



ASEAN CENTRE  
FOR BIODIVERSITY



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**KFW**



Convention on  
Biological Diversity



**SwedBio**  
A group within the Swedish Biodiversity Centre



# 6<sup>th</sup> ASEAN Heritage Parks Conference

**Sustainability and Innovation for Parks and People**  
***Celebrating 35 Years of ASEAN Heritage Parks***

21–24 October 2019 | Pakse, Lao PDR



## PARALLEL SESSION 4

# BUSINESS AND BIODIVERSITY

- Community-based tourism has a huge potential in generating income for communities and local stakeholders, while at the same time protecting and conserving flora and fauna in the protected areas.
- It assures more inclusion of stakeholders in the conservation of the protected area.
- There are impacts in ecotourism, but when communities are engaged, these impacts will be managed better.
- Community, park management and private sector collaboration will lead to creation of more effective and efficient promotion and marketing. There is also a need for community empowerment, consumer education and effective communication and public awareness campaigns.





PARALLEL SESSION 4

# BUSINESS AND BIODIVERSITY

- High-end tourism can work hand-in-hand with community-based tourism and ecotourism. The models being practiced by Minor Hotels, combining other effective area-based conservation measures with high-end tourism, and their 5-year plan of “Every Non-Urban Resort to Support at least one long-term Conservation project”, are good examples of how the private sector combine business with conservation thrusts.



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- The impacts on natural capital create both costs and benefits not only for the business, but also for society.
- There is limited awareness in the ASEAN region on how businesses affect natural capital while at the same time they depend on it, and how impacts on natural capital create both costs and benefits for business and society.
- There are several opportunities for new products from sustainable natural capital, which at the same time involves small and medium-scale enterprises:
  - Organic agriculture
  - Ecotourism
  - Herbal products



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- The activities conducted in parks that respond to corporate social responsibility addresses not just involvement of communities, but highlights sustainability.
- There is a need for regional legal frameworks to be established both at national level and at regional ASEAN level for ecotourism. This is an opportunity for ASEAN Member States to further collaborate and continue cooperation, translating these experiences into a regional policy framework.



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