



ecotourismnz

ECOTOURISM NZ CONFERENCE 2007

DRAFT CONFERENCE OUTLINE V2.5

Tuesday, 08 May 2007

DAY 1 – WEDNESDAY 1 AUGUST

8.30-9.30	Welcome and Conference Introduction			
9.30-10.00	Conference Registration MORNING TEA			
10.00-10.45	<p>KEYNOTE SPEAKER – Ron Mader Founder of www.planeta.com A global perspective of ecotourism</p>			
10.45-12.00	<p>KEYNOTE SPEAKER – Alastair McCracken Chairman Ecotourism Australia An Australian perspective of ecotourism</p> <p>Questions</p>			
12.00 – 1.00	LUNCH			
1.00-2.30	<p>Environmental and Sustainable Tourism Hear from Tourism New Zealand, Ministry of Tourism, Ministry for Environment and Tourism Resource Consultants.</p> <p>How does Tourism New Zealand see environmental sustainability fitting into the future of New Zealand tourism? How do we define Ecotourism in New Zealand? What is the future of Ecotourism in New Zealand? These issues will be explored in more detail in the following workshops:</p>			
2.30-3.30	<p><u>Workshop 1</u></p> <p>Environmental and Sustainable Tourism</p> <p>Meryl Jupp Tourism New Zealand</p>	<p><u>Workshop 2</u></p> <p>Environmental and Sustainable Tourism</p> <p>Sharron Flood Ministry of Tourism</p>	<p><u>Workshop 3</u></p> <p>Environmental and Sustainable Tourism</p> <p>Eric Park Ministry for Environment</p>	<p><u>Workshop 4</u></p> <p>Environmental and Sustainable Tourism</p> <p>Dave Bamford Tourism Resource Consultants</p>
3.30 – 4.00	AFTERNOON TEA			
4.00-5.30	<p>Operator Issues <u>Business strategy and vision</u> Peter Morrison Marketing Consultant</p> <p>How important is it to have a regularly updated business strategy?</p> <p>Case Study Dive Tutukaka</p>	<p>Operator Issues <u>Online marketing</u> Lawrence Smith Cabbage Tree Creative</p> <p>Making the web work for your business</p> <p>Case Studies</p>	<p>Operator Issues <u>The reality of managing a small ecotourism business</u> Conrad Anderson Relationship Manager The West Coast Development Trust</p> <p>Tips for making it easier to manage your business</p> <p>Case Study White Heron Bird Sanctuary</p>	<p>Operator Issues <u>Growing your business through partnerships</u> Craig Wilson Quality Tourism Development Limited</p> <p>Case Study Hiking New Zealand</p>
5.30-6.30	DRINKS			
6.30-8.00	DINNER			
8.00	<p>After dinner speaker Cam McLeay Adrift Adventure Co. and Wildwaters Reserve, Uganda</p>			

DAY 2 – THURSDAY 2 AUGUST 2007

8.45 – 9.00	Housekeeping				
9.00 – 10.30	<p>Operator Issues <u>Business strategy and vision</u> Peter Morrison Marketing Consultant</p> <p>How important is it to have a regularly updated business strategy?</p> <p>Case Study Dive Tutukaka</p>	<p>Operator Issues <u>Online marketing</u> Lawrence Smith Cabbage Tree Creative</p> <p>Making the web work for your business</p> <p>Case Studies</p>	<p>Operator Issues <u>The reality of managing a small ecotourism business</u> Conrad Anderson Relationship Manager The West Coast Development Trust</p> <p>Tips for making it easier to manage your business</p> <p>Case Study White Heron Bird Sanctuary</p>	<p>Operator Issues <u>Growing your business through partnerships</u> Craig Wilson Quality Tourism Development Limited</p> <p>Case Study Hiking New Zealand</p>	
10.30- 11.00	MORNING TEA				
11.00-12.00	<p>Standards and Benchmarking Nicola Smith Head of Assessment Services, Qualmark Chris Tobias Business Development Manager, Green Globe Alastair McCracken Chairman, Ecotourism Australia</p> <p>Is there an option that will suit your business?</p> <p>How important are standards in the visitor decision making process?</p> <p>The following workshop will provide a forum for discussing options for your business:</p>		<p>Concessions and Land Management Gavin Walker Concessions Manager Department of Conservation</p> <p>How are we managing and monitoring the impact of tourism on our natural resources?</p> <p>Case Study Haast River Safari</p> <p>The following workshop will provide a forum for reviewing issues around concessions and land management:</p>		
12.00-1.00	<p style="text-align: center;"><u>Workshop</u></p> <p>Standards and Benchmarking Alastair McCracken Ecotourism Australia Nicola Smith Qualmark Chris Tobias Green Globe Steven Pahl Ecotourism Australia</p>		<p style="text-align: center;"><u>Workshop</u></p> <p>Concessions and land management Gavin Walker Concessions Manager Department of Conservation</p>		
1.00-1.45	LUNCH				
1.45-2.45	<p>Interpretation Basics Hear from New Zealand award winning interpretation guides</p> <p>A walk through Ulva Island Bird Sanctuary</p> <p>Catlins Wildlife Trackers Ecotours</p>				
2.45-3.00	AFTERNOON TEA				
3.00-5.30	Field Trip Shantytown	Field Trip Woods Creek	Field Trip Punakaiki	Field Trip Blackball	Field Trip Point Elizabeth
6.30-11.00	Buses depart Greymouth for Paroa Hotel Dinner and entertainment				

DAY 3 – FRIDAY 3 AUGUST 2007

8.45 – 9.00	Housekeeping		
9.00 – 9.30	Address – Hon. Damien O'Connor MP West Coast Tasman		
9.30-10.00	<p>New Zealand Tourism Research – What is the state of the tourism sector?</p> <p>Market Research Manager Tai Poutini Polytechnic Sandra Rhodda</p> <p>The next hot niche market - why you should cater for tourists with disabilities</p>	<p>Growing Ecotourism on the West Coast Tourism Consultant Hugh Canard</p> <p>Community-based tourism initiatives for economic development. Case studies from the West Coast region's MRI</p>	<p>Training and Education Ecotourism Tutors Geoff Button and John Kennedy Tai Poutini Polytechnic</p> <p>What kinds of training and education resources will work best for your business</p>
10.00-10.30	MORNING TEA		
10.30-12.00	<p>Cultural Tourism Johnny Edmonds Chief Executive Maori Tourism Council What is the extent and potential of Maori ecotourism in New Zealand?</p> <p>Case Study Abel Tasman Wilson's Experiences and Wakatu Incorporation</p> <p>Case Study Ngai Tahu Maori Rock Art Trust</p> <p>The following workshop will look at how to deliver cultural tourism and examine the issues around cultural tourism:</p>	<p>Workshop with Ron Mader</p> <p>How can operators and government leaders take advantage of Web 2.0 technologies to promote New Zealand ecotourism?</p> <p>This workshop reviews specific tools to promote operations using Planeta.com, Flickr, Youtube and Wikipedia.</p>	
12.00-1.00	<p><u>Workshop</u> Cultural Tourism Johnny Edmonds Chief Executive Maori Tourism Council</p>	<p><u>Workshop</u> Workshop continues with Ron Mader</p>	
1.00-1.30	<p>OUTCOMES - Environmental and Sustainable Tourism Standards and Benchmarking Interpretation and Fieldtrips Concessions and Land Management Cultural Tourism</p> <p>CONFERENCE CLOSING</p>		
1.30 – 2.30	LUNCH		