

Sustainable Ecotourism Experiences in Queensland

QTIC Indigenous Employment Forum

14 November 2018

Darren Scott
Projects Executive Director
Special Projects Unit

Department of Innovation, Tourism Industry Development and the Commonwealth Games



Adventure and Nature Based Tourism

- In Australia, domestic travellers participating in bush walking has increased 14% to 12.4 million (as at June 2018)

Source: Tourism Research Australia National Visitor Survey

- Domestic travellers visiting national or state parks has increased to 11.8 million, up 12% in the year ending June 2018

Source: Tourism Research Australia National Visitor Survey

- Walking as an activity is increasing across Australia at an average annual growth of 14.7% per annum

Source: EarthCheck

- Australia captures less than 1% of the global trade in extended multiday walking tracks

Source: EarthCheck

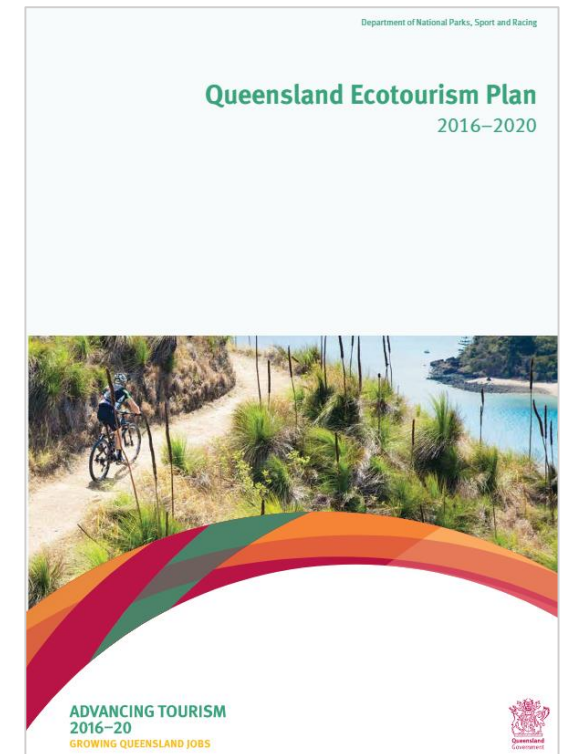
Queensland Ecotourism Plan 2016-2020

Vision

Queensland is an internationally celebrated ecotourism destination, delivering world-class interpretation and experiences that support the conservation of special natural places and unique Indigenous and culture heritage.

Strategic Areas

- Driving innovation in ecotourism experiences;
- Showcasing the world-renowned Great Barrier Reef;
- Stimulating investment in new and refurbished ecotourism opportunities;
- Expanding authentic Indigenous ecotourism experiences; and
- Promoting Queensland's world-class ecotourism experiences





"The **Convention on Biological Diversity (CBD)** in 2012 concluded that the tourism sector is the largest, global, market-based contributor to financing protected area systems in many countries, through entrance and other user fees, partnerships and concessions. However, many Parties to the CBD underutilise tourism as a means to contribute towards the financial sustainability of protected areas."

