



Beyond Plastic to Peace, Prosperity and Development Justice

*The first Training Manual on How
to Incorporate the UN SDGs into
Travel & Tourism Communication*

Conceptualised and compiled by

Imtiaz Muqbil,

Executive Editor,

Travel Impact Newswire.

www.travel-impact-newswire.com

imtiaz@travel-impact-newswire.com

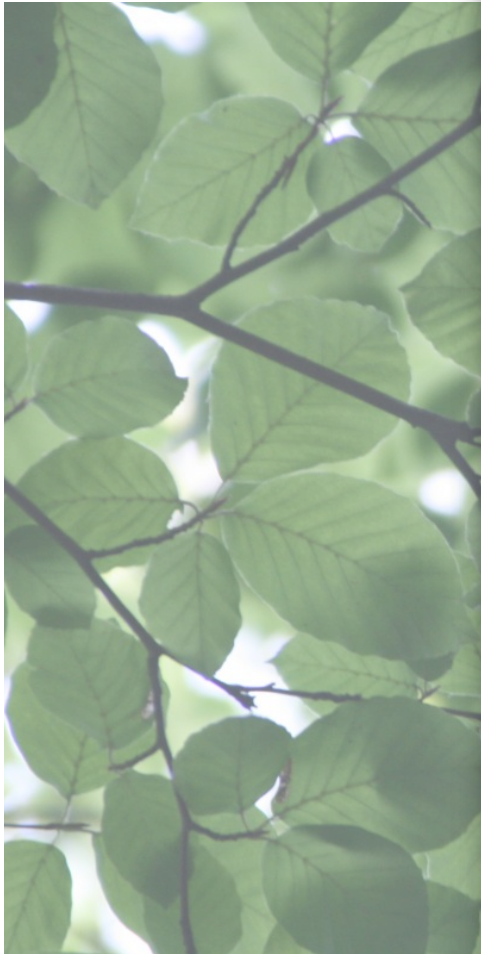
With the funding support of

Tourism Authority of Thailand



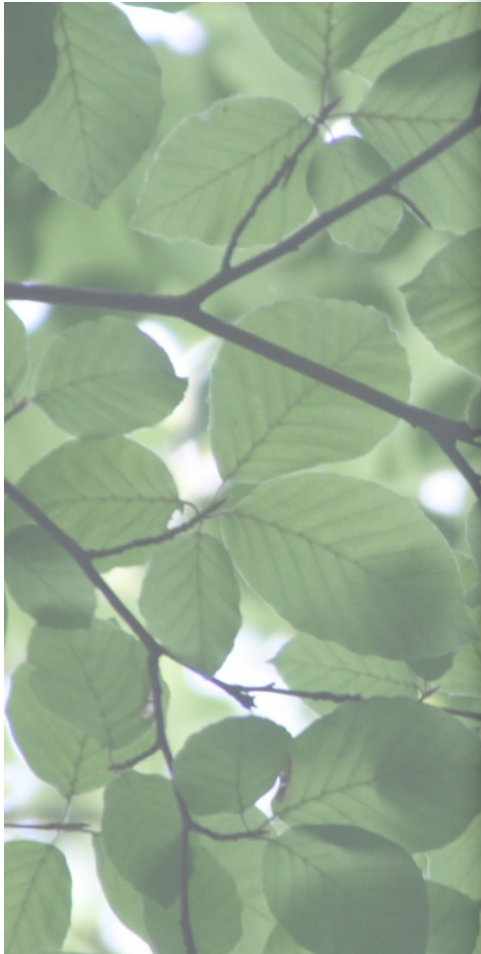
Objectives

- *Promote understanding of UN Sustainable Development Goals.*
- *Frame it within the broader context of global, regional and national policies and priorities.*
- *Make Travel & Tourism a part of the solution*
- *Help both the private and public sectors enhance their communications on the SDGs*



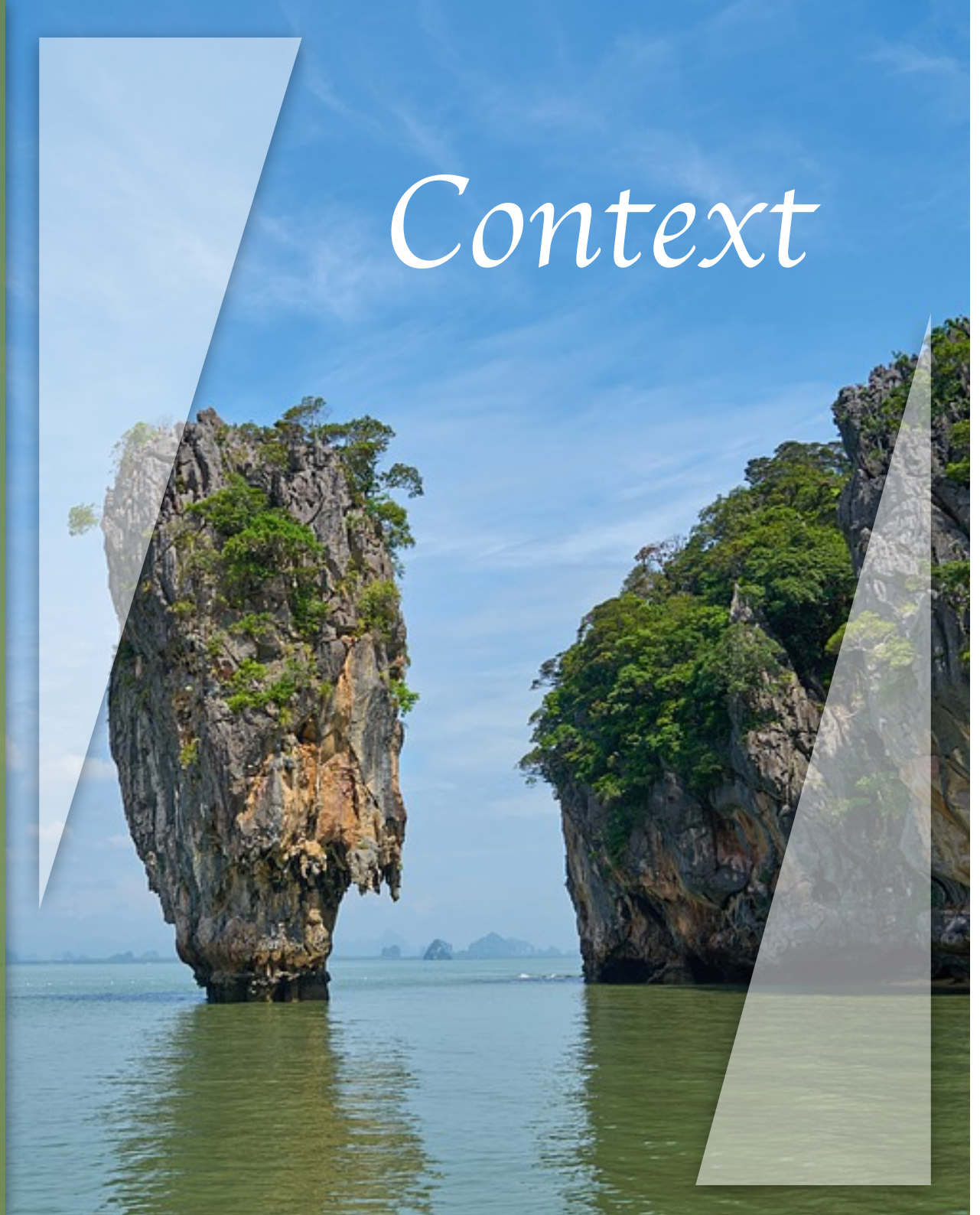
Objectives

- *Elevate the definition of sustainability*
- *Help Thai tourism craft a new future business model*
- *Develop a new Travel & Tourism Magna Carta*



