



Towards sustainable tourism for livelihood diversification:

First web-symposium on agro/eco-tourism in the Asia-Pacific landscapes



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'Both tourism and agriculture are lifelines for communities around the world'.
World Tourism Organization (UNWTO) Secretary-General **Zurab Pololikashvili**

"Tourism in rural areas can play a pivotal role in supporting rural economies"
Food and Agriculture Organization (FAO) Director-General **QU Dongyu**

October 14, 2021 | 14.00-17.00 (ICT)

Register here: https://fao.zoom.us/webinar/register/WN_dOu4QcuJR0etSFSQLzaE1A

Context

Agritourism, ecotourism and other forms of landscape-based tourism serves as an important driver of socio-economic growth. It increases and diversifies household incomes, enhances job opportunities, increases resilience of livelihoods, and helps conserve natural and cultural heritage, and pristine biodiversity across landscapes.

A recent Memorandum of Understanding between UNWTO and FAO emphasizes the cross-cutting nature of tourism and the relevance of cooperation at all levels to ensure sectoral collaboration. It envisages collaborative activities among FAO's [Globally Important Agricultural Heritage Systems \(GIAHS\)](#), the [Coalition of Fragile Ecosystems \(COFE\)](#), the [Green Cities Initiative](#) and other initiatives. They aim to nurture innovation and entrepreneurship, drive sustainable development, income diversification opportunities and strengthen livelihoods.

FAO, in collaboration with UNWTO, organizes this event to discuss how to promote sustainable tourism in rural areas (particularly agro/eco-tourism) and enhance livelihood opportunities of the Indigenous Peoples and local communities. The participants will discuss how to develop and manage sustainable tourism in diverse landscapes, including through promoting agroecological good practices, smart solutions and innovative methods and products in landscape-level tourism while conserving traditional values and biodiversity. The seminar will not only include discussing experiences but make proposals for advancing remunerative opportunities for further linking agri-food systems and tourism in the future.

Objectives








- Share tourism development experiences and lessons learnt while enriching, and diversifying tourists' experiences and local peoples' livelihoods.
- Discuss how embracing innovations, fostering networks, e-markets, branding and establishing public-private partnerships could help in making tourism work for local peoples' livelihoods and well-being.
- Foster collaboration to advance agro/eco-tourism initiatives in the Asia-Pacific landscapes.

Programme






- Consists of short presentations by experts (see next pages), followed by a brief discussion on collaboration modalities for advancing agro/eco-tourism initiatives in the Asia-Pacific landscapes.

For more information, contact illias.animon@fao.org or devin.sethi@fao.org

Speakers

	<p>Yoshihide Endo Team leader, GIAHS FAO</p>	<p><i>FAO GIAHS Programme and agrotourism</i></p> <p>Focus: How agrotourism and its similar activities could contribute to achieving good management of GIAHS sites and rural development</p>
	<p>Sandra Carvao Chief of Tourism Market Intelligence and Competitiveness, UNWTO</p>	<p><i>Tourism as a driver of rural development</i></p> <p>Focus: Linkages between agritourism and rural development with a focus on policies, innovative tourism experiences and consumer trends</p>
	<p>Jessie F. McComb Tourism Specialist World Bank</p>	<p><i>Best practices in ecotourism development</i></p> <p>Focus: Providing lessons learned and best practices from global experiences in ecotourism business development</p>
	<p>Antonella Imborgia Head of Marketing & PR Genagricola, Italy</p>	<p><i>Ecotourism in Italy: Lessons to learn for Asia and the Pacific</i></p> <p>Focus: Wine tourism as a source of economic and social development</p>
	<p>Jens Thraenhart Executive Director, Mekong Tourism Coordinating Office</p>	<p><i>Ecotourism experiences from the Mekong region</i></p> <p>Focus: Experiences and lessons learnt from ecotourism-related social enterprises in a few countries in the Mekong region</p>
	<p>Giorgio Grussu Project Coordinator, Mountain Partnership, FAO</p>	<p><i>Sustainable food and ecotourism as a development pathway</i></p> <p>Focus: How the Coalition for Fragile Ecosystems considers sustainable food and tourism as a pathway for the conservation and use of fragile ecosystems and improving the livelihoods.</p>
	<p>Mihee Kang Director, Asia-Pacific, Global Sustainable Tourism Council</p>	<p><i>Ecotourism experiences from the Republic of Korea</i></p> <p>Focus: Experiences and lessons learnt from ecotourism in the Republic of Korea.</p>

Speakers

	<p>Werner L. Kornxel World Bank</p>	<p><i>Ecotourism project experiences from Cambodia</i></p> <p>Focus: Experiences and lessons from an ecotourism project supported by the World Bank in Cambodia</p>
	<p>Anoop K.R. Chief Conservator of Forests, Indian Forest Service</p>	<p><i>Ecotourism for livelihoods in Kerala and Rajasthan, India</i></p> <p>Focus: Experiences and lessons from ecotourism activities facilitated by the forest departments in two states in India.</p>
	<p>Dao The Anh Academy of Agriculture Science, Vietnam</p>	<p><i>Ecotourism and rural tourism for rural development in Vietnam</i></p> <p>Focus: Experiences and lessons from ecotourism activities contributing to the New Rural area program in Vietnam</p>
	<p>Arturo Bolondi Natural Resources Management Specialist, World Bank</p>	<p><i>Ecotourism sustaining landscapes and livelihoods in Lao PDR</i></p> <p>Focus: Linking tourism and conservation in a new World Bank financed project in Lao PDR</p>
	<p>Ryan Zhong Li Chinese Academy of Agricultural Sciences, China</p>	<p><i>Tourism 2.0--Research Studies at GIAHS</i></p> <p>Focus: Youth innovative practices at GIAHS, including participating infield studies and working with local people.</p>