3 day conference/workshop @ Binna Burra Mountain Lodge, in the World Heritage Listed Lamington National Park, Queensland, Australia. 
Wednesday 17 October to Friday 19 October, 2018

'Managing mainland Chinese tourists in Asia Pacific’s protected natural environments'

An intensive 3 days designed for those interested in better understanding the expectations, behaviours and experiences of mainland China visitors into protected and/or sensitive natural areas across the Asia Pacific region.

Suitable for those involved in planning, policy and operations of protected area, nature-based tourism investors/operators, destination management and marketing organisations, researchers and relevant NGOs.

Key supporters of this conference:

Five per cent (5%) of registration fees will be donated to the Lamington Natural History Association, established with the aim to assist the Queensland Parks and Wildlife Service (QPWS) in interpreting the Lamington National Park.
Conference supporters:

There are no costs to be a ‘supporting organization’ – your organisation simply must be willing to help promote the conference/workshop within their various networks. Organisational logos will be included in promotional material for the conference.

Private sector

Industry association sector

NGO sector

Publications

Researchers from the following Universities have indicated support:
Context:

There is no doubt that outbound travel from the world’s most populous nation is booming as consumers with more disposable income seek more exotic experiences and far-flung destinations than their parents.

UNWTO reports that ‘China continues to lead global outbound travel, following ten years of double-digit growth in spending, and after rising to the top of the ranking in 2012. Expenditure by Chinese travellers grew by 12% in 2016 to reach US$ 261 billion.’ The number of outbound travellers rose by 6% to reach 135 million in 2016. Some forecast 200 million Chinese overseas trips by 2020 (CLSA 2016).

In the first year of the new millennium, a modest 10.5m overseas trips were made by Chinese residents. By 2017 and the figure was 145m – an increase of 1,380 per cent! The China Outbound Tourism Research Institute (COTRI) forecasts that China will account for one-quarter of all outbound travel within 12 years time.

Protected natural areas are often significant attractions for tourist activities, including for the international traveller from mainland China. So, how do destinations and tourism enterprises sustainably manage and generate new business opportunities from this expanding market?

‘Many Chinese visitors find it easy and comfortable to draw upon their knowledge of ancient poets and philosophers, imperial history and Chinese classical literature to recognise the significance and symbolism that is captured in a landscape, and their knowledge can enhance their sense of connection and valuing of the site’ (Sofield & Li, 2007). (In Chen, H. and Weiler, B. 2017)

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3 Source: https://www.telegraph.co.uk/travel/comment/rise-of-the-chinese-tourist/amp/?__twitter_impression=true
The objectives of the conference/workshop will be:

a) Encourage international dialogue and knowledge exchange on the attractiveness of nature based experiences (especially in protected areas) to the outbound mainland Chinese market, their expectations, their behaviours and experiences

b) Consider guidelines for managing mainland Chinese tourists in terrestrial and marine protected areas

c) Using a World Heritage Listed location (Lamington National Park in the hinterland of the Gold Coast), to consider how Chinese visitors connect to 'big nature' experiences

Types of questions to be considered at the conference/workshop:

1) Who are these mainland China travellers that are motivated to experience protected areas of natural environments around Asia and the Pacific?

2) How does the cultural context/values of mainland Chinese visitors impact on their perceptions of foreign natural environments and the relationships between humans and nature (in particular, Confucianism, Daoism & Buddhism)?

3) How do their social and environmental behaviours impact on protected area/nature based tourism destinations across the Asia Pacific region?

4) How are local tourism suppliers and destination managers adapting to cater for this growth market?

5) What visitor behavior management systems can result in minimum impacts or more environmentally responsible behaviours?

‘This paper has drawn on what has been learned in the West regarding heritage interpretation as a park management tool, and married this with the Chinese context to illustrate how culturally appropriate interpretation can help achieve economic, experiential and environmental outcomes. While the basic concepts and principles of interpretation are applicable in all cultures, some may need to be adapted for application in China. This is an important conclusion to draw, as the literature to date has been largely uncritical in the relevance of interpretation principles to non-Western contexts.’

