



Linking Green Productivity to Ecotourism

**Experiences in the
Asia-Pacific Region**



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ASIAN PRODUCTIVITY ORGANIZATION
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Foreword

Tourism traditionally has been viewed as largely beneficial to and compatible with the entire process of economic development. Tourism is an industry employing more than 100 million people around the world and provides all governments with over hundreds of millions of dollars in tax revenues. Tourism is currently one of the fastest growing sectors in the world and many APO member countries, in fact, have given tourism a high priority in their development plans.

As the demand from tourists to visit natural scenic area increases, developers have resorted to developing tourist attractions in and around natural scenic sites, including some in the ecologically sensitive areas. This has, however, resulted in severe environmental degradation, and thereby diminishing the value of the site or feature that attracted the tourists in the first place. The tourism industry is thus also faced with criticisms for the negative impacts on the cultural heritage and the environment of an area. Therefore, there is a need to balance the needs of tourism development with the environmental constraints to ensure both economic and ecological sustainability.

Green Productivity (GP) signifies a new paradigm of socio-economic development aimed at pursuing economic and productivity growth while protecting the environment. Therefore, application of the concept and practices of GP is deemed to be a very appropriate strategy in the context of ecotourism for the socio-economic development.

Recognising the importance of ecotourism for the member countries, the APO has organised a number of ecotourism-related programs since 1996. Specifically, a Workshop on GP and ecotourism in Bali, Indonesia in June 2000, attempted to systematically apply the GP principles, practices and tools for ecotourism. This was followed by a study mission to France on ecotourism under a project jointly organised by the APO and ACTIM, France in October 2000. This book is primarily based on the papers presented during these two events.

To commemorate this International Year of Ecotourism, the APO is pleased to present this book "Linking Green Productivity to Ecotourism: Experiences in the Asia-Pacific Region". I am sure that this book will provide the readers with a valuable resource on the eco-tourism-related information from the APO member countries and will help in further promotion of eco-tourism in the region.

Takashi Tajima
Secretary General

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