

# **Integrated Nature Based Tourism, Conservation and Land Management - A New, Unique Australian Product -**

Presented by:

**Dr Syd Shea**  
Executive Director

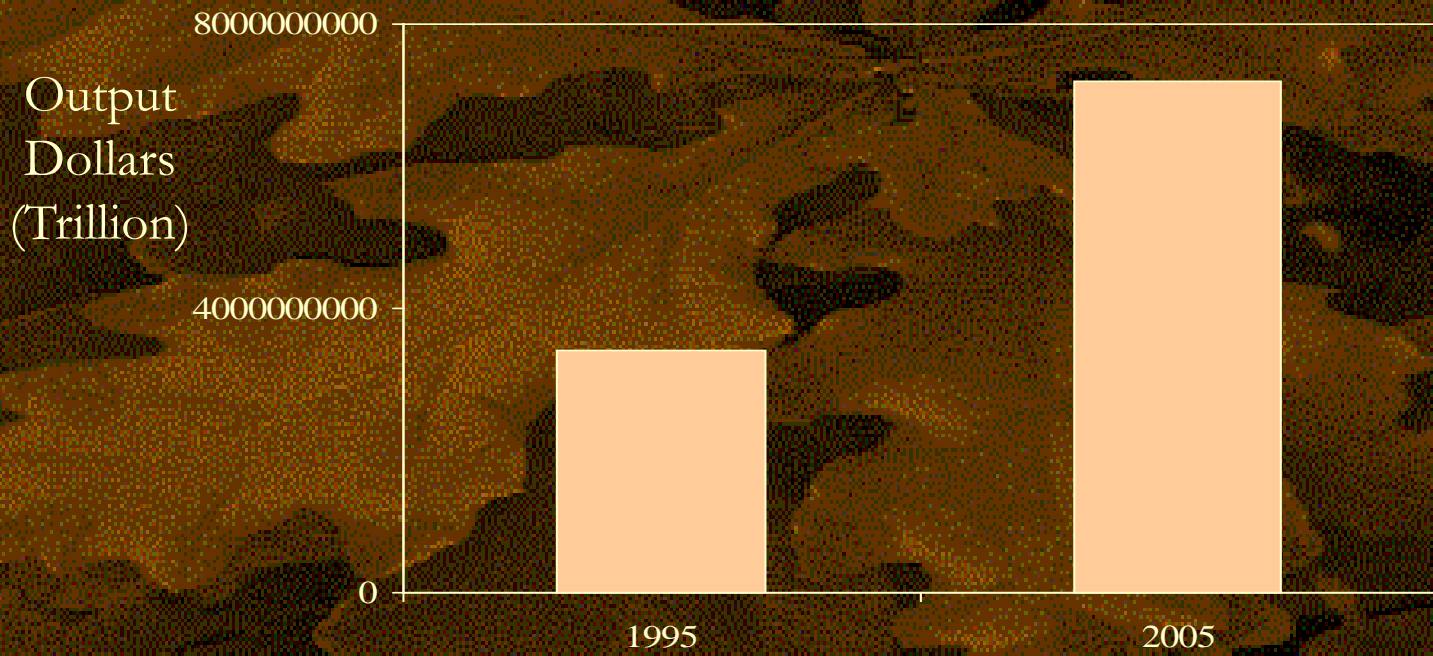
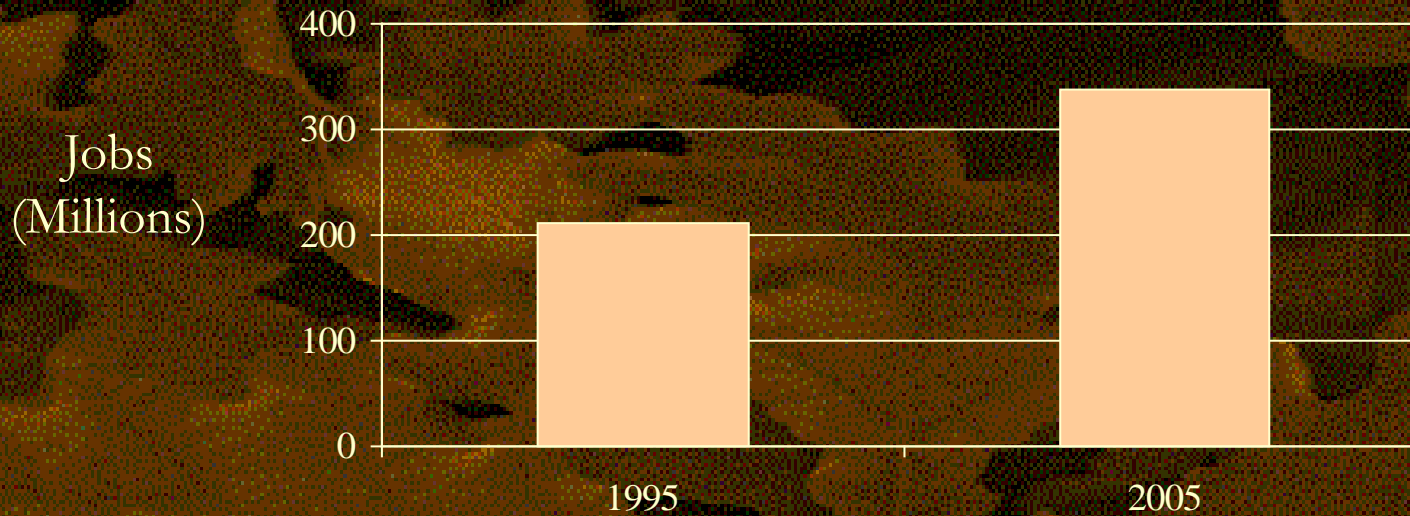
and

**Jim Sharp**  
Director of Parks, Recreation, Planning and Tourism

Department of Conservation and Land Management, Western  
Australia

29 October 1998

# World Travel and Tourism





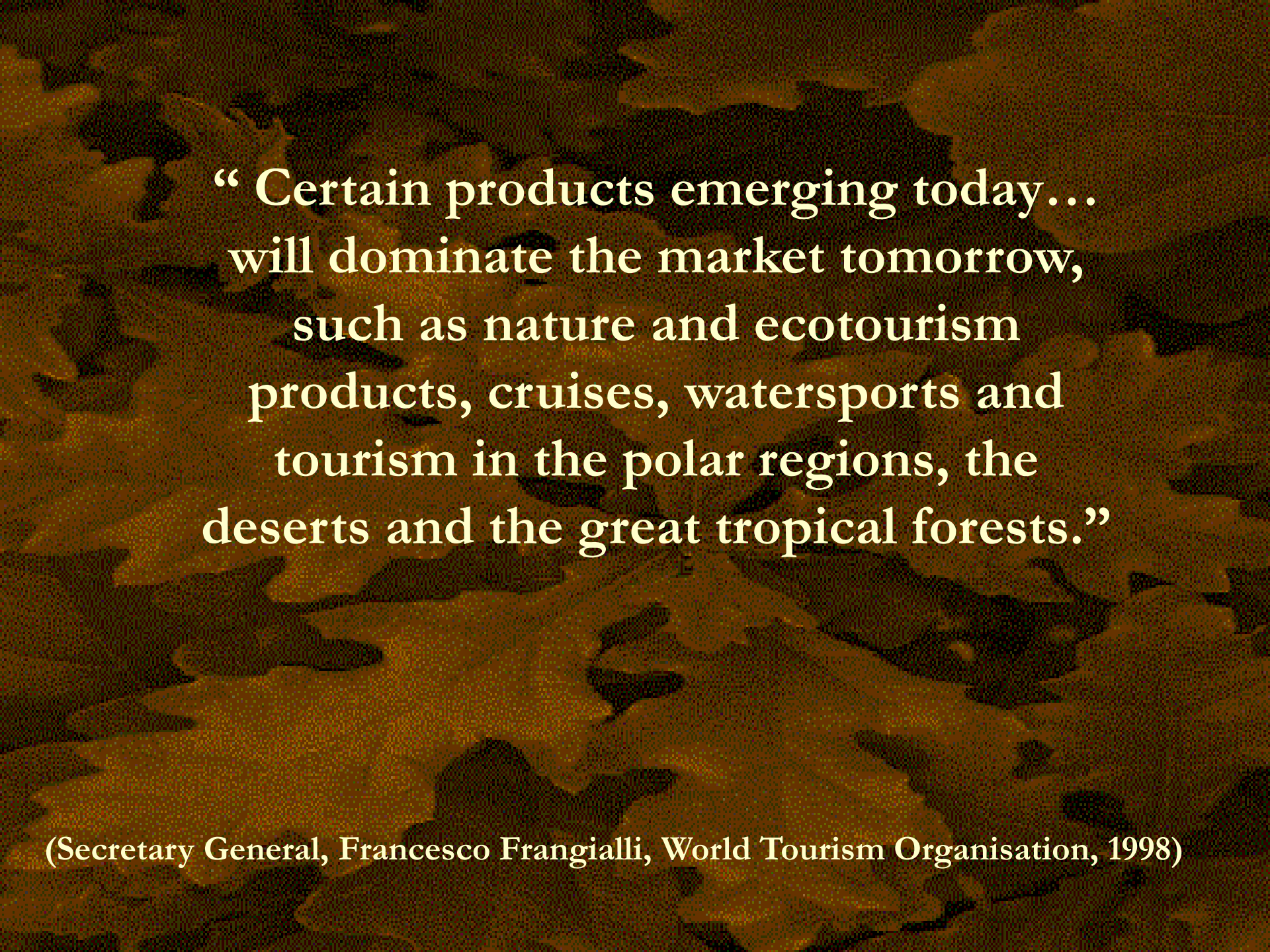






*“The Market is telling us  
that nature-based product is  
a primary attraction for  
visitors.”*





“ Certain products emerging today...  
will dominate the market tomorrow,  
such as nature and ecotourism  
products, cruises, watersports and  
tourism in the polar regions, the  
deserts and the great tropical forests.”

(Secretary General, Francesco Frangialli, World Tourism Organisation, 1998)

# Ecological Sustainable Development

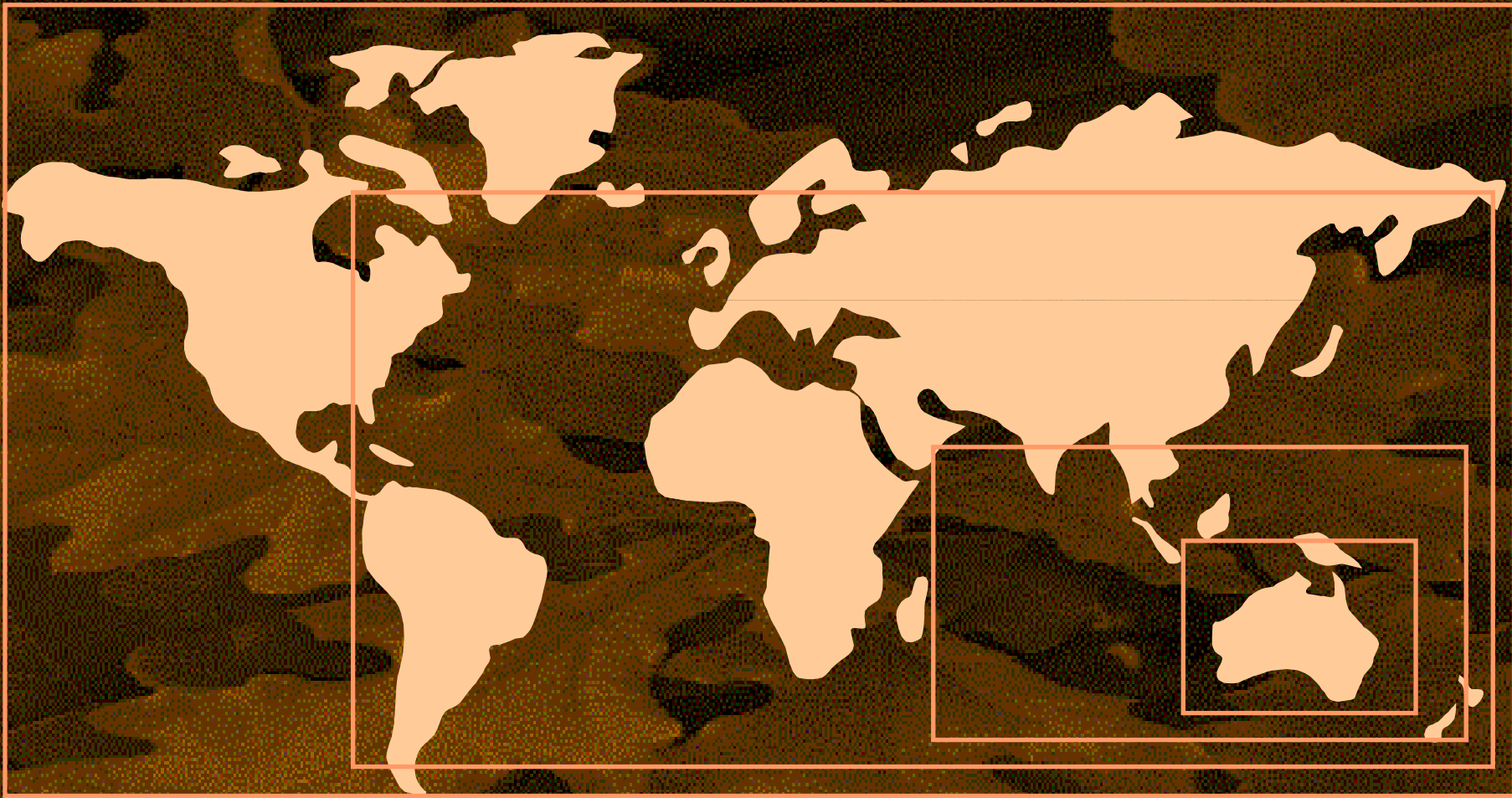
“using, conserving and enhancing the community’s resources so that ecological processes on which life depends are maintained and the total quality of life, now and in the future, can be increased”

(Ecologically Sustainable Development Steering Committee, 1992)

