

【主題二】生態旅遊與永續發展

子題 2-1 生態旅遊的推動如何接軌聯合國永續發展指標 (SDGs)	
<p>演講主題： Small is Beautiful: Community-based Tourism and the Promotion of Local SDGs</p> <p>演講人： Mr. Joselito R. Costas (Boboi) Founder, Grassroots Travel Board of Director, Eco Exploration, Philippine Parks and Biodiversity</p>	2-3
子題 2-2 超限旅遊造成環境承載衝擊之對策	
<p>演講主題： Partnerships: A Vital Link to Promoting Ecotourism. Experiences from Bhutan</p> <p>演講人： Dr. Karma Tshering Founder, Bhutan Sustainable Tourism Society</p>	2-19
子題 2-3 生態旅遊如何節能減碳？	
<p>演講主題： 從旅遊產業執行面談旅遊減碳行動</p> <p>演講人： 銘傳大學休閒遊憩管理學系 林莉萍主任</p>	2-25
子題 2-4 全民綠色旅遊行動	
<p>演講主題： 全民綠生活與綠色旅遊</p> <p>演講人： 行政院環保署管制考核及糾紛處理處 巫月春副處長</p>	2-39

子題 2-1：生態旅遊的推動如何接軌聯合國永續發展指標 (SDGs)

SMALL IS BEAUTIFUL: COMMUNITY-BASED TOURISM AND THE PROMOTION OF SDGs

By Joselito R. Costas

Grassroots Travel

November 2021

Abstract

The Philippines has been a pioneer in granting communities greater involvement in resource management in the Philippines. It is not an entirely new concept when stakeholders organize themselves and do something about their resources. But rarely it is linked to a local government unit. Most of the work is delegated to NGOs who take up the cudgels for environmental governance. The presentation will showcase how organized multi-stakeholders linked to a local government unit provides an important advantage over other types of environmental governance.

On the shore of Tanon Strait in the central Philippine island of Cebu lies the village of Bojo (one of the 298 barangays on Tanon Strait), an impoverished community of fishermen who were part of the offshore drilling protests and who depended on Tanon Strait and the free but dwindling resources of the Bojo river that runs through it. As a result, villagers were poisoning and blasting coral reefs, cutting mangroves and dumping their waste into the river. In 2009, the village embarked on ecotourism.

Tourism has the potential to contribute directly or indirectly to all of the goals. Specifically, it has been included for the first time as targets in the Sustainable Development Goals (SDG), which build and expand on the expiring Millennium Development Goals (MDGs).

Lessons from the project include:

- *Ensure commitment of the local government in implementing community-based tourism*
- *Political leaders lack appreciation on sustainable development concept*
- *Bring technical expertise in.*
- *Strengthen organization and people first before developing the product.*
- *Sweat equity gives sense of ownership.*
- *Mentoring should never stop but let local community own decisions.*
- *Always run the Acid test (5 Cs) to keep you on track.*

- *The New Normal has not changed ecotourism and sustainable tourism practices but has compelled communities to rewrite their vision and embrace digital technology to make it safer, more productive and empowering.*

Introduction

Sustainable tourism strategies have widened to include the search for tools that guarantee more benefits for local communities particularly in rural areas. These areas are mostly characterized by rich biological diversity, the central asset for tourism. This is what my case study will be about. I will show why environmental sustainability is a journey, why it takes time and effort for a business to make positive changes and why it's important to recognize accomplishments along the path to achieving bigger goals.

The Philippines has been a pioneer in granting communities greater involvement in resource management in the Philippines. It is not an entirely new concept when stakeholders organize themselves and do something about their resources. But rarely is it linked to a local government unit. Most of the work is delegated to NGOs who take up the cudgels for environmental governance. In my experience, an organized multi-stakeholders linked to a local government unit provides an important advantage over other types of environmental governance.

Twelve years ago, the local government of Aloguinsan embarked on a community-based ecotourism project. It was tired of providing dole outs to fishermen protesting against an offshore oil drilling project on Tanon Strait.

The project was a response to the call of DOT to develop ecotourism products. All funds came from the local government. Project was based on the NIPAS Law which governs protected areas, the National Ecotourism Strategy and the Tanon Strait Management Plan where community-driven environmental management through ecotourism is a mandate, highlighting ecotourism revenue as a strong incentive to protect the environment. The general objective was to protect the river and coastal ecosystems, attract tourists and earn supplemental income for the local community who relied on the resources of Tanon Strait.

The New Normal has not changed ecotourism and sustainable tourism practices but has compelled communities to rewrite their vision and embrace digital technology to make it safer, more productive and empowering.

Largest marine protected area

Tanon Strait, as we know, it is the largest marine protected area in the Philippines confronted with challenging issues. Our project was small; it was not designed to solve issues of national importance; they were geared toward local communities rather than national objectives.

On the shore's of Tanon Strait lies the beneficiary village of Bojo (one of the 298 barangays on Tanon Strait), an impoverished community of fishermen who were part of the offshore drilling protests and who depended on Tanon Strait and the free but dwindling resources of the Bojo river that runs through it. As a result, villagers were poisoning and blasting coral reefs, cutting mangroves and dumping their waste into the river. It was, as one villager said in 2009, one big toilet. The reefs were dying; it had no fish. But as an outsider looking in, and as a traveler who kept on coming to the river, I was awed.

The profile of BAETAS organization when the group was formally registered in 2010: It had: 52 core family members, mostly head of the family, 25 % of were high school graduates, more than half were housewives and fishermen, 40% had average household monthly income of less than P3,000, and 65% was born in the village.

That's why a few months into my immersion in Bojo, and during a training for women on homestay, I was upset why the women had difficulty in learning the proper sequence in toilet cleaning during a practical assessment. I was embarrassed to find out that most of them didn't even have toilets.

Sustainable tourism can be conceptually defined as an activity that achieves an effective balance between the environmental, economic and socio-cultural aspects of tourism development (which are the foundations of sustainable development) for the long-term benefits to host communities. According to the UNWTO and the Convention on Biological Diversity (CBD), tourism should contribute to the conservation of biodiversity and culture; to the well-being of the local communities (and indigenous people); involve responsible action on the part of the tourist and tourism industry; be appropriate in scale; require the lowest possible consumption of non-renewable resources; respect physical and social carrying capacities; involve minimal profit leakage; be locally owned and operate through local participation, ownership and business opportunities. In other words, it intertwines two interrelated elements of sustainable tourism

1. ensuring that the conditions are right for tourism to continue as an activity in the future;
2. the ability for society and the environment to absorb and benefit from tourism in a sustainable manner.

Ecotourism, on the other hand, is a type of sustainable tourism. It is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education (TIES).

For a small ecotourism project such as ours, it was a tall order.

Community organizing

We set out with my team from the local government: the Tourism Officer who was, as always in Philippine tourism, was actually the slash municipal budget officer and two job order workers. In the first month, with the help of two universities and one NGO in Cebu City, and with the participation of the community, we conducted a participatory rapid assessment of the fauna and flora, their taxonomy, condition and present use and benefit to local culture. We found out there were 61 types of birds, 23 mangrove species (the highest record in Cebu is 25), initially 5 marine mammals and 7 seagrass species. The corals were inventoried a year later.

We also examined the community's cultural heritage like fishing rituals, important landmarks in seascapes, which are linked to water and the waterway, their traditional creative industry through a cultural mapping. We presented the results to the community for validation.

Once we had the data, we proceeded with issue identification and analysis. We defined, analyzed and ranked community problems according to importance and urgency, and identify commonly felt needs. We discovered that most of them were earning an average monthly income of less 3 thousand pesos a month, and that fish catch has declined over the years.

After a few weeks, potential leaders have emerged from the pack. We formed a core group involving the more advanced local leaders; and set out the ground work and several community meetings to discuss the needs. We were motivating people towards collective action.

At this stage, we were already separating the leaders from the local elites, who are locally based individuals with disproportionate access to social, political or economic power.

We started increasing their capacity and enhancing their skills based on their needs. We started organizing training and workshops and role playing as a simulation practice for members tasked to recruit and negotiate other stakeholders. We had sectoral meetings even with the church. Enthusiasm was very high.

Then we engaged the community into action, mobilizing them. It was the expression of the community's power. They've dismantled fish traps in the river after sending notice and giving time to erring owners, arrested wildlife poachers, helped the BantayDagat apprehend illegal fishers and other environmental transgressors. The community was also moving towards developing the site through sweat equity: where community members contribution such as building materials, labor and food were monetized to value their volunteered goods and services. But the local government also understood that some work days must be compensated for the fishing or carpentry work lost. Many gave up in this stage. From an attendance of almost two hundred, about a half gave up. It was also a time for the community to evaluate and reflect on every activity, to extract lessons learned and to learn how to improve.

Despite the declining attendance, after a few months, the community decided to form a community-based organization, the BojoAloguinsan Ecotourism Association, or BAETAS. Membership, a shared leadership and simple organizational structure were emphasized. This time the member families were now at 75.

An estimated 45% of the global economy is based on biological products and processes, according to the UNWTO. However, on a global scale, biodiversity is being lost at a rate many times faster than that of natural extinction. This is caused by principally unsustainable resource use, climate change, pollution, uncontrolled land use patterns, invasive species and unsustainable harvesting of natural resources.

Tourism and the SDGs

Tourism has the potential to contribute directly or indirectly to development goals. It has been included for the first time as a target in the SDGs Goals, 8, 12 and 14.

