

2022

Wildlife Tourism: the Next 10 years

2012

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Chair Wildlife Tourism Australia Inc.

Proprietor Araucaria Ecotours

Adjunct Research Fellow, Environmental Futures, Griffith
University

2002

2022

2012

2002



2022

2012

2002



2022



2012

2002

Wildlife Tourism



- What do we want?

Wildlife Tourism

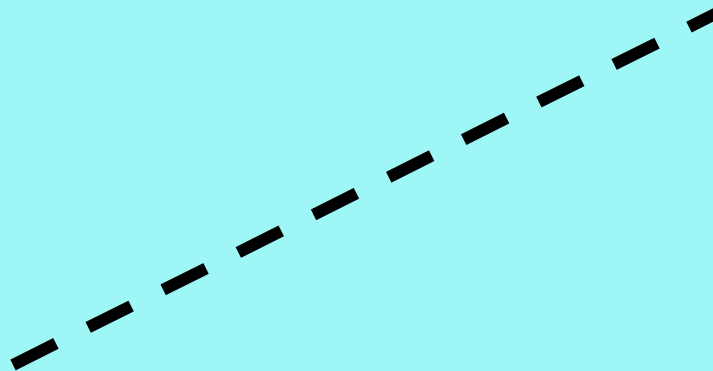


- What do we want?
- How do we get there?

We're here

We're here

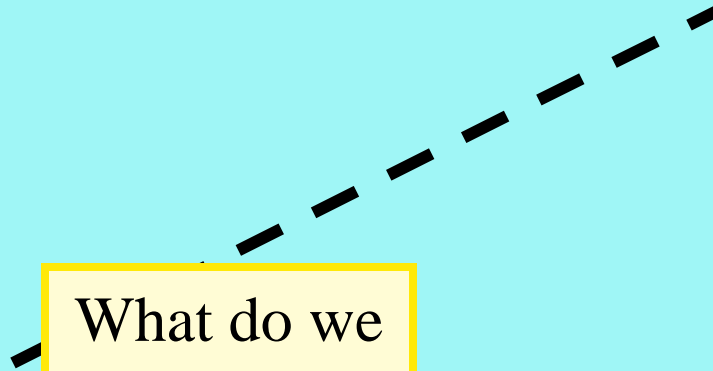
We want to
be here



We're here

What do we
know?

We want to
be here

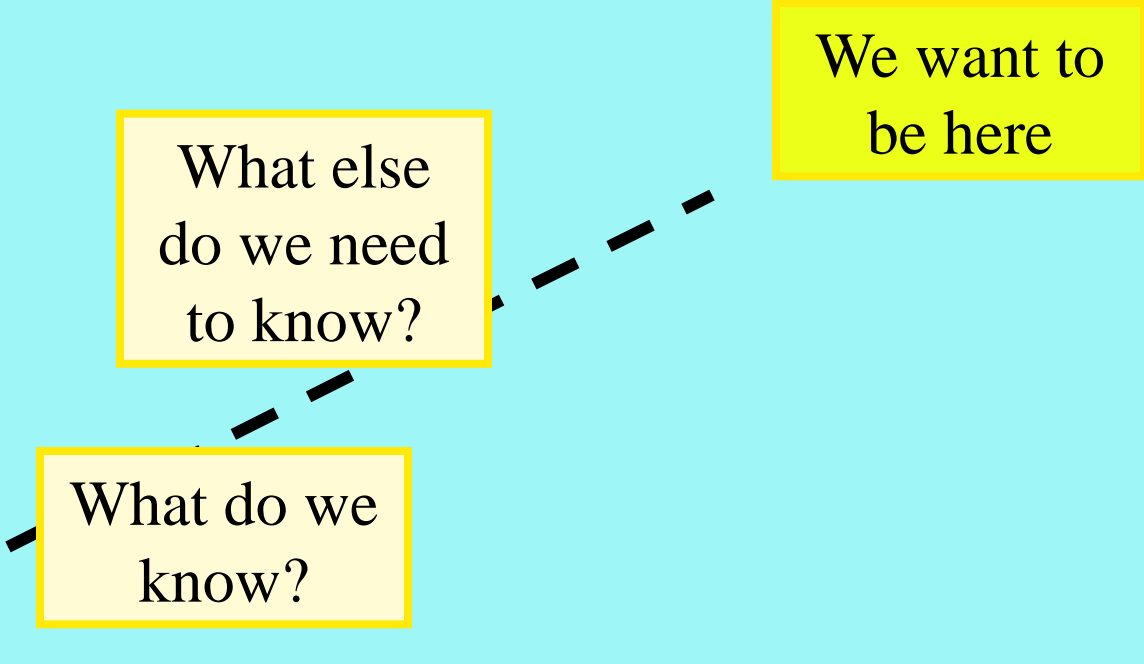


We're here

What do we
know?

What else
do we need
to know?

We want to
be here



```
graph LR; A[We're here] -.-> B[What do we know?]; B -.-> C[What else do we need to know?]; C -.-> D[We want to be here];
```

We're here

What do we
know?

