

Smoke-free Tourism: The Wave of the Future

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SOUTHEAST ASIA TOBACCO CONTROL ALLIANCE

FCTC

Protect present and future generations
from the devastating
health, social, environmental and economic
consequences of tobacco consumption and
exposure to tobacco smoke.



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ARTICLE 8 GUIDELINES

Protect all people from exposure to tobacco smoke in all indoor workplaces, indoor public places, and as appropriate other public places through strict enforcement of good smoke-free legislation



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Southeast Asia Tobacco Control Alliance

A Regional Multi-sectoral Alliance working to advance tobacco control in the ASEAN:

1. Article 5.3 (Protect Public Health Policies from Commercial and Other Vested Interests of the Tobacco Industry)
2. Article 6 (Price and Tax Measures)
3. Article 11 (Packaging and Labeling)
4. Article 13 (Tobacco Advertising, Promotion & Sponsorship)
5. Article 8 (Protection from Exposure to Tobacco Smoke)



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Smoke-free World Heritage Sites and Cities Network



**Regional Workshop on Smoke-free World Heritage Sites and Cities, Malacca, Malaysia
July 2011**



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Cambodia



ANGKOR SITES



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Indonesia



BOROBUDUR TEMPLE



PRAMBANAN TEMPLES



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Lao PDR



LUANG PRABANG



VAT PHU, CHAMPASACK



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Malaysia



MALACCA



PENANG



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Thailand



SUKHOTHAI



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Viet Nam



HA LONG



HOI AN



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Heritage Sites and Cities

OPPORTUNITIES

- Political will: Head of the heritage sites are supportive of making their heritage sites smoke-free
- Support from Organizations

CHALLENGES

- No National Smoke-free Law or law does not promote/support a 100% smoke-free indoors and public places.
- No funds to support the activities and development of signs



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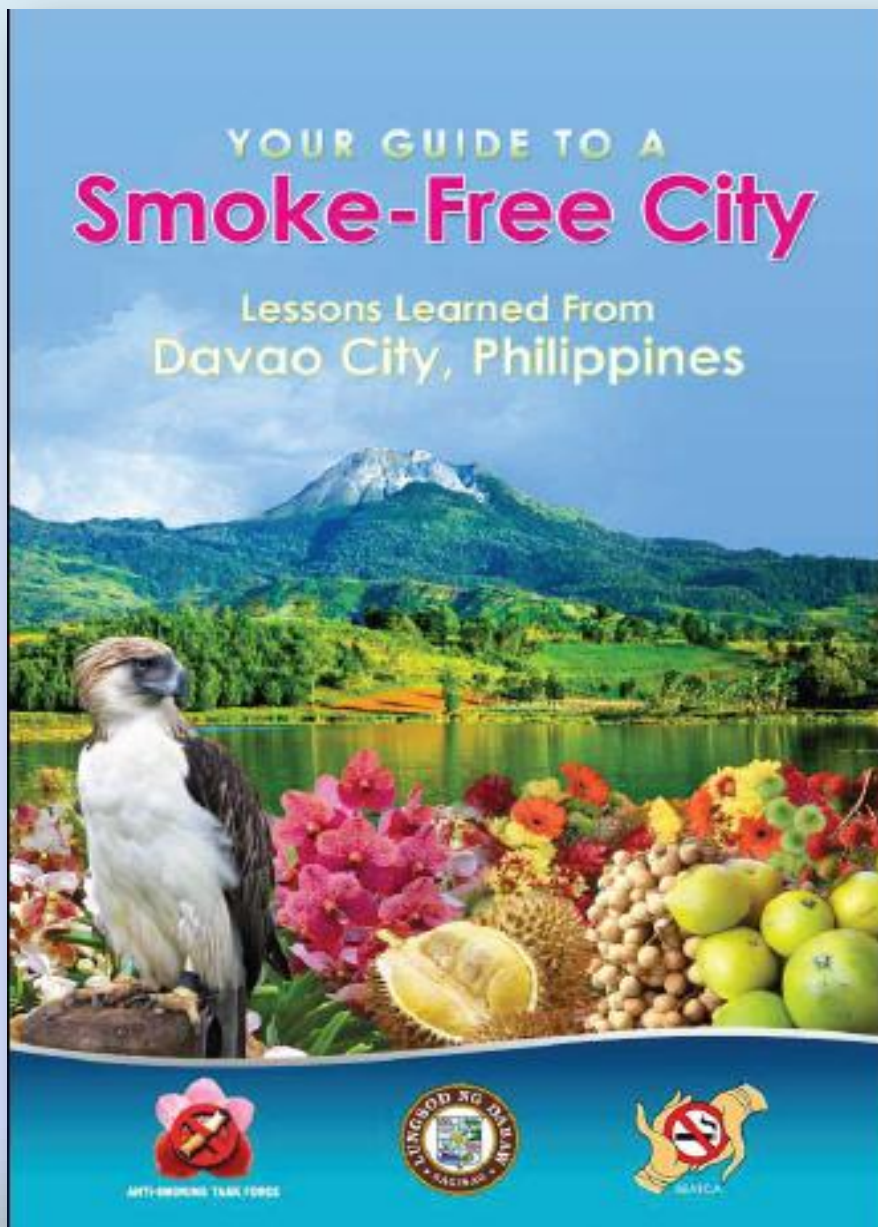
SEATCA Partners

