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

<table>
<thead>
<tr>
<th>Eco Tourism Australia</th>
<th>Climate Action Certification</th>
<th>Respect Our Culture (ROC) Certified</th>
<th>EcoGuide Australia Certified Guide</th>
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<tbody>
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<td>• Most popular program</td>
<td>• For businesses actively working to reduce their emissions &amp; adapting to reduce their carbon footprint</td>
<td>• For products where the guest experience specifically involves visiting cultural areas or receiving cultural interpretation</td>
<td>• For individuals who work as guides for nature-based tourism experiences</td>
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<td>• 3 levels: Advanced Ecotourism, Ecotourism &amp; Nature Tourism</td>
<td>• For all sectors of the tourism industry</td>
<td>• Helps customers directly &amp; personally experience culture without causing damage</td>
<td>• Owned by Ecotourism Australia but managed by Savannah Guides</td>
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<td>• The guest experience must have a primary focus on nature</td>
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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!

Rod Hillman

www.ecotourism.org.au

Global Eco Conference
26 – 28 November 2018
Townsville – Queensland

www.globaleco.com.au