



SUSTAINABLE RESPONSIBLE BUSINESS

**BY MR ANTHONY WONG
GROUP MANAGING DIRECTOR**

- Asian Overland Services Tours & Travel
- AOS Conventions & Events Sdn Bhd
- The Jungle Lodge Alang Sedayu Sdn Bhd
- The Frangipani Langkawi Resort & Spa
- AOS Consultancy Services Sdn Bhd
- Anti-Oxidant Centre Sdn Bhd
- Seasports Sdn Bhd
- AOS Training Centre Sdn Bhd

SUSTAINABLE TOURISM

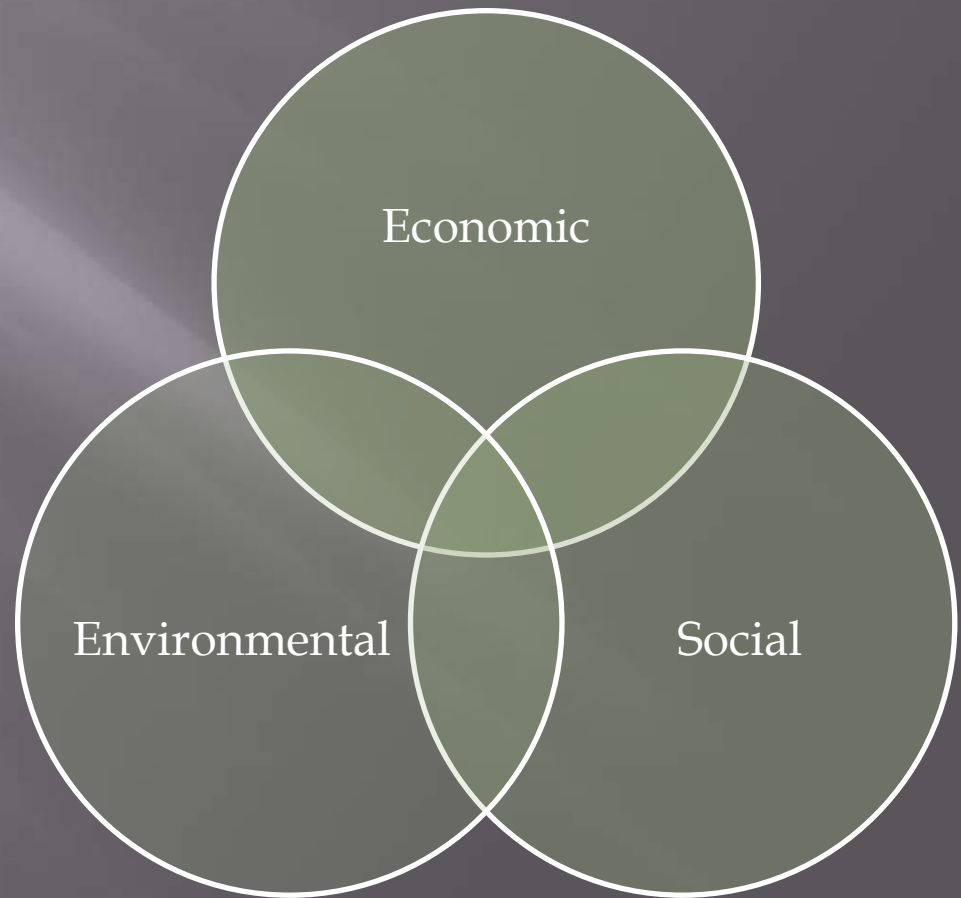
“Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.
”

World Tourism Organization, 2004

Sustainability

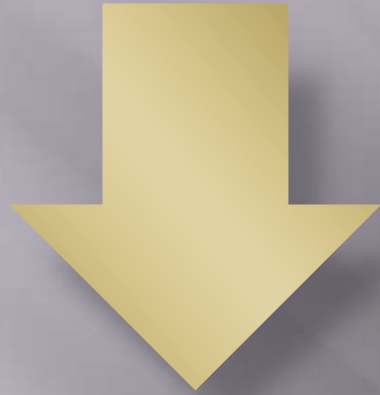
Development that meets the needs of the present without compromising the ability of future generations to meet their own needs



Sustainability

- Sustainable development is a global, not a sector concept
- Only the world can be sustainable
- All sectors and processes, including tourism, need to move towards sustainability, but can never achieve it individually

Sustainable Tourism: What should we do?