- *Demographic changes*
- *Technological changes*
- *Geopolitical changes*
- *Economic shifts*
- *Environmental impact*

Context



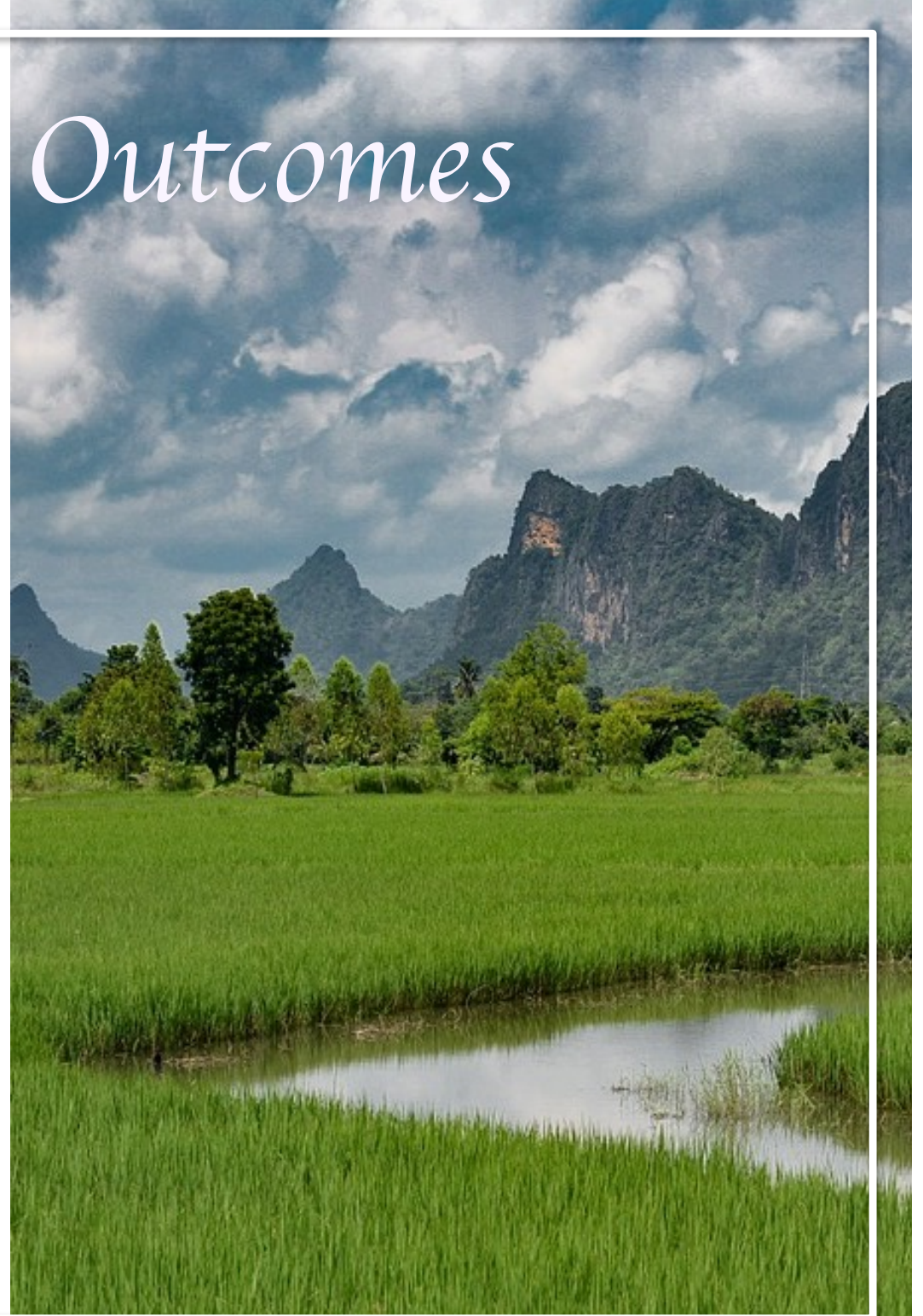


The Role of Travel & Tourism

- *Undergoing major changes internally in response to the external changes*
 - *Redefine the meaning of “success” that is more balanced and just.*
- *The only industry that can meet ALL the SDGs.*
- *Perfectly suited to be a Part of the Solution*

Learning Outcomes

- *Understand the macro and micro sides of the picture*
- *Identify ways to develop specific strategies and actions in line with the global, regional and national policies.*
- *Simplify the communications process*
- *Level the People-Planet-Profits Paradigm*



Learning Outcomes

- *The world needs a destination to lead.*
- *Thailand fits the bill perfectly.*



A close-up, slightly blurred background image of green cannabis leaves with serrated edges. A semi-transparent green rectangular box is centered over the image, containing white text.

