



APPENDICES

CHAPTER

10



APPENDIX 1

TOURISM RESEARCH AREAS UNDERTAKEN BY CANADIAN TOURISM COMMISSION

1. The Impacts of the Iraq war and SARS
2. The Impact of SARS on Canada's Accommodation Industry
3. SARS: The Potential Impact on the Domestic and Selected
4. What If There is a War in Iraq?
5. Impacts on the Events of September 11, 2001, on Canada's Accommodation Industry
6. Post September 11th US Tourism Impact Study
7. Exchange Rates: The Potential Impact of a Stronger Canadian Dollar on Travel to/from Canada in 2004/2005
8. Activity-based Tourism Segments In Canada and the USA: An Overview
9. Southeast Asia: An Overview of the Outbound Travel Market and Potential for Canada 2001
10. Business Outlook: Domestic, U.S. and Overseas Travel to Canada
11. Research on the Chinese Outbound Travel Market Report 2001
12. Canadian Travel Arrangement Services Survey
13. Traveller Accommodation Survey - Year 2003 Report
14. Monitoring Canada's Accommodation Industry During A Challenging Year - 2003
15. Report on Canada's Festival Tourism Enthusiasts
16. Similar reports on Museum, Tourism, Heritage, Visual Arts, Hard Outdoor Adventure; Canoeing & Kayaking, & Back Packing, White Water Rafting Enthusiasts Performing Arts Tourism, Soft Outdoor Adventure Wine & Culinary
17. Market Intelligence Profile of China
18. Consumer Research on Japan / Australia / Hong Kong
19. Media Coverage of the Canadian Tourism Sector: January - March 2005
20. Government Revenue Attributable to Tourism
21. Demand for Aboriginal Culture Products in Key European Markets

22. Study On Incentive Travel To Canada For Selected European Markets
23. Role of the Internet in the Vacation Travel of North Americans
24. A Study to Determine the Cost of Issuing Airline Tickets
25. Factors Influencing Visitor's Choices to Visit Urban Destinations
26. Defining Tomorrow's Tourism Product: Packaging Experiences
27. Factors Influencing Visitor's Choices to Visit Urban Destinations
28. Towards Financial Performance Measures and Benchmarks for the Canadian Tourism Sector
29. Catalogue of Exemplary Practices in Adventure Travel and Ecotourism 1999
30. Best Practices in Natural Heritage Collaborations: Parks and Outdoor Tourism Operators 2001
31. Best Practices in Working with Small and Medium-Sized Enterprises in the Tourism Industry tour 2000
32. The ABCs of Financial Performance Measures and Benchmarks for Canada's Tourism Sector Guides
33. Finding Funding: Ten steps to meet your financial needs
34. Risk Management Guide for Tourism Operators



