.</td>
<td>Mrs. Suwanna Doty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Financial, Rayong Province Tourist Association</td>
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<tr>
<td>THAILAND</td>
<td></td>
<td></td>
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<tr>
<td>(Loei Youth Saving Group)</td>
<td>24.</td>
<td>Ms. Luckhana Sanbungko</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Loei Youth Saving Group</td>
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<tr>
<td>THAILAND</td>
<td></td>
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<tr>
<td>(ASSEAY)</td>
<td>25.</td>
<td>Mr. Keerat Pichaiyan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Association of the Ship for Southeast Asian Youth of Thailand</td>
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<tr>
<td>THAILAND</td>
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<tr>
<td>(Traidhos)</td>
<td>26.</td>
<td>Mr. Michael Andrew Horrocks</td>
</tr>
<tr>
<td>Department of Tourism (Organizer)</td>
<td>27.</td>
<td>Mr. Pasit Poomchusri</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deputy Director – General,</td>
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<tr>
<td></td>
<td></td>
<td>Department of Tourism</td>
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<tr>
<td>Department of Tourism</td>
<td>28.</td>
<td>Ms. Jayapa Chaiyawut</td>
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30th September, 2014 | 16
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<tr>
<th>(Organizer)</th>
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<td>154 Rama I Rd., Wangmai, Phatumwan, Bangkok 10330</td>
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<thead>
<tr>
<th>THAILAND Department of Tourism (Organizer)</th>
<th>29. MRS. WITCHANEE V. THONGSOMCHIT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>International Tourism Relations Section,</td>
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<thead>
<tr>
<th>THAILAND Department of Tourism (Organizer)</th>
<th>30. MS. WANUNYA SAMATI</th>
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<tbody>
<tr>
<td></td>
<td>Tourism Development Officer,</td>
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<tr>
<th>THAILAND Department of Tourism (Organizer)</th>
<th>31. MR. SUPHAKORN SRIKANAKUL</th>
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<tr>
<td></td>
<td>Legal Officer, Department of Tourism154 Rama I Rd., Wangmai, Phatumwan, Bangkok 10330</td>
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<tr>
<th>THAILAND Department of Tourism (Organizer)</th>
<th>32. MS. SIRINAN ASINGSAMANAN</th>
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<tr>
<th>THAILAND Department of Tourism (Organizer)</th>
<th>33. MS. PHONGNAPHA TAIYAITHIANG</th>
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<table>
<thead>
<tr>
<th>CBT-I (Facilitating Team)</th>
<th>34. MS. JARANYA DAENGOI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Director, CBT-I</td>
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<tr>
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<td>Thailand Community Based Tourism Institute</td>
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</tbody>
</table>

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<thead>
<tr>
<th>CBT-I (Facilitating Team)</th>
<th>35. MR. PETER RICHARDS</th>
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<tbody>
<tr>
<td></td>
<td>Sustainable Tourism and Participatory Training Expert</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPEAKER</th>
<th>36. MR. PRADECH PHAYAVICHUEN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Former TAT Governor and ASEAN Sustainable Tourism Expert</td>
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<tr>
<td>SPEAKER</td>
<td>37.</td>
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<tr>
<th>SPEAKER</th>
<th>38.</th>
<th>MR. CARL NEEDHAM</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>General Manager of Peak Adventure Travel, South East Asia</td>
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<td></td>
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<td>Peak Adventure Travel, South East Asia</td>
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<td></td>
<td></td>
<td>Wiangtai Hotel, 8 Floor, 42 Tanee Road, Pranakorn, Bangkok</td>
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<table>
<thead>
<tr>
<th>SPEAKER</th>
<th>39.</th>
<th>MR. NIPATPONG CHUANCHUEN</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Founder of Trekking Thai.Com</td>
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<table>
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<tr>
<th>SPEAKER</th>
<th>40.</th>
<th>MS. BRONWEN EVANS</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Faisai Resort and Spa, Kung Wiman Beach,</td>
</tr>
<tr>
<td></td>
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<td>26/1 Moo 7 Sanamchai,</td>
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<th>SPEAKER</th>
<th>41.</th>
<th>ประธานสภาองค์กรชุมชนต าบลเนินฆ้อ จังหวัดระยอง</th>
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<tr>
<td></td>
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<td></td>
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<td>Rayong 21110</td>
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<thead>
<tr>
<th>SPEAKER</th>
<th>42.</th>
<th>หัวหน้ากลุ่มการท่องเที่ยวเชิงนิเวศต าบลห้วยแร้ง จ.ตราด</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>85 Moo 5 Huai Raeng, Muang, Trat 23000</td>
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</table>
Annex 3: Summary of quantitative feedback from participants

Overall satisfaction with the program was very high.

The key areas for improvement for future workshops is to make learning at field sites even more relevant to participants’ actual job roles and responsibilities.