What else
do we need
to know?

What do we
need to do?

We want to
be here

```
graph LR; A[We're here] -.-> B[What do we know?]; B -.-> C[What else do we need to know?]; C -.-> D[What do we need to do?]; D -.-> E[We want to be here];
```

We're here

What do we
know?

What else
do we need
to know?

What do we
need to do?

We want to
be here

Can WTA help?



Wildlife Tourism

- What do we want?

Wildlife Tourism

- What do we want?



Wildlife Tourism

- What do we want?



Wildlife Tourism

- What do we want?



Wildlife Tourism

- What do we want?

(and not want)



Wildlife Tourism



- What do we want?
- Here's part of a 'wish list' for the future:

Wish list for wildlife tourism 2022

- ❖ most of our current biodiversity (including terrestrial, freshwater and marine), still being here



Wish list for wildlife tourism 2022



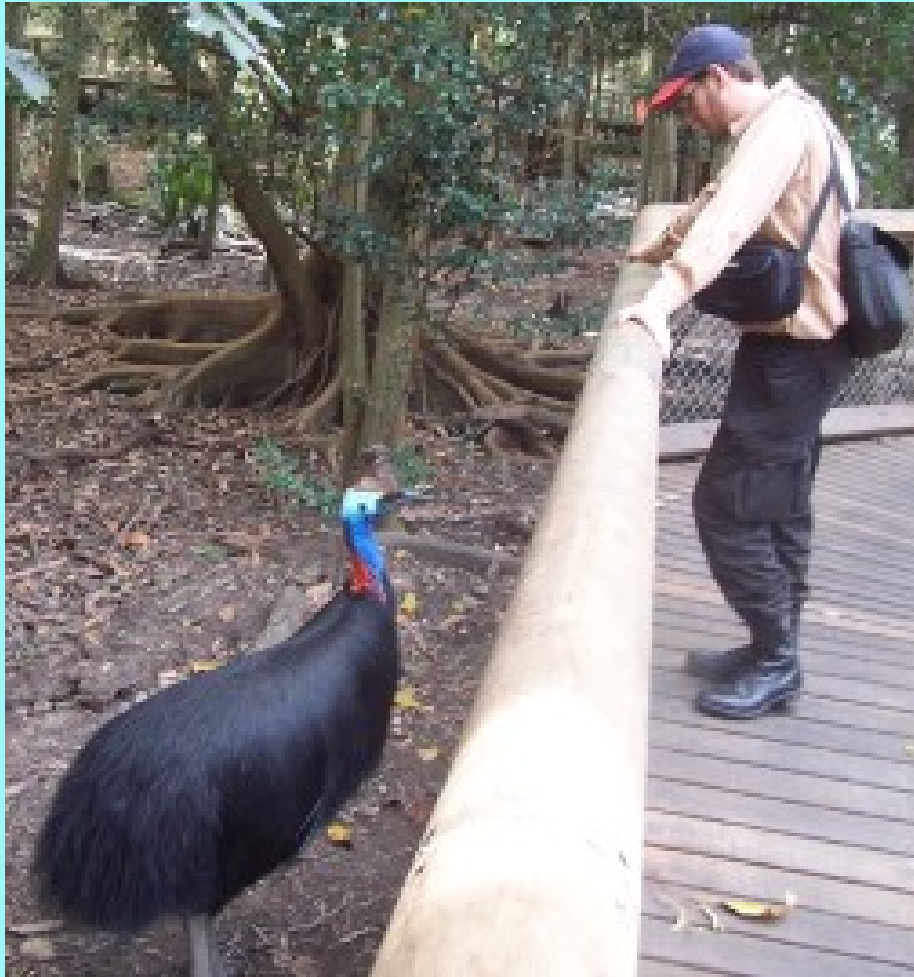
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Wish list for wildlife tourism 2022



