



Global Perspectives on Ecotourism



ecotourismnz

PLANETA.COM
global journal of practical ecotourism

Presentation by Ron Mader

Ecotourism NZ Conference

August 2007 - Greymouth, New Zealand

Language

Language: Rules of Engagement

Planeta

IYE+5

Carbon Concerns

Distance Learning

Awards

Web 2.0

New Zealand

Recommendations

Global Perspectives

Would all the people
who cannot
communicate, please
SHUT UP?

- Tom Lehrer

New Zealand

Give it a burl
Suck the kumara

Australia

Dangerous mobs

Mexico/Ecuador

Chido/Chevere (sweet)

Policy Wonks

Stakeholders
Engagement

Ecotourism (?)

Web Nerds

SEO
Wiki

PLACE

P. 86 SPECIAL SECTION: SHORT-TERM JOBS, TEACHING ENGLISH, INTERNSHIPS, AND VOLUNTEER PROGRAMS

TRANSITIONS ABROAD

the guide to learning, living, working, and volunteering overseas

WWW.TRANSITIONSABROAD.COM // JANUARY - FEBRUARY 2007 // \$4.95 US - \$6.95 CDN

Asia and Pacific Rim Travel

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Volunteer with Wildlife in Thailand, Study India's
Cultural Arts, Soak in Japan's Hot Springs, and more...

GENXPAT: Expert Advice for Young Professionals
Seeking International Careers

QUESTIONS

How do travelers search for places to visit?

How do operators describe their services?

**What is the future of 'tagging' in the realm
of promoting ecotourism and responsible
travel?**

Planeta.com

Language

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IYE+5

Carbon Concerns

Distance Learning

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Web 2.0

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Global Perspectives

History

Began in 1994

Global Journal of Practical Ecotourism

Education

Host of 20 online conferences

Facilitator of seminars and workshops

Natural World

Co-host of Rural Tourism Fair

Presentations



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Planeta Forum Web

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HEADLINES

News - World Hum with Jim Benning, The End of Tourism (Headlines)

Updating - How to organize a grassroots tourism fair (Editing Tips)

Journalists - Press Room (CJ)

Mexico - Mexico's Quarter of a Billion Tree Challenge, Cancún's Arboretum (FOLAF)

LAMP - EcoAméricas (Web Tours)

WEB 2.0 - Planeta Wikispace (Wikis)

Your Turn - Answer current surveys and *encuestas*

TOURISM AND PROTECTED AREAS

The 2007 Dialogue on Linking Tourism and Protected Areas builds on discussion from the UNEP/GRID-Arendal discussion Linking Tourism and Conservation.



SEMINARS



NZ
New Zealand
Ecotourism NZ

AWARDS
Awards
Spotlight

PARKS
Parks

CAMPAIGNS
Bank Watch
Fair Trade

TRAVELERS
Choose a trip
Directory

EVENTS
Calendar
Survey

FEATURES
Ethics
Solutions

USA
USA

YOUR TURN
CJ
Blogs
Editing
Fave a Foto
Web 2.0

Marketing

Moderators: None

Users browsing this forum: [planeta](#)



[Planeta.com Forum Index -> Marketing](#)

[Mark all topics read](#)

Topics	Replies	Author	Views	Last Post
Announcement: About the Marketing Forum	0	planeta	1311	Wed Nov 17, 2004 9:05 am planeta →
Worldhotel-link.com	1	planeta	44	Wed Jan 17, 2007 11:53 pm J.Cordiner →
NaTour Communications [Goto page: 1, 2]	16	planeta	7034	Fri Jan 05, 2007 3:06 pm natour →
EplerWood International [Goto page: 1, 2]	17	planeta	10422	Wed Jan 03, 2007 8:31 am Meganew →
Marketing Tips and Recommended Reading	9	planeta	3225	Tue Dec 26, 2006 5:02 pm planeta →
Google Marketing	1	planeta	1452	Tue Dec 26, 2006 4:52 pm planeta →
Green Travel Consulting	4	planeta	1379	Fri Oct 27, 2006 12:17 pm frances finari →
Awards [Goto page: 1, 2]	27	planeta	10500	Wed Sep 20, 2006 9:03 am Brook08 →
Totem Tourism Marketing	7	planeta	2810	Tue Aug 22, 2006 2:17 am valere →
Ethical Marketing of Ecotourism	8	planeta	3539	Wed Aug 17, 2005 6:53 am planeta →