Guidelines for tourism partnerships and concessions for protected areas

June 2017

Benefits of the Queensland Ecotourism Trails

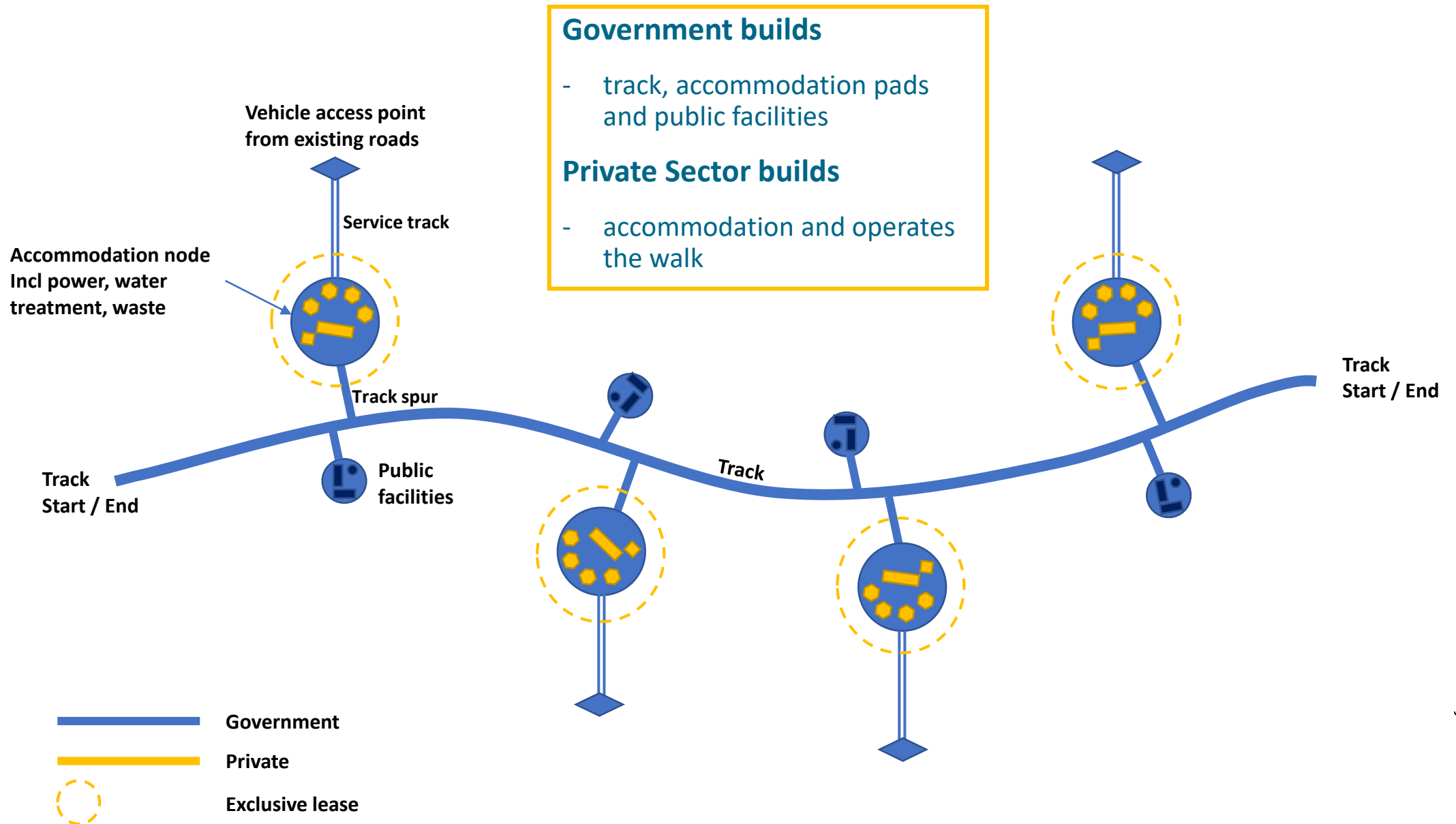
- Opportunity to create iconic ecotourism experiences to showcase our landscapes and our unique Aboriginal and Torres Strait Islander cultures
- Increased tourist visitation and expenditure
- Increased private sector investment
- Increased employment and business opportunity for Indigenous People
- More diversified tourist product



