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Department of Biodiversity,
Conservation and Attractions

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TOURISM PRODUCT DEVELOPMENT

We will enhance and develop CALM's existing operations and liaise with operators licensed to operate within CALM-managed lands and waters and other businesses which benefit from CALM's activities.

CALM supports accreditation of operators and will work with the industry to include it as part of the licensing process.

Sites will be identified for future possible tourism developments that are sustainable and meet tourism demand with opportunities presented to the private sector under lease agreements where appropriate.

CALM Rangers briefing tour group at Monkey Mia.

CALM has a responsibility to ensure the conservation and management of the State's natural resources. Part of this is the understanding that a healthy tourism industry operating within its area will be of benefit to the community at large.



MERCHANDISING CALM PRODUCTS

CALM produces a large range of quality books, magazines and general merchandise which already supplies an ever-increasing demand.

While maintaining the in-house production of its award-winning publications, CALM will develop systems to ensure that operators can sell CALM products. This will provide further opportunities for the private sector to invest in product in CALM-managed areas.

INTERPRETATION AND INFORMATION

CALM has developed a large number of high-grade interpretive and informative products in various mediums including signs, displays, and printed and visual material.

These include educational, instructional, orientation and tour planning material, such as the CD-ROM *Wild about Western Australia*, the website *NatureBase*, and a wide range of brochures and magazines highlighting WA's nature-based assets.

CALM will work with the industry to ensure that these products can be used within the tourism and travel sectors.

This is a major step by CALM to consolidate its role in the tourism industry while pursuing its goal of providing world class recreation and tourism opportunities, services and facilities in areas under its management, and while maintaining in perpetuity Western Australia's natural and cultural heritage.

The vast majority of CALM's financial resources are directed at its primary focus, which continues to be the management of the State's conservation estate. CALM will rely on revenue generated through the implementation of this policy to provide marketing funds that will be dedicated to the achievement of the strategy's goals.



CALM's key commitments from this strategy are:

- ✿ **To raise the distinct profile of WA's nature based tourism assets and operators with the public and the travel industry.**
- ✿ **To use marketing as a tool to manage appropriate visitation regimes and behaviours.**
- ✿ **To forge a strong and successful partnership with other members of the tourism industry.**
- ✿ **To promote education about and conservation of Western Australia's natural and cultural heritage.**

FOR FURTHER INFORMATION PLEASE CONTACT:



PARK POLICY & TOURISM

Department of Conservation and Land Management
Locked Bag 104
Bentley Delivery Centre WA 6983
Tel: (08) 9334 0207
Fax: (08) 9334 0253