<table>
<thead>
<tr>
<th>Evaluation criteria</th>
<th>Fully Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
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</thead>
<tbody>
<tr>
<td>1. The facilitator(s) was/were knowledgeable.</td>
<td>95</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The facilitators were well prepared</td>
<td>86</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. The facilitators were helpful</td>
<td>85</td>
<td>15</td>
<td></td>
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</tr>
<tr>
<td>4. The presentations / talks were relevant</td>
<td>80</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Fieldwork and group work were useful / relevant</td>
<td>80</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>6. The fieldwork / group work improved my knowledge and skills</td>
<td>85</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>7. The knowledge and skills I acquired from the fieldwork and group work are of relevance to my work / are applicable to many aspects of my work</td>
<td>60</td>
<td>35</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>8. The itinerary of the fieldwork was well-planned and useful</td>
<td>80</td>
<td>15</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>9. The fieldwork and group work met the stated objectives fully</td>
<td>75</td>
<td>25</td>
<td></td>
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<tr>
<td>10. The duration of the workshop was just right</td>
<td>70</td>
<td>30</td>
<td></td>
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<tr>
<td>11. The time spent at each point of the itinerary was just right</td>
<td>70</td>
<td>30</td>
<td></td>
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<tr>
<td>12. The general administration and management of the fieldwork was well coordinated</td>
<td>85</td>
<td>15</td>
<td></td>
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</tr>
<tr>
<td>13. The facilities provided were adequate</td>
<td>80</td>
<td>20</td>
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</table>
Annex 4: Organisers and Trainers

Ministry of Tourism and Sports of Thailand and the Department of Tourism.

“This strategy gives importance to ecotourism development and restoring destinations in a planned way, avoiding damage to natural resources, culture and national identity, while considering carrying capacity, to prevent over-exploitation.”

Thailand National Tourism Plan 2012-16, Ministry of Tourism and Sports of Thailand.

Thai tourism policy gives strong support to sustainable tourism. Responsible Government organizations have integrated sustainability into their plans.

The Ministry of Tourism and Sports of Thailand is responsible for supporting and developing Thai tourism, sports and entertainment industries, towards the goal of sustainable socio-economic development. The MOTS’s current National Tourism Plan, 2012-16, aims to “develop and restore tourism destinations sustainably, striking a balance between utilizing tourism resources and conserving natural resources and the environment, society, and community lifestyles.”

The Department of Tourism (DOT) was established in October 2002, under the MOTS. It is responsible for the standards of tourism businesses and guides, and sustainable tourism. The DOT works to support and develop Thai tourism products and services to international level. The DOT leads standards development for Thai tourism services, destinations, businesses and tour guides. The DOT also encourages, supports and controls Thai tourism businesses and tourism guides to reach these standards. The DOT is currently implementing its mission through 3 core strategies: i) developing the quality of tourism products and services, ii) developing tourism management, and iii) developing tourism cooperation at ASEAN and international levels.
Trainers: Thailand Community Based Tourism Institute (CBT-I)

The Thailand Community Based Tourism Institute (CBT-I) is a legally registered Thai foundation, established in 2006 to "Provide support and facilitate cooperation among stakeholders from grassroots to international levels, in order to strengthen the capacity of Thai communities to manage tourism sustainably."

Based in Chiang Mai, Thailand, CBT-I unites the work of two pioneering organizations, the Responsible Ecological Social Tours Project (REST) and Thailand Research Fund (TRF).

Before establishing CBT-I, these organizations worked for over ten years assisting Thai and ethnic minority communities to develop and market community based tourism (CBT) projects, which were designed to share local life with guests, generate additional income for local people and support grassroots social and environmental initiatives. CBT-I was established to build upon and replicate this work, through research, training, and facilitating stakeholder partnerships.

Since 2006, CBT-I’s ‘Community Based Research’ team have assisted over 40 local, Thai communities to conduct simple research projects which explore their potentials before committing to tourism. CBT-I have trained over 1000 community members from over 100 communities through programs such as CBT Management, CBT and Green Product Development, CBT and Climate Change, Community Guide Training, and Marketing.

Through the Community Based Tourism Network Coordination Center (CBT-N-CC), based in Chiang Mai, CBT-I also assists communities to market their programs to independent travelers, tour operators and students. Recognizing that success relies on cooperation along the supply chain, CBT-I provide regular training for tour operators, professional guides, responsible government and NGO staff and the media.
The facilitating team:

Ms. Jaranya Daengnoi, was a founder and manager of the award-winning Responsible Ecological Social Tours Project (REST), which pioneered community based tourism development in Thailand since 1994, and served as a blue print for CBT development in the ASEAN region. Ms. Daengnoi is currently the Training Manager and Director of the Thailand Community Based Tourism Institute (CBT-I), leading participatory research and development projects to raise the capacity of Thai communities to develop and manage community based ecotourism.

Ms. Daengnoi is an expert, participatory trainer, with 20 years of field experience in the design and delivery of learning programs in rural Thailand and the GMS.

Peter Richards has 15 years of professional experience in the ASEAN region, working at the crossroads of responsible tourism and community development. Peter has worked in the private and NGO sectors, with stakeholders including government, tourism associations, businesses, tour guides, local communities, hotels, and restaurants. Peter’s core skills are sustainable tourism project development and management, participatory training, partnership facilitation between communities and businesses, and sustainability standards development.