

# CRC for Sustainable Tourism

*Research working in partnership with industry  
and governments*

## ***Universities:***

GU, JCU, UQ, SCU, NTU, UNSW, CSU, VU, UTS.  
La Trobe, Canberra Uni, Uni Tasmania, Murdoch,  
Edith Cowan

## ***Industry:***

Qantas, AFTA

## ***Governments:***

Most State tourism agencies, NSW NPWS,  
Parks Vic



# The CRC for Sustainable Tourism

## **Vision**

A dynamic, internationally competitive and sustainable tourism industry



## **Mission**

Delivering innovation & strategic knowledge to business, community and government to enhance the environmental, economic and social sustainability of tourism

# Wildlife Tourism



*Facilitating its Sustainable Development*

# Steering Committee

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

<b>Karen Higginbottom</b>	<b>Director</b>
<b>Terry De Lacy</b>	<b>CEO CRC</b>
<b>Johannes Bauer</b>	<b>CSU</b>

# Academic Participants

## **Griffith University**

Karen Higginbottom, Darryl Jones, Ralf Buckley, Bill Faulkner, Laurence Chalip, Leah Burns, Carolyn Fausnaugh, Steve Noakes, Ronda Green

## **Southern Cross Uni**

Derrin Davis, Don Gartside, Neil Leiper

## **University of Queensland**

David Merritt, Clem Tisdell, Clevo Wilson

## **Murdoch University**

Trevor Sofield, Diane Lee

## **University of NSW**

David Croft

## **James Cook Uni**

Gianna Moscardo, Alastair Birtles, Peter Valentine, Peter Corkeron, Emma Guyris

## **Northern Territory Uni**

Greg Hill, Sharon Chirguin, Marcia Langton, Alicia Boyle, Pascal Tremblay, Diane Pearson

## **Charles Sturt Uni**

Johannes Bauer

## **University of Tasmania**

Lorne Kriworken, Adrian Franklin

# What is Wildlife Tourism?

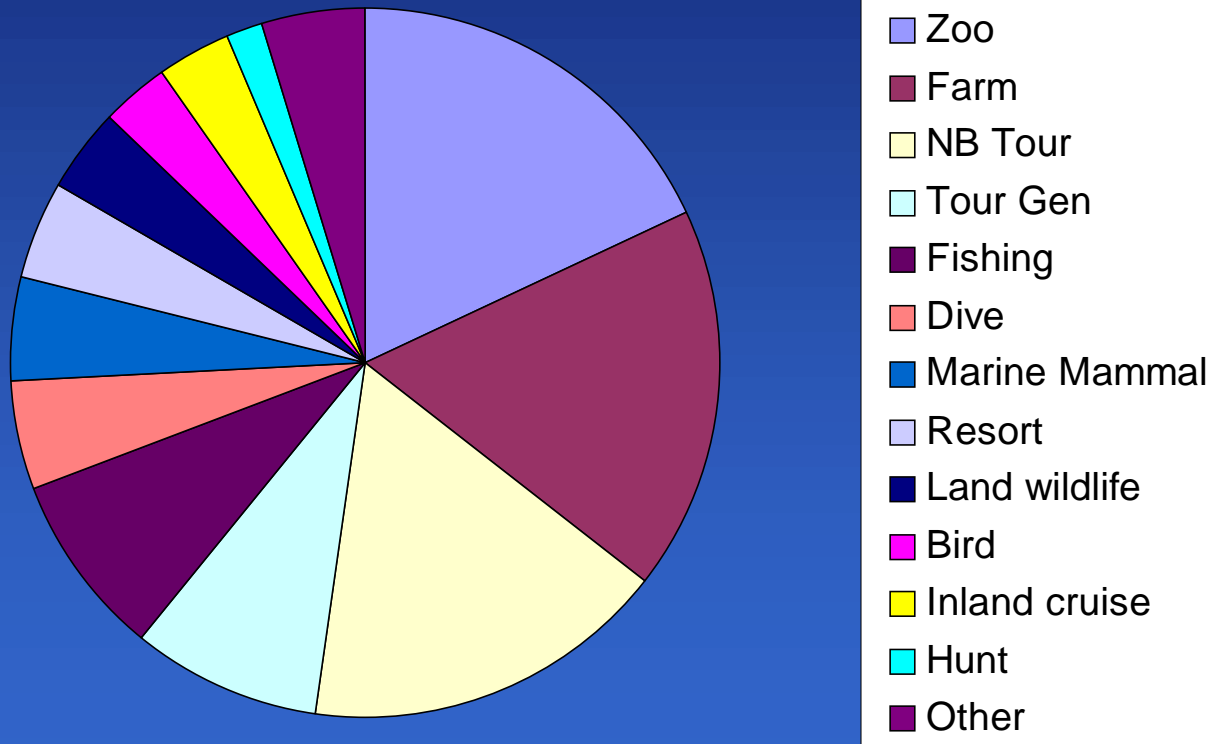
Tourism based on “wild”  
(non-domesticated) animals

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

# The Australian Wildlife Tourism “Industry”

- > 1200 enterprises
- Many involve wildlife as part of a broader general or nature-based experience
- No cohesive “WT industry”
- Diverse activity types

