



**Asia-Pacific
Economic Cooperation**

2016/TWG49/011

Agenda Item: 23

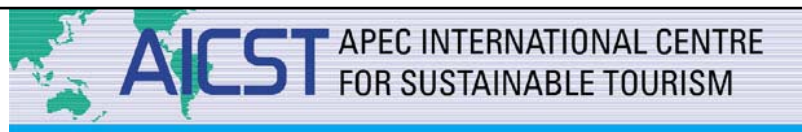
AICST August 2016 Update

Purpose: Information

Submitted by: AICST



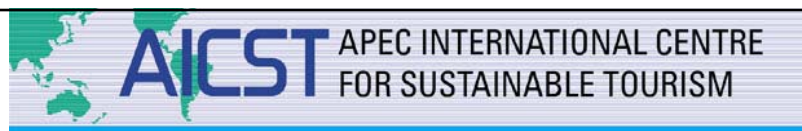
**49th Tourism Working Group Meeting
Kokopo, Papua New Guinea
31 August – 1 September 2016**



August 2016 Update

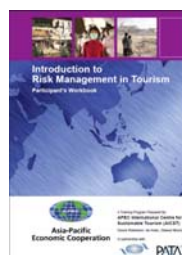
PRESENTED BY:
STEWART MOORE
EXECUTIVE DIRECTOR
APEC INTERNATIONAL CENTRE FOR SUSTAINABLE TOURISM

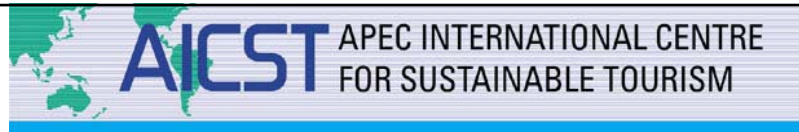
GAZELLE INTERNATIONAL HOTEL
KOKOPO, PAPUA NEW GUINEA
01 SEPTEMBER 2016



AICST Background

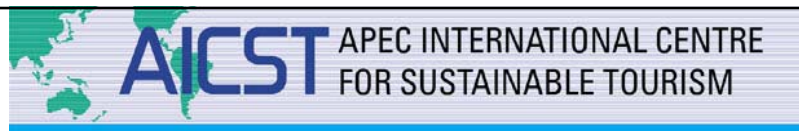
- Established in 2002 by the APEC Tourism Working Group (TWG) & the Tourism Ministers of the 21 economies of APEC.
- AICST role is to provide information & assistance to APEC Economies & destinations to improve tourism sustainability throughout the region.
- AICST is a non-profit organisation, operating collaboratively to benefit all APEC economies.