Negative
sides of
tourism



Positive
sides of
tourism



Should we give up the
tourism industry?



Sustainable
Tourism

First of all

**SUSTAINABLE AND RESPONSIBLE
TOURISM FROM A HOLISTIC
PERSPECTIVE**



1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.





2) **Respect** the socio – cultural authenticity of host communities, conserve their built living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance



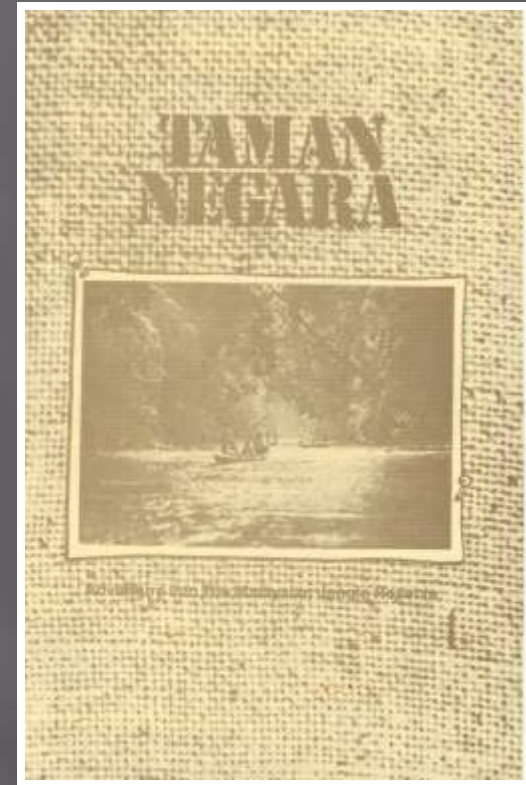
3) Ensure viable, long term economic operation and socio-economic benefits that are fairly distributed including stable income earning opportunities to host communities

It's a proven fact that one shouldn't kill the golden goose (natural resources / biodiversity asset) that lay the golden eggs. Think long term/ **THINK SIMPLE:**
Responsible Tourism = Sustainable Tourism = Sustainable wealth



HERE IS A STORY OF A HOLISTIC
BUILT UP, A PROCESS TOWARDS
UNDERSTANDING, PRACTISING
AND
PROMOTING SUSTAINABLE
TOURISM TOWARDS
RESPONSIBLE BUSINESS

1970's: Started off with Eco/Nature tours:



1970s:

- Homestay program in Kampung Cherating Malaysia in 1973 and later helped to develop the program to the rest of the country



1970s:

Tours to Taman Negara – Opened up Taman Negara, the largest national park in Malaysia to travellers since early 70s' i.e doing eco tours.



1970s:

- Started eco-guiding and its first course was with the help of FRIM (Forest Research Institute of Malaysia)
- Initiated the Green Guide Certification with the help of Forest Research Institute Malaysia. Then the Government adopted it in the late 1980s.



1980s:

- rock climbing – set up Batu Caves wall climbing
- bicycle tours
- 4 x 4 tourism from 80s to early 90s and started the 4 x 4 Club
- Teaching the industry from early 80s in Nature and Ecotourism at Malaysian Productivity Centre and UITM in tourism especially eco-tourism

1990s:

- ▣ white water rafting;
- ▣ set up Malaysia Sports Diving Association to protect the underwater world;



1990s:

- Adopted Stamang Longhouse in Sarawak in 1992 for 3 years got world attention. The adoption is first of its kind by a tour operator. Benefited the community in terms of standard of living, created income and job opportunities.



Built the Jungle Lodge in Gombak near Orang Asli settlement teaching corporate training and summer camp getting with nature (experiential education) and using the area to promote great programs for incentive groups





GREEN HOTELS





Sustainable Tourism & Innovation in Tropical Resort

HOTEL GREEN PRACTISES

- ❑ Took over from the previous management of a 3-star beach resort in late 2005 and converted it to a 4-star green resort in early 2006.
- ❑ Recognized as the greenest resort in Malaysia.
- ❑ Start teaching and developing Green hotels
- ❑ Objective is to show other hotels/resorts/investors and academia how develop a green and sustainable resort and at the same time be profitable.