- WHO-WPRO and country offices (Cambodia, Lao PDR, Viet Nam)
- Malaysian Health Promotion Board (MySihat)
- VINACOSH
- CDS-Viet Nam
- ASH Thailand
- ThaiHealth



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Davao City, Philippines

- 10 Steps in making a City Smoke-free
- Key Elements in Making a City Smoke-free



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DAVAO CITY, Philippines

- Population = 1.5 million people
- Land Area = 244,000 sq hectares
- Progressive hub of commerce, education, tourism, arts, culture and wellness in Southern Philippines



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Key Elements of a Smoke-Free City Campaign

S – SMOKE-FREE INDOOR PLACES

T – TASK FORCE

O – ORGANIZATIONS

P – POLITICAL WILL



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S – STRATEGIES

M – MASS MEDIA CAMPAIGN

O – OUTDOOR ADS

K – KEY MESSAGES

I – IMPLEMENTATION/INSPECTION

N – NEVER NEGOTIATE WITH
TOBACCO INDUSTRY

G – GOVERNMENT SUPPORT



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SMOKE-FREE INDOOR PLACES



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PROHIBITED PLACES FOR SMOKING



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COVERAGE

- All public transport, government-owned vehicles and other means of public transport within the territorial jurisdiction of Davao City;
- All accommodation and entertainment establishments;
- All workplaces;
- All enclosed public places;
- All partially enclosed public places;
- All public buildings;
- All public outdoor spaces.



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Prohibited Products



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Prohibited Products

- **Tobacco Products:**

- * Any product that consists of loose tobacco that contains nicotine and is intended for use in a cigarette, including any product containing tobacco and intended smoking or oral or nasal use

- Cigarettes

- Shisha or Waterpipe

- **Electronic Device Systems:**

- * refer to any device such as electronic nicotine device systems, electronic cigarette and similar devices, whether or not it is used to deliver nicotine to the user, that resembles the outward appearance of real smoking products

- E-cigarettes



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TASK FORCE



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TASK FORCE

1. City Mayor
2. Business Bureau
3. City Tourism
4. City Information
5. City Legal
6. City Administrator
7. City Health
8. City Engineer
9. Davao City Police



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DAVAO CITY ANTI-SMOKING TASK FORCE

LEGISLATION GROUP

CITY
COUNCIL

CITY LEGAL
OFFICE

APPREHENSION GROUP

DAVAO CITY
POLICE
OFFICE

TRAFFIC
MANAGEMENT
CONTROL

INFORMATION DISSEMINATION / EDUCATION GROUP

COMMUNITY-BASED

1. Health Educators - City Health Office
2. Community Volunteer Health Workers
3. WOMYNET

SCHOOL-BASED

1. Anti-Smoking Point Persons - Private Schools
2. Clinic Teachers - Public Schools
3. Health Educators - City Health Office
4. Rotary Club Waling Waling

INDUSTRY-BASED

1. Phil. College of Occupational Medicine - Company Physician/ Nurses

HOSPITAL-BASED

1. Phil. Academy of Family Physicians
2. Phil. College of Physicians
3. Phil. College of Chest Physicians
4. Davao Medical Society
5. Phil. Pediatric Society
6. Phil. OB-GYNE Society