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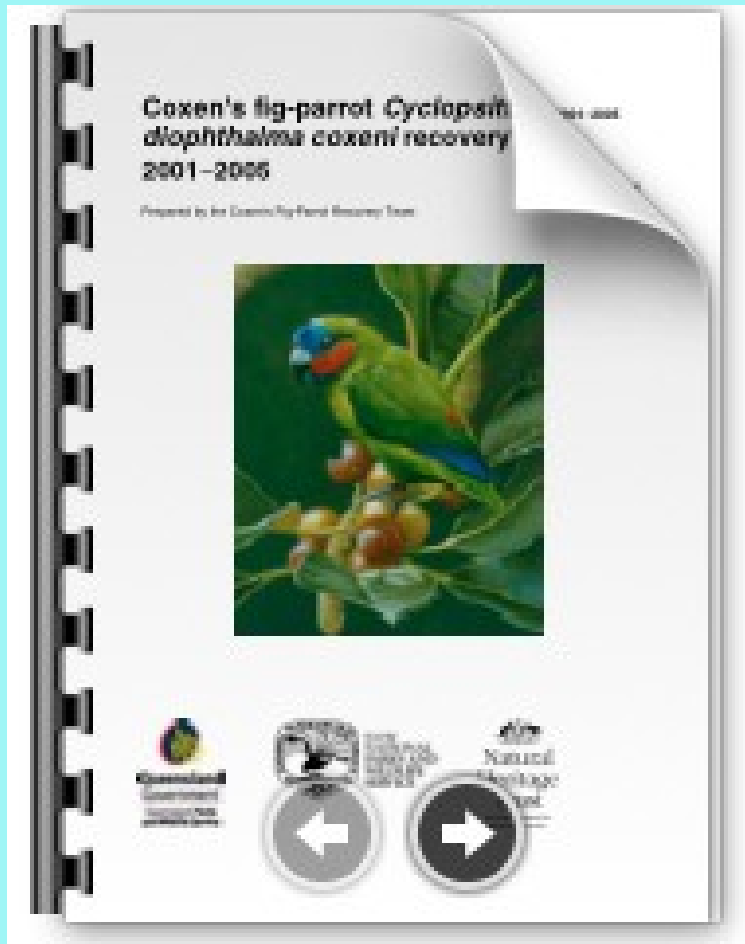


Wish list for wildlife tourism 2022

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Wish list for wildlife tourism 2022



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Wish list for wildlife tourism 2022



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Wish list for wildlife tourism 2022

- ❖ our most important habitats preserved for all time



Wish list for wildlife tourism 2022



- ❖ our most important habitats preserved for all time



Wish list for wildlife tourism 2022

- ❖ our most important habitats preserved for all time



Wish list for wildlife tourism 2022



- ❖ our most important habitats preserved for all time (well, as much as legislation and other protection **can** do this)

Wish list for wildlife tourism 2022

- ❖ our most important habitats preserved for all time (well, as much as legislation and other protection **can** do this)



Wish list for wildlife tourism 2022

❖ our most important habitats preserved for all time



(and preferably substantial areas of ALL habitats)

Wish list for wildlife tourism 2022

- ❖ Our most scenic natural areas and places that give the greatest feelings of wilderness and connecting with nature preserved for all time,



Wish list for wildlife tourism 2022

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Wish list for wildlife tourism 2022



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Wish list for wildlife tourism 2022



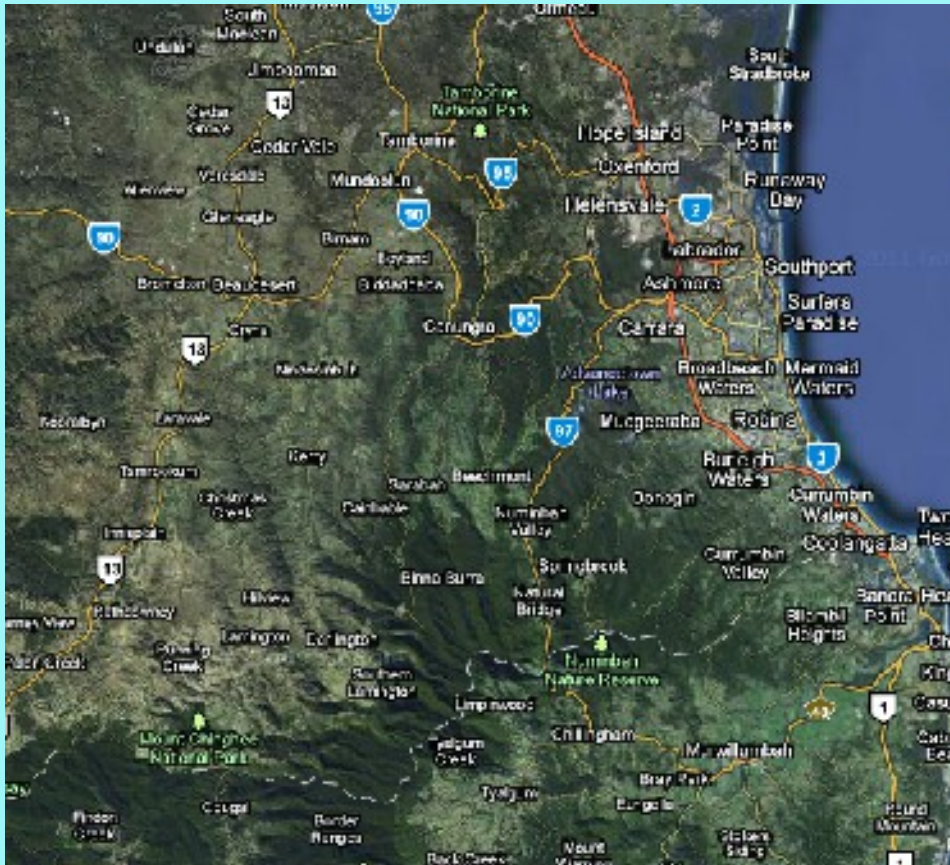
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Wish list for wildlife tourism 2022

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Wish list for wildlife tourism 2022



