

# **PATA**<sup>®</sup> **GOLD** **AWARDS 2023**

Pacific Asia Travel Association

**Showcasing winning projects  
that redefine industry excellence and innovation.**

*Marketing  
Sustainability & Social Responsibility*

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澳門特別行政區政府旅遊局  
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MACAO GOVERNMENT TOURISM OFFICE





EXPERIENCE  
**MACAO**

ATTRACTIONS  
**Unlimited**



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# PATA<sup>®</sup> GOLD AWARDS 2023

Pacific Asia Travel Association

In this Winners' Showcase souvenir booklet, the Pacific Asia Travel Association (PATA) is proud to honour the outstanding achievements of this year's 21 Gold Award Winners and two Grand Title Winners.

During a special PATA Gold Awards Presentation at PATA Travel Mart 2023 in New Delhi, India, two Grand Title Winners will be presented to the 'best-of-show' winners in the categories of Sustainability and Social Responsibility, and Marketing. A total of 21 Gold Awards will also be presented to winning entries in the above-mentioned categories.

The 2023 PATA Gold Awards, open to members and non-members of the Association, attracted over 100 entries from travel and tourism organisations and individuals.

PATA wishes to acknowledge the generous support of the Macao Government Tourism Office in once again sponsoring the PATA Gold Awards.



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MESSAGE FROM

**Maria Helena de Senna Fernandes**  
*Director of the Macao Government Tourism Office (MGTO)*

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The winners of the PATA Gold Awards 2023 bring us an invigorating update about some of the best practices among the tourism industry across the Asia Pacific region.

We can feel the passion of tourism stakeholders through the outstanding marketing initiatives created to capture the hearts of travelers. The level of commitment of public and private entities is also palpable in the amazing projects that tap into the power of tourism to bring a positive impact on sustainability and social responsibility. Once again, the winners prove us that the possibilities to innovate and excel in the process are boundless.

Macao is honored to support the PATA Gold Awards and be part of this joint effort to build a vibrant and sustainable tourism industry, as our city embarks on a new stage of development as a world centre of tourism and leisure towards more diversification.  
Congratulations to all winners!



**GOLD AWARDS 2023**

# JUDGING COMMITTEE



**Ana Savšek**

*Head of Department, Content Digital Marketing, Slovenian Tourist Board, Slovenia*



**Ana Tripković Marković, PhD**

*Director National Tourism Organisation of Montenegro, Montenegro*



**Chris Adams**

*Global Head of Research & Insights Miles Partnership, New Zealand*



**Fabrizio Orlando**

*Global Director, Industry Relations Tripadvisor, United Kingdom*



**Dr. Faith Ong**

*Senior Lecturer The University of Queensland, Australia*



**Hannah Pearson**

*Regional Director APAC Adventure Travel Trade Association (ATTA), USA*



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*Senior Regional Manager, Business  
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*SVP, Business Strategy  
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*Dean and Chair Professor  
School of Hotel and Tourism  
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**NobuTaka ISHIKURE**

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Goltz et ses amis*



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**Shiva Dhakal**

*Managing Director  
Royal Mountain Travel, Nepal*



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**Steven Liew**

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*Director of Public Policy - APAC  
Airbnb Singapore Pte Ltd, Singapore*



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**Suyin Lee**

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*Managing Director  
Discova Travel, Singapore*



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**Topaz Smith**

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*Community Lead, Aviation,  
Travel & Tourism  
World Economic Forum (WEF), USA*



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**Verra Wang**

---

*Senior PR Manager  
Trip.com Group, China*



The image features a dark blue background filled with numerous small, glowing blue and white particles, resembling a starry night sky or a field of distant galaxies. A thick, gold-colored border frames the entire scene. In the center, the text "PATA GRAND AWARDS 2023" is displayed in a bold, gold, sans-serif font. The word "PATA" is the largest and most prominent, with a registered trademark symbol (®) to its upper right. Below "PATA" is the text "Pacific Asia Travel Association" in a smaller, white, sans-serif font. To the right of "PATA" are the words "GRAND AWARDS" in a large, gold font, with "AWARDS" and "2023" appearing to be on a single horizontal line. The year "2023" is enclosed in a gold rectangular box.