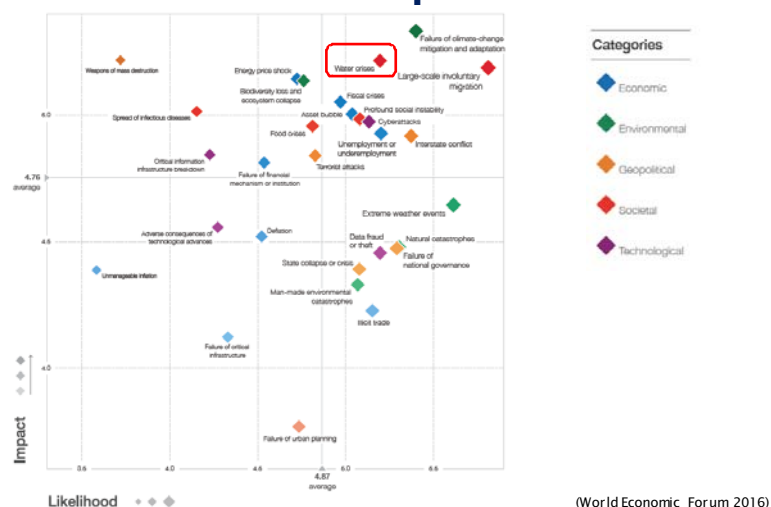


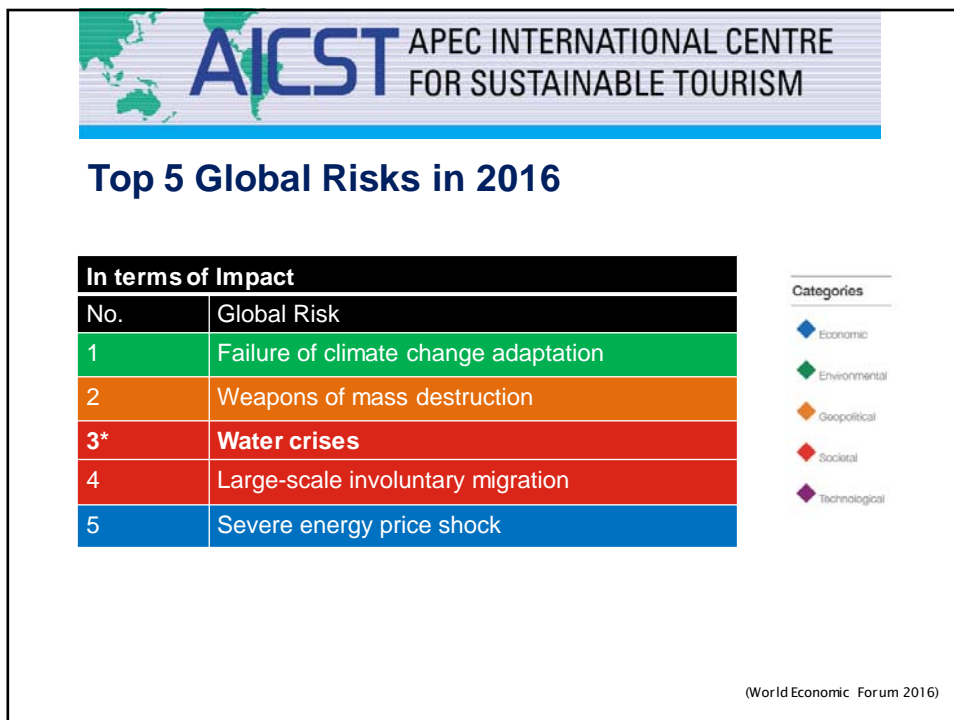
AICST Research Projects

1. Risk, Crisis Management, and Resilience
 - Pilot - New Zealand
 - Aligned with Hotel Risk/Resilience Project
2. Water and Tourism
 - WaterCheck
 - Water Risk Monetiser
3. GSTC Approved Destinations – Pilot Projects



