

Research on Wildlife Tourism

Sustainable Tourism CRC



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Subprogram Goals

- Facilitate enhanced sustainability of wildlife tourism
 - Economic
 - Environmental
 - Social
- Identify and realise opportunities for wildlife tourism



Steering Committee

Sir Frank Moore	Chairman CRC
Daniel Gschwind	QTIC
Mike Hatton	AFTA
David Morgans	Tourism Qld/ EAA
Stuart Lennox	Tourism Tasmania
Jack Giles	<i>Taronga Zoo</i>
Giovanna Pawson	<i>Kingfisher Park</i>
Rex Chapman	<i>On the Wallaby</i>
Tonia Cochran	<i>Inala Tours</i>
Daryl Moncrieff	CALM, WA
David Lawson	PWCNT
Rob Allan	QPWS
Marguerite Young	WWF
Hugh Wirth	RSPCA

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Terry De Lacy	CEO CRC
Trevor Sofield	Uni Tas
Alicia Boyle	NTU
Johannes Bauer	CSU

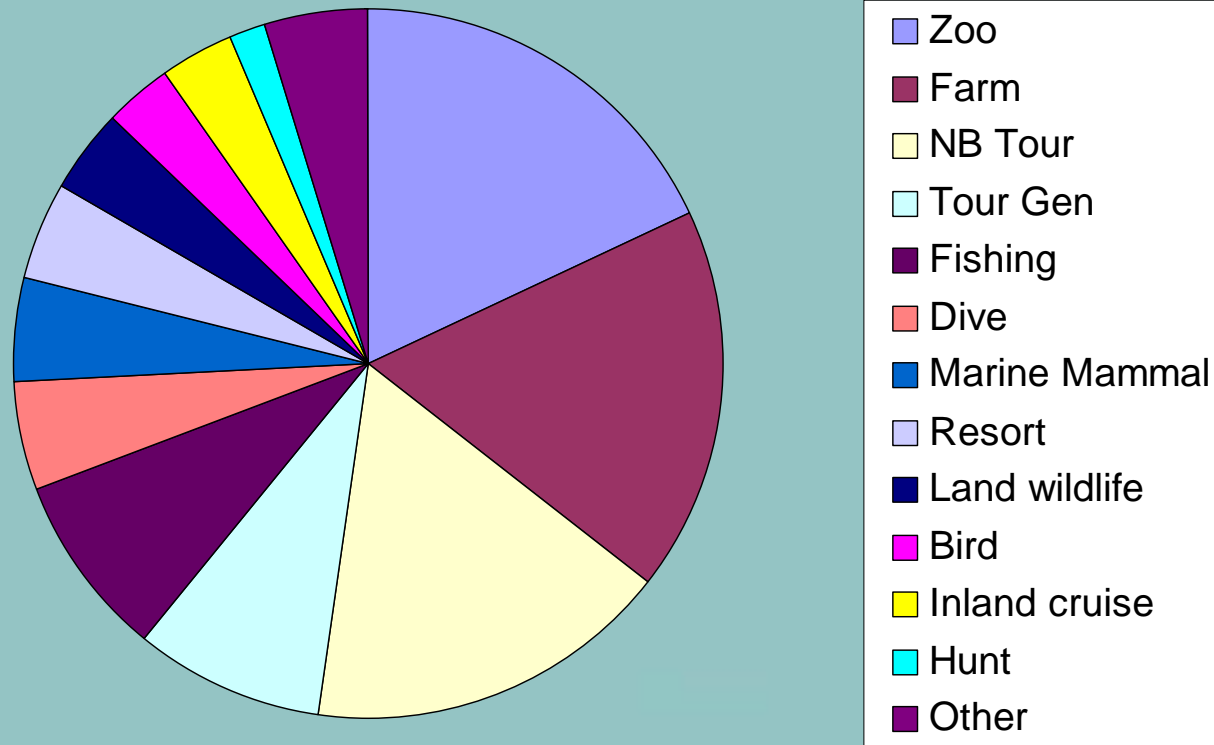
What is Wildlife Tourism?

Tourism based on “wild” (non-domesticated) animals

- In captivity (zoos/ wildlife parks, aquaria, wildlife exhibitors)
- ↓
- Free-ranging (tours, lodges, natural attractions, fishing, hunting)



Wildlife Tourism 'sub-sectors': number of operators



n = 1,200



Economic Importance of Wildlife Tourism to Australia



- > 8 million zoo visits p.a.
- 80 million visits to Nat. Parks p.a.
- Australian wildlife re inbound tourism = \$1.8 - 3.5 billion (?)
- Recreational fishing = \$2 billion
- Hunting = \$1 billion
- Whale watching = US\$56 million



Economic Importance of Wildlife Tourism to Australia...*ctd*

- Phillip Island Penguin Reserve = \$96 million
- Springbrook NP glow worms = \$4 million
- Mon Repos Turtle Rookery = \$1 million
- Potential importance to regional areas
- Growth in free-range wildlife viewing



Conservation Importance

- Contributions to conservation:
 - education
 - economic incentive for conservation
 - revenue for conservation
 - research and conservation work
- Limited formal mechanisms for WT to contribute to conservation (except large zoos), though some operators do so on informal basis.



