



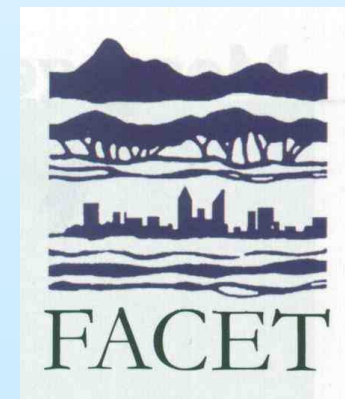
Ecotourism

A Global Overview and Australia's Place

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Australia



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Presentation

- 1. Introduction**
- 2. Ecotourism**
- 3. Trends & Issues**
- 4. Ecotourism in Practice**
- 5. Ecotourism in Australia**
- 6. Conclusions**

1. Introduction

- **According to the World Travel & Tourism Council (WTTC) tourism global tourism generates 11% of Global GDP**
- **It employs over 200 million people**
- **It transports over 800 million international travelers per year**
- **This is expected to double by 2020**

Tourism's Economic Impact

- **According to the World Tourism Organization (WTO) international tourism generated US\$600 billion in 2005**
- **It accounts for 36% of trade in commercial services in advanced economies and 66% in developing economies**
- **It is one of the top five exports for 83% of countries**
- **It is the main source of foreign currency in 38% of countries**

Tourism and the Environment

- **UNEP & Conservation International have recently mapped Tourism's Global Environmental Footprint**
- **The Earth's Biodiversity is essential to human development because of the goods and services it provides**
- **40% of the global economy is based on biological products and processes**
- **Tourism is one industry that impacts on biodiversity**

Types of Tourism



Ecotourism

1. has nature-based products and markets;
2. uses ecology sustainable operations and management;
3. is environmentally educative for staff and clients alike;
4. is locally beneficial;
5. generates tourist satisfaction.

Sustainability and Tourism

- **Sustainability** – provides for the needs of people without compromising the ability of future generations to meet their needs
- **Sustainable Development**
- **Sustainable Tourism Development**

2. Ecotourism

- **Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas**
- **It fosters environmental and cultural understanding, appreciation & conservation**
- **It can also be characterized by the three 'E's. That is it is: exciting, educative, ethical**

What is Ecotourism?

- *Ecotourism* is not part of mass tourism but is a form of alternative (to mass) tourism
- It is also not the same as *sustainable tourism* which is an approach to tourism
- Ecotourism is a niche form of tourism which fosters sustainable practices
- It is nature based, ecologically sustainable, environmentally educative, locally beneficial and fosters tourist satisfaction

Definition of Ecotourism

Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation

Ecotourism Australia (1994)

1. Nature Based

- **Ecotourism is based on the natural environment with a focus on its ABC features. These are: Abiotic - eg. landscapes, Biotic - plants and animals, and Cultural - human features**
- **Ecotourism fosters the conservation of natural resources**

2. Ecologically Sustainable

- **All tourism should be sustainable - ecologically culturally & economically**
- **Ecotourism should especially be:**
 - **ecologically responsible**
 - **conservation supporting**
 - **an environmental exemplar for all tourism**
- **Ecotourism's case is built on understanding and preserving ecosystems**

3. Environmentally Educative

- **The educative component of ecotourism is a key element that separates it from all other forms of nature based tourism**
- **Ecotourism includes education:**
- **In the environment**
- **About the environment**
- **For the environment**

4. Locally Beneficial

- **Ecotourism always involves local communities**
- **This can occur through the provision of knowledge, services, facilities and products**
- **Such benefits should outweigh the cost of ecotourism to the host community and the environment**

5. Tourist Satisfaction

- **Ecotourism, like tourism generally, strives for tourist satisfaction. Without satisfied ecotourists there is no ecotourism**
- **Ecotourists are becoming better informed and more discerning**
- **Ecotourism must provide ecotourists with a high degree of quality in regard to tourism and hospitality services**

Types of Ecotourism

1. Nature Based Tourism

- tourism in natural areas

2. Eco-lite tourism – ‘light green’

- tourism in natural areas with some of ecotourism’s characteristics

3. Ecotourism – ‘dark green’

- tourism in natural areas embracing all of ecotourism’s characteristics

Global Ecotourism

- **Ecotourism is one of the fastest growing segments of the global tourism industry**
- **Governments and conservation organizations like it because it generates environmental & economic benefits**
- **The World Tourism Organization states that ecotourists now represent 20% (1 in 5) international tourists, generating over US\$20 billion per year**

