JOURNEY THROUGH A SEA OF ISLANDS:
A REVIEW OF FOREST TOURISM IN MICRONESIA

Institute of Pacific Islands Forestry
U.S.D.A. Forest Service
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A REVIEW OF FOREST TOURISM IN MICRONESIA

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EXECUTIVE SUMMARY - FINDINGS AND RECOMMENDATIONS

The USDA-Forest Service Tropical Forestry Program, in an effort to promote the protection and sustainable use of rainforest and mangrove environments in Micronesia, reviewed the opportunities for low-impact tourism on six islands during the summer of 1993. Saipan, Rota, Guam, Palau, Pohnpei, and Kosrae were examined, but the results of this study should be applicable to other islands as well. The long term goal is to develop forest-based ecotourism in Micronesia to improve visitor satisfaction and increase the length of stay, and thus demonstrate the economic value of intact rainforests and mangroves.

This report defines the various aspects of ecotourism, including who ecotourists are and what they want, and examines the interrelationships between tourism and forests on small islands. It then reviews the nature of the tourism market in Micronesia, including general preferences of Asian and non-Asian tourists, and carefully considers Japan’s potential as a primary target market. The second half of the report summarizes each island visited, discusses areas of possible tourism assistance, and identifies 57 possible pilot projects and 31 potential ecotourism partners.

FINDING #1: All six islands visited are aware of ecotourism, currently have some type of ecotourism product, are interested in expanding low-impact tourism programs, and have potential for forest-based tourism. Although the forest resource base will rarely be the primary attraction, rainforests and mangroves have great potential to contribute to special interest tourism and to the "critical mass" of visitor opportunities that attract and hold conventional tourists.

** Implement pilot projects to demonstrate the potential of forests as tourism attractions.

** Use forest-based tourism to diversify tourism programs and avoid over dependence on a single attraction or market segment, such as dive tourism or Japan.

** Conduct more island tourism assessments focusing on rainforests and mangroves.

** Remember that ecotourism is not a cure-all. Even "low-impact" tourism can degrade the cultural and natural environment.

** Consider a regional strategy to attract visitors to Micronesia as a major destination area, rather than to individual islands.

FINDING #2: Rainforests and mangroves are important components of a quality tourism experience, but are perhaps the least appreciated. They have greater economic value than is often realized by decisionmakers. Quantification of this value is difficult, but some studies suggest significant dollar values.
FINDING #5: Rapid economic and social changes in Asia will create a series of "tourism tsunamis" that will wash over Pacific island countries in the next two decades. Much of this will focus on forest-based nature and cultural tourism destinations little affected by western culture.

** Undertake detailed island assessments to identify forest-based tourism opportunities.

** Apply the principles of low-impact, sustainable tourism (ecotourism) to all tourism programs, even conventional, mass-tourism.

** Consider the "big picture" when planning forest-based tourism programs. Think of cultural and natural systems and connections between the parts rather than just the individual elements. For example, show cultural and historical relationships between islands, the importance of mangroves to reef ecosystems, and the role of traditional agroforestry throughout the Pacific.

** Develop local and regional partnerships, with the support and participation of local communities.

** For a preview of future developments in the Asian market, keep an eye on what happens in Australia. Australia is currently experiencing the first wave of Asian tourism and is rapidly developing very sophisticated marketing information and strategies that can be helpful for Micronesia.

FINDING #6: There is little emphasis on interpretive planning and little understanding of the difference between interpretation and information.

** Do more than simply provide information to visitors. Develop interpretive plans for all major tourism projects to interpret your island's resources and tell your story.

** Always identify the objectives first --what you want people to do with the information-- before deciding how to deliver that information (brochure, sign, etc.)

** Turn negatives into positives.

** See your island through "beginners eyes."

FINDING #7: Visitor Information Services is an important element of tourism and needs more emphasis.

** Update and expand island map/guides to include forest attractions.

** Develop special brochures for forest-based tourism using desktop PC publishing technology.

** Design signs that fit the local setting.

** Provide technical assistance to existing and planned visitor centers.
** Develop a marketing promotion strategy that fits your island: high volume/low demand, low volume/high demand, or low volume/low demand.

** Develop add-on forest adventure programs for the dive market.
INTRODUCTION

Objectives and Methodology

The Forest Service is interested in exploring ways to promote the protection and sustainable use of forest environments in Micronesia through low-impact tourism. By increasing visitor satisfaction, length of stay and economic benefits, we hope to demonstrate the value of intact rainforests and mangroves. The primary target market is Japan, but other Asian and non-Asian markets are also examined.

Six study areas were selected based on the level of local interest, the potential for forest-based tourism, and representation of the widest range of challenges and opportunities. However, this does not mean that the islands not selected do not have significant potential for forest-based tourism. While this report focuses on these six initial areas, we hope that this sample is representative of Micronesia and that other islands will find its recommendations useful.

Saipan, Rota, Guam, Palau, Pohnpei, and Kosrae were visited (in that order) between August 15 and September 3, 1993. Except for Guam, which I visited for only one day, 3 to 4 days were spent on each island interviewing officials and visiting as many forest-based tourism opportunities as possible. Although the time on-island was limited, the quality of the visits was enhanced by intensive pre-field research and preparation and the invaluable assistance of local forestry and tourism experts. Only one day was devoted to Guam because I was familiar with the island, having spent 3 weeks there conducting a land-use study of excess military lands in 1990 (Wylie and Madsen 1991).

Prior to visiting Micronesia, 10 days were spent in Australia consulting with experts on ecotourism in the Asia-Pacific region, studying Japanese tourism patterns in the Cairns area, and identifying the range of forest-based tourism opportunities in the Wet Tropics World Heritage Area of Northern Queensland.

Pilot Projects and Assistance Programs in Forest Tourism

A wide range of projects have been identified that can assist forest-based tourism in Micronesia. These are listed by island and described in detail in Appendix A. They are also summarized in Table 2. Because similar projects are proposed for several islands, they are also discussed collectively by program categories. Individual projects are sometimes mentioned more than once if they fall within two or more general categories.

These proposals are primarily based on discussions with various officials and knowledgeable individuals involved with forestry and tourism on each island visited and secondarily on published tourism plans and reports. The list of projects is not exhaustive and many other good ideas can and should be considered. Also, it is not expected that these recommendations will be implemented exactly as shown or that they can only be accomplished with the assistance of the U.S. Forest Service. It is more like a menu of opportunities and ideas and a starting point for further discussion, not a fixed set of recommendations.

Considerable local review and involvement will be needed before projects are selected and implemented.
ECOTOURISM AND ECOTOURISTS

What is Ecotourism?

Ecotourism is like a multi-faceted jewel: everyone sees it from a slightly different angle. As a result, it reflects many different perspectives and interests. There are many definitions for "ecotourism" and the concept continues to evolve rapidly. In the early 1980s, it began as a very limited form of low-impact travel to undisturbed areas promoted primarily by environmental organizations as a tool for conservation in Third-world countries.

Growing environmental awareness coupled with increased interest in special interest travel led to an explosion of "ecotours" in the late 1980s as an alternative to conventional mass-tourism. The importance of local cultures and their integral relationship with the environment was also recognized and learning about the natural and cultural history of an area became a central element of ecotourism.

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**ECOTOURISM:** Environmentally responsible travel to experience the natural areas and culture of a region while promoting conservation and economically contributing to local communities.

(Adventure Travel Society)

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As the popularity of "alternative" or special interest tourism increased, ecotourism became a powerful marketing tool to sell just about any kind of outdoor travel experience. As damage to sensitive areas and species began to occur, conservationists and managers became concerned that people were loving areas to death. The environmental and economic sustainability of all forms of environmental tourism was called into question, and ecotourism became the focal point for discussions about the relationship between tourism and the environment.

For good discussions of definitions and the critical issues in developing ecotourism in the Pacific, refer to Young (1992) and Valentine (1993).

The Dimensions of Ecotourism

Today, there are many dimensions to ecotourism. Like the blind men and the elephant, we each have our small part of this very strange and complicated subject. It can be seen as an ACTIVITY, tourism based primarily on experiencing natural and cultural resources; a BUSINESS that provides information and services to various customers, including tours, conferences, and consulting; a PHILOSOPHY of respect for the land, people, and cultures; a STRATEGY of using responsible tourism as a tool for conservation and economic development (profits and preservation...the "double bottom-line"); a MARKETING DEVICE for promoting hard or soft "green" tourism products; a convenient HANDLE for a cumbersome package of related tourism concepts, such as responsible or ethical travel, low-impact tourism, educational travel, endemic tourism, heritage tourism, etc.; a SYMBOL of the debate about the relationship between...
A New Model for Ecotourism

Some insist on a very narrow definition of ecotourism as the opposite of mass-tourism (good versus bad). Others see it and mass tourism as the opposite ends of the same spectrum, which leaves the door open for the "greening" of conventional tourism through a broader application of the principles of ecotourism. Alternatively, ecotourism and conventional mass-tourism could be viewed as integral elements of the total tourism system; individual travelers need the infrastructure of mass tourism at times and may also participate in ecotourism activities.

For example, consider that even the hardcore ecotourist is a mass tourist when flying on a jumbo jet, and a mass tourist visiting Waikiki can rent a surfboard (a local invention) from a small, local vendor and have an authentic Hawaiian, low-impact experience away from the beach crowds. The point is we are all "mass" and "eco" tourists to some degree at different times. The key is to understand the various motivations, behaviors, impacts, and benefits that occur, how they interrelate, and how they change through time and space.

The "Greening" of Conventional Tourism

Conventional tourism is commonly considered the opposite of ecotourism, but it does not have to be. Instead of contrasting alternative and mass tourism, policy makers concerned with tourism development should strive to make the conventional more sustainable. Although ecotourism can bring substantial benefits on a local level, changes to reform tourism practices in the world of conventional tourism may bring more significant benefits on a global level (Jarvie 1993:54). It is perhaps fitting that Hawaii, as the cradle of destination resort tourism, is now playing an important role in the development of ecologically responsible mainstream tourism.

** The Otani Kaimana Beach Hotel on Oahu, sponsors responsible use and trash clean-up of Diamond Head, demonstrating that it is possible to achieve ecotourism goals through mass tourism (Liu 1991).

** The Ka’anapali Beach Hotel on Maui has Project Po’okela (Hawaiian for "excellence"), a cultural sensitivity training program developed by Dr. George Kanahele (ibid.)

** The Kawela Bay Resort, on Oahu, built a community park for public access to the beach, reduced bay turbidity by restoring Kawela Stream to its original alignment, protected the marine life in the bay through a proposed marine reserve, and preserved an adjacent wetland by fencing out dogs and cats and incorporating a portion of it into a golf course (Oda 1992).

** The Lodge at Loele reflects the strong architectural and multi-cultural traditions of Lanai in its buildings, landscaping, and cuisine. Many local artists, performers, and craftsmen find an outlet for their talents at the Lodge (ibid.).

For a description of other environmentally responsible travel industry programs involving major hotel chains, airlines, attractions, and other travel-related businesses in the U.S.A., refer to the report on Tourism and the Environment prepared by the Travel Industry Association of America (TIA 1992).
** Any form of tourism, even hardcore ecotourism, can produce negative impacts. "Taking only pictures and leaving only footprints" sounds good, but too much picture-taking and hiking can damage sensitive areas.

** Pristine areas pioneered by ecotourists can quickly evolve into more conventional tourism destinations. It is often impossible to say "no" to tourism dollars once they begin to flow.

** Ecotourists can be very demanding. They expect high-quality information and intact environments and dislike crowding. A few bad experiences and they will quickly abandon an area.

** Ecotourism will not attract large volumes of visitors.

** Ecotourism, to be sustainable, must be based on solid business principles. It must be "more than a conservation problem looking for an ecotourism solution" (Lees 1992:61).

** In some areas of the Pacific, the resource base for ecotourism is limited. There are very few examples in Micronesia where ecotourism values are the primary attraction (Valentine and Wylie 1993).

** Western concepts of "parks," and related forms of protected areas which attract ecotourists, may not fit the traditional land ownership or semi-subsistence societies of Pacific island nations (Helu-Thaman 1992).

** Western concepts of "business," based on capitalist principles, may conflict with traditional Pacific Island cultures in which business relationships are based on community ties, solidarity, and reciprocity (Young 1992).

** Ecotourism is a complicated subject involving many specialized niche markets, and there are very few well-documented case-studies of successful ecotourism programs.
THE VALUE OF FOREST ECOTOURISM

Few would argue the importance of tourism to local economies, especially on small islands. But seldom do we consider what forests contribute to all forms of conventional tourism, and even less understood is the scope and importance of specialized forms of forest-based tourism. However, these are significant questions for Micronesia.

Rainforests and mangroves are important components of a quality tourism experience, but are perhaps the least appreciated. In fact, they are frequently viewed as an obstruction to conventional tourism development. This is especially true of mangroves, which are commonly used for building materials or are eliminated to create beaches, scenic views, and building sites.

Rainforests and mangroves contribute to all forms of tourism, primarily through their ecological role in the ecosystem, but also for visual quality. They do much more than merely serve as a pretty backdrop, however. They are frequently the primary setting for accommodations, general sightseeing, and specialized recreational experiences.

Ecological and Amenity Values

Intact rainforests and mangroves are the very foundation of the tourism industry in an island ecosystem. "In the Pacific, a high proportion of the best tourism attractions depend for their sustainability upon the maintenance of undamaged primary rainforest with all its characteristic vegetation and wildlife and the functions it serves as regards water management and erosion control. These functions include protection of coral reef and lagoon ecosystems which for purposes of high quality tourism, as well for their fishery and 'development bank' values, would be destroyed by logging or other major land clearing activity" (Firth and Darby 1989:1-2).

While this ecological relationship may be understood, a major problem is the difficulty of identifying forest values when a product, such as tourism, is associated with the forest but cannot be as easily measured as a traditional forest product like timber. This is the difference between "hard" commodity and "soft" amenity values. A common example is a resort that is adjacent to or surrounded by forests, where this proximity or setting is a key attraction and is prominently used in marketing and in the architecture of the resort. Excellent illustrations of this close relationship are the Village Hotel in Pohnpei and the Pathways Hotel in Yap, where the forest setting is an integral part of the experience. If the forest is altered, tourists would not come or they would certainly not pay the same price.

Primary versus Secondary Forest Ecotourism

We can distinguish between ecotourism for which forests are the primary draw and ecotourism for which forests are a secondary activity. Primarily forest-based ecotourism would require some very special feature which could overcome the cost and distance inherent in Micronesia tourism. Although many dive destinations have the special features and quality to be a primary draw, few tropical rainforests and mangroves do. It is therefore more important to
islands were mentioned as ecosystems of particular interest by 79% of operators (Yee 1992).

**Melanesia and Polynesia.** 50-80% of all tourists to Melanesia and Polynesia mentioned the natural environment was one of the principal attractions of the host country (Kudu 1992).

Survey of Forest Tourism in Micronesia

A more direct measure of the value of forest tourism is the estimated annual (gross) earnings of existing special interest tourism programs in Micronesia that focus on forest-based experiences. A sample of six operators reveals the following range:

**Mangrove canoe tours, Kosrae - $6,000.**
**Educational camp, Rota - $27,000-$36,000.**
**University field school, Palau - $32,400.**
**Nature and historic tours, Guam - $180,000.**
**Jungle tours, Saipan - $182,500.**
**Various nature tours, Pohnpei - $273,000.**

These estimates are based on interviews with tour operators. Collectively they conservatively gross over $700,000 per year, with modest (or zero) capital investment. Rainforest and mangrove environments are essential elements in these commercial activities. And although the economic benefits to the local economy vary depending on different rates of leakage, in most cases they should be higher than conventional tourism operations because of the low overheads and high levels of local ownership.

Forest Tourism Products

Another perspective can be gained through an examination of the kinds of individual forest tourism opportunities currently available in Micronesia. The following examples are from a quick survey undertaken by the author between August 15 and September 3, 1993 and reported by Valentine and Wylie (1993). This shows the range of activities and daily fees or trip prices, as indicated in tour brochures.

