



ASEAN ECOTOURISM FORUM 2016

ASEAN Without Borders: Roadmap for Strategic Development of Ecotourism Clusters and Tourism Corridors

PRELIMINARY PROGRAMME

TUESDAY 21 JUNE 2016

- Arrival of Delegates. Meet and Greet at Pakse Airport (PKZ)
18:00-19:00 Cocktail Reception hosted by NZAid

WEDNESDAY 22 JUNE 2016

OPENING CEREMONY

- 08:00-08:15 Registration and arrival of National and International Delegates
08:15-08:20 Arrival of ASEAN Tourism Ministers, ASEAN Plus 3 Ministers, Secretary-General of ASEAN, Secretary-General of UNWTO
08:25-08:30 Arrival of H.E Prof. Dr. BosengkhamVongdara, Minister, Ministry of Information, Culture and Tourism, Chairman of ASEAN Ecotourism Forum, Lao PDR and commencement of Opening Ceremony
08:30-08:35 ASEAN anthem
08:35-08:45 Cultural Performance Show
- *Laos Simply Beautiful Song and welcome performance by Champasak Cultural Group*
08:45-08:50 ASEAN Ecotourism Video
08:50-08:55 Introductions
08:55-09:00 Welcome Speech by Champasak Governor
09:00-09:05 Congratulatory Remarks by Mr. Xu Jing, Director, Regional Program for Asia and the Pacific, World Tourism Organisation (UNWTO), Spain
09:05-09:10 Opening Remark by Dr Lim Hong Hin, Deputy Secretary General of ASEAN
09:10-09:25 Opening Speech of the ASEAN Ecotourism Forum 2016 by H.E Prof. Dr. BosengkhamVongdara, Minister, Ministry of Information, Culture and Tourism, Chairman of ASEAN Ecotourism Forum, Lao PDR
09:25-09:30 Opening "Strike the Gong" by H.E Prof. Dr. BosengkhamVongdara accompanied by distinguished ASEAN Ministers and International representatives
09:30-09:35 Group Photos / Coffee Break
09:35-10:00 Visit Greening Tourism Exhibition Booths

ASEAN ECOTOURISM FORUM

- 10:15-10:25 **Setting the Scene for ASEAN Roadmap for Development of Ecotourism Clusters and Tourism Corridors & ASEAN Ecotourism Community Network (AECN)**

Mr Saly Phimphinith, Director-General, Tourism Marketing Department, Ministry of Information, Culture and Tourism, Lao PDR

SESSION 1 – KEYNOTE ADDRESSES

Moderator: Mr Peter Semone, Chief Technical Adviser, Project LAO/020 and LANITH

10:25-10:55 **1.1: The European Green Belt: Inspirations For ASEAN Ecotourism Corridor**

Mr Boris Erg, IUCN Director for East Europe and Central Asia, SERBIA

The European Green Belt connects more than 16. Almost 150 governmental and non-governmental organisations from these countries have come together in the Green Belt Initiative. The Green Belt connects National Parks, Nature Parks, Biosphere Reserves and transboundary protected areas as well as non-protected areas along or across borders, and promotes regional development initiatives in the field of nature conservation. What are the secrets and tips we can learn from this monumental initiative providing the inspiration and motivation for ASEAN Ecotourism Corridors?

10:55-11:25 **1.2 Guidelines for Development of Tourism Clusters and Thematic Corridors**

Prof Dr Amran Hamzah, Centre of Innovative Planning and Development (CIPD), Universiti Teknologi Malaysia, MALAYSIA

In Malaysia's National Ecotourism Plan, 60 clusters located along major access roads and rivers were identified for development over the next 10 years. What are the key challenges and opportunities that can be derived from such planning concepts? What are the enablers and guidelines to carry out such an ambitious development linking the ASEAN countries with a network of tourism corridors?