Display topics from previous:



[Planeta.com Forum Index -> Marketing](#)

All times are GMT - 6 Hours

Page 1 of 1

Jump to:

- New posts
- No new posts
- No new posts [Popular]
- No new posts [Locked]
- Announcement
- Sticky

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 You **can** reply to topics in this forum
 You **can** edit your posts in this forum
 You **can** delete your posts in this forum
 You **can** vote in polls in this forum
 You **can** [moderate this forum](#)

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QUESTIONS

How should Planeta.com develop Web 2.0 technologies, particularly video and wiki?

How should Planeta.com collaborate with individuals and organizations in 2008?

How do we train the trainers?

IYE +5

Language

Planeta.com

IYE+5

Carbon Concerns

Distance Learning

Awards

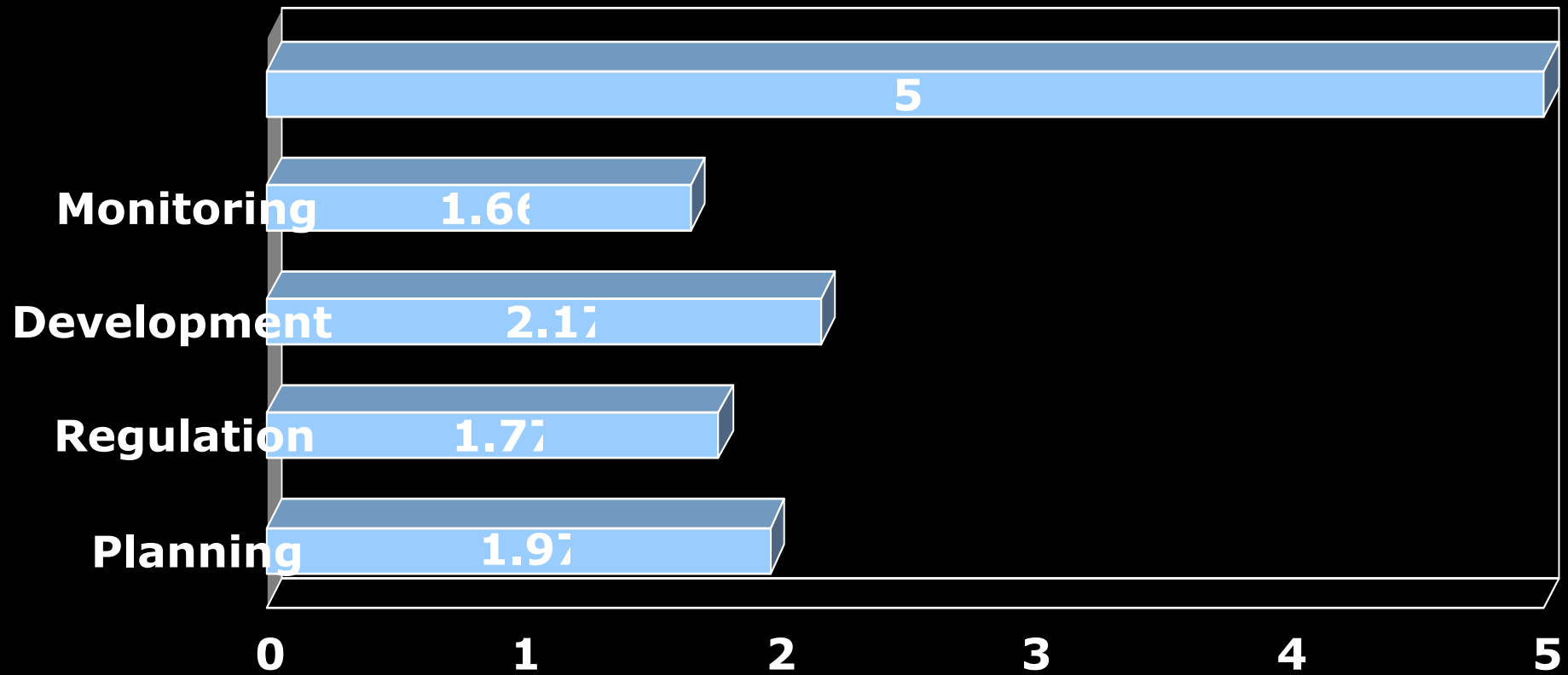
Web 2.0

New Zealand

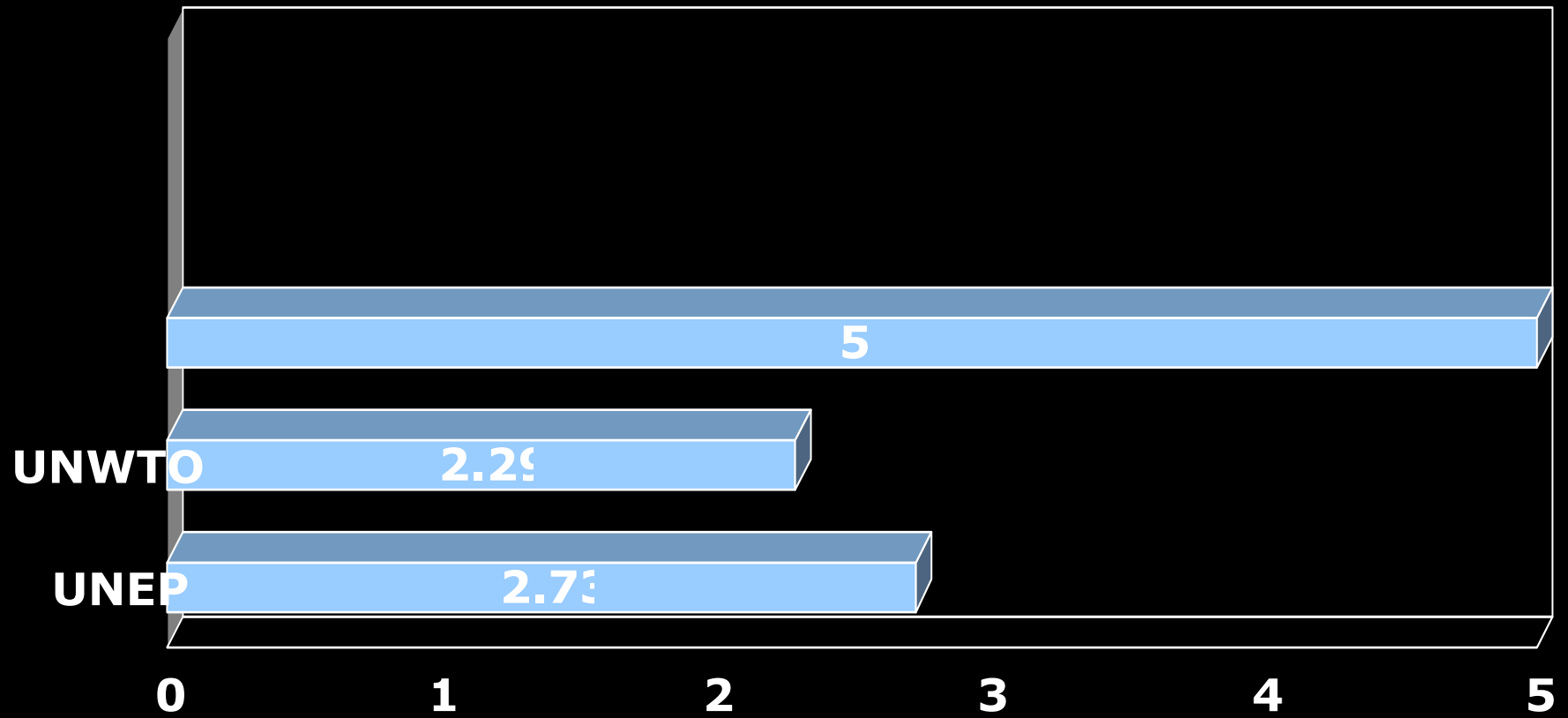
Recommendations

Global Perspectives

Rate your country



Rate UNEP and WTO



EXCERPTS

In Ecuador, there are many examples of organizations claiming to be ecotourism, but too little regulation. Too many certifications and awards appear to be given with insufficient inspection.

In New Zealand ecotourism has moved from being an activity on the fringes of policy development to a place firmly on the radar.