(next page)
Non-Economic Benefits

Although more difficult to measure, there are other potential advantages of forest-based ecotourism which, in some cases, may outweigh the direct economic benefits. Generally, these are not delivered through conventional tourism and benefit much more than just the island’s economy.

** Island ecology is enhanced through environmental education and conservation of forest resources.
** Local culture is preserved, revitalized, and appreciated.
** Local people receive enhanced recreational opportunities and develop pride.
** Visitors have natural, authentic experiences and learn about the island.
** Forestry programs receive positive public exposure and support.
** NGOs receive exposure and volunteers and promote environmental ethics.
TOURISM MARKET ANALYSIS FOR MICRONESIA

Micronesia is much too large and diverse to deal with as a single unit, and I do not have all the expertise or the data needed to properly analyze this market. However, I can sketch the general outlines of this complex subject, identify some of the key issues and trends, examine general preferences of Asian tourists, and extrapolate from market segmentation studies in Australia to suggest possible target markets for Micronesia. The Japanese market is touched upon briefly here and in more detail in a later section.

The Regional Context

The proper context for examining Micronesia tourism is the East Asia-Pacific Region, which consists of three sub-areas, each with its own market conditions and linkages. Information from the World Tourism Organization (WTO 1993) indicate that these sub-areas principally attract visitors from different sets of countries inside and outside the region. For example:

**NE Asia (Japan, Korea, China)**
Tourists from Japan, Taiwan, Europe, and the U.S.A.

**SE Asia (Indonesia, Philippines, Thailand, Singapore, Malaysia)**
Visitors from Europe, Japan, Hong Kong, Taiwan and Singapore.

**Oceania (Australia, New Zealand, Melanesia, Polynesia, Micronesia)**
Travelers to and from Australia, New Zealand and from Europe and Japan

In 1992 nearly 30 million people visited East Asia and the Pacific from just eight countries. By far the most came from Japan, followed by Singapore, Taiwan, U.S.A., Hong Kong, Australia, Korea, and Germany. Interestingly, this region is the second most important destination after the Americas for German tourists (see Table 1). The region received 68 million visitors in 1993, up from 58 million in 1992, an impressive 12% increase. This was the largest annual increase of any region world-wide (WTO 1994).

Outbound travel from each of the countries in this region is affected by different local conditions and trends, such as size and growth of the population, percent of the population who travel, and economic development. Each country's stage in the development of its outbound travel market is one of the principal factors that affects the numbers of intra-regional travelers now and in the future. New Zealand and Australia are considered to be mature markets, with rates expected to be relatively stable. On the other hand, Singapore, Hong Kong, Taiwan, and Malaysia are developing markets; Korea, Thailand, and the Philippines are emerging markets; and Indonesia and India are in the embryonic stage. The "sleeping giants" are India, Indonesia, and China (Baldwin and Brodess 1993).

Indonesia, especially, deserves close attention in the future. It has the world's 4th largest population (184 million), an average economic growth rate of almost 7% annually since 1967, and economic improvements which have created a "massive holiday market" (Bramwell and Lane 1993). Strong intra-regional travel from China is also anticipated and by 2010 it could be larger than the either the Japanese or U.S. outbound markets (WTO data and ATC 1993). Of the
** Economic growth of the Pacific Rim and SE Asia
** Intensive and successful marketing and promotional efforts
** Expansion of international gateways and increased flights
** Modernization and expansion of tourism infrastructure
** Increase in discretionary income in newly industrialized countries
** Increased level of travel by Asian countries with large populations
** The growing interest in ecotourism and cultural tourism and destinations little affected by western culture
** Growing interest in the Pacific as a tourism destination and economic entity
** The growth of tourism in Guam and the desire for some of these visitors for add-on experiences
** Worsening environmental conditions in many Asian countries makes Micronesia look like paradise
** Important ethnic ties between countries
** More frequent short-haul flights
** Airport congestion and insufficient air seat capacity
** Slowdown of the Japanese economy
** Political instability in some countries
** Natural disasters in some tourism destinations
** Increased competition among countries within the region.

Preferences of Asian Travelers

Generally speaking, sightseeing and resort holidays are the top preferences for Asian tourists, whose "dream vacation" destinations include Australia, New Zealand and the Pacific Islands. The most popular types of sightseeing is touring natural/scenic locations, followed by historical sites and experiencing cultural attractions. Theme parks also have moderate appeal. However, active sporting holidays are not popular with Asian tourists and the shopping oriented trip is gradually declining (Baldwin and Brodess 1993:13-14).

The popularity of Australia as a destination is suggestive of the type of experience preferred by Asian travelers. The Australian Tourist Commission expects Asia will overtake Japan as the major source of tourists to Australia in 1994 and predicts 1.8 million non-Japanese Asian visitors annually by the year 2000 (Australian Tourist Commission).

As with most generalizations, however, there are numerous exceptions and differences between countries that can only be seen when examined in finer detail.

Australian Market Segmentation Studies

Detailed market segmentation studies conducted by the Australian Tourist Commission can suggest the types of travelers who might be interested in traveling to Micronesia (ATC 1993). These data are based on interviews and focus group discussions with long haul travelers and potential travelers, as well as surveys of households and markets within each country. Because they measure general attitudes about travel to competitive destinations rather than focusing on only those who actually visit Australia, these studies are applicable to other areas.
** Professional/Management **
** Single, no children **
** Slightly above average household income **

"See Australia"
** Age 35+ **
** 50% males, 50% females **
** Secondary school or less **
** Above average household income **
** Married with children **

Selected Elements
** Rainforests **
** Native peoples **
** Big nature **
** Bugs and insects **

HONG KONG. This is considered a tough market complicated by the imminent political turnover (1997). The most popular destination in Oceania for Hong Kong tourists in 1992 was Guam (WTO 1993). There is only one potential Hong Kong market segment in Australia that might fit Micronesia.

"Experience Australia"
** Age 18-34 **
** 50% males, 50% females **
** Technical or university **
** Below average household income **
** Single, no children **
and single with children **

Key Elements
** Rainforest **
** Native culture **
** Unusual wildlife **
** Local history **
** Meet locals **
** See natural wonders **
** Visit small towns **

INDONESIA. This is a giant of a sleeper market that has yet to be defined. Experienced, repeat travelers in their late 30s and 40s (primarily men) are currently the most important segment of the leisure market, although the younger market is expected to see high growth in the future (Baldwin and Brodess 1993:15). There is only one potential Indonesian market segment in Australia that might fit Micronesia.

"Wide-Open Country"
** Age 18-34 **
** More males (59%) **
** High school or less **
** Professional **
** Single, no children **
** Average income **

Selected Elements
** Native peoples **
** Unique activities **
** Unspoiled scenery **
** Daring and adventurous **
** See natural wonders **
** Unusual wildlife **
** Hiking, camping, trekking **
** Bicycling, horseback riding **
** Relaxed, quiet atmosphere **

KOREA. Together with Taiwan, this will be Australia's biggest market by 2000, with good opportunities for honeymoon and special interest segments (golf, diving, farm-stay.) The most popular destinations in Oceania for Korean tourists in Oceania in 1992 were the Northern Marianas and Guam (WTO 1993). There is only one potential Korean market segment in Australia that might fit Micronesia.
(5%), and Business (5%) (Pegoraro 1992:68). A more detailed analysis of Japanese market is included in the following section.

At the national level, the ACT report identified two market segments that may be suitable matches for Micronesia.

**Experience Australia**
- **Age 18-34**
- **Males 56% and Young Office Ladies**
- **Some completed university (57%)**
- **Single and married with children**
- **Slightly below average household income**

**Selected Elements**
- Native culture
- Unspoiled scenery
- Unusual wildlife
- Meet some locals
- Friendly people
- See alligators

**See Australia**
- **Age 35-54**
- **Mostly males (80%)**
- **University graduates**
- **Below average household income**
- **Married with children**

**Selected Elements**
- Interesting small towns
- Native people
- Rainforests
- Visit farm or orchard
- Unspoiled scenery
- Natural wonders

**Foreign Lands**
- **Age 18-39**
- **More males (60%)**
- **University graduates (60%)**
- **Singles (60%) and couples with no children**
- **Below average household incomes**

**Selected Elements**
- Unspoiled scenery
- Natural wonders
- Far away
- Native peoples
- Rainforests
- Unique wildlife
- "Danger"
- Meet some locals

**Geographic Target Markets for Micronesia**

Extrapolating from the information above, several possible target markets for Micronesia can be identified. Primary markets, which can be tapped immediately throughout the region, are Japan and the U.S.A. Secondary target markets with significant potential throughout Micronesia are Korea, Taiwan, Germany and perhaps the Philippines. Australia may be a secondary target market with considerable potential for growth in the FSM and Palau.

**Japan.** Japan has the highest number of tourists traveling within the East Asia-Pacific region (9,244,000 in 1992), and although very few of these travelers currently reach the smaller island destinations, the size of this outbound market and its proximity to Micronesia cannot be ignored. With increases of nearly 11% annually, the growth of the Japanese outbound travel market exceeds that of the U.S.A., France, Germany, and the U.K. (WTO 1994). Efforts should be made to attract some of the 656,000 Japanese who overfly Micronesia on their
** Teachers (rainforest and cultural education)
** Adventure (sea kayaking)

Service/Product Target Markets

These are special interest tours that focus on one or more particular service or product area, including:

** Diving (Scuba and snorkeling)
** Hobby (birding, painting, photography, archeology)
** Fishing (and fish-watching)
** World War II history
** Technical tours (business or professional subjects)
** Conference/Workshops

Low Volume/High Value Niche Market

This is a very specialized niche that offers custom-made "adventures of a lifetime" for an individual or small group at a very high price. These are characterized by an emphasis on high quality, individualized attention, authenticity, and an intensive, professionally-controlled interaction with special features of the natural and cultural environment. They can be combinations of hard and soft adventure, four-star hotels and backcountry camping, being pampered and being pushed beyond personal limits. This type of market niche has been successful in Africa and Tibet, with prices in the $8,000-$12,000 range (Malcolm Lillywhite, personal communication). In Micronesia, there are many world-class opportunities that could be developed and connected to provide low volume/high value tours. Potential tour attractions include:

** Diving/snorkeling
** Jellyfish Lake
** Japanese WWII history
** Hiking and swimming in waterfalls
** Forest folk experts
** Rare plants and animals
** Flightseeing from airplanes
** Sea kayaking and mangrove canoeing
** Cultural events, dances, feasts
** Traditional villages
** Ancient cities of Nan Madol and Leluh

Professional documentation of the trip with film and video cameras can add an important dimension to the experience and help justify the high cost. This extends the benefits and increases the status of the participants by allowing them to share the "trophy memories" with others upon their return home. Another opportunity to capture these activities might be to develop special souvenirs that commemorate specific activities or places, such as commissioning a Palauan storyboard that shows each major event of the trip.

Another potential element of low volume/high value trips can be voluntary donations of time, expertise, or money by the participants to some local project. Examples might include sponsoring or contributing to a special
<table>
<thead>
<tr>
<th>COUNTRY OF ORIGIN</th>
<th>TOTAL ARRIVALS (regional ranking)</th>
<th>POPULAR OCEANIA DESTINATIONS (numbers and ranking)</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1,972,000 (6th)</td>
<td>New Zealand 352,000 (2nd)</td>
<td>Small population and mature outbound market. Possible primary target market for southern Micronesia.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fiji 88,000 (5th)</td>
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<td></td>
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<td>Vanuatu 24,000 (12th)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>New Caledonia 17,000 (17th)</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>1,238,000 (8th)</td>
<td>Australia 83,000 (5th)</td>
<td>East Asia and the Pacific is the second most important destination after the Americas. Possible primary target market for Micronesia.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fr. Polynesia 8,000 (8th)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Samoa 2,000 (15th)</td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>2,486,000 (5th)</td>
<td>Guam 3,000 (10th)</td>
<td>Developing outbound market. Possible secondary target market for Micronesia.</td>
</tr>
<tr>
<td>Japan</td>
<td>9,244,000 (1st)</td>
<td>Australia 656,000 (6th)</td>
<td>Australia is the fastest growing destination for Japanese tourists (23%). Excellent primary target market for Micronesia.</td>
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<tr>
<td></td>
<td></td>
<td>Guam 644,000 (7th)</td>
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<tr>
<td></td>
<td></td>
<td>Fiji 31,000 (14th)</td>
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<tr>
<td></td>
<td></td>
<td>New Caledonia 26,000 (15th)</td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td>1,909,000 (7th)</td>
<td>CNMI 21,000 (7th)</td>
<td>Guam dropped from 8th most popular Korean destination in 1980. Emerging outbound market. Good secondary target market for Micronesia.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guam 19,000 (10th)</td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td>5,063,000 (2nd)</td>
<td>New Zealand 20,000 (10th)</td>
<td>Offers great potential in the region. Developing outbound market. Possible secondary target market for Micronesia.</td>
</tr>
<tr>
<td>Taiwan</td>
<td>4,038,000 (3rd)</td>
<td>Australia 7,000 (10th)</td>
<td>Developing outbound market. Rapid growth expected. Good secondary target market for Micronesia.</td>
</tr>
<tr>
<td>U.S.A.</td>
<td>3,913,000 (4th)</td>
<td>Australia 295,000 (5th)</td>
<td>Australia is one of the fastest growing markets for U.S. travelers. Excellent primary target market for Micronesia.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Zealand 139,000 (9th)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Guam 52,000 (14th)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Fr. Polynesia 38,000 (15th)</td>
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</tbody>
</table>
Japanese Culture and History

In order to understanding the Japanese travel market, it is important to recognize the cultural and historical context of Japanese travel behavior. There are two main aspects that characterize Japanese history: thousands of years of cultural continuity and the ability to adapt elements of foreign cultures to improve Japanese living standards. This has produced a very homogeneous but multi-layered culture made up of a rich mixture of foreign and native elements (Pegoraro 1992). However, modern Japanese had relatively little exposure to different races, cultures, and languages until they began to travel internationally in the 1960s and 70s.

Historical Constraints. Much of contemporary Japanese tourist behavior may be due to historical constraints on travel inside and outside Japan. In 17th century Japan, travel was restricted by the government as a way to prevent the spread of guns and Christianity. The only way for ordinary people to travel was to undertake a pilgrimage to a Shinto shrine or Buddhist temple. Observing strict religious rules during travel and worship, once released from these obligations the happy pilgrims would "make merry" and purchase souvenirs for their friends and families. This may be the origin of mass tourism in Japan (Yoshida 1992).

Beginning with their involvement in China, Japan had a wartime economy from 1932 to 1945, which limited overseas travel to those few who were either wealthy or well-connected to the government. The national priority during this time was on conservation of foreign currency for military build-up, leaving little foreign exchange for international travel. After Japan’s defeat in 1945, overseas travel was limited by the government until 1964 (Tamamura 1992).

Colonial Connections. Japanese colonial expansion in the Western Pacific in the period between WWI and WWII established many cultural ties that remain today. Many of the older generation in the Northern Marianas, Pohnpei and Palau speak Japanese and most Japanese have some knowledge of these previous Japanese colonies.

Bonus Pay. Runaway inflation after WWII prompted the government to establish a semi-annual bonus for all employees to cover living expenses. Even after inflation subsided, this practice was continued and today these bonuses amount to 5-6 months pay. This discretionary income, received in June and December, funds a significant portion of Japanese travel, especially among single women who live at home and have relatively low living expenses (ibid.).

