Update. (Issued 05 October 2018)

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'

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.

Three 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:
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:

‘The same landscape can mean vastly different things to different people.’

Isabella (Qing) Ye
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.¹ The number of outbound travellers rose by 6% to reach 135 million in 2016.¹ Some forecast 200 million Chinese overseas trips by 2020 (CLSA 2016).²

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. ³

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?

³ Source: https://www.telegraph.co.uk/travel/comment/rise-of-the-chinese-tourist/amp/?__twitter_impression=true

‘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)
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.’

Confirmed speakers attending

Professor Jun Gao, Shanghai Normal University, China
(Acknowledgement: Travel from China for Prof Jun Gao is sponsored by Griffith Institute for Tourism)
'Tourism planning and management at national parks in China'
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.’

Edea Lu, Operations Manager for North Asia, Tourism Australia. Topic: Chinese Traveller Overview: arrivals and spend, consumer demand research, travel trends

Daw May Moe Wah, from WWF Myanmar, will travel from Yangon (via London!) 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’.

Dr 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.’

Dr. Jing Fu, Research Fellow, Shanghai Normal University, China: “Environmental Interpretation for the Chinese visitors at national parks”.

Dr Diana Leemon, Queensland Mycological Society, Principal Research Scientist at Department of Agriculture and Fisheries (Queensland). Will explore how new knowledge about a specific part of the natural environment can be transferred and experienced by visitors from differing (Western & Chinese) perspectives.

Natasha Martin, will present findings from her report ‘Beyond chopsticks and QR codes – What adventure travel businesses need to know about Chinese travellers’ published by the Adventure Travel and Trade Association. Natasha will ‘beam in’ to the conference from her home base in Hong Kong.
Theo deBoer, Chair of the Lamington Natural History Association will welcome participants and explain the function of the LNHA as an interpreter of the protected area.

Steve Noakes, Member of the UNWTO World Panel of Tourism Experts and Consultant on various projects to the UNWTO in Asia Pacific. Will address the UNWTO publication “Penetrating the Chinese Outbound Tourism Market: Successful Practices and Solutions”

Millennial views:

Andrew Ip will contribute a young graduate’s view - from the perspective of a Chinese background and Australian University education - on what Chinese Millennial visitors to natural areas want to experience. Andrew graduated with Master of Conservation Biology from the University of Queensland in Australia and a Bachelor of Science (Hons) in Life Science from The Chinese University of Hong Kong.

Isabella (Qing) Ye is a PhD student from the University of Queensland. She will provide insights on her research: Exploring Chinese Visitors’ Perceptions of Uluru: Implications for interpreting Australia’s natural environments.

PROGRAM:

Day 1: Wednesday 17 October 2018

0830 am: Registration & morning tea/coffee at the Binna Burra Tea House

0900 am: Steve Noakes, Conference Chair
Acknowledgement of Traditional Owners and Elders
Welcome & setting the scene for the next 3 days

0930 am: Theo deBoer, Chair, Lamington Natural History Association

1000 am: UNWTO research on the outbound China market (Steve Noakes)

1030 am: Morning tea

1100 am: Professor Jun Gao, Shanghai Normal University, China
The Chinese approach: ‘Tourism planning and management at national parks in China’
Discussion session
1200 noon – 1 pm: Lunch

1:00 pm: **Professor Gianna Moscardo**, James Cook University, Australia ‘Guidelines for Managing Mainland Chinese Tourists to National Parks 2107.

Discussion session

2:00 pm: **Professor Betty Weiler**, Southern Cross University ‘Heritage interpretation as a tool for managing visitors to natural areas in the Asia Pacific’.

Discussion session

3:00 pm: Afternoon tea – for the next session, we will be joined by 30 participants from the Australia Awards Indonesia Program in Indonesia, currently on a study trip to Queensland in conjunction with Griffith University and the University of the Sunshine Coast.


Discussion session

4:30 pm: Discussion: **Views from Indonesia** in relation to the growth of mainland Chinese visitors to protected areas.

5:00 pm (ish): Free time – take in sunset at the Coomera Terrace (at the main lodge)

6:10 pm: Delegates networking campfire dinner together at 'the Barn', Binna Burra Mountain Lodge (includes our Indonesian visitors).

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**Day 2: Thursday 18 October 2018**

**Fungi. Field trip. Fanciful Facilitation.**

Today we address one of the key objectives of the mini-conference:

*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.*
Dr. Diana Leemon, representing the Queensland Mycological Society, is the Principal Research Scientist at Department of Agriculture and Fisheries (Queensland) will be a key contributor today.