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Pacific Asia Travel Association **AWARDS 2023**



## MARKETING

### Turning A Traditional Cultural Symbol Into A Marketing Catalyst

MGM China, Macao, China



10 years ago, MGM launched the Lion IP brand strategy with the first Lion Dance Championship, leveraging the lion dance – an internationally recognised Lingnan culture icon — and turned this local cultural symbol into long-term brand engagement strategy. The company proposed the development concept of “tourism+”, which champions local culture as its central theme under the Lion IP strategy. Using this one element, the team injected new vitality with modern techniques to create multiple touch points and experiences that ranged from art, exhibitions and performances, to competitions and training programs. These initiatives transformed a common, everyday language into a powerful cultural symbol that was embraced by audiences of all ages, transcending generations and regions. The success of this strategy is seen through the results that proved how it resonates – and continues to resonate – with a local and global audience. Just as importantly, the strategy has not only inspired MGM, but has also reinvigorated the city of Macau.



## SUSTAINABILITY AND SOCIAL RESPONSIBILITY

### **Karmic Returns** **Waterbom Bali, Indonesia**



Waterbom Bali, a renowned waterpark located in Bali, Indonesia, is at the forefront of sustainability practices. Since becoming the first waterpark to achieve carbon neutrality in 2017, Waterbom has set ambitious goals to become the world's leading sustainable waterpark, focusing on waste, water, and energy reduction. Through its vigilant 'Green Team,' the park meticulously monitors, records, and reports its resource consumption, fostering a team culture of ecological awareness. With its innovative 'Karmic Returns' program, Waterbom employs various methods to conserve water, including rainwater harvesting and a closed-loop filtration system, while also replacing groundwater with recharge wells. The park has an onsite waste management facility, where they create their own compost for gardens. In Q1 2023, they achieved a 97% recycling rate for materials and reduced waste sent to landfills to just 3.4%. Sustainability is deeply ingrained in the park's ethos, influencing staff training and all operational facets. This highlights Waterbom Bali's exceptional dedication to environmental responsibility.





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## MARKETING CAMPAIGN (National - Asia)

### Through the lens of GenZ Hong Kong Tourism Board, Hong Kong SAR



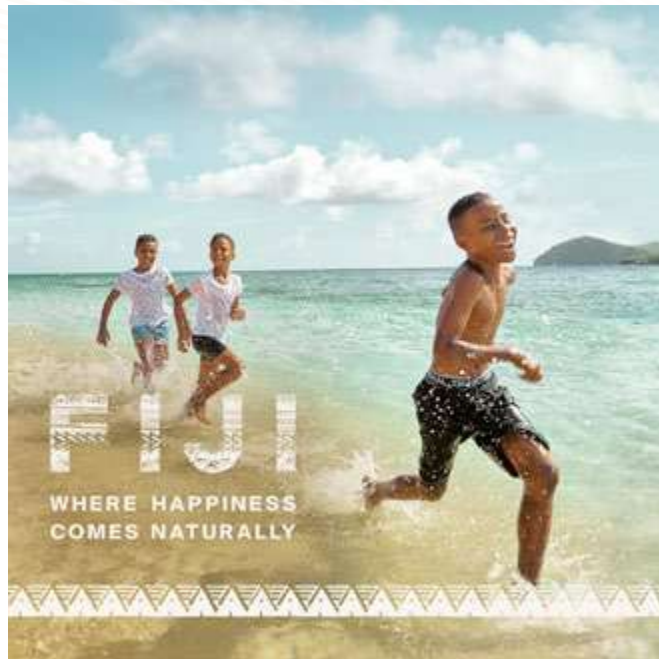
Hong Kong, once a popular tourist destination, is seeking to restore its image and rebuild its appeal in a post-pandemic world. As global tourism is expected to gradually recover from 2023 onwards, the key to success lies in showcasing the unique personality and experiences of Hong Kong, particularly to the younger generation known as Gen Z. Accordingly, we have tried to reinvent Hong Kong's image, shifting from a traditional approach to a more youth-centric one. Recognizing that Gen Z travelers will play an increasingly significant role in the global tourism demographic, it was crucial to create an image that resonates with and is relevant to this generation. We partnered with the award-winning U.S.-based creative agency — Design Army to present a new generation image of Hong Kong that appeals to GenZ. Together, the engaging and impactful content created highlights the stylish and chic aspects of Hong Kong. The campaign gained momentum by generating buzz on influential platforms such as Voyaged, 9GAG, i-D, HYPEBEAST which have a strong influence on young audiences. Additionally, the campaign featured three up-and-coming local Gen Z pop artists—Gareth T., MC Cheung, and Moon Tang—who shared their perspectives, inspirations, favorite experiences, and spots in Hong Kong through a video. Overall, the campaign successfully captured worldwide attention and achieved its goal of reaching and enticing young audiences. By promoting Hong Kong in a unique and attractive manner, the campaign has laid the foundation for revitalizing the city's reputation as a desirable travel destination.