Tourism is a double-edged sword. It funds conservation and provide local communities with an economic incentive to protect biodiversity but on the other hand, it also

destroys biodiversity. Clearly the relationship between tourism and biodiversity is not always positive particularly when tourism occurs without proper management standards and guidelines in place designed to promote biodiversity conservation and tangible benefits to the local community.

When these factors pose a threat to biodiversity and sustainable development, there are guiding principles that can contribute towards ensuring sustainability. I will present some of these principles in the following slides and these include: sustainable use of resources, local economy support, waste management, consumption reduction, biodiversity conservation, sustainable tourism planning, local community support and involvement and training and capacity building.

The year 2015 is set to be a milestone for sustainability as governments are called upon to adopt the post-2015 development agenda for the next decade and a half at the United Nations Summit in New York. The new agenda is transformative, people-centered and with bold and ambitious targets for a more sustainable future. The Sustainable Development Goals (SDG), which build and expand on the expiring Millennium Development Goals (MDGs), comprise 17 goals and 169 targets and will frame the global development agenda for the coming fifteen years.

Tourism has the potential to contribute directly or indirectly to all of the goals. Specifically, it has been included for the first time as target in Goal 8: promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; Goal 12: ensure sustainable consumption and production patterns and Goal 14: conserve and sustainably use the oceans, seas, and marine resources for sustainable development.

On Goal 8, tourism is one of the driving forces for global economic growth and already provides for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society at large—particularly youth and women—can benefit from increased skills and professional development. The sector's importance in job creation is recognized in target 8.9 "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

On Goal 12, sustainable consumption and production envisions to advance the tourism sector to have globally adopted sustainable consumption and production practices, resulting in enhanced environmental and social outcomes and improved economic performance. Due to its potential, it is incorporated in Target 12.b "Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products".

On Goal 14, coastal and maritime tourism, tourism's biggest segments and two of SIDS's major assets, rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, in line with Target 14.7: "by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism".

Product development

Having said that, the key considerations when the product was developed were the following: the product should contribute to nature conservation; it should involve and distribute benefits to the local community; it should provide opportunities for tourists to get first-hand experience; and it should provide educational value for tourists and the local community. The association also identified its market segment, matched its resources with the market segment and developed a theme. For a community of first timers, they needed a simple product they will value because of the deeper connection it has to them.

The community had a soft launch of its product a few months after they began. They called it the Bojo River Eco-cultural Cruise, or simply known as the Bojo River Cruise. They found out that Bojo is a Portuguese word meaning coastal trading, so perhaps the cartographer assigned by the Spanish government to map the place spoke, or was a Portuguese. This was validated by the village elders who said that the river was indeed an ancient trading place for salt and food. These and other stories were incorporated into the tour. The heart of the tour is the interpretation, or giving meaning and significance to the place.

Visitors came in trickles. The association lost a few members. After waiting for than a year, tourists started coming in. More than ten years later, this is how BAETAS fared in community-based ecotourism. It is the arguably the only community-based tourism association in the country today that gives a share of its income to the local government unit.

Tourism arrivals were increasing every year. During the pandemic, there were 3,008 visitors in 2020 and 5,343 (January to July 2021) = 8,351 visitors. Almost a hundred thousand peso went to the local government; P79,000 for community projects and P15,000 share to the village council. And the pandemic didn't stop them from holding

activities: community pantry and feeding, distribution of slippers, mangrove and river cleanup, maintenance of infrastructure, selection of new scholars, to name a few.

The journey to sustainability

Looking back on its journey, the remaining members have committed to stay and committed BAETAS to sustainability.

It's still a work in progress in sustainability. Sustainability is not a destination but a journey. It takes time and effort for a business to make positive changes and it's important to acknowledge milestones along the way to achieving bigger goals.

In retrospect, here are some of the significant accomplishments of the association.

The project has improved the well-being of host communities. There is acceptance of local residents because of the economic and social benefits it has brought, quality of life has changed, members have decent housing, local residents continue to have access to important sites, both men and women have equal employment opportunities in the organization, there's family time well spent, they can send their own kids and their neighbor's kids to school and a lot more.

Women's voices and needs are addressed. They become tour guides and they participate in trainings and workshops. To a larger extent, it has empowered women by providing them equal employment opportunities and access to social services. Women hold positions in the organization (the current president is a woman) and they also act as local interpreters and paddlers. They are housekeepers, they prepare local food and beverage, they report bird poaching and they supply souvenirs for tourists. On weekends and on special occasions, their children take part in cultural performances and help their parents do simple tasks like watering the plants and harvesting vegetables.

They have sustained their cultural assets by tapping them and conserving built heritage cultural sites. The LGU came up with a Conservation Management Plan to address damage, maintenance and preservation of the Spanish-era watchtower which has now become a hub of the community's cultural events. Guests are also brought here and part of the income from the tour goes to the maintenance of the park and salaries of women gardeners and cleaners. The park also raises funds through entrance fees and rental from events and functions at the park.

BAETAS is committed to cultural authenticity. When the river cruise project began, the local community was taught to conduct cultural heritage mapping to be aware of the resources around them and to value them. The river tour highlights their rich cultural heritage resources by showing tourists the authentic traditions and practices of the community.

Everyday, BAETAS celebrates its rich cultural heritage in the most authentic way possible. Guests are welcomed by the women and men in their traditional costumes singing songs about the sea and the river. The local medicine man performs a ritual to protect the guests from bad river spirits before they ride in traditional boats down the river. At the river, local interpreters tell stories and legends and complement them by bringing to the river's historical spots and landmarks, and by educating them about mangroves and wildlife. After the tour, guests dine on local food (fish, fruits and farm produce) while they are serenaded with traditional songs. Guests participate in traditional mat weaving conducted by the women.

Every year, BAETAS celebrates important local and national historical dates with traditional performances such as songs, dances, restaging of vernacular history, and a feast of local gastronomy.

The community, with the help of the National Commission for Culture and the Arts has participated in workshops and performances both local and national, and has established a museum.

On community participation, involvement and awareness; information, empowerment, participation. For instance, community action is translated into electoral education where BAETAS invite political candidates running at the barangay level to present their platform and match it with the community's needs. BAETAS can make or break a candidate with a 350-strong vote block, quite big for a small barangay. BAAETAS officers running for office are asked to give up their membership.

BAETAS has projects for senior citizens, and children, they run free tours for teachers. They enforce environmental laws with the help of the local police, the village patrol and deputized fish wardens.

On visitor management, BAETAS only wants the best for their visitors. They run a Facebook page for bookings and complaints (but none so far, thankfully), and they maintain a feedback logbook. The facilities are accessible except for PWDs which still

remains a challenge. Senior citizens and retirees love the warm welcome from the community.

On health and safety, the Municipal Disaster Risk and Reduction Management Office (MDRRMO) is staffed by members of BAETAS and the other people's organizations in Aloguinsan. Most of the first responders are local guides trained to respond to emergency cases and natural disasters. At the height of the pandemic, they were in the frontlines.

BAETAS looks after tourist safety and security by collaborating with the police, MDRRMO, fire department and village patrol for the safety of visitors. It conducts regular refresher course for its members to enhance worker health and safety. It also regularly works with professional chefs trained in Hazard Analysis and Critical Control Point to address food handling and food safety.

The community also conducted hazard mapping with the help of digital telecommunications company Smart and the government's Office of Civilian Defense.

Benefits from tourism

The association has captured the benefits of tourism. Pre-COVID, tourist lean season is from June to November, and men at Bojo River return to the sea to fish. When it is peak season, it employs locals to help them in the operations and gets local suppliers in maintenance and other operations as visitors swell in numbers.

Income from tourism has minimum leakage. Seventeen percent of the income goes to the local government. It regularly funds its own training programs for members, or collaborates with the private sector. This pandemic has allowed them to retool for the New Normal by organizing webinars and other capacity building sessions using virtual platforms.

The 17% share of the municipal government is utilized to pay for the wages of its marine sanctuary guards and fuel for its boats, or other environmental projects. BAETAS also sets aside funds for environmental projects such as river cleanups, crown of thorns extraction from coral reefs, site improvement and maintenance of its facilities. Tips collected from visitors are shared monthly as an incentive to attend monthly meetings. No attendance, no tip.

The river tourism has spurred small businesses to thrive in the neighborhood providing income even to non-members of BAETAS. Even before COVID, there were laborers

working in the city coming home for good to start small businesses. For guests who want to bring home souvenir items, BAETAS sells locally made grass-woven products such as baskets, placemats, decors, and bags, as well as items from upcycled plastic trash (carried by the tide and gathered from the river) such as string curtains. Their children also sell prints and paintings depicting village life and wildlife subjects.

In terms of competitiveness, the river cruise's USP is the story telling and the chance to see arguably the only product in Cebu offering an authentic village life by the river, in terms of quality and the value. A lot of private businesses want to partner with BAETAS and capitalize on its small success but the association is careful of greenwashing.

BAETAS works with children to address the challenge of intergenerational succession. It runs a summer internship program for the sons and daughters of members and another program for kids caught damaging mangroves, or shooting birds, and as a punishment, they are offered a month-long immersion on tourism operations with free meals, on weekends.

Income from tourism is used to protect the valuable assets such as mangrove, seagrass and coral ecosystems and protect marine turtles. With the help of DENR, it monitors seawater quality. Bojo River is fed by more than a hundred fresh water springs.

