



# ASIAN ECOTOURISM NETWORK



WRITING A NEW CHAPTER in SUSTAINABLE ASIA

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Masaru Takayama  
(*AEN Chairperson*)

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January 8th, 2022

<https://www.asianecotourism.org/>



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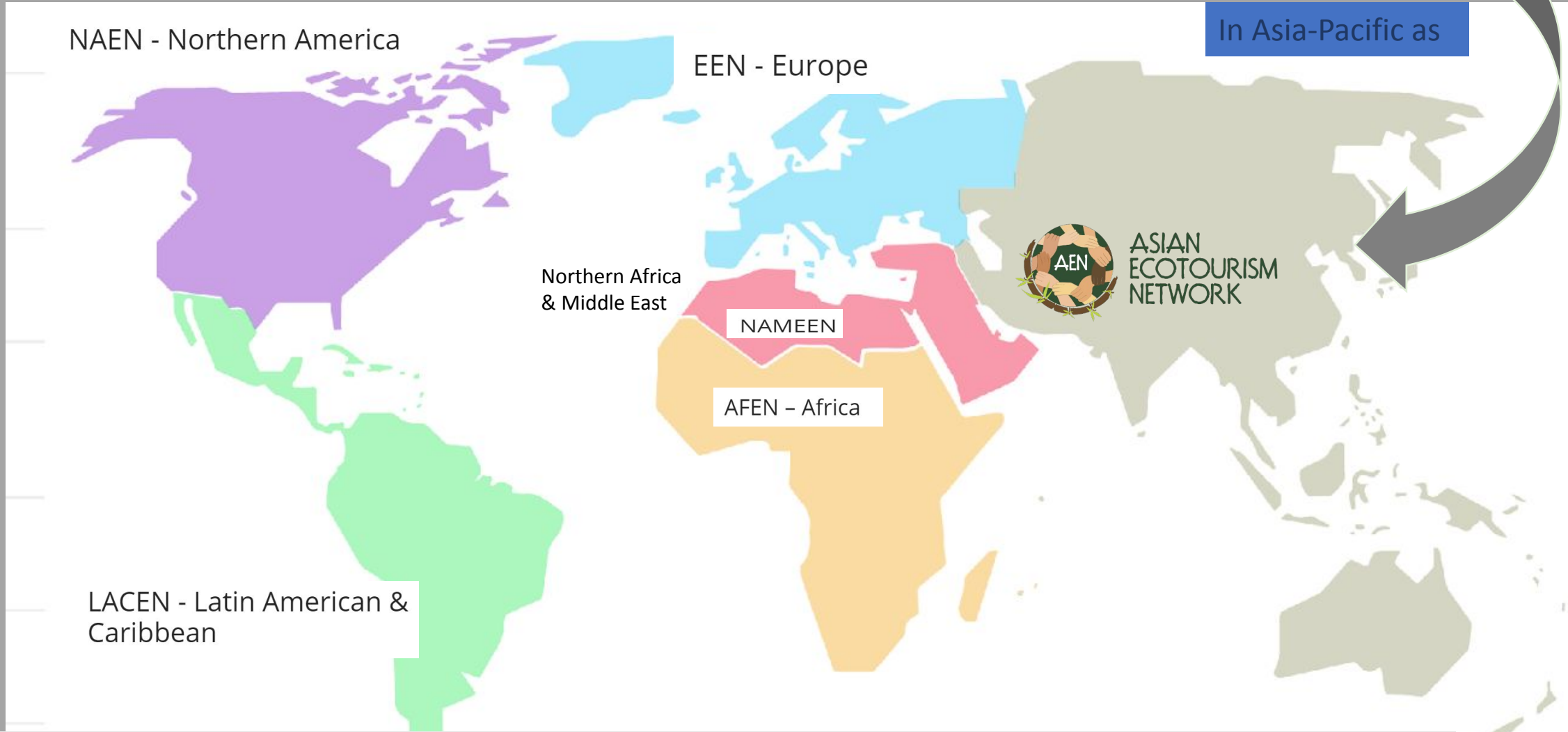
# Who are we?