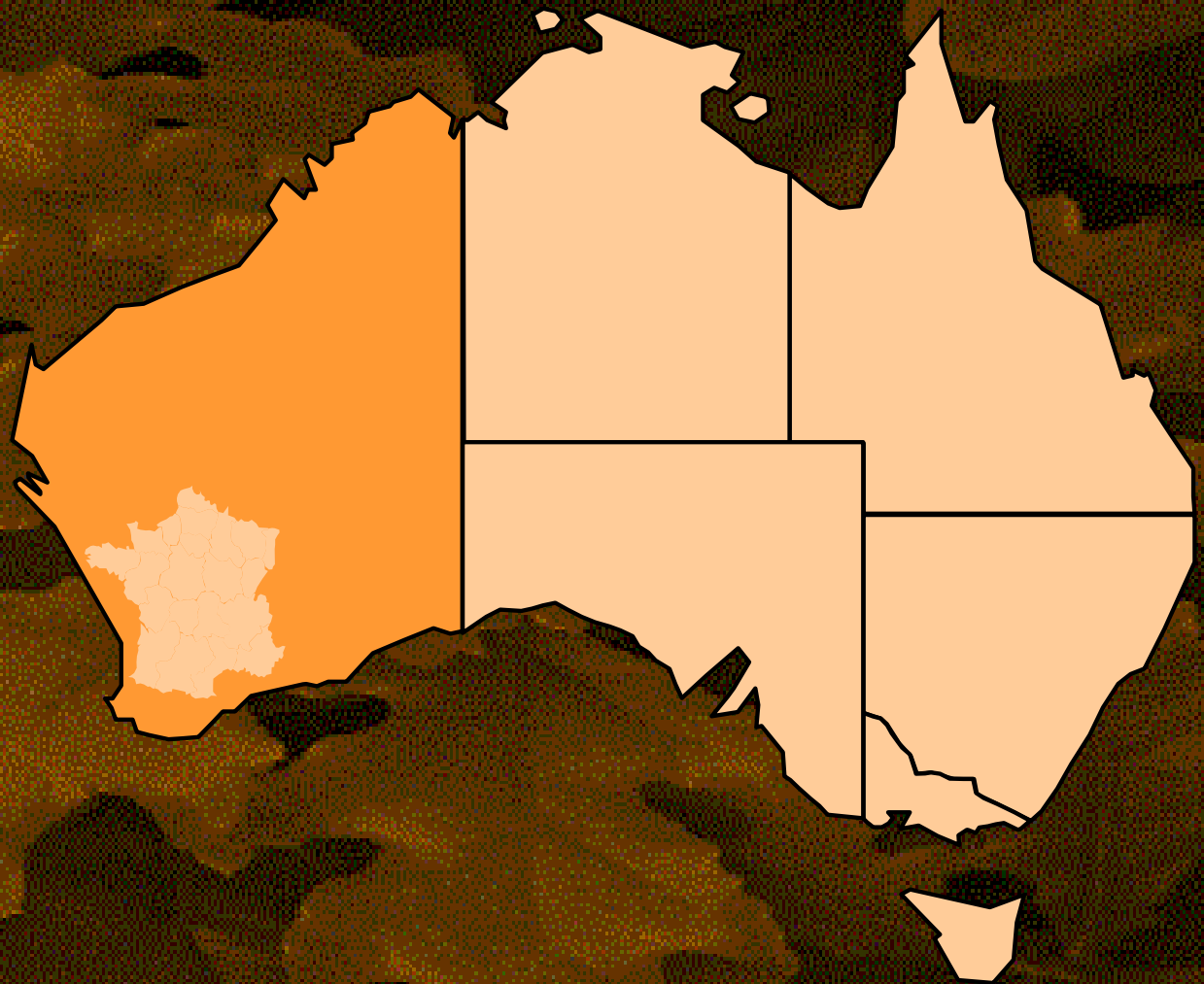





**We are perfectly poised  
to capitalise on our  
natural advantage.**



France  
occupies  
a land  
area  
about a  
quarter  
the size of  
Western  
Australia







**We have the world's  
oldest culture embedded  
in the world's oldest  
landscape.**









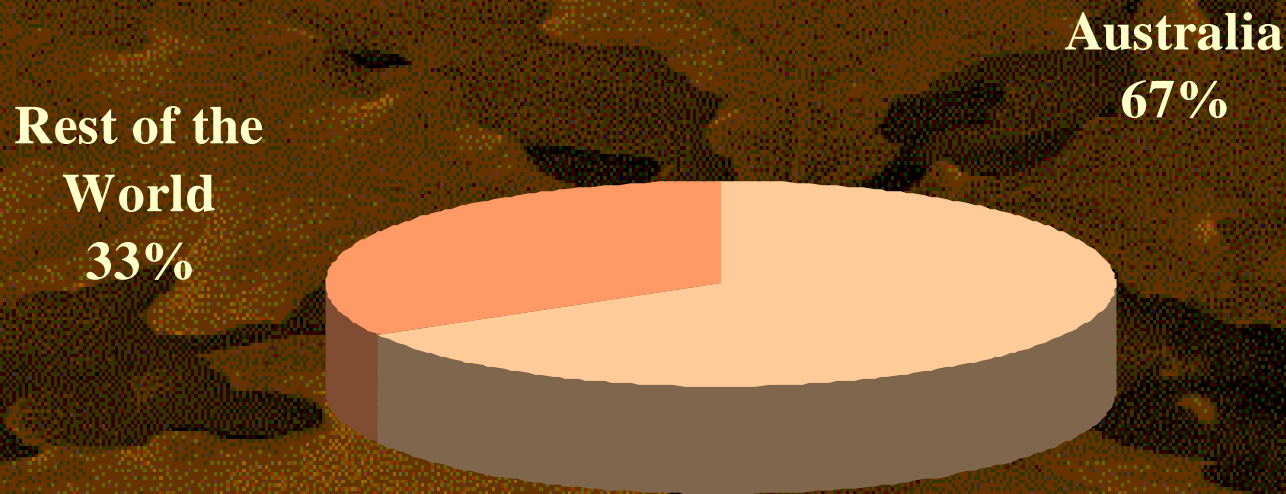


Why Bother?

# King Canute

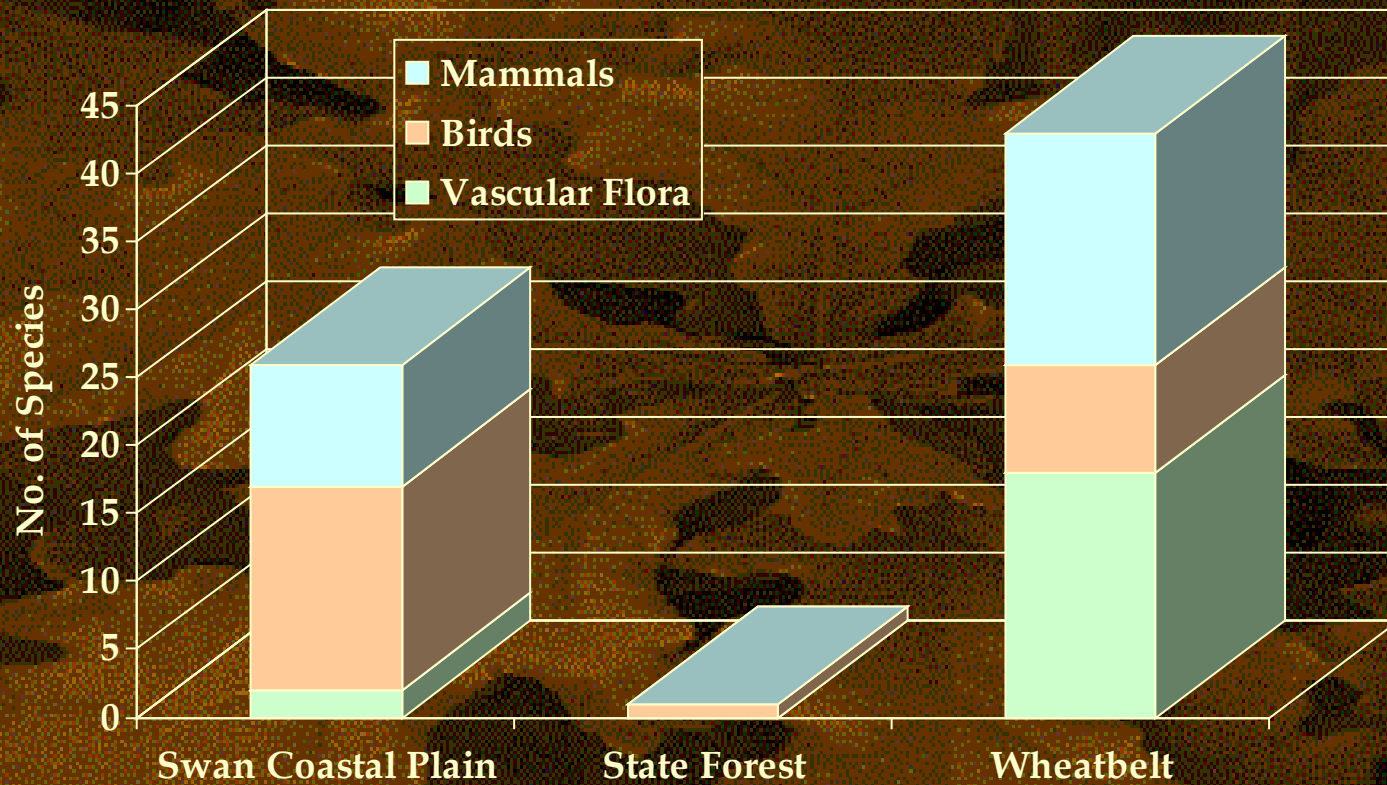


# - Recent Mammal Extinction - Australia leads the World



# Species extinctions since European settlement in 1829

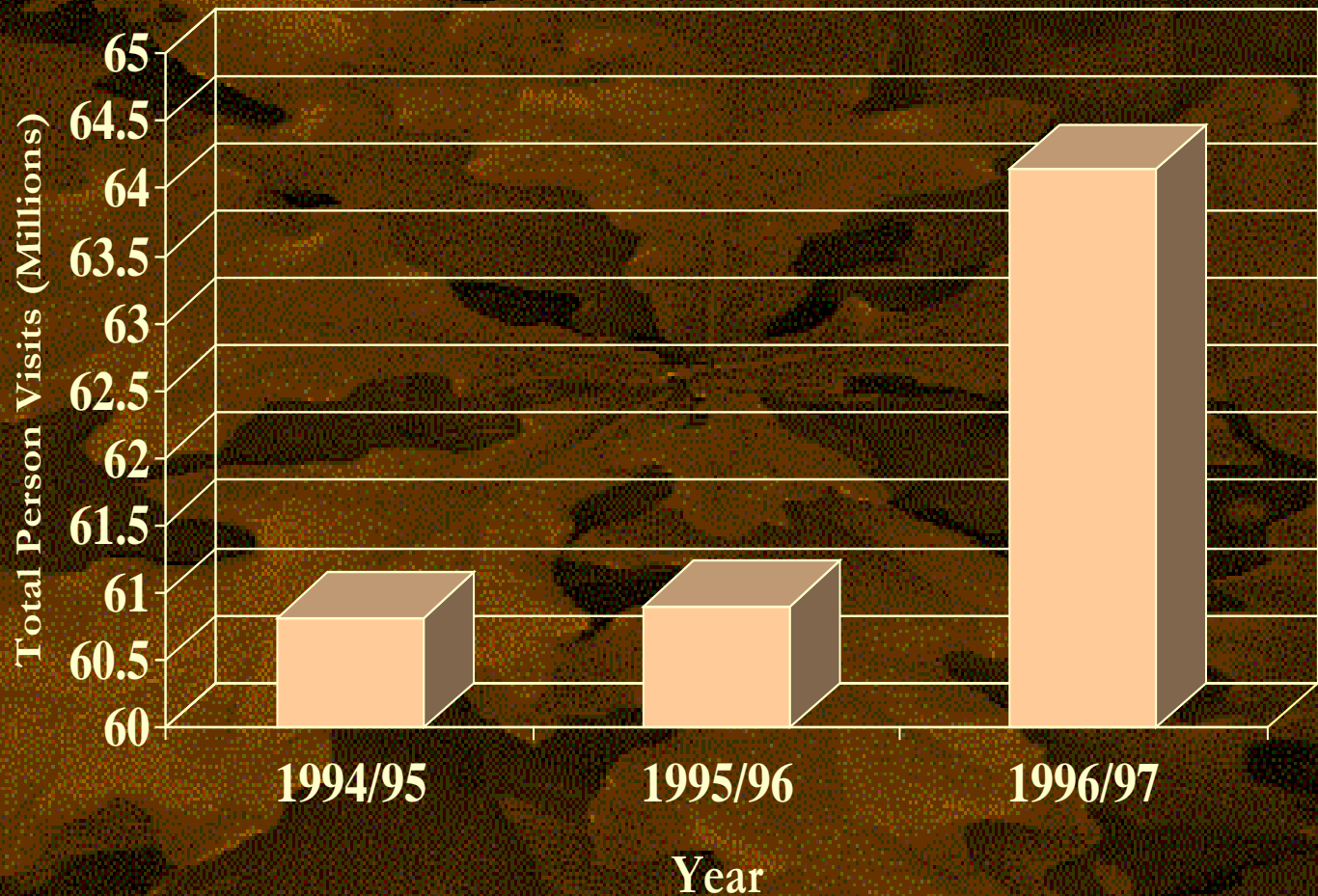
(After Armstrong and Abbott, 1995)