The chief obstacles are the lack of communication, collaboration and cooperation among stakeholders. Everybody's talking, but few are listening.

QUESTIONS

Should we use the word 'ecotourism'?

**Should we have World Ecotourism
Rankings?**

**How do we evaluate ecotourism
development by country and by
UNEP/UNWTO?**

Climate Concerns

Language

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Carbon Concerns

Distance Learning

Awards

Web 2.0

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Global Perspectives



“Excellent. One of the clearest and most sobering analyses I’ve ever seen of the environmental, social, and economic damage done by tourism.”
Philip Pullman

Leo Hickman

THE FINAL CALL

IN SEARCH OF THE TRUE
COST OF OUR HOLIDAYS

What is Cheat Offsetting?

When you cheat on your partner you add to the heartbreak, pain and jealousy in the atmosphere.

Cheatneutral offsets your cheating by funding someone else to be faithful and NOT cheat. This neutralises the pain and unhappy emotion and leaves you with a clear conscience.

Can I offset all my cheating?

First you should look at ways of reducing your cheating. Once you've done this you can use Cheatneutral to offset the remaining, unavoidable cheating



[watch the film!](#)

are you a cheater?

cheatneutral can help you **offset your indiscretions.**

[offset now!](#)



loyal and faithful?

become an offset project and **get paid** for not cheating

[find out more!](#)



Projects

Some of the people who are offsetting your cheating:



alex



chris



mim



rich

so far, **cheatneutral** has offset **65,768** cheats and has **9002** faithful people ready to neutralise your misdemeanours.

QUESTIONS

How do we measure the environmental impact of transportation?

How do we deal with the carbon emission offsetting debate?

Will the demand rise for slow travel?

Distance Learning

Language

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Carbon Concerns

Distance Learning

Awards

Web 2.0

New Zealand

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QUESTIONS

What programs have a public online ratings system for student evaluation?

What independent index has a ratings system for an index of tourism/ecotourism programs?

Do ecotour operators want graduates with an ecotourism degree?

Awards

Language

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Global Perspectives

COMMUNICATION AND SUSTAINABLE TOURISM



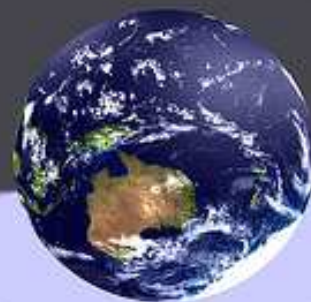
PROCEEDINGS OF THE GLOBAL E-CONFERENCE AND SUMMER SPEAKER SERIES ON THE ROLE OF DEVELOPMENT COMMUNICATION IN SUSTAINABLE TOURISM

May 29 - June 9, 2006



2007

Ecotourism
Spotlight
Award



planeta.com

QUESTIONS

How do we evaluate ecotourism awards?

