Delivering Green & Heritage Tourism –
the Path to Sustainable Tourism

Business Environment Council,
Jockey Cub Environmental Building, Hong Kong.

March 07, 2006

My 15 to 20 minutes.

- Concept of tourism as a system.
- Tourism resources branding & packaging from Queensland.
- Lessons learnt.

Striking similarities between:
- the structures & interdependencies of the natural ecosystems, local economies and local tourism industries for any destination which has key nature-based or cultural attributes.

Phenomena observed in nature – such as competition, co-operation, exploitation, specialisation, learning, growth, and others – are also central to business life.

New Tourism Australia campaign

www.australia.com

http://www.wherethebloodyhellareyou.com/#
Executive Summary

Section 1: Destination Management Planning
Background and purpose of Destination Management Planning
Sets the planning context as an aspect of the Queensland Government tourism agenda and Tourism Queensland corporate planning.

Section 2: Destination Analysis
Embodies all the relevant research, knowledge and experience that has been gathered and collated by the destination planning teams
Analysis & refining data into a simple SWOT table that represents a succinct situation analysis.

Section 3: Strategic Vision
Outlines strategic direction, target markets and destination positioning strategy as the backdrop to set of actionable strategies for the realisation of sustainable tourism growth and industry profitability over the short to medium term.

Appendices
Provides support material for the Destination Management Plan including:
Data Sources
Acronyms
Market Segmentation Methodology

Lamington National Park

Lamington’s outstanding geological history, evolutionary significance and role in nature conservation are recognised through its inclusion in the World Heritage listed Central Eastern Rainforest Reserves (Australia) (CERRA). Management is in accordance with internationally recognised obligations under the World Heritage Convention.

Lamington National Park is a reserve of international significance and is managed by Queensland Parks and Wildlife Service (QPWS) under the Nature Conservation Act 1992 to preserve and present its remarkable natural and cultural values in perpetuity.
Lamington National Park
Queensland Australia

- World Heritage Listed
- Largest remnant of subtropical rainforest in the Southern Hemisphere

- Home to Australia's Largest array of subtropical Birds

- Home to 70 Different Mammal Species
- Rare and Endangered wildlife species

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Binna Burra Mountain Lodge and the Lamington National Park

The Lodge is approximately 130 km from Brisbane and 60 km from Coolangatta airports.
The Environmental Protection Agency administers the key Queensland legislation of:

- the Environmental Protection Act 1994,
- the Nature Conservation Act 1992,
- the Marine Parks Act 1982,
- the Coastal Protection and Management Act 1995 and

Most Queensland legislation is available online:

Lesson # 1
You can please some of the people some of the time...
But you can’t please all of the people all of the time.

Lesson # 2
There will be many storms in tea-cups.
Get over them. Move on. There are bigger fish to catch.

Lesson # 3
Get a sound research foundation

Lesson # 4
Commitment from & leadership within the major stakeholder groups
Lesson # 5  
Cut through the clutter of sameness in tourism destination marketing

Lesson # 6  
Fully understand the compelling brand proposition to consumers in target markets.

Lesson # 7  
Use readily available resources to guide best practices for sustainable tourism

www.rainforestalliance.org/programs/sv/index.html  
www.nationalgeographic.com/travel/sustainable

UNEP + WTO Making Tourism More Sustainable:  
www.PATA.org/sustainability  
www.greenglobe21.com

Lesson # 8  
Avoid ‘green-wash’  
Encourage certifying sustainable practices

Lesson # 9  
You can't build a reputation on what you're going to do.

Henry Ford