## **MARKETING CAMPAIGN (National - Pacific)**

### **Where Happiness Comes Naturally**

#### **Tourism Fiji, Fiji**



Happiness has always been a part of Fiji's identity. Not just over the course of our tourism history, but over the course of our history. It isn't something that is turned on for tourists – it's how Fijians live. Community & family, spirituality, the spirit of sharing, gratitude, inclusion, all contribute to why Fiji is such a happy place. And because we are a culture that has, in many ways, mastered happiness, we're perfectly placed to create holiday experiences that bring genuine happiness to those who visit our island home. We've spent several years telling the Fiji story from the perspective of visitors. Our brand tag, 'Where Happiness Finds You' has been in place since 2012. Happiness is a brand truth that we have embraced, and one that we don't want to steer away from, however, we felt it was time to have a fresh take on Happiness – one that centered not just on the tourist but on the truth that Fijians live life in a way that inspires happiness. And given what we know about visitors increasingly wanting more authentic travel experiences, we felt that a natural evolution was to shift the perspective and tell our story from the eyes of the people of Fiji. It's this sentiment that we seek to capture in our new brand platform 'Fiji – where happiness comes naturally'. The new creative direction highlights that in Fiji, happiness comes naturally to Fijians and the source of the happiness a Fijian holiday brings, is Fijian culture itself.







**MARKETING - CARRIER**

**Around the Island**  
**SriLankan Airlines, Sri Lanka**



Sri Lanka, an island that houses a country, a nation, and a populace, is also a landmass that encapsulates insurmountable experiences. This island contains magnitudes, with its ebb and flow different to any other island on any other ocean. 'Around the Island' is a visual poem that pays tribute to the quintessential beauty and vivacity of our homeland, by capturing her timeless youth, childlike playfulness, the tranquil depths, and the restless ripples. There is a definite rhythm in the visual presentation, signifying the island life in many manifestations, its perpetuity, and the timeless invitation to discover anew a land that has been synonymous with beauty and inherent warmth. 'Around the Island' campaign comes alive as a result of an effort to present Sri Lanka, a fairly known tourism hotspot much sought-after by travellers world over, in a novel perspective. The campaign, executed in the aftermath of the most challenging period Sri Lanka faced, both in terms of the adverse effects of the pandemic as well as the subsequent political power shift, was aimed at unveiling the most enticing destination aspects, whilst providing an underlying assurance of Sri Lanka's safety and security for tourists. The 360 degree executions of the campaign are all aligned towards this intention, and the mediums and the time periods have also been selected, keeping in mind their effectiveness, visibility and the ability to reach the right audience.



## **MARKETING - HOSPITALITY**

### **Melco Style x B. Duck @ Studio City**

**Melco Resorts & Entertainment, Macao, China**



In alignment with Studio City's dynamic concept and target market, the popular B.Duck characters' fun and adventurous charismas reflect the Melco integrated resort's positioning as the ultimate entertainment destination in Macau. The Company's successful and multifaceted Studio City x B.Duck marketing campaign ran in three distinctive phases between August 2022 and April 2023, and featured seasonal tie-ins with the 2022 FIFA World Cup and Chinese New Year.

In support of the Macau government's calls for diversification, this Studio City campaign was strategically designed and implemented to highlight and heighten the breadth of offerings available across Melco's integrated resort; including its hotel accommodation, entertainment and food beverage, and to attract visitors from Macau and beyond.