**How do we use awards as an incentive for
good practice and communicating the
lessons learned?**

Web 2.0

Language

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Carbon Concerns

Distance Learning

Awards

Web 2.0

New Zealand

Recommendations

Global Perspectives



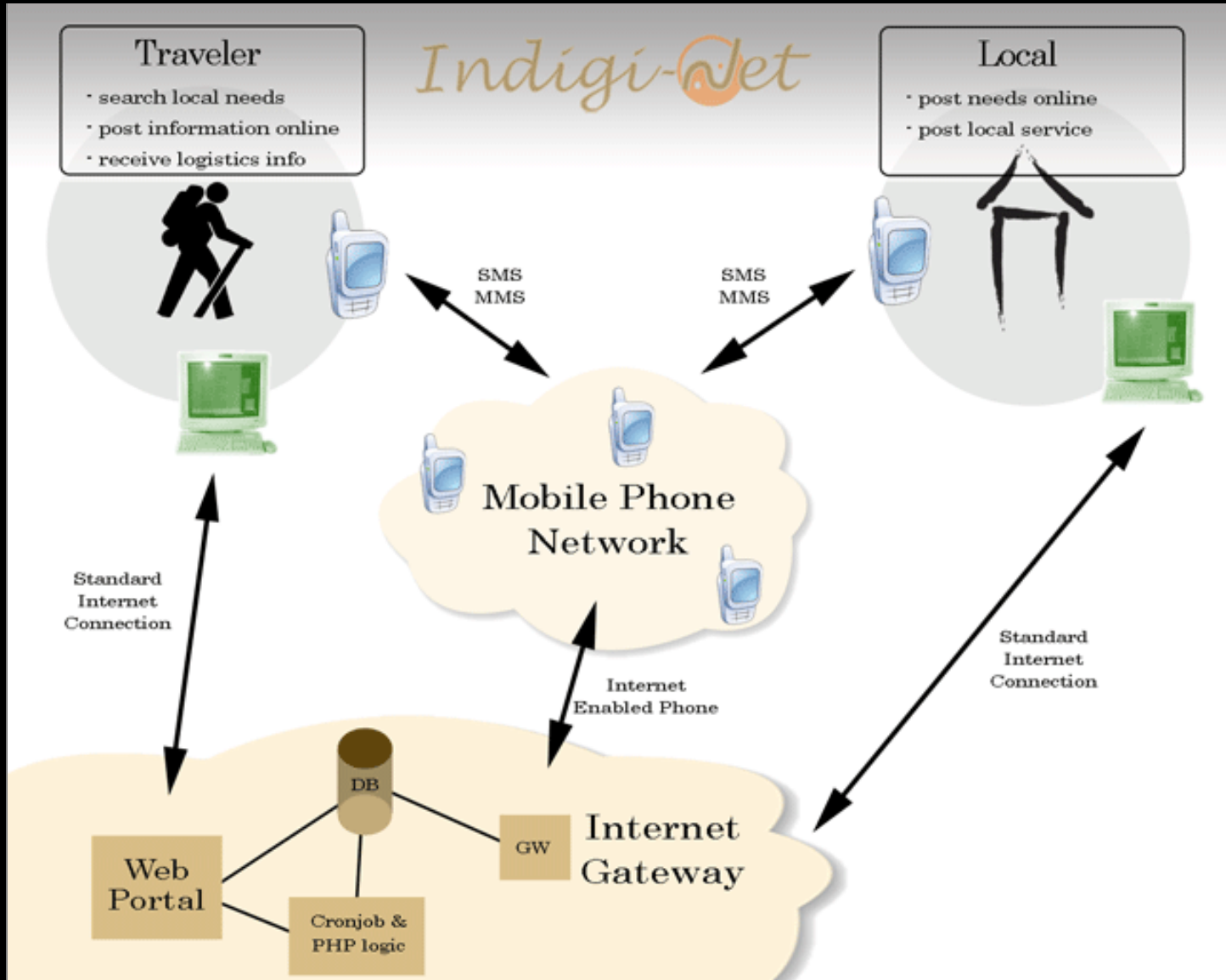


**Web 2.0
Strategies
for Travel Operators
and Visitors**

**Google Earth
StepUp Travel
Wikification Now!
How do YOU Rate?
Terms of Engagement
Online Communities
Spaces Speak, are you Listening?**



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EXPLORATORY WORKSHOP ON
LINKING TOURISM



AND CONSERVATION

A FINANCE INITIATIVE FOR PROTECTED AREAS

ARENDAL 12-13 MAY 2007



Heidi
Andersson

RESPONSIBLE TRAVEL HANDBOOK // 2006

"Whether you are traveling on your own or arranging travels for others—the Earth is your homeland. Give it the care and respect it deserves; learn about its environment and geography; spend time getting to know its people and their art, culture, history, and livelihoods. While you derive pleasure, knowledge, and understanding from your encounters, hold close the importance of preserving these treasures for those who may follow in your footsteps."



nfp 2.0

What happens when not-for-profits, social media, and people meet



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- » [Bring the love back](#)
- » [Debunking the myth of the "Third World"](#)
- » [We are all photographers now](#)

My Flickr



July 18th, 2007

Group fundraising primer

Too much going on at the moment to blog consistently, which is a pity given that I've lots of things to say, regarding Facebook *et al.*

Anyway, this [SlideShare version](#) of Peter Deitz's powerpoint presentation from yesterday's webinar, [Group Fundraising 101: From Benchmarks to Success Stories](#) does a pretty excellent job of reviewing the current (and rapidly evolving) "Group fundraising" landscape.

