

# **ATTACHMENT A**

## **A Summary of the Highlights from the International Ecotourism Conference Held in Cairns – Queensland October 2002**

## TABLE OF CONTENTS

1. The Recent History of Ecotourism
2. What is Ecotourism
3. Triple Bottom Line Principles of Ecotourism
4. The Nature of Tourism
5. The Importance of Tourism
6. The Requirements for Successful Ecotourism
7. Developing a Plan for Ecotourism
8. Ecotourism Principles and Practices
9. Developing Partnerships
10. Training and Developing the Industry
11. Assessing Natural and Cultural Tourism Sites
12. Case Studies Presented at Cairns Ecotourism Conference
  - a. Case studies from Australia
    - i. Our Gold Coast – the preferred tourism future
    - ii. Binna Burra Mountain Lodge
    - iii. Skyrail – Cairns Australia
  - b. Case Studies from around the World
    - i. Chalalan Lodge – Bolivia
    - ii. Uno Eco Park - Brazil
  - c. Case Studies from Western Australia
    - i. Rottneest Island
13. List of Presentations from the Cairns Ecotourism Conference

## 1. The Recent History of Ecotourism

- Rio Earth Summit 1992

In 1992 the Rio Earth Summit set global policy direction toward sustainable industry and the tourism industry has been dramatically impacted over the past ten years. The desire to maintain our natural assets and cultural heritage has seen a global mindset whereby ecotourists who are generally older, financially secure and well educated, seek travel experiences that provide interconnectivity at the local community cultural and environmental level. The new challenge facing the world and in particular Australia will be to establish sustainable practices as a norm. Ecotourism principles are being seen as the best choice to become the norm.

- International Year of Ecotourism (IYE)

The United Nations proclaimed 2002 as the International Year of Ecotourism (IYE) with a strong focus on the sharing of expertise amongst countries in order to assist developing countries to find solutions to poverty and community issues. Australia has been able to showcase itself as a world leader in Ecotourism through the NEAP (National Ecotourism Accreditation program) and has gained world recognition for this quality assurance program.

Conservation International (CI) has welcomed the IYE as an important opportunity to review Ecotourism to date as a conservation and economic development tool. While the definition of Ecotourism is constantly evolving CI accepts the core meaning to be “responsible travel to natural areas that conserve the environment and sustain the well-being of local people”. CI further believes that the principles associated with Ecotourism can and should be applied to the wider tourism industry. In doing so CI seeks to influence one of the worlds largest industries – tourism – to be more environmentally and culturally responsible with direct economic benefits to local communities and to the management of protected areas. Furthermore CI believes that the Earth’s natural heritage must be maintained if future generations are to thrive spiritually, culturally and economically.

- World Ecotourism Summit (WES) – Quebec Canada

A key outcome of the World Ecotourism Summit (WES) held in Quebec, July 2002, was the year long multi-stakeholder dialogue including over 5,000 experts brought 3 main conclusions:

- Ecotourism has arrived as a political concept with over 132 countries including 45 ministerial levels participating and recognizing that natural and cultural diversity are tourism assets that cannot exist without the host community’s participation and it stresses the educational value of leisure experience.
- Concrete evidence has shown that, under suitable conditions, Ecotourism helps conserve biodiversity, helps alleviate poverty and can greatly benefit stakeholders such as traditional communities, indigenous communities and women.
- The benefits of Ecotourism for conservation and development are still very limited, however the challenge is to bring it up to a global level by applying its principles to all forms of tourism in order to make all tourism as sustainable as possible.

- Cairns International Ecotourism Conference – Australia

At the Cairns International Conference on Ecotourism in October 2002, the Minister for Tourism, Joe Hockey announced the Federal Government is finalising its “**White Paper on Tourism**” to be launched in early 2003. He outlined how our natural environment, particularly protected areas are one of our major draw cards but access and cost to such destinations is the issue at hand for the Federal, State and Local

Governments. He further outlined how the White Paper has focused on the development of regional tourism and how Local Governments would need to become intrinsically involved in regional developments.

*In summary, the majority of developing and developed countries are seeing Tourism and in particularly “Ecotourism” as the second major industry for the 21<sup>st</sup> century and a sound vehicle for delivering sustainable development practices and principles to a globalising world.*

## **2. What is Ecotourism?**

Ecotourism is a blend of conservation and tourism. There are two broad areas. Nature tourism is the larger component, defined as “ecologically sustainable tourism with a primary focus on exploring nature within a primarily natural environment. Research indicates that 51 percent of visitors to Australia have some nature tourism experience and the figure is closer to 70% for domestic travellers.

Ecotourism is a form of tourism that subscribes to an ecologically sustainable approach through incorporating ‘triple bottom line’ principles. The industry itself indicated at Cairns that Ecotourism is still largely undefined. Many definitions and understandings exist which in itself presents an issue for Ecotourism and allows for misuse of the term. For example, some tour operators undertake large scale tours on catamarans that take up to 400 visitors at a time to visit the Great Barrier Reef. They use Ecotourism as their marketing platform and comply to NEAP accreditation standards and are recognised for their sustainable practices, however some critics may argue that this not a true form of Ecotourism.

Ecotourism is a term that is increasingly recognised by consumers with over 80% of respondents to an Australian domestic survey relating the term to being ‘environmentally friendly’, “getting close to nature”, “nature-based activities” and “learning about nature”. Similar results have been found with international tourists.