Global Characteristics

Globally, ecotourism has made remarkable progress in the last decade. These include the introduction of:

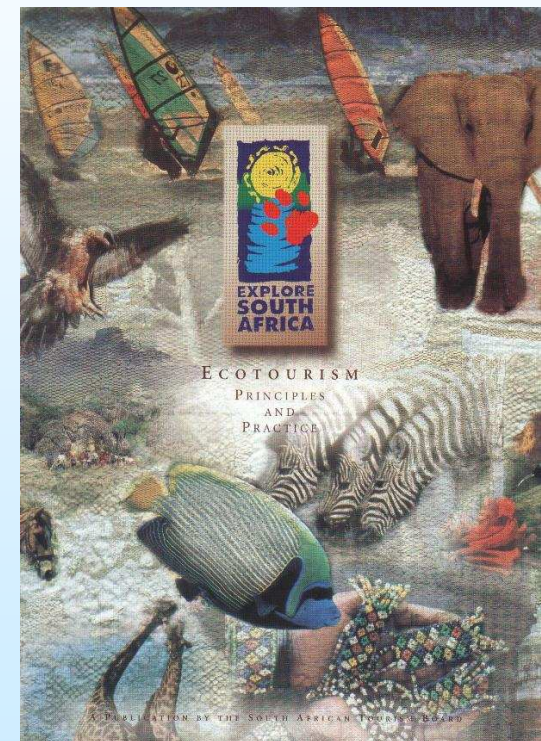
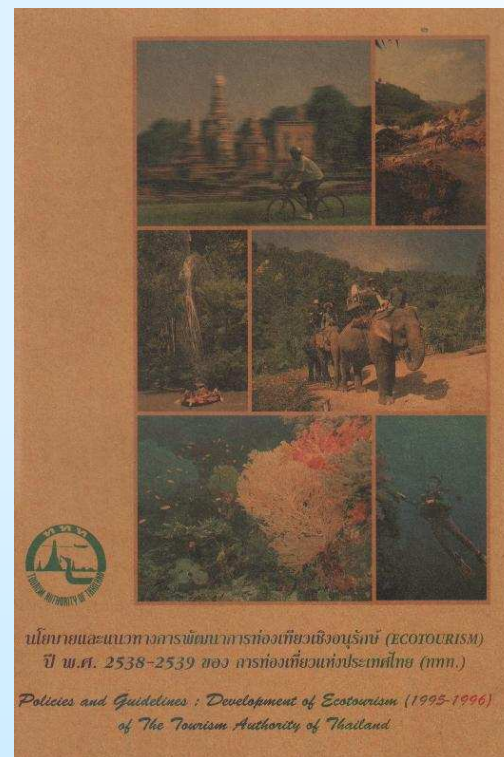
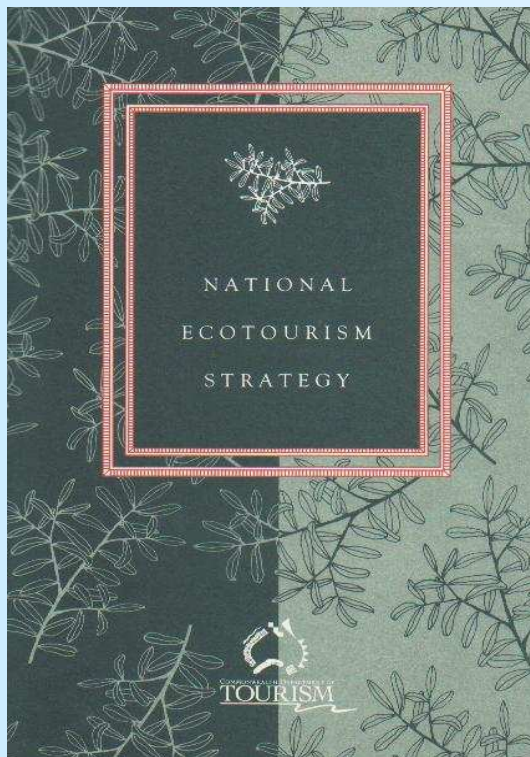
- 1. Sustainable development**
- 2. Government support**
- 3. Excellent products**
- 4. Innovative ecolodges**
- 5. Industry associations**
- 6. Improving education**