- ❖ a proper green infrastructure plan throughout Australia that recognizes the need for animals and plants of all kinds to move between habitat areas,

Wish list for wildlife tourism 2022



- ❖ a proper green infrastructure plan throughout Australia that recognizes the need for animals and plants of all kinds to move between areas,

Wish list for wildlife tourism 2022

- ❖ a proper green infrastructure plan throughout Australia that recognizes the need for animals and plants of all kinds to move between areas, integrated with plans for mining, roads, agriculture, urban development and of course tourism of all kinds



Wish list for wildlife tourism 2022



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Wish list for wildlife tourism 2022

- ❖ re-connection with nature established as a focus in our primary schools



Wish list for wildlife tourism 2022

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Wish list for wildlife tourism 2022

- ❖ re-connection with nature established as a focus in our primary schools



*Connection with
tourism?*

Wish list for wildlife tourism 2022

❖ re-connection with nature

It is related to educational tourism (school field trips etc.)



Wish list for wildlife tourism 2022



❖ re-connection with nature

It is related to educational tourism, future tourism demand of a non-destructive kind,

Wish list for wildlife tourism 2022

❖ re-connection with nature

It is related to educational tourism, future tourism demand of a non-destructive kind,



Wish list for wildlife tourism 2022

❖ re-connection with nature

It is related to educational tourism, future tourism demand of a non-destructive kind, and general support for conservation of wildlife habitat



Wish list for wildlife tourism 2022

❖ re-connection with nature

It is related to educational tourism, future tourism demand of a non-destructive kind, and general support for conservation of wildlife habitat



Wish list for wildlife tourism 2022

- ❖ proper recognition by governments and tourism organizations of the actual and potential value of wildlife and their habitats to Australia's economy



Wish list for wildlife tourism 2022

- ❖ proper recognition by governments and tourism organizations of the actual and potential value of wildlife and their habitats (not just an overall picture of nature tourism) to Australia's economy



Wish list for wildlife tourism 2022

- ❖ proper recognition of non-monetary values of wildlife and their habitats



Wish list for wildlife tourism 2022



- ❖ innovative ways of introducing tourists to our wildlife which are deeply satisfying to the individual while not disturbing the habitats

Wish list for wildlife tourism 2022

- ❖ less impediments for small businesses and micro-businesses with low initial budgets but great ideas to become established