## MARKETING - INDUSTRY

### Kick - starting travel again & connecting diverse Indian traveler SOTC Travel Ltd, India



With 74 years of travel experience, SOTC has proudly evolved into a truly omni-channel Indian travel company with over 75 outlets spread across 45+ cities. With a rich heritage and understanding of the ever-evolving travel landscape, we take pride in our ability to offer a diverse range of travel services tailored to our customer's preferences. Our focus has been to connect diverse Indian travel enthusiasts to the world through tech enablement and hyper-local connect. We implemented an AI listening tool across our touchpoints - call centers & retail outlets to analyse our customer conversations. Through real-time insights, we understand the dynamic shifts in travel trends and requirements, enabling us to adapt swiftly and stay ahead of the curve. With AI Conversational Intelligence, AI-based Sales Coaching, and AI Analysed consumer demand, we have unlocked the true potential of data-driven decision-making. The pandemic left travellers unsure about travel and they expressed concerns about the safety and financial risk of putting their money into holidays. We introduced 'TravShield' - An overarching safe travel program encompassing our Assured Safety Protocols in association with Apollo Clinics to build confidence to travel. Taking care of personal, financial, and Mental safety of our customers before & while on tour. Additionally, we invested significantly in collaborating with international tourism boards and attraction bodies to spread our message that 'The World is Open' and ready to welcome travellers. These collaborations and initiatives proved highly successful and helped us positively get back on the road to recovery.



## **DIGITAL MARKETING CAMPAIGN**

### **Incheon smart tourism project Incheon Tourism Organization, Korea (ROK)**



The Project aims to create a smart tourism ecosystem by consolidating various smart tourism elements in popular tourist destinations, providing travel convenience, enhancing regional tourism competitiveness, and fostering a smart tourism environment.



## **PRINTED MARKETING CAMPAIGN**

### **Korea Unique Venue Promotion Project**

**Korea Tourism Organization, Korea (ROK)**



Nurture a new type of MICE venue by selecting and publicizing Korea Unique Venues, which are available for MICE events and has the charm and characteristics representing Korea, offering unique experiential spaces that will be remembered for a long time.



## TRAVEL VIDEO

### Catching Sabah

Sabah Tourism Board, Malaysia



Who would have thought that we would be deprived of the wonders of the world. When the world stood still and everyone was made to wait. To stay. To let go of the yearnings of travel. The whole world abide and forego movement. 2019 & 2020 came and go, the future of travel seemed bleak. The longing remains, but the uncertainties lingers. It wasn't until 2022, when travelling was possible again. The thirst will be quenched, the desire will be fulfilled. Showcasing Sabah, welcoming the year 2022 with resilience, grit and grace. Catching Sabah.

## TRAVEL PHOTOGRAPH

### **A Valley in Bloom**

**Tourism Authority of Thailand, Thailand**



At the Ang Khang Royal Agricultural Station, Chiang Mai Province, cold climate plants and tree species are planted all the way to the summit. Strong-rooted, hardy species, suitable for mountainous conditions are selected but every January there's a vivid explosion of colour as Himalayan Cherry Blossoms bloom across the slopes and in the valley in hues of delicate pink and brilliant white. This explosion of seasonal colour is hemmed in by an area of green, terraced tea plantations; a contrast which perfectly completes the picture-perfect landscape.



**DESTINATION ARTICLE**

**Hiking in Australia's Healing Lands**  
Rachel Lees, Australia

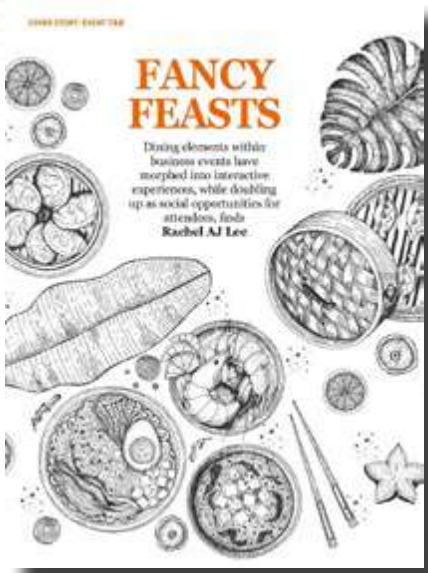


Wukalina Walk is Tasmania's first trek that's Aboriginal owned and guided – and it's spectacular, says Rachel Lees.

