



COVER SHEET

Webb, Robert (2002) Internet Directory... 2002: International Year of ECOTOURISM . In *The Queensland Surveyor Journal*, 2002(1) pages pp. 45-47, Institution of Surveyors Australia (Queensland Division).

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Accessed from :
<https://eprints.qut.edu.au/secure/00003924/01/internetdirecteco&year2002.pdf>

INTERNET DIRECTORY...

2002: International Year of ECOTOURISM

Compiled by Robert Webb

School of Design and Built Environment

The following outlines internet resources useful to the practicing surveyor. It includes overview and internet linkages to International Year of Ecotourism (IYE); Ecotourism in Australia and furthers the discussion with a brief overview of the Australian Year of the Outback.

The United Nations designated the year 2002 as the International Year of Ecotourism (IYE). The UN's focus on this issue is in recognition of ecotourism's potential as a development tool that can advance the three basic goals of its [Convention on Biological Diversity](#):

- conserve biological (and cultural) diversity;
- promote the sustainable use of biodiversity by generating income, jobs and business opportunities in ecotourism and related business networks, and
- share the benefits of ecotourism developments equitably with local communities and indigenous people.

The two principal organizations responsible for IYE are the [World Tourism Organization \(WTO\)](#)

<http://www.ecotourism.org/iyе/#wto>

and the [United Nations Environment Programme \(UNEP\)](#) PDF MANUAL IS AVAILABLE

<http://www.uneptie.org/pc/tourism/documents/ecotourism/manual.pdf>.

Their principal goals are to open a wide review on the potential contribution of ecotourism to sustainable development and to exchange information on good practice techniques and lessons learned in the sustainable planning, development, management and marketing of ecotourism.

Eco-Tourism in Australia

The following text has been compiled by Peter Gardener

Introduction

Eco-tourism can be defined as

'Tourism that involves travelling to relatively undisturbed natural areas with the objective of admiring, studying and enjoying the scenery and its wild plants and animals, as well as any cultural features that may be found there.' (Ceballos-Lascurain 1991)

The Ecotourism Association of Australia defines it as

'Ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation.'

>From these two definitions it can be seen that the key elements of ecotourism are travelling to undisturbed areas, an emphasis on a learning experience, and environmental conservation and cultural sustainability.

Ecotourism involves a relationship between tourism and the natural environment and reasons that there are likely to be an increase in demand include:

- growth in the proportion of relatively well educated people with significant disposable income and propensity to travel, including the emergence of new demographic groups such as two-income households,
 - growth in awareness of environmental issues in both developed and developing nations,
 - a belief that many natural environments are being permanently altered or destroyed,
 - increased exposure to new and remote places, combined with improved scientific knowledge associated with ecological interest programmes, through the media (including the WWW),
 - political instability and other events that influence tourists to seek out safe destinations,
 - desire for experiences that are authentic and incorporate learning, rather than contrived entertainment, and,
 - increased concern about crowding at traditional tourist destinations.
- (Coates, 1991; Kusler, 1992)

Throughout the world there is a trend emerging for nature-based ecotourism, sought by particular visitors which also encourages the tourist industry to be ecologically sustainable. One emerging and effective way that these visitors can gain information about locations or what is offered is by the World Wide Web. Tour operators and Governments can easily distribute this information around the world using text, graphics, audio and video. The possibility of virtual ecotours to remote or ecological fragile environments could also be considered as it eliminates the pressures of large numbers of visitors and would also provide an educational value. Of course the smells, the feeling of space etc. would be missing, which is extremely important for many visitors.

The following report gives some background to the topic of ecotourism in Australia.

Background

Tourism is one of Australia's fastest growing and economically important industries. It is a major source of foreign exchange, gross domestic product, income and

employment. In 1993-94, the tourist industry contributed an estimated 6.6% to Gross Domestic Product (GDP). In 1995 international tourism to Australia generated export earnings of \$13.1 billion (an increase of 17.2% on the previous year). This was 12.6% of Australia's total export earnings and 62.2% of services exports. In 1993-94 tourism directly accounted for employment of around 500,000 people (6.6% of the workforce). Japan, S.E. Asia and New Zealand are currently Australia's largest tourism markets. While Japan is presently our largest single market, tourism from other Asian countries is becoming increasingly important. ([Commonwealth Department of Tourism](#))