BAETAS manages its scarce natural resources by not using much electricity. Its operations end at 5 in the afternoon. The visitor center is partly powered by solar energy.

Visitors are transported through traditional paddle boats so there's no carbon footprint left except for the glass-bottom boats whose trips are studied, scheduled and maximized. Household gardens supply the kitchen with vegetables and meat and fish is sourced fresh from members or local fishermen. Food served to tourists is grown locally (or caught on a daily basis) through household gardens and small farms and orchards to minimize trips to the market and reduce carbon footprint. The guest pavilions, footwalks and trails are built using local materials (palm leaves, palm boards, stones) sourced on site and repurposed wood from old houses, utilizing local building knowledge for passive cooling. There is only minimal use of energy for cooking. Souvenir items are made traditionally by hand using indigenous grasses that grow in the village.

Rainwater is used in watering plants and cleaning toilets and bathrooms. The springs nearby are also tapped for supply. Local and upcycled organic materials are used in the design and construction of facilities including the use of local and therefore low-maintenance flora for landscaping and reforestation. Garbage in the river are upcycled and used as décors, grasses become baskets and other souvenir items.

To limit tourism impacts, all toilets and the kitchen have chambered tanks to avoid run offs to the river. Garbage is reduced and upcycled. Air quality is maintained by lush vegetation and the level of noise is controlled through planting to act as natural buffer. It has also an agreement from fishermen with motorized bancas to use the paddle once in the river. Visual impact of the facilities is managed (with the help of a landscape architect) by proper infrastructure siting, construction, design, and landscaping. The whole complex was once the most degraded part of the riverbank, now fully restored. The facilities built over the years are made of organic materials.

Tourist activities are controlled in all levels. It controls use intensity (stress on sites and systems, tourist numbers, overcrowding it manages its events, and during the pandemic, maintains travelling in bubbles. They put a cap of 60 guests a day which would require them to work 4 to 6 hours a day. Less visitors, less work, more time to go fishing and with family.

Visitor management

Eleven years ago, we were already using the concept of space tourism or social bubble, a group of people with whom you have close physical contact, like your family. We assigned them in one group. One boat for every visitor or a maximum of two so that local guides on rotational assignment get to work almost on a daily basis. Our tours are also tide and time-dependent, so scheduling of arrivals is required. This way, there's less conflict on space use.

There is emphasis on site hardening, by placing infrastructure away from fragile habitats and increasing the number of visitors in a given area where there's high foot traffic.

In destination planning and control, the local government integrates tourism into the local planning and brings into the picture the community association, landowners, transport providers, destination stakeholders. It's small scale but the direction is toward sustainable tourism.

BAETAS also designs products and services through bespoke tours for special groups, putting their travel objectives in mind. There are tours for students, corporate groups and balikbayans. For visitor who spend overnight, they can stay in a privately owned farm resort accommodation where majority of its workforce comes from the families of BAETAS members.

BAETAS is known all over the country for its excellent, highly educational and quality guiding and interpretation services which leave guests very impressed and satisfied. Local interpreters educate guests through well researched knowledge of the mangroves, birds, fishes and the general ecosystem.

BAETAS uses its awards to promote and market its sustainability efforts, and as a community-based tourism learning destination for LGUs and NGOs. We have repeat visitors and visitors who learned through electronic word of mouth. They are mostly soft core ecotourists. Through the years, BAETAS has developed its own brand as a sustainable tourism destination in Cebu.

Ten years ago, in its quest for sustainability of operations and services, BAETAS embraced community-based digital tourism. But maybe it was an idea whose time has not come. In 2015, Smart helped implement the community-based digital tourism project to manage bookings and payments. It remains a challenge because of the issue on connectivity.

BAETAS sustainability relies on the sustainability and sound environmental management policies and practices of other tourism businesses, partners and the tourism associations in Aloguinsan. The association has cascaded and radiated its environmental and social responsibility programs through the Mentoring Program.

Through its community fund, it ran a Mentoring Program to inspire other local communities to embrace sustainable tourism. After 11 years, BAETAS has helped organized 3 accredited and functioning organizations whose membership are families spread in four barangays. There are now 5 ecotourism products; there is increased social capital and wider participation of local communities in resource conservation and management, creating local prosperity.

Under the pandemic

The second community created after BAETAS the Kantabogon Ecotourism Association (KEA) which is a fishing village where the front yard has an amazing coral garden now declared a marine sanctuary! The beach is open for swimming and there's a snorkeling tour. Pop up cultural performance showing their traditional songs and dances are held on weekends and on special days.

During the pandemic last year KEA earned P1.5 million pesos and this year, from January to July, P1.3 million pesos

The efforts and commitment to sustainability were recognized globally, starting in 2015 when we won the UNEP-PATA Award, the ASEAN Award in 2017 and included in the Top 100 Sustainable Global Destinations by Green Destinations in 2016, 2017 and 2018. These awards affirmed Aloguinsan's commitment to sustainability.

Under this pandemic, the associations are doing the best they can and are helping the local government enforcing lockdown measures. Enhanced patrol of the marine sanctuary is needed as the pandemic forces people to go back to the sea and poach. Frequent sightings of marine mammals and dolphins have been reported since the pandemic started.

While they are waiting for the resumption of tourism, the associations and the members adhere to health and safety protocols in their operations. They keep themselves busy under the lockdown through skills enhancement and productivity improvement by embracing digital technology through webinars and online meetings.

They have shown their resilience by going back to their traditional economic activities: fishing, farming, raising livestock and baking. Excess produce from household gardens are sold. They also buy excess produce from farmers and turned them into a community pantry where at least, a 100 families benefited from it. (One housewife said, "We won't beg from the government because even before tourism came into our lives, we were already doing these things. The project has taught us patience and self-reliance. But any help certainly would be welcome.")

And while they were busy helping others, the biggest telecommunications company in the Philippines came to help the communities by distributing food for the members. The pandemic didn't stop the associations from electing new sets of officers.

Lessons learned

Some of the lessons the project has taught:

- Community-based ecotourism is not for everyone! Some areas are not appropriate for ecotourism; area should have an overall management plan, a conservation plan and funding and logistical support which...
- LGU must commit its resources to the project. The issue on Tourism Officer as an afterthought must be addressed.
- The words “sustainable,” “sustainability” and “community empowerment” don’t sit well with some politicians. Perhaps politicians think that the environment protection is seen as an elitist issue (environments are romanticized as things of beauty) and points the finger to poverty as the main culprit. They’d rather side with the poor who put them into office. Or they’d rather side with the elitists who also exploit the environment. Or because once communities are empowered, they use their intellect to vote. Or maybe this is because they don’t want to sustain the gains they inherited from previous administration and would rather start projects they want to be associated with.
- In developing biodiversity-based product, the proportion of nature based activities should be higher than other activities. Yet combining these with, for example, cultural activities might give an added value to the tour. The duration of the tour can be adjusted to the average length of stay of tourists
- Sweat equity should be acknowledged but there must be days the government pays for the lost work of the community.
- Mentoring should never stop but empower them by asking their thoughts or opinions.
- Financial management is always a challenge. Community associations are vulnerable to elite capture, or the process by which these (elite) individuals dominate and corrupt community-level planning and governance.
- Always run the 5 Cs: conservation, community, culture, commerce and carrying capacity to keep everyone on track.

- On digital technology in the New Normal, it is not only enough to have the sustainability and green skills and people, creativity and leadership skills. Communities should also have the digital skills for marketing, business pivot and productivity.

The 17 Sustainable Development Goals provide a framework to develop community-based tourism, and the benefits are evident in the community-based tourism experience of Aloguinsan. It creates jobs. It stimulates local economic development. It preserves local culture and improves infrastructure. It protects the environment. And it's small.

And yet, it still remains a big challenge for national, regional, municipal and even local tourism bodies and stakeholders to incorporate and advance SDGs in their processes, engagement and commitment because they all have a role to play in making tourism contribute significantly in the achievement of the SDGs.

子題 2-2：超限旅遊造成環境承載衝擊之對策

Partnerships – a vital link to promoting Ecotourism.

Experiences from Bhutan.

Karma Tshering

Founder, Bhutan Sustainable Tourism Society

Abstract

Tourism is a multi-sector industry with several stakeholders involved. An integrated approach in its planning and management is vital for its development. Fostering partnership and improving coordination helps to strengthen our efforts to achieve better success. However, the sad reality is that many of the tourism sector associates either work in isolation or find it difficult to cooperate. Cooperation, something that is simple yet seems complicated. Bhutan is no exception where gap exists in Coordination, Collaboration and Cooperation in the tourism industry.

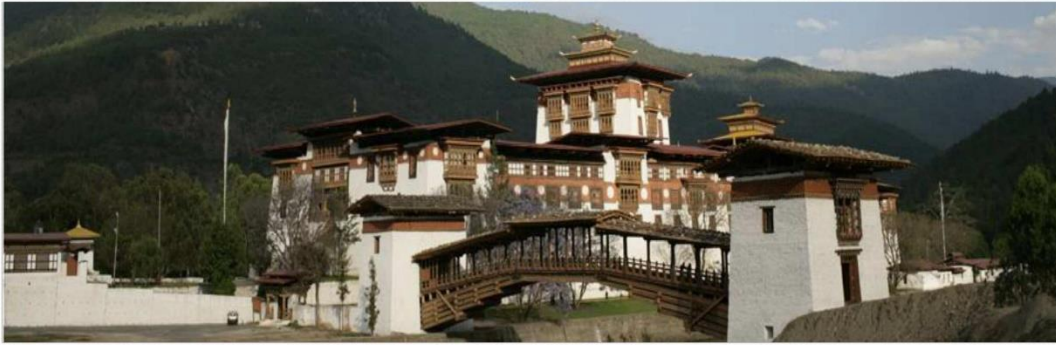
Bhutan is branded as one of the top travel destinations in the world. Some of the attributes that has contributed towards Brand Bhutan is its pristine state of the natural environment, vibrant unique cultural heritage, national development vision based on Gross National Happiness, and great leadership under the benevolent and visionary Kings. While Bhutan has achieved great success in branding itself the bigger challenge lies in upholding this brand and showcasing Bhutan through tourism development. Ideally Bhutan, is a perfect ecotourism destination. Its cautious policy based on ‘High Value Low Impact’ remains very relevant in today’s quest by many countries to brand themselves as sustainable destinations.