The slide features a dark background with a pink plant in a pot on the right. The text on the slide includes: "Group Fundraising 101", "From Benchmarks to Success Stories", "Presented by Peter Deitz, micro-philanthropy consultant, http://www.foik.org/peter", "webinar hosted by: N TEN Nonprofit Technology Network", and "on SlideShare". A logo on the right says "SOW THE SEEDS PROTECT THE HUMAN amnestysty.org.uk/seeds".

Peter defines Group Fundraising as:

— The process of gathering money and other gifts in kind over the internet,

— by empowering individuals to convey the value of a program or project to prospective donors of their own choosing

— through the use of blogs, widgets, images, video and social networking websites.



PATRIMONIO DE LA HUMANIDAD

touch the sky

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CORPORACION METROPOLITANA DE QUITO

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17/7/2007 :: 22h55

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Cotopaxi National Park

Volcanic Myth



Volcanic Myth

The white-coned summit of the perfectly symmetrical Cotopaxi takes pride of place along Ecuador's 'Avenue of the Volcanoes.' King of the Andes, the glaciated cone rises 5,897 metres above sea level - the world's highest active volcano - and an equal to Japan's Mount Fuji. Less than two hour's drive from the capital, Cotopaxi is a playground for lovers of t

[Continue](#)



Photo Gallery

Cotopaxi



Suggested Tours



No matter if you have a couple of hours or a couple days in Quito, you can't leave the city without experiencing some of these attractions



Volcano Cotopaxi and Haciendas Setting the Scene
This route is ideal for nature lovers. The area south of Quito is a paradise of foests, ...

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[View more tours](#)

Volcano Cotopaxi and Haciendas

[Go](#)

Related Attractions



Quito boasts a huge number of fantastic monuments and amazing attractions. Take a look at some of the best here



Hacienda of La Cienega
A Colourful History ...

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Cotopaxi National Park

[Go](#)

Just one click away



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The most complete directory of places to stay

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Workshop 21

Administration Discussion Pool Map 3 Members Invite

Group Photo Pool (See all 11 photos)



From planeta [X]



From planeta [X]



From planeta [X]



From planeta [X]



From planeta [X]



From planeta [X]

[More photos...](#)



planeta (a group admin) says:

13 Jul 07, 7:14AM CDT - REQUEST - We are seeking photos of recycling practices at your tourism operation. Also please show us the local flora and fauna!

Discuss

No topics have been posted yet.

[» Post a new topic](#)

Search discussions

About Workshop 21

Photos from operators featured in Planeta.com's [World Travel Directory](#)

Please post photos of the following

- Your office
- Your tours
- Your guides and travelers
- Local foods, activities and places to visit
- Environmental conservation in practice

<http://www.planeta.com/worldtravel.html>

Additional Information

This is a public group.

- View the [group rules](#).
- Members can post 10 photos to the pool each month.

[Quit Workshop 21?](#)

[Feed](#) - Subscribe to Workshop 21 discussion threads



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West Coast, New Zealand-

Discussion Pool Map 56 Members Invite

View as slideshow (85)



NEW From Jimmy Toucan



NEW From PhillieC



From Jimmy Toucan



From southnz



From southnz



From southnz



From PhillieC



From PhillieC



From Devthil



From Devthil



From Devthil



From Devthil



From kib49



From phiunkies



From phiunkies



From phiunkies



From PhillieC



From carex2007



From carex2007



From carex2007



From PhillieC



From Anke L



From Anke L



From Anke L



From Anke L



From Anke L



From Anke L



From kib49



From kib49



From Trevor Dennis

QUESTIONS

What are today's most engaging Web 2.0 technologies?

What are the most promising Web 2.0 technologies?