TRIMEDIA CAMPAIGN

1. Davao Media
2. Kapisanan ng mga Brodkasters ng Pilipinas

CITY JAIL-BASED

1. Jail Nurses
2. Health Educators

TRANSPORTATION GROUP

1. TRAFFIC GROUP -DCPO
2. TRAFFIC MANAGEMENT GROUP
3. MANAGERS OF TERMINALS/AIR & SEA PORTS
4. MANAGERS OF PUBLIC TRANSPORTATIONS

ADVOCACY / NETWORKING GROUP

1. Smoke-Free Davao Coordinator
2. Phil. College of Chest Physicians
3. Smoke-Free Advocates - Religious Leaders, Muslim Community Leaders, President of Medical Societies

CAPABILITY BUILDING GROUP

1. Smoke-Free Davao Coordinator
2. Phil. College of Chest Physicians

RELEASING OF PERMITS TO SELL CIGARETTES/ SMOKING ROOM PERMITS/ INSPECTION & MONITORING

1. Anti-Smoking Support Group
2. City Engineer's Office

Barangay
Anti-Smoking
Team

ORGANIZATIONS



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Association of Smoke-Free Davao Advocates



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POLITICAL WILL



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Real

Help Save A LIFE, STOP SMOKING
SMOKE - FREE DAVAO



ANTI-SMOKING TASK FORCE

Vision:
**A Drug- and
smoke-free
Davao**

SMOKING KILLS

STRATEGIES



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MASS MEDIA



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OUTDOOR ADS



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KEY MESSAGES



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IMPLEMENTATION/ INSPECTION



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Enforcement Strategies

Soft
Enforcement

Active Enforcement

Self
Enforcing



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NEVER NEGOTIATE WITH THE TOBACCO INDUSTRY



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GOVERNMENT SUPPORT



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GROWTH: Tourists Influx

January – December

2003	:	496,948
2004	:	568,442
2005	:	573,324
2006	:	574,165
2007	:	641,161
2008	:	655,651
2009	:	672,863
2010	:	681,821
2011	:	744,275
2012	:	1,075,000

Average : 8-9% increase

*Source:

DOT/CTOO/HORR



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Smoke-free Angkor Sites

Cambodia



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Smoke-free Angkor



<http://www.youtube.com/watch?v=xMXfQ1JmkaU>



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Activities


- Collaboration with the Ministry of Tourism & forming alliance with different organizations
- Creation of a Task Force or a Working Group
- Issuance of a Smoke-free Circular
- Installation of Billboards and posting of “No Smoking” signs
- Training of Tour Guides
- Informing tourists of the smoke-free policy




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Working Group was organized to disseminate the Smoke Free Circular



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APSARA
N° ១៩៧០២៧៥០០០



ព្រះរាជាណាចក្រកម្ពុជា
ROYAUME DU CAMBODGE

ជាតិ សាសនា ព្រះមហាក្សត្រ
NATION RELIGION ROI

លិខិតបង្គាប់ការ
អគ្គនាយកដ្ឋានអនាម័យសាធារណៈ

យោង ៖

- សេចក្តីណែនាំលេខ១២៧៦ស.ជណ ចុះថ្ងៃទី១៩ ខែសីហា ឆ្នាំ១៩៩៤របស់ទីស្តីការគណៈរដ្ឋមន្ត្រី
- ចំណាត់ការរបស់ឯកឧត្តមសភាចារ្យ សុខ អាន ឧបនាយករដ្ឋមន្ត្រីចុះថ្ងៃទី ១៧ ខែសីហា ឆ្នាំ២០១១
- ស្មារតីអង្គប្រជុំនៅស្នាក់ការ WHO នៅកម្ពុជាថ្ងៃទី១៧ ខែកុម្ភៈ ឆ្នាំ២០១២
- សេចក្តីណែនាំរបស់អាជ្ញាធរអប្សរាស្តីពីការហាមឃាត់ការលក់និងផ្សព្វផ្សាយផ្នែកផ្សេងៗ និងក្នុងបរិវេណប្រាសាទនៃរមណីយដ្ឋានអង្គរ