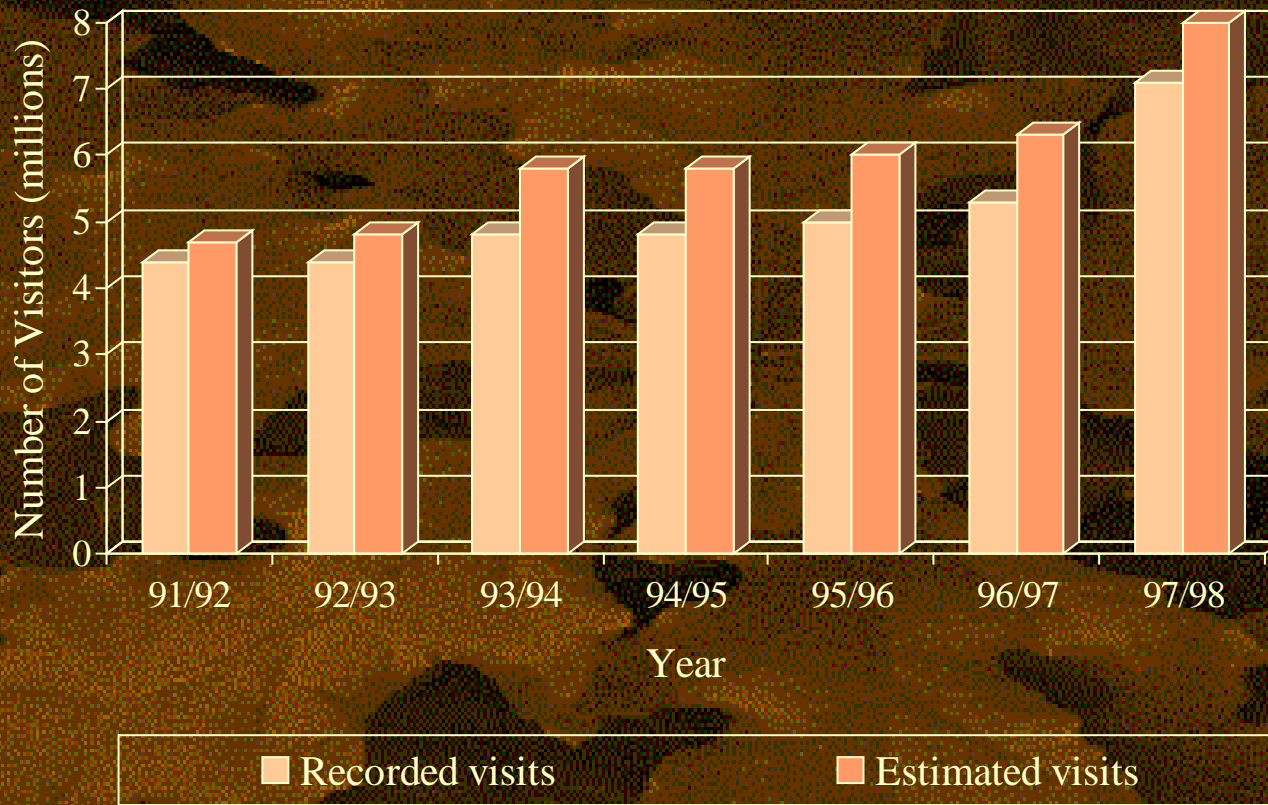




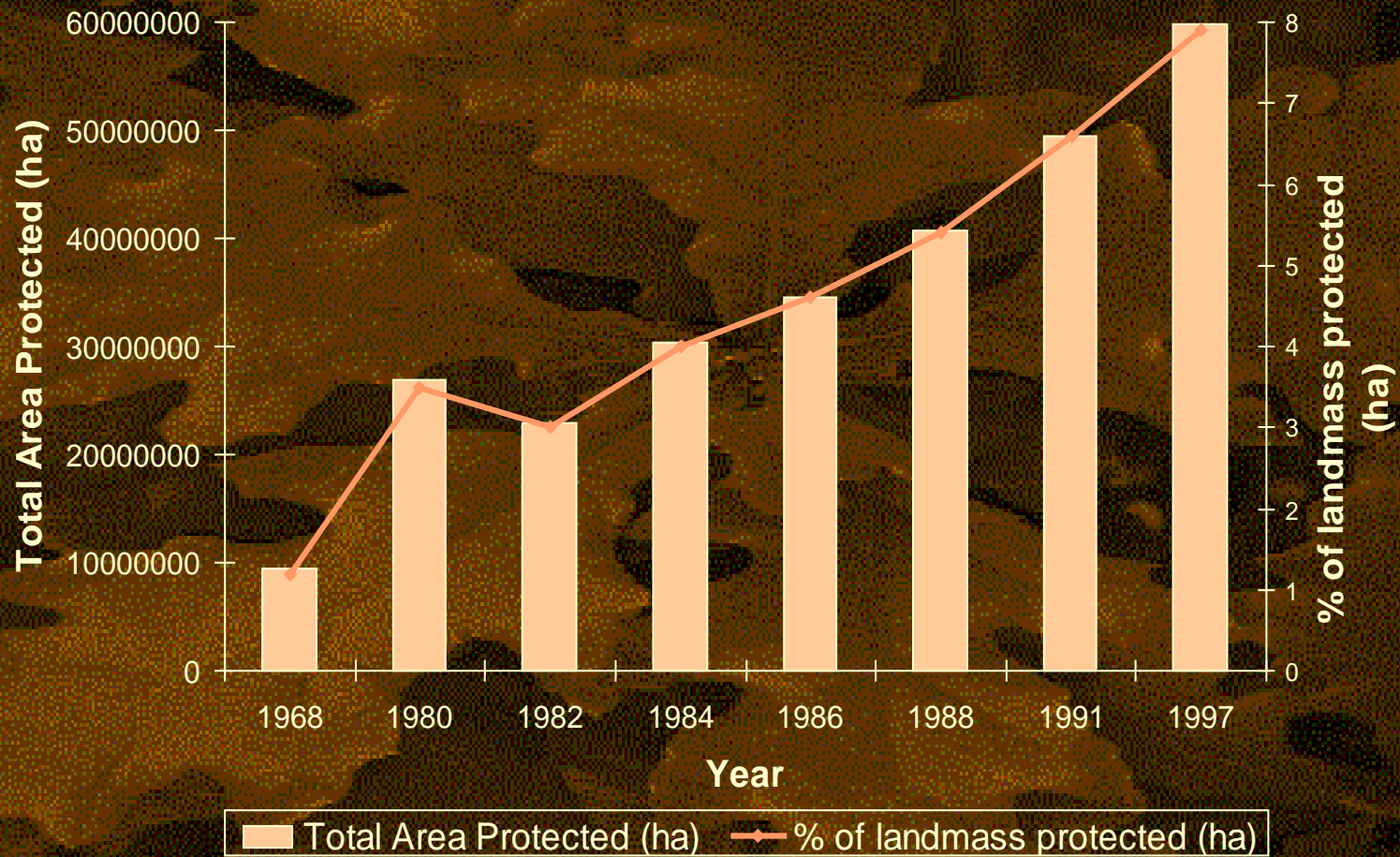
# Total Person Visits to National Parks in Australia ( Millions )



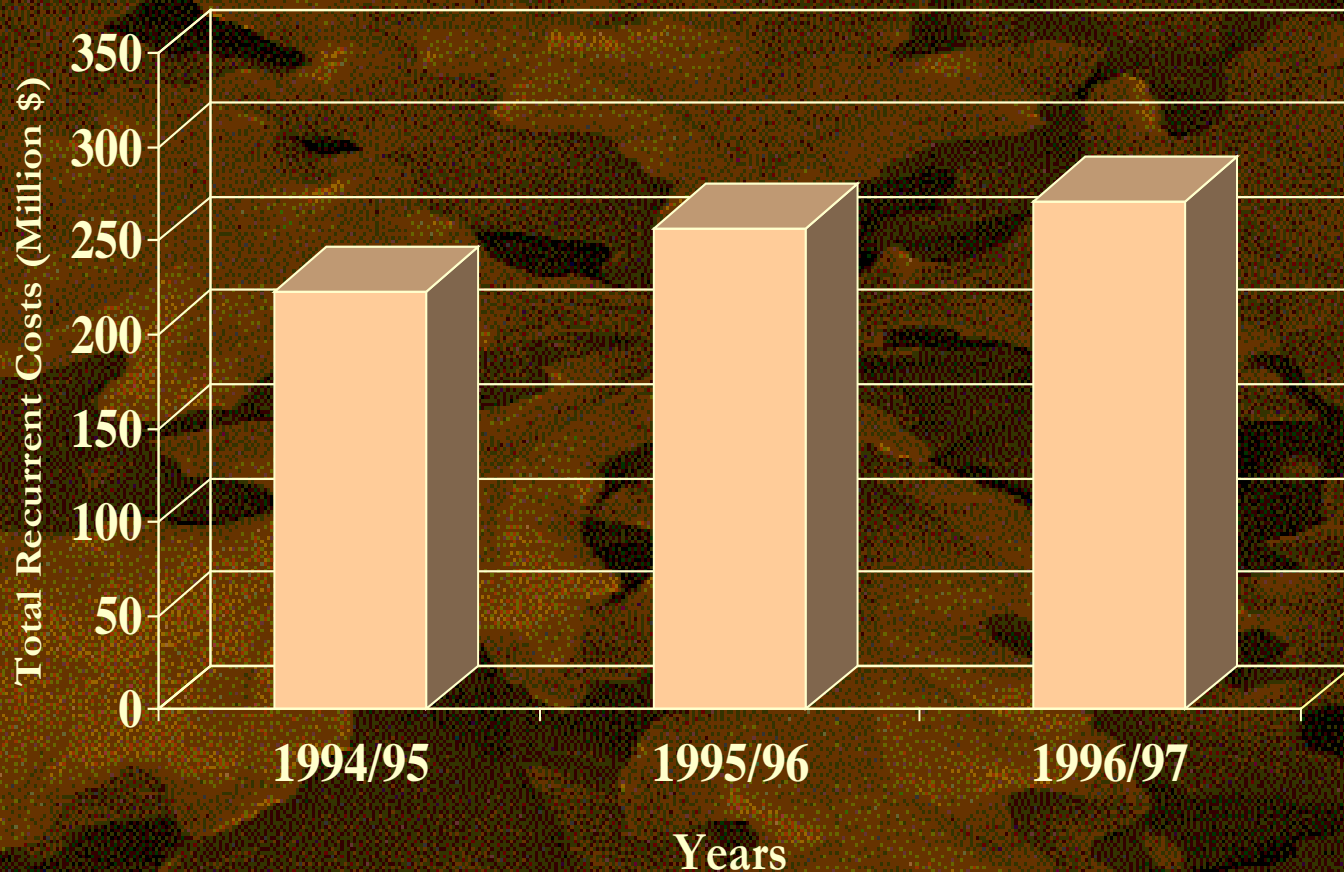
# Visits to CALM Estate



# Summary of Terrestrial Protected Areas in Australia 1967 - 1997



# Total Expenditure to Manage National Parks in Australia (Millions \$)



The background is a dark, textured surface, possibly a book cover or a piece of paper with a grainy texture. A vertical line runs down the center of the image. The text "Integration is the answer" is written in a white, serif font, centered horizontally and slightly above the middle vertically. The text is the only legible element on the page.

Integration is the answer

CALM manages  
a land area 51%  
the size of Japan

51%





# Why conservation needs nature-based tourism

- Nature-based tourism educates the community about what is worthwhile conserving
- Nature-based tourism causes our landscapes, plants and animals to have a tangible value
- Nature-based tourism increases the number of constituencies who depend on, and hence support conservation
- Nature-based tourism generates funds for research and management
- Nature-based tourism gives impetus to private conservation efforts



# Why nature-based tourism needs conservation

- If we destroy the natural asset there is no product
- Conservation can create unique natural products
- Conservation can add value to the nature-based tourism experience
- Marketing

The background is a dark, textured surface, possibly a road or a path, with a central light-colored line leading towards a horizon. The texture is grainy and somewhat abstract, with various shades of brown and black. The overall mood is mysterious and contemplative.

**Management is the answer**

**Penguin Island and Environs**  
APRIL 1999

N

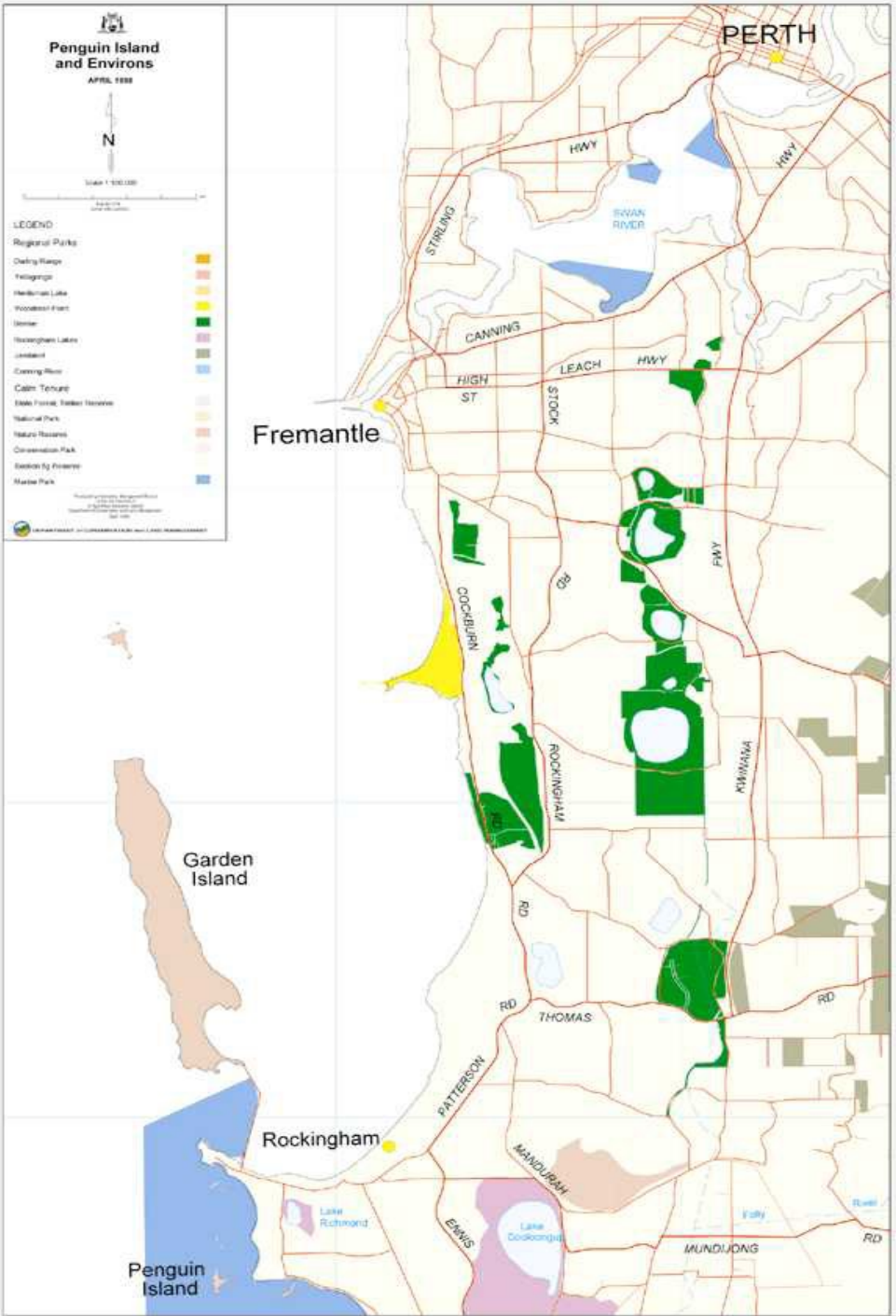
Scale 1:500,000

**LEGEND**

- Regional Parks
- Dispersed Parks
- Yellowing
- Wetland Lake
- Woodstock Forest
- Forest
- Rockingham Lakes
- Unshaded
- Canning River
- Calm Tenure
- State Forest, Exposed Reserve
- National Park
- Nature Reserve
- Conservation Park
- Ecotourist Reserve
- Marine Park



Produced by the Department of Environment and Heritage  
in cooperation with the Department of Planning  
and the Department of Water  
© Department of Environment and Heritage 1999