The Ten Million Plan and Beyond. With the rising value of the yen and dramatic increases in exports during the late 1980s, the Japanese government realized that the expenditures of Japanese travelers abroad were an important means to correct imbalances in foreign trade. The government then initiated its "Ten Million" plan in 1987 to increase the number of overseas Japanese travelers from 5.5 million in 1986 to 10 million by 1991, a target which was met and exceeded in 1990. Incentives included doubling the customs duty-free limits on individual purchases and liberalizing corporate deductions on travel (ibid.). This phenomenal increase in outbound travel shows no signs of abating. An
**Safety.** Japanese tourists can either be overly concerned for their personal safety or not concerned enough. Increasingly, Japanese tourists find themselves the victim of crime when abroad due to carelessness stemming from their high sense of security at home. Fear of travel is one reason for the phenomenal growth of elaborate theme parks in Japan that feature international attractions "for nervous Japanese who would love the reality of foreign travel but haven't the time, or the money -- or, especially, the courage" (Sydney Morning Herald).

**Familiar Japanese foods.** Many Japanese travelers prefer familiar foods and Japanese brands. However, it would be better to avoid offering Japanese food if it cannot be prepared and presented correctly. Tea stops are also important.

**Group travel.** Group behavior is the cultural norm. Japanese children learn to travel in groups for school field trips and almost all Japanese travel is handled through travel agencies in Japan, which emphasize packaged, group tours.

**Language barrier.** Many Japanese, especially older individuals, have had very little experience with foreign languages and feel insecure about their ability to communicate. This may be more perceived than real, but it contributes to a preference for group travel with an interpreter. Japanese guidebooks, menus, and hotel service information is important.

**Personal cleanliness/hygiene.** Japanese bathe or shower daily and are reluctant to engage in activities that will get them dirty unless they know they can clean up afterwards. Odors may be especially offensive. Clean dining and toilet facilities are important. Separate beds are the norm, even for married couples.

**High standards of service.** Japanese travelers are paying to have everything taken care of for them, so they expect service to be prompt, efficient and friendly, with great attention to detail. If the food is Japanese, it must be perfectly prepared and presented. Since all services are usually paid for up front, tipping is not considered necessary.

**Highly structured activities.** Japanese society is highly organized and operates very efficiently. This is reflected in tourism activities and time schedules that are highly structured and provide the most activities possible. As time and money are limited quantities, Japanese tourists expect maximum value for their investment through a well organized schedule. At its extreme, this may appear to be an extremely tight, unbending itinerary. Some of this may be due to the fact that the Japanese tourism industry itself is very sophisticated and highly organized, resulting in highly structured, pre-paid tour packages that intentionally leave little room for spending money outside the tour program.

**Ritualized activities.** Formal greetings, special events and ceremonies are common elements of Japanese travel etiquette.

**High information/High education.** Japan is a highly informed and educated society. Forty percent of the population enters college and illiteracy is unknown. It has more newspapers and magazines than any other country and a
3. Honeymooners (6.5%)
4. Working Housewives (18-44, 5.0%)
5. Housewives (18-44, 3.1%)
6. Single Men (18-44, 5.9%)
7. Married Men (16.6%)
8. Middle-aged (45-59, 18.8%)
9. Fullmoon (couples over 45 traveling together, 10.0%)
10. Elderly (over 60, 7.9%)

The first and second most popular destinations for Japanese are Korea and Hawaii. Guam is #11. The total number of Japanese traveling to Oceania (Guam, Australia, Saipan, and New Zealand but not counting Hawaii) surpasses Korea as the #1 destination (see also Table 1). Destinations with the greatest growth since 1987 include mainland USA, France, Australia, and Saipan.

Potential market segments for Micronesia are suggested by those currently visiting or not visiting the following destinations:

<table>
<thead>
<tr>
<th>GUAM</th>
<th>SAIPAN</th>
<th>HAWAII</th>
<th>AUSTRALIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more likely to visit</td>
<td>Much less likely to visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Men, OLI, and Working Housewives</td>
<td>Fullmoon, Middle-aged, Elderly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working Housewives, OLI, and Married Men</td>
<td>Fullmoon, Middle-aged, Elderly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honeymooners</td>
<td>Middle-aged, Elderly</td>
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</tbody>
</table>

In addition, Students prefer North America, Guam and Saipan and Young Single Working Women and Married Women prefer Hawaii. The South Pacific is the least desired destination of all, but of those who do go, Female Students, Single Men, and especially Honeymooner categories are represented by higher than average numbers. High percentages of Married Couples visit Australia/New Zealand (41.4%), South Pacific (34.4%) and Hawaii (32.8%).

How long are they likely to stay? The growing trend toward shorter trips (1-4 days) favors Micronesia because it is closer. Sixty percent of trips last no longer than a week and 75% are 5-14 days long. For Guam/Saipan, 97% of visits are 8 days or less and 46% are 1-4 days. For Australia/New Zealand, 92% are 14 days or less and 54% 8-14 days. Trips to Micronesia might fall somewhere between these two.

When traveling to less expensive destinations such as Guam, Saipan, East Asia, and Southeast Asia, significantly more of the Japanese travel budget is spent shopping. The desire to purchase typical local products is very strong and has increased dramatically since 1987. Demand for folk-art items has dropped since 1987 but is still substantial.

Gender Differences. The differences between travel by Japanese men and women is quite dramatic. Single women start traveling after high school graduation and become a major market segment in their twenties. Their motivation is to travel and experience as much of the world as they can before domestic responsibilities tie them down. Sixty percent of Japanese marry between the ages of 23 and 30 and after age 30 the number of women travelers drop dramatically. Whereas women age 20-29 dominate travel to most overseas destinations, after age 30 men far outnumber women to the same destinations,
Concern for personal health and safety (#4 and #9 combined) would rate #2 overall and could easily become #1 if current trends continue. Concern for health would tend to discourage older Japanese from visiting Micronesia, which is distant from well-equipped hospitals. However, healthy young and middle-aged Japanese could be attracted to Micronesia if the region markets itself as a safe, sanitary destination.

**Societal Trends Affecting Tourism**

Research on Japanese consumer values, lifestyles and behavior conducted by Infoplan, a Tokyo-based market research organization, indicate that Japanese society is in the midst of change (Birt 1992). Some of the trends that could influence Japanese overseas travel include:

**Independence and personal development.** There is a shift from group identity and traditional homogeneity to greater variety in behavior and a quest for individuality, personal development and assertiveness. This could result in a greater demand for independent travel and personalized trips.

**Balanced Life.** There is a shift from an obsession with work to a balanced life. Having fun, leisure time, and quality of life are all becoming as important as work or study. The young, especially women, strongly agree with the statement "The idea of one's life revolving around work is completely archaic." If the Japanese put as much effort into play as they have at work, they could become world-class tourists.

**Artificial Nature.** With less real nature and time and space to enjoy it in Japan, young women especially agree that "Even if artificially created, nature is nature." It is possible that this trend could lead in two different directions: increased travel to theme parks or increased travel to authentic "wide open spaces" unavailable at home.

**Environmentalism.** Japan has decided its major contribution to the world will be environmental protection. As the government's top priority in the 1990s, this may result in technological developments related to "green" travel, as well as increased interest in low-impact ecotours.

**New experiences.** There is a new emphasis on personal experiences such as travel, culture, cooking, and entertaining. Consumers are looking for novel activities, new friends, and products with experiential value. New types of special interest travel can fill this need.
studied by Gallup International in 1989 (Gallup 1992). The Japanese did not rate highest in any of the 26 activities and had the lowest rates in 12, including 4 of the 5 considered most closely associated with ecotourism. Interestingly, however, Japan did rank second highest in participation in mountain climbing.

| SEVEN NATION LEISURE SURVEY - PARTICIPATION RATES |
| ACTIVITY      | RANKED LOWEST | RANKED HIGHEST |
| Cycling       | Japan         | Germany        |
| Mtn Climbing  | France        | U.K.           |
| Camping Out   | Japan         | Canada         |
| Bird Watching | Japan         | France         |
| Hiking        | Japan and U.K. | Germany       |

The "Greening" of the Japanese Travel Industry. There is a shift in the Japanese tourism market in response to growing environmental awareness in Japan. Although the concept of ecotourism is relatively new, some Japanese tour companies make voluntary contributions to conservation organizations and organize clean-up and tree planting projects at home and overseas (Lubeck 1993a). Ten thousand people participate in clean-up projects at 100 selected nature sites in Japan each year and response to these trips is so large that tour operators have to place limits on the number of volunteers they can accept (Lubeck 1992b). In addition, the Japan Association of Travel Agents has established a special Committee for Environmental Protection and a code for environmentally friendly international travel. The Committee is also seeking to establish a foundation for environmental protection and conservation by raising funds from various sectors of the tourism industry and directly from consumers (Noda 1993).

As noted by Laurie Lubeck, the Japanese tourism industry is beginning to pay attention to the rapid growth and profit potential of western style ecotourism. "The relative strength of the yen...the constant media coverage of environment and wildlife, the travel industry's rush to attain a "green" image, and the success of nature travel elsewhere has paved the way for Japanese tourism to diversify to remote new destinations all over the world" (Lubeck 1992a).

Kaoru Sakurado, Director and Secretary-General of the Japan Association of Travel Agents, suggests that the Japanese travel industry would have to make the following changes in strategy in order to market ecotours (Lubeck 1993a):

** Ecotourism products must be studied and improved, not merely based on traditional mass-tourism principles.

** The entire travel industry must develop an increasing variety of ecotour destinations to match the demand.

** Clients must alter their preconception of "civilized lifestyle" and the amenities they are used to.
Center for International Cooperation. At least five other nonprofit groups offer a range and day and overnight ecotours in Japan. These include the World Wide Fund for Nature Japan, Japan Environmental Exchange, Wild Bird Society Japan, Nature Conservation Society Japan, and Nagoya Ecotours (Lubeck 1993d).

Ecotourism in Japan. A cursory examination of tour brochures suggests that the typical nature vacation in Japan emphasizes a good hotel, food, convenient transportation, superficial or first-time experience with nature, recreational/sports entertainment, and photo opportunities. However, in addition to the popular trash clean-up trips mentioned earlier, there are several indicators of the growing interest in ecotours in Japan.

** Friends of the Earth Japan. FoBJ is a non-profit conservation organization that offers ecotrips to "environmental hotspots" around Japan. They travel in small groups, no larger than 15, use the most environmentally friendly mode of transportation possible, and stay in small, locally-owned hotels (Lubeck 1993b).

** The International Adventure Club. The IAC was formed in 1982 for the purpose of "promoting friendship through the shared excitement of exploration and adventure. Its approximately 300 members (40% Japanese and 60% foreign) organize day hikes, weekend trips, and a variety of other outdoor activities, including skiing, windsurfing, cycling, waterskiing, sawanobori (upstream climbing), orienteering, alpine climbing, and technical rock climbing.

** Japan National Trust for Cultural and Natural Heritage Conservation. The Trust is a non-profit organization established in 1968 to involve the public with research and conservation activities ranging from operation of a historic railway, traditional architecture, cultural landscapes, and nature parks and gardens. Members and the general public visit and participate in activities at 25 facilities, over 100 historical buildings, and 7 special areas operated by the Trust throughout Japan.

** Adventure Clubs and Sports Associations. Day hikes, mountain biking, weekend camping trips and other adventure activities are provided through universities and such organizations as the Kansai Ramblers. Sports federations abound throughout Japan, focusing on such activities as horseback riding, alpine hiking, mountaineering, hang gliding, soaring, canoeing, and cycling (Lubeck 1993c, 1993d). An example of one of these is a new mountain biking association with 3,000 members that was formed in 1991 (IRR 1992). A 1993 index prepared by the United States Travel and Tourism Administration lists 22 Japanese travel agencies that specialize in sports travel and 18 that specialize in student travel.

** Japanese Ecotours Overseas. In addition to domestic ecotours, there is a growing number of Japanese organizations that specialize in ecotours overseas.

** The Asia Association. This volunteer organization sponsors conservation trips to overseas destinations.

** The Japan Tree Planting Association. This volunteer organization sponsors tree-planting trips overseas.
travels along a 300-yard long path surfaced with wood chips, with steps and hand rails, and finishes up at a tea station on a well-manicured lawn, with tables and kitchen shaded by a large pavilion (Figures 2 and 3). It is combined with a 30-minute river boat tour (Figure 1). According to the tour guide, the medicinal aspects of rainforests are of special interest to Japanese visitors.

Another example of Japanese-style ecotourism in Australian involves Koalas. The Australian Koala Foundation, Qantas Airways, a Sydney-based tour operator and the Japan Travel Bureau have organized "Save the Koala" tours where Japanese tourists can plant gum trees to provide food and shelter for the animals. Participants learn about Koalas, plant a tree, have their picture taken holding a Koala, have their names etched on to a small metal plate, and are presented with an official certificate. The ceremonial and symbolic aspects are significant parts of the event and tree-planting appeals to Japanese because it evokes strong feelings of growth, fertility and the yearly cycle of nature (Shears 1993).

Areas not receiving Japanese tourists are also revealing. No Japanese were observed at the excellent mangrove boardwalks near the Cairns airport. Of the approximately 300 people who have taken the 4-hour wilderness walk offered by the Daintree Eco Centre in its first year of operation, most were Australian, many were European, and only 5 were Japanese. Even the casual 2-hour river cruise on the Daintree Lady does not attract Japanese tourists because it is "too real," according to the owner/operator.

Japanese Ecotourism in the U.S.A. There is not much information available on Japanese ecotourism in the United States, probably because of the small numbers of Japanese tourists who visit rural America. Of the 3,320,000 Japanese tourists who visited the U.S.A. in 1991, most said they were interested in water sports (41%), followed by National Parks (15%), historical sites (14%), touring the countryside (12%), and visiting museums (12%). Only 3% or fewer were interested in snow skiing, camping/hiking, or hunting/fishing (USTTA 1992).

Japanese ecotourism in Micronesia. Although it represents only a small portion of the Japanese market, there is nonetheless a considerable range of ecotour activities in Micronesia currently being utilized by Japanese tourists. The following list is based on examinations of Japanese language brochures, interviews, and personal observations (This is not an exhaustive listing.)

** Jungle tours by truck (Saipan, Guam, Palau)
** Boy Scout camping (Rota)
** Farm fruit tasting (Rota)
** Zoo (Rota)
** Bird watching/bird sanctuary (Saipan, Rota)
** River jungle cruise (Guam)
** Cultural center (Guam, Pohnpeii)
** Boat trip to Nan Madol archeological site and waterfall swim (Pohnpeii)
** Short walk to Kalabera Cave (Saipan)
** Helicopter scenic tours (Sapian, Guam)
** Scenic tours (Sapian, Guam, Pohnpeii, Kosrae)
** WWII tours (Guam, Kosrae, Palau)
** Mangrove canoe tours (Pohnpeii, Kosrae)
** Mangrove boardwalk (Pohnpeii)
industry, high level of education, growing environmental awareness, increasing leisure time, limited domestic tourism products, and the tremendous growth potential in the numbers of younger Japanese eager to see the world.

Perhaps the most important factor is their ability to integrate foreign ideas into their culture and apply them in new, significant ways. As world-class "paradigm shifters," the Japanese could take the concept of ecotourism, which is relatively unexploited, and do to mass tourism what they did to the electronics industry, revolutionizing the world travel industry with new approaches to marketing, new types of "eco" destinations, and innovations in low-impact tourism technology.

Because of Japan's proximity and historical and economic ties, the Western Pacific is likely to play an important role as a testing ground for new Japanese ecotour products.

A cautionary note is warranted, however. The Japanese market can be fickle and difficult to predict. It is highly structured and very competitive and is sensitive to changes in the cost of aviation fuel, perceived safety, and popular tastes.
Saipan, part of the Commonwealth of the Northern Mariana Islands, is in a unique position. It has a highly developed resort tourism infrastructure that is about half as large as Guam’s but more evenly distributed on a smaller island, yet it still retains a good measure of its natural and cultural character (Figures 13, 14, 15). The result is less crowding, a slower pace, less trash, and excellent road access. It received 472,063 tourists in 1992, mostly from Japan. However, Saipan, and the CNMI as a whole, is seeing increasing numbers from Korea and Taiwan. Visitors from the U.S.A., Australia, and Hong Kong decreased between 1992 and 1993. It has a good balance of Western-style infrastructure and the casual ambiance of Chamorro culture in a tropical setting. Its sense-of-place is further enhanced by a lack of U.S. military presence, distinctive Flame Trees, an enclave of Carolinian Islanders, and an unusually high number of artists and art activities. With all its modern highrise hotels and fast-paced tourism activity, you can still eat a quiet sunset dinner just a few feet from the water’s edge, while children play in the sand and a woman slowly washes her hair in the ocean.