Or visit CALM's website *NatureBase* at <http://www.calm.wa.gov.au>

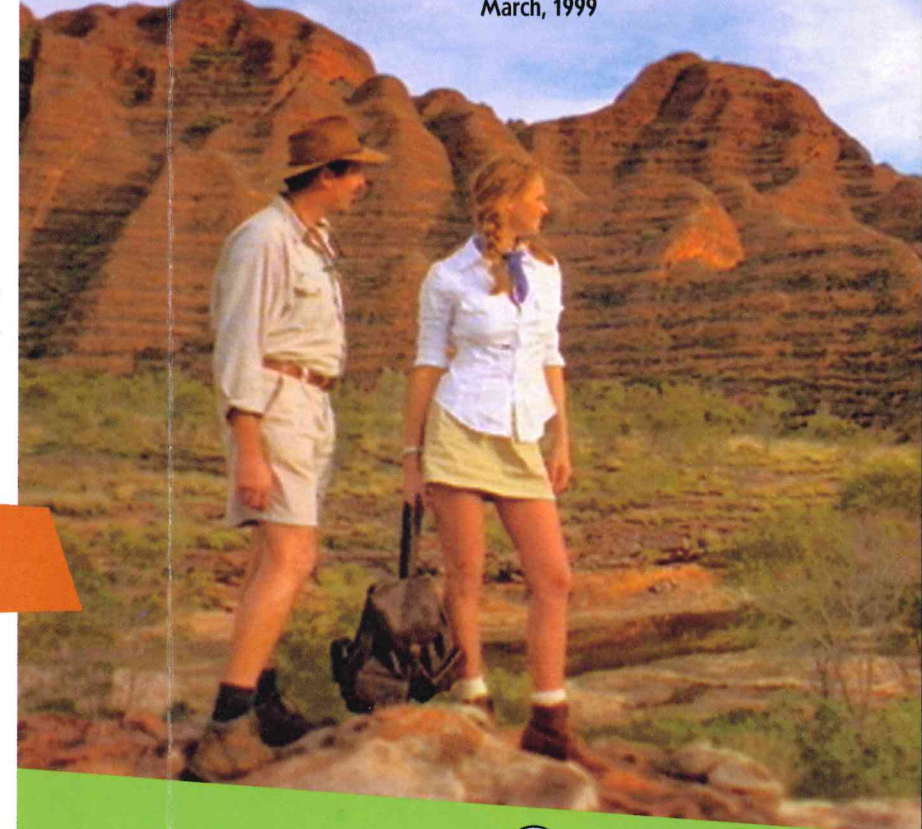


CALM

A Natural Part of the Tourism Industry

Visitor Service, Marketing and
Tourism Industry Strategy

March, 1999



DEPARTMENT OF CONSERVATION AND LAND MANAGEMENT

CALM'S ROLE

CALM manages over 20 million hectares of land and water incorporating some of Western Australia's principal tourism attractions.

The primary management commitment of the Department is to ensure that the State's natural heritage is preserved and enhanced for the benefit of all Western Australians.

Facilities and areas maintained in the estate include:

- 63 National Parks
- 93 Conservation Estates
- 6 Marine Parks
- 108 Camping Grounds
- 1600 km of Walk Trails
- 5,000 km of Public Access Roads
- 10 Fixed Accommodation Sites



People from all over the world come to visit and enjoy these natural wonders, which places extra strain on the delicate eco-systems that make them so attractive. It is estimated that during 1997–98 there were 8.1 million visits to these areas.

CALM recognises that the tourism industry plays a vital role in achieving this commitment and that it is a vital part of that industry. To this extent, in consultation with the tourism industry, CALM has developed a strategy aimed at enhancing its partnership with other sectors of the industry and at helping to develop the resources to achieve its management goals.

The estate that is under CALM management is often the 'venue' for the product that the industry places into the market. CALM's primary role therefore is to provide sustainable tourism and recreation facilities and services. This is evident in the substantial capital investment in many National Parks including the Purnululu (Bungle Bungle) National Park, and State forests including the development of the Valley of the Giants Tree Top Walk. This has provided focal points which the tourism industry has been able to use in the broadening of their product.

Currently, 15% of expenditure on management is recovered directly from visitors. These funds are invested back into the area in which they are raised. The aim is to increase this return to enable investment in the facilities while working with the industry to improve and consolidate its business security.

CALM'S TOURISM STRATEGY

Our objective:
To increase awareness of CALM-managed tourism assets and to generate revenue in order to improve and expand facilities.

CALM has developed a dedicated unit within the Park Policy and Tourism Branch to implement the strategy.



PARK PASSES

We are promoting of the Park Pass system to encourage visitors to experience WA's natural attractions.

This will involve raising the profile of the Passes and expanding the distribution outlets by partnering with the tourism and travel industry.

CALM also sees this as an opportunity to promote the many recreation programs in which it is involved that will appeal to a broad range of nature-based tourists.

The industry benefits from visitor management strategies at the Valley of the Giants.



TOURISM INDUSTRY LIAISON

We will develop strong links with all sectors of the industry to ensure that there is a sound partnership between CALM and all other stakeholders to maximise the benefits of the strategy to all concerned.

CALM sees itself as an integral part of the industry. We therefore intend to participate in a broad range of cooperative promotional opportunities with tourism operators. Attendance at trade and consumer shows along with targeted media advertising will ensure that the profile of the State's nature-based product is raised, sharing the benefits with our industry partners.

Along with the already established Tourism Industry Reference Group, made up from representatives from all sectors, CALM has consolidated its relationship with the WA Tourism Commission with the establishment of a Memorandum of Understanding to foster a cooperative approach to tourism issues between the two organisations. Liaison with the Tourism Council of Australia, the Country Tourism Association, Regional Tourism Associations, WAITOA and Tourist Bureaux will ensure that communication with all sectors of the industry is fostered.



Jack Thompson and CALM staff at the launch of the 'Living Windows' brochure.