About the Author

Imtiaz Muqbil,
Executive Editor,
Travel Impact Newswire



A PASSIONATE, COMMITTED ASIAN

Muslim by Birth

Hindu by Country of Origin

Christian by Education

Buddhist by Country of Residence

MOVES SEAMLESSLY THROUGH CULTURES OF ASIA

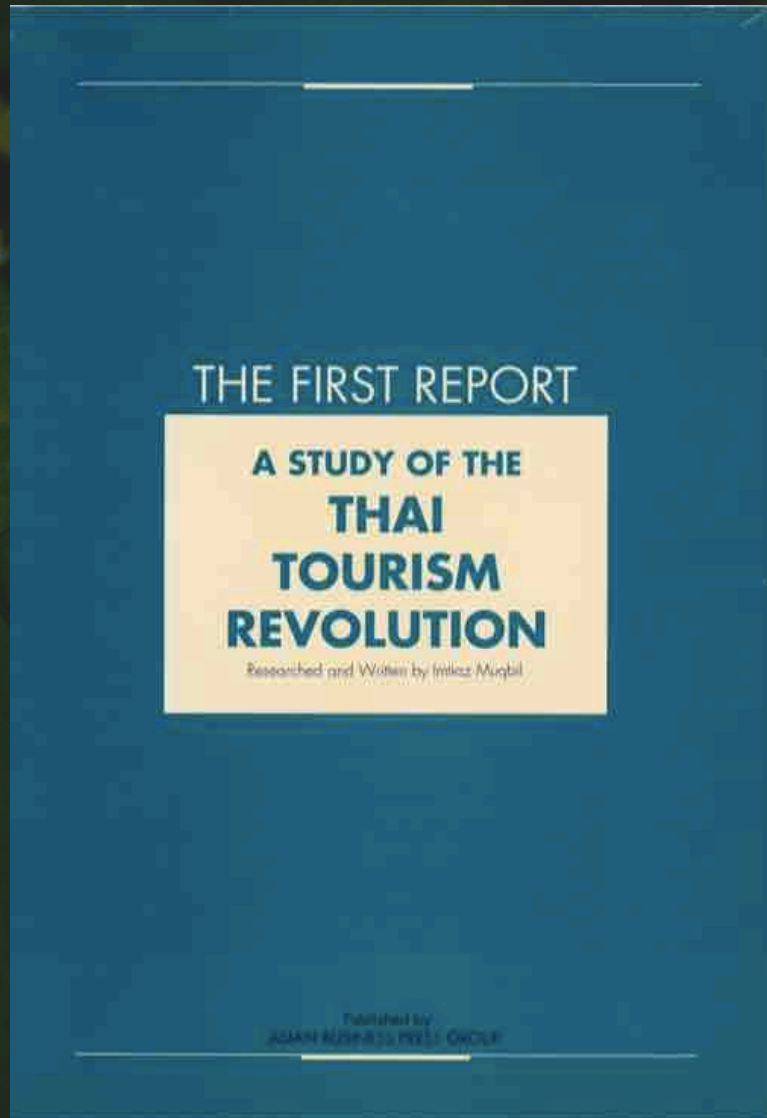


Began professional career in the Middle
East in 1973

Moved to Bangkok in 1978

Covering the Thai, ASEAN and Asia-Pacific
Travel & Tourism industries as well as the
U.N. system since 1981

First to write the only two books after 1987 Visit Thailand Year clearly identifying both the country's marketing genius and management deficiencies



Published 1988



Published 1989

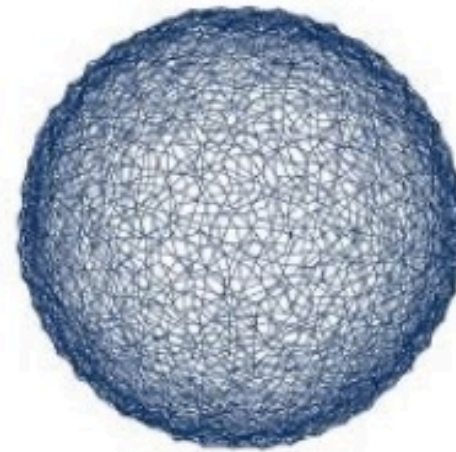
Covered two of the most important sustainability-related conferences ever held

1991 - PATA Annual Conference in Bali

2011 - Copenhagen COP 15

The Copenhagen UN Climate Change Conference, 7-18 Dec 2009

10 Ways It Will Affect Travel & Tourism



COP15
COPENHAGEN
UN CLIMATE CHANGE CONFERENCE 2009

Imtiaz Muqbil

Executive Editor

Travel Impact Newswire

First Asian to be named Editor of PATA's monthly Strategic Intelligence Publication Issues and Trends

ISSUES & TRENDS

Pacific Asia Travel



FEBRUARY 1999

Finding the Right Balance

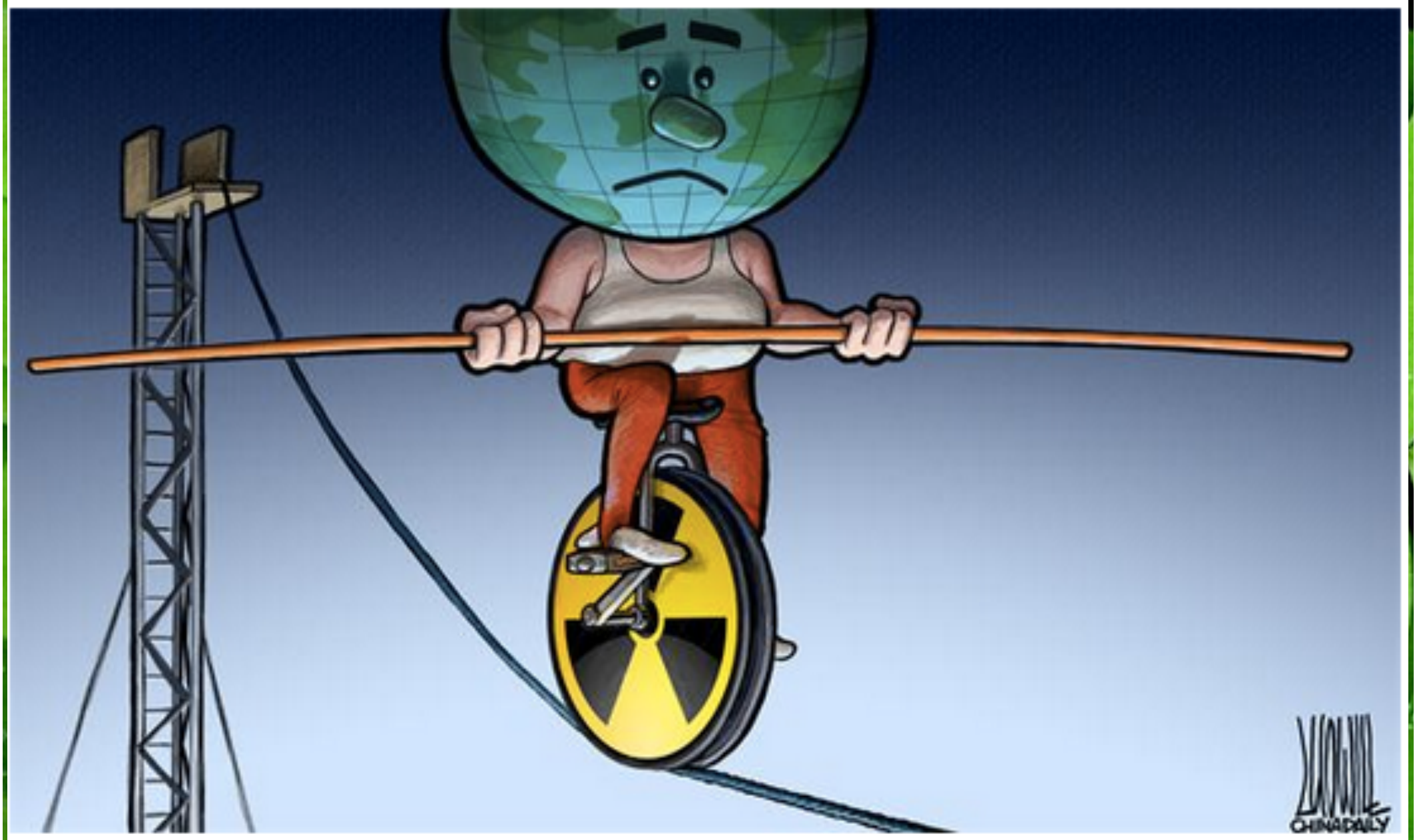
21 Issues & Trends That Will Shape Travel and Tourism in the 21st Century

The travel and tourism buzzword of the 21st century will be the search for balance.

