



Ecotourism Destination Certification

Rod Hillman





Who we are



- Industry pioneer: est. 1991 - world's first national ecotourism body
- 1996: ECO Certification launched
- NFP / NGO
- Design & deliver certification programs for nature based tourism
 - Quality – best practice
 - Reassurance – no greenwashing
- Represent interests of operators through membership on advisory boards, reference group, industry bodies



>1,500
tourism products
(accomm, attractions,
tours, destinations)



Global Sustainable
Tourism Council –
accredited



Who we are



			
<ul style="list-style-type: none"> • Most popular program • 3 levels: Advanced Ecotourism, Ecotourism & Nature Tourism • The guest experience must have a primary focus on nature • Accommodation, tours & attractions 	<ul style="list-style-type: none"> • For businesses actively working to reduce their emissions & adapting to reduce their carbon footprint • For all sectors of the tourism industry 	<ul style="list-style-type: none"> • For products where the guest experience specifically involves visiting cultural areas or receiving cultural interpretation • Helps customers directly & personally experience culture without causing damage 	<ul style="list-style-type: none"> • For individuals who work as guides for nature-based tourism experiences • Owned by Ecotourism Australia but managed by Savannah Guides





What are we doing



- Ecotourism Australia (EA) is partnering with Green Destinations (GD) to create “Ecotourism Destination Certification” using GD criteria and adding ecotourism criteria.
- Pilot project launched in Douglas Shire with two other destinations engaged.
- Lord Howe Island & Christmas Island



Where are they?



Christmas Island



Douglas Shire



Lord Howe Island



Douglas Shire



- **Two World Heritage sites**
 - Great Barrier reef
 - Wet Tropics
- **Two major National Parks**
 - Daintree N.P. & Cape Tribulation N.P.



Council is seeking to become 100% carbon neutral.





Lord Howe Island



- World Heritage Listed
- Strong sustainability practices
- Rigorous tourism policies





Christmas Island



- 70% National Park
- Culturally diverse population
- Unique history, unique wildlife





See you soon!



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www.ecotourism.org.au

Global Eco Conference

26 – 28 November 2018

Townsville – Queensland

www.globaleco.com.au