Overall the island has a distinct flavor, yet it is tame and predictable enough for Japanese tastes which prefer highly structured and superficial contacts with nature and culture. Japanese war sites and memorials are numerous and are very popular attractions for Japanese visitors. The tragic stories of Japanese families committing suicide off Saipan’s rugged cliffs are in stark contrast to today’s happy throngs of Japanese visitors who are drawn to these sites. Despite Saipan’s popularity, however, most visitors exhaust the current opportunities in 2-3 days.

Much of Saipan has been modified by WWII and post-war development and there is not much in the way of “wild” rainforest. However, special opportunities for expanding forest-based tourism activities include jungle tours and art/culture exchange and highschool student exchange programs with Japan. Presently, forest-based tourism activities are limited primarily to full and half-day (sightseeing) "jungle tours" in converted pickup trucks (Figure 16) and sightseeing in rental cars. Because of the large numbers of international visitors, primarily Japanese, the potential for increases in these types of activities is very high. This would help diversify Saipan’s tourism product, giving the island a small but perhaps significant competitive edge over Guam and similar mass-tourism destinations.

** Saipan Pilot Projects (See Appendix A for details)**

** Inventory of Sites and Opportunities (1.1). ** Identify and photograph the principal forest-based natural and cultural sites and recreation opportunities on the island.

** Laderan Tanqke Nature Trail (1.2). ** Enhance the existing 1.8 mile, self-guided trail. Add interpretive signs and a scenic overlook and promote its use by commercial tour operators.
**Rota Pilot Projects** (See Appendix A for details)

**Ecotourism Inventory and Assessment (2.1).** Conduct an island assessment with a team of local and outside experts.

**Ecotourism Workshop (2.2).** Conduct a workshop to introduce concepts of sustainable, low-impact tourism and assist local businesses and agencies.

**Ecotourism Certification (2.3).** Help develop standards and a community-controlled system to encourage responsible tourism on Rota.

**Mochun Nature Reserve Case Study (2.4).** Document this example of successful, grassroots ecotourism and help transfer these ideas to other islands.

**Rota Map/Guide (2.5).** Update the island’s tourism map by adding new attractions and information on forest-based recreation.

**GUAM**

With 876,742 visitor arrivals in 1992, Guam is the most obvious example of mass tourism in Micronesia. A local joke is that the official bird of the island is the crane -- the tall metal ones seen standing over each hotel construction site. By 1995, the island is expected to have 25 golf courses, one for every 9 square miles, and may challenge Hawaii as Japan’s favorite golf destination.

Most of Guam’s visitors are from Japan (77%), followed by the U.S.A. (7%) and Korea (4%). However, Guam’s visitor base continues to diversify, with dynamic growth in annual increases from Korea (106%), Taiwan (45%), Hong Kong (185%), and the Philippines (49%) (Guam Visitor Bureau).

According to the Guam Visitor Bureau, Guam’s primary market is young, novice travelers who, although they spend less, have a higher satisfaction rating than older visitors. Guam currently lacks the attractions desired by older Japanese travelers, who prefer historical and cultural attractions more than beach and watersports. Therefore, development of diversified attractions is an important goal for the island’s tourism industry (GVB 1992).

While it is true that Guam is highly developed and caters almost exclusively to those who want sun, sand, and sea, there are significant opportunities for forest-based tourism on the island. The sheer numbers of tourists and the financial resources available make Guam a worthwhile test of the potential of ecotourism. Even if only one percent of the visitors participated in a forest-based activity, this would result in significant financial, educational, and conservation benefits to the island. Guam may never become an ecotourism destination, but it can diversify its tourism product and serve as an important example to other islands by exploring ways to promote the “greening” of mass-tourism through conservation, recycling and education.

There are still many wild and beautiful places left on Guam. With a little effort you can hike long stretches of wilderness, beaches and down a dark
Guam’s mass-tourism model, others seek to promote a low volume/high quality “boutique tourism” approach designed to avoid the large numbers of people who would overwhelm the resources, tax the infrastructure, and be unsustainable (Mary Ann Delemel, personal communication).

Of the more than 33,000 international visitors Palau receives annually, approximately three-quarters are tourists, mostly divers (60-80%). About half are Japanese, a quarter are from the United States, and about 10% are from the Philippines. The Japanese share is increasing while the United States’ is decreasing. Future Asian markets include Taiwan, South Korea, Malaysia, Thailand, and eventually the middle class of China and Indonesia. Palau’s environment will easily fit Asian traveler’s concept of “paradise”: more natural, less crowded and polluted, and less stressful than their own (Oelrichs 1993).

The Pacific Asia Tourism Association study concludes that dive tourism is an unsuitable market to build a long term tourism industry because of Palau’s remoteness and the vulnerability of a single market segment to political or economic changes. To broaden its tourism industry, the report recommends that Palau feature its rural, village and forest landscapes, minimal western influences, national parks/reserves, traditional culture, history and war relics, wildlife and flora, traditional crafts, and architecture (ibid.). Specific forest-based tourism opportunities have been identified in a recent U.S. Forest Service study. These include: river running, mountain biking, hiking, visiting cultural, prehistoric and historic sites, wildlife viewing, and staying at traditional resorts (small-scale operations featuring buildings based on local materials and designs) (Bell 1994). Some of these are included in the pilot projects listed below and described in greater detail in Appendix A. While most people would not think of it as a “forest” activity, sea kayaking through the Rock Islands should also be considered. Since these islands are covered with lush forests and quite close to each other, this is as much a rainforest experience as it is a marine one, just as kayak camping on rivers and freshwater lakes is a type of forest recreation in the U.S.A.

Other examples of forest-based recreational experiences which can be enjoyed in just three days include: a close encounter with creatures from another world -- swimming with millions of jellyfish in Jellyfish Lake (Figure 37 and 38); a boat trip through the Ngerelemgri Estuary looking for saltwater crocodiles (Figure 33) and a jungle river cruise up a cool, dark rainforest on Babeldaob Island; snorkeling through giant stalactites in a limestone cavern in the middle of the rainforest on Peleliu Island; visiting the wreckage of WWII planes, boats, tanks, artillery and Japanese caves on Peleliu (Figures 40, 42, 44), in a forest completely regrown in the last 50 years (Figure 34). The abundance of WWII wreckage both on Peleliu and Babeldaob Islands makes WWII seem very real and very recent, and serve as an important reminder of the horrors, sacrifice and impact of large scale military conflict on people and nature.

For people with more time, many of these areas can be explored in depth through an 11-day fieldschool offered by Portland State University, in partnership with the Belau National Museum. This innovative outdoor educational adventure provides opportunities to learn about Palau’s terrestrial and marine environments, culture, and history in small groups and through personal


**Jellyfish Lake Interpretation (4.9).** Develop materials to interpret and protect the area's terrestrial and marine resources.

**POHNPEI**

Like Palau, Pohnpei has also been the focus of numerous tourism studies, the most significant being an assessment by the Pacific Asia Tourism Association (PATA 1990) and a report on the Enipein Marine Park (Valentine 1992). In addition, the University of Hawaii, School of Travel Industry Management is currently preparing a Tourism Master Plan for Pohnpei (George Ikeda, personal communication).

As one of the wettest places on Earth, Pohnpei has an abundance of waterfalls, rivers, and streams, many with excellent opportunities for hiking and freshwater swimming (Figures 45 and 55). A large portion of its forests are intact, including extensive, insect-free mangroves. With few sandy beaches, these "user-friendly" mangroves provide important recreational and interpretive opportunities, such as the Pwudoi Sanctuary boardwalk (Figure 53) and freshwater eel pond (Figure 46), and the canoe trips and cultural activities at Enipein Marine Park. In addition, war sites and relics are common and in some cases quite spectacular. However, the most significant cultural site by far is the megalithic architecture and man-made islets of Nan Madol made of log-like basalt stones, the premier architectural site of the Pacific (Figure 56). The PATA report identified Nan Madol as Pohnpei's unique attraction and "key to the island's future."

There are several commercial operations which illustrate the potential for forest-based tourism. The Village hotel consists of individual cottages made out of local materials and constructed in the rainforest using traditional Pohnpeian techniques (Figure 47). Most of the grounds have been left in their natural state; the walks and driveway are paved not with asphalt but with crushed coral; and rooms have no air conditioning except for screened windows and ceiling fans. The resort's respect for the environment and culture won it the Overseas Private Investment Corporation's first ecotourism award in 1991. The Village has also hosted educational programs for Elderhostel and the Smithsonian Institution tour groups.

Another successful business is Iet Ehu Tours, which runs numerous ocean and land-based tours on Pohnpei, including day hikes and driving tours to 13 destinations. Specific attractions are mountain peaks, waterfalls, WWII remains, lakes, prehistoric ruins, wildlife, flowers, mangroves, historic colonial sites, villages, traditional crafts, dances, and sakau ceremonies.

Enipein Marine Park, on the south side of the island, offers a full day program that includes guided tours of the mangroves in traditional outrigger canoes, snorkeling on the reef, a lunch of local foods, and a traditional sakau ceremony for $35.

Unpublished visitor statistics from the tourism office show that of the 12,212 arrivals in FY92 (including business), 40% were from Japan, 34% from the United States, and 9% from Europe. Initial data indicate a decline in international visitation of approximately 28% between 1992 and 1993. According to the PATA
** Pahnsile Waterfall Trail (5.7). Develop a nature trail to attract tourists to Pahnsile Waterfall.  

** Hiking Guides (5.8). Develop self-guided brochures for hiking trails.  

** Nan Madol Interpretation (5.9). Enhance visitor information services at Nan Madol.  

** Lenger Island Inventory (5.10). Inventory the WWII resources of Lenger Island and make recommendations for interpretation and heritage tourism.  

** Lidorkini Museum (5.11). Plan a rainforest/agroforest display and make recommendations for other natural history programs.  

** Mangrove Interpretation (5.12). Interpret Pohnpei’s mangrove ecosystem and conservation areas.  

** Pohnpei Attractions Development and Maintenance Plan (5.13). Help implement the plan to improve existing tourist attractions.  

** Enipein Marine Park (5.14). Help expand and improve the Park’s programs and products.  

**  

KOSRAE  

Kosrae’s reputation as "an unspoiled jewel" and "the peaceful island" is well deserved. With its lush, steeply forested peaks and peaceful, sunny beaches, and some of the Pacific’s most dramatic examples of rainforest and mangroves tree species, it certainly lives up to its image as a tropical paradise. It has dwarf cloud forests at higher elevations, cultivated agroforests/gardens, freshwater Terminalia swamp forests with impressively tall and elegant Terminalia carolinensis trees (Figure 60), and insect-free "user-friendly" mangroves containing some of the largest and oldest trees in Micronesia (Figure 58).  

Its rainforests and mangroves also contain world-class cultural heritage sites. Leluh ruins has ancient temples and burial vaults which is second only to Nan Madol on Pohnpei in size but much more accessible (Figure 59). Prior to roads and automobiles 20 years ago, the primary transportation system on Kosrae was a remarkable system of mangrove channels, many of which are still in use today (Figure 64). These ancient man-made channels, which connected most of the island’s communities, are part of Kosrae’s cultural landscape. With a rental canoe, today they provide a unique opportunity to experience the beauty and solitude of Kosrae’s mangrove ecosystem in a personal, intimate way.  

According to Division of Tourism visitor arrival statistics, an average of 2,866 people visited Kosrae each year between 1986 and 1992. The largest number of arrivals in a single year was 3,330 in 1987, when the new airport was completed. Although not large in absolute numbers, this is a relatively large number when compared to the island’s small land mass (43 square miles) and population (7,300 people). Currently, nature-based tourism services are offered by three commercial operators. Activities include mountain climbing,
strong reluctance to leave, which was apparently shared by my airline pilot who could not resist taking one last look by circling back and flying low over the island after takeoff.

Despite its small size, remoteness, and limited visitor facilities, Kosrae arguably has some of the greatest potential for forest-based ecotourism of any island-state in Micronesia. In fact it may be largely because of these factors that it has retained its natural and cultural attractions. Kosrae has the most to lose from mass tourism and the most to gain from small-scale, special interest tourism. Fortunately, it is also one of the most sophisticated in its tourism philosophy. Because of its remoteness and lack of infrastructure and carrying capacity, Kosrae will never become a mass-tourism destination (and does not want to be). However, it can develop its own brand of special interest nature and cultural tourism focusing on its proposed mangrove and Terminalia freshwater swamp forest conservation areas. Small-scale, family and educational tours are the types of special niche markets that are well suited for Kosrae’s natural and cultural environment.

Kosrae Pilot Projects (See Appendix A for details)

** Conservation Area Tourism Development (6.1).** Interpretive planning and development of tourism projects in three areas proposed for Conservation Area designation.

** Tourism Master Plan (6.2).** Assist the Division of Tourism with implementation of elements of the Master Plan related to forest-based activities.

** Heritage Tourism and Historic Preservation (6.3).** Develop interpretive planning and tourism planning for Leluh ruins and other cultural heritage sites.

** Educational Tours (6.4).** Organize an educational tour focusing on Kosrae’s natural and cultural history.

** Special Interest Tourism Prospectus (6.5).** Develop a prospectus to attract responsible ecotourism partners.

FSM AND MICRONESIA-WIDE PROJECTS

A series of pilot projects have been identified which would benefit more than one island. The Federated States of Micronesia include Pohnpei, Kosrae, Chuuk, and Yap. These projects are listed below and are described briefly in the next section and in more detail in Appendix A. Recommended priority projects are agroforestry interpretation (8.1), an ecotourism notebook (8.3), coordination with the dive industry (8.5) and PATA (8.3).
Interpretive planning supports all visitor information programs by providing the foundation upon which interpretive and environmental education projects are built. This includes defining objectives, identifying the interpretive opportunities and audience profile, selecting appropriate themes and messages, and designing the appropriate medium to present this information.

**Interpretive Objectives**

Interpretive planning recognizes that effective interpretation is much more than just presenting information—it is based on specific objectives that answer the question "What do you want people to do with this information?" These can include such things as:

- Appreciation of local natural resources and culture.
- Reducing inappropriate behavior, such as vandalism or littering.
- Increasing or reducing the number of visitors.
- Protecting visitors or resources.
- Producing economic benefits through repeat visits, longer stays, and word-of-mouth advertising.
- Enhancing recreational learning experiences.
- Environmental education.

**Recreational Learning -- or "Fun with a Focus"**

Interpretation does not have to be obvious. Sometimes the best interpretation is through "recreational learning," where people receive messages while they are having fun—hiking, swimming, boating, biking, etc. In this way the information adds value to their experience and is more likely to produce the desired response (interpretive objective).

**Seeing Everyday Life with "Beginner's Eyes"**

It is important not to overlook things that are ordinary to locals but extraordinary to visitors and which give a place its distinctive character, its "sense of place," such as the natural and cultural landscape (including its special sounds and smells), betelnut chewing, and local foods. The key is for residents to look at their island with "beginner's eyes," to see it the way first-time visitors do and to celebrate the casual beauty of everyday life.

For example, two interpretive themes that might seem unnoteworthy but deserve special emphasis throughout Micronesia are the importance of mangroves and traditional systems of agroforestry. These are poorly understood by most visitors.

An area's endemic qualities and everyday life can also be very important for meaningful and authentic souvenirs. Refer to the discussion of souvenirs in the section on New Tourism Products below for details.
**Interpretive Planning Pilot Projects**

Most projects involving the production of brochures or signs will require some interpretive planning. Possible projects range from the interpretation of a short trail to a popular cave on Saipan to the interpretation of large areas proposed for protected status and tourism development on Guam and Kosrae.

