Wildlife Tourism: the Next 10 years

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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

We want to be here

What do we know?

What else do we need to know?
We’re here

What else do we need to know?

What do we need to do?
We’re here

What else do we need to know?

What do we need to do?

We want to be here

Can WTA help?

Wildlife Tourism Australia
Wildlife Tourism

• What do we want?
Wildlife Tourism

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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
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Wish list for wildlife tourism 2022

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

- 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

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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 areas, integrated with plans for mining, roads, agriculture, urban development and of course tourism of all kinds
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Wish list for wildlife tourism 2022

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

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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.
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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
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- 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

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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?

- 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
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?

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How can WTA help?

What do we need to know?

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How can WTA help?

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

What do we need to know?
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
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?

Online guidelines, policy statements, records of submissions.
How can WTA help?

What do we need to do?

Online guidelines, policy statements, records of submissions. There will be more after this workshop!
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
- 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 Interaction
  - Policy: Developing Wildlife Tourism Trails
  - Policy: Commercial Whaling
  - Policy: Whale Watching

Please keep telling us what you think we should do
How can WTA help?

What do we need to do?

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- Policies
  - Policy: Tourist Wildlife Interactions
  - Policy: Developing Wildlife Tourism Trails
  - Policy: Commercial Whaling
  - Policy: Whale Watching

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?

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?

Communicate rationally with governments, corporations, media, educators and other NGOs
How can WTA help?

What do we need to do?

Provide networks and forums for discussion
How can WTA help?

What do we need to do?

Strengthen our online presence and our SEO
How can WTA help?

What do we need to do?

Actively lobby for wildlife conservation and the viability and standards of wildlife tourism businesses.
How can WTA help?

What do we need to do?

Actively promote quality wildlife tourism businesses (and related operations)

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.

Find us on Facebook
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