Besides the government agencies involved in tourism there are other tourism sector associates that have been established like the Association of Bhutanese Tour Operators (ABTO), Hotel and Restaurant Association of Bhutan (HRAB), Guide Association of Bhutan (GAB), Handicrafts Association of Bhutan (HAB). The nature of Bhutan’s tourism system requires all these sector associates, government agencies, private parties and NGOs to work together. Unfortunately this is not happening and in the process partnerships and collaboration remain weak. Recognizing the weak coordination among the tourism agencies as a big threat to the growth of sustainable tourism in Bhutan the

Bhutan Sustainable Tourism Society (BSTS)* was established. This presentation is a case example of interventions like BSTS in its attempts to foster effective partnerships as a vital link for development of tourism sustainability.

BSTS (<http://www.bhutantourismsociety.com/>) was founded by Dr. Karma Tshering (Presenter) through his personal initiative to strengthen collaboration among the relevant tourism agencies and promote sustainability in Bhutan's Tourism journey.

Partnerships – a vital link to promoting Ecotourism.



Experiences from Bhutan

Presenter : Dr. Karma Tshering
ecocallbhutan@gmail.com

Tourism a multi sector industry

**Tourism
matters**

**Partnerships
are vital**



© World Tourism Organization (UNWTO) July, 2011 /

Tourism in Bhutan – *High Value Low Impact*

- **VIBRANT CULTURE**



- **PRISTINE NATURAL ENVIRONMENT**



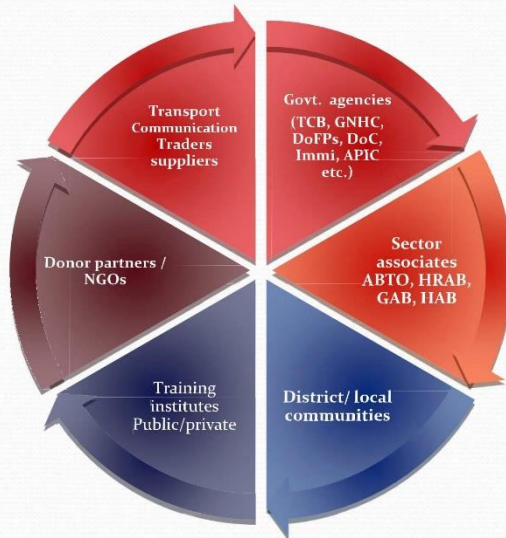
BRAND BHUTAN

— attributes

- Pristine State of the natural environment (Over 72% forest cover with constitutional mandate to maintain 60% for all times, Over 51% of country under Protected areas system, Carbon Negative)
- Vibrant unique cultural Heritage
- National Development Philosophy based on Gross National Happiness
- Visionary Kings



Tourism stakeholders in Bhutan



Tourism sustainability reliant on combined efforts of all stakeholders

Bhutan Sustainable Tourism Society



Launched on 27 September 2018
to foster partnerships to promote sustainability in tourism



子題 2-3：生態旅遊如何節能減碳

從旅遊產業執行面談旅遊減碳行動

How Can Ecotourism Save Energy and Reduce Carbon Emission

Lin, Li-Pin (Lynn)

Associate professor and Director, Department of Leisure and Recreation
Management, MingChuan University, Taiwan

Abstract

The human society has witnessed the effects of climate change in the recent decades. While tourism activities have been blamed on anthropological causes of climate changes, scholars called for active responses to decrease GHG emissions during tourism. Reviewing the previous studies targeting on actions on demand and supply sides of tourism industry respectively, there are some important practical findings about factors to result in tourists' actions in slow travel and tour operators' CSER performances toward climatic sustainability. In addition, resilience of tourist destinations would play the central role in embracing the New Normal, as well as facing future challenges of climate change. To date, the relevant research used to be relatively scarce. In order to fill the research gap, the research framework proposed would highlight the importance of SES resilience and its relationship with tourists' wellbeing after the pandemic through data analysis of two-level (i.e., individual and contextual) factors. The academic contributions in rebuilding a resilient destination toward adaptive development in sustainability are expected.

Keyword: low carbon emission, corporate social environmental responsibility, corporate social responsibility, slow travel, travel behavior, resilience, tourist destination, climate change, pandemic

Introduction

Climate change involved in human ethics and survival has been the target since the turning to this century on the international political stage, and tourism industry is in the circle of climatic sustainable practices. Stakeholders' responsibilities are addressed in sustainable tourism, in which "climate" has become a new paradigm facing global climate change. On the demand side, the scholars have called for tourists' active participations in alternative tourism considering lower carbon emissions and natural conservation. Slow travel originating from slow food movement in the late 20th century emphasizing slower paces in tourism activities and therefore enjoying deep and meaningful engagement in locals and environments. Using the slower transportation modes intrinsically leads to less emissions of carbon dioxide in the tourism activities. The research on how to encourage tourists' intentions to employ slow travel could contribute to both theatrical and practical implications when the tourism activities have been revealed in producing negative impacts on climatic sustainability. Furthermore, on tourism supply side, operator's contributions to the human society in economic, social, and environmental aspects are highlighted in the CSER (Corporate Social and Environmental Responsibility) concept. Tour operators are demanded to develop responsible tours incorporating low-emission strategies in climatic sustainable tourism. To date, studying tour operators' CSER performances and how their performances could be inspired on lowering GHG emissions is relatively lacking while the responsible actions are desperately needed.

Embracing the new normal expected by people all over the world in the post COVID, humans suffering from the longest lockdowns and the largest-scaled threatened areas might not be ready. However, resilience of tourist destinations opting to potential natural disaster caused by climate change and public health issues would be the path toward future sustainability. The concept of SES resilience has been rarely employed by researchers in tourism, however, the undergoing research highlights several individual and contextual factors leading to rebuilding tourists' wellbeing after the pandemic. The below paragraphs excerpt the research backgrounds and findings of two previous studies (Lin, 2017 & Lin et al., 2018) and the new research (Lin, in progress).

Study 1: From the demand-side perspective: Encouraging tourists' intentions toward slow travel (ST)

The academia has called for low-emission tourism products innovatively provided to and voluntarily employed by the tourists on the demand side of tourism industry. According to the estimates proposed by researchers since last decade, the travel and

recreation sectors are responsible for approximately 5% of the total global emission of GHGs (Becken, 2004; Scott, 2010). Additionally, travel accounts for as much as 90% of the energy consumed by each tourist (Gössling, 2000). Meanwhile, considered an alternative type of tourism, slow travel incorporates the concepts of slowing down and meaningful place attachment using slower transportation mode (e.g., biking, walking, and public transit), deep tourism experience, and sustainable mobility (Dickinson et al., 2011; Matos, 2004; Molz, 2009). Particularly, the “hard” genre of slow is adhered to minimize environmental impacts caused by travels in addition to slow pace and free mindset in the restructured paradigm of time and space (Heitmann et al., 2011; Lumsdon & McGrath, 2011). As a by-product, low carbon emissions is emphasized in slow travel. The tourism activities are involved in slow movements and local attachments using modes generically producing less emissions than the fast mode (e.g., air planes and cars) (Conway & Timms, 2010; Dickinson & Lumsdon, 2010; Gössling et al., 2008; Heitmann et al., 2011; Scott, 2010).

Emerging in Europe and East Asian, low-carbon tourism has been practiced in numerous ways. In Taiwan, the government financially supports programs such as the Taiwan Tourist Shuttle (TTS) in an effort to reduce car use and encourage prolonged stays and local interactions among tourists at tourism destinations. The TTS is operated as a public transportation system and is widely promoted inside Taiwan and on the international market. Underpinning the core elements of slow travel, the TTS has been endorsed by the industry particularly for being slow and relaxing, allowing for a free mindset, and facilitating the co-creation of journeys. While this initiative is still in its infancy, it is timely to investigate demand-side perspectives such as a consumer’s intention to employ slow travel and the factors that act as determinants in making such a decision.

Changing travel behavior is a fundamental element of achieving climatically sustainable tourism (Gössling et al., 2010; Higham et al., 2013; UNWTO-UNEP-WMO, 2008). The production of high tourism-related GHG emissions and other relevant issues attributable to tourists’ travel patterns are now regularly discussed (Energy Smart Communities Initiative, 2015; Su and Hall, 2015). One proposed solution by governments is that the TTS be rerouted or extended to connect emerging destinations with other tourism attractions, hopefully leading visitors to give up their fast vehicles (e.g., cars). However, the current research has shown that TTS use by tourists to the destinations already served by the TTS system is very limited. To address the question of limited TTS system uptake, this work focuses on industrial tourists who are dependent upon a car to drive to their selected destinations. Employing a three-

dimensional framework (i.e., travel mode, experience, and environment) (Dickinson et al., 2011), this study attempts to understand the determinants that may lead industrial tourists to shift to the slow travel practices that facilitate a meaningfully slow pace, low levels of carbon emissions, and freely-arranged journeys. The research is intended to provide demand-side insights into how to encourage sustainable leisure travel within the context of destination sustainability.