**BUSINESS ARTICLE**

**Fancy Feasts**

**TTC Asia Media Pte Ltd, Singapore**



As Covid-related restrictions receded around the world, event caterers, restaurant operators and large venues saw event dining returning in full force, where it became an important component among corporates eager to reconnect in-person. Although social distancing and individual food servings were the norm during events that resumed earlier on post-lockdown, event F&B specialists noticed a spirited return to live stations, controlled buffet lines, and grazing tables. Localised menus also rose in popularity among organisers, as international delegates return. It was also no surprise that sustainability concerns have seeped into event F&B. These days, this movement has expanded beyond food miles and sourcing, to encompass biodegradable items and waste management efforts. Hotels with event venues and offsite catering services were also spotting an increased appetite for wellness-focused and plant-based menus. Fortunately, budgets were not severely impacted, as the priority then was to celebrate being back together and create memorable experiences over a good meal. TTGmice reporters also picked several favourite unique dining venues in Asia-Pacific that could be a meaningful and memorable addition or venue to any corporate event.



## **CLIMATE CHANGE INITIATIVE**

### **Galaxy Entertainment Group Environmental and Sustainability Practices**

**Galaxy Entertainment Group, Macao, China**



With a vision to be “Globally recognized as Asia’s leading gaming and entertainment corporation,” Galaxy Entertainment Group (“GEG”) believes that environmental protection and sustainability are of paramount importance and integrates them into our business strategy. Strongly committed to reducing our environmental impact, GEG aligns the ISO 50001 framework in our operations and established an Energy and Environmental Management Committee to help guide us in taking proactive steps to minimize our ecological footprint and strengthen our environmental management practices. By driving various sustainability programs, GEG aims to reduce energy consumption, manage emissions, minimize waste and water usage, and assess climate change impacts. GEG understands that today’s travelers are increasingly environmentally conscious and seek meaningful experiences that align with their values. Thus, we offer green sites integrated resort destinations for guests to enjoy a unique and “World Class, Asian Heart” experience that combines world-class amenities with eco-friendly practices, and enables our guests to make a difference while enjoying their vacation and leisure travels. At GEG, our commitment to sustainability extends beyond our customers. Through employee engagement programs, green procurement strategies, and nurturing the environment, we also foster a culture of sustainability across our organization and promote sustainable lifestyle habits to the wider community.

## **CORPORATE AND SOCIAL RESPONSIBILITY**

### **Beacon of Sustainability** **Sivatel Bangkok Hotel, Thailand**



Sivatel Bangkok, located in the vibrant central business district, takes immense pride in its identity as a sustainable boutique hotel. Rooted in the principles of sustainability and the Sufficiency Economy Philosophy of King Rama 9, these values are interwoven into every facet of our operations, guided by three core pillars: Profit, People, and Planet. This framework directs our business practices, facilitating a harmonious equilibrium while concurrently fostering the welfare of local farmers and communities in an ecologically conscious manner. We firmly believe that genuine hospitality emanates from a contented workforce. To this end, we have curated an array of engaging and environmentally friendly initiatives under our “Happy Hotel Happy Workplace” model. This approach is designed to nurture staff well-being and inculcate sustainable lifestyles. Our culinary offerings are sourced directly from our network of Sivatel Farmer Friends, local practitioners in organic farming and agriculture. This collaboration ensures not only the safety of our guests but also promotes the local economy, benefiting more than 40 local farmers and communities with an annual contribution ranging from 85,000 to 142,000 USD. In line with our resolute commitment to achieving a zero waste to landfill status by 2024, we have successfully reduced waste by 90% over seven years. Our core strategies include eliminating single-use plastics and enforcing a zero food waste cooking policy. Furthermore, our innovative practice of utilizing food waste to feed black soldier fly larvae, subsequently contributing to organic chicken feed, underscores our dedication to sustainability. We aspire for our journey to serve as a symbol of conscientious enterprise, inspiring others to chart their course towards a sustainable future.



## COMMUNITY-BASED TOURISM

### Kareum Stay

Jeju Tourism Organization, Korea (ROK)



Kareum Stay is a rural tourism integrated brand policy of Jeju. The name kareumstay is the combination of 'Kareum', Jeju's village, and the word 'Stay'. It is the stay-type village trip of Jeju, with key values such as 'stay,' 'rest,' 'relax,' and 'kindness.' Since 2021, to build stay-type rural tourism, Jeju Special Self-Governing Provincial Government and Jeju Tourism Organization have been managing the brand system of 'Kareum Stay,' the representative Jeju rural tourism brand that integrates different type of rural tourism cases in Jeju. Currently, 13 villages in Jeju and about 200 local businesses are participating. Kareum Stay has its purpose of establishing a touristic market where residents and tourists can form nice interactions and exchanges by building a stay-type village trip trend and culture in Jeju. It is expected to bring a positive reaction in establishing a virtuous cycle of activating the local economy through enhancing satisfaction among local residents, creating income from touristic activities, and creating tourism-related jobs. It has four major contents, which are accommodation, food, activity, and community. The key element of the Kareum Stay brand is the local residents. Local residents in the participating villages are the main body that promotes and operates the Kareum Stay trip. There are Kareum Masters, the leaders, in each village to properly execute the roles of the main body of governance and manage the site for the brand.