Some of the definitions of Ecotourism presented at Cairns and are outlined as follows:

1. Ecotourism encompasses a spectrum of nature-based activities that foster visitor appreciation and understanding of natural and cultural heritage. These activities are managed to be ecologically economically and socially sustainable. Research is showing that ecotourists are now demanding that their travels encompass a “learning experience” and “deep appreciation” of how local communities live within their ecological systems.
2. Ecotourism is responsible travel that promotes the conservation of nature and sustains the well being of local people. It must be exciting, educational and ethical.
3. Ecotourism is a specialty segment of nature tourism.

Despite the many varying definitions since the word Ecotourism was phrased in the mid-1980’s some notable consistencies remain constant with most definitions describing Ecotourism as:

- Nature based;
- Ecologically sustainable;
- Contributing to conservation and local communities; and
- Involving education and interpretation of the natural environment.

## **3. Triple Bottom Line principle of Ecotourism**

The triple bottom line principles of ecologically Sustainable Development has now placed intense focus on the world’s tourism industry and in particular Australia. The statistics show that 70 Billion dollars is spent annually in Australian through tourism activity and that 700 million international travelers come to

Australia. In Western Australian 4 billion dollars a year is generated. In Queensland nearly 15 billion dollars a year is generated.

Nature tourism has been increasing at an annual rate between 10 percent and 30 percent each year while tourism overall has been growing at a rate of 4 percent to 5 percent annually.

Ecotourism as such has strong focus on triple bottom line measurement and the NEAP accreditation program is one such program that delivers triple bottom line principles and associated measuring criteria.

#### **4. The Nature of Tourism**

Tourism overall is a diverse and complex industry. It is predominantly an industry of small and medium sized enterprises dispersed geographically. It involves many agencies, sectors and enterprises directly or indirectly, including transport, roads, accommodations, education, environment, indigenous interests, immigration, hospitality, health and others. Promoting socially, environmentally and economically sound development of the industry requires an integrated approach. Any strategy development would need to develop an effective consultative process between all the stakeholders involved to be successful and sustainable.

#### **5. The Importance of Tourism**

The combined events of September 11, the international economic decline, the demise of Ansett and more recently the Bali Bombings have highlighted the importance of tourism to the Australian economy. Government, industry and community stakeholders now recognise the enormous effect any downturn in the industry has on our economy and jobs and the need for a whole of government response.

In Queensland the statistics show the value of the tourism industry as follows:

- Domestic and international visitors to Queensland spent 14.6 billion dollars in 98-99, which translates to 6.4% of Queensland GDP.
- The sale of goods and services to international visitors makes tourism the second biggest export earner, accounting for 11% of total exports, second only to coal.
- The industry directly employs 9% of Queenslanders or 151,300 jobs.
- Tourism directly accounts for more than half of the employment in accommodation, cafes and restaurants, 21% in retailing industry, 19% in cultural and recreation industry and 13% in transport and storage industry
- It is estimated that on average one job is created or supported for every 167 domestic visitors or 65 international visitors.
- Tourism is becoming an important economic contributor in many regional areas.
- Tourism contributes to community access to improved leisure facilities, cultural diversity and a greater appreciation of Queensland attraction.

The Cairns Conference also highlighted the successes that were occurring in Victoria through a whole of government and integrated stakeholder approach.

*Translating this effect to Western Australia indicates the potential opportunities available in Western Australia and in particular in the City of Joondalup to learn from the Queensland economic growth experience and build on added opportunity through developing a sustainable alternative approach through Ecotourism.*

#### **6. The Requirements for Successful Ecotourism**

An Ecotourism Strategy is essential to developing any region and provides for collaboration between agencies and the industry. Some key highlights under the Queensland Strategy 's themes are:

- Infrastructure and Services
  - Queensland has its own tourism satellite account which measures tourism's economic and employment impact at both the state and regional levels
  - A Commercial and Tourism Aviation Plan was developed to provide strategic direction to increase air services to and within Queensland
  - 38 regional events were funded under the Queensland Events Regional development Program which provided economic benefits to regions
  - The Drive Tourism program has implemented themed routes, byways and tourism drives along strategic routes, contributing to regional development
  - An Indigenous Employment Program was developed to introduce more indigenous people to opportunities within the tourism industry
  - A number of specific tourism infrastructure initiatives were incorporated into the State Infrastructure Plan, including the Gold Coast Convention Centre, Airlie Beach lagoon, Roma Street Parklands in Brisbane and the Goodwill Bridge.
  - The Queensland Heritage Trials Network is funding 32 cultural tourism attractions aimed at expanding visitors to venture beyond usual tourist hubs into regional and rural Queensland
  - The National Visitor Safety Program was launched in April 2002 to improve safety of international visitors
  - The regional Tourism Net is being progressed to enable consistent, comprehensive and user friendly searching for visitor information.
  
- Environment
  - The Tourism in Protected Areas Initiative established partnerships between protected area managers and the industry to provide operators with greater certainty of access to protected areas in return for appropriate contribution to caring for protected areas
  - The South East Queensland Regional Forests Agreement Initiative was established to fund forest-based tourism and recreational projects.
  - Integrated Regional Transport Plans have built on the attractiveness of regions as tourist destinations as well as enhanced quality of life and the visitor experience.
  - A policy protocol for local governments was developed to contribute to tourism and community development.
  - Over 95% of the key actions in the Queensland Ecotourism Plan has been implemented in the first two years of the plan five-year timeframe.
  