New Zealand

Language

Planeta.com

IYE+5

Carbon Concerns

Distance Learning

Awards

Web 2.0

New Zealand

Recommendations

Global Perspectives

Desired Outcomes

- Improved NZ Guide on Planeta
- Encourage communication among NZ pros

Recommendations

Language

Planeta.com

IYE+5

Carbon Concerns

Distance Learning

Awards

Web 2.0

New Zealand

Recommendations

Global Perspectives

Recommendations

ON YOUR WEBSITE

- **Educate - lead by example**
- **Collaborate in wikis**
- **Add photos, audio and video**
- **Add links to regional, national and international associations**

ON OTHER SITES

- **Participate, be engaged**
- **Give feedback, answer surveys**

Recommendations

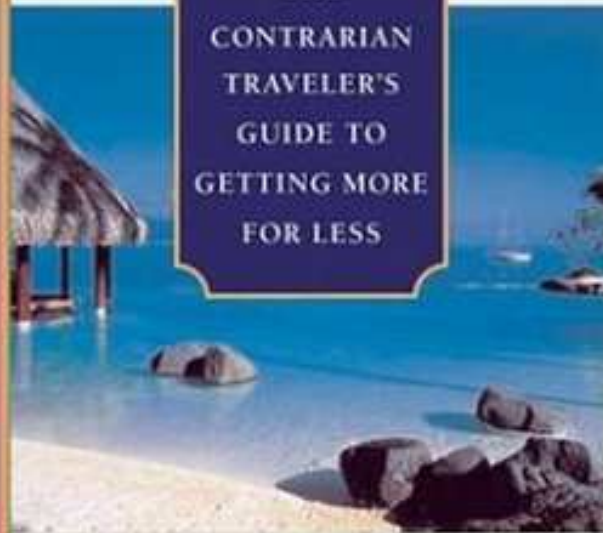
OFFLINE

- **Improve local and regional alliances**
- **Ask visitors if their experiences are meeting their expectations**
- **Print and display website pages to educate and engage visitors**

MAKE *your* TRAVEL
DOLLARS

Worth a Fortune

THE
CONTRARIAN
TRAVELER'S
GUIDE TO
GETTING MORE
FOR LESS

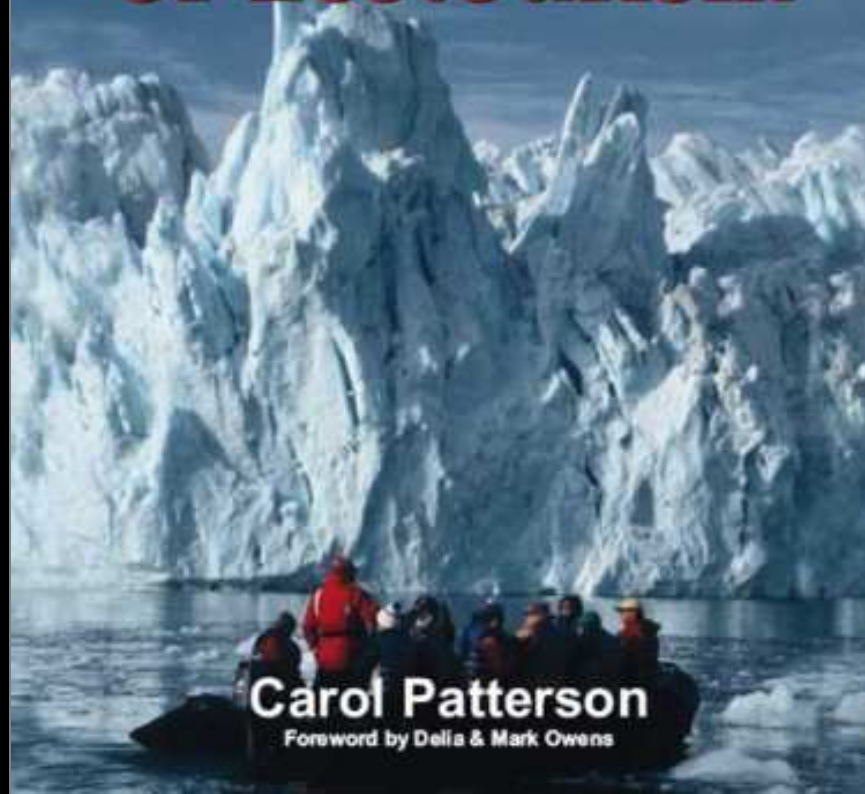


Tim Leffel

The Complete Guide for Nature
and Culture-Based Tourism Operators

Third Edition

The Business of Ecotourism



Carol Patterson

Foreword by Della & Mark Owens

Ron Mader

editor@planeta.com

www.planeta.com

NZ Travel Survey

<http://tinyurl.com/2csdk7>