Sustainable Development

- **Sustainability underpins ecotourism development**
- **For example, the WWF's Carpathian Ecotourism Initiative in eastern Europe is based on ecoregions**
- **The initiative aims to secure both conservation as well as sustainable development across a number of countries**
- **Sustainability is only achieved through appropriate planning and management**

Government Support

- Many governments are supporting ecotourism as part of their national development strategies
- Such strategies must be based on conservation principles



Ecotourism strategies for Australia, Thailand and South Africa

Excellent Products

- **A number of key factors underscore product excellence. These include:**
- **Tourists are seeking experiences that are unique and authentic**
- **Products should be controlled to minimize adverse impacts**
- **Ecotourism products should be marketable**
- **Products must be financially viable**

Innovative Ecolodges

- **Ecolodges should be a ‘window to the natural world’. They should:**
- **be well designed and appropriate to their environment**
- **be low-key and small-scale**
- **have minimal impact**
- **foster authenticity**
- **include ecotours**
- **provide local employment**
- **include a range of accommodations**

Ecolodge Facilities

The building of ecolodges should incorporate consideration of the following issues:

- **Site planning**
- **Building design**
- **Energy resource**
- **Utility infrastructure**
- **Waste Management**

Industry Associations

- There is a growing number of industry ecotourism associations
- **International** - The International Ecotourism Society (TIES)
- **National** eg: Ecotourism Australia (EA). It is 15 years old and is on the cutting edge of global ecotourism
- **State or Provincial** eg: Forum Advocating Cultural and Eco Tourism in Western Australia (FACET)

Education & Training

- **There is a strong demand for ecotourism education and training**
- **Education needs to include interpretation**
- **Training needs to have a practical component**
- **Such programs should focus on replicable techniques and skills**
- **Training should be directly linked to jobs**

3. Trends & Issues

- Global ecotourism **trends** include:
- Discerning tourists, industry certification, expanding knowledge and emerging partnerships

Discerning Ecotourists

- There is a growing demand by tourists for 'eco' products
- They are becoming better informed and more discerning
- Ecotourists are not homogenous but many are well educated, affluent & conservation oriented
- They seek a range of natural experiences

Characteristics

Ecotourists are generally:

- 1. Environmentally aware**
- 2. Physically active & seek adventure**
- 3. Educated, affluent and have free time**

They can be subdivided into:

**casual, mainstream,
dedicated or hard-core**

Classification of Ecotourists

(Page & Dowling Table 4.1, p95)

Feature	The rough ecotourist	The smooth ecotourist	The specialist ecotourist
Age	Young–middle-aged	Middle-aged–old	Young–old
Travelling	Individually or in small groups	In groups	Individually
Organisation	Independent	Tour-operated	Independent + specialist tours
Budget	Low: cheap hotel/ B&B; local/fast food; uses buses	High: 3*/5* hotels; luxury cafes; uses taxis	Mid–high: cheap-3* hotels; mid-lux. Cafes; as necessary
Type of tourism	Sport and adventure	Nature and safari	Scientific investigation/ hobby pursuit

Scientific Expeditions

- 1. Combine scientific field study with tourism**
- 2. Such ecotourists have been labelled as extreme, extravagant and elite**
- 3. They vary in environmental commitment from 'shallow' to 'deep' green**
- 4. Engage in a variety of activities**

Eg: World Expeditions, Earthwatch, Overseas Working Holidays, Habitat for Humanity, i-o-i

Industry Certification

There are a large number of ecotourism guidelines and codes for developers, operators and tourists

Blue Flag



Green Globe



EcoCertification



Emerging Partnerships

- **Ecotourism is a natural advocate of partnerships**
- **All partnerships have a number of common elements including a shared vision, shared risks & shared benefits**
- **Such partnerships can take many different forms including amongst industry, government and non government organizations**
- **Community participation is the essence of most partnerships**

Global Issues

There are a number of issues in global ecotourism. They are:

- 1. The name 'ecotourism'**
- 2. A conservation focus**
- 3. The role of indigenous peoples**
- 4. An emphasis on quality**
- 5. Safety and security**