## CULTURE

### The Revitalization of Old Phetchaburi Town Riverside Community through the Establishment of Cultural Community-Based Tourism

Designated Areas for Sustainable Tourism Administration – DASTA, Thailand



The utilization of community-based tourism as a tool to mobilize all round development at the Old Phetchaburi Town Riverside Community, particularly the revitalization of the community through the local cultural and traditional arts preservation, is observingly effective with active and enthusiastic participation from all locals and relevant entities, who are determined to push the Old Phetchaburi Town Riverside Community toward sustainable development. Designated Areas for Sustainable Tourism Administration (Public Organization), or DASTA, not only supported the community to realize and take pride in its culture and arts but also encourages the community's potential in developing and providing quality tourist services and local products that bring about more economic value to the consumed resources. Although DASTA didn't directly help preserve the local culture, its main action (via preparation, support, and coordination) of establishing strong community-based tourism practice in the community is deeply connected to the development, restoration and preservation of the culture and arts made by the locals as it played an important factor that integrated in every preparation and working process of community-based tourism in the Old Phetchaburi Town Riverside Community, especially in the creative tourism activities offered by the community. With good practices and lessons learned, the Old Phetchaburi Town Riverside Community is looking forwards to creating a new signature recipe from local palm sugar, encouraging interested younger generations to participate in Nang Yai and related activities, and providing great and safe tourism experiences to a wider audience from tourism markets, while holding onto the core of community-based tourism.



## HERITAGE

### Rejuvenating and Appreciating MGM China, Macao, China



MGM embarked on a strategy to rejuvenate the Chinese lion dance culture through its innovative Lion IP brand strategy, which the company launched 10 years ago. The strategy not only highlights MGM's iconic lion brand symbol, but also champions the iconic Lingnan culture, transforming it into a long-term brand strategy with the idea of "where there are Chinese, there are lion dances". The Lion IP strategy embraces the classical aesthetics of Lingnan culture while injecting new vitality with modern techniques. Central to this strategy is the infusion of Lingnan culture into public art exhibitions, cultural and entertainment performances, original technology, cuisine, talent development, corporate social responsibility, and international exchanges in various forms, transforming a cultural symbol into a powerful expression that resonates with audiences of all ages and regions. MGM's innovative campaigns have inspired tourists from all over the world with the unique blend of Chinese and Western cultures, while experiencing Macau's world-class tourism services. The success of this strategy is reflected in the rejuvenation and appreciation of the Chinese lion dance heritage, and its role in promoting Macau as an international cultural communications platform.

## HUMAN CAPITAL DEVELOPMENT INITIATIVE

### Sands Retail Academy – “Ticket To A Lifestyle Journey”

Sands China Limited, Macao, China



Sands China is the leading developer, owner and operator of large-scale integrated resorts in Macao. Our integrated resorts are unique in Macao due to their themes, scale, range of offerings, and focus on leisure and business tourism. We operate some of the largest and most profitable retail malls in Asia, showcasing over 700 shops, which occupy over 2.1 million square feet of retail space. Our retail malls have been the winner of major accolades in the prestigious Global Retail & Leisure International (RLI) Awards, including the RLI International Shopping Center Award and the Most Innovative Retail & Tourism Destination Award. With our distinctive competitive advantages in retail business, we were inspired to establish the Sands Retail Academy in 2013 as part of our mission to nurture and develop Macao's tourism professionals. The academy is not only for our own employees, but it extends our efforts to fellow allied workers in the retail industry, by offering complimentary training for retail professionals under Sands Shoppes Macao. In 2018, we extended our efforts to all retail professionals in Macao by collaborating with the Macao Government Tourism Office (MGTO) to organize mega training workshops at our property. In 2022, we made another big step forward by collaborating with the Macao SAR Government Consumer Council to organize mega training seminars targeting an outstanding retailer group that operates more than 1,200 shops in Macao. Since the establishment of the Sands Retail Academy 10 years ago, we have organized more than 1,500 training sessions for over 11,000 retail professionals in Macao. Sands China's success and the success of Macao tourism go hand-in-hand. We have been investing in the community that we serve to help it grow and thrive, with the ultimate goal to support the development of Macao as a “World Centre of Tourism and Leisure.”



