

## Project 4.9.2 Sustainable Nature-based Tourism: Planning & Management

Project Leader:  
Professor Bruce Prideaux



Presented by:  
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### Project Overview



- **Environmental Management Issue**  
Sustainability of tourism use of region's key natural asset
- **Project Tasks**
  - A. Report on the sustainable use of rainforest resources by the tourism industry
  - B. Community perceptions & Tour Operator Manual



## Project Overview:

### (A) Report on sustainable use of rainforest resources by the tourism industry

- **Objectives:**
  - (1) Establish visitor monitoring program for the WTWHA &
  - (2) Identify key drivers of WTWHA visitor patterns incl. economic contribution
- **Method:** Based on previous research (incl. Bentrupperbaumer & Rainforest CRC) & stakeholder input; Visitor Survey - distribute via tour operators & tourism orgs. in/near WTWHA locations, interviews at WTWHA locations – Daintree to Paluma; Sample: 300/month, domestic & international; Airport Visitor Exit Survey – Cairns Airport; Sample: 100/month
- **Outcomes:** Quarterly visitor barometer; technical reports; monographs on key issues researched

## Project Overview:

### (B)(i) Wet Tropics Community Survey



- **Objective:** Understand community attitudes, knowledge and perceptions of use and management of the Wet Tropics World Heritage Area (WTWHA)
- **Method:** 2500-3000 Self-administered surveys to residents of WT bioregion; 2 procedures - Drop off/ pick up surveys (6 communities) & Post box (8 communities) – both procedures using stratified random sampling
- **Outcome:** Longitudinal data analysis for WTMA (part replication of Bentrupperbaumer & Reser, 2002 study); technical reports; other academic publications

## Project Overview: (B)(ii) WT Tour Operator User Guide/ Best Practice Manual



- **Objective:** Produce a tour operator user guide/ manual for best practice for ecotourism in the Wet Tropics
- **Method:** 10 visitor sites – site visits; QPWS Ranger interviews; tour operator questionnaire (visitation, passenger identification; interpretation currently provided); liaise with RAC; secondary information collation from previous publications
- **Outcomes:** Tour operator user guide best practice manual; trial STCRC Interpretation Evaluation Kit with tour operators; academic publications

## Key People: Research Team

- **Leaders**

Project Team Leader:	Bruce Prideaux
Project Task (A) Leader:	Fay Falco-Mammone
Project Task (B) Leader:	Julie Carmody

- **Other Team Members**

- Adj. Prof. Glenn Ross (JCU)
- Dr. Heather Zeppel (JCU)
- Prof. Steve Turton (JCU/CSIRO)
- Dr. Noel Scott (UQ)
- Max Chappell (WTMA)

## Key People: Stakeholder groups/end users



- Wet Tropics Management Authority (WTMA)
- Environmental Protection Agency (EPA)
- Queensland Parks & Wildlife Service (QPWS)
- Tourism Tropical North Queensland (TTNQ)
- Far North Queensland Tour Operators Assoc. (FNQTOA)
- Alliance for Sustainable Tourism
- Rainforest Aboriginal Council (ARC)
- Queensland Tourism Industry Council (QTIC)
- Regional tourism operators, attractions, visitor information centres & organisations

## Project Timeframes

Dec 06	Report 1: Progress update
Mar 07	Visitor Barometer
Apr 07	Report 2: Technical report
Jun 07	Report 3: Annual report – visitor barometer
	Stage 1: Preliminary results report to WTMA of Community Survey
	Tour Operator Manual – preliminary data collection