11:25-11:55 **1.3: Critical Connectivity in Tourism for Growth: Aviation and Technology**

Mr. Xu Jing, Executive Secretary of UNWTO and Director, Regional Program for Asia and the Pacific, World Tourism Organisation (UNWTO)

11:55-12:25 **1.4: Development Finance for Ecotourism in ASEAN**

Mr Steven Schipani, Senior Portfolio Management Specialist, Lao PDR Resident Mission, Asian Development Bank, LAO PDR

Development finance is much needed to spur strategic ecotourism developments especially in developing countries. However there is always a range of variable factors that impacts on the feasibility and risks of each development. What are these factors that can make or break a development project? How do small scale ecotourism developments leverage on economies of scale and economies of scope? What are the guidelines to apply for development financing and how to attain the necessary marketability and sustainability?

12:25-12:45 Keynote Panel Discussion

12:45-13:45 Lunch

13:45 -14:05 **Special Intervention:** *H.E. Mrs. Kobkarn Wattanavrangkul, Minister of Tourism & Sports, THAILAND – The Royal Project: Another side of ecotourism in Thailand*

SESSION 2 - POLICIES AND ECONOMIES: MULTILATERAL COOPERATION FOR ECOTOURISM GROWTH

2.1: Collaborative Initiatives of ASEAN Centres: The Way Forward

Moderator: Mr. Xu Jing, Director, Regional Program for Asia and the Pacific, World Tourism Organisation (UNWTO), Spain

14:05-14:25 *H.E. Mme. Yang Xiuping, Secretary-General, ASEAN-China Centre, CHINA*
14:25-14:45 *H.E. Amb. Kim Young-sun, Secretary-General, ASEAN-Korea Centre, SOUTH KOREA*
14:45-15:05 *H.E. Mr. Vathouniyom Douangmala, Director, Tourism & Exchange Division, ASEAN-Japan Centre, JAPAN*
15:05-15:25 *Mr. Roberto Oliva, Executive Director, ASEAN Centre for Biodiversity, PHILIPPINES*
15:25-15:45 Sub-session Panel Discussion

Drawing on past programs and new tourism initiatives, the various ASEAN centres will provide a strategic overview of their programs in the ASEAN region, highlighting their vision and mission as well as their synergistic contribution to the ASEAN tourism agenda.

15:45-16:05 Tea Break

16:05-16:25 **Intervention: Tourism And Women In The ASEAN Region: Perspective And Ideas**
Mr Andreas Zurbrugg, Deputy Head of Mission, Australian Embassy, Lao PDR

2.2: Innovative Initiatives & Programs For Ecotourism

Moderator: Ms Sara Salsini, General Manager, Asian Trails, MALAYSIA

16:25-16:45 *Mr Norman Ramirez, Head of ASEAN Heritage Park Program, PHILIPPINES*
16:45-17:05 *Mr Paul Eshoo, SME Specialist, Tourism Infrastructure for Inclusive Growth Project (TIIGP), LAO PDR*
17:05-17:25 Sub-session Panel Discussion

From soft adventure, community based activities and wildlife heritage parks, the Session will deliberate on these nature, culture and adventure resources that will pave the way for development of new and exciting ecotourism activities.

17:25 Adjournment of Forum

19:30 Gala Dinner

THURSDAY - 23 JUNE 2016

SESSION 3 – SUSTAINABLE DEVELOPMENT OF TOURISM CLUSTERS & CORRIDORS: FORGING PUBLIC-PRIVATE-PEOPLE PARTNERSHIPS

3.1: PARTNERSHIPS IN TOURISM DESTINATION MANAGEMENT

Moderator: Mr Randy Durband, CEO, Global Sustainable Tourism Council, USA

- 09:00-09:20 *Mr Tim Gamper, Country Manager, Swisscontact, LAO PDR*
09:20-09:40 *Dr Frans Teguh, Director for Infrastructure Development & Tourism Ecosystem, INDONESIA*
09:40-10:00 *Mr Andreas Hoffman, Managing Director, Asian Trails, LAO PDR*
10:00-10:20 Sub-session Panel Discussion

In the Plan of Action for ASEAN Cooperation in Tourism (1998), it states "to provide the ASEAN region a more eventful, appealing and powerful product image as a destination in the Asia-Pacific region and a strong institutional boost to highlight the brilliance and variety of ASEAN tourism experience". A speaker each from an international non-profit organisation, a national tourism organisation and a regional destination management company will give insights into the development of attractive tourism products that highlights the wonders of the ASEAN tourism experience.