Australia's ecotourism industry is dependent on the natural environment and the health of Australia's [biodiversity](#) (<http://www.erin.gov.au/index.html>) will be a major factor in determining the expansion of the tourism industry. It is the view of some that tourism can be an effective force on the conservation of biodiversity. Tourism as a whole, must be ecologically sustainable and for this to be successful, it must contribute to the long-term maintenance of ecosystems and species. Tourism has a significant responsibility to contribute to the management of the natural resources on which it is dependent. Australian government departments have acknowledged this responsibility and have formed [strategies](#) to plan, develop and manage this form of tourism. It has an opportunity to set an international example for environmental quality and cultural authenticity.

Principle Resources Located

There were a number of government departments that have good reports on this subject.

- [Commonwealth of Australia](#) (1995). Two Way Track. Biodiversity Conservation and Ecotourism: an investigation of linkages, mutual benefits and future opportunities. Department of the Environment, Sport and Territories.
- [Commonwealth of Australia](#) (1994). National Ecotourism Strategy. Commonwealth Department of Tourism.
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- [Commonwealth of Australia](#) (1996). Australian Tourism - Key Facts and Figures. Commonwealth Department of Tourism.

Conclusion

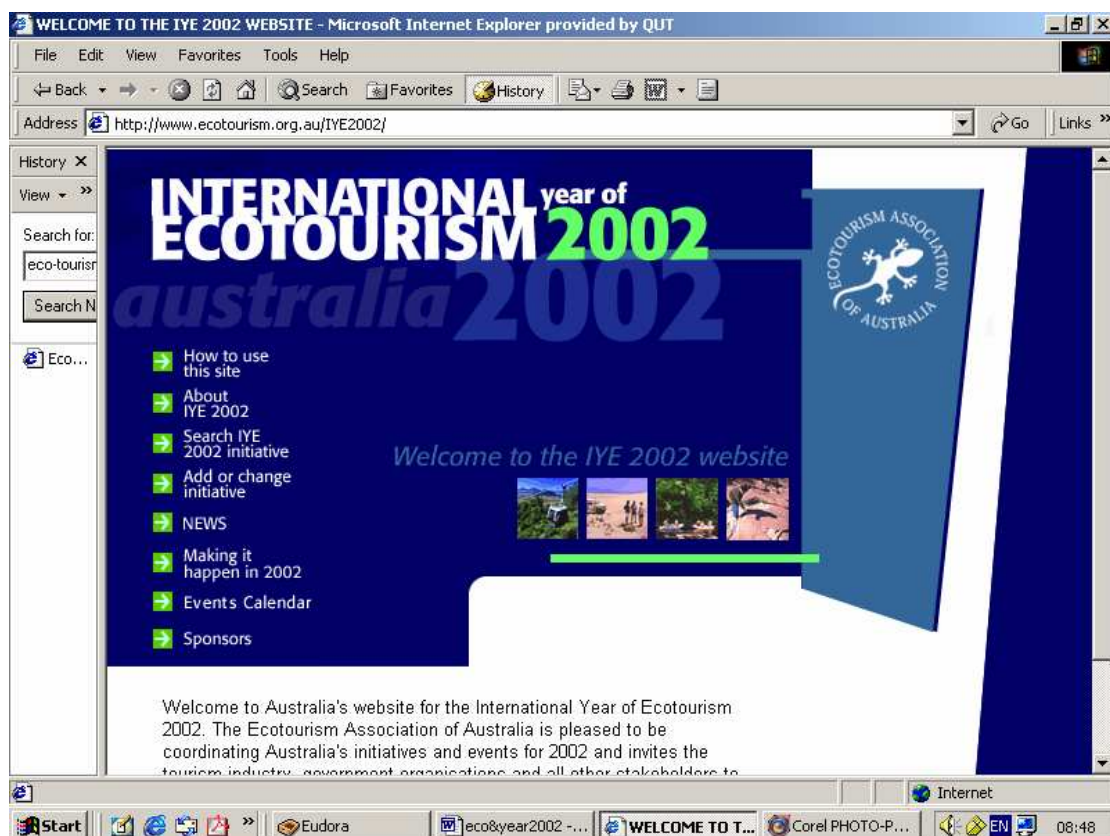
As stated before, at present the presentation of eco-tourism in Australia on the World Wide Web is embryonic but this is changing extremely rapidly. In the not too distant future the presentation of information about location, what to see, educational material, costs will all be presented in text, graphically, sound and video.