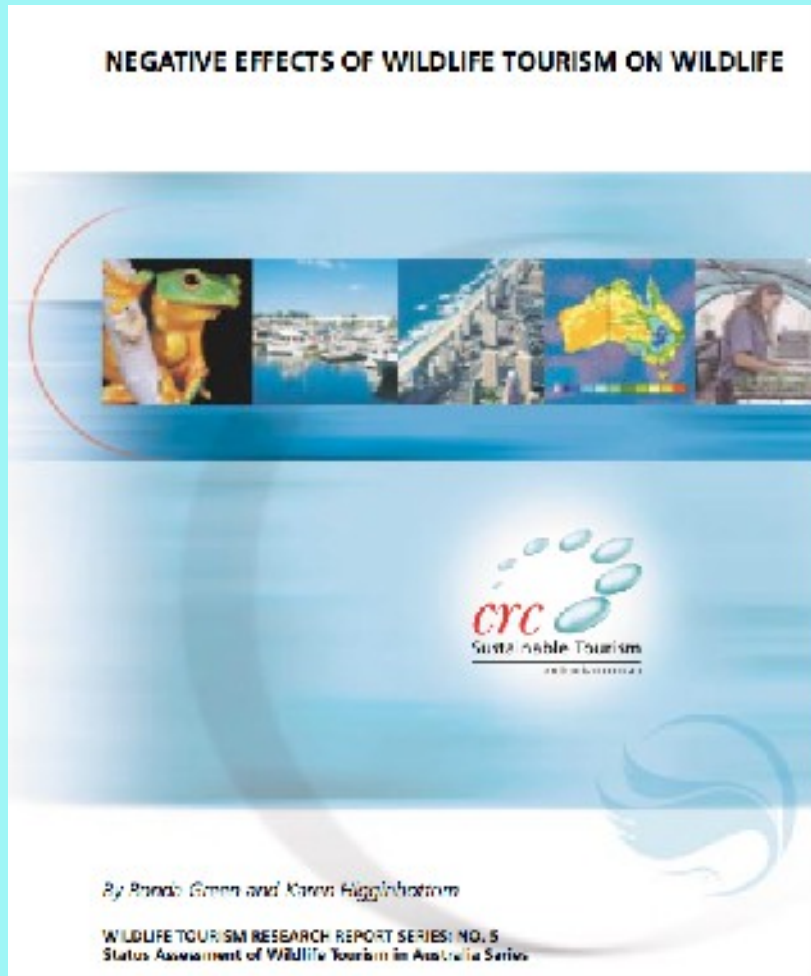


Wish list for wildlife tourism 2022



- ❖ more research relevant to all the above

Wish list for wildlife tourism 2022



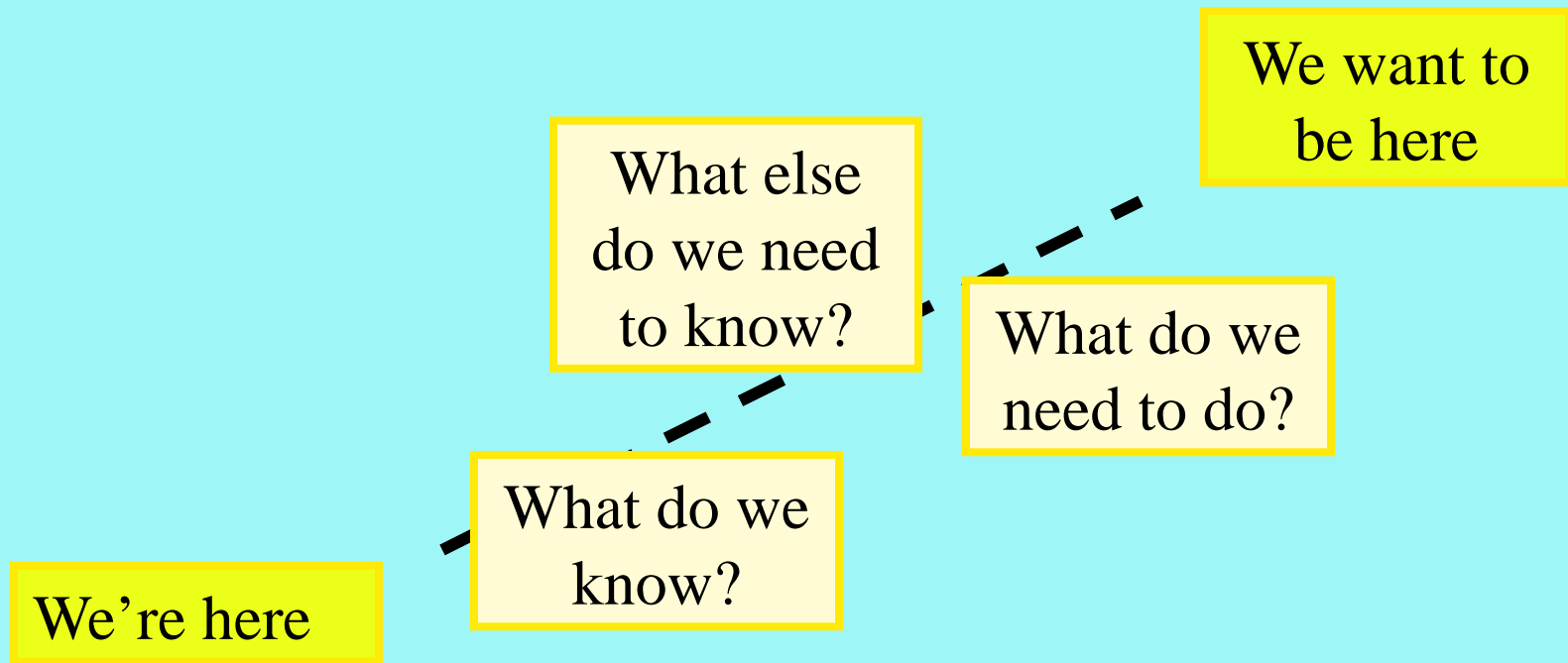
- ❖ more research relevant to all the above

Wish list for wildlife tourism 2022

- ❖ true cooperation between wildlife tourism operations throughout Australia to advance knowledge relevant to conservation management.



How can WTA help?



How can WTA help?

What do we know?

