

# SUSTAINABLE URBAN TOURISM THROUGH LOW CARBON INITIATIVES: EXPERIENCES FROM HUE AND CHIANG MAI

## SUSTAINABLE URBAN TOURISM

231 million people lived in small and medium cities in Asia in 1950. It increased to about 1.8 billion in 2010. This leads to higher resource use and environmental issues in the cities. The local authorities and planners need to address resource use efficiency of cities and the greenhouse gas (GHG) emissions to manage the urban environment.

The Asian Institute of Technology (AIT) with support from the Sustainable Mekong Research Network (Sumernet) and the Climate and Development Knowledge Network (CDKN) has initiated a research on “Sustainable Urban Tourism through Low Carbon Initiatives: Experiences from Hue and Chiang Mai”. This research aims to explore strategies for reducing GHG emissions in the urban tourism sector of Hue and Chiang Mai cities and promotion of the tourism sector. These two cities are growing cities in the Mekong region, and the cities are interested in using opportunities for climate compatible urban tourism development. The tourism sector is important economic sector for both cities which encompasses many traditional sectors such as buildings, transport, recreation, etc. These sectors also provide employment for large number of population.

## PARTNER CITIES

### Hue City, Vietnam

Hue is the capital city of Thua Thien Hue province. The city covers 71 km<sup>2</sup> of land, and is located in central Vietnam on the banks of the Perfume River. It is about 700 km south of the national capital of Hanoi. Hue is best known for its historical monuments, greeneries and variety of sites of outstanding natural beauty. The city has twice received UNESCO accreditation, once when its royal citadel complex was recognized as a world cultural heritage site in 1993, and again for Nha Nhac – Royal Court Music, which was listed as a traditional intangible heritage in 2003.



### Chiang Mai Municipality, Thailand

Chiang Mai Municipality was established in the heart of Chiang Mai City in 1932. It covers an area 40 km<sup>2</sup> land and located 700 km north of Bangkok. Among the highest mountain in the country, the city is on the Ping River, a major tributary of the Chao Phraya River. It is also a well-known historical city with rich cultural heritage and environmental amenities. In the last ten years, Chiang Mai's economy has grown continuously, largely driven by the commercial sector and tourism

## OBJECTIVES

- To improve understanding and assist in the reduction of carbon emissions in urban tourism sector
- To recommend GHG mitigation policies and plans that could generate green and decent jobs for women and men, especially targeting lower income group

## Activities of the Project

1. Conduct greenhouse gas emission analysis on tourism related activities in Hue and Chiang Mai;
2. Prioritize potential GHG mitigation options on the basis of GHG emissions inventory of the tourism sector;
3. Identify income generation, job opportunity and effect on gender equality, based on the mitigation options;
4. Organize city visits to observe/share experience related to tourism activities; and
5. Develop sustainable urban environmental policies and plans towards achieving pro-poor and gender responsive tourism sector.

## Expected outcomes

- Planned activities in place to reduce GHG emission intensity in the urban tourism sector of the two cities.
- Planned activities in place for creating more green jobs for women and men in low income groups.

## For further information, please contact

**Prof. S. Kumar/ Dr. Kyoko Kusakabe**  
Principal Investigator

Asian Institute of Technology  
PO Box 4, Klong Luang  
Pathumthani 12120, Thailand

Email: [sut@ait.asia](mailto:sut@ait.asia)

Tel: +66 2 524 6212; Fax: +66 2 524 5439

Website: <http://sut.ait.asia>

## SPONSOR: SUMERNET



The Sustainable Mekong Research Network SUMERNET works to support a long-term research network that informs and influences policy development on sustainable development issues in the Mekong region. Launched in 2005 with support from the Swedish International Development Cooperation Agency (Sida), and more recently the Climate and Development Knowledge Network (CDKN), SUMERNET now includes 40 member organizations and has supported 20 pioneering research projects in Greater Mekong Sub-region.

## ASIAN INSTITUTE OF TECHNOLOGY



**AIT**  
Asian Institute of Technology

The Asian Institute of Technology (AIT) is an international intergovernmental organization of higher learning promoting sustainable development in the region through higher education, research, capacity building and outreach.

The Energy Field of Study (FoS) at AIT has been involved in capacity building in energy-related areas since 1979, with emphasis on promotion of Renewable Energy, Energy Efficiency, Greenhouse Gas Emissions Mitigation, and Energy for Sustainable Development.

The Gender and Development Studies (GDS) has been involved to work as a regional center of excellence in the field of gender, technology and development studies, and to integrate gender as a key intellectual perspective and ethical concern in AIT as well.

## PROJECT PERSONNEL

### AIT

- **Prof. S. Kumar**  
Principal Investigator  
([kumar@ait.asia](mailto:kumar@ait.asia))
- **Dr. Kyoko Kusakabe**  
Principal Investigator  
([kyokok@ait.asia](mailto:kyokok@ait.asia))
- **Mr. Pravakar Pradhan**  
Research Associate  
([pravakar@ait.asia](mailto:pravakar@ait.asia))
- **Ms. Pujan Shrestha**  
Research Associate  
([pujans@ait.asia](mailto:pujans@ait.asia))

### Hue City

- **Mr. Ngo Anh Tuan**  
Principal Investigator  
([thanhpho@thuathienhue.gov.vn](mailto:thanhpho@thuathienhue.gov.vn))
- **Mr. Phan Van Hai**  
Principal Investigator  
([anhaiphan@gmail.com](mailto:anhaiphan@gmail.com))
- **Ms. Le Phan Anh Thu**  
Research Associate  
([lephananhthu@gmail.com](mailto:lephananhthu@gmail.com))

### Chiang Mai Municipality

- **Mrs. Rongrong Duriyapunt**  
Principal Investigator  
([toon\\_duri@hotmail.com](mailto:toon_duri@hotmail.com))
- **Miss. Jariya Tanchanpong**  
Principal Investigator  
([riya\\_yuya@hotmail.com](mailto:riya_yuya@hotmail.com))
- **Mr. Trinawat Suwanprik**  
Principal Investigator  
([suwanprik@gmail.com](mailto:suwanprik@gmail.com))