The identification, maintenance and management of this threshold of balance will be the single most important requirement for the tourism industry of the 21st century. Those companies, institutions and destinations that perform the balancing act well will attain that elusive goal of sustained

advances of global multinational groups which will be sending more and more money out in the form of franchise, distribution, management fees and various other forms of earnings. Expect universities, local research think tanks and regional groupings like the United Nations Economic and Social Commission for Asia and the Pacific to focus intensively on this subject.

2 Extension of U.S. influence throughout the travel and tourism industry: The most visible signs of U.S. presence are movies, fast-food chains, hotels, airlines, theme-parks, credit card companies, media and Internet distribution technology. Over the next two years, these prominent signs



All the back issues produced by Imtiaz Muqbil are uploaded on the Travel Impact Newswire website



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PATA “Issues & Trends” Archives 1999-2006

Between 1999-2006, right after PATA moved its headquarters from San Francisco to Bangkok,

Imtiaz Muqbil took over as the first Asian to edit, write and research Issues & Trends, the monthly publication of what was once known as the PATA Strategic Intelligence Centre. During that period, I&T produced some cutting-edge material on topics that were well ahead of their time. The numerous editions produced by Imtiaz Muqbil are being reprinted here, with the permission of PATA. **Click on the links to download.**

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2006

- ▶ 2006 09 01 A SWOT Analysis Of ASEAN Tourism
- ▶ 2006 08 01 Open Skies: Safe, But At What Price?
- ▶ 2006 06 01 Asian Economies Chart New Paths
- ▶ 2006 05 01 Will The Future Travel And Tourism Agenda Hold Water
- ▶ 2006 04 01 Time To Become A Real Force For Peace
- ▶ 2006 03 01 ITB Berlin: Will Life Begin At 40?
- ▶ 2006 02 01 Opening Up Borders



Polls

**Question for women working
in Travel & Tourism: Have
you ever faced sexual
harassment in the
workplace?**

☐ Yes

☐ No

[Vote](#)

2009: The first Asia-Pacific travel industry journalist to highlight the (former) UN Millennium Development Goals

786 110

TRAVEL IMPACT NEWSWIRE – Edition 40 (2009) – Friday, 03 July 2009

29 Years of Distinction in Travel Journalism.

Launched in August 1998, Travel Impact Newswire provides unmatched, thought-provoking coverage of big-picture issues and trends that impact global travel & tourism. *Executive Editor: Imtiaz Muqbil.*

In this dispatch:

Travel Impact Newswire today launches a series of weekly dispatches dedicated to the achievement of the [U.N. Millennium Development Goals](#) by the set target of 2015.

Supported and sponsored by exclusive partner Amadeus, the leading travel technology company, these weekly dispatches are the ***first of their kind by a travel industry publication worldwide***. They will feature a roundup of activities, projects, plans and policies being undertaken by UN agencies, public & private sector organisations, universities, foundations and civil society movements to meet the MDGs. Hopefully, they will ***educate and inspire the travel & tourism industry to join the effort***. No industry is better placed than travel & tourism to help meet nearly all components of the MDGs. By becoming more aware of ongoing projects and policies in areas the industry does not normally venture into, travel & tourism companies, associations and institutions will be able to identify many ways to fulfill both short-term profitability as well as a long-term global good.

The support of Amadeus in this unique venture is acknowledged.

- 1. MORE THAN TWO BILLION PEOPLE GOING HUNGRY EVERY DAY***
- 2. AS JOBS ARE LOST, U.N. LABOUR CHIEF CALLS FOR WORLD LEADERSHIP "WITH A MORAL COMPASS"***
- 3. 300 NATURAL DISASTERS KILLED 236,000 IN 2008, CAUSED \$180 BILLION IN DAMAGE***
- 4. EDUCATING GIRLS WILL HELP ALLEVIATE POVERTY AND REDUCE CHILD LABOUR***
- 5. "PEACE AND SECURITY NOT POSSIBLE WITHOUT ADDRESSING RICH-POOR INCOME GAP AND HUMAN RIGHTS"***
- 6. "FAIRNESS" NEEDED IN GLOBAL HEALTH POLICIES***
- 7. FOUR NEW SITES INSCRIBED ON UNESCO'S WORLD HERITAGE LIST***
- 8. NEW GLOBAL REPORT ON ROAD SAFETY ISSUED***
- 9. AMBITIOUS GLOBAL CLIMATE CHANGE AGREEMENT IN SIGHT***
- 10. U.N. ADVISORY GROUP ON ENERGY AND CLIMATE CHANGE LAUNCHED***

