

# **Third ASEAN Inclusive Business Summit**

**Inclusive Business Partnerships to Address Challenges Ahead**

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**Virtual Event, Bangkok, 29<sup>th</sup> October 2020**

**Organizers**

**UNESCAP, IBAN, OECD**

# **International Wellness Tourism**

## **Global Partnerships for Prosperity, Peace & Sustainability**

A key to peace, development, prosperity and well-being

A key driver of socio-economic progress: creation of employment and livelihoods

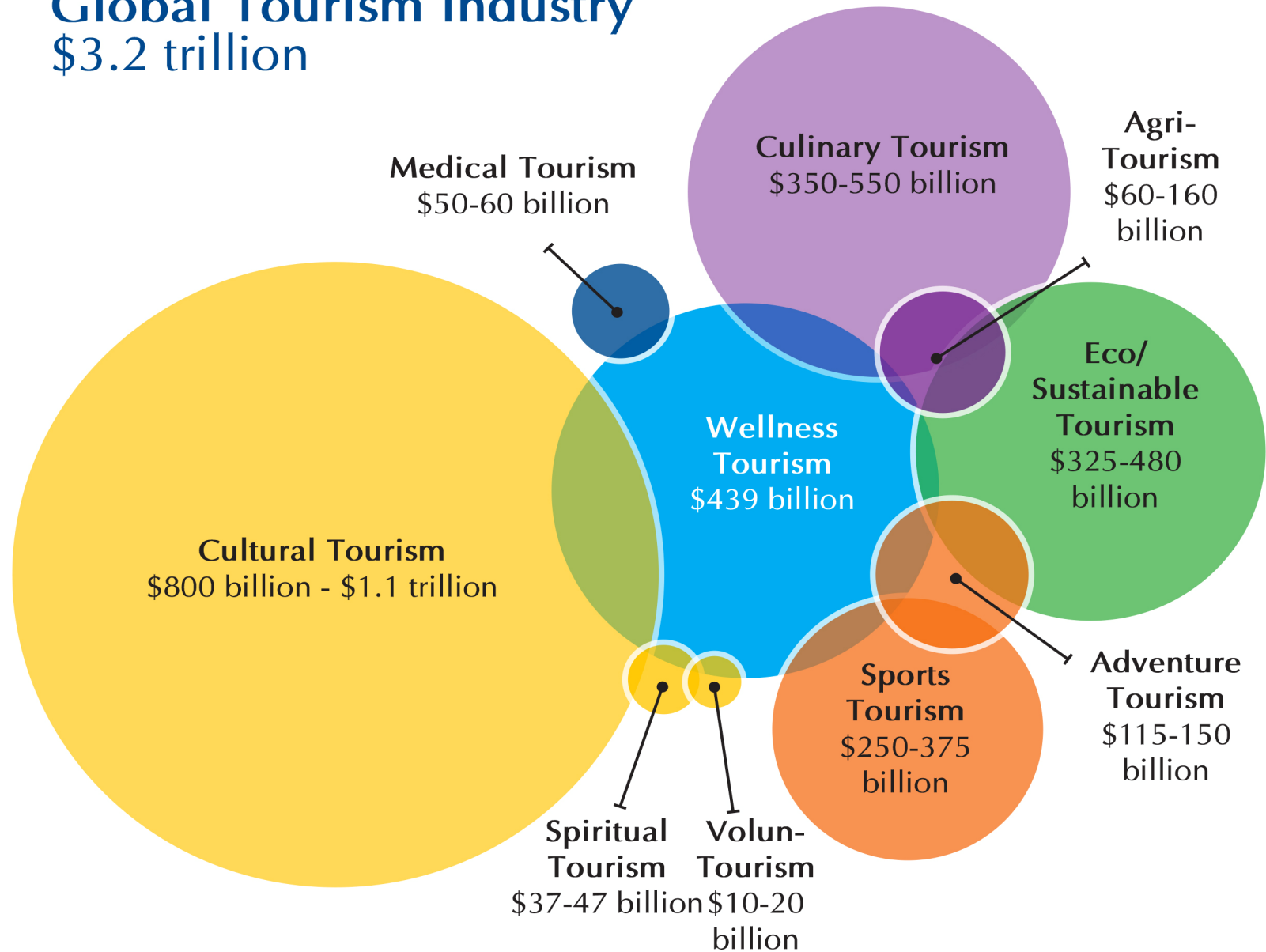
The fastest-growing economic sector globally

International Tourism Industry USD 3.2 Trillion in 2013

A driver of sustainable development and sustainable human beings

United Nations Role :— Health, Poverty, livelihoods, Development, Peace

# Global Tourism Industry \$3.2 trillion



## Zen Wellness Tourism Development



Strategic  
Positioning:  
International,  
Regional and  
Domestic Tourism  
Markets



Inclusive Business  
Contribution to  
Local Community,  
Regional, National,  
Global



Inclusive  
Sustainability  
Nature and  
Environment as  
well as Human  
Wellbeing



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## Strategic Business : Inclusive Business

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Driving Forces: Wellness System and Knowledge

Integrated Traditional and Modern Medicine

Preventive, Restorative and Curative

21st Century Modern Lifestyles and Sustainability Challenges

**Private Sector, Government Policies and Incentives, Private-Public Partnerships**

## Strategic Driving Forces: Supply System

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Inclusive Business in Wellness Tourism

Societal, Environmental, Economic Sustainability

Ownership, Employment and Livelihoods, Suppliers, Distributors, Innovators

**Government Policies, Infrastructure and Incentives, Public – Private Partnerships**



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# **ASEAN Tourism Development STRATEGIC ISSUES**

- **Wellness/Spiritual/ Medical**
  - **Beach and Marine Based**
- **Nature-tourism, Agro-tourism, Wildlife Tourism**
- **Heritage – Culture, Religion, Art, Architecture**
  - **Conferences, and Exhibitions**
  - **Recreation/Adventure**

**Indonesia Tourism Development  
Annual Growth Rate +20%**

## **Zen Resort Inclusive Business Support**

- **Employment Generation**

Resort Staff and Management

- **Livelihood Generation**

Local Farm and Fishery Produce, Village Building Teams, Sales of local art and craft

- **Hospitality Training**

Local High School Interns- 60 for 1 to 3 months

- **Culture and Music Local**

Local villages children and adult culture and Music performances

- **Yoga classes**

Village children and elderly

- **Guest visits to local kindergarten**

- Distribution of school educational materials

- **Poverty alleviation programs**

Staff Emergency loans and grants , Local charities including orphanage, natural disasters (eg volcanic eruption)

- **New Programs from Jan 2020**

- **Subsidized healthcare Guest** medical services in partnership with local hospital

- **Scholarships for local children**

Primary schools to tourism college and university

## **Zen Resort Inclusive Business – Environment Sustainability**

- **Solar Power** – Hot Water and Garden Lighting
- **Grey Water Garden and Landscape Recycling**
- **Soil Rejuvenation:** Local Farmer Advisory, EM Microbes
  - **Aquifer Rain-Water Recharging Systems**
- **Marine Coral Rehabilitation- Partnership with Fishers**
- **Beach Cleaning Employment:** Zen-Australia Partnership
- **No plastic Water Bottles** – all guests receive take-home copper-aluminium bottle