- Market Trends
  - The "Where Else but Queensland" campaign continued to raise awareness of tourist destinations
  - Queensland continues to develop as a significant domestic motoring holiday destination
  - The Seniors Card Tourist Scheme is encouraging older travellers to travel with lower cost options
  - The Australian Tourism Exchange Scheme was hosted in Queensland in 2001, showcasing Queensland's tourism industry and optimising international market growth opportunities.
  - Over 300 Year of the Outback projects and activities were undertaken in 2002, valued at approximately \$2.6 million.
  - Closer linkages are being created between food and primary producers through the Food and Wine Tourism Strategy.
  - High potential niche markets including backpackers and tourism for people with disabilities are being developed.
  
- Government Leadership and Coordination

- Improved coordination is occurring across Government enabling timely, more effective responses to emerging issues, including airline route development and public liability insurance costs.
  - Following world terrorism and the Ansett crisis an Immediate Response Group and the Governments Six Point Plan was established to provide assistance to the industry.
  - The creation of Growing Tourism agency network across Government has resulted in reduced duplication, more effective collaboration and shared funding
  - Adopting a strategic whole of government future focus on tourism in ensuring the strategy remains relevant to industry needs.
  - A more effective implementation structure for developing, monitoring and reviewing the Governments tourism related industry now exists.
  - The Traveller Accommodation Providers (Liability) Act 2001 was enacted to limit the liability of traveller accommodation providers for loss of traveller's property.
  - The Growing Tourism Unit was established within the Department of Tourism,
  - A Tourism Visitors Management Unit was established within the EPA.
- Accreditation - Queensland Tourism has adopted Australian standards developed under the Nature and Tourism Accreditation program (NEAP)
    - Nature and Ecotourism Accreditation Program (NEAP) blazed a trail in developing the world's first Ecotourism specific certification program in 1996. NEAP accredits quality Ecotourism attractions, accommodation and tours. NEAP has been held up as an example of a successful program – being instrumental in improving standards and professionalism in the industry, encouraging and rewarding sustainable environmental and socio-cultural practices. NEAP is providing tangible benefits to operators and is the blueprint for developing Green Globe 21, the International Ecotourism Standard launched in Cairns 2002. NEAP has earned the respect of national and state tourism bodies and protected area managers.
    - GREEN GLOBE 21 provides a path to sustainable travel and tourism through global environmental benchmarking, responding to consumer environmental and social concerns, partnering with companies and communities to reduce costs and improve their competitiveness, providing benchmarking and audit reports for corporate environmental reporting, expands e-marketing and e-commerce opportunities between companies and eco-aware consumers, provides sound basis to attract ethical investment and connects companies, communities and consumers.
    - Green Globe systems help deliver reduction in green house emissions, energy efficient conservation and management, reduction in the consumption of fresh water resources, ecosystem conservation and management, support to local community development, improved land use planning and management, improved air quality and noise reduction, waste minimisation, reuse and recycling

***The Queensland Ecotourism success story highlights the need for all levels of Government including Local Government and all stakeholder involvement, as being integral in developing Tourism and Ecotourism as a key sustainable industry.***

## **7. Developing a Plan for Ecotourism**

The Queensland Government's vision is for Queensland to be the world's leading Ecotourism destination, with government, industry and the community working in partnership. The Queensland Ecotourism Plan 2003-2008 builds on the achievements of the 1997 Plan. This Plan has guided Ecotourism development in the state. The Plan details specific actions reflecting the needs of industry, government and the community, and it is aimed at protecting and strengthening Queensland's competitive position in the market.

The plan has several key objectives and action plans under 5 themes:

1. Environmental Protection and Management
2. Ecotourism Industry Development

3. Infrastructure Development
4. Community Development
5. Research

## **8. Ecotourism Principles and Practices**

Ecological Sustainable Development (ESD) is a concept that promotes using, conserving and enhancing the community's resources so that ecological processes, on which life depends, are maintained and the total quality of life, now and into the future can be increased. ESD requires a commitment to ecological, economic and social/cultural sustainability – commonly referred to as the ‘triple bottom line’.

Ecotourism is an industry recognised for its potential to lead in implementation of ESD principles, and is seen as a role model for other sectors of the tourism industry and a leader in ESD practices and triple bottom line reporting. Triple bottom line reporting involves measuring success of business on ecological and social performance as well as the traditional measure – economic performance.

Ecotourism principles incorporate: -

- A natural setting with a focus on natural or cultural heritage
- Education and interpretation is the key to creating an enjoyable and meaningful Ecotourism experience
- Visitor satisfaction with Ecotourism experience is essential to long term viability. It must ensure the visitor will return periodically and become an ambassador to the experience.
- Product Marketing should have realistic expectations and understanding of potential tourism experiences to ensure a tourism product will meet the ecotourists needs and desired experiences.

## **9. Developing Partnerships**

The Quebec Declaration on Ecotourism and the objectives of the World Summit on Sustainable Development, Johannesburg 2002, focussed on the development of effective partnerships for Ecotourism.

The Draft Cairns Charter on Partnerships for Ecotourism was developed with the purpose to:

1. Provide guidance on the development and operation of Ecotourism partnerships;
2. Encourage and support the establishment and operation of Ecotourism partnerships
3. Outline the post IYE partnerships action plan

Ecotourism partnerships may incorporate partners from the private sector, public sector, non-government organisations, community and indigenous groups, academic and research institutions, intergovernmental organisations, international financial institutions and development assistance agencies. Every situation is recognised as different and each partnership will be unique. It is recognised widely that partnerships are beneficial because they can assist in:

- Providing new information, research or perspectives;
- Achieve higher levels of efficiency
- Develop competitive advantage by strengthening or coordinating efforts
- Create new products, services or value added packages;
- Reduce risk by securing support, investment or resources;
- Open new markets or opportunities by adding credibility or opening new channels and
- Enables success that normally cannot be achieved alone.