## **TOURISM DESTINATION RESILIENCE (ASIA PACIFIC)**

### **Alabao Bay Secret Land Reappearance Plan**

**Taiwan Tourism Bureau, Chinese Taipei**



Every year after September, Alabao Bay will be affected by strong wind and rain. It is also a rockfall area with fragile rock formations. In order to ensure the safety of tourists, the geological area was closed for seven years until 2018. However, the COVID-19 broke out in Taiwan. In order to cooperate with the government's three-level alert, Alabao Bay must be temporarily closed from May, 2021. Tourists throughout the year has directly decreased by 35%. During the epidemic period, Heping Island Geopark hopes that more tourists can understand the beauty of Alabao Bay and drive the local economy, so it is preparing to cooperate with the community to launch the "Alabao Bay Secret Land Reappearance Plan" to increase marketing highlights to attract tourists during the epidemic. Afterwards, 450,000 tourists were attracted to the Heping Island Geopark through the reconstruction plan, returning to the level before the epidemic.

## **TOURISM FOR ALL**

### **Leofoo Senior Travel Service**

**Leofoo Tourism Group, Chinese Taipei**



Previously, the ageing issue mostly gives the impression that the elderly need only physical care and medical assistance. Services for seniors also aim for the discount or reimbursement when it comes to tourism. However, Leofoo Tourism Group considers that the stereotype for seniors must be transformed thoroughly to promote a healthy and sustainable lifestyle by providing “Senior Travel Service”. Leofoo supports ageing healthily by providing the unique travel service enhancing seniors’ sustainable lifestyle. Therefore, we integrate different industries to create the senior tourism chain for the “Senior Travel Service”. The service takes 2 core features, ‘animal’ and ‘amusement’ from Leofoo’s tangible or intangible assets to design a series of services for the elderly, including transportation, itinerary, nursing aide and leisure events. Total 9 partners are cooperated to execute the tailor-made flexible travel program for families with the elderly. Leofoo expects the society to take the dignified ageing life for the elderly seriously, so we invent a business model, regarding the travel as the core social remedy for the ageing society. We tailor the tourism for all regardless of ages and incapability. We served 3,936 people after launching the senior travel service. Meanwhile, we also actively participated in 5 social innovation exhibitions and international conferences to advocate social welfare in a global ageing society.



## **WOMEN EMPOWERMENT INITIATIVE**

### **Sustainability and Social Responsibility**

**Nepal Tourism Board, Nepal**



Nepal Tourism Board and UNDP Nepal jointly launched the Sustainable Tourism for Livelihood Recovery Project in December 2020 right after COVID-19 as an initiative to revive the tourism sector to accelerate tourism recovery efforts. In Nepal's tourism, there is a pronounced gender imbalance especially men dominated in employment and entrepreneurship. According to a recent report, the participation of women is around 15% while the LGBTIQ+ is negligible. To bridge the gender gaps in the tourism sector, Nepal Tourism Board in collaboration with tourism trade associations and local government provided skill-based training to over 2,000 people over two years. This included the participation of women, marginalized communities, and LGBTIQ+ community people and trying to revive the tourism sector. The project exclusively designed and provided women-focused intervention and conducted exclusive women-targeted capacity-building training like river guide training, trekking guide training, and basic homestay management. It also organized exclusive women-focus trainings for the first time only for women in Nepal to increase the attraction of women and make them self-reliant as women's participation in tourism is comparatively very low, which is expected to be a milestone in women's workforce development in Nepalese tourism. The training helped women to build a career in the tourism sector, and support for generating employment. Recent data shows that over 50% of women are involved in different job opportunities which has also supported the gender balance in the workforce in the tourism industry. Achieving gender equality and women's empowerment is integral to SDG goals. Empowering women is one of the best ways to promote economic growth and achieve peace and security contributing to achieving sustainable development goals especially the target of Gender Equality leaving No One Behind.



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Engaging since 1951