The Name 'Ecotourism'

- **Ecotourism is becoming a buzzword which has a range of meanings**
- **Some operators are using the word to market ecotourism products which are clearly not ecotourism in orientation**
- **There is little uniformity in the industry with ecotourism often being used in place of nature based tourism, wildlife tourism and adventure tourism**

The Role of Indigenous People

- **A key characteristic of ecotourism is that it is based on cultural as well as natural values**
- **Native peoples must be given the opportunity to be included in ecotours through their lands**
- **Partnerships of native peoples and ecotourism operators are working well in a number of countries**

A Quality Focus

- **For ecotourism to survive anywhere it must have a quality focus**
- **All operations should strive to provide exceptional standards, especially if the cost of the ecotourism experience is high**
- **Quality experiences include first class interpretation of the environment and interaction with local peoples**

Safety and Security

Tourists tell of hippo attack

TRAUMATISED companions of a Melbourne woman killed by a hippopotamus while on safari in Kenya have planted a tree in her memory at the site of the attack.

Vicky Elizabeth Bartlett, 50, of Kew, was on a safari tour at Lake Naivasha in Kenya's Rift Valley when the hippo attacked her on Monday evening, local time. It trampled her, inflicting fatal injuries, a tour guide said. She died in a local hospital soon after.

Ms Bartlett leaves behind her husband, acclaimed sculptor Geoffrey Bartlett, and

daughters Rebecca, 14, and Emily, 12, who were not travelling with her.

About 12 tourists, including Australians, were with Ms Bartlett when the hippo attacked, local police said.

Regional police chief Simon Kiragu said no one else was injured in the attack, which took place at Fisherman's Camp, a popular lakeside



Bartlett

camping ground where signs warn tourists to beware of hippos after dark.

Chris, an Irishwoman travelling in the group, said the other tourists were horrified by the attack.

"We're all still quite traumatised by this dreadful accident," said Chris, who declined to give her surname.

"We had a beautiful ceremony for Vicky. All of us said a couple of words, we prayed and we planted a tree. We are thinking of her family and we are all quite upset."

AAP

4. Ecotourism in Practice

- 1. Eco-Attractions**
- 2. Ecolodges**
- 3. Ecotours**
- 4. Eco-Information**

Eco-Attractions

Wuyi Mountains, China

- **Located northeast of Fujian, China**
- **One of the five sacred mountains of China**
- **It is an extremely popular and busy area**
- **The climate in the region is ideal for a variety of exotic plant life which provides a habitat for rare animals including precious birds**

Eco-Attractions

Bird Island, Seychelles

- **One of the world's first ecotourism ventures**
- **Situated on the edge of the Seychelles continental shelf and most northerly island on the Seychelles Archipelago**
- **It is surrounded by a protective barrier reef**
- **Nominated for First Choice Responsible Tourism Awards 2006**

Bird Island

- **Extremely successful in both conservation and tourism**
- **Owners are dedicated to fostering conservation**
- **Management of vegetation has increased bird colonies from 18,000 to 750,000**
- **Has a strong education programmes for visitors**

Eco-Attractions

Shark Bay, Australia

- **A World Heritage Region**
- **One of only 16 in the world to have met all four criteria**
- **An area of outstanding natural landforms and processes**
- **Visited by ecotourists from around the world wanting to interact with the wild dolphins which visit the shore each day**

Ecolodges

Sukau Rainforest Lodge, Malaysia

- **An award winning ecolodge in the tropical rainforest on the island of Borneo**
- **Won a host of international awards for its commitment to conservation and the local community**
- **Visitors view monkeys and other wildlife on the Kinabatangan River**
- **The ecolodge places a high degree of emphasis on sustainable practices**

Ec lodges

Black Sheep Inn, Ecuador

- **Educates local communities**
- **Educational experiences for guests, including local area, local customs and permaculture**
- **Aims to help the local community and natural environment**
- **Nominated for First Choice Responsible Tourism Awards 2006**

Ecolodges

Campi Ya Kanzi, Kenya

- **Located on Maasai private land in Southern Kenya**
- **First goal of the camp is to help the Maasai in preserving their wildlife and cultural heritage**
- **Second goal is to have guests play a huge role in preserving this paradise on Earth**