The draft Cairns Charter provides a set of principles and articles by which partnerships can evolve. The partnership approach involves:

- All partnerships will be entered into voluntarily;
- Each party will understand and respect the other's aspirations, operational requirements including respect for significant sites and other social and cultural features;
- Partners will commit to collaboration, sharing knowledge and adapting individual goals and objectives for the good of the partnership;
- All parties will actively participate in partnership activities and establish regular, clear and open communications strategies;
- Legislation shall facilitate a range of partnership models;
- All parties will be fully aware of the implications of the partnership to their organisation and to other parties involved;
- All parties will be committed for the agreed term of the partnership, providing maximum incentive for relationship building and ensuring effective functionality of the partnership;
- Parties will share the costs and benefits according to agreed formulas;
- All parties will determine their capacity to participate in the partnership arrangement;
- All parties will have access and resources to engage appropriate representation when entering into a partnership, and will engage expertise in facilitating the development and management of the partnership as necessary;
- Each party will value all elements of their input into the partnership and will seek to understand and value the input of all other parties;
- All parties will participate in an open and transparent planning process at appropriate stages of an Ecotourism operation's life cycle;
- All parties should recognise the dynamic nature of partnerships and the physical and policy environment in which it operates. Growth and evolution may require periodic review of goals and objectives; and
- Parties should develop partnerships milestones and undertake ongoing monitoring of the partnership performance.

The Draft Cairns Charter on Partnerships further contain a set of articles that add to the general characteristics of a partnership by outlining the general characteristics required by Ecotourism industry partners and include:

- Article 1: Indigenous Communities
- Article 2: Local Communities
- Article 3: Government and inter-governmental Organisations
- Article 4: Non-Government Organisations
- Article 5: Ecotourism Business
- Article 6: Financial Institutions and Development Agencies

The Draft Cairns Charter on Partnership further proposes an action plan to guide the implementation of outcomes from the Cairns International Conference, and will encourage monitoring and reporting on outcomes achieved from the Charter. It is proposed that the following projects be included in the action plan:

- Development of an international guide to partnerships that includes international case studies and reference resources;
- Develop a series of best practice case studies specifically on indigenous communities involved in Ecotourism partnerships;
- Organise local workshops and training on establishing partnerships;
- International mentoring/buddy system between Ecotourism partnership projects;
- Inclusion of partnership category in tourism/environment award schemes;
- Establish a grant scheme (funded through philanthropic organisations) to enable partnerships to form from the basis of equal resource footing including legal, economic and community capacity building inputs;

- Establish a mechanism for partnering Ecotourism with mass tourism industry to improve broader industry level of sustainability.

***In summary the IYE has strongly identified the need for partnership building across such a diverse industry. Without effective partnerships as demonstrated by the Queensland and Victoria models tourism and ecotourism will not reach its maximum potential. This is a key lesson for Western Australia and the City of Joondalup to acknowledge as it endeavours to develop a sustainable Ecotourism industry. The City will need to fully understand and support the concept of public private partnership, which will underpin the success of this industry into the 21<sup>st</sup> century.***

## **10. Training and Developing the Industry**

The Queensland Government has acknowledged the need for effective training and development of people within the tourism industry as being key to ongoing success. To reflect its commitment to the industry the government has created many pathways for education, training and development as outlined as follows:

- Support for Ecotourism sector through delivery of specific qualifications such as Certificate 111 in Tourism (guiding) and Certificate 111 in Heritage and interpretation tourism
- Queensland desirable lifestyle and high quality education and training sector making the state a growing destination for international students
- Employment programs that contribute to quality Ecotourism environment while providing unemployed people with relevant training, work experience and support to re-enter the workforce

Queensland is recognised internationally for its expertise in tourism development in key areas that include:

- Tourism infrastructure planning, development and design
- Sustainable use of heritage, cultural and natural locales for tourism (eg. ecotourism)
- Tourism marketing and associated professional services
- Institutional strengthening/capacity building in the area of tourism regulatory activities, policies and support, and
- Delivery of tailored education and training packages to meet tourism industry needs.

Queensland Parks and Wildlife Service is developing the use of technologies to minimise the difficulties created by the large size of the state and the remoteness of its parks.

Queensland Police Service outlined a range of tourism related initiatives being undertaken including:

- Tourist Oriented Policing
- Toursafe Queensland – a web based project to inform backpackers about safety and security issues
- Tourmapper – computer software developed to enable police and tourist operators to gain knowledge of crime and safety incidents involving tourists within their respective jurisdictions
- Personal Locator Beacons for Queensland trial project designed to prevent safety incidents involving bushwalkers.

***The Western Australian Government may need to reflect on its delivery of training and development and may need to review its current pathways across all levels of training and education providers. The City of Joondalup is positioned well to accommodate the training and development needs through its Learning City Precinct.***

## **11. Assessing Natural and Cultural Tourism Sites**

Many regions have places of natural and cultural heritage significance that can be more effectively presented, managed for visitors and marketed in a way that suits both heritage management and tourism industry needs.