Research method

This study identified three constructs and the items comprising each construct in order to develop a survey for use in data collection; all conclusions were based on past literature and the proposed research model. Dependent variable: The dependent variable was the intention to engage in slow travel by riding shuttle buses such as TTS (i.e., a slower mode) when visiting industrial tourism sites. The potential respondents were told that their choice of a slow travel mode would reduce GHG emissions (i.e., an environmental purpose) and provide the opportunity to enjoy a prolonged and free exploration of the industrial attractions (i.e., a meaningful and slow pace). Independent variables: The first group of independent variables was concerned with how industrial tourists would evaluate the benefits of a slow travel mode. Eleven items were adopted from the literature (e.g., Guiver et al., 2007; Kelly et al., 2007; Pettebone et al., 2011; Prioni & Hensher, 2000; Swanson et al., 1997; Thompson & Schofield, 2007; Van Goeverden, 2007); they addressed the functional aspects of various transportation modes. The second group of variables included 12 items used in previous studies on the tourism-based benefits and practical characteristics of slow travel in Taiwan (Gronau & Kagermeier, 2007; Lo & Lam, 2004; Lumsdon et al., 2006; Schiefelbusch et al., 2007; Wang et al., 2000, 2007; Wong & Kwong, 2004). Respondents were asked how they evaluated the potential tourism-experience benefits of using slow travel. The third variable, environmental consciousness, was measured by a set of ten items selected and modified from the New Environmental Paradigm (NEP) scale developed by Dunlap and van Liere (1978).

The hypotheses of this research were as below:

H1: Mode-oriented factors are significant predictors of a tourist's intention to engage in slow travel.

H2: Factors related to tourism experiences are significant predictors of tourists' intention to engage in slow travel.

H3: Environmental consciousness is a significant predictor of a tourist's intention to engage in slow travel.

H4: Visit frequency of industrial tourism sites is a significant predictor of a

tourist's intention to engage in slow travel.

H5: The sustainable transportation mode used during travel is a significant predictor of a tourist's intention to engage in slow travel.

H6: Education is a significant predictor of a tourist's intention to engage in slow travel.

H7: Age is a significant predictor of a tourist's intention to engage in slow travel.

On-site surveys were conducted at four of the ten industrial establishments that have government certification to receive tourists. These four establishments were selected because they had the highest number of visitors during the previous year in Touyan City, Taiwan. Investigators approached visitors to these establishments to verify that they were older than 18 and request that they fill out a questionnaire. In total, 290 self-administrated questionnaires were received from these four establishments; however, eleven incomplete survey responses were excluded from the analysis.

Results

This study modeled the effects of characteristics relevant to transportation mode and tourism experience, as well as environmental consciousness and individual characteristics (e.g., age, education, visit frequency, and sustainable transportation mode use) on industrial tourists' intention to engage in slow travel. Model 4 indicated that all three factors in the travel mode construct were significant predictors of tourists' intention to engage in slow travel, which supports H1. Second, among the tourism experience factors, "touring experience" and "inflexibility" significantly affected tourists' intention to engage in slow travel, while "economic benefits" had an insignificant effect on the intention to engage in slow travel, partially supporting H2. Third, two factors in the environmental awareness construct positively and significantly influenced industrial tourists' intention to engage in slow travel, supporting H3. Among all of the independent variables, the leading factor affecting tourists' willingness to select a mode of slow travel was "mode features" ($\beta=.26$), followed by "touring experience" ($\beta=.24$). Furthermore, "age" and "education" were significant and positive predictors of tourists' intention to engage in slow travel (supporting H6 and H7), while the associations between "visit frequency" and "sustainable mode use" and tourists' intention to engage in slow travel were not significant (conflicting with H4 and H5). Table 1 shows the results of regression analyses.

Table 1 Results of MLR models

	Model 1 Coefficient (Beta)	Model 2 Coefficient (Beta)	Model 3 Coefficient (Beta)	Model 4 Coefficient (Beta)
Mode-oriented (Hypothesis 1)				
Mode features	.16(.30) ***			.14(.26) ***
Trip services	.19(.20) ***			.08(.09) *
Slowness	.03(.04)			.10(.14) **
Tourism experience (Hypothesis 2)				
Touring experience		.19(.38) ***		.12(.24) ***
Economic benefits		.02(.03)		.01(.02)
Inflexibility		.19(.16) ***		.17(.14) ***
Environmental Consciousness (Hypothesis 3)				
Man over nature			.07(.16) ***	.05(.12) **
Limits to and balance of nature			.15(.28) ***	.07(.13) **
Visit frequency (Hypothesis 4)	.13(.06)	.14(.07)	.11(.06)	.07(.03)
Sustainable mode use (Hypothesis 5)	-.03(.01)	.21(.08)	.22(.07)	.02(.01)
Age (Hypothesis 6)	.16(.14) ***	.21(.18) ***	.23(.19) ***	.16(.13) ***
Education (Hypothesis 7)	.30(.11) **	.31(.11) **	.12(.05)	.25(.09) **
Constant	4.02 ***	4.93 ***	4.94 ***	.68 ***
N=279 note: *p<0.10 **p<0.05 ***p<0.01 (one-tail tests)	F=9.93 P>F<0.001 R-sq.=0.20 Adj. R-sq.=0.18	F=11.92 P>F<0.001 R-sq.=0.24 Adj. R-sq.=0.22	F=7.35 P>F<0.001 R-sq.=0.14 Adj. R-sq.=0.12	F=10.33 P>F<0.001 R-sq.=0.32 Adj. R-sq.=0.29

Discussion and conclusion

The three cores of slow travel are: slow modes of transportation, meaningful tourism experiences, and evident environmental consciousness. This study established a research model based on a completed set of theoretical explorations and previous qualitative studies, in order to understand the factors that would best predict tourists' intention towards slow travel. The findings of this work enhance the theoretical foundations of slow travel, elaborate upon the three core tenets, and identify what motivates tourists to change their travel behaviors. With regards to this final element, self-interest plays a more critical role than community interest (i.e., environmental concerns).

First, the research suggests that public transportation systems serving tourism purposes (i.e., TTS) should prioritize improvement in the quality and suitability of vehicles used for slow travel. For instance, larger, more comfortable seats for the elderly and family tourists, entertainment options while on a bus, mobile applications to provide travel information, proper scheduling for bus shuttles, and relevant facilities (e.g., bus stops and signs) are all likely to increase tourist ridership. Second, tourism marketing should continue to highlight the concepts of “taking time” and “slowing

down” in our modern, busy society. Third, in order to enhance the meaningfully slow pace and sense of happiness of potential slow travelers, tour operators and destination managers should form dynamic partnerships. Tourists should be led to engage in slower travel rhythms, and thus become more engaged in the local culture and with local people. For instance, when tourists are provided with ample tourism-related information, professional guides, and an easy and relaxing atmosphere during their tours, they naturally increase their interaction with local hosts and other tourists, self-finding the most interesting parts of their tours or co-seeking (with tourism businesses) the unique beauty of their destinations.

Study 2: From the supply-side perspective: Tour operators’ engagements in CSR/CSER actions for reducing GHG emissions

Given that the scientific information revealing the significant share of CO₂ emission from the tourism activities, tour operators play a significant role in reducing the emissions. They connect tourists to tourism sites by designing, organizing, packaging, marketing, and operating tourism resources, and therefore potentially lead the industry toward sustainability. Corporate Social and Environmental Responsibility (CSER) has become a central concept for industries seeking to integrate responsible policies and practices into their business routines, such as using green products and services (Egri & Ralston, 2008). This notion has also been employed in the tourism industry to mitigate the negative impacts of travel on natural and social environments (Dodds & Kuehnel, 2010). Empirical studies include airlines’ green actions within the context of climate change (Cowper-Smith & de Grosbois, 2011), corporations’ discretionary responsible behavior within the U.K. conference sector (Whitfield & Dioko, 2012), and sustainable actions in the general tourism industry (Frey & George, 2010; Sheldon & Park, 2011). While the hospitality and cruise industries have become the most popular research areas, tour operation has been relatively neglected, except for the earlier work of Dodds and Kuehnel (2010).

CSER practices in Western states such as Canada, the U.S., and various European countries have been widely discussed (Dodds & Kuehnel, 2010; Van der Duim & Van Marwijk, 2006). Meanwhile regions, such as Taiwan with newly emerging tourism industries and a growing share of the international tourism market have been relatively neglected. In order to find appropriate solutions for the global environmental degradation caused by the tourism activities, carbon neutrality and tourism sustainability should be incorporated into low-carbon operations of tourism enterprises as an important goal.

To address these research gaps, this study extended the TPB (the Theory of Planned Behavior) model to include the psychological factors of managers and company operation characters to examine what determinants would affect tour operators' performances of CSER practices focusing on GHG reduction. The most important contribution of this research is understanding CSER practices in a comprehensive manner (from aspects attitudes, perceived behavior control, and subjective norms), and investigates tour operators' green practices in terms of GHG reduction, which are very lacking in the tourism emerging areas. In addition, the current research intended to provide suggestions from the demand-side perspective about how to put practical efforts in targeting balancing developments between tourism industry and climate sustainability.