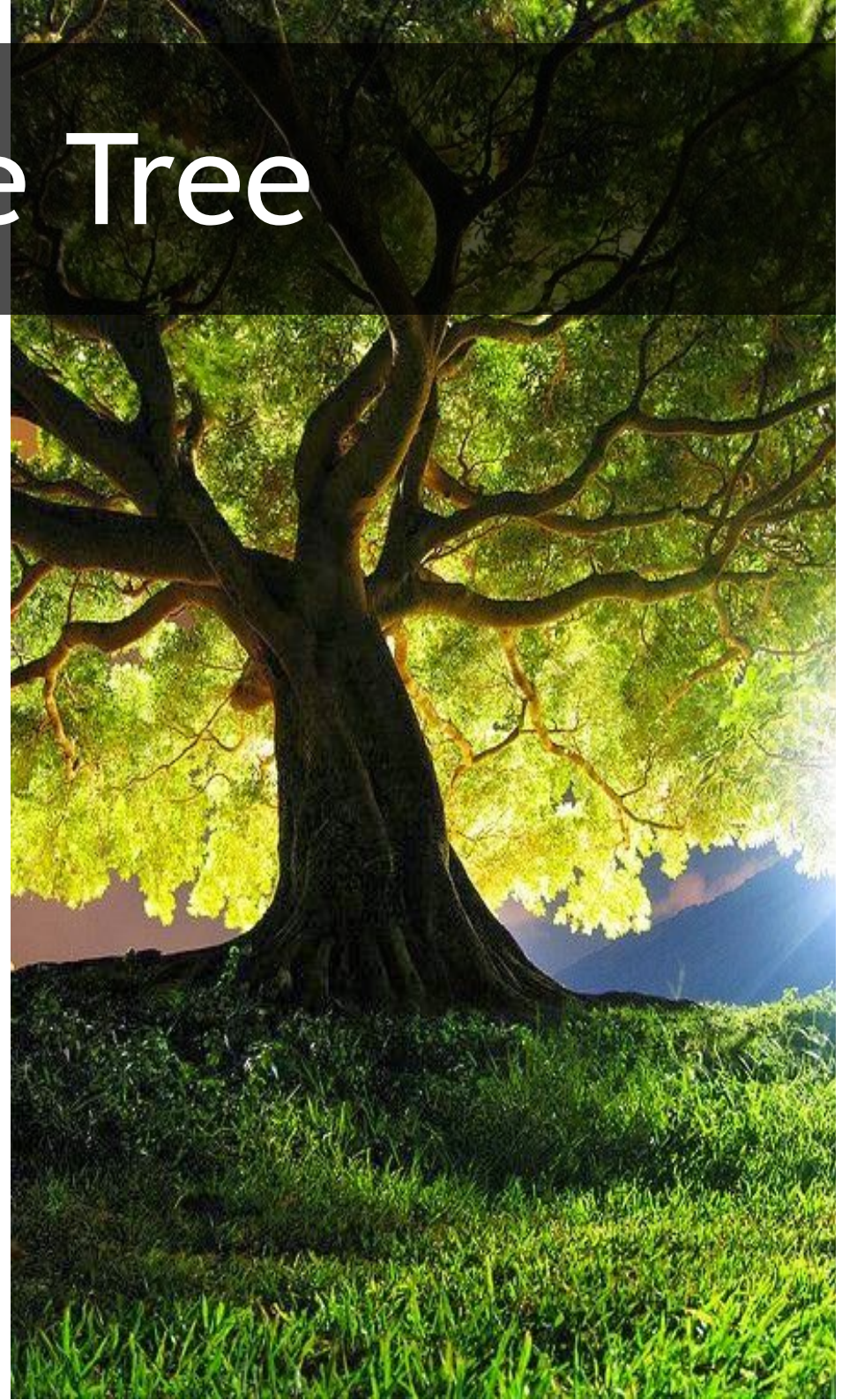
The Olive Tree

After the UN General Assembly approved the UN SDG 2030 agenda in 2015, Imtiaz Muqbil was the first travel industry journalist to launch

The Olive Tree, dedicated to enhancing the linkage between Travel & Tourism and the UN SDGs. It was launched in May 2016 and is published bi-monthly.

All back issues are uploaded [here](#)

The launch sponsor was Jetwing Hotels, Sri Lanka





The UN SDG essay competition



**International Day of Peace
21 September**

On 21 Sept 2017, the International Day of Peace, Imtiaz Muqbil took another pioneering step forward by launching an essay competition for young millennials to share their thoughts on how Travel & Tourism can contribute to the UN SDGs.

The first two rounds of the competition were sponsored by Sonu Shivdasani, CEO and Chief Creative Officer, Soneva Resorts, and a generous benefactor based in Dubai who preferred to remain anonymous.

US\$4,000 prize money for first global essay competition linking Travel & Tourism to UN Sustainable Development Goals

=====

Bangkok – Today, Sept 21 2017, Travel Impact Newswire marks the United Nations International Day of Peace by launching an essay competition on how Travel & Tourism can contribute to the UN Sustainable Development Goals. The Olive Tree Awards essay competition is claimed to be the first of its kind in the global Travel & Tourism industry.

Young people under 30 all over the world are invited to submit essays of up to 1,200 words on how Travel & Tourism can advance the cause of the UN SDGs and meet the targets by 2030.

SUSTAINABLE DEVELOPMENT GOALS



Three millennials win first essay competition on tourism's contribution to UN SDGs

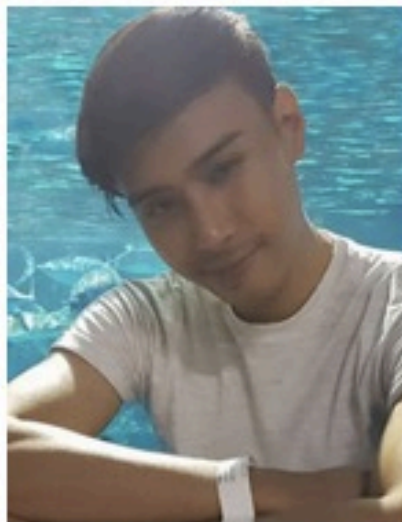
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Bangkok, 13 March 2018 – Three young people under 30, a Filipino, Mexican and Pakistani, have won top honours in the first global essay competition organised by a travel trade publication to underscore the contribution of Travel & Tourism to the UN Sustainable Development Goals.

The co-winners of The Olive Tree awards competition are: Michael Jaleco Lacson, 29, Filipino, Social Mobilization Associate, World Wide Fund for Nature, and Mariana de la Garza de los Santos, 19, Mexican, a student of Innovation and New Business Creation, University of Monterrey, Mexico. Each will get a cash award of US\$750.

The runner-up is Maryam Asim, 29, Pakistani, Technical Consultant. She gets a cash award of US\$500.

This was the
result of the
first round of
the essay
competition



Michael Jaleco Lacson



*Mariana de la Garza de los
Santos*



Maryam Asim

This was the
result of the
second round of
the essay
competition

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21 SEP, 2018

Three young women from India sweep top awards in The Olive Tree essay competition

IMTIAZ MUQBIL

Bangkok – Three young women from India have swept the top honours in the second round of The Olive Tree awards, a unique essay competition launched by this editor to forge a stronger linkage between Travel & Tourism and the UN Sustainable Development Goals.

Twinkle Malukani, 22, Vinita Srinivasan, 22, and Natasha Goel, 25, received the highest scores by nine judges who graded the 33 shortlisted essays. Ms Malukani and Ms Srinivasan are co-winners with a score of 37 points out of 45. They will share the prize money and receive US\$750 each. Ms Goel, who came in a close third with 36 points, will receive US\$500.