The Cairns Conference presented a model for assessing tourism and heritage issues in regions, which is recognised as realistic, practical and workable. The model is as follows:

- Step 1: Overview of Tourism and Heritage potential
- Step 2: Who is, could be or needs to be involved?
- Step 3: What information is there?
- Step 4: What makes this region/place special? What heritage values are there?
- Step 5: Analyse the market, infrastructure, heritage management and resources
- Step 6: Set future Directions – Objectives, options and parameters
- Step 7: Outlines what needs to be done.

*This model will become relevant for the City of Joondalup and its region in defining the potential of key natural and heritage sites.*

## **12. Case Studies Presented at Cairns International Conference**

The following set of Ecotourism success stories provide an overview of the extent and details of how Ecotourism opportunities have developed around the world and in Australia.

### **1. Case Studies from Australia**

- Our Gold Coast – the preferred tourism future
  - The Gold Coast City Council in conjunction with CRC Consulting and the industry undertook the Gold Coast Visioning Project, which has greatly enhanced the sustainable planning and development of Gold Coast Tourism. Importantly it has resulted in the City Council establishing its own tourism policy and development unit to ensure, sustainable development of the industry to complement the marketing efforts of the Gold Coast Tourism Bureau. The Visioning Project provided the vital, research based input needed for a formal Economic Development Strategy for the Gold Coast. It will create the conditions necessary for continued regional economic success and prosperity including highly skilled and educated community, strong international connections, infrastructure that meets the needs of the industry and entrepreneurial culture focussed on innovation. The Visioning project articulates a set of core values and principles that underpin a preferred future for sustainable growth. These principles are:
    - Is economically viable and achieves an appropriate return on investment for tourism entrepreneurs and related enterprises;
    - Shows international leadership in quality sustainable tourism product development innovation;
    - Safeguards and enhances the natural and cultural assets of the destination;
    - Satisfies the needs and expectations of the tourism source markets;
    - Provides for friendship, tolerance, safety and mutual understanding among those different nationalities and cultures who choose to visit the Gold Coast;
    - Provides contemporary and adequate public transport to and from the Gold Coast;
    - Rejects the exploitation of human beings in any form, including staff employed in the industry and children and visitors;
    - Safeguards and enhances the resident population's well-being, quality of life and opportunities;
    - Achieves equity in distribution of costs and benefits of tourism between different segments of the community and between the current and future generations;

- Recognises that sustainable tourism prosperity requires a balance between the economic, cultural/social and environmental benefits and impacts of tourism and that growing any one of those items at the expense of another is unsustainable; and
    - Capitalises on its information and communications technology, education, training and tourism research capacity as Australia's leading tourism industry cluster
- Binna Burra Mountain lodge – Lamington National Park – Queensland
  - Binna Burra of one of Australia's longest established nature based tourism resorts and is set in a World Heritage listed area. Binna Burra was one of the initial applicants to the Cleaner Production Partnership Program, which assists industry to identify areas where environmental performance can be improved, and operating costs reduced.
    - Energy Use - A total of \$63,000 is spent annually of energy. Through replacement programs of inefficient diesel fired heaters with gas fired the lodge is expecting cost saving of \$6,500 per year.
    - Lighting – A move to energy efficient lighting has created annual savings of \$2000. An Energy Management System will utilise timers and sensors will saver a further 30 000 kWh of energy annually.
    - Climate control of guest quarters has been identified as a significant energy user. It is estimated that simple weatherproofing could reduce energy consumption by some 15 000 kWh annually.
    - Water Usage is drawn for a local creek system. Through the introduction of low flow taps and estimated \$2700 will be achieved.
    - The eco-efficiency assessment found a potential annual savings to Binna Burra's operating costs of over \$14000 with a return on the investment in less than 3 years.
- Skyrail – Cairns Australia
  - Skyrail consists of 114 gondola carriages suspended at a height of up to 40.5 meters over 7.5 kms of world heritage rainforest. Skyrail is the first operation, worldwide, to be benchmarked and certified under the GREEN GLOBE program. Skyrail is a familiar industry success, being recipient of several accolades that reflect its commitment to both industry and environmental best practice. The following outlines its benchmarked and certified performance criteria:
    - Environmental and Social Policy
    - Energy
    - Water
    - Solid waste
    - Liquid waste
    - Air Quality and noise control
    - Resource Conservation
    - Social Commitment
    - Land-use planning
    - Ecosystem conservation and management
  - Skyrail has adopted many initiatives under each category to ensure it leads the way in ensuring its sustainable Ecotourism principles are adhered to.

## 2. Case Studies around the world

- Chalalan Lodge – Bolivia
  - Is a **joint Ecotourism initiative** between the rainforest community and Conservation International in Bolivia. The vision was created in 1995 by a visionary group of villagers with a grant from the Inter-American Development Bank. The Ec lodge provides employment opportunities through nature –based tourism, as a much needed alternative to logging. The villages have now benefited economically from living in harmony with the forest in many ways. In addition to lodge management, the villager’s work in sustainable agriculture, handicraft activities and selling non timber forest products. Local guides give expert interpretation as ecotourists traverse the varied forest habitats of the Madidi National Park.
  
- Una Ecopark – Brazil
  - Una Ecopark is a pioneer **enterprise created through a partnership** between Conservation International and the Institute for Socio-Environmental Studies of Southern Bahai. The Ecopark – creates economic and conservation opportunities through nature based tourism. While park related tourism provides jobs for the local community, a portion of each entrance fee goes to conservation projects designed to preserve biodiversity in the remaining Atlantic forest. The park also serves as a research centre where scientists conduct studies on the region. A visitor’s centre provides ecotourists with environmental education and visitors learn to appreciate the need to protect the region for future generations.