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ASIAN  
ECOTOURISM  
NETWORK

**Represented in 6 global regions**



- Bhutan
- Cambodia
- China
- Hongkong (China)
- India
- Indonesia
- Japan
- Laos
- Malaysia
- Mongolia
- Myanmar
- Nepal
- New Zealand
- Papua New Guinea
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

**The Asian Ecotourism Network** is a regional initiative of the Global Ecotourism Network (GEN), with twenty one (21) member countries in the Asia Pacific region working towards connecting stakeholders (private, public, non-profits, academia etc.) for knowledge transfer, consulting, marketing, and business development to achieve sustainability for people and planet.



**Our Mission:** *Connect AEN stakeholders for knowledge transfer, consulting, marketing, and business development to achieve sustainability.*

\*stakeholders: communities, private and public sectors, tourism and hospitality sectors, NGOs, and academia

## **Linking responsible tourism, conservation, and communities in Asia**



## **OUR ISSUES OF CONCERN**

- Tourism's threats to indigenous people and cultures especially in Asia Pacific region rich in cultural diversity and indigenous groups.
- Marine and terrestrial degradation and environmental footprints from mass production and consumption.
- Exceeding carrying capacities in ecologically sensitive areas (Over-tourism)
- Greenwashing in the tourism industry.
- Lack of political will to protect environment and cultures from impacts of tourism vis-à-vis revenue.



## OUR RESPONSE



- \* Be conservation advocates protecting marine and terrestrial ecosystems and biodiversity.
- \* Promote community entrepreneurship through empowerment, skills transfer and capacity building.
- \* Become a platform for indigenous peoples and rural communities developing ecotourism and protecting cultural heritages.
- \* Standardize and develop certification programs and products for sustainable tourism in the region to avoid green washing.
- \* Foster political goodwill and partnerships for policies and programs on sustainable tourism in the region.



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What do we do?  To benefit YOU!  
(AEN Working Areas)

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# Develop Ecotourism Standards