Twinkle Malukani



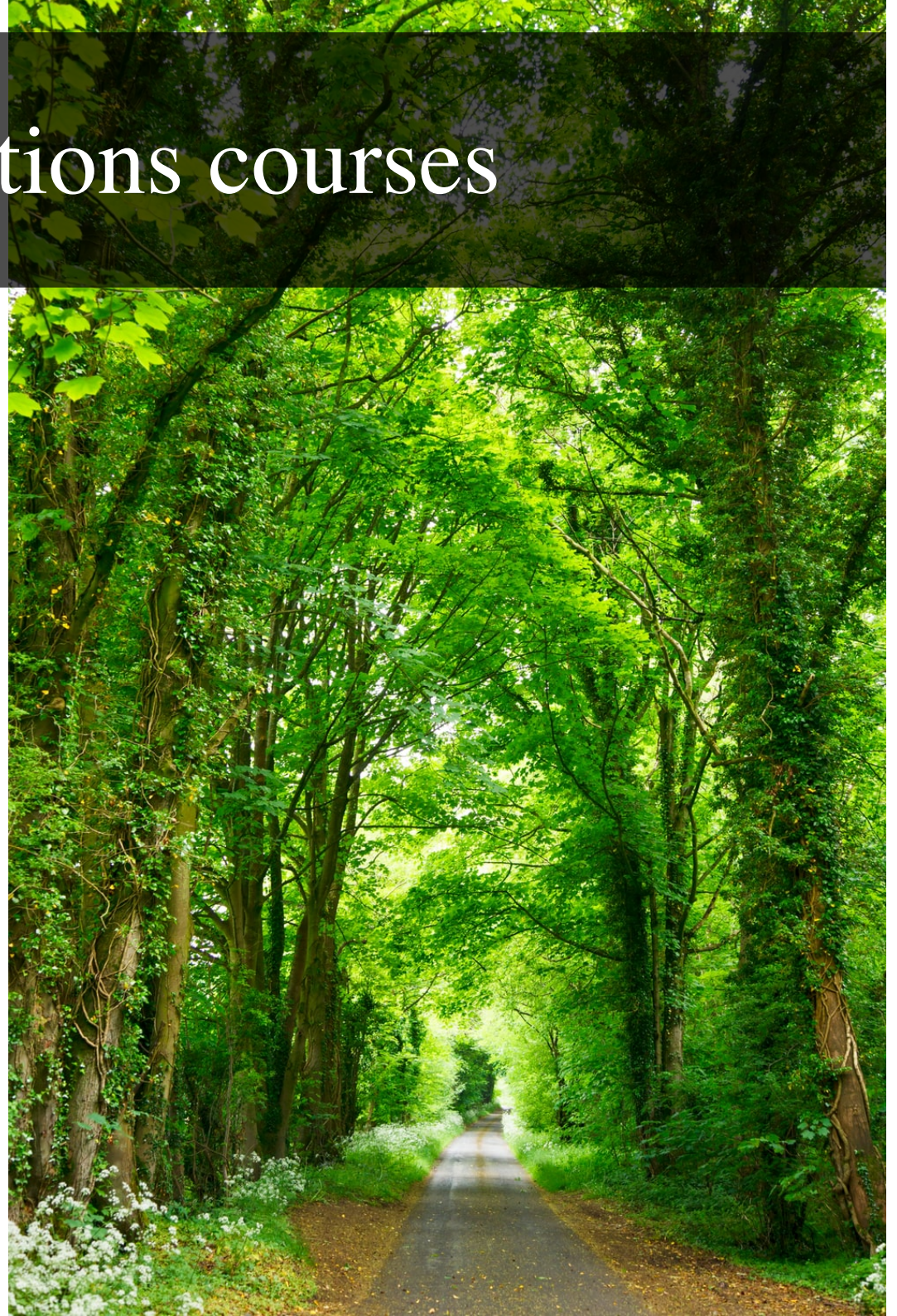
Vinita Srinivasan



Natasha Goel

Communications courses

In July 2018, Imtiaz Muqbil delivered the first course to the environmentalists and Communications and PR team at Jetwing Hotels, Sri Lanka, to help them better publicise their UN SDG-related projects and activities.



Sri Lanka's Jetwing group hosts world's first communications course linking travel & tourism to UN SDGs

IMTIAZ MUQBIL

Colombo — On July 17-18, twenty young executives from the hotel and travel divisions of Sri Lanka's prominent Jetwing group attended what is claimed to be the first global training course on improving the communications linkages between travel & tourism and the UN Sustainable Development Goals.

With the support of Jetwings Hotels Chairman Hiran Cooray and his son Dmitri, the company's Director of Operations, I am proud to be the first to have conducted this unique 12-hour course.



In Sept 2018, Imtiaz Muqbil delivered the second course at the Frangipani Resort and Spa, Langkawi

With the exception of the co-organiser, Frangipani Resort's Managing Director Anthony Wong, one of Asia's most prominent environmental tourism pioneers, and Dato' Alexander J., the CEO of Tropical Charters, the workshop was CEO-free. It was also free of involvement by any local, national or international travel association or entity. That removed the traditionally politically-correct constraints to a free and frank discussion. Participants eagerly shared stories and viewpoints that they would otherwise have been reluctant to express.



Seated fourth from left, Anthony Wong, Imtiaz Muqbil and Dato Alexander, along with some of the workshop participants. Four more are not in the picture.

The only travel
industry
journalist to
cover high level
events at the
UN regional
headquarters in
Bangkok



Forecast the Rise of Spiritual Tourism in 2003

786/110

Tapping the Uncovered -- Spiritual Tourism

Intiaz Muqbil,
Executive Editor, Travel Impact Newswire
Writer and Researcher, Issues & Trends, PATA

PATA Travel Mart 2003
03 October 2003
Singapore

The only travel industry journalist to have visited the Holy Spots of all the major global faiths

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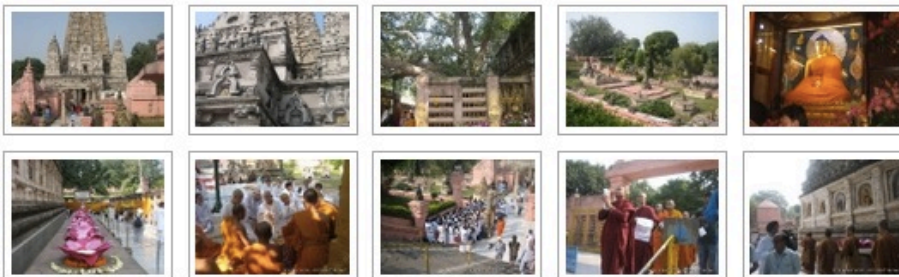
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31 OCT, 2011

Journey of a Lifetime: In The Footsteps of the Buddha

IMTIAZ MUQBIL ON THE BUDDHIST CIRCUIT

[Show as slideshow]



1 2 3 4 5 6 7 ►

In a world of ceaseless turmoil, the pursuit of peace and security is becoming a global human objective, triggering a surge in religious tourism. India, home to four world religions and philosophies, is capitalising on this trend big time, especially the Buddhist circuit. With thousands of devotees flocking in from around the world, major improvements are being made



Polls

**Question for women working
in Travel & Tourism: Have
you ever faced sexual
harassment in the
workplace?**

☐ Yes

☐ No

[Vote](#)

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Pancha Sila

I observe, refraining from killing any living beings.

I observe, refraining from taking what does the owner not give.