2016 Global Risk Landscape

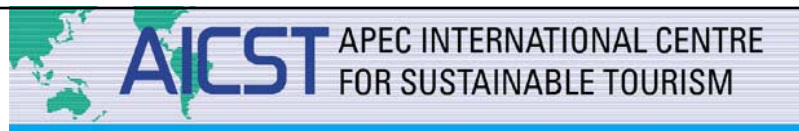




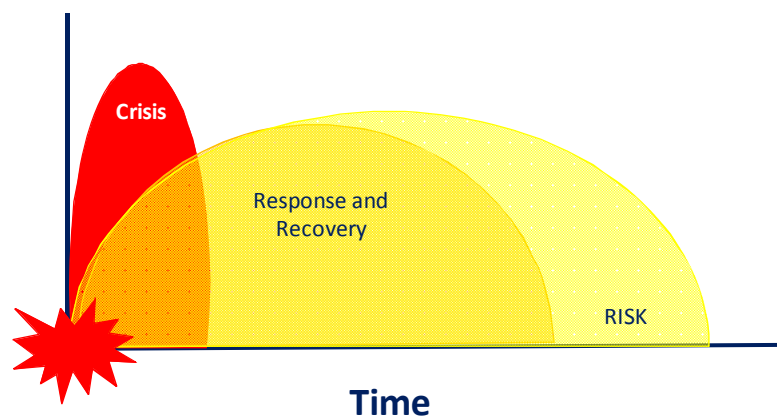


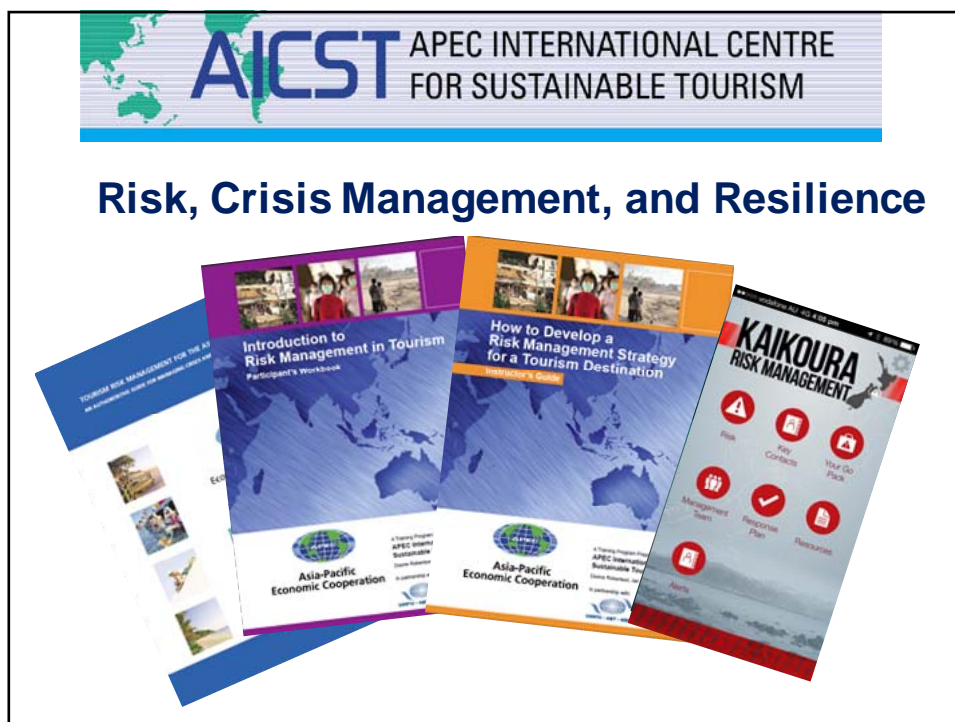
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Providing A Road Map To Recovery





AICST APEC INTERNATIONAL CENTRE FOR SUSTAINABLE TOURISM

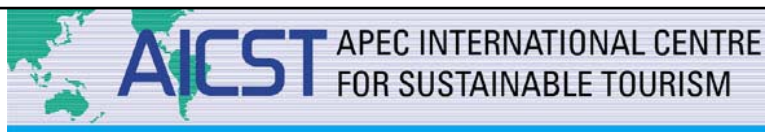
Customisation of Crisis Management App

The Risk App has three core uses:

- To set up a Crisis Response Plan;
- To maintain/update/archive a user's Crisis Response Plan; and
- To use the App to access a user's Crisis Response Plan in an emergency.

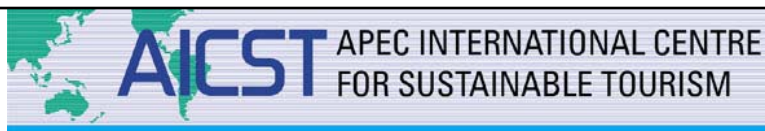
The App also:

- Has the capability to work offline (i.e. Plan access during a crisis);
- Is functional with iPhone and Android systems; and
- Can receive push notification updates via the CMS in real-time.



Pilot - Kaikoura

- Working with Local Government Authority to provide App and customised EarthCheck CrisisReady Program™, including:
 - App access to up to 2,500 small business operators
 - Localised App content
 - Access to a Content Management System paired to all linked devices
 - Training, toolkit and resources
- High economic benefit from tourism
- Collaboration with Lincoln University
- Links to national 'Resilience to Nature's Challenges' focus



Pilot - Kaikoura

Identify Your Risks
Knowing what your key risks are can better help you to prepare for a crisis.

Response Plan
Create your personalised crisis response plan.

