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Preface

This book is the result of an initiative taken by the Asian Productivity Organization (APO) to promote within its member countries the concepts and principles of ecotourism and link these to the practice of green productivity. Green productivity has been a major thrust of the APO's environmental program for some years.

Green productivity (alternatively known as cleaner production or eco-efficiency) has become a well-known tool in the Asia-Pacific region as a consequence of the APO promotion. The link between ecotourism and green productivity becomes obvious once both concepts are defined. This was the task undertaken by the APO at a workshop on Ecotourism and Green Productivity, held in Bali 26–30 June, 2000.

The Bali meeting involved a wide range of typical workshop activities, including the presentation of scene-setting and overview papers plus reports from participants on relevant activities in their home economies. In addition to participants from APO member economies, a number of resource persons attended the workshop on behalf of APO. There were also APO Officers from the organisation's secretariat including Mr Augustine Koh and Mr Mandar Parasnis.

The resource persons all made significant contributions to the workshop. Papers by two of these people are included in this book. In Part A, where general principles are discussed, the keynote paper, titled "Green Productivity and Ecotourism" by Liana Bratasida, is presented. In the Part B, where country reports are presented, an analysis of ecotourism in Indonesia by Anak Agung Gde Raka Dalem is included.

The majority of APO member economies were represented at the Bali workshop and most representatives presented written papers which are included in this book, a total of 14 papers. For some economies more than one paper was presented at the workshop. In this case all papers are included as each has its own special merit, little duplication is involved, and the papers are complementary.

Following the Bali meeting, the APO held a study meeting on ecotourism in France between 2 and 13 October, 2000. A number of country papers were presented at this meeting and subsequently made available for this book (10 are included). Combining the two APO meetings, all member economies are represented with papers except for Hong Kong and Sri Lanka.

In my role as editor, I took the view that while Hong Kong was a major tourist destination, it was not well suited for ecotourism due to the fact it is basically a "city-state" with little scope for nature-based tourism (a crucial element for the development of ecotourism). Hence, I have not included a chapter on Hong Kong. I considered that the book would be incomplete

without a chapter on Sri Lanka. Tsung-Wei Lai, a postgraduate scholar and research assistant at the University of Queensland, kindly offered a chapter on Sri Lanka.

As editor, I took a further liberty and included a chapter on ecotourism in Australia. Australia is yet to seek membership of the APO. It does, however, play an important role in ecotourism in Asia and the Pacific. The Australian chapter, which is the last of the book — the others being in alphabetical order — was also written by Tsung-Wei Lai; and she contributed to Chapter Two.

Part A of the book comprises an "Introduction" which highlights the potential global benefits of tourism if it is undertaken in a sensitive and responsible manner. People who meet and eat together must surely become friends. People who travel with their eyes wide open must surely come to love nature and appreciate its fragility.

The Introduction is followed by a chapter titled "The Changing Nature of Tourism". Brief mention is made of the history of tourism leading up to modern tourism, which is the world's largest industry. Tourism is evolving into nature-based tourism, cultural tourism and ecotourism. This process is briefly explained before the general principles of ecotourism are presented.

Chapter Three highlights the need for a partnership between tourism, particularly ecotourism, and nature conservation, as well as between tourism operators and managers of National Parks and World Heritage properties. This chapter was written by the late Bing Lucas. It is a very lightly edited version of a keynote address he presented to the 2000 National Conference of the Ecotourism Association of Australia. As mentioned, Chapter Four, which is the contribution by Liana Bratasida, links ecotourism to green productivity.

Part B of the book comprises the edited versions of the selected country papers. My responsibility as editor required converting all papers into a reasonably consistent format, and, where possible, arranging the flow of the discussion in each paper into a similar sequence. In addition to these tasks, I have made editorial changes to improve the English expression. In making these changes, I have attempted (to the best of my ability) not to distort the original meaning. If I have, I take full responsibility.

This book would not have been possible without the support of the APO, in particular Augustine Koh and Mandar Parasnis. It was their idea to commit the papers from the two workshops to book form. In as much as the book stands as a record of the development of ecotourism in the region at the end of the 20th century, it will serve for considerable time as a reference document and reminder of the start of a very important journey. These two APO Officers deserve our thanks. In addition, I would like to thank Tsung-Wei Lai and Nguyen Thuy Khanh Doan who contributed without having the pleasure of attending either of the workshops. And last but not least, I must thank Jan Ross for many hours of typing and retyping the text.

Tor Hundloe