Research method

This study applied an extended TPB (Ajzen, 1991) as a framework to examine sustainable practices of tour operation in Taiwan. This study also explored the direct and indirect (through attitudes, subjective norms, and PBC) effects of socio-demographic factors on CSER practices in order to identify the tourism sub-industries most likely to have negative attitudes, low levels of social support, and strong barriers to implementing sustainable tourism operations. The proposed conceptual framework was developed to investigate the research hypothesizes as below:

H1: Attitudes toward CSER significantly affect CSER practices related to reducing GHG emissions.

H2: Subjective norms significantly affect CSER practices related to reducing GHG emissions.

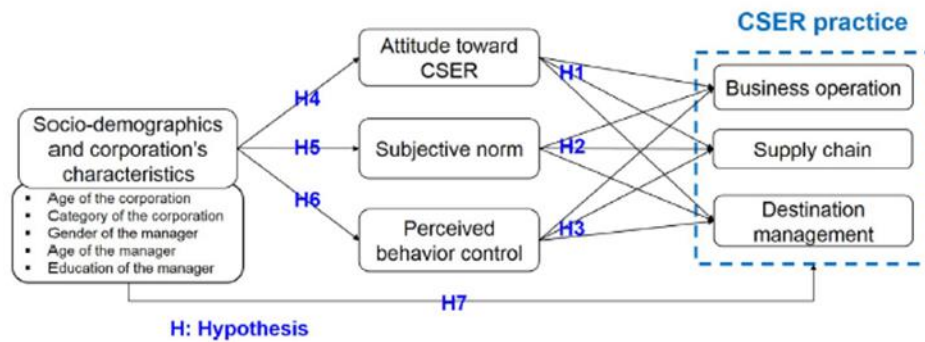
H3: Perceived levels of behavioral control significantly affect CSER practices related to reducing GHG emissions.

H4: Socio-demographics and corporate characteristics significantly affect attitudes regarding CSER.

H5: Socio-demographics and corporate characteristics significantly affect subjective norms.

H6: Socio-demographics and corporate characteristics significantly affect Perceived Behavioral Control.

H7: Socio-demographics and corporate characteristics significantly affect CSER practices related to reducing GHG emissions.



Taiwan has experienced the very rapid tourism growth in the last two decades. International visits have tripled from 3.3 million in 2005 to 10 million in 2015, an increase of 203%. Serving as tour operators (i.e., they design, organize, package, market, and operate holiday leisure programs and tours) and provide tourism-related services, travel agencies registered up to 3,300 companies in the Tourism Bureau of Taiwan in 2015 were the target in the research. Questionnaires were distributed to 1,724 registered travel agencies in northern Taiwan through a mixed method of door-to-door visits, snowballing, and telephone interviews; incentive gifts were also distributed. Eventually, 552 agencies completed and returned the survey, more than 30% of response rate.

Results

Generally, the results support the hypotheses (H1, H2, and H3), as well as the overall use of the TPB. First, managers of tour companies who have strong attitudes regarding the benefits CSER practices bring to society, subjective norms, and PBC all led to better CSER performances related to business operations (i.e., promoting staff awareness regarding GHG emissions and sustainable tourism, education programs for reducing GHG emissions for the staff, encouraging staff carpooling or commuting with other green transportation, trash recycling in the office, implementing low-emissions and smart-energy policies in the office, and releasing an annual CSR report). Attitudes regarding society (i.e., good citizenship, moral responsibility, benefits society, protects the natural environment, mitigates the effects of global warming and climate change, and prevents natural hazards) had the strongest relationship with CSER business operations.

Tour operators were more likely to practice CSER supply-chain initiatives (i.e., considering reduction of GHG emissions, prioritizing local supplies, collaborating with green suppliers, offering low-carbon tour products, encouraging the use of green

transportation, including nearby attractions in tours, prolonging stays in each attraction, disclosing how to reduce the CO₂ emissions of tours, disclosing the amount of CO₂ emissions of tours) when their managers had stronger attitudes regarding the benefits CSER would offer to their companies and society, higher subjective norms, and greater PBC. Attitudes concerning the company's benefits (i.e., promoting the company reputation, enhancing the competitiveness, saving operating costs, helping recruit high-quality employees, enhancing the quality of the office work environment, increasing chances of winning environment-related awards, helping sell the company's products, and avoiding penalties related to the violation of environmental laws) had the greatest effect on CSER supply-chain activities.

With regards to CSER destination management (i.e., educating tourists on smart ways of packing luggage, reminding tourists to prioritize local supplies when shopping, educating tourists on how to reduce carbon emissions, encouraging tourists to contribute to local environmental funds at destinations, donating to conservation initiatives at destinations, involving in GHG reduction programs at destinations, using local transportation to reduce carbon emissions, and using green transportation to connect attractions during tours), tour managers with stronger attitudes regarding benefits to their companies and society, higher subjective norms, and greater PBC tended to implement CSER practices relevant to destination management. PBC played the most critical role.

In addition, the longer the tour company was in business, the less likely the corporate manager was to have a positive attitude regarding the benefits that implementing CSER practices would have for society and the company (supporting H4.) The tenure and size of the travel agency and gender, age, and education of its managers were not significantly related to subjective norms or perceived behavioral controls (not supporting H5 and H6). Unsurprisingly, the larger the size of the tour company, the more likely they were to incorporate CSER practices into their business operations. The longer the company had been in business, the less likely it was to establish CSER policies and practices in their business operations, supply chain management, and destination administration (supporting H7).

Discussion and conclusion

The major contribution of this study is that it employed well-developed pro-social models to understand how the factors influenced the CSER activities of tour companies. Contributing to CSER implementation through organizing a comprehensive framework to review tour operators' CSER performances, it focused on the reduction of GHG

emissions in relatively finite and practical aspects: business operation, supply chain, and destination management. Although sustainable tourism is in high demand and is key to reducing GHG emissions and promoting green suppliers such as green transportation, restaurants, and accommodations, green tourism operators might find it more difficult to offer low-cost options than does conventional mass tourism. Relatively infrequently studied in CSER research, tour operators were deeply studied and suggested in order to effectively practice toward low-emission goals, a particular focus in Taiwan in a current.

First, the managers demonstrate positive attitudes toward self-interest, and specifically, economic benefits resulting from an improved reputation and level of competitiveness, as well as a decrease in operational costs, and thus their companies opt to green practices in employing greener supply chains. Second, Subjective norms (i.e., pressures from business competitors, governments, and consumers) functioned as the second determinants of tour operators' CSER practices regarding business operation and supply chain, respectively. The findings here also support the stakeholder theory employed in the CSER mechanism, which particularly emphasizes the central stakeholders' emphasis on corporations' responsibility to society and the environment. Third, this research found that PBC was the central determinant of CSER-related destination management practices, but not of business operation and supply chain. Sustainable initiatives in destination management, such as involvement in local conservation programs, the dedication of tour time to educating tourists on GHG emissions, and the use of local and green transportation all used to be of little interest to tour operators (Van de Mosselaer et al., 2012). Supply-side issues drive tour operators to focus on arranging and marketing their products; therefore, engaging in sustainable destination management requires efforts beyond basic business operation, such as tight collaboration with destination communities.

There are some practical implications of this research. Program and management toolkits to enhance low-emissions CSER actions regarding business operation, green supply, and destination management should be prepared in order to improve business leaders' understanding of sustainable operations. Particularly, how these practices would benefit the company and society. Detailed guidebooks with examples of best practices could reinforce managers' positive attitudes and help them establish better CSER policies and practices. In addition, government support and incentives targeting the provision of relevant resources, including knowledge, skills, and long-term funding would be especially useful for encouraging tour operators' efforts in sustainable destination development. Building a partnership among tour operators, local

governments, NGOs, and local communities would be particularly effective. This approach would not only address certain PBC issues, but also gradually influence the overall attitude of tour operators toward CSER practices. Furthermore, the research supports that social pressure from important referents, such as consumers, the general public, governments, and business competitors is one of the key factors in pushing tour operators to select green partners. Disclosures of product and service information and general consumer education are always needed and can be achieved by collaborating with NGOs and governments. Social and traditional mass media function as useful tools for accomplishing information transparency and enterprise green responsibility.

Study 3: Toward the new normal: Resilience at the tourist destinations (proposed)

As a research topic, subjective wellbeing (SWB) has recently attracted the attention of scholars of tourism science. Positive psychology (i.e., positive emotions, engagement, meaning, and experiences) can be employed to explain tourists' wellbeing (e.g., Filep & Deery, 2010; Pearce, 2009) and is considered closely connected to physical health (Seligman & Csikszentmihalyi, 2000) after tourism and recreation activities. Positive psychology ultimately produces hedonia, short-term pleasure in pursuing feeling well, and eudemonia, longer-term flourishing through improved talent and meaning-making (Felip, 2016). Recent scholarship has also begun exploring the relationship between negative emotions and wellbeing. In these troubled times in the pandemic, the interaction of negative psychology and physical setting can be used to facilitate the reconstruction of meaning in one's personal life, otherwise known as eudemonic wellbeing (Nawijn, 2016).