Examples of speakers confirmed to attend (more will be added)

Professor Jun Gao, Shanghai Normal University.
(Acknowledgement: Travel from China for Prof Jun Gao is sponsored by Griffith Institute for Tourism)

In addition to his extensive contribution to research, he is:
• Executive Director of Natural Resources Society of China
• Director of Geographical Society of China
• Director of Ecology Society of China
• Executive Director of Geography Society of Shanghai
• Director of Environment Science Society of Shanghai
• Adjunct Professor at Griffith Institute for Tourism, Griffith University. Australia

Professor Gianna Moscardo, College of Business, Law and Governance, James Cook University, Townsville, Australia – will discuss her report ‘Guidelines for Managing Mainland Chinese Tourists to National Parks 2107.’

Tourism Australia will provide a representative to provide input on the outbound mainland China market into Australia.

Daw May Moe Wah, from WWF Myanmar, will travel from Yangon to address the challenges Myanmar is facing as they try to encourage a ‘responsible’ China inbound tourist market – especially to help combat Chinese ‘illegal wildlife tourism’.

Professor Betty Weiler, School of Business and Tourism, Southern Cross University will address: ‘Heritage interpretation as a tool for managing visitors to natural areas in the Asia Pacific’.

Linda Chen, School of Business and Tourism, Southern Cross University will contribute her research on ‘Chinese tourist experiences in Australian National Parks – preliminary findings from social media’

Professor Noel Scott, Griffith Institute for Tourism, Griffith University, Australia

Further contributors will be added in future updates.
The preliminary program:

Day 1: Wednesday 17 October 2018

0830 am: Morning tea/coffee at the Binna Burra Tea House

0900 to 12 noon:
Acknowledgement of Traditional Owners and Elders
Welcome & opening: Includes short comment from Chair of Lamington Natural History Association.

Morning sessions:
- Setting the scene of tourism within a World Heritage Listed nature based environment.
- The knowledge base: The state of current research on mainland China outbound visitors seeking a nature based tourism experience – what do we know?
- Q & A session with researchers.
(Expressions of interest will be encouraged from key researchers in the field)

1 pm to 4.30 pm
Afternoon sessions:
- Perspectives from protected area managers, industry practitioners and NGOs.
- Q & A session with protected area managers, industry practitioners and NGOs.
(Expressions of interest will be encouraged from key protected area managers, industry practitioners and NGOs)

6 pm: Sunset snacks & drinks on the Coomera Terrace

6.30 pm onwards
Evening: Delegates networking dinner together at Binna Burra Mountain Lodge

Day 2: Thursday 18 October 2018

08:00 am: Bush breakfast at Bellbird Clearing – put on your walking shoes for a short forest walk to breakfast in nature.

Field trip into Lamington National Park.

Purpose: Let’s have some active outdoor learning activity – from different ‘cultural lenses’ – in particular, from a mainland Chinese perspective.
More detail in the next update.

6.30 pm onwards:
Evening: Delegates networking campfire dinner together at ‘the Barn’, Binna Burra Mountain Lodge.
Day 3: Friday 19 October 2018

You might have been eating very well over the past 2 days, so breakfast is not included this morning – if you wish you can purchase breakfast at Binna Burra Lodge or just have a tea/coffee at the conference venue before we start today.

0900 am to 12 noon:
Morning session:
✓ Drawing on the knowledge exchange from day #1 and the field trip experience from day #2, delegates will consider guidelines for managing mainland Chinese tourists in terrestrial and marine protected areas.

1 pm to 4 pm:
Afternoon session:
✓ An interactive panel discussion/debate – between researchers, protected area managers, industry practitioners and NGOs. Topic: ‘How can destinations plan for and/or improve sustainable management policies and practices for mainland Chinese tourist in protected natural environments across Asia and the Pacific?’

6.30 pm onwards:
Evening: Farewell networking dinner together at the ‘Clifftop Dining Room’, Binna Burra Mountain Lodge

Conference Chair:
Steve Noakes, Director of Binna Burra Lodge Ltd, Director of Lamington Natural History Association, Director of Pacific Asia Tourism, Ecolodges Indonesia & Ecosafari Indonesia & Adjunct Research Fellow, Griffith Institute for Tourism & Semester Teaching Fellow at Bond University, both on the Gold Coast, Australia.