សម្រេច

បង្កើតក្រុមការងារមួយដើម្បីផ្សព្វផ្សាយសេចក្តីណែនាំលេខ១២៧៦ស.ជណ ចុះថ្ងៃទី១៩ ខែសីហា ឆ្នាំ២០១២ របស់អាជ្ញាធរអប្សរា ដែលស្តីពីការហាមឃាត់ការលក់និងផ្សព្វផ្សាយផ្នែកផ្សេងៗ និងក្នុងបរិវេណប្រាសាទនៃរមណីយដ្ឋានអង្គរ ដែលមានសមាសភាពដូចខាងក្រោម៖

១. ឯកឧត្តម សុខ លត្ថិណា	អគ្គនាយករង ទទួលបន្ទុកនាយកដ្ឋានរដ្ឋបាល បុគ្គលិក និងសម្ភារៈ	ប្រធាន
២. ឯកឧត្តម ឌី ម៉ារីដី	អគ្គនាយករង ទទួលបន្ទុកនាយកដ្ឋានអភិវឌ្ឍន៍ទេសចរណ៍អង្គរ	អនុប្រធាន
៣. លោក យ៉ឹក ចាន់ដាឡេ	ប្រធាននាយកដ្ឋានស្តីទីនា.អភិវឌ្ឍន៍វប្បធម៌ សារមន្ទីរ និងបទដ្ឋានបេតិកភណ្ឌ	សមាជិក
៤. លោក ធីម សុផល	មន្ត្រីនាយកដ្ឋានអភិវឌ្ឍន៍ទេសចរណ៍អង្គរ	សមាជិក

ឯកឧត្តមអស់លោកដែលមានរាយនាមខាងលើ មានភារៈកិច្ចផ្សព្វផ្សាយសេចក្តីណែនាំនេះឲ្យទូលំទូលាយដល់ មន្ត្រីបុគ្គលិកនៃអាជ្ញាធរអប្សរា រៀបចំបទបង្ហាញជូនICC និងសហការជាមួយក្រសួងទេសចរណ៍ អង្គការWHO ក្នុងការផ្សព្វផ្សាយដល់មន្ត្រីទេសចរណ៍ ក្រុមហ៊ុនទេសចរណ៍, ក្រុមហ៊ុនដឹកជញ្ជូនទេសចរ និងបិទផ្សាយស្លាកសញ្ញាការហាមឃាត់ការលក់និងផ្សព្វផ្សាយផ្នែកផ្សេងៗ, ទីស្នាក់ការកណ្តាល និងចំពោះតាមបរិវេណប្រាសាទនានានៃរមណីយដ្ឋានអង្គរត្រូវរៀបចំបង្ហាញ និងសូមការការណែនាំពីឯកឧត្តមអគ្គនាយកអាជ្ញាធរអប្សរាជាមុនសិន។

ក្រុមការងារខាងលើត្រូវធ្វើរបាយការណ៍អំពីសកម្មភាពការងារជូនឯកឧត្តមអគ្គនាយកដើម្បីជ្រាប។

លិខិតបង្គាប់ការនេះមានប្រសិទ្ធភាពចាប់ពីថ្ងៃចុះហត្ថលេខានេះតទៅ។

ចំលងជូន៖

- គ្រប់នាយកដ្ឋាននៃអាជ្ញាធរអប្សរា “ដើម្បីសហការណ៍”
- សាមីទ្តិន “ដើម្បីអនុវត្ត”
- ឯកសារ-កាលប្បវត្តិ

ធ្វើនៅភ្នំពេញ ថ្ងៃទី ០៩ ខែ ៩ ឆ. ឆ្នាំ ២០១២

អគ្គនាយក ២

ប៊ុន ធារិន្ទ

PHNOM PENH :
#187, Pasteur St, Chaktomok, Daun Penh
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Télécoque : (855-23) 990 185

អាជ្ញាធរដើម្បីការពាររមណីយដ្ឋាននិងរៀបចំសំបង់អង្គរ
AUTORITE POUR LA PROTECTION DU SITE ET L'AMENAGEMENT DE LA REGION D'ANGKOR
Website : <http://www.autoriteapsara.org>
E-mail : apsara-admin@camnet.com.kh

SIEM REAP :
Avenue 60m, Cité culturelle et touristique
Téléphone : (855-63) 765 677, 768 676
Télécoque : (855-63) 765 576



Smoke-free Borobudur Temple Indonesia



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Smoke-free Prambanan Temples