## 3. Case Studies from Western Australia

- Rottneest Island
  - Approximately 500,00 visitors per annum visit Rottneest Island to enjoy the many natural and cultural attractions of this A-Class Marine and terrestrial Reserve. Rottneest is one of the most popular holiday destinations for Western Australians as well as for a growing number of interstate and international travellers. Protection of the Rottneest “ethos”, conservation of the natural environment and the need for responsible fiscal management are all equally important in island management. The Rottneest Island Authority must achieve a long-term balance between tourism activities and the preservation of the island’s environment on which tourism depends. The current planning and policy developments being undertaken will provide a sustainable model for the future so that its strategic vision of “Rottneest Forever” can be achieved.

### 13. List of Presentations from the Cairns Ecotourism Conference:

1. Geoffrey Lipman, World Tourism Organisation, “Will the Earth Summit & The Quebec Summit make any difference to Ecotourism”;
2. Oliver Hillel, United Nations Environment Program, “Outcomes of the International Year of Ecotourism 2002 process”;
3. Noel Pearson, Volunteer Consultant, “Cape York Partnerships”;
4. Tony Charters, Ecotourism Australia, “Cairns Charter on Public Private Partnerships”;
5. Natasha Conolly, Youth Hostels Victoria, “Eco-hostel Grampians”
6. Dr Won Hee (Wendy) Lee, James Cook University, “Visitors Experiences of Environmental Management Practices in Ecotourism Accommodation”;

7. Alice Crabtree, Keith Williams, Prof. Tor Hundloe, Stuart Toplis, Peter O'Reilly, Guy Chester and Jean-Pierre Issaverdis, NEAP Panel, "The Australian Nature and Ecotourism Accreditation Program (NEAP): An overview of the successes and pitfalls of forging a path and blazing a trail";
8. Lesley Clark MP, Member for Barron River Queensland and Mr Ron Elgar, Land Owner, farmer and developer, "Gift horses can have a bumpy ride: Public Private Partnerships for the Provision of National Parks visitor facilities in Far North Queensland";
9. Dr Lesley Hodgson, Latrobe University, Bendigo, "Ecotourism Potential in rural Victoria";
10. Cr Mike Berwick, Mayor of Shire of Douglas, "Green Globe 21 – Sustainability, Certification, Measurement and Credibility";
11. Elijah Sithole, Adelaide University, "Transboundary Wilderness Management: Emerging Challenges at the Victoria Falls World Heritage Site";
12. Alireza Amrikazemi, Geological Surveyor of Iran, "Introducing Geotourism of Iran";
13. Antonia Gelonesi, Deloitte Touché Tohmatsu, "Climate change and sustainability issues facing Ecotourism";
14. Ben Bunting, Department of Natural Resources and Environment, Victoria, "Victoria's Policy for Sustainable recreation & Tourism on Public Land";
15. Sam Sesega, South Pacific Regional Environment Program, "Pacific Ecotourism: The SPREP Ecotourism Experience";
16. Claire Ellis, University of Tasmania, "Can tourists actually help? Voluntourism in environmental research";
17. Kerrie Obst & Dennis Olmstead, William Angliss Institute and University of Ballarat, "Ecotourism training down under, Dual delivery of an Ecotourism course – partners in progress";
18. Carolyn Wild, WILD International, "The Business of Ecotourism";
19. Guy Chester, Eco Sustain Ability, "The Future of Best practice Ecotourism";
20. Joe Hockey, MP, Minister for Small Business and Tourism, Keynote Address; The White paper for Tourism';
21. Dr Natarajan Ishwaran, UNESCO, "Tourism in World Heritage Areas – A Case Study";
22. Fergus Tyler Maclaren, The International Ecotourism Society, "The International Year of Ecotourism Review";
23. Dr Tim Flannery, South Australian Museum, "Tourism and Conservation: Perspectives from the First and Third Worlds";
24. Russell Watkinson, Wet Tropics Management Authority, "Workshop: Tourism in World Heritage Areas";
25. Daniel Gschwind, Queensland Tourism Industry Council, "Workshop: Australia's 10 year Plan for Tourism: Sustainability Issues";
26. Saskia Salmeron-Rodriguez, Queensland Parks and Wildlife Services and Barry Hunter Jnr, Djabugay Tribal Aboriginal Corporation, "Bunda Dalbandji – Bare Hill Rock art Site – Partnerships in Practice";
27. Rod Hillman and Ralph Henderson, Tourism in Australia's Protected Areas forum, "Principles for managing commercial tour operators in Australia's protected areas";
28. Lois Peeler, Chairperson, Aboriginal Tourism, "Respecting our Culture";
29. Gill Marshall, Department of Natural Resources and Environment, Victoria, "Planning for Climate Changes in Victoria's Alpine Resorts";
30. Ed Green and Hilary Skeat, Great Barrier Reef Park Authority, "Achieving Best practice in the Great Barrier Reef Marine Park";
31. Prof. David Simmons, Tourism Recreation and Educational Centre, Lincoln University, New Zealand, "Green Globe Benchmarking in Kaikoura – process – politics – performance";
32. Preston Cope, New South Wales National Park and Wildlife Services, "Montague Island – Sustainable tourism within a nature reserve";
33. Jane Anderson, Tourism New South Wales, "Geotourism and its implications for coastal tourism development: A recent Tourism New south Wales Study";
34. Alice Crabtree, Chairperson, NEAP and Graeme Worboys, CEO, Green Globe 21 Asia Pacific, "An International Ecotourism Standard: the potential to make a world of Difference";
35. Gary Young, Queensland Rail, "Changing 110 Years of History";
36. Prudence and Neil Hewett, Cooper Creek Wilderness, "The trials and tribulations of a working model of off-reserve conservation through Ecotourism";