I observe, refraining from committing sexual misconduct.

I observe, refraining from telling lies.

I observe, refraining from taking any intoxicant or drug.



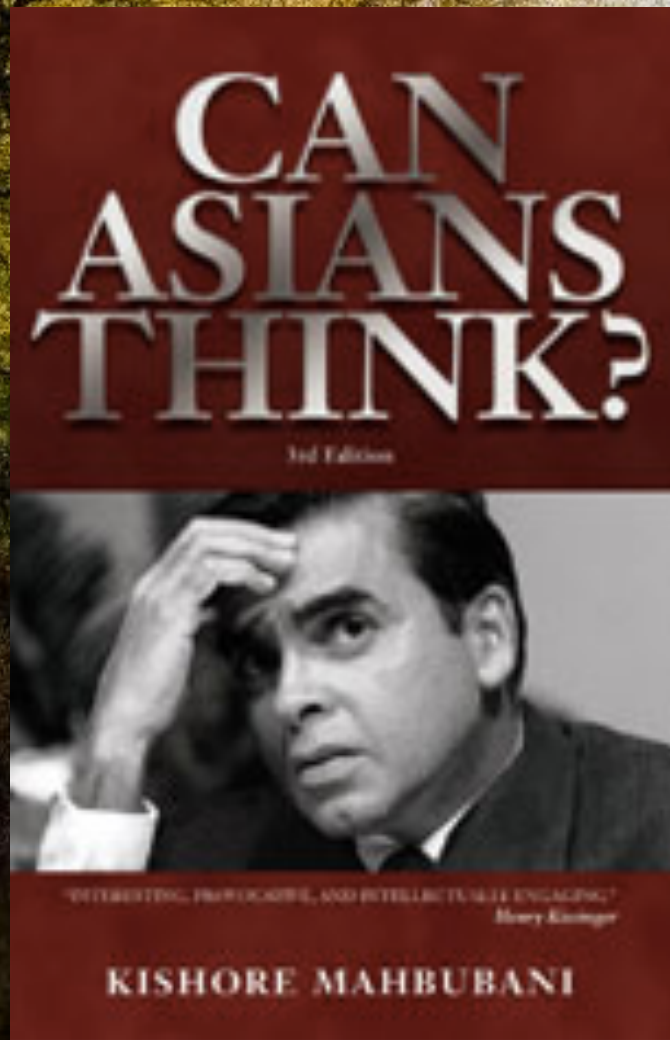
I have a deep
PERSONAL stake

Four generations of family alive —
from a mother, 90, to a grand-
daughter, 9 months.

A stable, secure, sustainable future is
imperative to fulfil my family
responsibilities



A few
REALLY BIG
QUESTIONS



Asia's societies were more culturally and economically advanced than Europe's at the end of the first millennium. And yet by the nineteenth century the West had leaped so far ahead that even some Asians *themselves harbored images of inferiority*.

Mahbubani's analysis of the past and predictions for the future amount to a *wake-up call* to Asians and Westerners alike.

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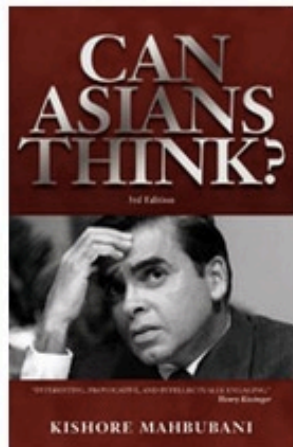
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1 MAY, 2016

Can The Travel & Tourism Industry Think?

IMTIAZ MUQBIL

In 1998, Singaporean diplomat Kishore Mahbubani, Professor in the Practice of Public Policy and Dean of the Lee Kuan Yew School of Public Policy at the National University of Singapore, published a book called ***“Can Asians Think?”***



One review of the book says: *“Asia’s economies are poised to surpass those of Europe and North America within the next fifty years, and yet Westerners have done little to adjust their attitudes in light of present-day realities. In order to avoid a “clash of civilizations,” Mahbubani believes that a great deal of self-reflection will be required by all concerned. His analysis of the past and his predictions for the future are a wake-up call to Asians and Westerners alike.”*

Source: <http://www.mahbubani.net/book1.html>

Another review says: *“A must-read for anyone with even a passing interest in contemporary Asia, this collection of provocative essays is certain to challenge the way you think. Asia’s societies were more culturally and economically advanced than Europe’s at the end of the first millennium. And yet by the nineteenth century the West had leaped so far ahead that even some Asians themselves harbored images of inferiority.”*



Polls

Question for women working in Travel & Tourism: Have you ever faced sexual harassment in the workplace?

☐ Yes

☐ No

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Recent Posts

Does the Travel & Tourism industry need more critical thinkers?

What is critical thinking?

So what does critical thinking involve?

Critical thinkers have to become rational by providing evidence and logical argument by:

- questioning assumptions
- being cautious about generalizations
- noticing contexts
- exploring alternatives
- and forming our own informed points of view.

(Leicester, 2010: 96)

Leicester, M.: 2010, *Teaching Critical Thinking Skills*.
Continuum International Publishing Group, New York.



**WILL HUMANITY EVER
LEARN FROM ITS
MISTAKES?**

A Century after the end of World War I, which caused an estimated 37 million civilian and military casualties, mainly young people and civilians, wars and conflicts still continue, costing lives, money and property damage.....



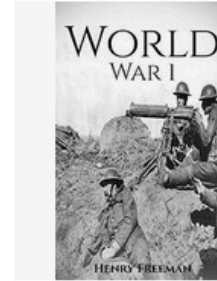
The Start of World War 1: The Outbreak ...
historyonthenet.com



Prague History - World War One ...
livingprague.com



Southern Rhodesia in World War I ...
en.wikipedia.org



World War 1: A History Fro...
amazon.in



American Century ...
providencemag.com



World War 1: A Comprehensive Overview ...
historyonthenet.com



World War I | Facts, Causes, & History ...
britannica.com



World War One: A Choice or an Accide...
jamespetersnell.wordpress.com



diaries from World War ...
microform.digital



World War 1 facts for kids | National ...
natgeokids.com



World War 1 Facts - Home
worldwar1historyfacts.weebly.com
<https://www.natgeokids.com/uk/discover/history/general-history/first-world-war/>



Weapons of World War One - The Britis...
hl.uk



World War I
alphahistory.com



US Adopts Neutrality as World War One ...
learningenglish.voanews.com



US involvement in World War 1 timelin...
timetoast.com

....And unimaginable suffering ... Look intently at this drowned four-year-old toddler for more than 10 seconds, and you will cry, for sure



 **The Indian EXPRESS**

PHOTO GALLERY



Grim images of Syrian boat capsizes leads to public outcry



**Bharat bandh on September 2:
Trade Union strike throws
normal life out of gear**



**Assam flood situation
deteriorates, 10 lakh people
affected**



**Photos that defined India-Sri
Lanka Test series**

Is it time to move beyond just plastic into far bigger and serious issues?