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URL: <http://www.atc.net.au/>
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- Department of Tourism, Sport and Recreation (1994). *Ecotourism Adding Value to Tourism in Natural Areas: A Discussion Paper on Nature Based Tourism*.
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- Forestry Tasmania (1994). *Guided Nature Based Tourism in Tasmania's Forests: Trends, Constraints and Implications*.
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- Victorian Department of Conservation and Environment (1992). *Ecotourism: A Natural Strength for Victoria - Australia*
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State Forests of N.S.W. and University of Sydney.
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[URL:http://www.erin.gov.au/portfolio/esd/biodiv/managing/tourism.html](http://www.erin.gov.au/portfolio/esd/biodiv/managing/tourism.html)

Some more useful links to Ecotourism in AUSTRALIA



Australian Web-site for International Year of Ecotourism

<http://www.ecotourism.org.au/IYE2002/>

The Ecotourism Association of Australia (based in Brisbane)

<http://lorenz.mur.csu.edu.au/ecotour/EAAHome.html>

2002: Australian Year of the Outback



<http://www.outback2002.com>

2002 will focus attention on inland Australia – **its Outback** – the recognized symbol of the world's great island continent. It will showcase more than 500 events and activities and in doing so, demonstrate that the Outback not only represents an ageless past, but also holds the key to the Nation's future.

Emerging at the birth of a new millennium and directing attention to Australia's future opportunities and prospects, the Year of the Outback aptly follows the Centenary of Federation which has reflected on a relatively recent chapter of history and the Olympic Games in Sydney which celebrated the boundless capacities of a vibrant nation striding into the global stage.

It is a year for the entire nation and its many international visitors and through the unifying Outback theme, will set out to bring urban and rural communities together in a strong, cohesive and lasting partnership.

Bruce Campbell MBE of Queensland, long associated with Australia's rural sector, first conceived the idea of Australia's Year of the Outback. With significant support, **Outback 2002 Ltd** was incorporated with Bruce Campbell as Chairman.

Early in 1999, 2002 Australia's Year of the Outback was endorsed by several States and on July 29 1999, by the Federal Government. In November, 1999 it was officially launched at Longreach by the Hon. John Anderson MP, Deputy Prime Minister of Australia.

Steering committees with full-time coordinators have been established in New South Wales, Queensland and Western Australia. The South Australian Tourism Commission has also appointed a full time coordinator and staff and has played a leading role in organising and promoting an exceptional Year of the Outback program in that State. Each of the governments of these states has provided funding of varying levels to support State activities. In each of the other states and the Northern Territory, individuals are playing active roles in developing programs.

The Spirit of the Outback

"There is no specific boundary to the Outback: some even say it begins and ends in our minds." (Author, Jocelyn Burt)

The Year of the Outback is about our future as a nation; the freeing of the quintessential Spirit of the Outback so it touches every Australian and every international visitor, gifting to them a genuine understanding of the uniqueness and potential of the Australian Outback.

Vision

To unite all Australians in striving to develop their country's infinite potential and in recognising its past achievements.

Mission

To celebrate 2002 as Australia's Year of the Outback, generating recognition for the spirit of the Outback, the land and a national and international awakening to the vast array of productive prospects and attractions it offers.

Aims

- To provide a platform for primary industries, exporters, processors, transporters and value adding agencies to demonstrate and showcase their capabilities to the world.
- To attract additional Australian and international tourists to the Outback and generate additional tourism revenue from the Outback.
- To gain massive urban interest and participation in Outback activities.

- To increase awareness and recognition of the role of technology in advancing the productive prospects of the Outback and to access the vast knowledge existing in the Outback.
- To focus undivided attention on regional, rural and remote Australia.
- To leave a lasting legacy of benefits to rural, regional and remote Australia – not only to improve the prospects of present inhabitants in terms of better education and recreational opportunities but also to be a catalyst in reversing the movement of resources, services and people from these areas.
- To be a living year, brimming with vitality and enthusiasm, evoking the real spirit of the Outback.

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School of Design and Built Environment