PERTH

Fremantle

Garden Island

Rockingham

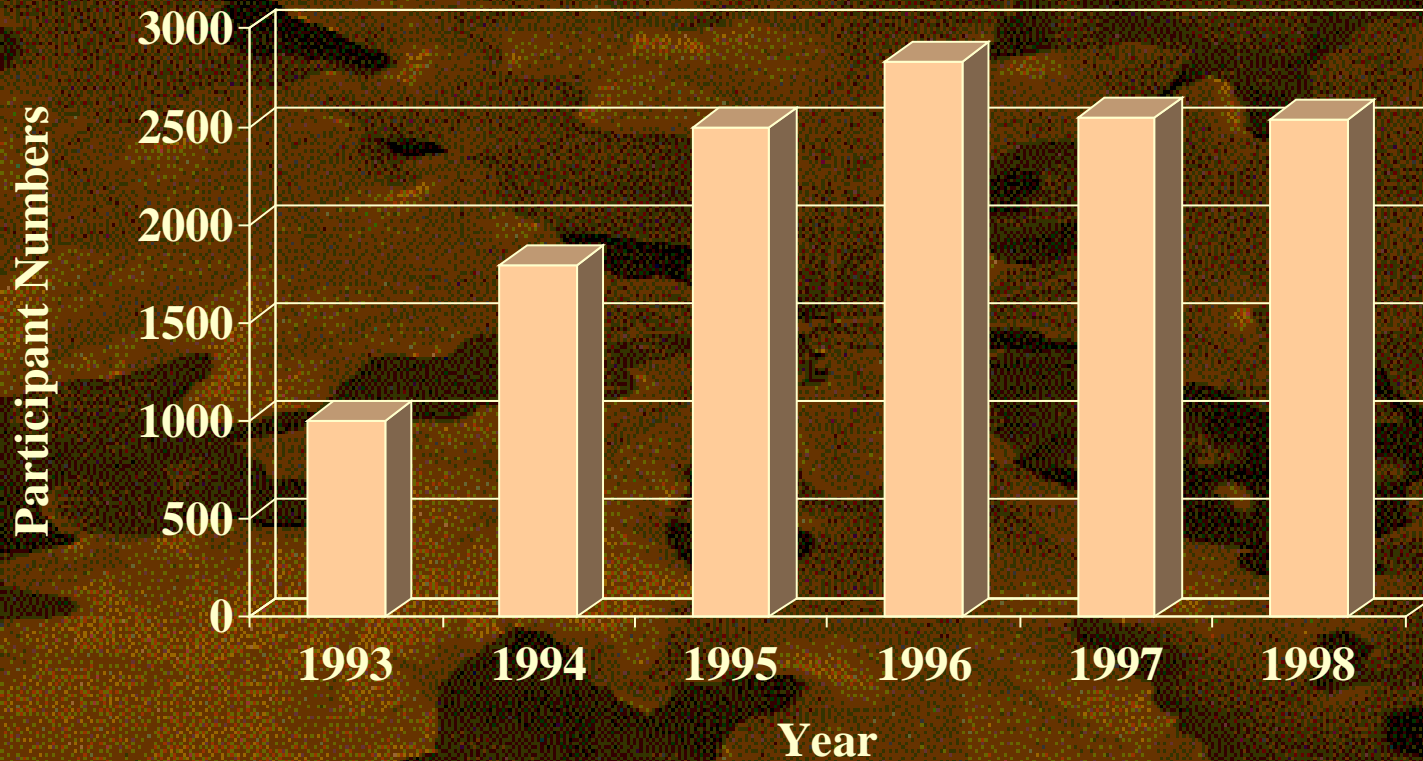
Penguin Island

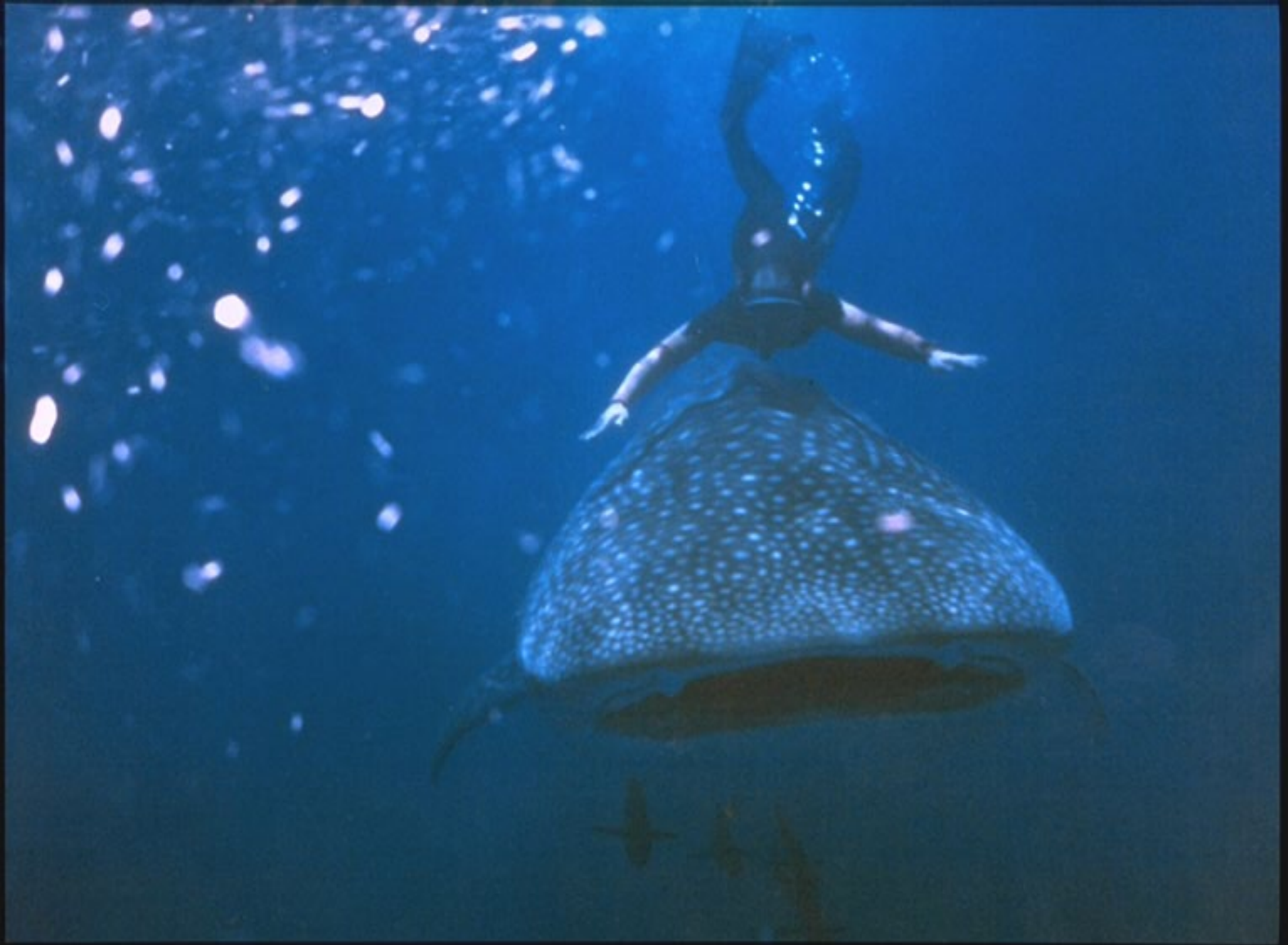






# Number of Participants in Whale Shark Interaction Tours 1993-96







# THE WHALE SHARK EXPERIENCE PASS

NINGALOO MARINE PARK



NOT TRANSFERABLE

**WST-0001**

Ticket Number

Adult/Child

Cross out whichever  
is not applicable

Valid only for date  
shown in box

PHOTO - PIP O'DELL



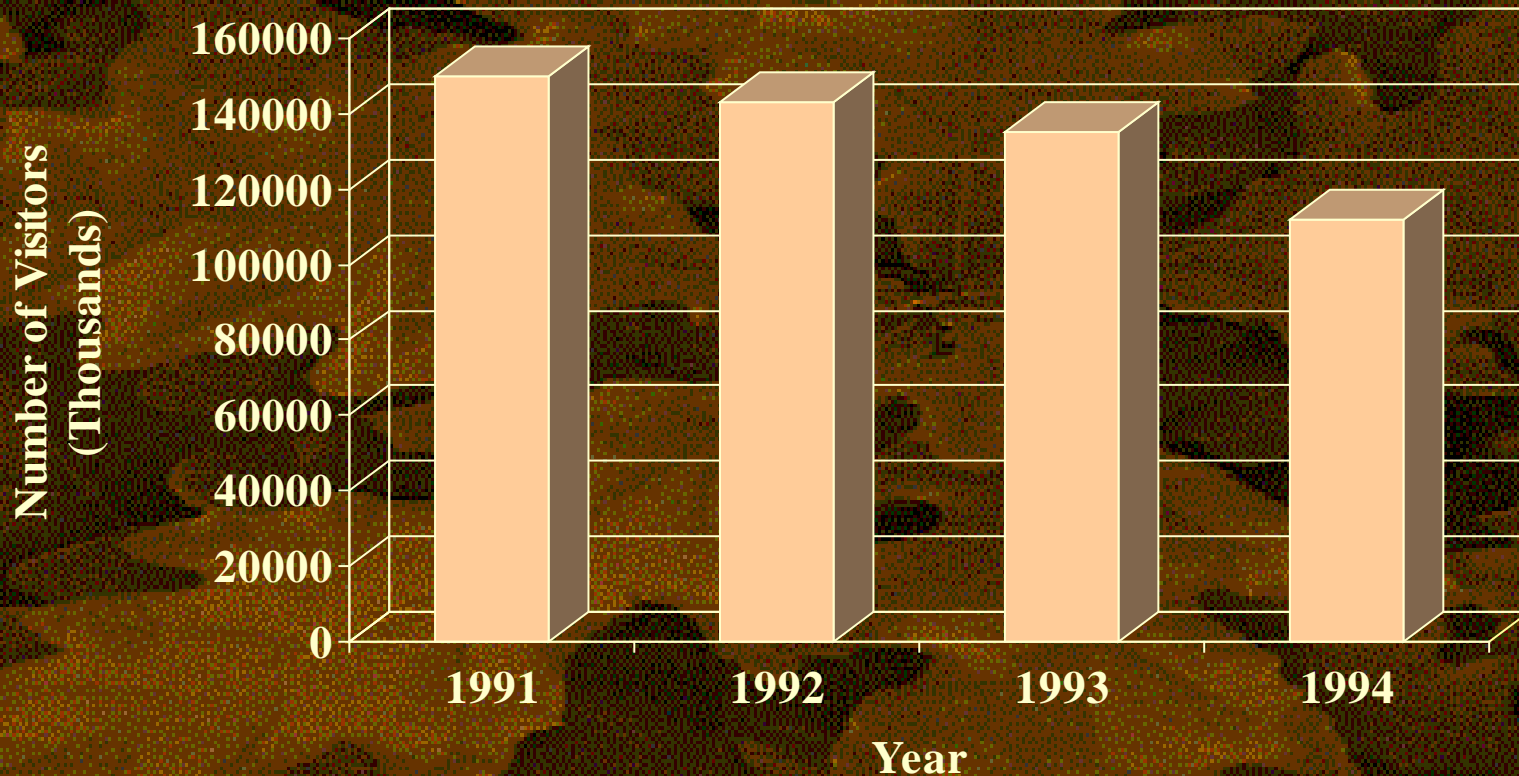
Department of Conservation and Land Management







# Visitor Numbers to the Valley of the Giants



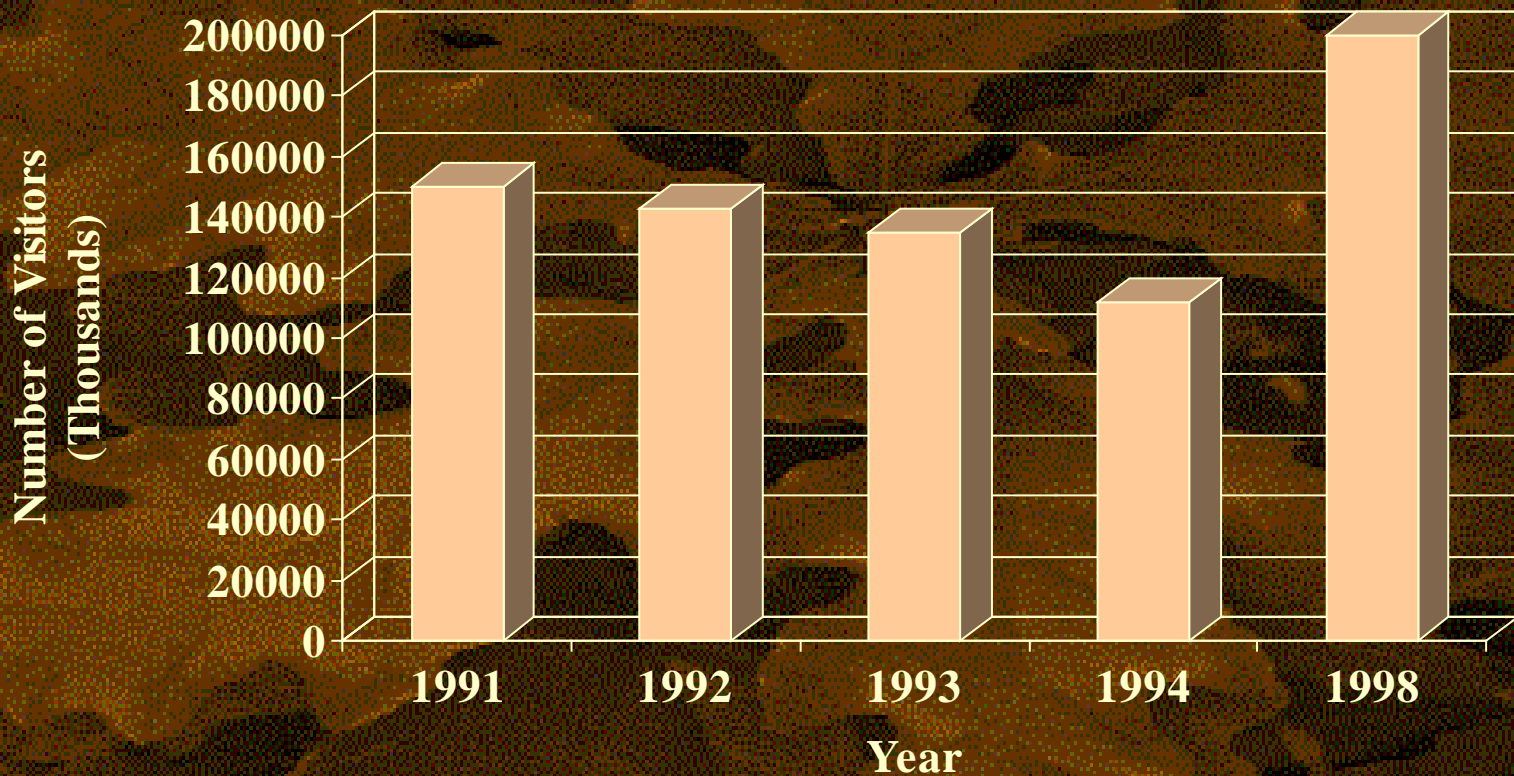








# Visitor Numbers to the Valley of the Giants



400,000 people have visited the Tree Top Walk since it opened in September 1996



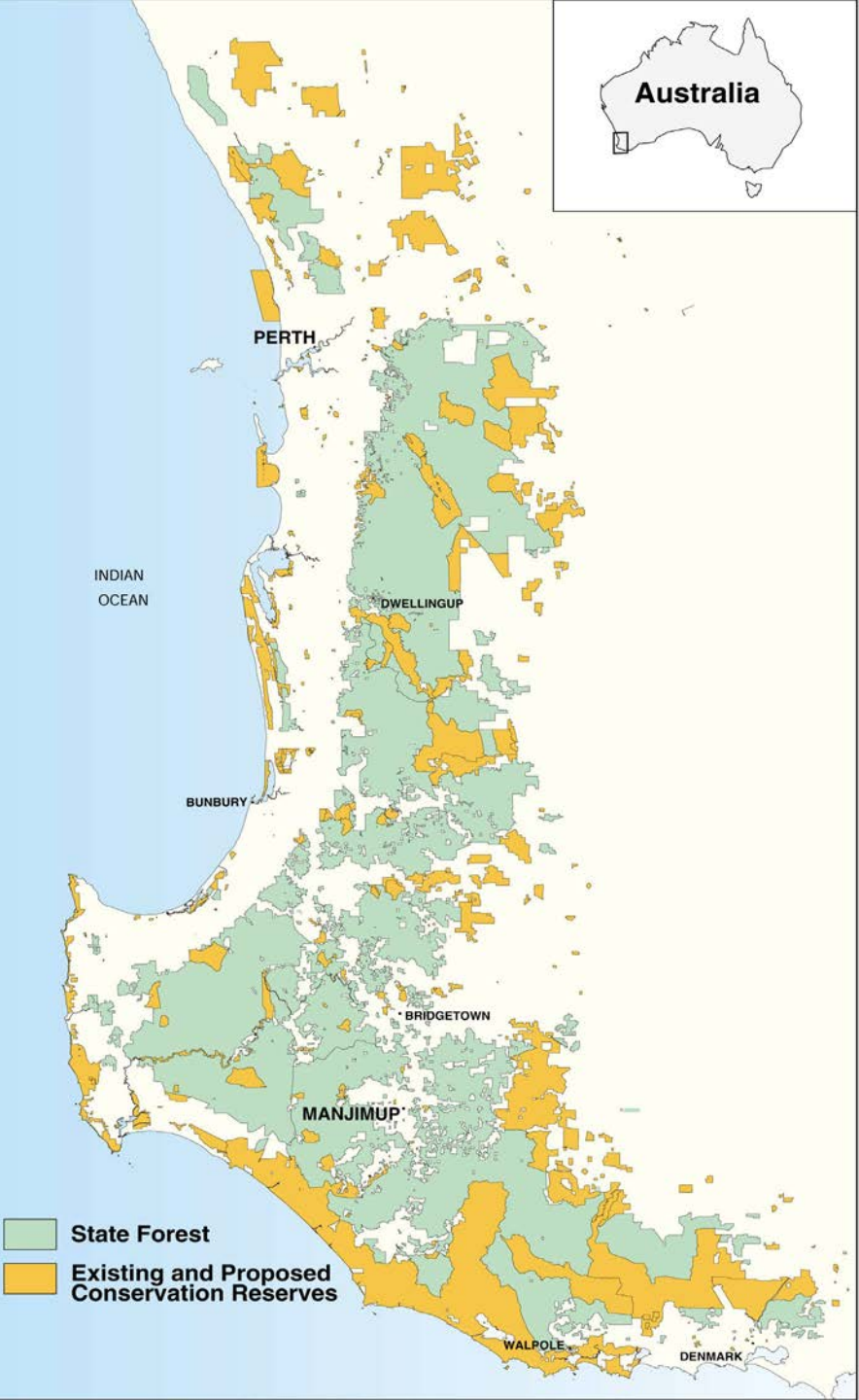
The Tree-Top Walk covers an area of 409 m<sup>2</sup>



