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ICT for Sustainable Tourism

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*“Asia-Pacific: e-Tourism for Growth: Matching Market Efficiency
and Social Inclusion”*

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Pro-Poor Tourism

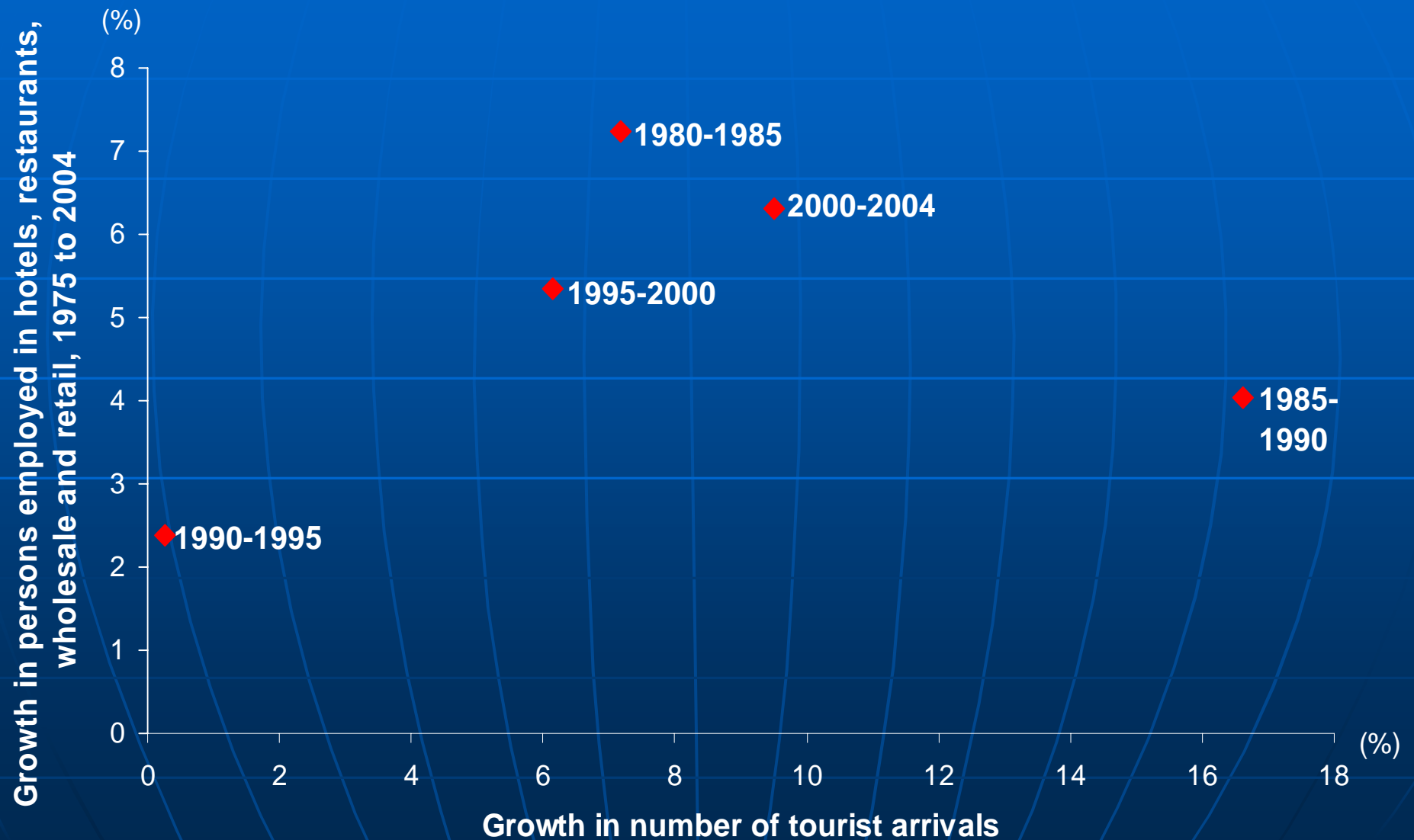
- Pro-poor tourism provides
 - Economic gains – employment; SME opportunities;
 - Social benefits and protects natural environment

- Tourism has advantages for pro-poor initiatives
 - Tourism is relatively labour intensive (and gender balanced);
 - Tourists often visit destinations where the poor may be;
 - Poor countries may have few other export products; and
 - Tourism use assets that poor have access to – natural resources and cultural assets
 - Where local products and services are used

Poverty MDG Targets Achieved for Malaysia: Sabah Lagging



Positive Relationship between Tourist Arrivals and Employment in Malaysia



Sustainable Tourism

- Good management of natural, historical and cultural resources
- Benefits of tourism are widely spread and tourist satisfaction
- Multi-stakeholder participation:
 - Private Sector – for customers, marketing, capital and advice
 - The Poor – as producers, suppliers, workers, participants and decision-makers
 - Civil Society – eg train community groups
 - Governments – for strategies, regulations and coordination
 - Donors – provide technical assistance

ICT Supports Sustainable Tourism

- ICT touches all aspects of tourism
 - Selecting and developing tourism site
 - Marketing and operations
 - Customer relationship management
 - Managing and monitoring tourism sites

- E-commerce systems facilitate global business linkages - possibilities even for small rural enterprises and communities

- However, the poor face barriers to ICT adoption
 - Poor telecommunications infrastructure
 - Instability of power supply
 - High costs of computer hardware and Internet access
 - Lack skills and knowledge
 - Lack credit card facilities



Kampong Bako Integrated Tourism Project

Kuching, Sarawak

Key Objectives	Output
Increase knowledge on forest management	Community receives training while improving knowledge and experience
Improve economy and protect flora and fauna from extinction	Tourists increasing income
Provide business opportunities, eg small-scale sale of agricultural products, marine products and handicrafts	Community no longer exploits surrounding forests
Enhance tourism activities	Alternative income generated and involvement is equally balanced between females and males

Enhancing Forest Related Eco-tourism Services and Products for the Semelai Association for Boating and Tourism (SABOT) Tasek Bera Ramsar Site, Pahang



Key Objectives	Output
Alternative income generation activities through ecotourism	Decrease in unsustainable harvesting of forest products
Skills in forest camp landscape and management, and other forest related products for eco-tourism such as handicrafts	Establishment and implementation of best management practices in forest eco-tourism
Strengthen development of innovative eco-tour packages	Contribution to poverty reduction amongst the Semelai community
Document traditional knowledge on forest products and their uses	Viable partnerships and/or agreements developed with tour agencies/interest groups to benefit SABOT