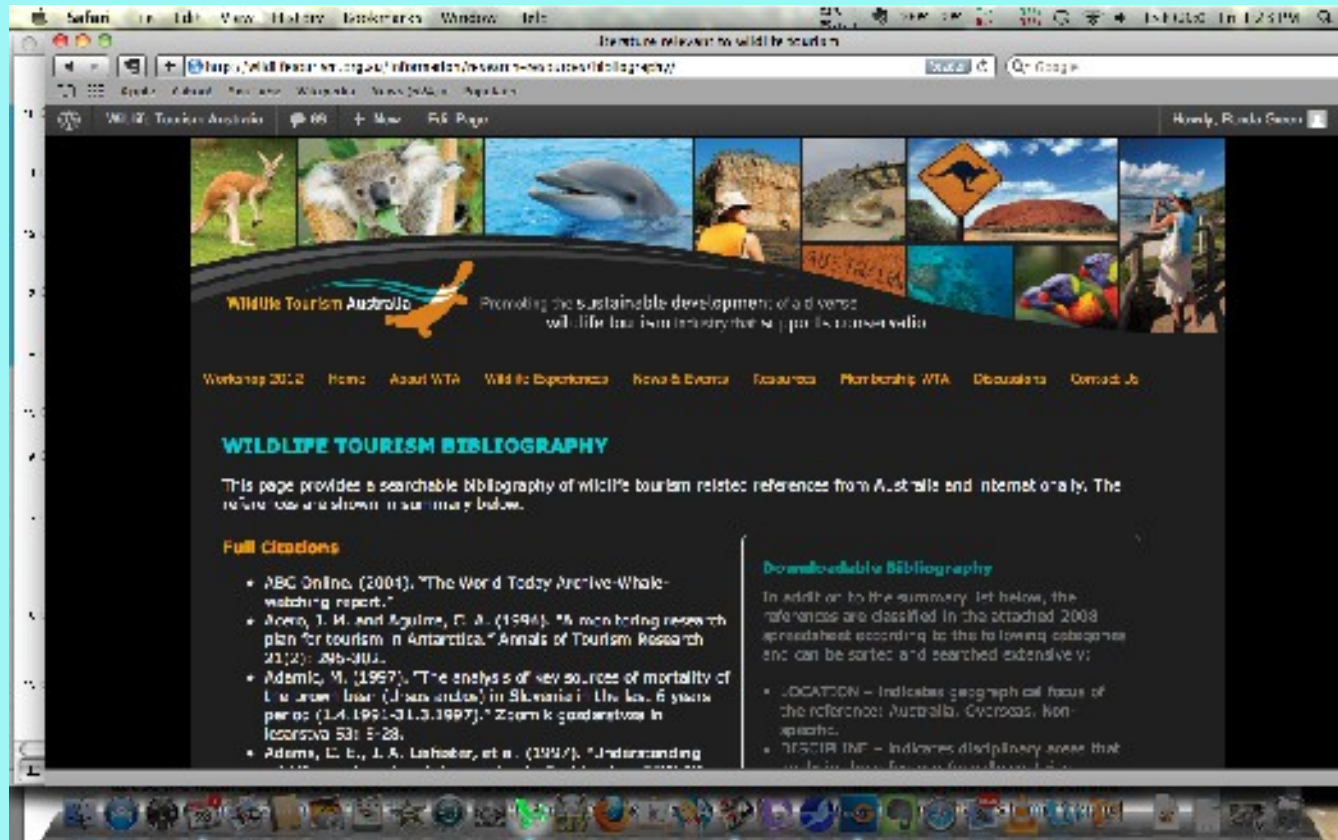
How can WTA help?

What do we know?

Quite a lot really

How can WTA help?

What do we know?



Extensive
bibliography:

How can WTA help?

What do we know?



Extensive
bibliography:
**volunteers
needed to
update and
sort!**

What do we know?



Much wildlife tourism literature on Sustainable Tourism Online, and in various journals

What do we know?

We are learning more and more about visitor behaviour and attitudes:

e.g. “Visitors’ memories of wildlife tourism: Implications for the design of powerful interpretive experiences”

Roy Ballantyne, Jan Packer, and Lucy A. Sutherland

Many others

What do we know?

We are learning more and more about wildlife ecology,

What do we know?

We are learning more and more about wildlife ecology, animal behaviour

What do we know?

We are learning more and more about wildlife ecology, animal behaviour and the effects of tourism on some of our wildlife

What do we know?

We are learning more and more about many other aspects of wildlife, tourism and wildlife tourism

What do we know?

We are learning more and more about many other aspects of wildlife, tourism and wildlife tourism

BUT

What do we know?

We are learning more and more about many other aspects of wildlife, tourism and wildlife tourism

BUT

there is still much we don't know!

How can WTA help?



What do we need to know?



Much of the literature points to other questions that require research

How can WTA help?



What do we need to know?

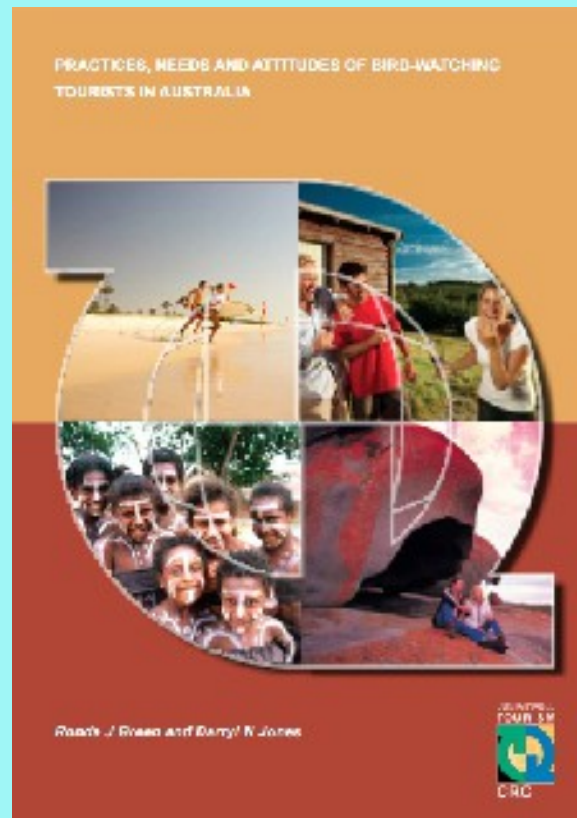


There is much potential for WTA members to refine questions, suggest methods, help design questionnaires etc. Or coordinate networks or work in partnerships

How can WTA help?