APPENDIX 2

SENTOSA'S MILESTONES TOWARDS REDEVELOPMENT & REJUVENATION

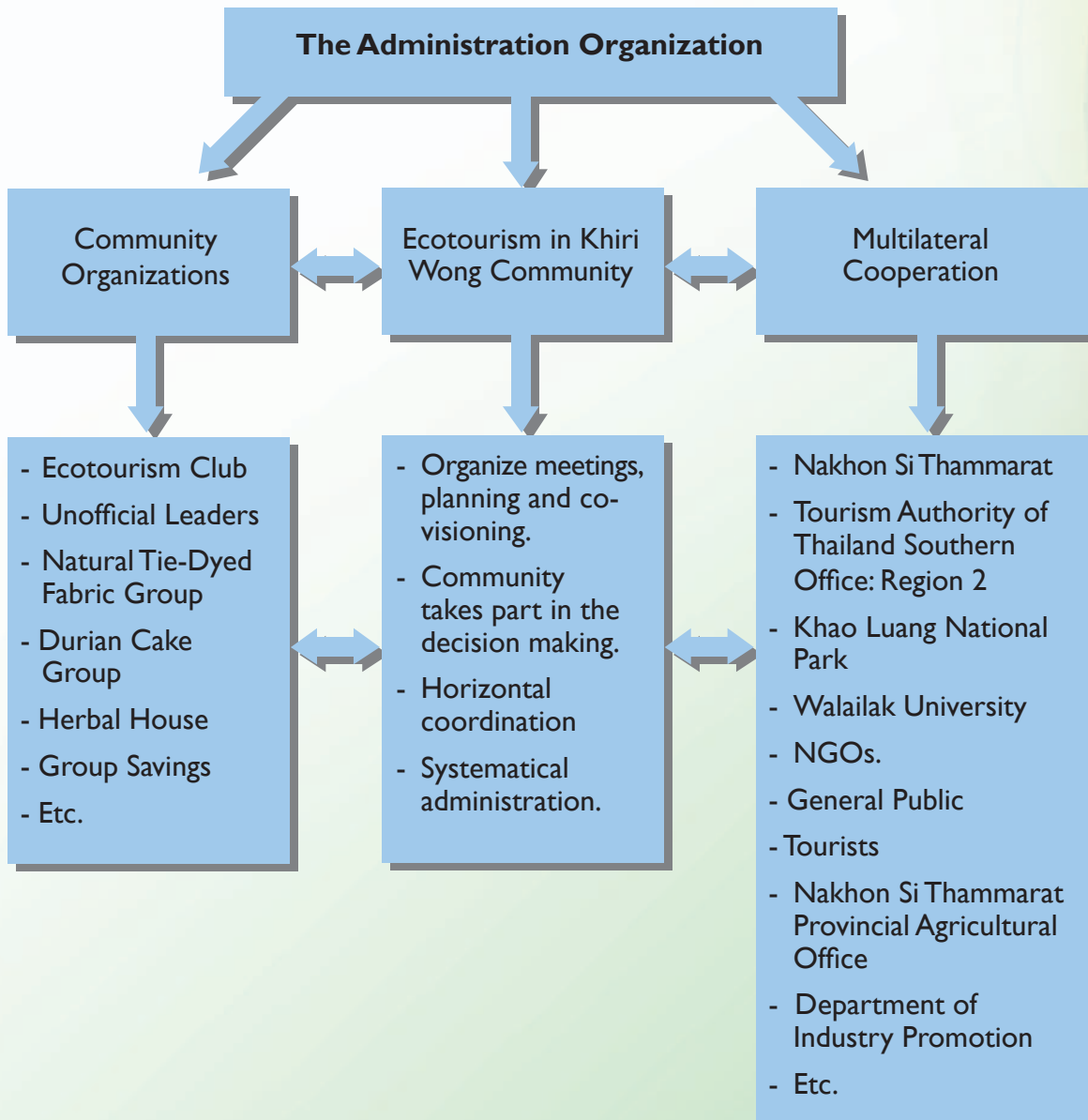
1972	Sentosa Development Corporation was established to manage Sentosa.
1973	Sentosa Golf Club and Singapore Cable Car Pte Ltd was incorporated.
1974	The cable car inaugurated service - linking Sentosa to Mount Faber.
1975	Fort Siloso and Kusu Island opened to the public.
1977	Reclamation works was started on Pulau Hantu, Pulau Seletar, Pulau Ringgit, Sisters Island, Lazarus Island and Buran Darat.
1982	Sentosa's monorail, Musical Fountain & the Nature Walk opened to the public.
1983	Pioneers of Singapore museum was opened.
1989	Ferry Terminal and Fountain Gardens were completed, enhancing the arrival experience for visitors arriving by ferry.
1991-1993	<ul style="list-style-type: none"> • SDC's first business partners, Underwater World commenced operations. • The Beaufort Hotel. • Sentosa Riverboat, Sentosa Orchid Gardens, Shangri-La's Rasa, Sentosa Food Centre and Sentosa Beach Resort opened its doors to the public. • Heritage tourism product partnership - Festivals of Singapore, Pioneers of Singapore & Surrender Chambers opened and the entire attraction was renamed Images of Singapore.
1995-1998	<ul style="list-style-type: none"> • Sijori WonderGolf opened. • Sentosa Cove Pte Ltd was incorporated to develop the waterfront residential & marina project and • Passenger cars were allowed to enter the island under a newly-introduced Drive-In scheme.
2000	An International Advisory Council for Sentosa (IACS), comprising international industry experts, was formed to advise on the future development of Sentosa.
2002	<ul style="list-style-type: none"> • Sentosa embarked on a major 10-year development plan to transform the island into a world-class resort destination.