Wangetti Trail



Queensland Government's Eco Trail Model



Ground-Truthing for Wangetti Trail



Ground-Truthing for Wangetti Trail

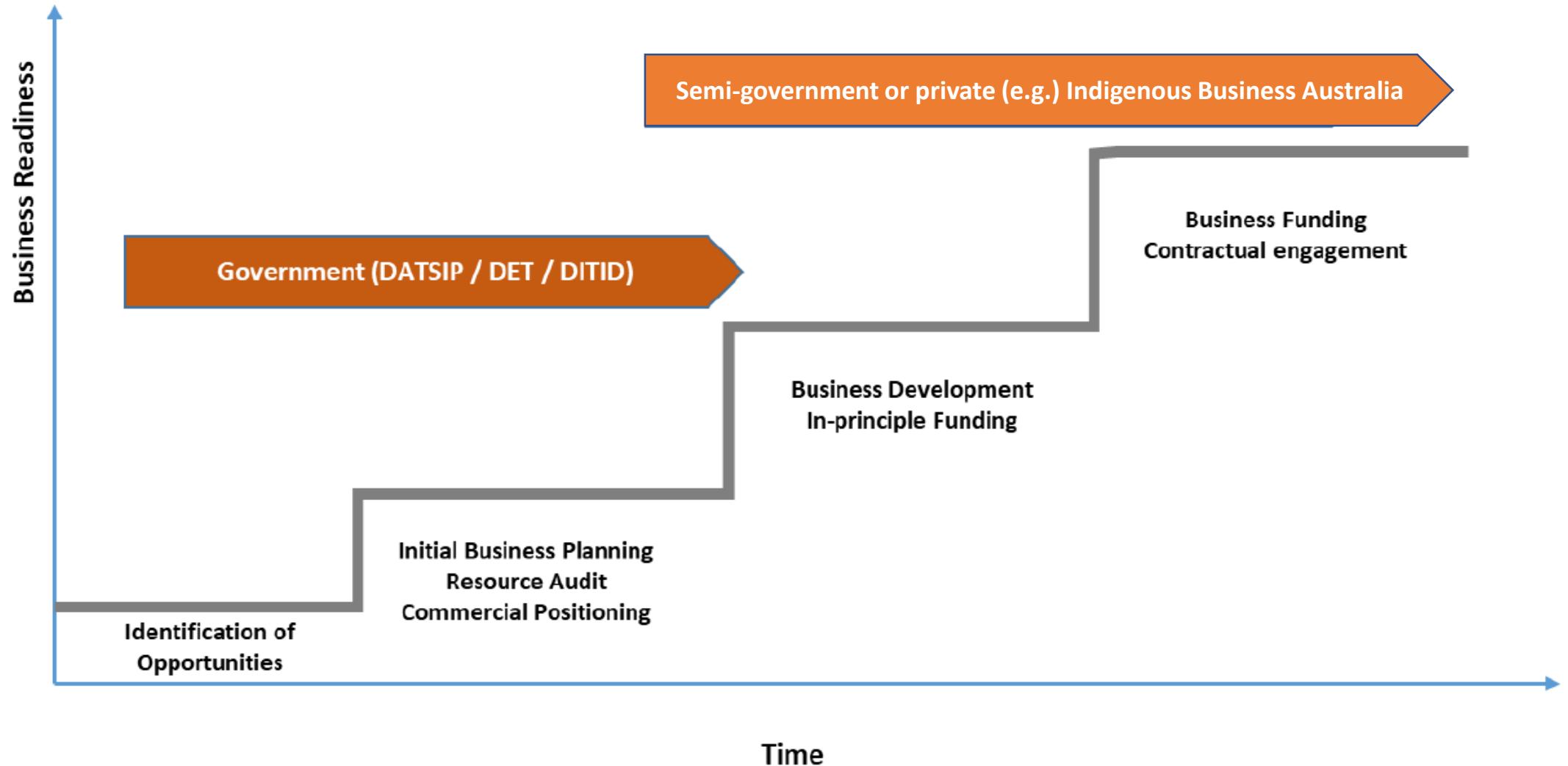


Ground-Truthing for Wangetti Trail

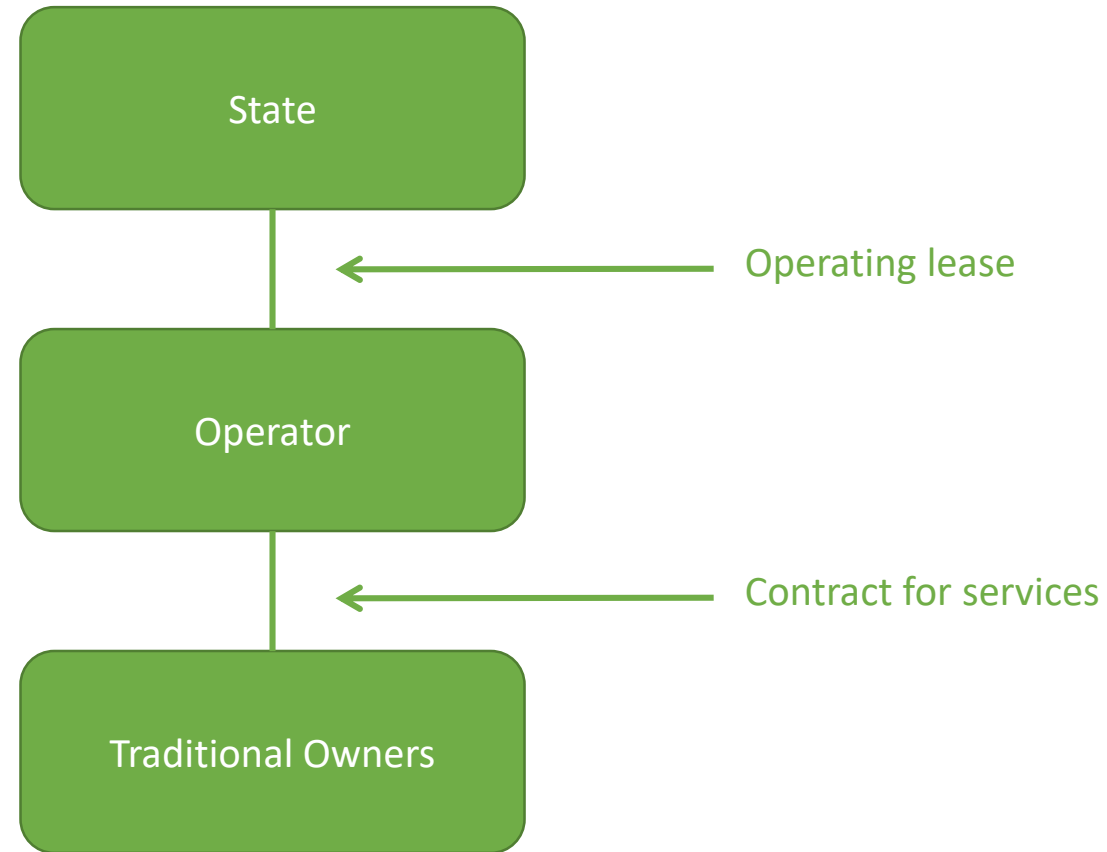


Translating into benefits for Traditional Owners

Early Traditional Owner Engagement



Commercial Structure includes Traditional Owners





Benefits for Traditional Owners

- Create lasting relationships and sustainable commercial operations for local Traditional Owners
- Ensure trail proponents develop strategies with a meaningful, sustainable role for Traditional Owners
- Increased involvement of Traditional Owners in sustainable tourism products
- Collaborate with Traditional Owners on Aboriginal and Torres Strait Islander elements of trail design
- Involvement in ongoing management of the national park

Challenges

- Perceived costs of the model
- New approach for operators
- Clarification of roles required upfront
- Multiple agencies required to align for success





QldEcotourismTrails



QldEcoTrails



www.ditid.qld.gov.au