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**INTERPRETIVE PLANNING PROJECTS**

- *Kalabera Cave, Saipan (1.3)*
- *Tanguisson Point, Guam (3.5)*
- *Apra Harbor Jungle Trail, Guam (3.6)*
- *Ngemelis Island, Palau (4.8)*
- *Jellyfish Lake, Palau (4.9)*
- *Pohnlangas Forestry Station, Pohnpei (5.1)*
- *Nan Madol, Pohnpei (5.9)*
- *Lidorkini Museum Rainforest Display, Pohnpei (5.12)*
- *Mangrove areas, Pohnpei (5.13)*
- *Utwe-Walung Conservation Area, Kosrae (6.1)*
- *Leluh Ruins, Kosrae (6.3)*

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**Interpretive Planning Priorities**

Some of the proposals involve projects in the early planning stages with little visitation at present, such as Pohnlangas Station and Pohnpei’s mangroves. Other projects are in areas which currently receive large numbers of visitors, especially Jellyfish Lake and the prehistoric ruins of Nan Madol. With the exception of brochures for Nan Madol and Leluh and guided tours at Nan Madol, there is little or no formal interpretation at these sites.

The most urgent need for assistance is at the world-famous Jellyfish Lake, situated in the stunning Rock Islands of Palau, and the beautiful mangrove and marine ecosystem in the Utwe-Walung Conservation Area of southern Kosrae.

**Jellyfish Lake** is a world-famous marine lake in a beautiful rainforest setting that could easily be loved to death by the thousands of visitors who make the short hike to swim in the lake. Two primary interpretive objectives are appreciation and protection of the Lake and its rainforest ecosystem in the face of increasing public use, and enhancing the astounding experience of swimming with the millions of stingless jellyfish. This is an important opportunity to reach a large number of people with an environmental message, especially dive tourists. With proper interpretation, visitors will be motivated to support resource conservation in Palau and throughout Micronesia.

**The Utwe-Walung Conservation Area** is undeveloped and presently receives very little visitation. However, a multi-purpose visitor center is proposed in conjunction with special Conservation Area designation. This complex will be the focal point for a wide array of nature and culture-based activities throughout the Conservation Area. Hikes, canoes rides,
Visitor information services can increase the quality and quantity of information available to visitors primarily through such printed materials as island map/guides and brochures for special attractions. Good information will attract and keep tourists longer, increase revenue through advertising, increase visitor understanding of the local culture and natural environment, reduce inappropriate behavior and impacts, and enhance the visitor’s experience. Projects involving the design of map/guides and brochures could be accomplished as part of other assistance projects on each island, or they could be combined into a single multi-island project using a PC desktop publishing system. Either way, effort should be made to transfer these skills (and the necessary technology) to locals.

<table>
<thead>
<tr>
<th>VISITOR INFORMATION SERVICES</th>
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<tbody>
<tr>
<td><strong>Island Map/Guides:</strong></td>
</tr>
<tr>
<td>Saipan (1.1), Rota (2.5), Palau (4.4), and Kosrae (6.2d)</td>
</tr>
<tr>
<td><strong>Special Brochures:</strong></td>
</tr>
</tbody>
</table>
| *Tanguisson Point, Guam (3.5) *
| *Apra Harbor Jungle Trail, Guam (3.6) *
| *Ngemelis Island, Palau (4.8) *
| *Jellyfish Lake, Palau (4.9) *
| *Pohnlangas Forestry Station, Pohnpei (5.1) *
| *Pwudoi Wildlife Sanctuary, Pohnpei (5.5) *
| *Hiking Guides, Pohnpei (5.8) *
| *Mangroves, Pohnpei (5.13) *
| *Village Agroforestry Tour, Kosrae (6.1) *
| *Hiking Guides, Kosrae (6.2) *
| *Self-guided Photo Tour, Kosrae (6.2) *
| *Home-stays, Kosrae (6.2) *
| *Educational tour prospectus, Kosrae (6.5) *
| *Photo tour of Leluh Ruins, Kosrae (6.3) *
| *Micronesia Agroforestry Guide (8.1) *
| **Signs:**                    |
| *Laderan Tangke Nature Trail, Saipan (1.2) *
| *Kalabera Cave, Saipan (1.3) *
| *Jellyfish Lake, Palau (4.9) *
| *Nan Madol, Pohnpei (5.9) *
| *General signs, Pohnpei (5.15) *
| *Mangrove Conservation Areas, Kosrae (6.1) *
| *General signs, Kosrae (6.2) *
| **Other Visitor Information Services:** |
| *Enipein Marine Park, Pohnpei (5.14) *
| *Utwe-Walung Visitor Center, Kosrae (6.1) *
| *Slide Program, Kosrae (6.2) *
| *Museum labels, Kosrae (6.3) |
most urgent need for signs is on Pohnpei and Kosrae. Some of the best signs are found on Saipan (Figure 17).

Visitor Centers

A multi-purpose visitor center is proposed for the Utwe-Walung area of Kosrae in conjunction with special Conservation Area designation. This complex will include a visitor center building, rental and storage space for canoes and other recreational equipment, small restaurant, floating docks, picnic area, observation hammocks, mangrove boardwalk, and park ranger headquarters. A general plan has been completed and $20,000 has been appropriated by the state legislature, but a formal engineering survey and detailed plans are needed for each facility before work can proceed. An interpretive plan is also needed (see above). A similar complex already in operation at Enipein Marine Park, Pohnpei, described by Valentine (1992) is also in need of assistance (5.14).

INVENTORY AND ASSESSMENT OF TOURISM ATTRACTIONS AND OPPORTUNITIES

Tourism assessments previously conducted on Palau, Pohnpei, and Kosrae are excellent models for understanding the tourism potential of an entire island. The goal is to participate in future island assessments sponsored by PATA and the East-West Center and also to conduct assessments focusing on the forest-based tourism opportunities listed below. On Saipan and Rota, the studies could be accomplished by the same team of local and external experts that conducts the tour guide training and ecotourism workshop. These inventories will also be useful for tour guide training, ecotourism workshops, and the production of island map/guides.

<table>
<thead>
<tr>
<th>TOURISM INVENTORY AND ASSESSMENT</th>
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<tbody>
<tr>
<td>*Saipan (1.1)</td>
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<td>*Rota (2.1)</td>
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<tr>
<td>*Forest folk experts in Palau (4.3)</td>
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<tr>
<td>*Ngemelis Island, Palau (4.8)</td>
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<tr>
<td>*WWII sites of Lenger Island, Pohnpei (5.10)</td>
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<tr>
<td>*Educational tour inventory, Kosrae (6.4)</td>
</tr>
<tr>
<td>*Cultural heritage values throughout the FSM (7.1)</td>
</tr>
</tbody>
</table>

Tourism Inventory and Assessment Priorities

The most urgent priorities are the comprehensive tourism assessment of Rota, before additional resort development is approved, an inventory of Ngemelis Island to focus on SCUBA divers, and an inventory of possible attractions for a special educational tour on Kosrae.

** The island of Rota is a high priority because it has missed the massive tourism development on neighboring islands and is now at a cross-roads. It
INFORMATION AND TRAINING - Continued

Notebook/Guide:
* Micronesia Ecotourism Notebook (8.3)
* Tourism Grants Guide (8.8)

Training/Workshops:
* Ecotourism Master Performers (8.2)
* Tour Guide Training: Saipan (1.4) and Pohnpei (5.3)
* Ecotourism Workshops: Rota (2.2), Guam (3.1), and Pohnpei (5.2)
* Ecotourism Networking Workshop (Hawaii) (8.7)
* Training outlines: Ecotourism Workshops (8.10) and Tour Guide Training (8.11)

Ecotourism Resource Notebook

A draft notebook is currently being organized based on work started in 1993. It can be expanded, used in ecotourism workshops, and distributed widely. It will contain information on ecotourism in the Western Pacific generally and Micronesia specifically, including case studies, ecotourist preferences, and sources of assistance and information. Hopefully, this project can be coordinated with similar efforts underway by the World Wide Fund for Nature (Australia) and the University of Hawai'i Pacific Business Center. The former focuses on community involvement and conservation and the latter on commercial activities.

Tour Guide Training

Tour guide training programs are proposed for Rota and Pohnpei to train instructors who would train tour guides. This would improve the quality of service and information provided by guides, increase the utilization of rainforest and mangrove sites and resources, and protect forest values by teaching principles of environmental education. Training programs could be developed on each island or a master course outline could be developed for Micronesia and tailored to each locale.

Guide training is important because commercial tour operators are the delivery system for forest tourism products and have a direct financial interest in customer satisfaction and sustainable use of forest values. A possible model for this is the training program developed in Australia by Dr. Nicky Goudberg of the Queensland National Parks, which has been presented to approximately 500 tour operators. Another potential partner and source of information on various tour guide training programs is Dr. Betty Weiler, University of Newcastle, New South Wales, Australia, who is currently studying Canadian and United States systems and developing a training program for the Tourism Council of the South Pacific (Fiji).

Saipan is a good candidate to start this training because it has a small number of tour operators serving a large number of tourists, and a large number of
Expertise and information for the design and construction of mangrove boardwalks is available in Queensland, Australia, where boardwalks use plastic pipe filled with concrete for posts and have observation towers for photography and bird watching (Figures 9-12). James Cook University, in Townsville, Queensland, is interested in developing a workshop on designing and planning boardwalks. Military Civic Action Teams might be able to provide equipment, construction assistance and training for such projects.

INCREASING THE ECONOMIC BENEFITS OF TOURISM

Tourism is defined as moving people from one place to another while caring for their physical needs and providing them the opportunities they seek. There are many reasons for traveling, including work, recreation, learning, visiting family and friends, and adventure. Whatever the reasons for traveling, the wants and needs of visitors offer opportunities for the local community to benefit economically. However, you can have tourists without having a tourism industry. "There should be a clear understanding that tourists can visit the community without creating a 'tourism industry.' For example, visitors who hike your trails and picnic in your parks are tourists, but until they buy hot dogs from your supermarket, stay overnight in your motel buy a souvenir from your gift shop or gas from your filling station, the community has received no economic benefit and has not created a tourism industry" (University of Minnesota 1991:2).

The economic benefits of tourism occur when tourists bring outside money into the local economy. This can happen when a visitor spends money purchasing services and products, through employment in various parts of the tourism industry, by collecting taxes and fees, and encouraging voluntary contributions. Benefits can also result from improvements in local infrastructure provided as a by-product of tourism, for example expanded air connections with other islands.

These benefits can be increased by 1) creating new opportunities for tourists to spend and donate money, 2) maximizing the use of existing tourism opportunities, 3) increasing the length of stay and repeat visits, 4) collecting fees, 5) developing facilities and programs for tourists that also serve the needs of residents, and 6) reducing the leakage of profits out of the economy by using local products, hiring locals, and using locally-owned businesses.

Tourism Fees

Experts conclude that the revenue generating potential of ecotourism and the use of tourism fees as a management tool has yet to be fully achieved. Fees depend on national and local objectives. These include recovery of the cost of providing services, generating revenue to finance conservation activities or help subsidize domestic visitation, and to limit or disperse visitation when particular sites have become overused. Determining the level of fees depends on both international factors, such as the income level of visitors, the total
**Kosrae Home-Stays.** Many families on Kosrae are interested in hosting foreign visitors in their homes. This would expand the island’s limited number of motel rooms and produce income from tourists without the need for large investments of foreign capital. To explain and advertise this uniquely Kosrean brand of cultural tourism and attract the right type of guests, a simple brochure or leaflet is needed. Everything else is in place to launch this program. In addition, information should also be provided to the host families to prepare them for foreign visitors.

**Forest Product Souvenirs.** The forest product souvenir project would encourage the production of souvenirs directly from such forest products as wood, nuts, and fiber (Figures 5 and 6) and indirectly through the use of forest images and themes in art and photography. This would increase revenues and jobs and limit the "leakage" of profits from the local economy. Other benefits include pride of place and preservation of traditional skills and traditions. It would also underscore the value of intact forest ecosystems and help build a positive image of the islands as destinations with special (and intact) traditions and natural environments. Ultimately, a particular item may come to represent an island, such as story boards in Palau or gourmet pepper in Pohnpei.

Additional Thoughts on Souvenirs

Care must be taken that souvenir projects which are supported come from relatively sustainable production systems. If production systems are well documented as sustainable, "certified sustainable" products could be sold abroad through "green" market channels or specialty catalogs. Souvenirs could also be marketed Micronesia-wide to build a regional identification and expand markets; for example, Yapese restaurants could serve Pohnpeian rather than generic black pepper.

An area’s endemic qualities and everyday life can be very important for meaningful and authentic souvenirs. Think of things that are unique and a real part of the local environment or culture. For example, on Peleliu, visitors would be delighted to know that they can purchase and officially register themselves as owners of the island’s colorful, automobile license plates for only $10. Or find something functional that is associated with a memorable activity or famous place, such as a hiking permit or a tag that attaches to a camera or piece of sports equipment to show that the bearer has paid the appropriate entrance fees to special conservation areas and historic sites. If they are attractive, official-looking and durable, visitors will probably keep them to show that they have "been there - done that." Similar souvenir tags could also be used as incentives, to reward visitors who voluntarily contribute to a local ecotourism fund.

Something else that would enhance souvenir sales throughout Micronesia, but is frequently overlooked, is shipping boxes and assistance with mailing. Visitors may be discouraged from purchasing some items simply because they are too large or fragile to conveniently carry in their luggage. For example, I decided not to purchase a Palauan story board because I did not have the room, nor did I have the time to find the proper materials, wrap it, and take it to the post office for mailing. Customer convenience and confidence is something that
** Protect local cultural and historical resources.
** Emphasize the identity of an area and showcase its unique facets.
** Empower local hosts to interpret their own culture.
** Enhance the pride of local hosts in their heritage, thus maintaining traditional lifestyles and values.
** Empower local hosts to provide authentic and meaningful tourism experiences.
** Improve guest relations and service skills.
** Ensure sustainable tourism development by nurturing respect for an area's heritage and thus the local host population's ability to serve as the true promoters of the culture.

Examples of heritage tourism that contribute to cultural revival and preservation in Micronesia include the use of traditional architecture in hotels and visitor centers, building outrigger canoes for mangrove channel tours, cultural performances, and crafts such as carving and weaving.

According to the National Trust for Historic Preservation, visitors to historic sites in the United States stay an average of a half-day longer and spend an average of $62 per day more than other tourists. Other benefits are the diversification of local economies and the preservation of cultural characteristics that make the community special (National Trust 1993). The National Trust has identified 5 principles and 4 steps to successful heritage tourism:

Five Principles of Heritage Tourism
** Focus on authenticity and high quality.
** Preserve and protect historic and cultural resources.
** Make site come alive through proper information and interpretation.
** Find the proper fit between community values and tourism
** Build partnerships.

Four Steps to Success
** Evaluate what you have to offer in attractions, visitor services, organizational capabilities, protection, and marketing.
** Plan and organise your human and financial resources.
** Look to the future and be sure you have long term sustainability.
** Develop a comprehensive, long term marketing plan that targets your market and involves partners in local, regional, state or national groups.

The following projects have elements that can be developed for heritage tourism.

(See next page)
of gardening, identify common crops, and promote local foods. Such a guide is a prerequisite to many other agroforestry and environmental education programs and would make people aware of the importance of agroforestry and what local gardens and food plants look like. Because many plants are common to the Western Pacific, a single guide could serve all of Micronesia. Common fruits and vegetables can be extraordinary to visitors and give an island its special flavor.