Background:

The quality of the information and level of interpretation that tourist guides offer to visitors can have a significant influence on the visitor’s satisfaction of the experience. It also has an impact on how visitor management methods which, in turn, shape the visitor experience. Satisfied visitor experiences can also lead to greater destination loyalty (Lamington National Park) loyalty and product loyalty (such as Binna Burra). Well trained and experienced tour guides can take complex, scientific knowledge about a particular part of a natural environment and make it very interesting and enjoyable for visitors.

Today, in an active, outdoor setting, we will explore how new knowledge about a specific part of the natural environment can be transferred and experienced by visitors from differing (Western & Chinese) perspectives.

And we are going to focus on fungi!

The Encyclopedia Britannica\(^4\) states: ‘Fungus, plural fungi, any of about 99,000 known species of organisms of the kingdom Fungi, which includes the yeasts, rusts, smuts, mildews, molds, and mushrooms. There are also many fungus like organisms, including slime molds and oomycetes (water molds), that do not belong to kingdom Fungi but are often called fungi. Fungi are among the most widely distributed organisms on Earth and are of great environmental and medical importance.’

Macrofungal biodiversity plays in the health of the Lamington National Park ecosystem. The Queensland Mycological Society promote an understanding and appreciation of the roles and the conservation of indigenous macrofungi and their relevant ecosystems. To most ‘western tourists’ and tour guides, Dr Leemon’s presentations on fungi are extremely interesting and informative. But would that form of knowledge and interpretation also be of such interest to a visitor from mainland China?

The idea today is that after our bush breakfast, we will have:

- a semi-scientific presentation from Dr Leemon to introduce you to the wonders and intricacies of fungi
- then we will do a fungi interpretive bushwalk led by Dr Leemon – noting what is of more interest to different market segments, especially the mainland Chinese visitor

\(^4\) [www.britannica.com/science/fungus](http://www.britannica.com/science/fungus)
then in the afternoon do a practical case study in teams addressing a possible new fungi interpretive feature/experience at Binna Burra that might appeal to both ‘Western’ and mainland Chinese visitors.

The program today:

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

After breakfast, bush walk to the conference venue.

10:00 am: Let’s learn about fungi. Dr. Leemon will present on the topic ‘No fungi, no rainforest’

11:00 am: Interpretive walk in the forest with Dr Leemon – ‘The allure of fungi tourism’!

Midday to 1:30 pm: Lunch @ Binna Burra Tea House

After lunch: Dr. Jing Fu, Research Fellow, Shanghai Normal University, China: “Environmental Interpretation for the Chinese visitors at national parks” (How does this relate to what we have done in the morning?)

Afternoon: Planning a new ‘fungi attraction’ experience to appeal to the mainland Chinese visitor market.

This will be a small, cross-cultural group activity where each group undertakes a mini-research and planning project and reports & discusses their findings with all conference participants.

4:30 pm: Wrap up afternoon session

6.30 pm onwards: Delegates networking dinner together at 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: Millennial views

Andrew Ip - a young graduate’s view - what Chinese Millennial visitors to natural areas want to experience.
Isabella (Qing) Ye - Exploring Chinese Visitors’ Perceptions of Uluru: Implications for interpreting Australia’s natural environments.

Discussion session

1030 am: Morning tea break

1100 am: Experiences from Myanmar: Daw May Moe Wah, WWF Myanmar - the challenges Myanmar is facing as they try to encourage a ‘responsible’ China inbound tourist market – especially to help combat Chinese ‘illegal wildlife tourism’.

Discussion session

12 noon: Lunch

1.00 pm: Natasha Martin, will present findings from her report ‘Beyond chopsticks and QR codes – What adventure travel businesses need to know about Chinese travellers’ published by the Adventure Travel and Trade Association. Natasha will ‘beam in’ to the conference from her home base in Hong Kong (2 hours behind out local time).

Discussion session

2:00 pm: Dr Linda Chen, Southern Cross University ‘Chinese tourist experiences in Australian National Parks – preliminary findings from social media.’

Discussion session

3.00 pm: Afternoon tea break

3:30 pm: Interactive session: ‘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?

4:30 pm: Conference close

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

Steve Noakes, steve@pacificasiatourism.org Tel (Australia) 0418774295

Steve Noakes, Chairman, Board of Directors, Binna Burra Lodge Ltd, Vice Chair of Lamington Natural History Association, Director of Pacific Asia Tourism, Director: Ecolodges Indonesia & Ecosafari Indonesia & Adjunct Research Fellow, Griffith Institute for Tourism & Semester Teaching Fellow at Bond University, both on the Gold Coast, Australia, UNWTO Consultant.
Location for sustainable events @ Binna Burra

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

How to get to Binna Burra Mountain Lodge:
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


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