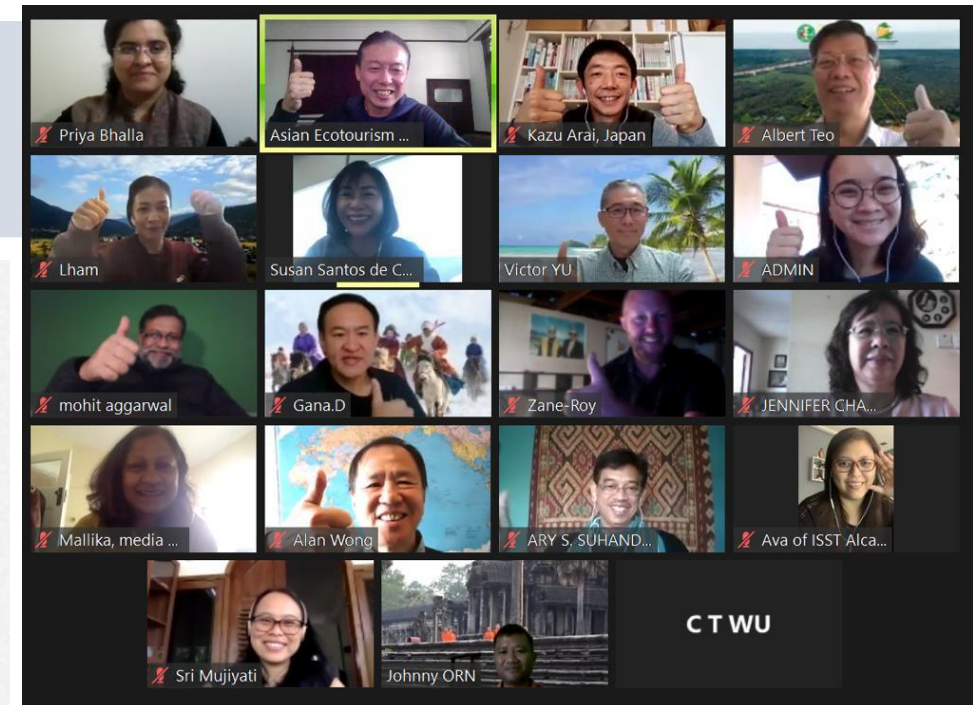


# Provide GSTC Training

**ECOTOURISM Training**

**Engaging Customers**

# Engage through E-Learning





**Daisetsuzan Nature School National Park Management**  
AEN E-learning 07 on ecotourism training b...

**Wise Use – management by users**

Contract with the Nature Conservation Association  
Period : May – November  
Workers: 4people / day  
Jobs : Lecturing at the gate (Cable car station)  
Track maintenance, Renting out gumboots  
Promoting Don  
Patrolling  
Research

**Issues:**  
- Erosion by visitors walking on plants by avoiding their shoes  
- get dirty  
- Funding





# Asian Ecotourism Standard for Accommodation (AESA)

Recognized by Global Sustainable Tourism Council (GSTC)



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- \* Asian Ecotourism Standard for Accommodation (AESA) finalised and available in eight (8) regional languages.
- \* Six Themes with 123 criteria and corresponding indicators
  1. Sustainability
  2. Food and beverage
  3. Waste management and recycling
  4. Energy and water
  5. Green purchasing, and
  6. Care for environment

AESA is available in eight regional languages translated by AEN board members – English, Hindi (India), Traditional Chinese, Simplified Chinese, Bahasa Malaysia, Khmer (Cambodia), Lao and Vietnamese.

**Start Free On-line Self Assessment**

[https://docs.google.com/forms/d/e/1FAIpQLSdAqSjOSMc71RGt\\_QBTyY2AqU5tMY88oPHbdR0MjSQPI71nfA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdAqSjOSMc71RGt_QBTyY2AqU5tMY88oPHbdR0MjSQPI71nfA/viewform)

The online system of AESA will **help accommodation providers** in the Asia-Pacific region to manage and improve their ecotourism business's social and environmental impacts by complying with AESA criteria.

**Travelife**  
Sustainability in tourism



European Centre for Ecological  
and Agricultural Tourism



# Asian Ecotourism Standard for Destinations (AESD)

*Under development process referring*  GSTC-D and Green Destinations



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# Provide GSTC Trainings



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The **GSTC Sustainable Tourism Training Program (STTP)** offers practical insights and effective steps to help you improve your sustainability practices.

- ✓ Gain an in-depth knowledge of the GSTC Criteria, the baseline standard for sustainability in travel and tourism.
- ✓ Make informed decisions on how to implement sustainability practices for your company or destination.
- ✓ Get ready for developing viable and actionable sustainable tourism policies and practices for your organization.

## **In-Person Training by AEN board members - authorized GSTC trainers**

AEN's in-person training classes combine classroom sessions (trainer presentations, group discussions, exercises) and hands-on learning opportunities (guest presentations, live Q&A, field session), focused on practical insights into the GSTC Criteria, and tangible action steps to applying the Criteria.

## **AEN Certificate of Completion in Sustainable Tourism**

AEN has a MoU to conduct an authorized training under GSTC STTP. The training participants who complete a 3-day onsite STTP training class will be handed a certificate of completion of the training.

## **GSTC Certificate in Sustainable Tourism**

Demonstrate your knowledge in sustainable tourism and become a sustainable tourism champion.



# Engage through E-Learning



## ECOTOURISM Training

**AEN E-learning 06 on challenges and oppor...**

**B. Dynamics of changes in tourism & hospitality education/training**

3. Investment in human capital/talent development

- a. Making staff multi-skilled and technology user-friendly
- b. Digitization of all tasks is essential, so, all staff must be properly trained.
- c. A sustainable strategy must be introduced. This will give long-term returns only, so cash crunch may be avoided.
- d. Managerial staff must be trained in management of crisis and its impact in management level.
- e. High levels of motivation and teamwork training is required to keep the spirits of employees up.
- f. Suppliers/vendors must also be additionally trained on how to package and handle products which enter the premises. This could be a good example of CSR.