Recommendations



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- Encourage innovation and best practice in product development – following international trends:
 - New species and environments
 - Increasing specialisation of wildlife tourism products
 - Increased and improved use of interpretation
 - Increased use of technology to facilitate viewing
 - Increased links between free-range and captive experiences
 - Build industry capacity to be financially successful
 - Improve effectiveness of marketing

Recommendations ... *ctd*

- Improve and expand application of techniques for minimising negative effects on wildlife
- Build synergies between tourism and conservation
- Make regulation more operator-friendly
- Improve effectiveness of accreditation



Recommendations ...*ctd*

- Increase role of Indigenous people and content
- Research on critical issues esp. demand
- Build communication channels
- Increase government support for sustainable development of wildlife tourism
- Initiate coordination and strategic development



Outputs

A. Technical Publications



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- 32 CRC research reports (including recommendations)

**free pdf of Overview Report to members*

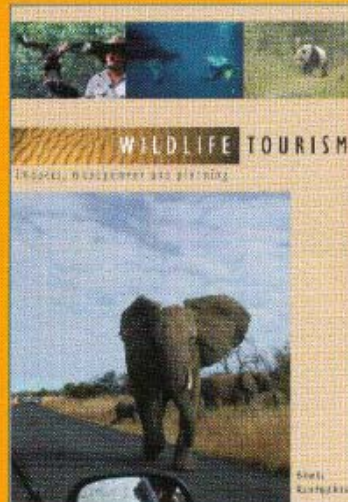
- > 30 refereed academic publications,
1 journal special issue
- Comprehensive edited book...

Wildlife Tourism

IMPACTS, MANAGEMENT AND PLANNING

Edited by **Karen Higginbottom**

Wildlife Tourism Consultant and
Associate Senior Lecturer at Griffith University, Australia



This book is essential reading for all tourism professionals, wildlife managers, recreation managers, researchers and general readers with an interest in the role of wildlife in tourism.

ISBN 1 86335 545 6 • July 2004 • Paperback • 294pp • AUD\$89.95



Wildlife tourism is big business worldwide, and is a valuable tool for nature conservation.

This is the first comprehensive volume on the subject, written by experts in the field and drawing on a wide range of disciplines. It covers the full scope of wildlife tourism, including zoos, wildlife watching, hunting and fishing. It provides an up-to-date review of wildlife tourism issues, and practical directions for enhancing its Triple Bottom Line sustainability.

The book has three parts. Part 1 explores the scope of wildlife tourism, and identifies key issues for wildlife watching, zoos, and hunting/fishing tourism. Part 2 reviews the impacts of wildlife tourism on wildlife, host communities and economies. Part 3 discusses issues relating to the design and management of wildlife tourism from the point of view of markets, wildlife, business and interpretation. The final chapter suggests how stakeholders can enhance the benefits from wildlife tourism, based on a strategic destination-based approach.



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Outputs

B. Extension materials *(sample)*



WILDLIFE TOURISM RESOURCE KIT

*WTA website
(heavy
discount to
members
only)
+ hard copy*

*Qld
focus*

*A guide for existing and intending tourism
operators who wish to incorporate wildlife
viewing into their business*



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WILDLIFE TOURISM RESOURCE KIT

*Qld
focus*

A guide for conservation managers



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Contents

- Background information
- Types of products and experiences
- Running your business (general)
- Markets
- Promotion
- Wildlife Interpretation – techniques, species information, sample materials for visitors



Contents ...ctd.

- Managing and monitoring impacts
- Regulatory requirements
- How to contribute to conservation
- Useful organisations and networks
- Guide to the literature

n.b. some is generic, some divided into subsectors and/or species



Outputs

C. Student training

- 6 PhDs
- >7 Honours



Outputs

D. Innovative wildlife tourism products



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- Development of 'artificial' glow worm colonies
 - Development of innovative outback wildlife tourism facility and interpretation
 - Involvement in proposed wildlife tourism product development under DITR tourism and conservation grants
 - Development of interpretive resources for various sites

Outputs

E. Facilitating communication and organisation among wildlife tourism stakeholders



- Regional workshops
- Australia's first conference on wildlife tourism (with Tourism Tasmania)
- *Wildlife Tourism Australia*





Wildlife Tourism Australia

www.wildlifetourism.org.au



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