The Frangipani Langkawi Resort & Spa - PATA grand award 2009 for Environmental Education



Water Efficiency



Energy Efficiency



Nursery



Organic Production

Composting



Green Education & CSR Activities

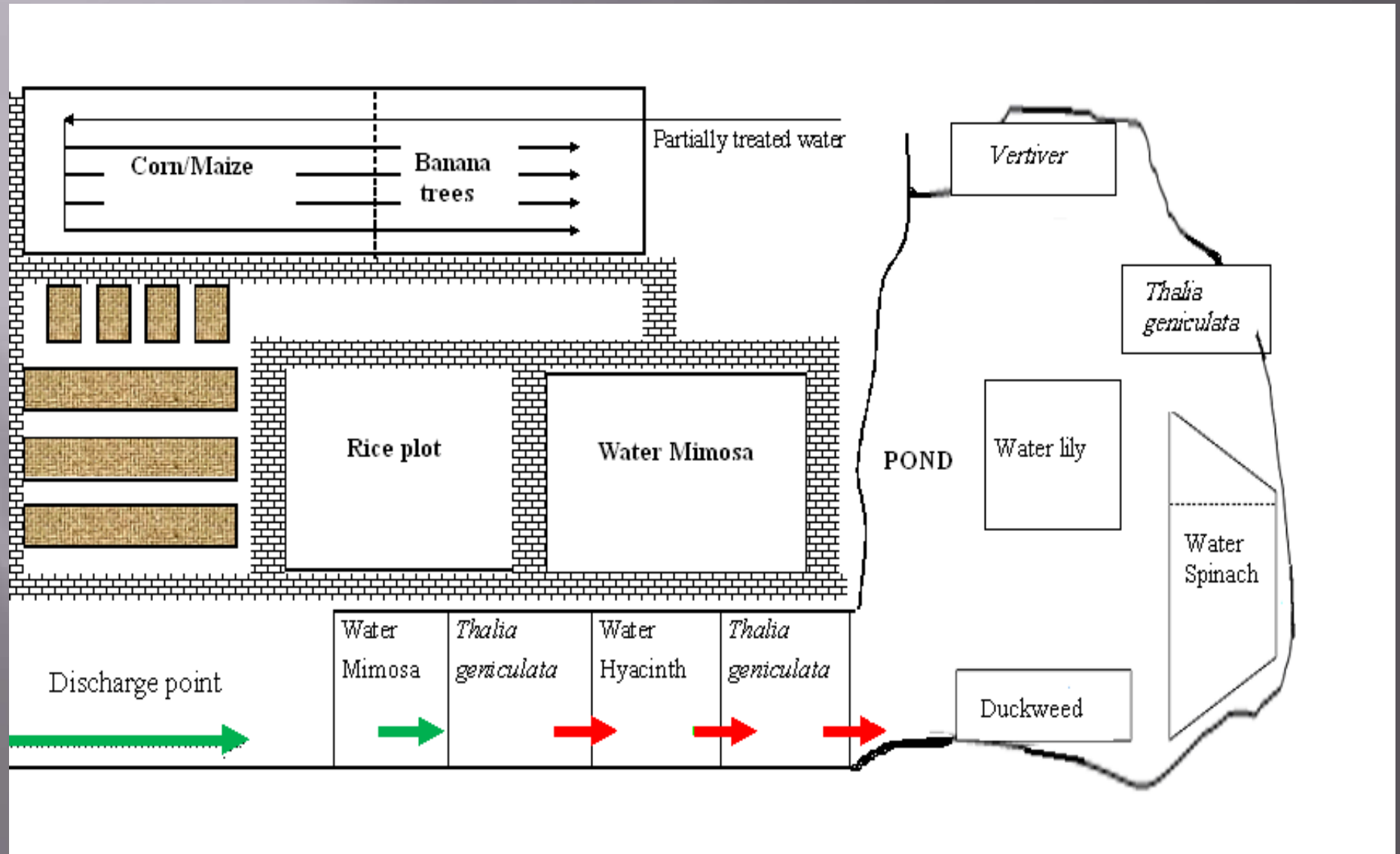


Biological Wastewater Treatment Wetland System

- ❑ The Frangipani Langkawi has its own man-made wetland which used to treat the wastewater in the resort.
- ❑ There are two types of wastewater – black water and gray water.