AGROFORESTRY AND ENVIRONMENTAL EDUCATION

*Japanese Children’s Tree-planting, Guam (3.2)
*Indigenous Agroforestry, Guam (3.3)
*Japanese Botanical Garden, Palau (4.5)
*Pohnlangas Forestry Station Museum, Pohnpei (5.1)
*Lidorkini Museum Agroforestry Display, Pohnpei (5.11)
*Mangrove Interpretation, Pohnpei (5.12)
*Village Agroforestry Tours, Kosrae (6.1)
*Botanical Garden, Kosrae (6.2)
*Micronesia Agroforestry Interpretation (8.1)

STRATEGIC CONNECTIONS AND PARTNERSHIPS

Regional Strategies

It is always important to think regionally and globally when planning for tourism, and this is specially true with islands. "Small states of any kind, but particularly small islands, are at the mercy of what Trist calls the 'external environment'...that is those global forces over which the small state has no control...and no matter how capable an island is of attracting tourists or growing a crop, it is a small player in a global system rife with substitutes and intervening opportunities" (Wilkinson 1992:4-5). To overcome these disadvantages, individual islands and island nations must work together to develop viable tourism programs that are mutually beneficial.

An important first step in this process is attitude--to develop and project a unified and positive self image. As pointed out by Epli Hau’ofa, a Tongan writer and sociologist, this may require a paradigm shift: to view the Pacific in general and Micronesia in particular as "a sea of islands," something that is positive, interdependent, large, rich, and unbounded, rather than as "islands in the sea," a worldview that is negative, small, isolated, dependent, and based on colonial boundaries (Hau’ofa 1993).

Two important issues are determining what cluster of attractions will entice people to travel long distances, and the perceived image of the destination. As pointed out by Ray Tabata, large areas such as Australia and smaller areas like Hawaii have worked hard at establishing images in travelers’ minds; for example, Ayers Rock, koalas, kangaroos versus Diamond Head, hula dancers, white sand beaches, etc. They do not necessarily have to be unique. But to be successful they must have the right qualities that convey a special sense-of-place, as well as sufficient diversity to compete at the international level. In dive tourism, for example, regional marketing draws travelers to
**PATA Coordination.** The Pacific Asia Tourism Association is a key partner in any regional ecotourism program in Micronesia. A pilot project is recommended (8.13) to establish a working relationship with PATA, provide them with information on forest-based tourism, and develop joint projects.

**Dive Industry Coordination.** A cooperative project is proposed (8.5) with Trip-N-Tour, a major dive tourism operator, to explore possible connections between marine and forest-based tourism.

**Kosrae Educational Tourism.** A prospectus would be developed (6.5) to identify a suitable tourism operator/organization for assisting with developing specialty tours to Kosrae that focus on the small-scale, family and educational niche markets.

**University of Oregon.** The University’s Micronesia and South Pacific Program could provide graduate student interns to assist with various pilot projects. They are particularly interested in tourism-related projects in Kosrae, Pohnpei, Yap and Palau.

Jerry Wylie
July 22, 1994
Ogden, Utah, U.S.A.
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APPENDIX A - TOURISM PILOT PROJECTS

The following are potential projects that have been identified through discussions with officials and experts on each of the islands visited and through a review of existing plans and published reports. They are presented here for discussion purposes only.

1. SAIPAN PILOT PROJECTS

1.1 Inventory of Sites and Opportunities

Action: Inventory and photograph natural and cultural sites and opportunities.

Goal: The inventory will sum up the natural and cultural forest-based activities and experiences available on Saipan for both visitors and local residents. It will also produce high quality photographs for use in an updated visitor map and brochure.

Comments: The inventory will cover such things as art/photography sites, history, architecture, caves, archeology, culture, wildlife, hiking, and mountain biking.

Estimate: 2-3 weeks.

Linkage: This inventory will be useful for training commercial jungle tour guides (1.4). Explore the possibility of linking with ecological mitigation projects funded by developers. Consider a Laulau Bay Scenic Byway route, perhaps in conjunction with future erosion control and road upgrading. The Pacific Island Network (FIN) is a possible partner to help publish the products.

1.2 The Laderan Tangke Nature Trail

Action: Design interpretive signs, scenic overlook, and shorter trail loop; identify and correct problem areas; promote the trail, plan and conduct orientation for commercial tour operators and guides; and document the development and use of the trail in a case study.

Goal: Increase use and visitor satisfaction, and share the lessons learned here with others.

Comments: This 1.8 mile self-guided trail is not well known and receives relatively little use (Figure 18). Japanese tourists would probably prefer a shorter, more developed trail. Currently there are brochures that are keyed to numbered markers along the trail, but these commonly run out. Interpretive signs would solve this problem.

Estimate: 1-3 weeks.

Linkage: Consider the feasibility of building a connecting trail between the Laderan Tangke Trail and Kalabera Cave (1.3).

Contact: Catherine Moncrieff, Department of Natural Resources, Forestry Section, Division of Plant Industry.
comprehensive tourism assessment, or it could sponsor a smaller assessment focusing on forest-based tourism.

Estimate: 3-4 days fieldwork plus 5 days of research and preparation.

Linkage: The assessment team could also conduct an ecotourism workshop (2.2).

2.2 Ecotourism Workshop

Action: Plan and conduct a workshop to share the results of the ecotourism assessment (2.1), introduce the concepts of ecotourism, suggest ways to implement ecotourism locally, and provide technical assistance to local businesses and agencies.

Goal: Encourage the development of sustainable, low-impact forms of tourism that will protect Rota’s unique natural and cultural resources, educate off-island tourism and business experts about Rota’s potential for ecotourism, and increase the average length of stay for tourists.

Comments: The target audience is businessmen, natural resource managers, tour operators and guides, tourist agents, hotels, and local government officials.

Estimate: 2 days for a USFS specialist and at least one ecotourism contractor plus 10 days preparation. Preparation time can be reduced to 2 days if a training package has already been developed (8.10).

Linkage: Some or all of the team that conducted the ecotourism assessment (2.1) could present the workshop. The University of Hawaii Pacific Business Center is a potential partner with considerable experience and interest in this topic.

2.3 Ecotourism Certification

Action: Develop materials and help organize a local ecotourism certification program for Rota.

Goal: Develop standards and a community-controlled system to encourage responsible tourism programs, empower locals to shape the future of tourism on their island, and build a positive reputation worldwide as a marketing tool to attract ecotourists.

Comments: A successful certification program on Rota could serve as a model for other islands and establish Rota as an ecotourism destination. Different sets of standards could be developed for tour operators, hotels, local residents, government agencies, and visitors.

Estimate: 2 weeks of consultations and meetings plus two weeks of research on existing ecotourism standards.

Linkage: Certification is a logical conclusion to the ecotourism assessment (2.1) and the ecotourism workshop (2.2). The Australian Ecotourism Society and The Ecotourism Society (U.S.A.) are both involved with ecotourism standards and certification and are logical sources of expertise and information for this kind of project.

3.2 Tree-Planting

*Action:* Evaluate and develop a case study of Guam’s Urban Community Forestry tree-planting program for Japanese kids.

*Goal:* This results of this program could be used as a model for other islands, ultimately to enhance visual quality, protect watersheds, and provide enhanced recreation experiences for Japanese tourists.

*Comments:* This innovative program provides environmental education and hands-on experience for Japanese children ages 12-14. They spend 2-3 hours in a tree nursery and planting trees as part of a larger tour program sponsored by Japanese tour operators (Figures 65 and 66).

*Estimate:* 5 days research plus 5 days report writing.

*Linkage:* The information and photographs produced by this study could be used by Japanese tour operators and featured in the Ecotourism Workshop (3.1). Trees planted through this program could also support Indigenous Agroforestry (3.3), the Tanguisson Point (3.5) and Apra Harbor Jungle Trail (3.6) projects. Similar cultural exchange/tree-planting programs are provided through OISCA, a Japanese conservation organization (see project 4.2).

*Contact:* Bart Lawrence, Department of Agriculture, Division of Forestry and Soil Resources.

3.3 Indigenous Agroforestry

*Action:* Develop a plan and proposal for a program on Indigenous Agroforestry that would restore and interpret traditional uses of forest resources.

*Goal:* Develop demonstration areas and interpretive materials, educate locals and visitors about the importance of agroforestry, and increase dwindling stocks of such historically useful species as Pandanus (weaving), Ahgao (posts), Ifil (roofing), Breadfruit (timber and food), Nipa (roofing and walls), and Aabang (carving).

*Comments:* The Forestry program of the Department of Agriculture could provide seedlings, planning and perhaps even planting assistance to private landowners. A possible location is Anao Point on Anderson Base, which has an old trail and demonstration forest developed by school children plus a trail to the beach.

*Estimate:* 4-6 weeks to develop a specific proposal and plan.

*Linkage:* Tree plantings could involve Japanese kids (3.2) and support ecotourism projects at Tanguisson Point (3.5) and Apra Harbor (3.6).

*Contact:* Carlos Noquez, Department of Agriculture, Division of Forestry and Soil Resources.

3.4 Japanese Ecotourism Case Studies

*Action:* Evaluate and document current forest-based tours currently operating on Guam, primarily through Discover Guam tours.

*Goal:* Determine the cultural preferences and constraints of Japanese tourists.
3.6 **Apra Harbor Jungle Trail**

**Action:** Develop an interpretive plan, environmental assessment and draft brochure for a self-guided tour of the major natural and archeological features in this area. Also develop a detailed map of the archeological map and general vicinity.

**Goal:** Interpret the archeological site, rainforest, and mangrove ecosystems, providing opportunities for education and tourism not otherwise available to the island’s residents and visitors.

**Comment:** This is a unique opportunity. The site is on the edge of one of the island’s few mangrove marshes and immediately adjacent to the highway (Figure 68). It contains a variety of traditional use sites ranging from contemporary fishing and crabbing, to historic and prehistoric Chamorro, including the remains of a unique complex of coral fish trap enclosures and associated habitation site with several latte structures and numerous stone, shell, and ceramic artifacts. A short boardwalk with high quality interpretive materials would be well suited to the needs and preferences of Japanese tourists. For more details, refer to Wylie and Madsen 1991.

**Estimate:** 2-3 weeks for a plan and EA, 1 week for brochure, 1 week for mapping.

**Linkage:** This project would make a good case study for the ecotourism workshop (3.1). Potential partners for this project include the Soil Conservation Service’s Resource Conservation and Development (RC&D) program and the Guam Department of Planning program to provide access to special areas for physically challenged people.

4. **PALAU PILOT PROJECTS**

4.1 **Rainforest and Mangrove River Tour (PSU)**

**Action:** Organize a one-day tour of the Ngeremlengui area on Babeldaob Island, including the estuary, river(s), Japanese guns, Imeungs village ruins, and a traditional dance and dinner (Figures 33 and 42). Document the project as a case study.

**Goal:** Develop and test a forest-based tourism product as a demonstration project. Train local guides and hosts and obtain feedback from American special interest tourists. Make this information available to others who are interested in developing similar programs.

**Comments:** This area has all the elements needed for a high quality tour. In addition, Governor Skebong is an advocate of ecotourism. See Appendix D for a detailed proposal.

**Estimate:** 2 weeks coordination plus $3500.

**Linkage:** Portland State is willing to add this tour to their 10-day study tour of Palau. Also, the Palau Chapter of OISCA is interested in sponsoring this as an activity for visiting Japanese (see below).

**Contact:** Dick Dewey, Portland State University, School of Extended Studies. Laurie Lubeck, an ecotourism consultant and lecturer at Rikkyo University, Tokyo can provide information and contacts with Japanese universities, travel organizations and conservation NGOs.
Contact: Mary Ann Delemel, Palau Visitors Authority.

4.5 **Japanese Botanical Garden**

**Action:** Support historical research in Japanese archives to locate information on the Japanese botanical garden.

**Goal:** The ultimate goal is to develop the historic garden as a tourist attraction and nature center.

**Comments:** The botanical garden was developed during Japanese occupation of Palau prior to WWII. It has not been maintained for some time but could be restored and interpreted for use by locals and Japanese tourists if the original records can be located and translated.

**Estimate:** Financial support for travel and two weeks of research in Japan.

**Linkage:** The Palau chapter of OISCA is a potential partner.

**Contact:** Dr. Minoru F. Ueki, Palau Chapter President of OISCA International

4.6 **Portland State University Educational Tours**

**Action:** Develop an agreement with Portland State University to cooperate with its natural and cultural history tour program, sponsor individuals to participate in PSU tours to observe how this type of tourism program works, evaluate and document the 1994 program for deaf students with Gallaudete University as a case study, and collaborate with PSU on the development of programs with Japanese students at Sapporo University and Otamai College (Osaka).

**Goal:** Use PSU's study tour program as a base for promoting ecotourism in Micronesia, assist other islands and institutions to develop similar programs, educate officials from other islands, and expand these programs to include handicapped and Japanese students. Make information about PSU's program available to others who may be interested in developing a similar program in their area.

**Comments:** PSU’s tour program is probably the best model for educational travel in the Pacific and they are willing to assist other islands and institutions in developing similar programs elsewhere.

**Estimate:** 1 week negotiation, 2 weeks evaluating the tour, 1 week report writing and $2000 to sponsor each official observer on the tour.

**Linkage:** PSU will be testing the pilot forest tour (4.1). Photographs of the tour program would make excellent illustrations in the ecotourism brochure (4.4). Other projects that could be covered under this cooperative agreement include the Ngemelis Island tour (4.8) and the interpretive brochure for Jellyfish Lake (4.9).

**Contact:** Dick Dewey, Portland State University, School of Extended Studies.

4.7 **Ecotourism Workshop**

**Action:** Plan and conduct a workshop to introduce the concepts of ecotourism, suggest ways to implement ecotourism locally, and provide technical assistance to local businesses.
5. **POHNPEI PILOT PROJECTS**

5.1 **Pohnlangas Forestry Station**

**Action:** Develop an interpretive plan and trail design to use the station as an environmental education center and tourist attraction. Develop an interpretive brochure.

**Goal:** Increase the utilization of station to demonstrate its value to local residents and politicians, to counteract pressure to convert it to homesteads. Provide high quality environmental education and interpretation through the development of a nature trail and interpretive center.

**Comments:** Currently the station consists of an administration building, including one of the few public toilets in this immediate area, a plantation, nursery, and a new "nahas" traditional house constructed of local materials which can be used to display artifacts made from native woods and other forest products (Figures 49 and 50). The station presently has a staff of eight forestry employees and is located on the main road. It is an attractive location and has all the elements needed to become an important stop on the around-the-island tour. Fruit stands, or a formal fruit-tasting program like that offered on Rota, could also provide direct economic benefits to local families.

**Estimate:** 3-4 weeks.

**Linkage:** Include the station in the ecotourism workshop (5.2) and tour guide training (5.3). Use the agroforestry guide (8.3) to interpret the trees and forest products. Consider Job Training Partnership Act (JTPA) funding and manpower assistance.

5.2 **Ecotourism Workshop**

**Action:** Plan and conduct a workshop to introduce the concepts of ecotourism, suggest ways to implement ecotourism locally, and provide technical assistance to local businesses.

**Goal:** Encourage the development of sustainable, low-impact forms of tourism that will protect Pohnpei’s unique natural and cultural resources, educate off-island tourism and business experts about Pohnpei’s potential for ecotourism, and increase the average length of stay for tourists.

**Comments:** The target audience is businessmen, natural resource managers, tour operators and guides, tourist agents, hotels, and local government officials.

**Estimate:** 2 days for a USFS specialist and at least one ecotourism contractor plus 10 days preparation. Preparation time can be reduced to 2 days if a training package has already been developed (8.10).

**Linkage:** The University of Hawaii Pacific Business Center is a potential partner with considerable experience and interest in this topic.

5.3 **Tour Guide Training**

**Action:** Hire an expert on nature guide training to develop a training program for commercial jungle tour guides, in cooperation with local government agencies, and conduct a demonstration training session.
Goal: Assist TNC with their watershed project funded by the Asian Development Bank.

Comments: This is in support of a $505,000 grant from the Asian Development Bank to TNC for protecting Pohnpei's watershed. TNC might be able to provide some financial support for transportation and per diem for USFS detailers.

Estimate: 8 weeks.

Linkage: A rural development/ecotourism expert could also assist with other pilot projects while on Pohnpei.

Contact: Bill Raynor, The Nature Conservancy, Pohnpei.

5.7 Pohnsile Waterfall Trail

Action: Develop a nature trail to Pohnsile Waterfall.