3 square metres of land were used to support the Tree Top Walk


# 24 months after opening the Tree Top Walk

- Tourist visitors to Walpole have doubled
- Six new accommodation outlets have opened
- A 35-room motel has been constructed
- 400,000 people have visited the Walk
- \$2.5 million revenue generated



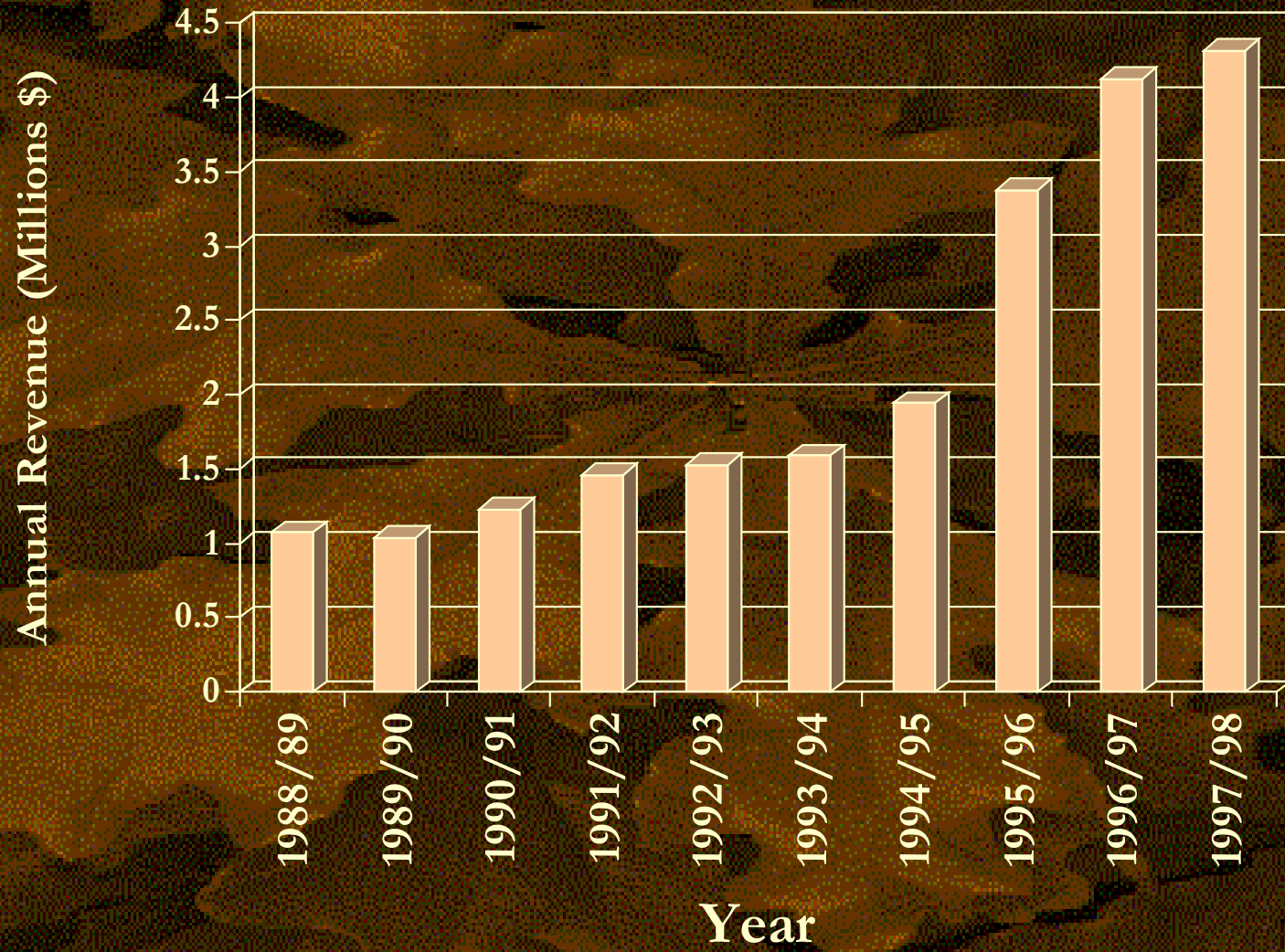
The background is a dark, textured image, possibly a night sky or a forest floor, with a central light-colored path or road leading towards a horizon. The text is centered in the upper half of the image.

**But Management  
Must Be Resourced**

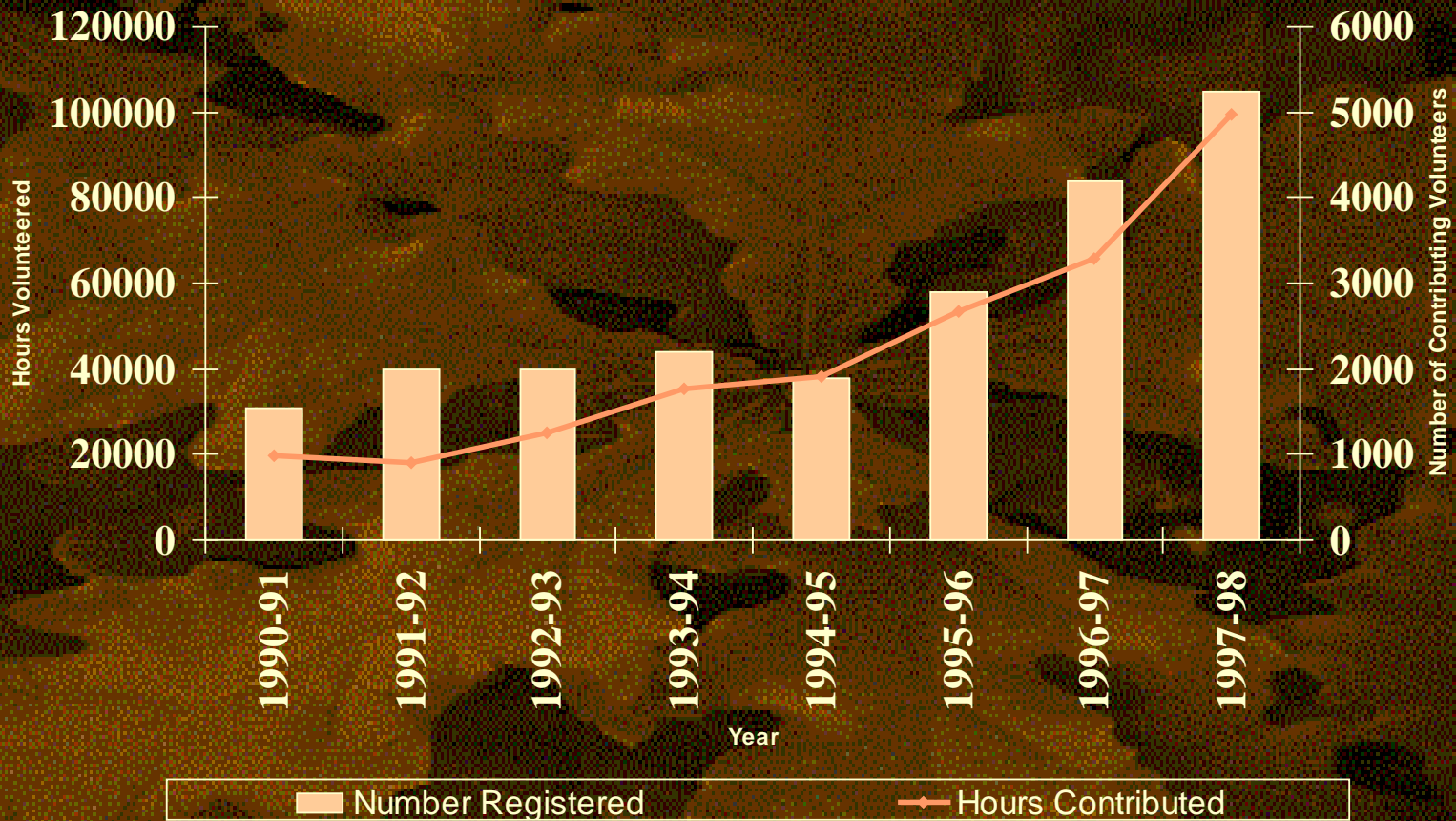


Lack of resources is the  
principal cause of  
environmental degradation


# Annual Recreation and Tourism Program Revenue



# Volunteer Involvement



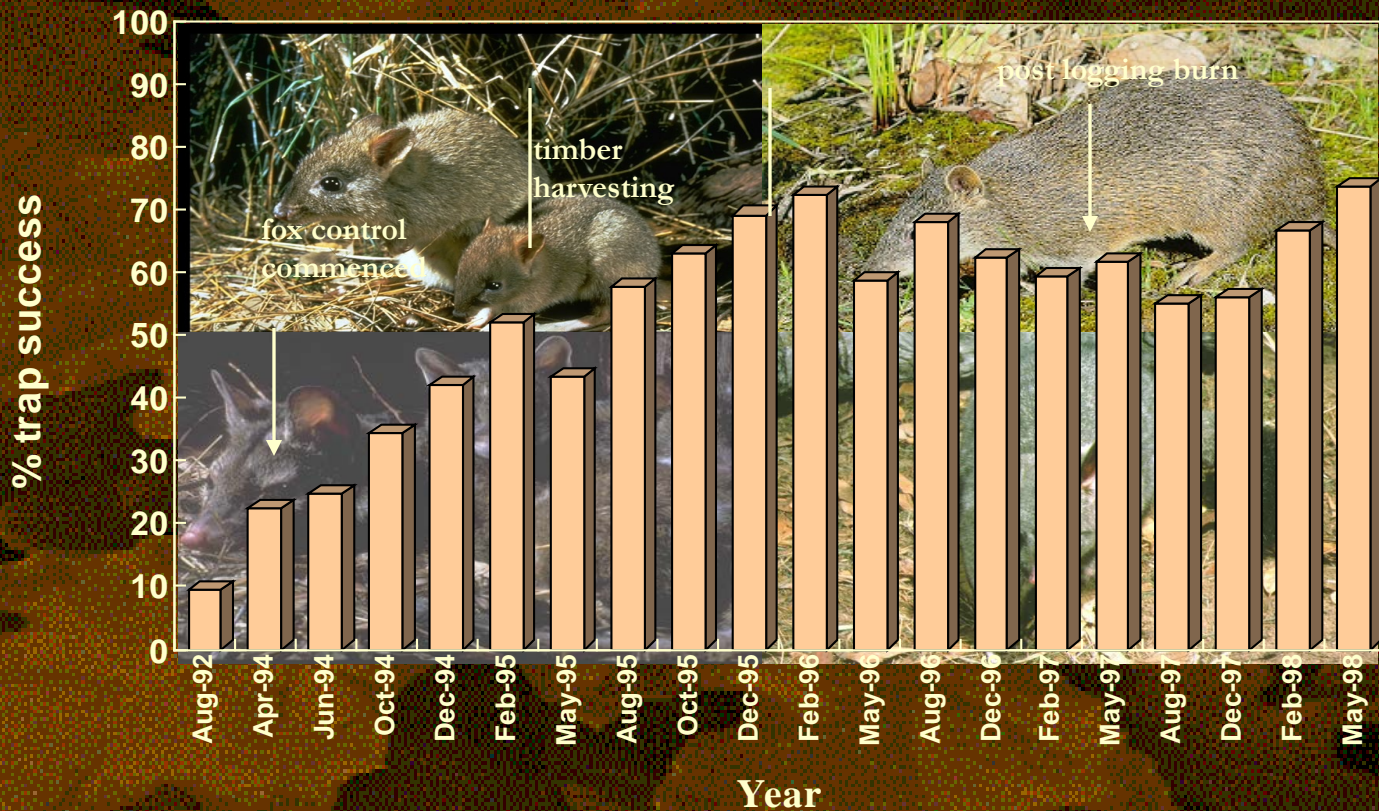


An aerial photograph of a wetland landscape, showing a winding waterway or canal that meanders through a dense, green, marshy area. The waterway is a light brownish-green color, contrasting with the darker green of the surrounding vegetation. The overall scene is a natural, undisturbed environment.