## Engaging Customers

**AEN E-learning 09 on Ecotourism Storytelling**

- UBUD WRITERS & READERS FESTIVAL 23-27 OCT 2019
- UBUD WRITERS AND READERS FESTIVAL
- GOOD VIBES FESTIVAL 2019
- CRADLE MOUNTAIN FILM FESTIVAL
- WE THE FEST MUSIC - JAKARTA
- SINGAPORE WRITERS FESTIVAL 2018
- STRAWBERRY FIELDS FESTIVAL
- HUDON VALLEY MIDWINTER FESTIVAL: WASSAIL, BONFIRES AND STORYTELLING

## ECOTOURISM and COVID-19

## New Normal - post COVID-19

# 18 Future Trends in Travel and Tourism – Post Covid-19

[https://ce599bdc-cf5c-4362-88ed-14fef1bcd7b6.filesusr.com/ugd/492652\\_e2774fdb72404466a594d03a04d24528.pdf](https://ce599bdc-cf5c-4362-88ed-14fef1bcd7b6.filesusr.com/ugd/492652_e2774fdb72404466a594d03a04d24528.pdf)



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# AEN Declarations

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### AEN Alishan Declaration on Indigenous People

亞洲生態旅遊聯盟阿里山宣言



Recognizing the importance of the rights of the indigenous peoples, and Respecting their choices to live in harmony with the practices of ecotourism without negatively affecting them or their distinctive cultures and relationships with the land and natural environment, 認知到原住民權利的重要性，以及尊重他們選擇與生態旅遊和諧共處，而不會對他們或所在獨特的文化，及其與土地和自然環境的關係產生負面影響，



# ASIAN ECOTOURISM NETWORK

## AEN Xiling Snow Mountain Declaration on Climate Change Adaptation and Redefining Ecotourism Seasonality



ASIAN ECOTOURISM NETWORK

### AEN Xiling Snow Mountain Declaration on Climate Change Adaptation and Redefining Ecotourism Seasonality

亞洲生態旅遊聯盟《西岭雪山宣言》

——适应气候变化，重新定义生态旅游的季节性

## Two AEN Declarations

We, over 40 experts and participants from different countries and regions in Asia and Asian Ecotourism Network (AEN) participated in ecotourism forum themed "Redefining Ecotourism Seasonality"- the Semi-Annual General Meeting of AEN in Xiling Snow Mountain, Chengdu, China, from January 7th to 9th, 2020. Through extensive and in-depth exchange of views and discussion of all representatives, the Declaration on Xiling Snow Mountain was unanimously adopted.

我们 40 多位来自亚太不同国家以及亚洲生态旅游联盟的专家和与会者，于 2020 年 1 月 7 日至 9 日在中国成都西岭雪山参加了以“重新定义生态旅游的季节性”为主题的生态旅游论坛，即亚洲生态旅游联盟的半年度会议。通过全体代表广泛、深入地交换意见和讨论，一致通过了《西岭雪山宣言》。



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# AEN Upcoming Events

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<https://www.ecotourismtravelmart.com/>

## Upcoming EVENTS



The International Ecotourism Travel Mart (IETM) 2023 is the first **green travel exhibition** presented by the Asian Ecotourism Network (AEN),



BE PART OF THE **FIRST** ECOTOURISM TRAVEL MART  
AND SELLING FAIR IN THE WORLD



LEARN **BEST PRACTICES** ON ECOTOURISM FROM  
INTERNATIONAL EXPERTS

# Online Interactive Ecotourism Series Launch

As part of the ITEM 2022 IYE+20, we designed an interactive online ecotourism forum series on specific ecotourism titles that offer practical insights and effective steps to help improve sustainability knowledge and practice. From the history of ecotourism to best practices in the region, the series brings over 400 years of combined experiences by AEN speakers and panelists on sustainability knowledge, best practices, and lessons.