- 10:20-10:40 Coffee Break
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3.2: PARTNERSHIPS IN TOURISM CORRIDORS

Moderator: Prof Dr Amran Hamzah, Centre of Innovative Planning and Development (CIPD), Universiti Teknologi Malaysia, MALAYSIA

- 10:40-11:00 *H.E. Amb. Kim Young-sun, Secretary-General, ASEAN-Korea Centre, SOUTH KOREA*
11:00-11:20 *Mr. Bou Chanserey, Deputy Director General, Ministry of Tourism, CAMBODIA*
11:20-11:40 *Mr Jens Thraenhart, Exec. Director, Mekong Tourism Coordinating Office (MTCO), THAILAND*
11:40-12:00 *Ms Desiree Bandal, Head of ASEAN Affairs, AirAsia, MALAYSIA*
12:00-12:20 Sub-session Panel Discussion

Accessibility and connectivity are critical factors for the success of tourism, and it would be imperative to connect every tourist destination in ASEAN into the overall integrated transport and communications network that moves peoples, information and goods swiftly. Air, sea, river and land corridors have been identified as tourism corridors for the flow of tourists and the travelling itself offers unique experiences of community engagement amidst the splendour of culture and nature across ASEAN countries.

- 12:20-13:20 Lunch Break
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3.3: PARTNERSHIPS FOR SUSTAINABLE TOURISM DEVELOPMENT

Moderator: Mr Jens Thraenhart, Exec. Director, Mekong Tourism Coordinating Office (MTCO), THAILAND

- 13.20-13.40 *Mr Randy Durband, CEO, Global Sustainable Tourism Council, USA*
13.40-14.00 *Mr Inthy Deansavuan, President, Green Discovery, LAO PDR*
14.00-14.20 *Mr Masaru Takayama, President, Asian Ecotourism Network, JAPAN*
14:20-14.40 *Mr Yee Mon, Permanent Secretary, Ministry of Hotels and Tourism, MYANMAR*
14:40- 15:00 Sub-session Panel Discussion

Experts with wide experience in ecotourism and local communities will share their story in sustainable tourism development. They will provide an insight of the work and efforts in bringing about change in tourism destination management for sustainable growth. The Forum will discuss about the challenges and the fortitude that is required to make sustainable tourism work.

15:00-15.20	SESSION 4 - THEMATIC BREAK-OUT SESSIONS <i>Chief Facilitator: * Mr Rik Ponne, Tourism Sector Specialist, Lao Tourism Support Activity Project, Ministry of Information, Culture and Tourism, LAO PDR</i> <ul style="list-style-type: none">• Multilateral Cooperation and Initiatives• Regional Planning and Development• Stakeholders' Consortium
15:20-15.40	Tea Break
15:40-16.20	Feedback/Presentations from Break-Out Groups/Q & A
16:20-16.40	Wrapping Up/Conclusions
16:40-17.00	Presentation of Pakse Declaration on ASEAN Ecotourism and Closing Speech
17:00	End of Forum
17:00-17:20	Press Conference
19:30	Lao Night Dinner "Laos, Simply Beautiful"

FRIDAY - 24 JUNE 2016

09:00	TECHNICAL TOURS Commencement of Technical Tour to <ul style="list-style-type: none">- Wat Phou- Si Phan Don (4000 Islands) & Khon Phapheng (biggest waterfall in the world)
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SATURDAY - 25 JUNE 2016

15:00	Arrive in Pakse from technical tour at Si Phan Don
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