In Melbourne, SKM Recycling recently notified 31 councils it would no longer take recycling products. JASON SOUTH

POLITICS FEDERAL RECYCLING

Plastic waste exports to be banned amid growing recycling crisis

By [Rob Harris](#)

August 9, 2019 – 2.14pm

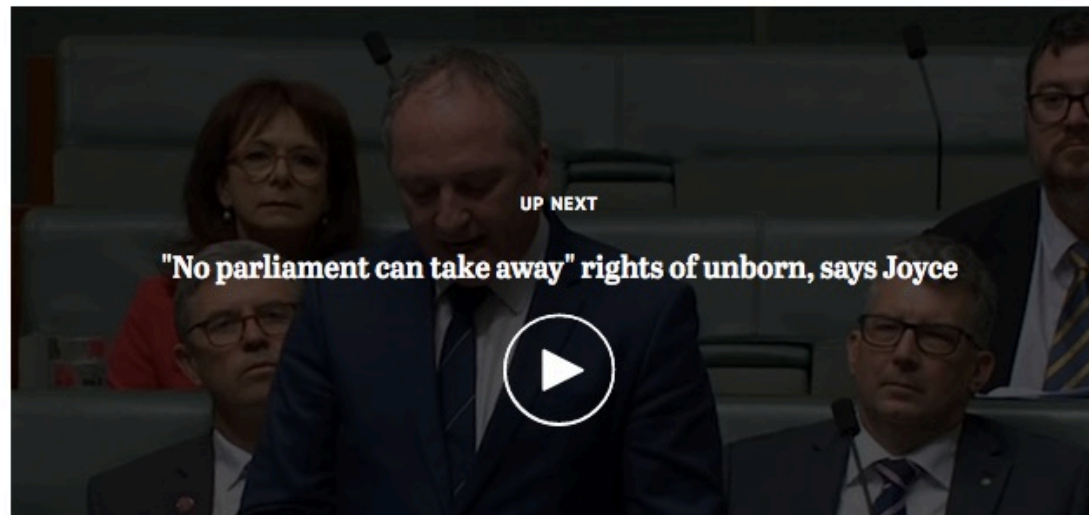
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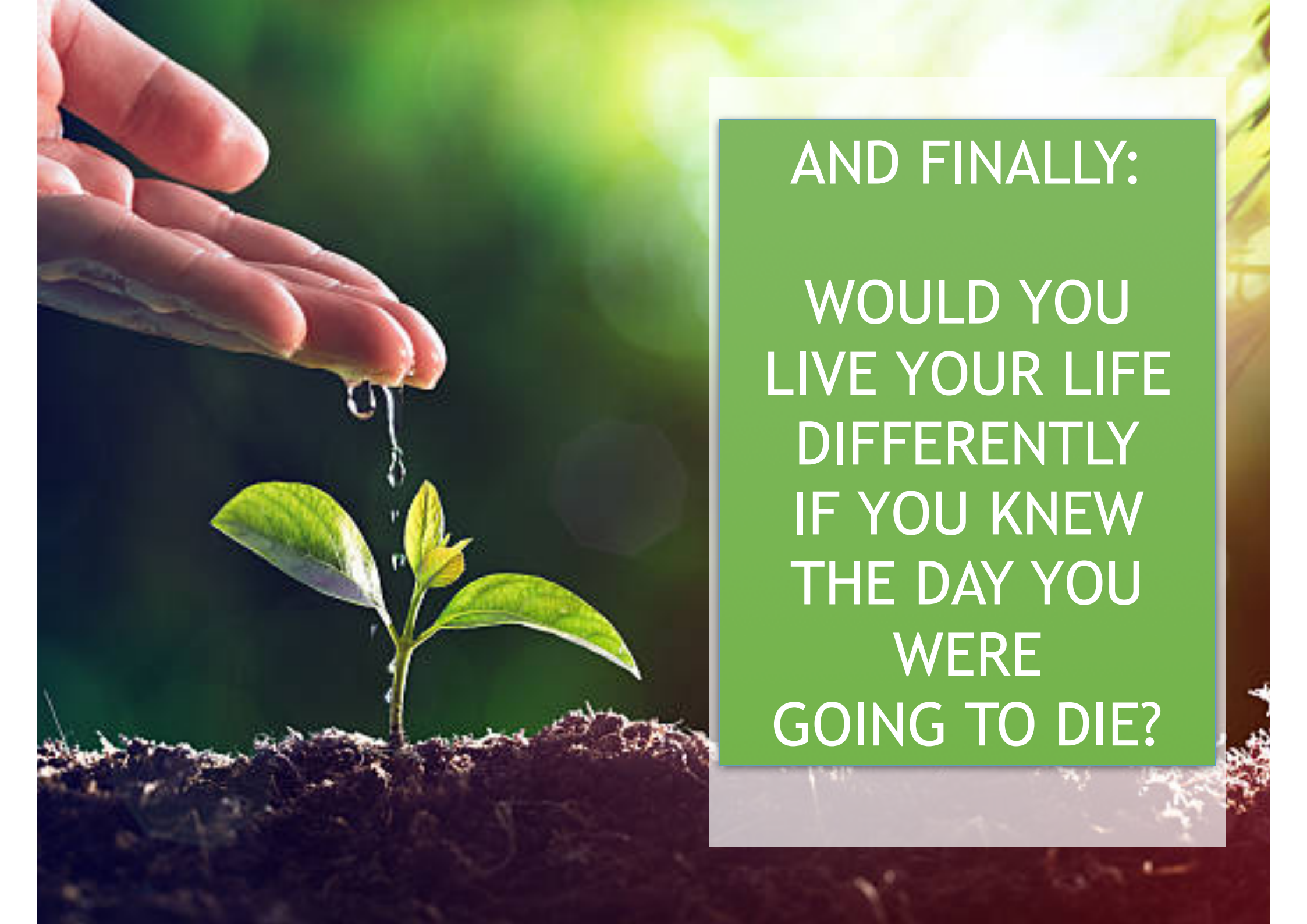
147

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A timeline to ban all domestic waste exports, including plastics, paper, glass and tyres, will be put in place following a deal struck at Friday's Council of Australian Governments meeting.

Leaders have agreed to work towards a set date while increasing efforts to turn more recyclable material into energy and use in building materials.



A close-up photograph of a human hand, palm up, with a few water droplets falling from the fingers onto a small, vibrant green seedling growing out of dark, rich soil. The background is a soft, out-of-focus green, suggesting a natural, sunlit environment. The overall mood is one of care, growth, and nurturing.

AND FINALLY:

WOULD YOU
LIVE YOUR LIFE
DIFFERENTLY
IF YOU KNEW
THE DAY YOU
WERE
GOING TO DIE?