For a guide to the forum and workshop schedule, visit <https://www.ecotourismtravelmart.com/>

**Series 1:** Ecotourism, Biodiversity & Wildlife

Conservation

**Series 2:** Socio cultural dimensions of ecotourism

**Series 3:** Economics/ business of ecotourism

**Series 4:** Training & education

**Series 5:** Technology & Media for Ecotourism

**Series 6:** Emerging trends



# *Launching of the* **International Ecotourism Travel Mart IETM 2023**



Watch us on <https://www.youtube.com/watch?v=VG0ndJ8w5I0>



# International Year of Ecotourism + 20 (IYE+20)

## ECOTOURISM TALKS



The Asian Ecotourism Network in collaboration with the Asian Adventures (India) is organizing online "Ecotourism Talks" to commemorate the upcoming "International Year of Ecotourism + 20 (IYE+20)" in January 2022.

Revisit and enrich your ecotourism understanding as the AEN International Board deliver their country specific ecotourism experiences and case studies from the Asia-Pacific Region.



**Masaru Takayama**  
*"Unravel the untapped power of Ecotourism"*  
Webinar Hosted By Asian Adventures

**Albert Teo**  
*"A Virtual Journey to The Land Of Orangutans - Learning Ecotourism"*  
Webinar Hosted By Asian Adventures



**Zane Smith**  
Anecdotes from Aotearoa - New Zealand  
*"Nature lovers interested in Ecotourism, marine life, and the culture of New Zealand"*  
Webinar Hosted By Asian Adventures

**Mallika Naguran**  
*"How can I connect with ecotourists when my business is slow or paused"*  
Webinar Hosted By Asian Adventures



**Dr. Jennifer Kim Lian Chan**  
*"Ecotourism destination development in Malaysia - an Integrated approach"*  
Webinar Hosted By Asian Adventures

<https://www.asianecotourism.org/iye-20-ecotourim-talks>

# Challenges we face in Asia

- Establish stronger public-private relationships
- Make all types of tourism more sustainable
- Green washing/false claims
- Lack of reliable information
- On-the-ground exchange of experience
- Unclear legal information
- Human and financial resources





# Why join AEN Family?



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**We are all Asians** that share the similar sets of identity. We understand your needs and situations because we all live in Asia. Let's get together and make collective voices to promote the authentic ecotourism that is catered to our region.

Asia is home to one of the biggest ecotourism destinations.

While we identify and praise the 'top-runners' of the industry, we will endeavor to bottom-up the industry not just limited to conserve the environment but also to alleviate poverty, empower communities, educate the young, pass on the wisdom of our ancestors, revitalize local economy until smiles are shared upon us all.

<https://www.asianecotourism.org/join>





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# Associates



# Asian Ecotourism Network CONTACT



AEN Secretariat:  
[asianecotourismnetwork@gmail.com](mailto:asianecotourismnetwork@gmail.com)

or website contact form/Facebook/LinkedIn



## NOTICE



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### Posting Guidelines on AEN;

- 1) One has to be the Facebook Group member of AEN to be able to post
- 2) The post has to be ecotourism-related news
- 3) The post can be used for events, programs, and news release on ecotourism in Asia and the effected regions
- 4) The post cannot be purely marketing focused or others that can dilute the meaning of ecotourism

**JOIN AEN as a member if you want to market your ecotourism products and destinations!**

MASARU TAKAYAMA:

[takayama@eco-tourism.jp](mailto:takayama@eco-tourism.jp)

תודה  
Dankie Gracias  
Спасибо  
Merci شکرًا  
Köszönjük Terima kasih  
Grazie Dziękujemy Děkojame  
Ďakujeme Vielen Dank Paldies  
Kiitos Täname teid 谢谢  
**Thank You** Tak  
感謝您 Obrigado Teşekkür Ederiz  
Σας Ευχαριστούμ 감사합니다  
Bedankt Děkujeme vám  
ありがとうございます  
Tack