Registration cost (please note cancellation policy below):
A$499 per person for the 3 days (does not include your accommodation).
Payments to be made to Binna Burra Lodge Ltd.

What's included?
• Morning & afternoon tea for 3 days
• Bush breakfast on day 2
• Dinner for 3 nights
• Sunset snacks and non-alcoholic drinks on days 1 and 3 (alcoholic drinks available for purchase)
• Venue
• Internet connection
What’s not included:
• Your accommodation – see conference rate below offered by Binna Burra Mountain Lodge
• Your breakfast on day 1 and 3
• Your travel to and from Binna Burra Mountain Lodge in the Lamington National Park

Your accommodation options at Binna Burra Lodge
(www.binnaburralodge.com.au) pp = per person. All prices in Australian $.

Note:
• Acacia rooms have Private shower and toilet facilities
• Casuarina rooms have a wash basin vanity unit (separate bathroom facilities close to rooms on the same level are shared by just a small number of other guests)
• Sky Lodge room have En-suite with every bedroom

Single use Acacia Room : $450.00 pp for 3 nights
Twin Share Acacia Room : $285.00 pp for 3 nights
Single use Casuarina Room: $255.00 pp for 3 nights
Twin Share Casuarina Room : $165.00 pp for 3 nights

Single Sky Lodge : $600.00 pp for 3 nights
Twin Share Sky Lodge : $360.00 pp for nights

Your contact for registration and accommodation bookings:
Tiana Llewellyn, Functions and Events Co-Ordinator, Binna Burra Lodge
Phone: +61 (0) 7 5533 3622 Email: tiana@binnaburralodge.com.au

Cancellation policy:

1) The registration deadline is Wednesday 03 October 2018. Full refunds of paid registration fees are available prior to this date. After this date you may send an alternate representative to the event without additional charge. To request a cancellation or to make a change please send an email to tiana@binnaburralodge.com.au

2) For cancellation of registration fees after 03 October, 2018, a $50.00 cancellation fee will apply.

3) For cancellation of any accommodation booking at Binna Burra Lodge after 03 October 2018, a cancellation fee of 25% will apply.

For further information, contact:
Steve Noakes, steve@pacificasiatourism.org Tel (Australia) 0418774295
Location for sustainable events @ Binna Burra

International airports at Brisbane (BNE) or the Gold Coast (OOL)

How to get to Binna Burra Mountain Lodge:

www.binnaburralodge.com.au
Background articles:

The unstoppable rise of the Chinese traveller – where are they going and what does it mean for overtourism?
Oliver Smith, 11 April 2018, The Telegraph.
www.telegraph.co.uk/travel/comment/rise-of-the-chinese-tourist/amp/?__twitter_impression=true

To Understand China’s Growth, Look at Its Tourists.
Tracy Chen, 29 January 2018, Bloomberg.

The Chinese tourism boom: You ain’t seen nothing yet.
Eli Lee, Bank of Singapore, 13 April 2018
www.bankofsingapore.com/research/the-chinese-tourism-boom-you-aint-seen-nothing-yet.html#

Chinese tourists behaving badly: What can be done?
Lainey Loh, Asian Correspondent, 2 May 2018
https://asiancorrespondent.com/2018/05/chinese-tourists-behaving-badly-what-can-be-done/#KhQSKi7Ew6O3upKE.97

How Correct Chinese Tourism Statistics Mislead Stakeholders
Mason Hinsdale, Jing Travel, May 8, 2018
https://jingtravel.com/how-correct-chinese-tourism-statistics-mislead-stakeholders/?utm_source=Jing+Travel&utm_campaign=f02aef5281-EMAIL_CAMPAIGN_5_8_2018&utm_medium=email&utm_term=0_5fb5a8e57f-f02aef5281-42594399

World Heritage Listed Komodo National Park, Flores, Indonesia.

CAN INDONESIA’S KOMODO DRAGONS SURVIVE CHINESE TOURISTS?

The famed apex predators are able to kill anyone who gets near, but may themselves fall prey to Indonesia’s tourism ambitions

BY ERNEST KAO
28 APR 2018