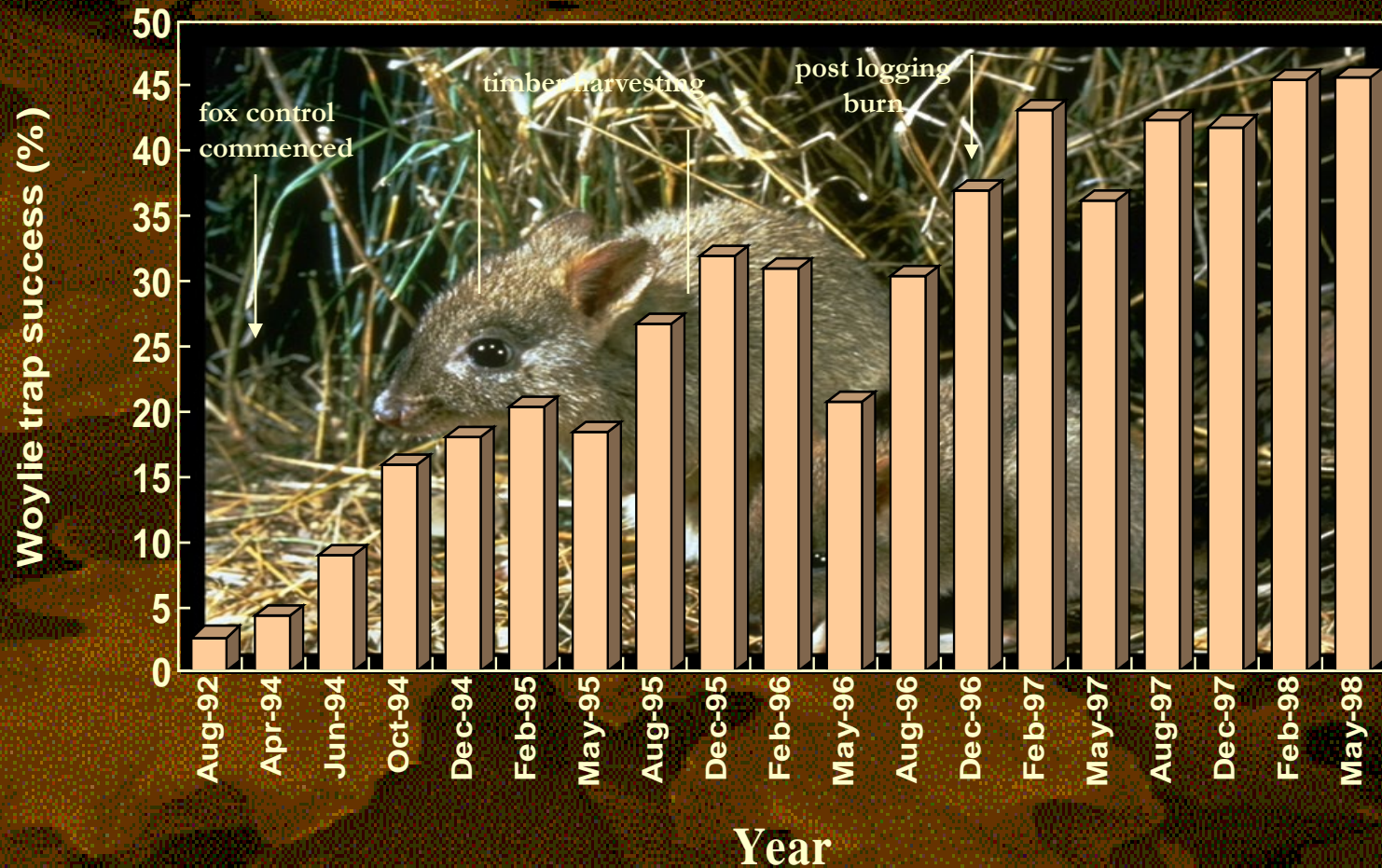
# Conservation Can Create New Products



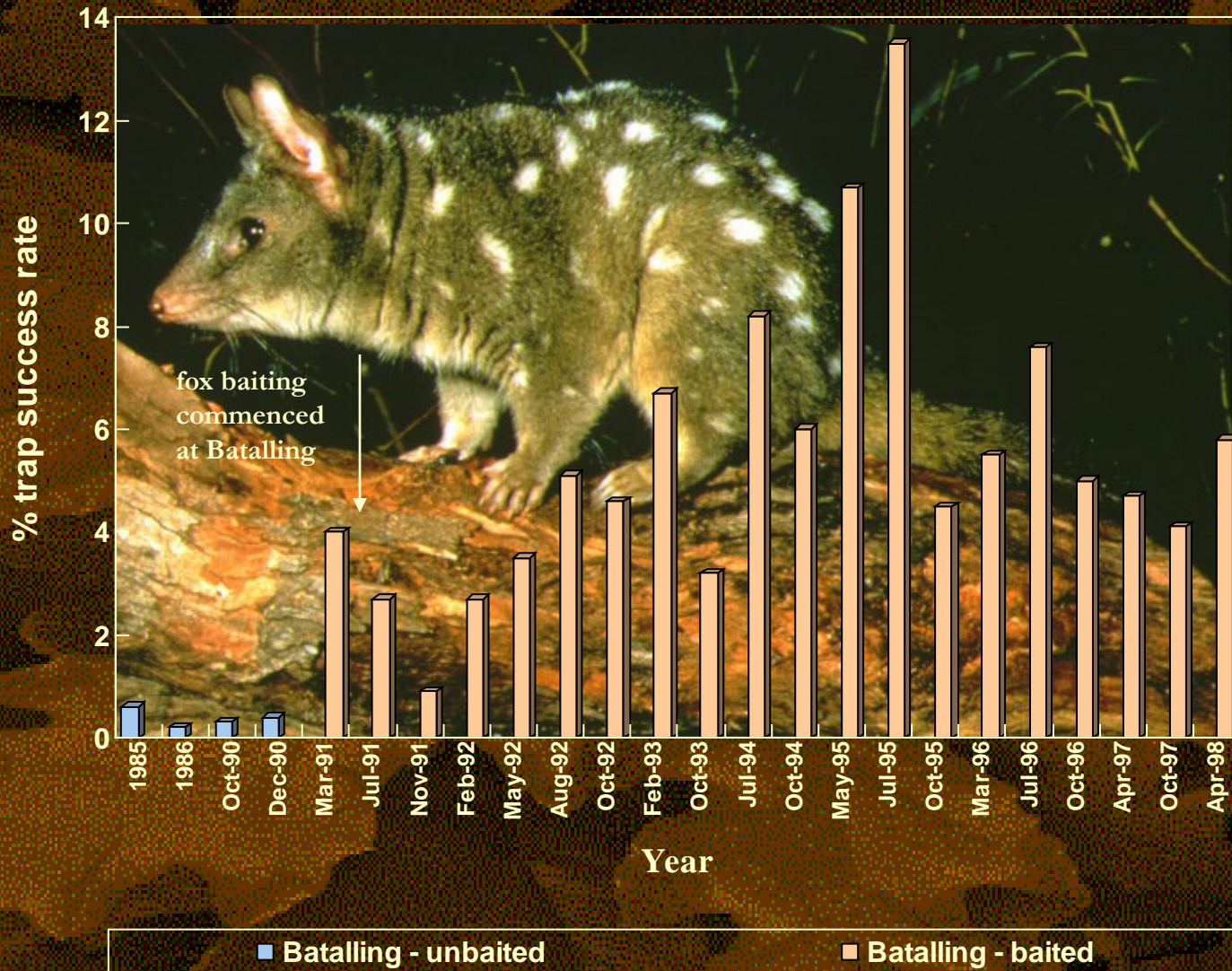
# - Kingston Timber Harvesting Study - Trap Success Rates For All Medium Sized Mammals (Woylie, Quenda, Chuditch, Bt Possum) Along Road Transects



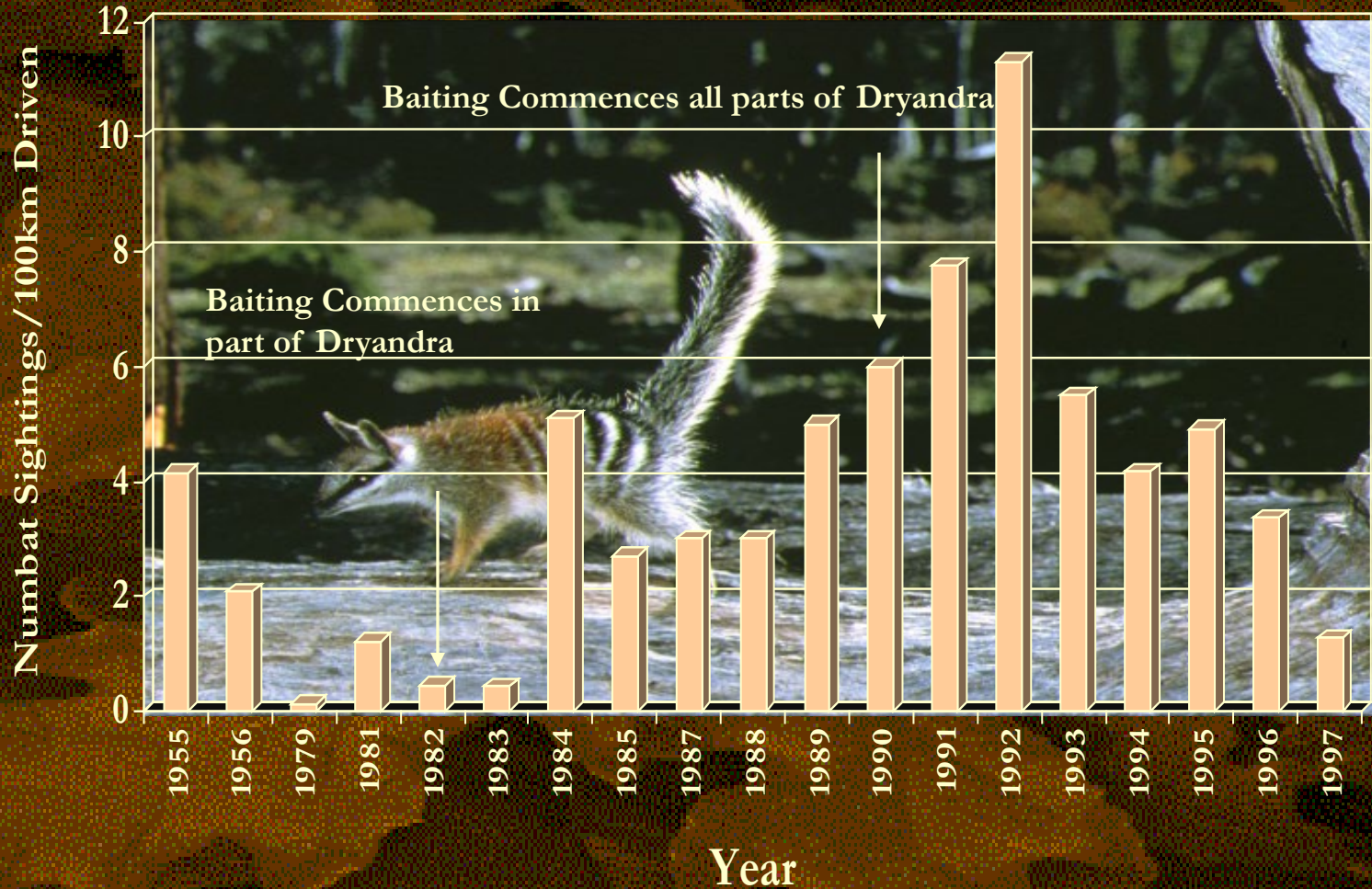
# - Kingston Timber Harvesting Study - Trap Success Rates For Woylies Along Road Transects



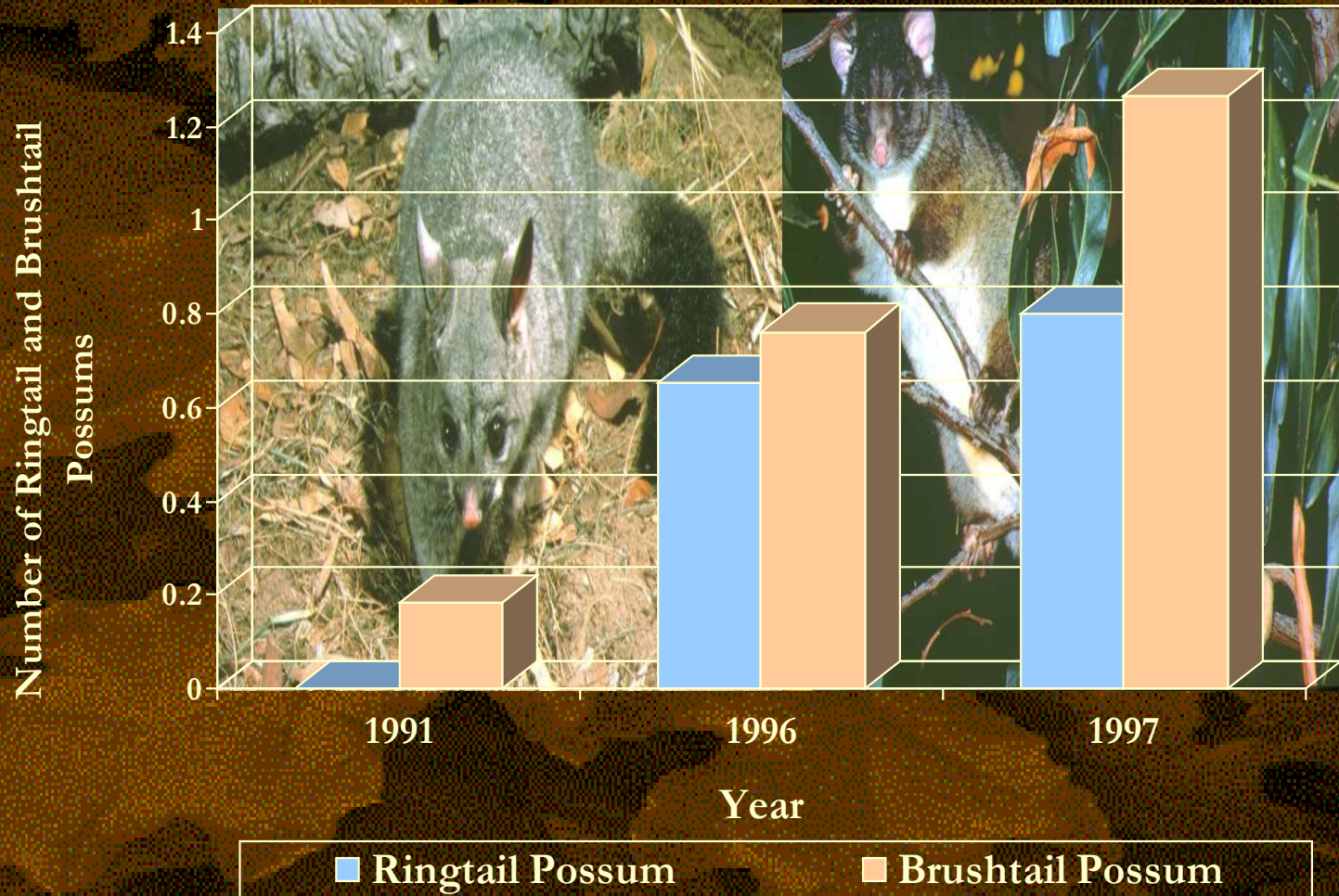
# The impact of fox control on Chuditch at Batalling forest