What do we need to know?



Much potential for WTA members to help refine questions, suggest methods, help design questionnaires etc. Or coordinate networks for work by others **but more funding and more volunteers needed for this!**

How can WTA help?



What do we need to know?

What is the effect of wildlife tourism on cryptic, non-target wildlife?



How can WTA help?



What do we need to know?



We can measure disturbance effects on wildlife - how does this translate into future population effects?

How can WTA help?



What do we need to know?



How important are different kinds of wildlife tourism experiences to inbound visitors?

How can WTA help?



What do we need to know?



How important are different kinds of wildlife tourism experiences to inbound visitors?

How can WTA help?



What do we need to know?

How important are different kinds of wildlife tourism experiences to inbound visitors?



How can WTA help?



What do we need to know?



How important are different kinds of wildlife tourism experiences to inbound visitors?



How can WTA help?



What do we need to know?



How important are different kinds of wildlife tourism experiences to inbound visitors?

How can WTA help?



What do we need to know?



How should we be marketing differently to the people who just want to see the famous, iconic species

How can WTA help?



What do we need to know?



How should we be marketing differently to the people who just want to see the famous, iconic species and those who are more interested in the rare and endangered?

How can WTA help?



What do we need to know?



Where our
wildlife viewers
are coming
from? Where
best do we
spend our
marketing
dollars?

How can WTA help?



What do we need to know?



Where our
wildlife viewers
are coming
from? Where
best do we
spend our
marketing
dollars?

How can WTA help?



What do we need to know?



How does friendly contact with wild creatures at an early age

How can WTA help?



What do we need to know?



How does friendly contact with wild creatures at an early age influence attitudes to conservation in later life?

How can WTA help?



What do we need to know?



What would the economic and ecological effects be of land uses other than wildlife tourism in given areas?

How can WTA help?



What do we need to know?

How can Indigenous hunting, in the context of tourism, be planned for ecological sustainability? Should we consider ranching some traditional food species (e.g. goannas)?



How can WTA help?



What do we need to know?



????????????????

Many other questions

What do we need to do?



Biodiversity Conservation



What do we need to do?



Biodiversity Conservation

- Minimize negative effects of wildlife tourism on wildlife and habitats

What do we need to do?



Biodiversity Conservation

- Minimize negative effects of wildlife tourism on wildlife and habitats
- Increase positive effects of same

What do we need to do?



Biodiversity Conservation

- Minimize negative effects of wildlife tourism on wildlife and habitats
- Increase positive effects of same
- Assist in countering external threats

What do we need to do?



Biodiversity Conservation

- Minimize negative effects of wildlife tourism on wildlife and habitats
- Increase positive effects of same
- Assist in countering external threats
- Innovative ways of combining tourism, research and conservation

What do we need to do?



Biodiversity Conservation

- Minimize negative effects of wildlife tourism on wildlife and habitats
- Increase positive effects of same
- Assist in countering external threats
- Innovative ways of combining tourism, research and conservation
- Networks and communications that enhance the above

How can WTA help?

What do we need to do?



Wildlife Tourism Australia has produced the following policies, submissions and best practice documents:

- [Best Practices](#)
 - [General Wildlife Viewing Tips](#)
 - [Kangaroo and Wallaby Viewing Tips](#)
 - Planning and managing wildlife encounters
 - [Wild Bird Feeding](#)
 - [Business Accreditation](#)
 - Best Practice Management Guidelines
 - [Australian Wildlife Viewing Guidelines](#)
 - [Eco Certification Program](#)
 - International Wildlife Viewing Guidelines
- [Submissions](#)
 - [Fox control in Tasmania](#)
 - Whale and Dolphin Watching Guideline Review
 - [Wildlife Tourism on Private Land](#)
 - [Green Paper: A Medium to Long-term Strategy for Tourism](#)
 - Draft Eco-Certification Program – Response from Wildlife Tourism Australia
 - CALM Wildlife Interaction Review
 - South East Queensland Koala Conservation
 - [Proposed marina at Tin Can Bay](#)
- [Policies](#)
 - Policy: Tourist Wildlife Interactions
 - [Policy: Developing Wildlife Tourism Trails](#)
 - [Policy: Commercial Whaling](#)
 - Policy: Whale Watching



RED KANGAROO (MALE)

Online guidelines, policy statements, records of submissions.

How can WTA help?

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RED KANGAROO (MALE)

Online guidelines, policy statements, records of submissions. **There will be more after this workshop!**

How can WTA help?

What do we need to do?



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RED KANGAROO (MALE)

Please keep telling us what you think we should do

How can WTA help?

What do we need to do?



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RED KANGAROO (MALE)

Please keep telling us what you think we should do - and perhaps help us do it!

How can WTA help?

What do we need to do?