BIOLOGICAL WASTEWATER TREATMENT WETLAND SYSTEM@FRANGIPANI LANGKAWI



THE RIVERS' PROJECT

- ❑ The Rivers Project' is to reduce pollution into rivers which will pollute them and then go into Lakes or sea.
- ❑ Thus Sustainable Green design of villages, towns and cities has to be done to help reduce pollution.
- ❑ Education of school children and local community is key, Education of tourist is also important to put pressure on all involved in the tourism industry directly and indirectly.
- ❑ Collaboration of private sectors, government and industry will make it easier to achieve our green objective.
- ❑ Pioneer project is starting in Langkawi Island and with comments from all key tourism players and has to be monitored for 5 years to look at progress.



GIVING BACK TO THE WORLD THROUGH SHARING OF KNOWLEDGE IN TERM OF SUSTAINABILITY

- ▣ **Nationally:** Teaching on behalf of MBHA and Tourism Malaysia in Johore, Kelantan, Pahang, Selangor, Penang and Sarawak
- ▣ **Regionally:** Sharing all over the region- India, Cambodia, Philippines, Burma and China in conferences and institutes of higher learning.
- ▣ **Internationally:** Invitation by United Nation New York at Rio + 20 Conference in June 2012, to share our ideas of having developed over 200 ways to save at our Frangipani resort on water, energy, waste and rethink how we operate in a tropical resort. New ideas on treating polluted, grey and black water to class one using biological system.

Environmental & Recognition Awards Received the last four years 2008 - 2012

- ASEAN Green Hotel Standard 2008 – 2009 (January 2008)
- Virgin Holidays Responsible Tourism Awards 2008 (November 13 2008)
- Langkawi Geopark Tourism Awards 2008 (December 22 2008)
- Libur Travel Awards 2008 (December 17 2008)
- PATA Gold Awards 2009 (September 25 2009)
- Libur Travel Awards 2009 (December 2 2009)
- ASEANTA AWARDS FOR EXCELLENCE 2010 (January 26 2010)
- The Europa Awards 2010 (May 27 2010)
- Malaysia Tourism Awards 2008 - 2009 (May 25 2010)
- ASEAN Green Hotel Award 2010 – 2011
- Malaysia Nature Society 70th Anniversary Annual Dinner (October 10 2010)
- Anugerah Langkawi 2010/2011 (October 17 2011)
- ASEAN Green Award 2012 – 2014 (January 11 2012)
- Malaysia Tourism Award 2010/2011





Asian Overland Services Tours & Travel Sdn. Bhd.

(30613-D) (KPL/LN: 0281)

- 2010 - 21st TTG Travel Awards
Best Travel Agency - Malaysia
Awarded by TTG Asia
- 2009 - 20th TTG Travel Awards
Best Travel Agency - Malaysia
Awarded by TTG Asia
- 2008 - 19th TTG Travel Awards
Best Travel Agency - Malaysia
Awarded by TTG Asia
- 2004 - Malaysia Tourism Awards 2003
for Best Inbound Tour Operator
Awarded by Ministry of Culture, Arts and
Tourism
- 2002 - Merit Award - Malaysia Tourism
Awards 2001/2002 for Best Inbound Tour
Operator
for Best Tour Programme – Malaysia
Discovery of East Malaysia
Awarded by Ministry of Culture, Arts and
Tourism
- 2001 - Tourism Malaysia Awards 2000
for Best Inbound Tour Operator
Awarded by Ministry of Culture, Arts and
Tourism
- 1999 - Certificate of Merit
for Best Tourism Package – Taman Negara
Awarded by Ministry of Culture, Arts and
Tourism
- 1994 - Travel Award
for Best Inbound Tour Operator
(Asia-Pacific)
Awarded by Asian Business Travel Group

- 1993 - Tourism Malaysia Awards 1993
for Best Tour Operator - Gold Award
Awarded by Ministry of Culture, Arts and
Tourism
- 1993 - Global Travel Award
Awarded by Travel News Asia, World Travel
Mart 1993
- 1990 - Certificate of Merit
for Best Inbound Tour Operator
Awarded by Ministry of Culture, Arts and
Tourism
- 1988 - Malaysian Tourism Gold Award - Excellence
Award
for Best Tour Package Category - Taman
Negara Jungle Safari
Awarded by Ministry of Culture, Arts and
Tourism
- 1987 - Certificate of Merit
for Most Creative Tour Package Category
- Malaysian Jungle Adventure Trekking &
Bamboo Rafting
Awarded by Ministry of Culture, Arts and
Tourism