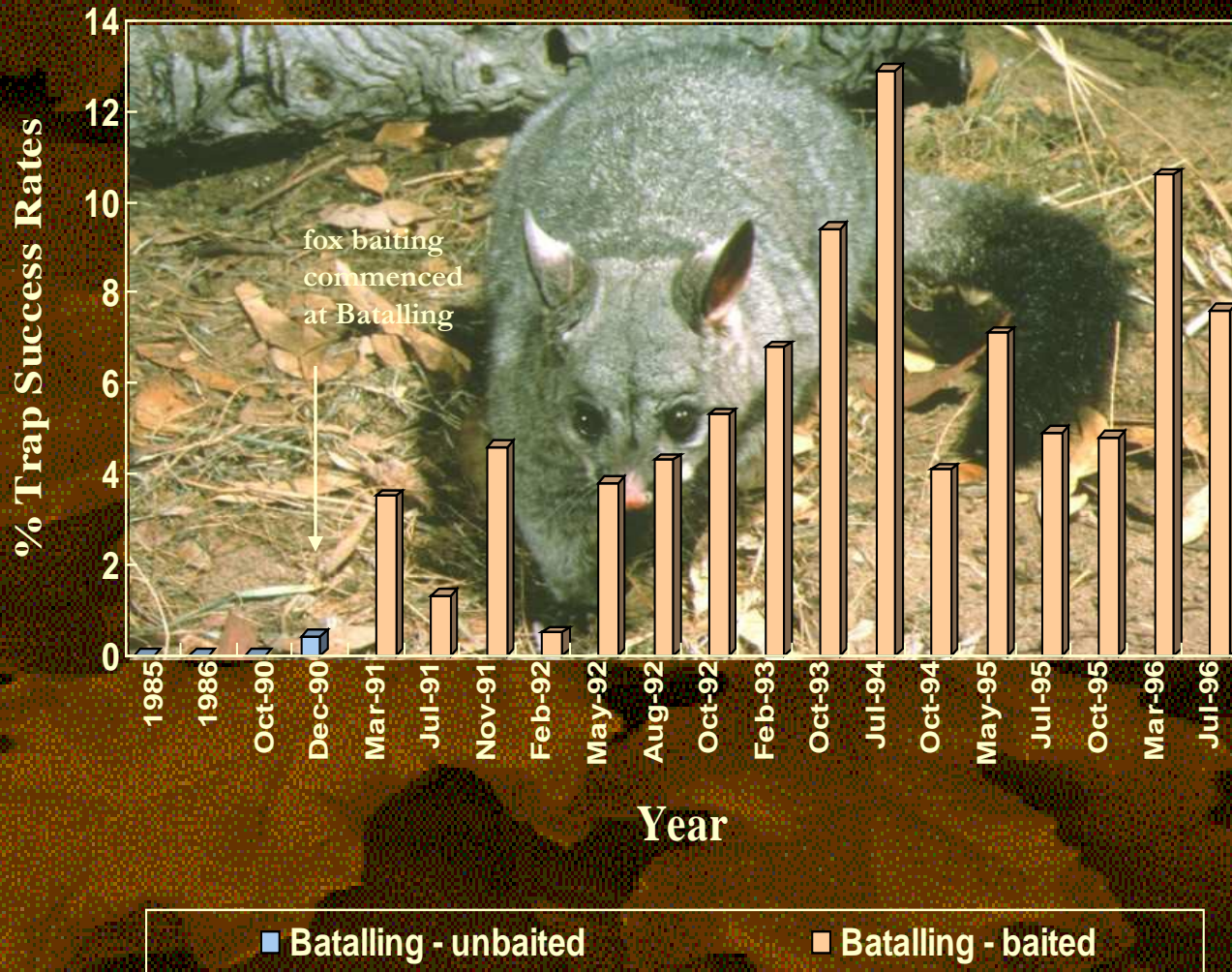
# Numbat Sightings in Dryandra Forest



# Ringtail Possum and Brushtail Possum spotlight sightings at Leschenault Peninsula

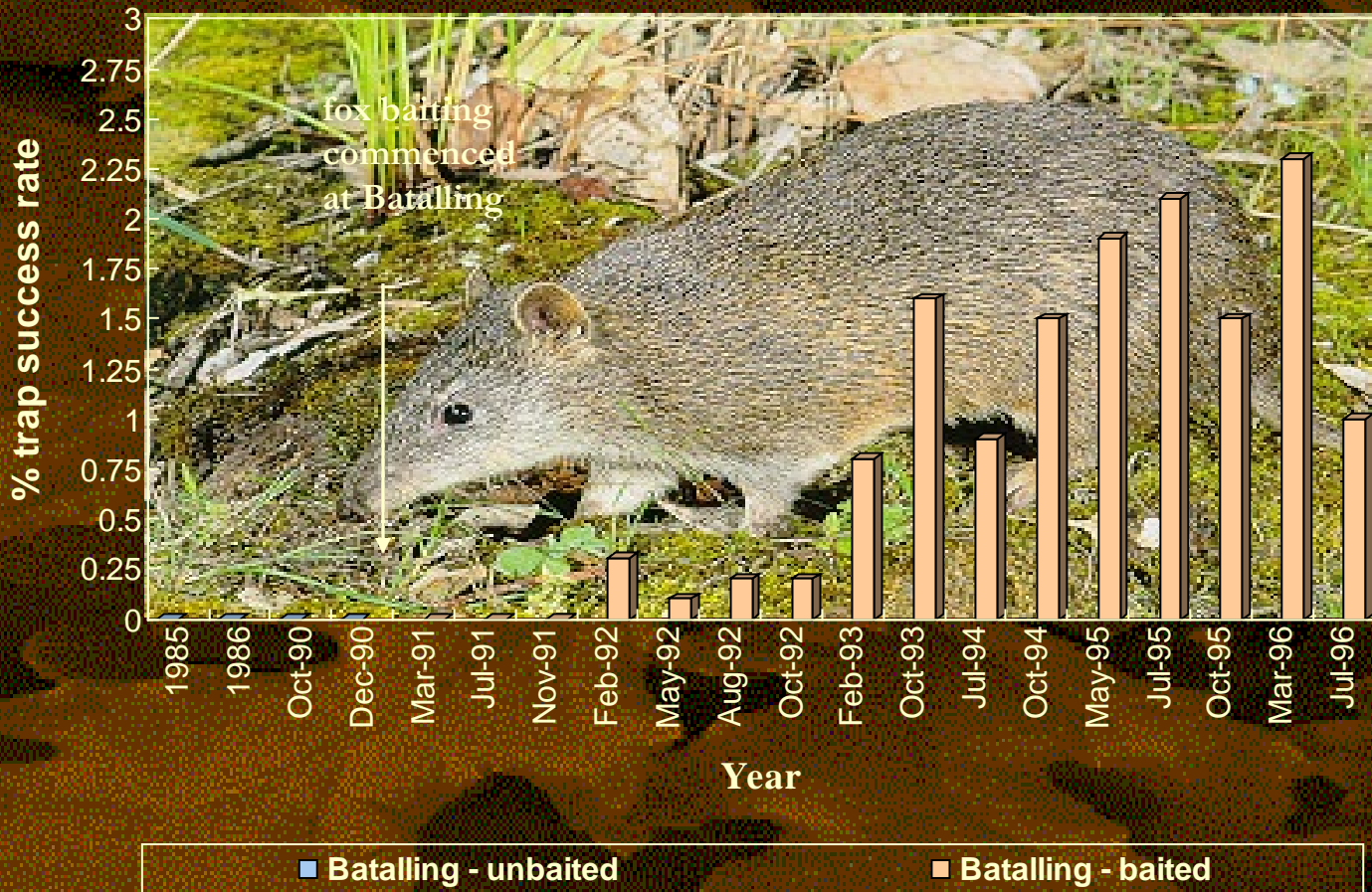


# The impact of fox control on Brushtail Possum at Batalling forest

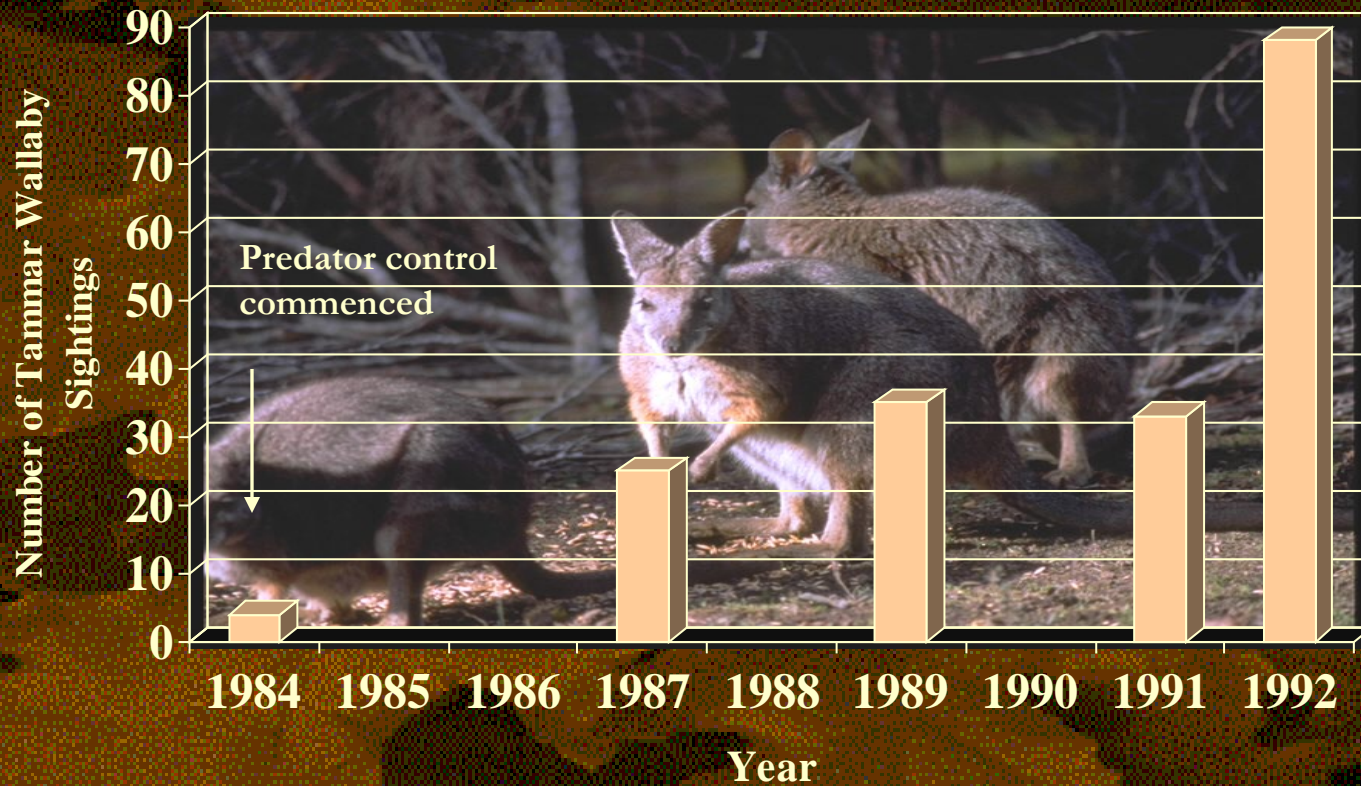




# The impact of fox control on Quenda at Batalling forest



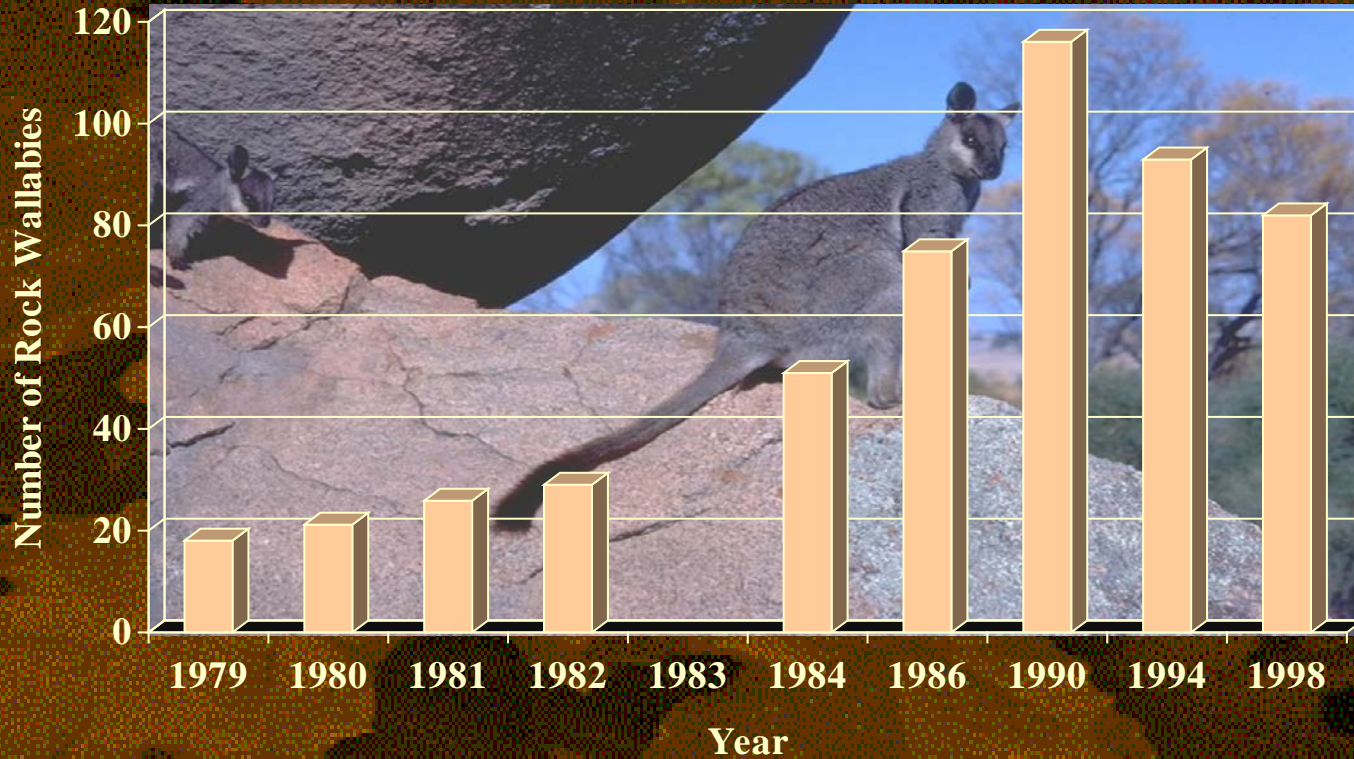
# Tammar Wallaby Sightings (Tutanning Nature Reserve)



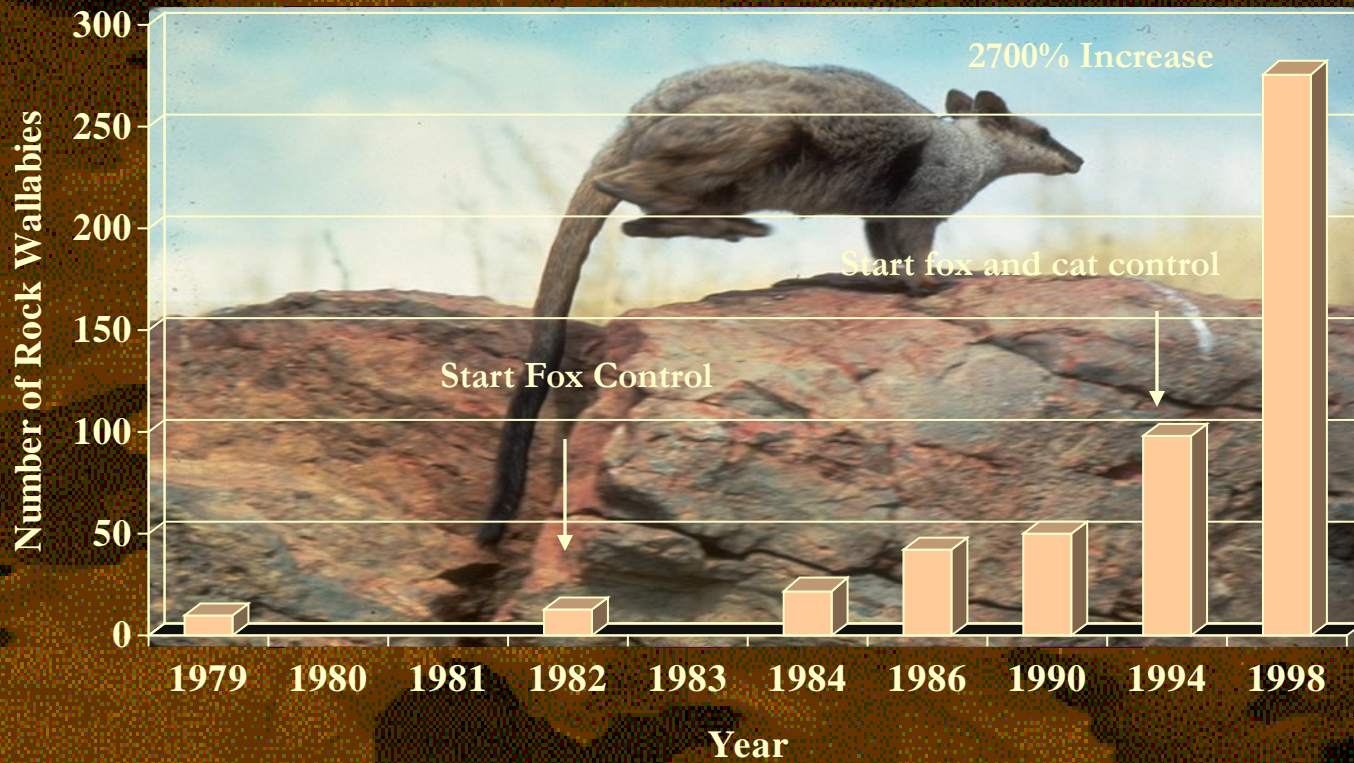
# Western Shield Benefits - Feral Predator Control and Rock Wallaby Population Responses - 'The Granites'