Climate change

There are a number of uncertainties about the details, and a lot of hype and mis-understanding, but the evidence for climate change at a more rapid rate than ever before seems over-whelming and alarming, and whatever its causes this will have major effects on wildlife, and on tourism. Whatever effects changes in the sun's activity may also produce, the evidence for human-induced climate change is also very strong, and the actions needed to reduce it also have other environmental benefits.

For evidence of climate change see:

- <http://climate.nasa.gov/evidence/>
- <http://www.environment.nsw.gov.au/climatechange/evidence.htm>
- http://www.climateinstitute.org.au/images/stories/CI055_EACC_Report_v1.pdf
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Effect of climate change on wildlife:

- <http://www.worldwildlife.org/climate/>
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Coal Seam Gas, fracking and open cut coal mines

Four potential threats to wildlife are posed by the coal seam gas industry:

1. Direct habitat clearing and fragmentation
2. Where these pipelines are being constructed in other regions, thousands of animals have fallen into the trenches.
3. Fracking (the proposed extraction of coal seam gas) uses enormous quantities of water.

wildlife tourism workshop

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Caring for wildlife
Conservation of wildlife and their habitats
Courses
Dream holidays with wildlife
Events
Good guiding practice
Interpretation
Members' stories
News
Quiz
Safe travel
Tours
Training and Work Experience
Wildlife Conservation and tourism
Wildlife Tourism Research

Provide up-to-date and accurate information on issues affecting wildlife, tourism and wildlife tourism

How can WTA help?

What do we need to do?



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Wildlife Tourism Research

Communicate rationally with governments, corporations, media, educators and other NGOs

How can WTA help?

What do we need to do?



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Wildlife Conservation and tourism

Wildlife Tourism Research

Provide networks and forums for discussion

How can WTA help?

What do we need to do?



Strengthen our
online
presence and
our SEO

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What do we need to do?



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1. Direct habitat clearing and fragmentation
2. Where these pipelines are being constructed in other regions, thousands of animals have fallen into the trenches.
3. Fracking (the proposed extraction of coal seam gas) uses enormous quantities of water. .

wildlife tourism workshop

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Wildlife Tourism Blog Categories

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Events

Good guiding practice

Interpretation

Members' stories

News

Quiz

Safe travel

Tours

Training and Work Experience

Wildlife Conservation and tourism

Wildlife Tourism Research

Actively lobby for wildlife conservation and the viability and standards of wildlife tourism businesses

How can WTA help?

What do we need to do?



WILDLIFE, WILDLIFE PARKS, ECO-ACCOMMODATION, WILDLIFE TOURS AND OTHER WILDLIFE-RELATED PRODUCTS AND SERVICES

Use these links for information on:

- Wildlife and ecosystems in each state or territory
- Accommodation offered by Wildlife Tourism Australia members
- Tours offered by Wildlife Tourism Australia members
- Wildlife Parks and other attraction run by WTA members
- Other wildlife products by WTA members – books, art, consultancies etc..

The links here will lead you to our Wildlife Tourism Australia members' operations. WTA members have agreed to abide by WTA's ideals of supporting wildlife conservation and animal welfare and offering a quality product.

- [Australian Capital Territory](#)
- [New South Wales](#)
- [Northern Territory](#)
- [Queensland](#)
- [South Australia](#)
- [Tasmania](#)
- [Victoria](#)
- [Western Australia](#)
- [Australia-wide](#)
- [International](#)

You can also click here for [additional accommodation and activities](#). Most of these listings are not from Wildlife Tourism Australia members, but may be in useful places or provide additional activities.



Actively
promote
quality wildlife
tourism
businesses
(and related
operations)

How can WTA help?

What do we need to do?



Actively
promote the
value of good
guiding



How can WTA help?



What do we need to do?



Help to establish 'user-pays' systems to encourage retention of habitat

How can WTA help?



What do we need to do?



Help to establish ‘user-pays’ systems to encourage retention of habitat and encourage perceptions to change from pest

How can WTA help?

What do we need to do?



Help to establish 'user-pays' systems to encourage retention of habitat and encourage perceptions to change from pest to an asset to be cared for

How can WTA help?



What do we need to do?

Help to establish 'user-pays' systems to encourage retention of habitat and encourage perceptions to change from pest to asset to be cared for



How can WTA help?

What do we need to do?



Encourage better appreciation of and facilities for people with fitness, language and other problems

How can WTA help?

What do we need to do?



Encourage
constructive
partnerships

How can WTA help?



What do we need to do?



Assist in
marketing the less
predictable events (e.g.
flooding of Lake Eyre,
waterbird and
budgerigar breeding)

How can WTA help?

What do we need to do?



To do all this
we need:

How can WTA help?

What do we need to do?



To do all this we
need:

✓ Time

How can WTA help?



What do we need to do?

To do all this we
need:

- ✓ Time
- ✓ \$\$\$

How can WTA help?



What do we need to do?

To do all this we
need:

- ✓ Time
- ✓ \$\$\$
- ✓ People

Help us make a difference!



<http://wildlifetourism.org.au>