Goal: Provide access and interpretive information.

Comments: The local community is interested in developing this area as a tourist attraction, perhaps as a part of a larger project involving traditional dances by the Senpen Youth Organization. The Attractions Development and Maintenance Plan identifies three activities for this area: placement of a trail marker at the trailhead, clearing vegetation and placing logs or rocks on muddy sections of the trail, and building 50 yards of new trail down to the waterfall (Drought 1993:17).

Estimate: 2-4 weeks.

Linkage: Develop a self-guided brochure (5.8) and consider Job Training Partnership Act (JTPA) funding and manpower assistance.

Contact: Pohnpei Watershed Advisory Committee.

5.8 Hiking Guides

Action: Develop self-guided brochures for selected hikes.

Goal: Promote hiking, environmental education, and proper etiquette. These guides could also assist local businesses by informing hikers of guide services, equipment rentals, buses and taxis, restaurants, and other sources of visitor services.

Comments: The guides can be patterned after the excellent Recreational Series Guides written by Kit Dahl, previously with the Community College of Micronesia Sea Grant program.

Estimate: 2 weeks each.

Contact: To be determined.

5.9 Nan Madol Interpretation

Action: Assist the Office of Historic Preservation and the Tourist Commission in the development of visitor services for Nan Madol (Figure 56).

Goal: Develop an interpretive plan, design signs (English and Japanese), and identify tour routes, and photo opportunity stations, as part of a Master Plan for the long-term preservation of Nan Madol and its development as a tourist attraction.

Comments: This work will complement the excellent map/guide of Nan Madol.

Estimate: One month minimum.
5.13 Pohnpei Attractions Development and Maintenance Plan

Action: Provide technical assistance to implement the plan.
Goal: Improve existing tourism attractions.
Comments: The plan was developed by Arnie Drought, University of Oregon, as part of the University's Micronesia and South Pacific Technical Assistance Program (Drought 1993). The plan's goals are to improve and beautify attraction sites, provide greater access to scenic areas currently not accessible to visitors, and increase tourism activity within Pohnpei. Specific activities include tree planting, general trash collection and grass/brush cutting, signing, restroom construction, trail markers, trail clearing, trail building, constructing steps along steep trail sections, repainting or replacing wooden door and roof of Japanese shrine, and stabilization of stone walls at Nan Madol.

Estimate: 2-10 weeks.
Linkage: Many of the sites identified as potential pilot projects above will be addressed in the tourism plan.
Contact: Maradel K. Gale, University of Oregon.

5.14 Enipein Marine Park

Action: Provide technical assistance to the Park.
Goal: Expand and improve the Park's tourism infrastructure and programs to attract additional visitors and enhance their recreational experience.
Comments: The Park has been in operation for a few years but still needs assistance with mangrove boardwalks, scientific inventories of plants and animals (for interpretation), interpretive materials, upland forest trail marking in and around Enipein village, photographic displays, and materials for a resource library.

Estimate: Negotiable.
Linkage: Information on mangroves (5.12) would be useful here. An ecotourism workshop on Pohnpei (5.2) would have to consider Enipein as a case study. Upland hiking trails would involve Salapuk Village (5.4). A tourism package and regional plan for the entire south side of the island is also needed.
Contact: Peter Valentine, James Cook University, Australia.

6. KOSRAE PILOT PROJECTS

6.1 Conservation Area Tourism Development

Action: Assist with interpretive planning and the implementation of projects in the proposed Conservation Areas in the Okat, Yela, and Utwe-Walung areas.
Goal: Plan and implement various types of nature and cultural-based tourism projects associated with Kosrae's unique mangrove ecosystems, including: boardwalks, trails, canoe rides, village agroforestry tour/brochure, interpretive materials and signs, and visitor center.

Comments: For details, refer to Kosrae Island Integrated Coastal Resources Assessment for Biodiversity/Cultural Conservation and
6.4 Educational Tours
Action: Develop a plan and sample itinerary for an educational tour focusing on Kosrae’s natural and culture history.
Goal: Encourage a university or non-profit organization to conduct a tour based on Portland State’s Palau program.
Comments: Portland State has had a successful program in Palau for the past 5 years and is willing to assist other islands and institutions with similar programs. Interested individuals could observe the PSU program under pilot project 4.6.
Estimate: 2 weeks.
Linkage: The University of Oregon’s Micronesia and South Pacific Technical Assistance program is also a potential partner.

6.5 Special Interest Tourism Prospectus
Action: Create a prospectus to attract the right ecotourism partners.
Goal: Develop connections with educational, special interest tourism organizations through a brochure and/or display.
Comments: This would illustrate Kosrae’s unique potential for forest-based nature and cultural tourism, communicate its goals, and ask for potential partners to make proposals. Small-scale, family and educational tours are the types of special niche markets that are well suited for Kosrae’s natural and cultural environment. Some of the information and photographs could also be used as a display for tourism trade shows and conferences.
Estimate: 3-4 weeks.
Linkage: Information and photographs from other projects could be used here.
Contacts: Possible partners and sources of assistance include Portland State University, Rascals in Paradise, Oceanic Society Expeditions, and Domestic Technology International.

7. FSM-WIDE PILOT PROJECTS

7.1 Heritage Tourism Assessment
Action: Inventory, photograph, and assess tourism opportunities for historic and cultural sites.
Goal: Promote heritage tourism throughout the FSM and use tourism as a tool for historic preservation.
Comments: Good quality photographs are needed for scientific documentation, assessing site condition, and for promoting heritage tourism with archeological sites, WWII sites and monuments, other historic properties, and traditional cultural activities.
Estimate: 1-2 months.
Linkage: This could be a joint project with the National Park Service. This individual could assist with and coordinate heritage related pilot projects proposed for Pohnpei (5.1, 5.9, 5.10) and Kosrae (6.1f, 6.2e, 6.3, 6.4).
Contact: Similar requests were made by Maderson Ramon, Administrator of the Division of Commerce and Industry, and SeNellie Singeo, National Historic Preservation Officer.
8.3 *Micronesia Ecotourism Notebook*

**Action:** Distribute a final resource notebook focusing on ecotourism in Micronesia.

**Goal:** Provide the information and ideas on forest-based tourism to a wide audience.

**Comments:** A draft notebook is currently under development based on preliminary work done in 1993. This needs to be expanded and distributed.

**Estimate:** 4-6 weeks.

**Linkage:** Consider collaborating with similar ecotourism projects currently underway by the World Wide Fund for Nature (Australia) and the Pacific Business Center of the University of Hawaii. The Pacific Information Network and East-West Center are other possible partners.

**Contact:** Jerry Wylie, U.S. Forest Service, Intermountain Region.

8.4 *Tourism Strategy*

**Action:** Develop a strategy for forest-based nature and cultural tourism in Micronesia.

**Goal:** Provide a strategic framework that will establish priorities and promote a coordinated effort among island agencies, tour operators, federal and state agencies, and regional/international organizations and universities.

**Comments:** No comprehensive strategy exists.

**Estimate:** 4-6 weeks.

**Linkage:** A starting point might be cooperative projects and workshops with PATA (8.13), Portland State University (4.6), Oregon State University, and the National Park Service (8.7).

**Contacts:** Dr. Peter Valentine, James Cook University, and Marguerite Young, WWF-Australia.

8.5 *Dive Industry Coordination*

**Action:** Coordinate with the tourism organizations involved with dive tourism in Micronesia. Provide them with information on forest-based tourism, and produce joint products (articles, brochures, FAM tours, etc.) that benefit resource conservation and dive tourism.

**Goal:** Establish a working relationship with the dive industry, to understand their needs and interests in forest-based recreation and produce benefits that are mutually beneficial to both dive tourism and forest tourism.

**Comments:** Originally, international SCUBA organizations such as PADI, NAUI, and SSI were thought to be the logical partners. However, these are too narrowly focused on technical training. Although there are many inbound tour operators and outbound tour companies specializing in SCUBA diving, the only company that exclusively specializes in and covers all of Micronesia is Trip-N-Tour Micronesia.

**Estimate:** 1-3 weeks.
Comments: Millions of dollars of grants are not utilized each year because no one knows they exist.
Estimate: 2-3 weeks.
Linkage: This information could be added to the Micronesia Ecotourism Notebook (8.3) and presented through various ecotourism workshops. Some of this information may be available through the University of Hawaii Pacific Business Center. Domestic Technology International could serve also serve as a consultant.

8.9 Forest Product Souvenirs
Action: Identify and document examples of souvenirs derived from local forests.
Goal: Increase local revenues, encourage the sustainable use of forest products, provide authentic souvenirs, and reduce the dependence on imported goods.
Comments: The sale of non-local souvenirs results in the "leakage" of profits out of local economies. Forest souvenirs can be derived from forest products directly or indirectly. There are many common examples of things made from forest products, such as woven and carved items. But there are many other innovative ideas which are not well known that could be shared. For example, in Kuranda, Australia very attractive and inexpensive jewelry is being made of polished wooden beads and seeds, and in Palau traditional fishing kites are made from leaves and bamboo. There are also things like photographs, slides, videotapes, and even audio recordings that indirectly embody forest values.
Estimate: This could be a separate pilot project or it could be a series of examples (or case studies) resulting from other pilot projects.
Linkage: This information could be added to the Micronesia Ecotourism Notebook (8.3) and presented through various ecotourism workshops. The University of Hawaii Pacific Business Center would be a possible partner. Domestic Technology International could serve also serve as a consultant.

8.10 Ecotourism Workshop Planning
Action: Develop an ecotourism workshop training outline.
Goal: Provide high quality information, consistency between workshops and avoid the expense of reinventing workshop courses from scratch.
Comments: A master outline could be reviewed well in advance of the workshops and modified to fit the needs of each island. This outline could be developed through a contract with a well-qualified ecotourism expert in consultation with others.
Estimate: Negotiable.
Linkage: This could serve as the basis for all the ecotourism workshops proposed above. The outline could become a part of the Ecotourism Notebook (8.3) and parts of the Notebook could be used in the workshop sessions. Possible partners include the Australian Ecotourism Society, The Ecotourism Society (U.S.A.),
Civic Action Teams (CAT). Thirteen-man military Civic Actions Teams can assist with engineering and construction projects related to recreation and tourism. These include buildings, roads, bridges, signs, and boardwalks on Palau, Pohnpei, Chuuk (Truk), Kosrae, and Kwajalein. It may also involve trail construction where special expertise is needed for things like steps and safety handrails, but not routine trail construction.

Contact: Officer in Charge, 3rd NCB DETCATGUAM, PSC 455, Box 181, FPOAP 96540-2970. Phone 671/339-7132 (Guam).

Commonwealth of the Northern Mariana Islands (Saipan, Rota, Tinian) Contacts: Stan Villagomez, Commonwealth Forester Chatherine Moncrieff, Urban and Community Forester Department of Natural Resources Forestry Section P.O. Box 5221 (C.H.R.B.) Saipan, MP 96950 670/256-3317 or -9868, FAX 256-7154

Priscilla T. Dela Cruz, Deputy Managing Director Marianas Visitors Bureau P.O. Box 861 Saipan, MP 96950 670/234-8325, FAX 234-3596

Sandy McKenzie, Deputy Executive Director Commonwealth Council for Arts and Culture P.O. Box 553, CHRB Saipan, MP 96950 670/322-9982, FAX 322-9028

Conservation International. CI is a non-profit NGO dedicated to preserving threatened ecosystems. Together with local NGO partners, CI has community-based ecotourism programs in the Solomon Islands, the Philippines, and Indonesia. The ecotourism projects in these areas are part of larger biological and socio-economic research, community development and conservation activities.


Mara DelliPriscoli. Mara DelliPriscoli is President and Managing Director of TLC, Inc., specializing in rural tourism development, travel marketing, and conferences. She organizes an annual conference on non-profit educational travel for alumni associations, continuing education offices at colleges and universities, museums, cultural organizations, and conservation groups in the
The Ecotourism Society - U.S.A.  TES provides ecotourism education and training, information services, and standards for ecotourism operators worldwide. TES is a possible partner in developing an ecotourism workshop outline (8.10).

Contact: Megan Epler Wood, TES Executive Director, P.O. Box 755, North Bennington, VT 05257 U.S.A. Phone 802/447-2121, FAX 447-2122.

The Ecotourism Society of Australia. This newly formed association is interested in ecotourism in the Asia-Pacific region and particularly in guidelines for ecotourism operators. Their 1993 workshop on the evaluation and accreditation of ecotourism operators in Australia could provide useful information and assistance for ecotourism workshops and guide training programs in Micronesia.

Contact: Noel Preece, President, P.O. Box 3839, Alice Springs, NT 0871 Australia. Phone 89-528-308, FAX 531-308.

Elderhostel. Elderhostel is a nonprofit educational travel organization that serves adults age 60 and older. International programs are 2-4 weeks long and stay at different institutions and locations each week. Courses and fieldtrips explore the host country's cultural and natural history.

Contact: Elderhostel, P.O. Box 1959, Wakefield MA 01880-5959 U.S.A. Phone 617/426-8056.

Federated States of Micronesia (Yap, Pohnpei, Chuuk, Kosrae)

Contacts: Sailas Henry, Administrator
Department of Resources and Development
P.O. Box PS 12
Palikir, Pohnpei FSM 96941
Federated States of Micronesia
691/320-2646, FAX 320-5854

Senellie P. Singeo
National Historic Preservation Officer
P.O. Box PS-35
Palikir, Pohnpei FM 96941
Federated States of Micronesia
691/320-2343, FAX 320-5634

Dr. Nicky Goudberg. Dr. Goudberg is the Tourism Extension Officer for the Far North Regional Office of the Queensland Department of Environment and Heritage, Australia. She has experience with guide training for ecotourism operators that would be invaluable in developing similar training for Micronesia.

Contact: 10-12 McLeod Street, Cairns, Queensland Australia. Phone 61-70-52-3066, FAX 52-3080.
James Cook University, Australia. The University has recently developed a collaborative Research Center focusing on World Heritage rainforest and reef studies in Australia, funded by a 7-year $20 million grant from the Australian federal government. Approximately $300,000 of this will be for a rainforest visitor study administered by the newly combined Departments of Geography and Environmental Studies. The University also has an active Department of Tourism. Because of their growing interest in Micronesia, James Cook University can be an important ecotourism partner, especially in the area of training and tourism assessment. Mangrove boardwalk planning is another area of specialization.

Contacts: Peter Valentine, Department of Geography/Environmental Studies, Townsville, Queensland 4811 Australia. Phone 61-77-81-4111, FAX 81-4020. Also Alastair Birtles, Department of Tourism.

Kosrae
Contacts: Erick Waguk, Island Forester
Forestry Section, Division of Agriculture
P.O. Box 82
Kosrae, FM 96944
691/370-3017, FAX 370-2066

Madison Nena, Administrator
Division of Tourism
Department of Conservation and Development
Kosrae, FM 96944
Federated States of Micronesia
691/370-2228, FAX 370-2066

Berlin Sigrah
Kosrae Historic Preservation Officer
Department of Conservation and Development
Kosrae, FM 96944
Federated States of Micronesia
691/370-3078, FAX 370-3003

Leave No Trace. LNT is a program to teach skills to hikers, backpackers and horsepackers for protecting wilderness areas. Courses for training LNT instructors are offered through the National Outdoor Leadership School (NOLS), in partnership with the U.S. Forest Service. A product catalog is currently being developed that will show all existing LNT publications, videos, and posters available for purchase.

Contact: Leave No Trace, 288 Main Street, Lander WY 82502 U.S.A. Phone 307/332-8880, FAX 332-8811.

National Park Service. One of the National Park Service's primary program areas in Micronesia is historic preservation training and assistance. They should be contacted about various projects involving heritage tourism and training to see if they are interested. They are also potential partners in
interested in testing a rainforest and mangrove tour for a group of Japanese (4.2) and conducting historical research on a Japanese botanical garden (4.5).