Management Team
Allocate roles and responsibilities for your management team in event of a crisis.

Alerts
Receive important alerts during a crisis.

Image Log
Create an image log and document the crisis in real-time.

Key Contacts
Know who to contact in a crisis by creating a detailed list of key internal and external contacts.

Go Pack
Build your physical Go Pack and take photos of key documents.

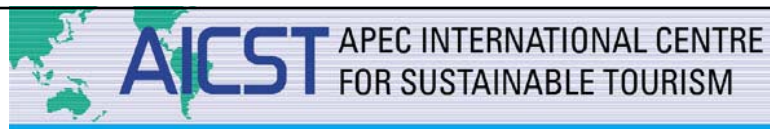
Resources
Links to social media and access to a wealth of planning preparation tools and information to save money, reduce stress and confusion.

Start Crisis
Access your personalised crisis response plan and mark-off items once completed in real time.



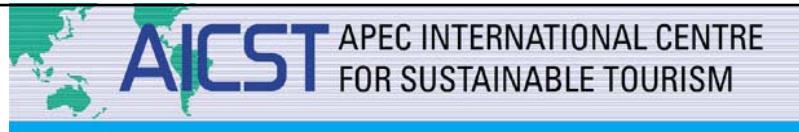
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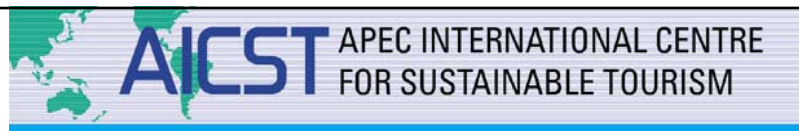
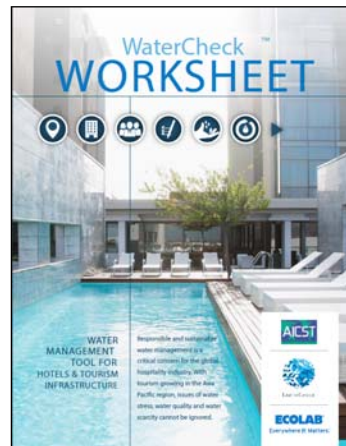
White Papers 1 and 2 to WaterCheck





WaterCheck Worksheet

- WaterCheck™ is designed to assist operators of hotel infrastructure identify areas for potential improvement in their water management practices.
- Helps understand existing water use, develop goals and allocate an action plan



Assess
water scarcity risks at site and/or enterprise level

Understand
the full value of water to your business

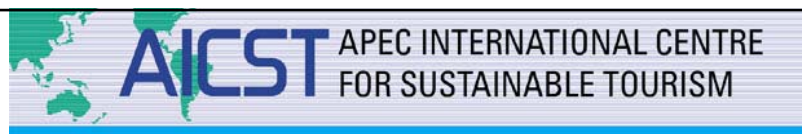
Quantify
water risks in financial terms that make business sense

Calculate
potential revenue at risk

First-of-its-kind

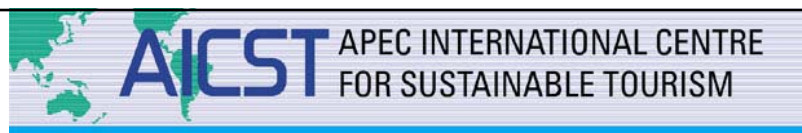
Publicly available

No cost



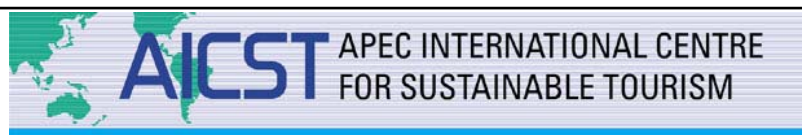
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3. **GSTC Approved Destinations – Pilot Projects**



GSTC Approved Destinations – Pilot Projects

1. GSTC Destination Criteria
2. Pilot Project using the only 'Approved' Destination Standard Provider in the APEC Region - EarthCheck
3. Projects:
 - a. China
 - b. Discussions underway with Indonesia



Thank You

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