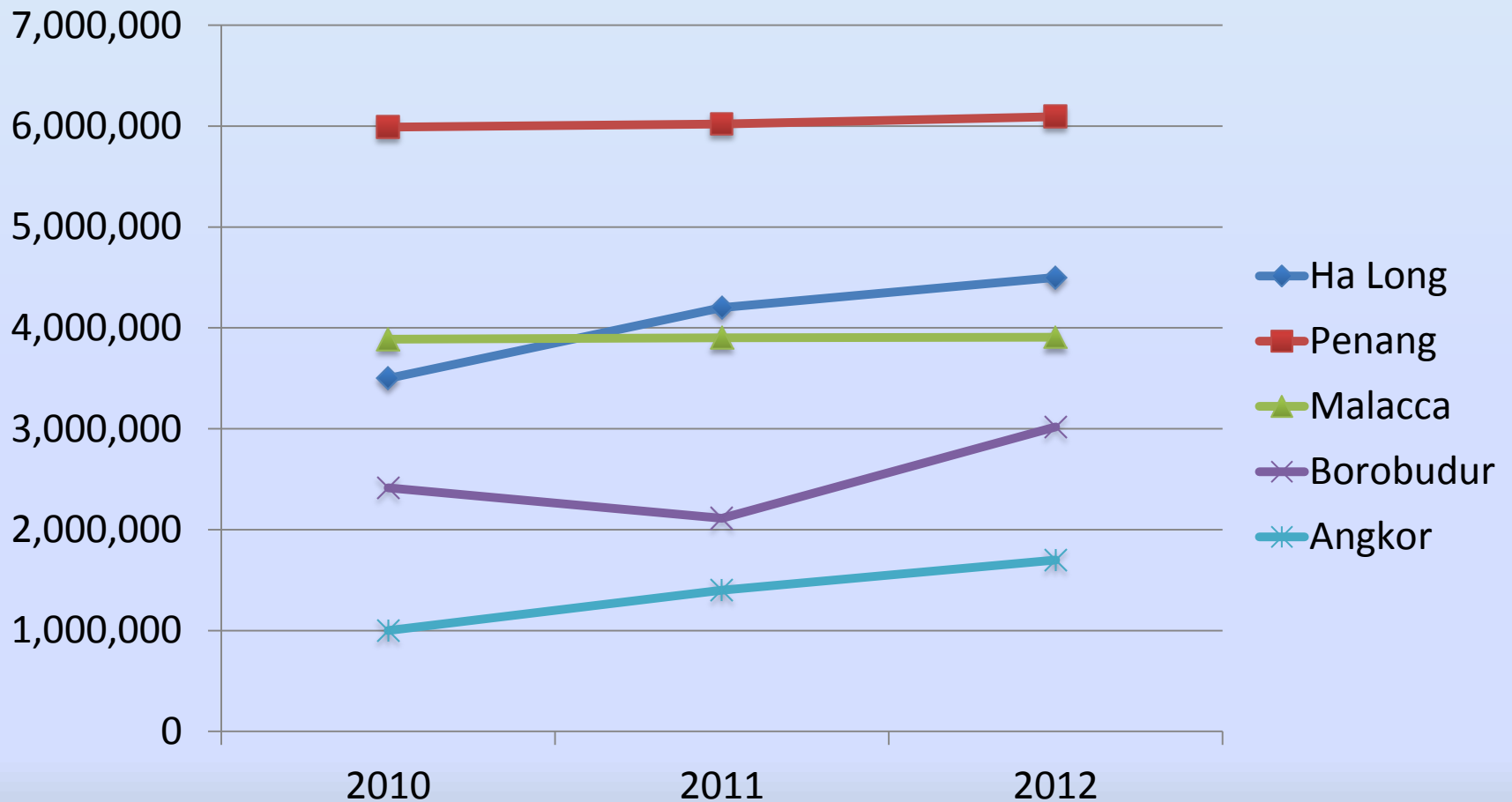
Indonesia



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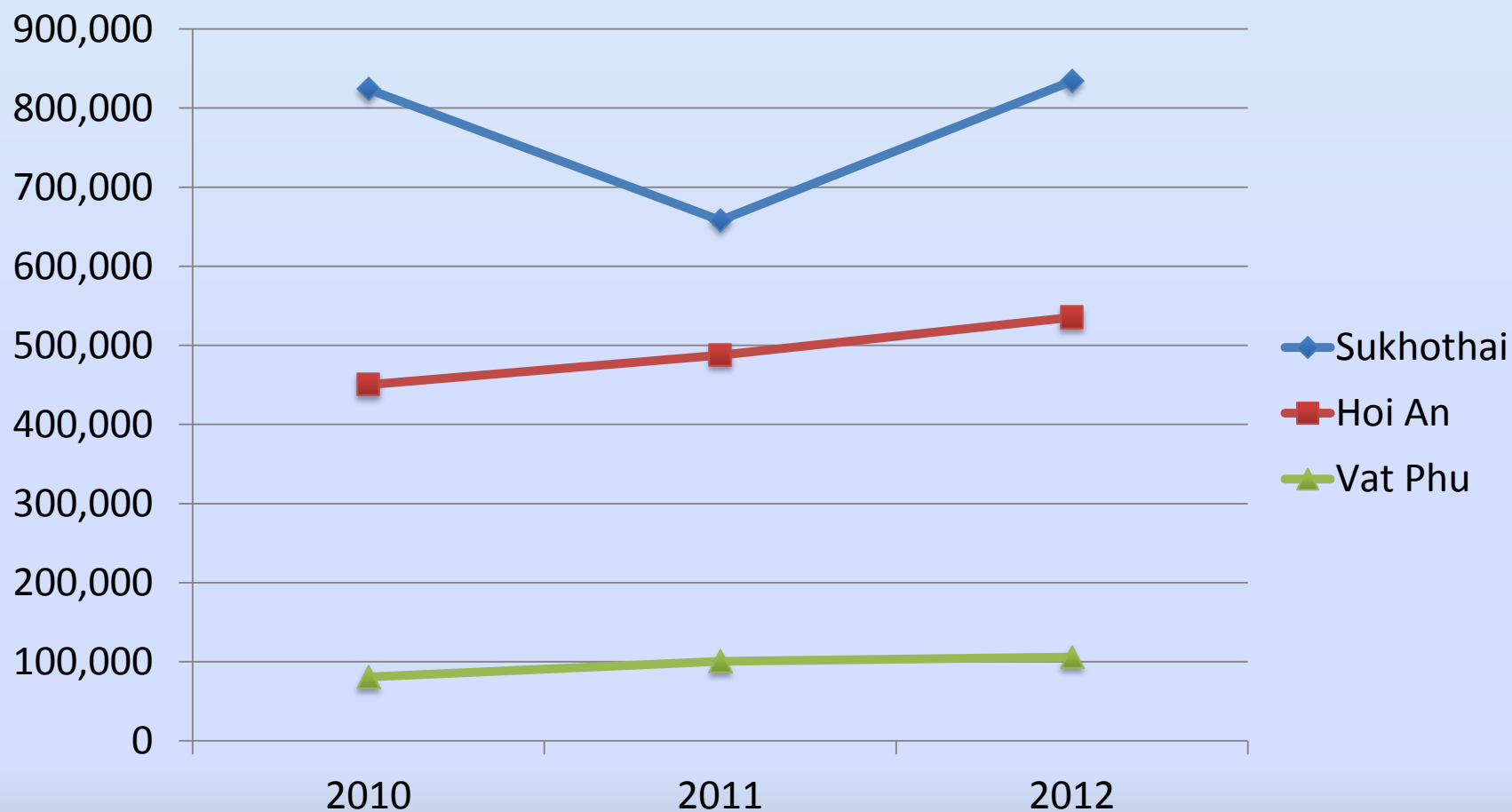
Tourists Influx (2010-2013)



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Tourists Influx (2010-2013)



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World Heritage Sites and Cities Network



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Lessons learned

- Heritage sites & cities have to be protected from litters & exposure of the ruins from tobacco smoke;
- Making heritage sites smoke-free will not affect tourists influx but will even boost its tourism industry
- Political will is important to initiate the campaign



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Smoke-free Cities ASEAN Network (SCAN)



Regional Workshop on Smoke-free Cities, Davao City, Philippines
July 2013



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TOWARDS A SMOKE-FREE ASEAN

www.seatca.org

Angkor Wat
(Cambodia)

Borobudur
(Indonesia)

Ayutthaya (Thailand)

Luang Prabang
(Laos)

Malacca
(Malaysia)

Baroque Churches (Philippines)

Hoi An (Viet Nam)

THANK YOU