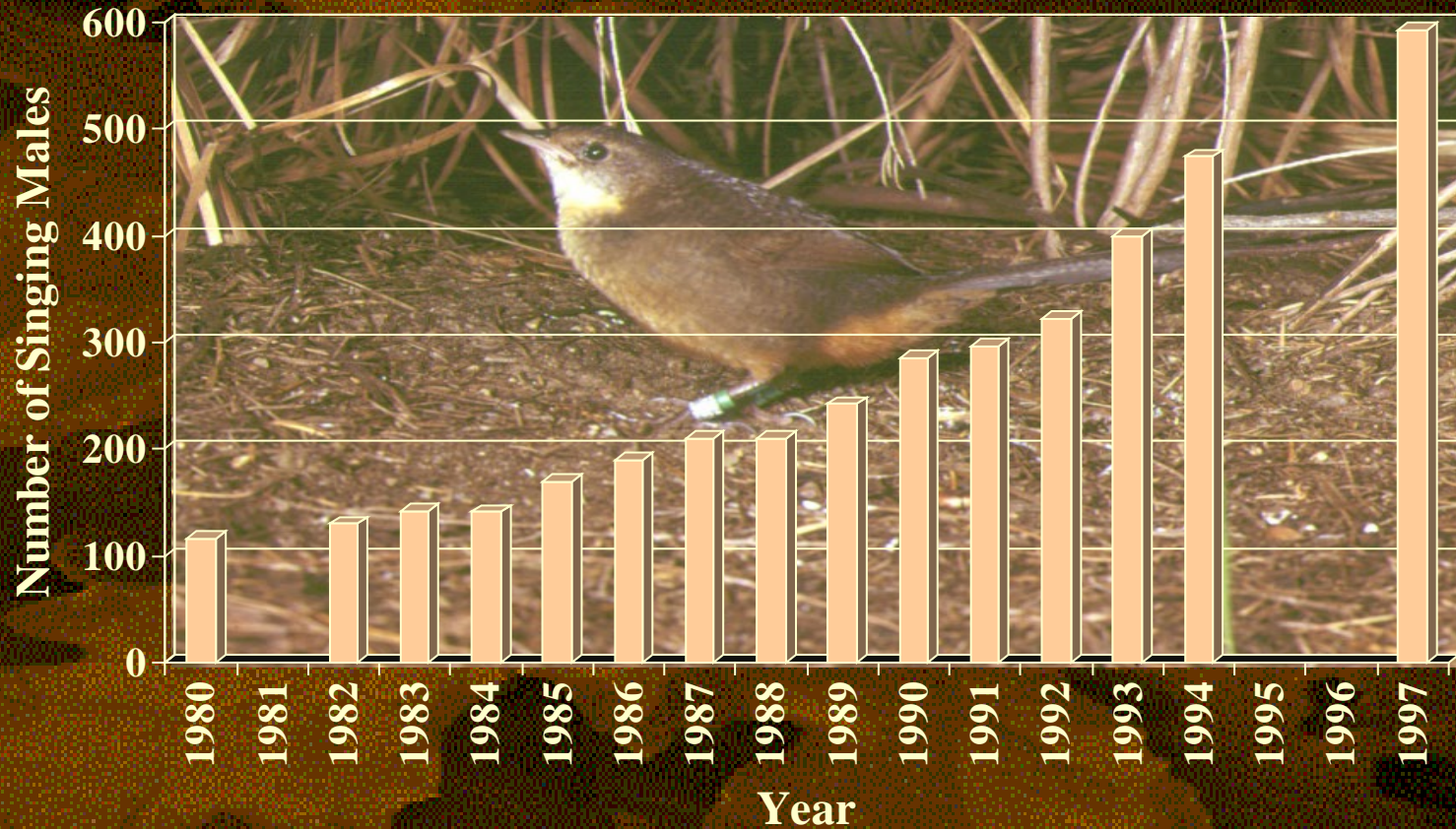
# Western Shield Benefits - Feral Predator Control and Rock Wallaby Population Responses - Nangeen Hill-



# Western Shield Benefits - Feral Predator Control and Rock Wallaby Population Responses - Mt Caroline -



# Number of Singing Males of Noisy Scrub-Birds (1980 - 1997)









*Introducing the Small Twelve*





Enhancing the product by  
providing knowledge and the  
opportunity to participate

# CALM's "Bush Book" series







**The world's oldest culture in  
the world's oldest landscapes.**

**The untapped potential of  
indigenous cultural tourism.**







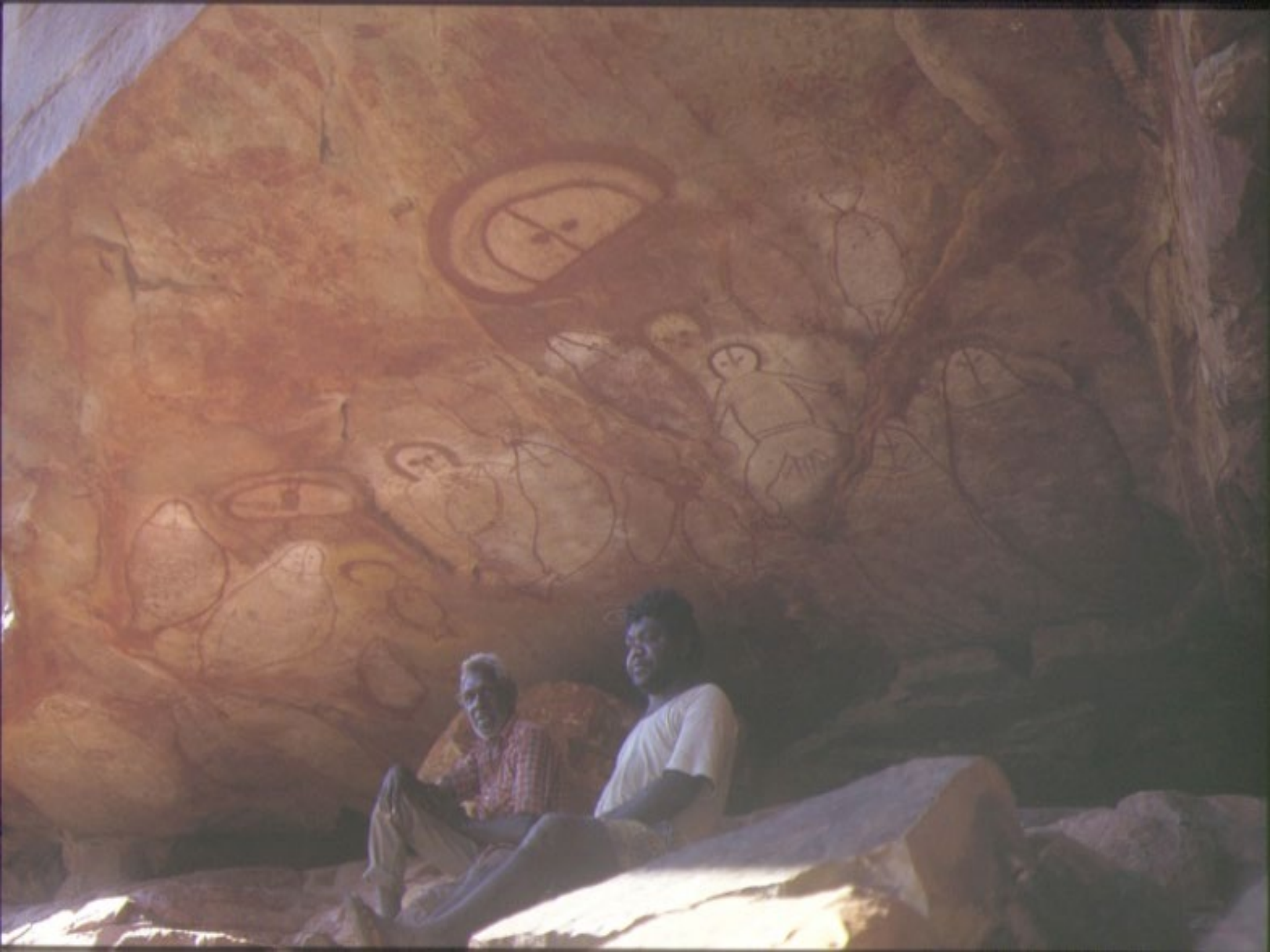














Marketing  
Training  
Design  
Infrastructure



PEOPLE, PLANNING & PARTNERSHIPS  
*The P's of Success*

MARKETING  
BUSINESS  
PLANNING MANUAL

Recreation & Tourism Program

DEPARTMENT OF CONSERVATION & LAND MANAGEMENT





**ADVANCED RECREATION PLANNING &  
MANAGEMENT COURSE**

POINT WALTER  
15-19 AUGUST, 1988



Conservation and  
Land Management

# SIGN MANUAL



Conservation and  
Land Management

# Dryandra takes to the airways






Bookmarks Netsite: <http://www.calm.wa.gov.au/>

Instant Message Internet Lookup New&Cool

# NatureBase

Nature Base

 Department of Conservation and Land Management Online



ABOUT CALM



NEW PROJECTS



LATEST NEWS



BOOKSHOP



FOREST FACTS



NATIONAL PARKS & OTHER PLACES



TOURISM & RECREATION



LANDSCAPE ONLINE



FOR SCHOOLS



SCIENCE MATTERS



SEARCH



MAILBOX

 [Latest TV News Clips](#)

 [Job Vacancies](#)



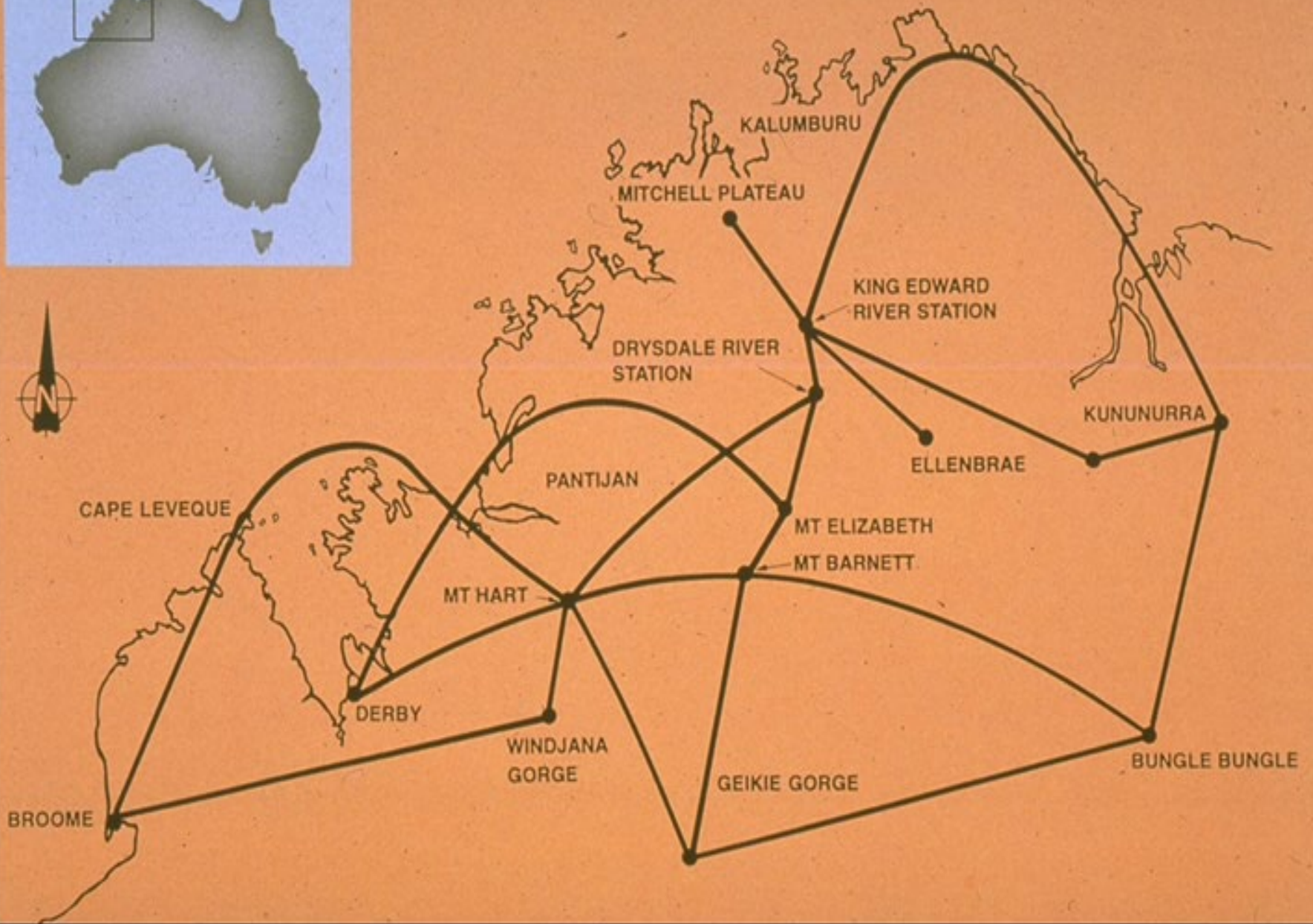
 [Tour Operators' Search](#)

 [What's On?](#)




area enlarged

# IBIS AERIAL TOURIST HIGHWAY



# The Bibbulmun Track





Recognising the nature  
based products we have







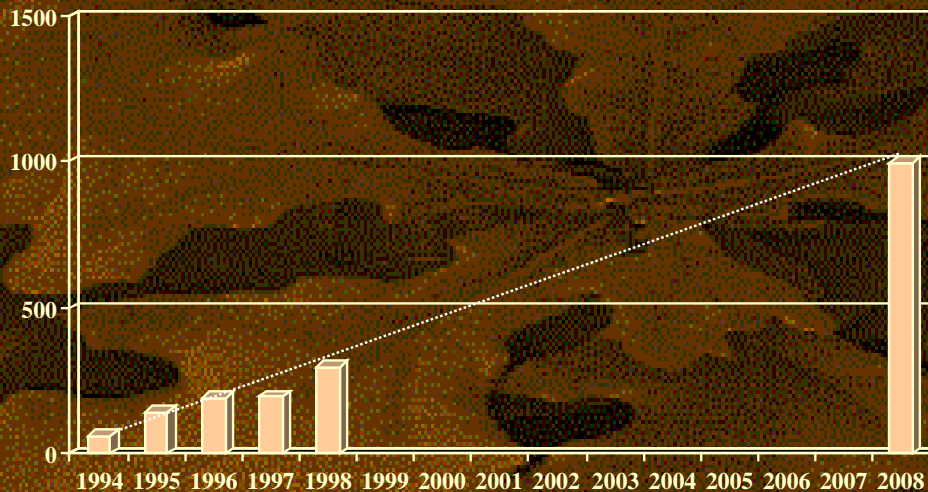




Currently, there are 300  
tour operators licensed  
with CALM

Average 10.8 employees per  
business, equivalent to 7.5  
full-time employees  
(Office of National Tourism)

CALM licensed tour  
operators employ over  
3,200 employees, the  
equivalent of 2,250 full-  
time employees



In ten years time, the number of licensed tour operators could  
grow to 1000, employing over 10 000 employees