Accordingly, it is essential to study whether and how wellbeing is discounted or enhanced in adversarial situations (e.g., the COVID-19 outbreak) and what might be the most appropriate forms of human response to the decreasing wellbeing (Yang & Ma, 2020). Negative events can serve as a "turning point," offering individuals the opportunity to manage challenges and strengthen their character, ultimately promoting SWB (Carruthers & Hood, 2007). In their transformative service research (TSR) emphasizing the promotion of stakeholder wellbeing, Dodds and Hess (2020) called for targeting vulnerable groups affected by the significant conflicts emerging from the 2020 pandemic. Tourism research exploring psychological wellbeing during the pandemic will assist with incorporating resilience into behavioral genetics studies, facilitating a better understanding of the ultimate causes of wellbeing (Lyubomirsky, Sheldon, & Schkade, 2005)

Intrinsically subject to uncertainty and ever-changing local and global contexts, tourism is vulnerable to and inclined towards evolving in response to sudden external turbulence. In tourism, the ability to cope with stress and enjoy quality experiences pave the path to resilience, offering individuals and communities the tools they need to appropriately resolve threats in the face of adversity, and recover through a process of reinvention (Connor, 2006). Past research has discussed resilience in risk intelligence, information communication, destination management, and stakeholder collaboration during and after the 911 attacks, as well as in the face of terrorism, flooding, tsunamis, earthquakes, and the global financial crisis (Reddy et al., 2020). According to the Prayag (2018), the resilience concept of SES (social ecological system) (Adger, 2000) shall be well employed in managements of the tourism industry to replace the traditional risk management. Today, research on the impact of COVID-19 on the tourism industry and building the new normal shall put efforts on how to enhance resilience of tourist destinations. In these communities, the industry and employees significantly suffered from the stagnant state of travel and holiday activities.

Facing both serious challenges from climate change and COVID, the destination resilience has become the key to new normal. The current study intends to explore the important determinants functioning with resilience to maintain tourists' wellbeing right after this pandemic in order to fill the research gap. It will analyze how people participating in outdoor leisure or tourism activities perceive the restorative experiences and feel resilient to cope with the normal "wear and tear" and reconstruction ability (Hartig, 2004). In addition, the resilient tourist destinations are expected to become adaptive to the external stress and perturbation (e.g., COVID and natural disasters) and normally or even better function the tourism activities after the reopening of nation boundaries. The level of resilience of the destinations could be measured based on some resilient elements based on the theory of SES resilience for community sustainability. They are organization learning, social cohesion, citizen participation and social capital, and co-management of stakeholders or collaboration toward disasters or disturbances (Berkes et al., 2007; Norris et al., 2008). The resilient destinations shall be able to provide appropriate environments for tourists to have restorative experience and enhance mental resilience, leading to wellbeing.

Research method

The current research establishes the research model to include factors, including community resilience, restorative quality, mental resilience, and wellbeing, shown in the below figure.

The hypotheses are

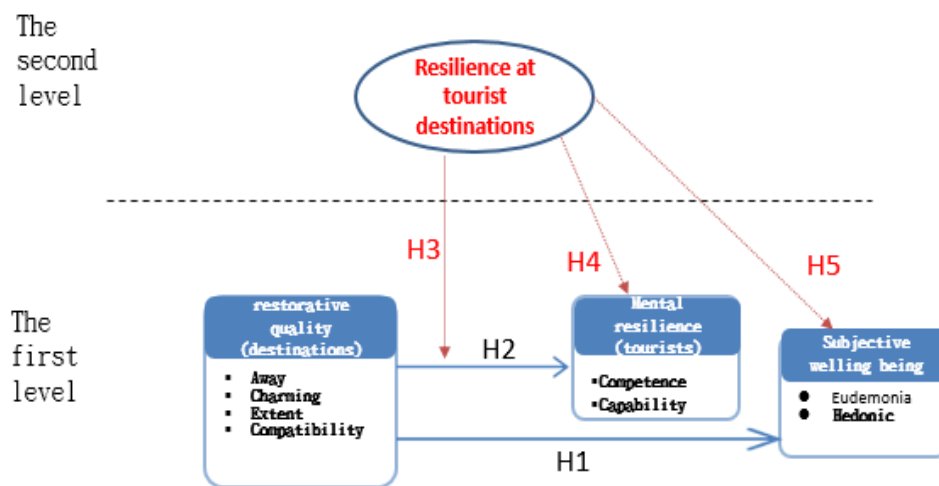
H1: Restorative quality of destinations significantly influence tourists' perception of wellbeing

H2: Restorative quality of destinations significantly influence tourists' perception of mental resilience

H3: SES resilience of destinations significantly influence the association between tourists' perception of restoration and mental resilience.

H4: SES resilience of destinations significantly influence tourists' perception of mental resilience.

H5: SES resilience of destinations significantly influence tourists' perception of wellbeing.



REFERENCES

- Lin, L.-P. (2017). Industrial tourists' behavioral intention toward slow travel in Taiwan. *Journal of Sustainable Tourism*, 25(3), 379-396.
- Lin, L.-P., Yu, C.Y., & Chang, F.-C. (2018). Determinants of CSER practices for reducing Greenhouse Gas emissions: From the perspectives of administrative managers in tour operators. *Tourism Management*, 64, 1-12.
- Lin, L.-P. (in progress). How would community resilience enhance tourists' wellbeing in the post-COVID through analyzing individual and contextual factors.

子題 2-4：全民綠色旅遊行動

全民綠生活與綠色旅遊

巫月春副處長

行政院環保署管制考核及糾紛處理處

摘要

國內旅遊風氣盛行，於過程中產生的交通耗能、用餐及住宿所產生之一次性用品浪費，持續對環境造成負擔。為減緩旅遊活動的資源消耗，環保署推動「用在地、惜資源、護環境」為宗旨之「綠色旅遊」，宣導國人在旅遊過程，從食、住、行、育、樂、購等面向，皆選擇對環境友善的方式，並依環保、低碳方向規劃旅遊行程。

為加強推廣，環保署攜手各級機關、旅行業者及民間團體合作，推出各式寓教於樂之綠色旅遊行程，並透過網站資訊彙整及各式廣宣，引導民眾用更友善環境的方式安排旅遊行程。109 年推動至今，已結合 70 家旅行業者推出 513 條團體綠色旅遊行程，帶動上萬民眾參與，創造 2,320 萬以上綠色旅遊經濟。

除了降低旅遊帶來的環境危害，環保署期望與重視環保理念之旅遊產業相關業者合作，共同帶動國內綠色旅遊風氣，達到環保與經濟雙贏。



綠生活是甚麼？

綠生活，是友善環境的生活方式。

全民綠生活，是從「我」到「我們」的變化，不論中央與地方、公領域與私部門，全民一同實踐友善環境的生活方式，共同達到環境永續發展。

我國永續發展政策歷程

- 1997 成立行政院國家永續發展委員會
- 2009.09 發布「永續發展政策綱領」
- 2019.07 發布「臺灣永續發展目標」
- 2020 推動「全民綠生活」
- 2030 達成永續發展目標

緣起及目標

緣起

提升綠色生活理念並養成民眾綠色生活行為

目標

倡導全民綠生活具體作法→落實生活環保
鼓勵使用在地產品及服務→支持本土產業
推廣環境友善產品及場所→發展綠色產業

綠生活是
友善環境
的生活方式

推動面向



推動面向



全民綠生活 × 聯合國永續發展目標

- 2015年聯合國永續發展會議簽署2030永續發展目標議程，以17項目永續發展目標為核心，在兼顧「經濟成長」、「社會進步」與「環境保護」三大面向下開展積極的行動方案。
- 全民綠生活及推動面向(綠色飲食、綠色旅遊、綠色消費、綠色居家、綠色辦公)呼應聯合國永續發展目標(SDGs)：

項目	內容
目標2 終止飢餓 (綠色飲食)	
目標3 減少心身危害 (綠色居家)	
目標4 永續發展教育 (全民綠生活)	
目標6 清潔飲水和衛生設施 (綠色飲食)	
目標11 永續發展的市鎮規劃 (綠色居家)	
目標12 確保永續消費和生產模式 (綠色消費)	
目標13 採取氣候行動 (全民綠生活)	
目標14 保護及維護海洋資源 (綠色消費)	
目標15 保育及維護生態領地 (綠色消費)	

綠色旅遊 | 玩得夠綠

What 什麼是綠色旅遊？

在旅遊過程，從食、住、行、育、樂、購等面向，皆選擇對環境友善的方式，依環保、低碳方向規劃旅遊行程，因地制宜融入在地自然生態景觀等，體會更深度的在地旅遊模式！



- 行程** 參加綠色行程
參訪環教場所
增加戶外活動
- 交通** 騎乘低碳運具
步行代客乘車
- 住宿** 選擇環保旅店
續住不換床單
減少產生垃圾
- 行李** 自備環保水瓶
自備盥洗用品
不穿免洗衣物
- 飲食** 選吃綠色餐廳
打包用餐剩食
- 遊憩** 維持公廁整潔
查綠服務資訊
保護自然生態



9

綠色飲食 | 吃得夠綠

What 什麼是綠色飲食？

簡單改變生活飲食習慣，例如考量自己食量，吃多少點多少，並優先選用在地、當季及天然食材，及自備餐具，以達到珍惜食物，減少浪費，環保健康，降低環境負荷。



- 好料理** 多吃蔬果食材
避免長時料理
- 好習慣** 自備環保餐具
自行燒煮茶水
- 好清潔** 使用環保洗劑
勤回收紙餐具
廚餘分類回收
- 選擇好食材** 選用在地食材
挑選當季食材
選吃天然食品
選購有機產品
選擇格外蔬果
可食率高食材
不選保育食材