37. David Rivett, Environment North, "An electronic brochure for promoting heritage tourism in Far North Queensland";
38. William Goulding, Mareeba Wetlands Visitor Centre, "Providing for Wildlife Management through Tourism: The Mareeba Tropical Savannah and Wetland reserve";
39. Tony Sharley, Banrock Station Wine and Wetland Centre, "Banrock Station – Blending Wine Tourism with Ecotourism";
40. Sylvia Nuria Noguier, Ernst & Young, France, "Eco-labels for Tourism in Europe: Moving the Market towards more Sustainable Practices";
41. James Purtill, Director-General Environmental Protection Agency – Queensland, "Protected Areas – a lever for broad scale Ecotourism";
42. Andrew Curthoys, Queensland Heritage Trails Network, "The Case
43. Russell Wilkinson, Wet Tropics Management Authority, "Partnerships are a Two-Way Street";
44. Hon Virginia Chadwick, Great Barrier reef Park Authority, " Adaptive Management – Balancing the need for conservation with the needs of a vibrant and competitive industry";
45. John Morse, IYE Patron, "Aboriginal Tourism in Australia: its time or unattainable dreamtime";
46. Brad Horn, Abercrombie & Kent, "Tourism Joint Ventures with Traditional Owners – an African Perspective";
47. Babu Varghese, Tourinda, "Product development, Marketing and Promotion of Ecotourism";
48. Terry Maloney, Daintree Eco lodge & Spa, "Seeing the Forest for the Trees";
49. Grant Hunt, Voyages Hotels & Resorts, "Longitude 131 Degrees – Striving for Best practice principles";
50. Art Pedersen, UNESCO and Kevin Keefe, Environment Australia, "Workshop: Heritage Tourism: Natural, Cultural & Indigenous";
51. Jamie Sweeting, The Centre for Environment Leadership in Business, " Workshop: The Relationship Between Ecotourism and the Broader Tourism Industry";
52. Ralph Henderson, Queensland Parks and Wildlife Service, "The visitor management challenge";
53. Emma Smith and David Morgans, Tourism Queensland, "Queensland Ecotourism Plan 2003-2008: an industry, the issues, a Plan and its implementation";
54. Penny Davidson, James Cook University, "Implications of organisational learning to the monitoring process";
55. Chris Thomas and Hillary Skeat, Great Barrier Reef Marine Park Authority, "Optimising tourism access to the Great Barrier Reef";
56. Bryn Beudeker, Australian Biodiesel Consultancy, "Biodiesel – An Environmentally Friendly Sustainable Fuel for the Ecotourism Industry";
57. Nicholas Hall, Australian Heritage Commission, "Presentation of Outcomes from "Ecotourism Australia Wide: National Online Forum";
58. Gayle Mayes & Harold Richins, Tourism Discipline – University of the Sunshine Coast, "Dolphin Swim Programs: how research can assist in maximising the impacts on humans and on dolphins";
59. Stuart Toplis, Tourism Victoria, "Raising the bar in Adventure Tourism Activity Standards";
60. Anne Hardy, University of Tasmania, "Nature Based Drive Tourism Trails: An Exploration of the factors Necessary for their Successful Development";
61. Janet Mackay, Janet Mackay & Associates, "Developing a vision for sustainable management of the Overland Track";
62. Bob Butterworth, Stockford Property, Melbourne, "Environmental Challenges in the Australian Hospitality Industry";
63. Lesley Smith, Rottnest Island Authority, "Rottnest Forever";
64. Michelle Hocking, South Australian Tourism Commission, "You Can't Do it On Your Own"
65. Simon McArthur, Mawland Hotel Management, "Using adaptive management to live with the precautionary principles – case study of a public – private sector partnership at the Quarantine Station, Sydney Harbour National Park";
66. Laurie O'Meara, Australian Tourism Accreditation Association Ltd, "ATAA's role in business sustainability";
67. Alberto Vale, Wildscapes Safaris, "Giving Something Back";
68. Peter Cochrane, Environment Australia, "Workshop: Protecting and appreciating our cultural heritage – indigenous perspectives on tourism on country";