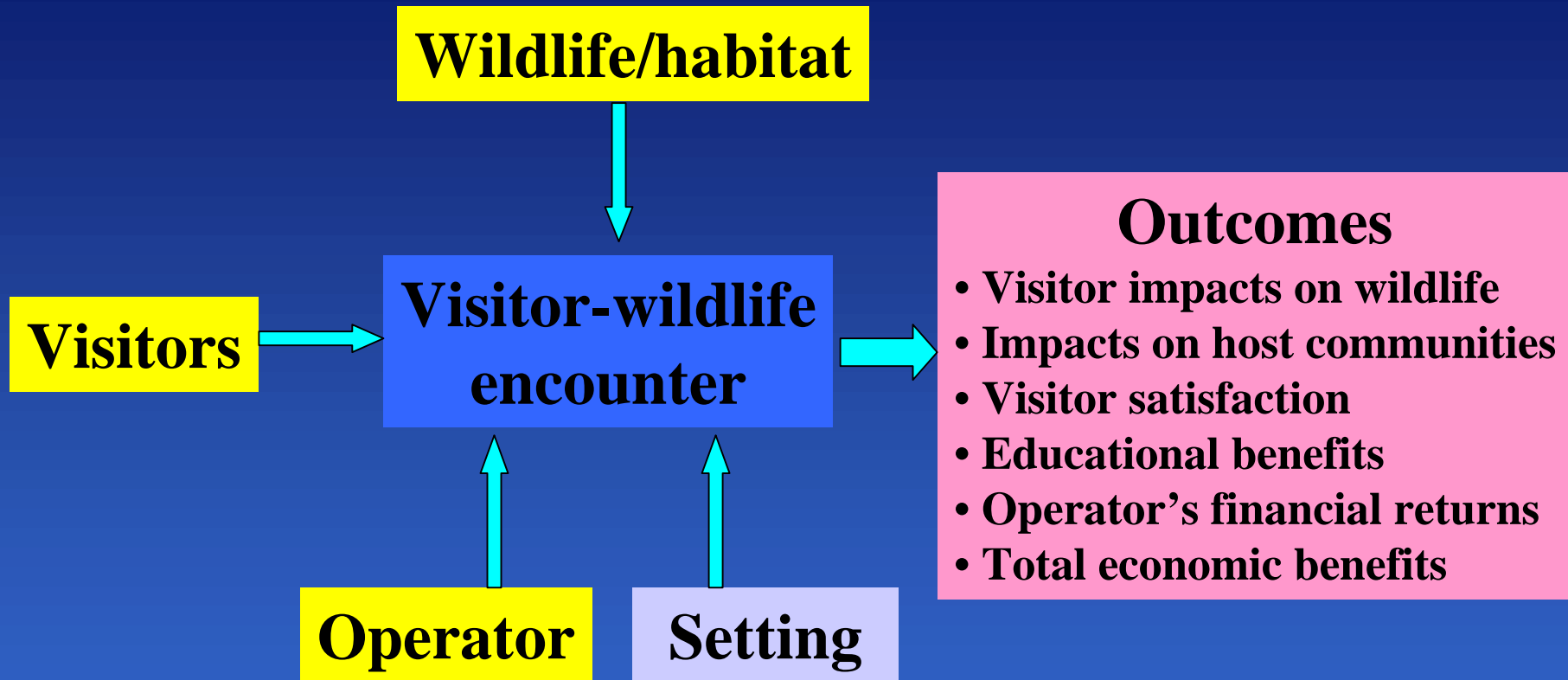
# Wildlife Tourism Sub-sectors: number of operators



# Subprogram Goals

- Identify and realise opportunities for wildlife tourism (WT)
- Facilitate enhancement of its sustainability
  - Economic
  - Environmental
  - Social

# Components of the Wildlife Tourism Experience



# Outputs to Date

- > 20 CRC research reports
- Communication of outputs through website, fact sheets, stakeholder workshops, research and industry conferences, academic publications, media etc.
- Prototype wildlife tourism marketing and interpretive website

# Outputs to Date ..(ctd)

- National database of wildlife tourism operators
- Network of wildlife tourism stakeholders
- Australia's first conference on wildlife tourism (yes, that's us!!)

# Sustainable Wildlife Tourism Convention

## Aim

Provide directions for Australian wildlife tourism to maximise benefits for:

- wildlife
- tourists
- operators
- society

# Sustainable Wildlife Tourism Convention

- Inform stakeholders of research
- Promote idea that sustainability includes economic, environmental and social aspects
- Increase recognition of role of operators in wildlife conservation
- Identify opportunities to increase diversity and distribution of wildlife tourism products

# Sustainable Wildlife Tourism Convention

- Build networks, alliances, communication channels
  - formal action plan, informal
- Promote broad participation in development of sustainable wildlife tourism industry
  - informal, formal action plan

# Sustainable Wildlife Tourism Convention

## Components

1. Presentations
2. Concurrent workshops and final plenary
3. Optional website workshop
4. Field trips
5. Social events

# Sustainable Wildlife Tourism Convention

Have a fascinating and fun  
conference!!

*From the organising committee*