AOS ... We make the difference

PATATM
Pacific Asia Travel Association

GOLD AWARDS 2009

SEPTEMBER 25



In a nutshell: Sustainable and responsible business practitioners i.e in this case sustainable tourism have derived a number of benefits in term of long term savings including but not limited to increasing bookings, attracting positive publicity in the media as well as industry recognition reflecting in more business = more profits / saving the environment

Thank You

Honorary Consul, Republic of Cote d'Ivoire to Malaysia

Taylor's University: Adjunct Professor (Jan 2011 - Dec 2013)

University Utara Malaysia:

- Adjunct Professor, UUM College of Arts and Sciences

(July 2010 - July 2012)

- Adjunct Fellow, Faculty of Tourism & Hospitality Management (Oct 2006 – Oct 2008)

Pacific Asia Travel Association (PATA)

-Chair, Sustainability & Social Responsibility

-Immediate Past Secretary-Treasurer

Global Compact Local Network Malaysia – 1st. President

Global Compact Local Network Malaysia – Executive board

International Congress & Convention Association

Past positions held:

- *Chair, Asia Pacific Chapter (2001 – 2009)*

- *Vice Chair, Asia Pacific Chapter (2000)*

- *1st Vice President (Nov 2008 – Nov 2009)*

- *2nd Vice President (Nov 2007 – Nov 2008)*

- *3rd Vice President (Nov 2006 – Nov 2007)*

- *Board of Director: Asia Pacific Representative (Nov 2005 – Nov 2006)*

Inle Princess Resort (IPR) Myanmar



- ❑ Achingly beautiful setting on the eastern shore of lake Inle
- ❑ Choice of 46 spacious chalets with lake or garden views
- ❑ Décor and furnishings inspired by the area's Shan culture
- ❑ Restaurant serving Shan, Ingham, Thai, Chinese and European cuisine, plus bar



Inle Princess Resort

Facts
Crafts
Charity Work

Intro

- ◉ 15 minutes boat drive entering the main canal of Nam-Khat
- ◉ Inle Princes Resort is one of the finest resorts in the region giving full of traditional taste and order in and around the property.
- ◉ With its beautiful natural landscape of the lake located above about 880 m above sea level surrounded by high mountains, Inle Princess Resort will offer a perfect stay by its naturally scented decorating bungalows and reflecting as if the one is amongst the whole atmosphere of Inle Traditions.
- ◉ Scarce imported products nor furniture except the mattress and safe box but of course the whole room is on its own beauty by home-made equipment

Wood Carving



- Wood carving is the most famous art of many especially in the olden days where the monarchy was flourishing some centuries back
- The evidence of the fine wood carvings still can be seen in many monasteries and religious building such as Shwe Dagon Pagoda, Golden Palace Monastery, Buddha Statues and etc.
- furniture.
- At IPR, a man from Mandalay is working fulltime for making all the decorative carving stuffs at the resort.

Lacquer Ware Making



- Lacquer Wares has been widely used in the daily lives of Burmese and other tribes of Shan State.
- In Shan State, one can see many lacquer wares are still being used such as baskets, offering bowls and the boats making.
- The old lacquer wares such as betel boxes, Tiffin carriers and alms offering bowls are in the souvenir shops
- In Myanmar
- At Inle Princess Resort, a young man who had learned at Lacquer Ware Institute in Bagan and Eastern Shan State, is full time working for the production of lacquer ware and creating other good stuffs.

Shan Paper Making



Shan lantern used for decorative lighting

- Shan Paper Making is very common in the region which is simply made from the bark of mulberry tree. Traditionally the paper is used in ceremonial activities such as in the wedding, noviciation and other merit making ceremonies.
- Taunggyi the capital of Shan State most of the time in November this mulberry paper is used for making such hot air balloons. These balloons are for competing each other and the festival holds for minimum 7 days 7 nights
- The bark of the mulberry trees are to be taken off then are to be sun-dry. The dry barks need to be boiled with the ash of the oven minimum 8 hours, after that the boiled barks to be beaten by wooden club for converting them the fine pulp. It is very certain that the quality of the pulp is very uneven due to the hand-made pulp and this in fact makes more attractive to touch and see by a visitor.
- Traditional parasols, lanterns and still served as napkin; lanterns and parasols of to be seen as the IPR decorative materials.