	<ul style="list-style-type: none"> • SDC) re-aligned its corporate structure and transferred its day-to-day operations of the island to Sentosa Leisure Management Pte Ltd, a wholly-owned subsidiary. SDC & its subsidiaries are known as the Sentosa Leisure Group. Magical Sentosa, an all-new pyrotechnic extravaganza, replaced the musical fountain show; • Stories of the Sea, a new multi-sensory maritime experience, was added to the Images of Singapore; • Spa Botanical opened with the distinction of being Singapore's first garden destination spa; • Sentosa island admission was reduced from S\$6 to S\$2.
2003	<ul style="list-style-type: none"> • Plans for Siloso Beach redevelopments were unveiled – comprising a host of new quality entertainment, food, and beverage and retail offerings to be operational between July 03 and May 04. • Development for Sentosa Express, a S\$140-million light rail system, kicked off. It is expected to be operational by 2006; • Works on The Tourism Academy at Sentosa begun and classes are expected to commence in 2005; • Embarked on RIMBA, the world's first dining-with-wildlife lifestyle attraction, to be completed by mid 2004; • Sentosa Cove's first sale of sites was launched; • Pontiac Land Group to develop a small luxury hotel with villas (to be named The Knolls) in the green heritage on Sentosa Island; • The Merlion closed for major upgrading works.
2004	<ul style="list-style-type: none"> • The re-furbished Fort Siloso was re-opened to the public • Images of Singapore closed for refurbishment into a more exciting and dramatic Singaporean experience of history and culture. • Works begun on a 650-metre, S\$5.5-million luge track with an aerial chair lift cableway that will link the cluster of attractions; • Amara Holdings Limited to develop a 125-room boutique resort by 2007; • Sentosa Cove Marina, Singapore's first residential marina was successfully awarded. • Sentosa acquired rights to exhibit, with the option to purchase, "The Tang Treasure".(Tang Dynasty, 618 – 907 AD); • Robertson Quay Hotel to develop a S\$35-million mid-tier resort along Siloso Beach; • Sentosa earned a Guinness World Record for having the 'Most people (1039 participants) wearing balloon hats at the Sentosa Balloon Hat Festival 2004.
2005	<ul style="list-style-type: none"> • Sentosa hosting the Singapore Golf Open, one of Asia's most celebrated sporting events, with a massive US\$2m prize purse, • Fort Siloso, Singapore's only preserved costal fort turns 120 years old, and 2005 was named as "Visit Fort Siloso Year" to commemorate the 60th anniversary of the end of World War II. • Monorail ceases operation in March.



APPENDIX 3

ADMINISTRATION STRUCTURE OF BAN KHIRI'S ECOTOURISM MANAGEMENT



APPENDIX 4

ROLE OF STAKEHOLDERS IN THE COMMUNITY-BASED POVERTY REDUCTION TOURISM PROGRAM

STAKEHOLDER	ROLES
Local Community	
Kim Bong Tourist Service Cooperative	Operator and manager of the CBT project in Kim Bong Village.
Government Authorities	
Viet Nam National Administration of Tourism (VNAT)	General project oversight and coordination; promotion and replication of CBT approach.
Quang Nam Promotion Center/ Tourism Department	Promoter for Kim Bong tourism project through festivals, etc. Some financial support for infrastructure.
Hoi An Commerce and Tourism Division	Local coordinator and advisor for project development and implementation of activities.
Kim Bong and Hoi An People's Committee	Support through financial investment in infrastructure and setting of policy environment.
Private Sector	
<u>Mainly based in Hoi An:</u> Hotels, tour operators and booking offices	Market link; marketing and product development
<u>Support Institution :</u> COOPSME Quang Nam	Capacity building and advice of the Kim Bong Cooperative.
UNESCO Volunteers, Hoi An	Support in field research/ joint activities.
WWF	Technical assistance for sustainable wood sourcing practices and environmental sustainability.
International Trade Center UNCTAD/ WTO	General project coordination; technical assistance for project implementation.



APPENDIX 5

IMPLEMENTATION STAGES IN THE COMMUNITY-BASED POVERTY REDUCTION TOURISM PROGRAM

CHART A		Date	Activities
UP TO DATE	PILOT PHASE	Before 2004	Official request from Vietnam National Administration of Tourism (VNAT) for ITC support. Preliminary assessment of the potential project locations. Opportunity study of the project with the objective to identify the most suitable place for EPRP project.
	SECOND PHASE Analysis and preliminary actions	February-March 2004	Poverty diagnosis and tourism survey.
		June 2004	Pilot CBT workshop and conclusion of project action plan.
		July-October 2004	<ul style="list-style-type: none"> - Formation of CBT cooperative; - Identification of current commercial practices and training needs; - Identification of “winner” carpentry products.
3 rd PHASE Implementation and operation	November-December 2004	<ul style="list-style-type: none"> - On-the-job training for local tourism department and Kim Bong Cooperative; - Conceptualization of “Kim Bong Village Trail”. 	

CHART A		Date	Activities
FUTURE ACTIONS		April-August 2005	<p>Training and consultancy provided to relevant stakeholders regarding</p> <ul style="list-style-type: none"> - Language skills and guiding for Cooperative; - Cooperative management - Carpentry (design and marketing, techniques); - Sustainable sourcing of wood.
		January -September 2005	Construction of Craft Centre and upgrading of tourism infrastructure.
		January 2006	Inauguration of Craft Centre, village walk and bicycle trail and familiarization trips for local tour operators.
		since February	Local Project Coordinator working with HoiAn Tourism Department
		Up to December 2005	Technical assistance by ITC
	FINAL PHASE Replication	October 2005	Joint ITC/SNV study tour to similar CBT to the projects in Central Viet Nam.
		February 2006	Translation of CBT Manual into Vietnamese & subsequent training-of-trainers.
		September/ October 2006	Workshop on CBT best practices and replication of pilot project experiences.