10

環保署X綠色飲食業者



How 成為綠色餐廳？

- ✓ 做好源頭減量
不主動提供一次性用品
- ✓ 使用在地食材
優先使用國產食材
- ✓ 推行惜食點餐
提供餐點份量調整服務

環保標章餐館	4 家
惜食推廣種子餐廳	208 家
綠色餐廳	634 家

統計至110.9



11

綠色消費 | 買得夠綠

What 什麼是綠色消費？

優先考量產品對環境的衝擊，減少浪費，追求實用與自然健康，同時降低塑料與化學用品使用，來降低環境汙染。



- 謹慎買** 拒絕衝動購物
租借代替購買
善用修繕服務
- 購物時** 購物自備袋子
避免過度包裝
使用環保集點
使用發票載具
- 聰明選** 選購綠色產品
選擇再生製品
購買環保衣料
支持綠色品牌
- 使用後** 物品重複使用
延長使用時間
善用巧用萬物
物品二手交流



12

環境標誌及環境宣告

- 提供某種產品(含商品及服務)環保特性資訊
- 訴諸於消費大眾之各種說明、符號或圖形



13

全球環保標章網路組織



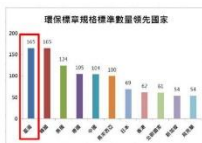
14

環保標章推動現況

2019年全球環保標章網路組織(GEN)年報

有效環保標章規格標準數量
我國及韓國最多(165項)
泰國第3名(124項)

有效環保標章產品數
中國大陸最多(約80萬件)
歐盟第2名(約7萬件)
日本第3名(5萬1,493件)
我國排第5名(1萬7,280件)



15

環保標章推動現況(截至110.2)

81年

推動環保標章

可回收、低污染、省資源
有產品之環保標準規格標準



103年

推動第二類環境標章

可回收、低污染、省資源
尚無產品之環保標準規格標準



環保標章產品：累計1萬8,441件，有效4,800件
第二類環保標章產品：累計509件，有效31件



16

碳足跡標章推動現況(截至110.2)

98年起推動碳足跡標章

103年起推動碳足跡減量標章

碳足跡標章產品：累計1006件，有效371件

碳足跡減量標章產品：累計60件，有效46件

103年至108年12月底
累積減碳成效約為11,665公噸二氧化碳當量
相當30座大安森林公園碳吸附量



17

綠色居家 | 住得夠綠

What 什麼是綠色居家
創造建築、人與自然和諧共生的空間，
綠化生活空間、提升生活品質，同時打
造友善環境、寧靜放鬆的居家氛圍。



隨手關閉電源
剩食妥善保存
注重冰箱收納
多淋浴少泡澡
調整熱水溫度
注意漏水維修
電池延壽回收
做好資源回收
抹布代替紙巾
衣物分類洗滌
衣物自然風乾
使用電子賀卡

舒適環境
布置綠色植栽
定期清理環境
維持室內通風
選擇簡單裝潢
減排油煙噪音
減少焚香燒金
使用環保洗劑
注意居家用藥
藥品確實回收
少使用殺蟲劑

減少污染
選購
這太陽能設備
選購標章產品

18

綠色辦公 | 辦公夠綠



What 什麼是綠色辦公
打造永續、綠美化的辦公環境，並從辦公的日常習慣建立起
珍惜資源、減少浪費的意識。

減少開公務車
減少搭乘電梯
減少餐飲外送
自備餐盒用餐
辦公室無紙化
資料雙面印刷
調低螢幕亮度
採用視訊會議
節約用水用電

採綠牆綠屋頂
植栽綠化環境
室內控溫26℃
採購環保產品
設置節能開關
安裝省水龍頭

19

推動重點



響應綠色辦公



21



Part 1 全民綠生活 Part 2 來綠色旅遊

緣起

國內旅遊風氣盛行，過程中產生的交通耗能、用餐及住宿所產生之一次性用品浪費，持續對環境造成負擔。

我國科技部研究，觀光碳足跡如交通、住宿、餐飲、遊憩等，約佔全世界溫室氣體排放總量的8%。

高碳排帶來溫室效應與氣候變遷影響，自然生態景觀持續受到破壞、珊瑚白化、海平面上升...

而在經濟發展面，旅遊活動帶動的觀光產值佔我國GDP 4.4%比重，還不到全世界10%平均值的二分之一，顯見還有成長的空間。



23

推動工作及目標



24

用綠色旅遊 體會綠生活



「綠色旅遊」是在旅遊過程選擇對環境友善的方式，依環保、低碳方向規劃行程，因地制宜融入在地自然生態景觀等，體會深度的在地旅遊模式。

✓ 玩得綠色



✓ 吃得綠色



✓ 住得綠色



25

安排綠色旅遊



選擇「環保標章餐館」、「綠色餐廳」，吃多少、點多少，並自備環保餐具。



優先選擇環保旅館，並自備盥洗用具。



優先搭乘大眾運輸，或選擇低碳交通工具。



選擇綠色景點，例如環境教育設施場所或生態遊憩場所。



選購綠色產品，並自備購物袋。

26

打造綠色旅遊行程



How 如何規劃綠色行程?

✓ 行程選綠色景點

環境教育設施場所(226處)
野生動物棲息地

✓ 用餐選綠色餐廳

環境教育設施場所/在地食材/環境友善的餐廳(634家)

✓ 住宿選環保旅館

環保旅館(69家)或環保旅館(1,435家)

提供綠色旅遊行程

旅行業者

※行程經環保署核定
公布於網站

環保署

整併、審查資訊
上架綠色旅遊網站

109年推動至今，已結合70家旅行業者推出513條團體綠色旅遊行程，帶動上萬民眾參與，創造2,320萬以上綠色旅遊經濟。

27

綠色景點



>>具教育意義的環境教育設施、生態遊憩場所<<



可參考綠色旅遊網頁上現有的行程景點！

28

綠色餐廳



>>以環境友善為理念，提供綠色、低碳的供餐及用餐環境<<

做好源頭減量

不主動提供
一次性用品

使用在地食材

優先使用
國產食材

推行惜食點餐

提供餐點份量
調整服務



綠色餐廳
這樣找！



29

環保旅館



>>營運上致力實現環境友善，減少廢棄物、節能省水<<

2大守則

✓ 不主動提供一次性即丟盥洗用品

✓ 續住可選擇不更換床單、毛巾



環保旅館這樣找！

30

綠色旅遊網站



綠生活資訊平台-綠色旅遊網
<https://greenlife.epa.gov.tw/categories/greentour>

查詢綠色旅遊行程
提供分類查詢服務
導連旅行社網站報名



31

後續推動工作



旅遊習慣

- 編撰綠色旅遊教材
- 廣設綠色旅遊培訓
- 優化綠平台功能
- 公部門優先安排綠色旅遊
- 鼓勵旅行業者取得環保標章

交通

- 擴大綠色交通範圍
- 補助車輛汰舊換新
- 補助大眾運輸電動化
- 推行低碳運具

綠色行程

- 完善綠色旅遊產業鏈
- 擴大綠色場域認證
- 整合跨單位綠色旅遊資訊
- 跨單位打造綠色旅遊行程

環境

- 推動淨灘與海灘認證
- 改善公園環境硬體設施
- 廣設環境教育設施場所

透過綠平台，持續紀錄綠色旅遊成果與心得

32

【主題二】生態旅遊與永續發展

民眾響應作為

- ✓ 自備水瓶、減少購買瓶裝水
- ✓ 自備毛巾與盥洗用品
- ✓ 搭乘公共運輸、或騎單車、電動車、多走路
- ✓ 安排環境教育設施場所或生態遊憩景點
- ✓ 至綠色餐廳用餐，自備餐具、剩食打包不浪費
- ✓ 垃圾不落地、維持公廁環境清潔
- ✓ 選擇環保標章旅館或環保旅店
- ✓ 續住不更換毛巾/床單
- ✓ 購買綠色或在地、有機農產品



媒體廣告推廣



綠色旅遊旁—愛玩客介紹短片



全民綠生活 即刻啟動！



結語

生活綠一點，環境好一點

全民綠生活！YA！

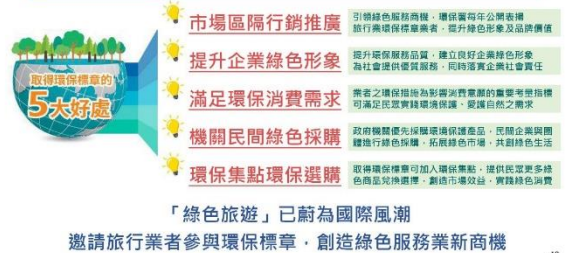


感謝聆聽

環保標章旅行業說明



環保標章之申請優勢



環保標章之申請流程



採用線上系統進行申請及驗證，加速作業時程



41

環保標章榮譽榜



42



推廣綠色旅遊

聯絡人：蔡代舉
電話：(02)2311-7722#2945
E-mail: tailin.yao@epa.gov.tw

申請環保標章旅行業 / 旅館

聯絡人：趙麗軒 (環資國際)
電話：(02)2388-4848#706
E-mail: lofferent@eri.com.tw

加入綠色餐廳

聯絡人：蕭志豪 (汎宇公司)
電話：(02)2785-8898#669
E-mail: rosa@universalec.com