Pottery Making



- Pottery-ware were widely used as cooking wares, storage of oil, rice and water at home. The sizes of the pots were ranging from a few centimeters diameters to 50 kg capacity water and oil storage pots.
- There is the pottery making at IPR, in pottery making the kiln is the most important parts of the process to make the pot right color, long lasting and properly baked in the kiln.
- Upon all the process, the pottery master is the key player in decision making while one or two helpers at the clay preparation and pottery wheel
- IPR creates a simple and exciting way of culinary art by breaking the clay and having fresh hot food served inside a simple clay pot.



U Ohn Maung, Inle Princess Resort and Charity Works around Inle

U Ohn Maung is a long time service provider in the tourism industry in the Inle region; started with 5 bed rooms guest house namely "Inle Inn" in Nyaung Shwe, Southern Shan State in 1976. The sole guest house where the foreigner could stay and the Government of Myanmar issued only a week visa to the tourists then.

Due to his heartily hospitality, almost all tourists fell in love with him, many of them became very good friends and later on he stayed about a year in Europe by staying in different friends' places. Every moment he visited headed him with full of visions of setting up a European style hotel and to let his daughter learn in one of the hotel schools in Europe when she grew up.

U Ohn Maung, Inle Princess Resort and Charity Works around Inle

Many lives changed after 1988 for the democratic uprising throughout the country. U Ohn Maung was also a part of this historic movement by actively involved in this uprising and later on joined the National League for Democracy then he was elected as Member of Parliament representing Nyaung Shwe Township.

As a result of that, he had to spend more than a year in prison as other politicians. The most difficult part of all is the education for his beloved daughter "Yin Myo Su" who then had passed already the matriculation but no universities to attend. Nonetheless the family could have managed the daughter studied at the hotel school in France.

After being discharged from prison, he was forced not to do in the politic but on the other hand he was not disturbed in the hotel business. He had seen the potential of tourism industry after the country was partially opened by the Military Government. U Ohn Maung put his all concentration in Hotel business which believed another kind of politic by creating jobs and doing something good about the region with the possible capacity that he possessed. With the progress of the business, he started developing the region as what he believe was politically right for the people.



Nursery Schools and Orphanages



U Ohn Maung build a nursery school in Nyaung Shwe, then the orphanage in Main Thauk village for boy and girls, nursery school in the same village around 1999-2000



Wooden bridge connected between Main Tauk Land and Lake village,
sponsored by Tony Wheeler and organized by U Ohn Maung



Fully Equipped 40-bedded Hospital, Ywama village

Till now there are 6 nursery schools, 3 clinics, 1 dispensary, 3 Orphanages, 40-bedded fully equipped hospital which includes Operation Theater, X-rays Room, Dental facility and etc in and around Inle area thanks to U Ohn Maung.



Dental Care to the Orphanages by UK Dentists

Very recently a group of dentists from the UK came over Inle region and helped to check all the dental health of Orphanages in Aye Thar Yar and Ywama village.





New Projects are going on



Yin Myo Su, Anther Heritage House and Sustainable Works around Inle

Yin Myo Su is the daughter of U Ohn Maung who is currently managing the Inle Princess Resort and being the daughter of U Ohn Maung and he is very much alike not only in appearance but as well on the spirit in volunteerism and charity works.

Misu has been working together with CERS, China Exploration and Research Society in the projects of reintroducing and reproducing the native “Burmese Cats” in Myanmar which slowly disappearing in the country. The project started at IPR and now about 40 Burmese cats are residing at the Anther Heritage House happily.



Inthar Heritage House (IHH)



Burmese cat preservation

- IHH in short, the Inthar Heritage House was the creation of Misu paying back the gratitude of her late grandparents who help raised her
- She built exactly the same style of Inthar Traditional House at IHH which is not only for the cats but also to keep the former belongings of Grandparents to display in the house and to let the foreigners see how the typical traditional Inthar house looks like.



- IHH is full of activities with training center, a small aquarium, organic farming and pesticide free tomato demonstration plant.
- Together with this, lake water quality monitoring is also being conducted once a month in order to check the water degradation of water quality.
- All the information from the on-going projects will be displayed at the IHH for the community in the future.
- IHH will further be a community knowledge center where the students from the region, the farmers from the lake, villagers from the lake, local visitors can visit and learn what IHH