



## **MEDIA BRIEF AND FIELD TRIP**

### **Sustainable tourism development in the World Heritage Sites**

***Date: 12 – 14 March, 2018***

#### **Introduction**

Resolution No. 08-NQ/TW of the Politburo issued on January 16, 2017 sets tourism as a spearhead economy sector with the target of attracting 17-20 million foreign visitors and 82 million domestic tourists by 2020. Compared with these numbers in 2016, i.e., 10 million foreign visitors and 62 million domestic visitors, the target for 2020 is 1.3-2 times higher than the current number of tourists.

Tourism has the potential to make a major contribution to the conservation and development of cultural and natural resources, as well as economic development. However, in several coastal areas, especially inside and close to protected areas and World Heritage Sites, unregulated tourism development is a growing source of concern.

Tourism development that ignores environmental quality and sustainability has already had serious negative impacts. For example, hotels have been built that fragment the habitat of globally threatened wildlife or without appropriate waste water treatment capacity. And solid waste is huge problem almost everywhere in Vietnam.

Within the framework of the USAID-funded Ha Long-Cat Ba Alliance, IUCN will organize a media brief on the topic “Sustainable tourism development in the World Heritage Sites” based on the case study from Ha Long-Cat Ba and following by a field trip to Ha Long Bay and Cat Ba National Park.

**Time and location:** 12 – 13 March in Ha Long and 14 March in Cat Ba National Park

#### **Objectives:**

- Create an opportunity for reporters and journalists to dialogue with local authorities, experts and international organizations on the impacts of tourism on environment in general and ecosystems in Ha Long-Cat Ba in particular as well as discuss solutions towards sustainable tourism development in this area.
- Improve public and policy makers’ awareness about the importance of sustainable tourism development in WHS through media engagement.

**Target:** journalists from Hanoi, Quang Ninh and Hai Phong and other provinces/cities who are interested in environmental and tourism issues.

**Languages:** Vietnamese and English (with interpreters)

**Deadline:** 22 Feb 2018

**Online registration form:** <https://goo.gl/forms/wlbUjTlkrxebo6T13>

**Tentative programme:**

<b>Time</b>	<b>Content</b>	<b>Person(s) in charge</b>
<b>Day 1 (12/3)</b>	<b>Media brief in Hanoi</b>	
8.30-9.00	Registration	IUCN
9.00-9.10	Opening remarks	Jake Brunner Head, IUCN Indo-Burma
9.10-9.40	Rapid assessment and group discussion on reporters' understanding and knowledge about tourism development inside World Heritage Sites	Phan Mai Loi Facilitator
9.40-9.55	Groups present back	
9.55-10.10	Tourism management in World Heritage Sites to protect outstanding universal values in Vietnam: reality and recommendations	UNESCO Vietnam
10.10 – 10.15	Q&A	
10.15 – 10.30	Coffee break	
10.30 – 10.45	Reality and recommendations on waste water treatment for cruise boats in Ha Long	Nguyen Thi Bich Hien IUCN Vietnam
10.45 – 11.00	Sustainable tourism practices in World Heritage Sites: international experience	Kai Marcus Schroter (TBC)
11.00 – 11.10	Q&A	
11.10 – 11.30	Roles of media and skills to investigate and write about tourism in World Heritage Sites	Phan Mai Loi Facilitator
11.30 – 11.50	Groups work to brainstorm ideas and prepare plans for field investigation	Phan Mai Loi Facilitator
11.50 – 12.00	Brief the plan for the field trip and agenda for the next days	Nguyen Thuy Anh IUCN
12.00-13.30	Lunch	
13.30-17.30	Leave Hanoi for Ha Long	
<b>Day 2 (13/3)</b>	<b>Leadership Committee Meeting</b>	
Morning	Reporters freely explore tourism development activities in Bai Chay and Tuan Chau with the support of resources person.  UNESCO and IUCN have a meeting with Quang Ninh PPC	
13.00-13.30	Registration	IUCN
13.30-13.45	Opening remarks	Quang Ninh PPC Hai Phong PPC USAID
13.45-14.00	HLCBA Project Progress from May 2017 to Jan 2018 and plan for the next year	IUCN
14.00-14.20	Survey result on the possibility to apply Green Lotus certificate for cruises	Kai Marcus Schroter, Director, HTM
14.20-14.30	Q&A	
14.30-14.45	Solutions to improve water quality in Ha Long Bay	Hà Long Bay Management Board
14.45-15.00	Update on the progress of preparing WHS renomination dossier	Cat Ba Heritage Management Council

15.00-15.30	Coffee break (long break so that reporters can interview policy makers)	
15.30-15.45	Policy recommendations to attract private sector's investment in wastewater treatment system in Ha Long	Jake Brunner, Head, IUCN Indo-Burma
15.45-16.00	Voice from private sector about willingness to invest in wastewater treatment system	Representative from Pelican
16.00-16.30	Discussion on the next steps End of the meeting	
<b>Day 3 (14/3)</b>	<b>Field trip to Cat Ba</b>	
7.30-9.30	Travel by boat from Ha Long to Cat Ba	
9.30-11.00	Work with Cat Ba Langur Conservation Project	Neahga Leonard, Director, Cat Ba Langur Conservation Project
11.00-13.30	Divide into groups and explore tourism development in Cat Ba	
13.30-15.20	Groups gather to recap and share ideas	
15.20-15.30	Evaluation	
15.30-15.50	Move to the dock	
16.00-17.00	Travel by speed boat from Cat Ba to Hai Phong	
17.00-19.00	Travel from Hai Phong to Hanoi End of trip	

**For further information, please contact:**

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