Contacts: Headquarters in Japan, 3-6-12, Izumi, Suginami-ku, Tokyo 168, Japan. Phone 3-3322-5161, FAX 3324-7111. Dr. Minoru Ueki, President, OISCA Palau Chapter P.O. Box 1197, Koror, Palau 96940. Phone 680/488-2032.

University of Oregon. Initial contacts have been made with Micronesia and South Pacific Program (MSPP) and Program for the Advancement of Sustainable Communities (PASC) on the use of faculty and advanced graduate student technical assistants to help implement forest-based tourism pilot projects throughout Micronesia. Their graduate student internships are typically for three months. They are particularly interested in collaborating on projects in Kosrae, Pohnpei, Yap and Palau. (They have been contacted by private land owners on Yap who want to develop ecotourism enterprises. On projects like this involving private businesses, they anticipate a three-way arrangement involving the Pacific Business Center to handle the business aspects.) Specific projects which could involve the University include implementing the recommendations of the Pohnpei Tourism Plan (5.15) and the Kosrae Tourism Master Plan (6.2), visitor center for the Utwe Conservation Area, Kosrae (6.1), and development of an itinerary and prospectus for special interest educational tours on Kosrae (6.4 and 6.5).

Contact: Maradel K. Gale, Director Micronesia and South Pacific Program, 5244 University of Oregon, Eugene, Oregon 97403-5244 U.S.A. Phone 503/346-3815, FAX 346-2040 (U.S.A.).

Pacific Asia Tourism Association (PATA). PATA is the destination marketing organization responsible for the Asia Pacific area. It has a Micronesia Chapter with headquarters in Guam. Also, the San Francisco-based PATA Foundation manages special grants and scholarships and may be interested in educational and conservation tourism programs in Micronesia. PATA environmental programs include a code for environmentally responsible tourism and "PATA C.A.R.E.S." (Creating Awareness for Regional Ecotourism Success) that focuses on public environmental education, recycling, tree-planting, and dive awareness. A pilot project is recommended (8.13) that would temporarily assign a Forest Service representative with PATA's San Francisco or Guam office to establish a close working relationship, provide them with information on forest-based tourism, and develop joint projects that promote sustainable use of forest values. This would help us understand each other's needs and identify opportunities and procedures for cooperation. PATA would probably be most interested in inventory and assessments of tourism opportunities, workshops and training, and region-wide projects involving strategic planning and cooperation with other organizations, such as the dive industry.

Pohnpei
Contacts: Herson Anson
Chief, Division of Forestry
Department of Conservation and Resource Surveillance
Pohnpei State Government
P.O. Box 562
Kolonia, Pohnpei FM 96941
Federated States of Micronesia
691/320-2402, FAX 320-2402 or 320-5997 or 320-2505

Youser Anson
State Tourism Officer
P.O. Box 66
Kolonia, Pohnpei FSM 96941
Federated States of Micronesia
691/320-2421, FAX 320-2505

Emensio Eperiam, Division Chief
Historic Preservation and Cultural Affairs
P.O. Box 158
Kolonia, Pohnpei FM 96941
Federated States of Micronesia
691-320-2715, FAX 320-5706

Portland State University (PSU). The School of Extended Studies at PSU has a successful educational tour program in Palau that they are willing to share with others. They have plans to expand this program in 1994 to include deaf students and students from Japan, and they are also potential participants in the rainforest and mangrove river tour (4.1 and Appendix D) and with projects at Ngemelis Island (4.8 and Appendix E) and Jellyfish Lake (4.9). PSU's local partner is the Belau National Museum. A formal agreement between the U.S. Forest Service and PSU may be needed to coordinate these projects.

Contact: Dick Dewey, Palau Program Director, Portland State University, P.O. Box 751, Portland, OR 97207 U.S.A. Phone 503/725-5388, FAX 725-4840.

Rascals in Paradise. Rascals in Paradise is an outbound travel operator that specializes in educational, soft adventure trips for families. Their 1994-1995 program includes trips to Fiji, Palau, Papua New Guinea, and Australia. This is the type of small-scale, family oriented niche market that would fit most islands in Micronesia, but particularly Kosrae, Palau and Rota.

Contact: 650 fifth Street #505, San Francisco, CA 94107 U.S.A. Phone 415/978-9800, FAX 442-0289.

Rota
Contacts: Frank L. Mesngon, Assistant Supervisor
Rota Travel Bureau
P.O. Box 503
Rota, MP 96951
670/532-3561, FAX 532-3562
trips using canoes, rafts and sea kayaks in North American, Russia, and Australia.

Contact: Wilderness Inquiry, 1313 5th Street SE, Box 84, Minneapolis MN 55414 U.S.A. Phone 612/379-3858.

World Wide Fund for Nature - Australia (WWF). WWF has many ecotourism-related pilot projects throughout the Asia-Pacific region which emphasize resource conservation and community development. Its Community Resource Conservation (CRC) program provides assistance to local landholding groups interested in long term resource conservation. With this broad experience, they could provide assistance with community involvement in tourism planning in Micronesia, facilitating and brokering programs and local decisionmaking to assure the proper "fit" with the cultural and political environment. WWF is currently assisting with the development of a Rock Island Reserve in Palau. It is also involved with an assessment of ecotourism development which will lead to the production of a case study notebook and guidelines. We might be able to exchange information and coordinate this work with the Micronesia Ecotourism Notebook.

Contact: Marguerite Young, WWF Australia, GPO Box 528, Sydney, NSW 2001, Australia. Phone 61-2-247-6300, FAX 247-8778.

Youth Challenge International - Australia. Youth Challenge organizes community development, health work and environmental research conducted by Australian volunteers ages 18-25 in developing countries worldwide. Projects last three months and have involved wildlife, mangroves, archeology, environmental education and ecotourism.

Contact: P.O. Box 222, Lindfield NSW 2070, Australia. Phone 2-330-5512, FAX 330-5130.

ORDERING INFORMATION FOR KEY ECOTOURISM PUBLICATIONS

Ecotourism: A Directory of Marketing Resources (edited by Shelley Attix)
Leeward Community College, O.S.P.C.S.-ECOT DIRECTORY, 96-045 Ala Ike, AD-121, Pearl City, HI, 96782, U.S.A. $10 U.S. for U.S.A. first-class delivery; $15 for international air delivery.

University of Hawaii, Sea Grant-Extension, 1000 Pope Rd., MSB 226, Honolulu, HI 96822, Attn: Ray Tabata. $55 U.S.

Ecological Tourism and Small Business in the Pacific (PBC 1991)
APPENDIX C - PATA CODE FOR ENVIRONMENTALLY RESPONSIBLE TOURISM
(Source: Pacific Asia Tourism Association)

Introduction

The Pacific-Asia Region's natural, social and cultural environment is a unique and finite resource. This environment is a key asset for the tourism industry. In order to plan for a sustainable future for the region and for the tourism industry, the Pacific Asia Travel Association recognizes the need for an environmental ethic amongst all those involved in tourism. In this code environmentally responsible tourism means tourism which: recognizes the necessity to ensure a sustainable future; meets the needs of the tourism industry today; and does not compromise the ability of this and future generations to conserve the environment.

Philosophy

** Recognition that all forms and all aspects of tourism have an impact upon the environment;

** Acceptance that tourism should be environmentally responsible;

** Acknowledgement that to be environmentally responsible the tourism industry should ensure that the impact of tourism does not adversely affect the environment;

** Acceptance that both tourism and conservation can be valid and complementary uses of the environment;

** Recognition that every part of the environment has limits beyond which development should not take place;

** Recognition of the need to foster greater understanding of the inter-relationship between tourism and environment.

In essence, the Code calls for PATA's Association and Chapter members to adopt an environmental ethic which will enhance: long-term profitability; product sustainability; and intergenerational equity.

The specific responsibilities PATA members are asked to accept are:

** Adopt the necessary practices to conserve the environment, including the use of renewable resources in a sustainable manner and the conservation of non-renewable resources;

** Contribute to the conservation of any habitat of flora and fauna, and of any site whether natural or cultural, which may be affected by tourism;

** Encourage relevant authorities to identify areas worthy of conservation and to determine the level of development, if any, which would ensure those areas are conserved;
PILOT ECOTOURISM ASSESSMENT OF NGEREMLENGY
ESTUARY/FOREST & VILLAGES, BABELDAOB ISLAND, PALAU

Proposal - Tour Development: Cultural and environmental
nature tourism (ecotourism). Development and assessment of
a one day Ecotour.

Site: Ngeremlengy Estuary, on Palau’s west coast of
Babeldaob Island, has been named by the Nature Conservancy
as the most important mangrove and estuary forested area in
Palau. Much of Palau’s highest marine biodiversity in the
world is dependent on this ecosystem. The site’s ecotourism
attributes include the high tidal rivers with crocodiles,
dugongs, mudsucker fish, archery fish, one of the world’s
most species-diverse mangrove systems and access to scenic
present day and ancient village sites. The extensive
ancient terraces that are accessible are the largest in all
of Micronesia.

P.I.: Richard A Dewey, Director of the Palau Program and is
Director of Natural Resources Education for Portland State
University’s School of Extended Studies. Mr. Dewey is a
former U.S. Peace Corps volunteer in Ethiopia, where he
worked on wildlife and ecotourism development. He spent 10
years in the U.S. Virgin Island as a teacher, protection
planner, wildlife biologist and Director of Fish and
Wildlife; much of the work involved tourism assessment and
development. An additional five years was spent as the
Director of Western Regional Stewardship for the Nature
Conservancy.

Program Contact in Palau: Governor John Skebong
Phase II - Plan for Session I/Develop Content and Logistics Support: Develop logistics and content plan with the assistance of advisors.

Phase III - Session I Study Tour: About June 27, 1994, fifteen to twenty-five Session I participants consisting of stateside hearing and deaf students/adult learners will participate in the tour according to the plan developed in Phase I.

Evaluations: Participants will complete evaluation of the tour with emphasis on content, logistics, comfort and recommendations.

Phase IV - Replan: Based on Phases I, II and III observations and evaluations, the plan for the second session will be re-developed. Criteria for the replanning, as well as a summary of the participant evaluations, will be addressed in the final report.

Phase V - Session II Tour: Will occur about July 8, 1994; based on the replan, the second group, as with the first study tour, will be requested to evaluate the Babeldaob day tour.

Phase VI - Report: Based on the itinerary, content and evaluations, a report will be developed and sent to all interested parties. The report will also include recommendations for further tours.

PROGRAM COOPERATORS/TECHNICAL ASSISTANCE PERSONNEL

Richard Dewey, P.I., to coordinate and subcontract with the following people/organizations:

* Faustina Rehuher, Director, Belau National Museum, and archaeology staff person Kempus Madd. Expertise: culture, history of area, cultural dependence to marine and forest natural resources.
PROPOSED BUDGET - PROPOSAL #1

PILOT ECOTOURISM ASSESSMENT OF NGEREMLENGY
ESTUARY/FOREST & VILLAGES, BABELDAOB ISLAND, PALAU

Institutional Partners:  PSU - Portland State University
                        GURC - Gallaudet University Research
                        Center at Ohlone College

Institutional Overhead Calculated into the Following Budget:

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<td>Berke</td>
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NGEMELIS ISLAND PRELIMINARY PLAN

Introduction: Ngemelis Island, in the Ngemelis group of islands, lays on the southwest edge of the Palau archipelago. This area receives a roughly estimated 80% of all the commercial SCUBA tour dives because of its near proximity to world famous dive sites (Big Drop Off, Blue Corner, Shark City, and German Channel).

Power boats leave Koror daily at 0900, do one of the above dives about 1100 and stop at Ngemelis or Uhu La Rois for a three hour lunch/decompression break on the lovely beach. Seventy to ninety percent of the SCUBA people are Japanese; the remainder are primarily Australians, U.S. and German with lesser numbers from other countries. After the picnic-style lunch on the beach, the boats, with 6 to 10 divers each, return to make their second dive and return to Koror by about 4 or 5 pm.

While on the beach nearly all the tourist divers sit, eat, sleep, and play. The commercial dive masters, primarily Palauan, do likewise. Only rarely will the Palauans discuss their environment, culture or the rich habitat or life forms that abound on Ngemelis. Japanese graffiti in the historic cultural caves on Uhu La Rois indicate that Palauan guides are leading an occasional visit and not halting vandalism - the caves cannot be found without a guide. Palauan guides seem to have little interest in acting in the capacity of a guide to tourists, or to discouraging vandalism to historic or environmental sites. Indeed, some of the Palauans are perhaps the worst destroyers of their environmental or historic assets.

Ngemelis Island itself is a true jewel of the entire Palau archipelago in terms of its diverse forested habitats, the oldest archaeological ruins, thousands of square meters of relic-strewn middens, pristine beaches on the west and east sides, diverse and extensive tide pools, extensive sand tidal flats, acres of coconut groves, strange but lovely current channels, nests of the U.S. listed Micronesian Megapode habitat for endemic Micronesian Owls and Palauan Fruit Bats and undeveloped serenity/scenery that is stunning. Nearby Uhu La Rois Island is reached by a short walk (sand at low tide, 3 feet of water at high tide). There are geologic wonders, pristine rain forests, the ancient remains of a canoe dock, middens and village platforms, as well as a ridge cave system used by the ancient people for typhoon protection. Everything can be reached within one hour by walking.
Phase III - Protection Plan, Preliminary Curriculum, Field Kits: Develop, with Belau National Museum, Palau Resources Institute and Jennifer Devlin, Education Director, Portland Audubon Society, the following:

1) A phased protection plan that provides sustainable educational, informational and tourism development.

2) Develop and test pilot natural history curriculum and test field kits for Palauan school children (many children in groups visit the island, but have no natural history or archaeological lessons or information). The curricula would stress forest, marine and archaeological resource understanding and conservation.

3) Provides recommendation for future development and funding support depending on the results.
Prospectus

Palau Traditional Resource Inventory Project
U.S.D.A. Forest Service Micronesia Ecotourism Project

As an initial step towards developing forest-based cultural/historical ecotourism resources within the Republic of Palau, the Palau Division of Cultural Affairs proposes in cooperation with the U.S. Forest Service to undertake compilation of an inventory of human resources capable of demonstrating traditional crafts and conducting cultural/historical tours. It is anticipated that such an inventory will be of tremendous value to governmental and private entities involved in the promotion of Palau's unique cultural and historical resources.

The inventory will include brief descriptions (including names and addresses) of Palauans with expertise in traditional skills of interest to visitors. Specific resource categories to be included within the inventory might include: handicraft/basket making, traditional dance/chants, wood carving, food preparation/cooking, canoe and house construction, traditional healing/herbal medicines. Ideally, the inventory will also include multilingual individuals from each of Palau's 16 states who are capable of serving as cultural/historical guides and interpreters. In order to effectively illustrate the potential of the human resources identified within the inventory, it is proposed that the inventory include ample photo documentation of the various individuals engaged in their specialization. Such documentation will include still photography as well as a short professionally edited video.

Within Palau's Division of Cultural Affairs, Staff Historian Florencio Gibbons will have primarily responsible for compilation of the inventory. Working with Mr. Gibbons will be the Division's professional archaeologist, Mr. David G. Defant.

It is foreseen that project expenses will primarily involve transportation and photo documentation. The services of Mr. Gibbons and Defant, will be donated by the Division of Cultural Affairs. Additionally, the Division will provide for use of its office facilities, boat, truck, and video camera. All funding will be managed by the Division's local grantor agency -- the Palau Community Action Agency. A detailed proposal, with budget, will be submitted following careful consideration of the project scope.

Following the successful completion of the Inventory Project outlined above, the participants may wish to propose a second project phase involving the organization and marketing of such resources. Such a second phase might include recommendations regarding price structuring, marketing, and interpreter training programs.
PHOTOGRAPHS AND MAP
DO YOU HAVE $200 TO THROW AWAY?

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THE CNMI CAN NOT AFFORD THE LITTER. CAN YOU?

LITTER ACT OF 1989 PL 6-3
MAP 1

Micronesia's strategic location within the Asia-Pacific Region.
Map courtesy of Continental Micronesia. Used with permission.