Ecotours

Mountain Ecotours, New Zealand

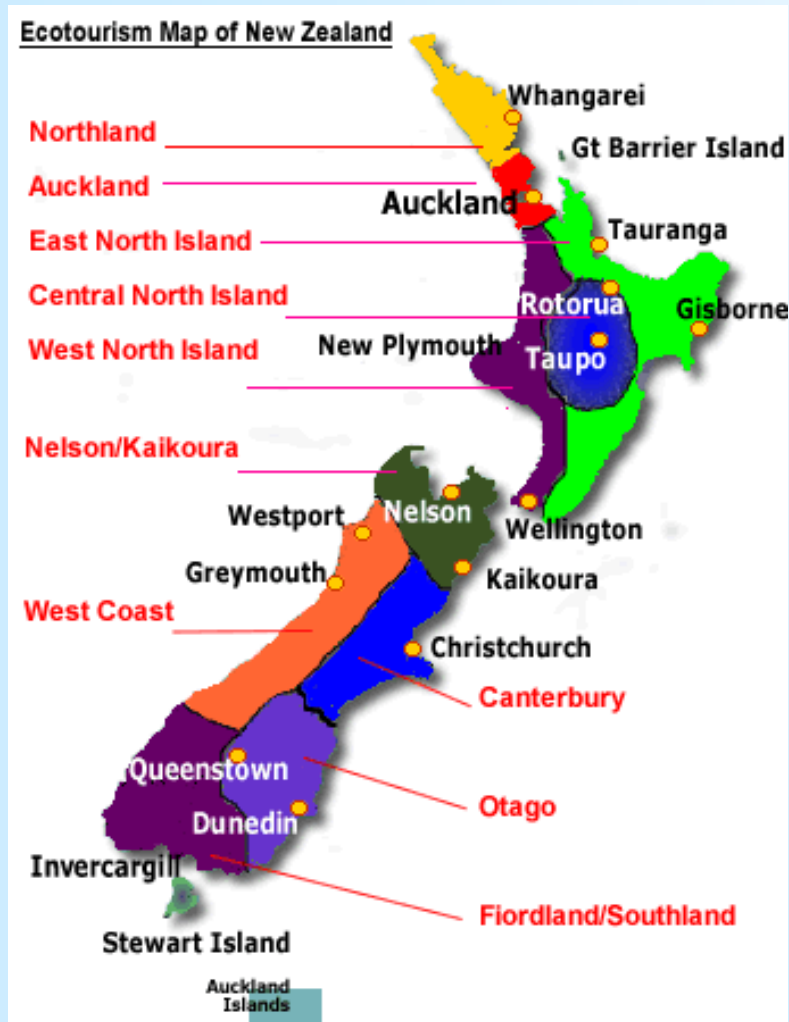
- **Located in the Southern Alps, South Island, New Zealand**
- **Owned by committed conservationists**
- **Offers personalised guiding of 1-3 days covering glaciated landscape of mountains, lakes and river valleys**
- **Ecotours explore unique ecosystems - mountain beech forest, rivers, alpine habitats, lakes and wetlands**

Ecotours

Prima Embla Tours, Iceland

- **Offers small group tours led by trained naturalist guides for ecologically aware travellers**
- **Company is actively working to alleviate the major problem of soil erosion in Iceland**
- **Ecotourists help on conservation projects**

Eco-Information New Zealand



Map helps user recognise
the ecotourism locations in
New Zealand

www.ecotours.co.nz

Eco-Information India



www.ecoindia.com

Eco-Information Canada

Explore by Province



**Users can select a
ecolodge and/or ecotour
by location by choosing
and clicking on the
province**

www.lodgesresorts.com/canada-ecotourism

Wildlife Tourism

- 1. Appreciation of wildlife goes back to historic times**
- 2. In recent times it has become linked to environmental conservation**
- 3. There is also a strong desire by humans to have close contact with animals**
- 4. Thus in recent years there has been an unprecedented increase in wildlife tourism**

Bird Watching Tourism

- 1. An emerging major form of tourism**
- 2. Can occur in both natural or urban areas**
- 3. There are over 6m registered bird watchers in the UK, more than all political parties**
- 4. Is an extremely lucrative form of tourism**