69. Malcolm Anderson, Tourism Industry Association New Zealand, “The Nature of good business – implementing Green Globe 21 in New Zealand”;
70. Dierk von Behrens, Australasian Wilderness & Nature Discovery Educational Recreation, “Tracks can Unite Us”;
71. Dr Robert Gale, Australian Maritime College, Tasmania, “Defining Ecotourism in protected Areas: Accreditation, Performance and Strong Sustainability”;
72. Dr Heather Zeppel & Dr Sue Mulion, James Cook University, “Indigenous wildlife interpretation in Australian Cultural values in Ecotourism”;
73. Sue Korecki, Skyrail Pty Ltd, “Benefits of Ecotourism – and Environmental Accreditation to Skyrail”;
74. Anne Galletly, CRC Reef, “Reef Eco Tourists: Who are they and what do they want”;
75. Graeme Worboys, “Green Globe Asia Pacific Pty Ltd, “Certification: From individual accountability to strategic environmental improvement”;
76. Nicole Byrne, Australia Zoo, “The Crocodile Hunters” Australia Zoo – From Back Yard to big business”;
77. Hitesh Mehta, EDSA Ltd, Ecotourism Planning, “The Sacred Cow and Ahimsa in Ecodge Planning and Design”;
78. Sallyanne Atkinson AO, Department of State Development Qld, “Forging Trade Links between Queensland and South-East Asia through Ecotourism”;
79. Ronald Sanabria, Rainforest alliance Sustainable Tourism Division, “Sustainable Tourism Accreditation: What We Know, What’s Needed and Why – A Report from the Rainforest Alliance on the Sustainable Tourism Stewardship Council Feasibility Study”;
80. Martha Honey, Institute for Policy Studies, “Ethics of Ecotourism”;
81. Prof. Terry De Lacy, CRC for Sustainable Tourism, “Model for achieving sustainability in tourism destinations”;
82. Jamie Sweeting, Centre for Environmental Leadership in Business, “Tourism and Biodiversity Conservation”;
83. Stephen Nelson, Program Manager Australia, IYE 2002, “Into the home straight and beyond...Australia and IYE 2002”;
84. Rainforest Aboriginal Tribal Groups. “Case Studies: Indigenous tourism from Australia’s Tropical Rainforests”;
85. David Waayers, Murdoch University, Western Australia, “Developing Non-Consumptive Turtle Tourism in Bali: Opportunities and Hindrances”;
86. Jennifer Costi, Flinders University. “Teaching not torturing”;
87. Ms Junko Oshima, Griffith University, “Ecotourism issues for a local community – guiding the national model in Japan”;
88. Facilitators UNEP and Great Barrier Reef Marine Park Authority, “Workshop: Best practice management of sustainable reef tourism”;
89. Les Carlisle, Conservation Corporation Africa, “An African Model for Sustaining Ecotourism”;
90. Dr Elizabeth Reid, SA Whale Centre, “Of Leisure, Learning and Leviathan – putting interpretation principles into practice for SA whale watching”;
91. Ms Pri Ratnayake, Sri Lanka Cluster Coordinator, “The Tourism Cluster Ecodge Initiative – A Collaborative approach by Sri Lanka’s tourism operators, universities and protected area managers”
92. Michael Hughes. University of Notre Dame/Murdoch University, “Conservation messages in Ecotourism: significance of experimental context”;
93. Rebecca Saltzer, CRC Sustainable Tourism and James Cook University, “How important is interpretation in wildlife viewing”;
94. Tim Schroeder, University of North Dakota, USA, “Nature-based Tourism Entrepreneurs in the Great Plains Regions of the USA”;
95. Simon Evans, Anglia Polytechnic University, “The Architecture of Ecotourism: Comprising Diversity in the Tropics”;
96. Andy Dunstan, Undersea explorer, “Extending Ecotourism – the Undersea Explorer Model”;
97. Harold Richins & Jill Dunn, University of the Sunshine Coast, “Environmental attitudes and actions of small tourism operators in Queensland”;

98. Rod Quartermain, Department of Conservation and Land Management, “Managing protected areas in Partnerships”;
99. Isabel Sebastian, Missing Link tourism Consultants, “One size does not fit all – Ecotourism planning in developed versus developing countries”;
100. Craig Pocock, Skyrail Rainforest Cableway, “Mass Market Ecotourism”;
101. Queensland’s Department of Employment and Training, Department of State Development, Parks and Wildlife Service and Police Service, “Workshop: Sourcing Queensland’s Tourism Expertise”;
102. Angela Alessi, Melbourne University, “Eco-Architecture & Ecotourism: Sustainable design; Defining Assessment Criteria of Ecological Sustainable Development principles”
103. Dr Ronda Green, Griffith University, “The Tour Operator’s Dilemma: Keeping the customer happy while not disturbing the wildlife”;
104. Max Shepherd, Quicksilver Connections, Port Douglas, “Operators Case Study – Quicksilver Connections”;
105. Dr Alistair Birtles, CRC Reef Research Centre, “The Pathway to self-regulation by the swim-with-whales Ecotourism industry on the Great Barrier Reef”;
106. Vivienne Clare, Department of Natural resources and Environment – VIC, “Sustainable Dolphin Tourism – Government, Industry and Science working together”;
107. Phil Coulthard, Dolphin Discovery Centre, “Achieving Economic and Social Sustainability through the minimisation of ecological impact – A Dolphin Swim tour example”;
108. Caroline Winter & Michael Lockwood, University of Southern Queensland, “Understanding the intrinsic values for natural areas”;
109. Robin Aiello, Great Adventure Outer Reef and Island Cruises, “The National Eco-guide Certification Program, Giving Credit where Credit is Due – Recognising Front-line Eco-Guides”;
110. Anna Lewis and David Newsome, Murdoch University, “Planning for stingray tourism in Western Australia”;
111. Linus Bagley, Binna Burra Mountain lodge, “Case Study: Binna Burra Mountain Lodge”;
112. Russell Boswell, Wilderness Challenge. “Regional Tourism Networks – the savannah Guides success story”;
113. Dr David Wood, Curtin University of Technology, “Tourism development in a transitional economy: A Case Study of Exmouth, Western Australia”;
114. Sorrel Wilby, IYE Patron and Channel Nine Gateway Presenter, “Responsible Tourism”;
115. Senator Aden Ridgeway, Australian Democrats, “Indigenous Tourism and Launch of the Respecting our Culture Indigenous Tourism Accreditation”;
116. Costas Christ, Conservational International, “Directions for Global Tourism”;
117. Don Henry, Australian Conservation Foundation, “Acting Together for Conservation”.