



THE ROAD MAP

CHAPTER 1

AUSTRALIA

- The Aussie Specialist Program 2
- The GBRMPA High Standard Tourism Program 6

CHAPTER 2

CANADA

- NTO-Led in Sustainable Tourism Management And Development 14

CHAPTER 3

MALAYSIA

- Native Community Partnership In Ecotourism 22
- Tourism Adaptive Reuse Of Heritage Assets 28
- Wild Asia's Responsible Tourism Initiative 33

CHAPTER 4

MEXICO

- Agenda 21 38

CHAPTER 5

NEW ZEALAND

- Internet Destination Tourism Marketing 44
- Tourism Destination Site Stewardship 49

CHAPTER 6

PHILIPPINES

- Dolphin Watch Marine Life Tour 56
- Whale Shark Interaction Program 62

THE ROAD MAP

CHAPTER 7

SINGAPORE

- Human Resource Development Program For Enhancing Professionalism And Employability70
- Marketing and Promotion Of Community-based Cultural / Heritage Tourism Products75
- Tourism Destination Re-branding & Repositioning.....81

CHAPTER 8

THAILAND

- Community Empowerment On Conservation & Protection 90
- Green Leaf Environmental Certification Of Hotel Operational Standards..... 97
- Khiriwong Village Eco-Tourism Club 102

CHAPTER 9

VIETNAM

- Community-Based Poverty Reduction Tourism Program..... 110

CHAPTER 10

APPENDIX 1

- Tourism Research Areas Undertaken By Canadian Tourism Commission 116

APPENDIX 2

- Sentosa's Milestones Towards Redevelopment & Rejuvenation 118

APPENDIX 3

- Administration Structure Of Ban Khiri's Ecotourism Management..... 120

APPENDIX 4

- Role Of Stakeholders In The Community-Based Poverty Reduction Tourism Program 121

APPENDIX 5

- Implementation Stages In The Community-Based Poverty Reduction Tourism Program 122