Geotourism

- 1. This is another emerging major form of tourism**
- 2. It focuses on the geological environment**
- 3. It can occur in both natural or urban areas**
- 4. Now many 'Geoparks' being established around the world**
- 5. Interpretation is critical**

5. Case Study - Australia

- **Australian ecotourism is the best in the world**
- **We have implemented a national strategy, developed an accreditation process and recently established a guide certification scheme**
- **The industry association is professional and growing**
- **Ecotourism in Australia provides considerable financial, social and environmental benefits generated by tourism in forests and marine areas**

Ecotourism Research

- **Australia's ecotourism success has also been built on a foundation of strong research**
- **The Sustainable Tourism Cooperative Research Centre was established in 1996**
- **It has 29 partners including 16 universities, and every state government tourism and conservation department in the country**
- **It has hundreds of researchers in three main streams**
 - 1. Sustainable Resources**
 - 2. Sustainable Destinations**
 - 3. Sustainable Enterprises**

www.crctourism.com.au

CRC Research Kimberley Region

- **The micro cruising industry is growing rapidly in the Kimberley Region of WA**
- **The area is pristine and remote and only accessible by water**
- **A \$100K CRC Research project investigated the environmental and cultural impacts of tourists and operators on the region**
- **The findings will shortly be released**

Ecotourism Plans

- **Australia's ecotourism success has been planned eg 1994 plan**
- **Each state and territory has their own plan eg. Queensland 1996, 2001, 2006**
- **Within each state, the various regions are beginning to form their own ecotourism development plans eg. NW Cape, WA, 1993**
- **Many shires or councils are now developing their own ecotourism plans eg. City of Joondalup 2004**

Australia's National ECO Certification Program

- **Ecotourism Australia's ECO Certification Program is a world first. It accredits quality ecotourism attractions, accommodations and tours**
- **There are now over 800 products certified in Australia with currently 106 applications (as at 1 Aug 2007)**
- **ECO certified products are increasingly being sought out as 'preferred' by consumers**

Australia's ECOGuide Certification Program

- **EcoGuide Australia's Program is a voluntary, industry-driven and managed certification program for nature and ecotour guides**
- **It is an industry qualification that rewards excellence in guiding. It recognizes life experience, prior qualifications as well as on-the-job training**
- **EcoGuides are awarded a certificate and are provided with a pathway to nationally recognized formal qualifications**

Ecotourism Development Tools

- **Tourism Queensland has developed a range of Ecotourism development tools for the industry**
- **They include booklets on Ecotourism:**
 - 1. Development**
 - 2. Operations**
 - 3. Interpretation and**
 - 4. Impact monitoring**

6. Conclusions

- **Ecotourism will continue to grow rapidly and gain an even greater share of mainstream tourism**
- **It will be the spearhead for a range of other forms of tourism in natural areas such as nature based tourism, birdwatching tourism, wildlife tourism, geotourism, and adventure tourism**
- **Its growth is predicated on environmental sensitivity, community well-being and local economic benefits**

Big Business

- **Ecotourism's growth will generate more local jobs and 'new' income for regional communities**
- **The key to capitalising on ecotourism's growth is to identify local products, gain community support to develop them for tourism, and then introduce smart marketing**
- **Partnerships are a key to developing a successful ecotourism industry**

Building Capacity

To grow and develop ecotourism in New Zealand, some key points to consider are:

- 1. Implement an overall Ecotourism Development Plan within the draft NZ Tourism Strategy**
- 2. Inventory natural and cultural resources**
- 3. Identify a range of icon and secondary products**
- 4. Build people skills through education and training**
- 5. Build Government, Industry & Not-For-Profit partnerships to develop ecotourism**
- 6. Develop Environmental Standards**
- 7. Look beyond Ecotourism and develop a range of other niche forms of tourism**
- 8. Work with Industry associations and champions**

Conclusions

- **Ecotourism is a powerful new form of tourism which is set to grow rapidly in place and prominence over the next fifty years**
- **Its uniqueness lies in its providing a sound relationship between the natural environment, people and the economy**
- **New Zealand has many potential ecotourism resources and can easily add-value to them to transform them into world-class ecotourism products**
- **Government – Industry Partnerships are essential**



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Ecotourism

A Global Overview and Australia's Place

THE END

