



APO *news*

Learning from Australia: green and productive tourism

Tourism is a major contributor to the economies of many APO member economies, making a significant contribution to GDP and generating employment, foreign exchange earnings, and tax revenues. The Asia-Pacific region is the fastest-growing tourist destination, and approximately 38 million direct jobs are generated by the industry. Green tourism or eco-tourism is slowly gaining ground as an alternative to "mainstream" tourism, i.e., cultural tours or sporting events and shopping. Australia's tourist industry already relies more on nature-based tourism than on the mainstream version. Receiving some 10 million tourists annually and home to 13 World Heritage Sites, Australia has a wealth of experience in managing natural beauty spots and eco-tourism activities.



Participants visiting Binna Burra Mountain Lodge

At the study meeting on Green and Productive Tourism, 25–29 July, organized by the APO and University of Queensland, 10 participants from as many member countries received in-depth exposure to some of the best practices at Australian green tourism sites. Professor Tor Hundloe, Chair of the Environmental Technology Center, University of Queensland, first explained the framework for green tourism, including its economic benefits, types of tourism, and the need to promote green tourism in novel ways, such as by offering green products and healthy fresh food, that could also benefit local communities. He pointed out that while accreditation is an important element of the green tourism industry, accreditation schemes vary by locale. Before an international accreditation can be received, he recommended that local accreditation efforts be made first while acknowledging that the development of local expert assessors would first be needed in developing countries.

Professor Hundloe also emphasized the marketing aspects of green tourism, and the participants agreed that joint marketing mechanisms between the private sector and government, business plans that include market characteristics and its segmentation, and assessments of environmental benefits and how to utilize natural resources sustainably were necessary. Community involvement is critical in eco-tourism development. The local people must understand how economic benefits

(Continued on page 6)

Volume 35 Number 9
September 2005

"Growth that adds volume without improving productivity is fat. Growth that diminishes productivity is cancer."

Peter Drucker

INSIDE

- 2.... p-Watch—Europe
- 3.... p-TIPS
- 4.... APO publication
- 4.... Common Sense Talk
- 5.... Growing challenge of retail store management
- 5.... Creative entrepreneurship: a strategy for growth
- 6.... Postharvest management of horticultural products
- 7.... p-Experts
- 7.... APO/NPO update
- 7.... Program calendar
- 8.... Fiji launches service excellence logo
- 8.... Eco-products International Fair 2005

Published monthly by
Asian Productivity Organization
Hirakawa-cho Dai-ichi Seimei Bldg. 2F
1-2-10 Hirakawa-cho, Chiyoda-ku
Tokyo 102-0093, Japan
Tel: (81-3) 5226-3920
Fax: (81-3) 5226-3950
e-Mail: apo@apo-tokyo.org
Web site: www.apo-tokyo.org



Printed on Recycled Paper

will be transferred to the community, how natural resources will be conserved and/or used sustainably, and how the benefits to the community and environment can be measured.

In a full two and one-half days of site visits, the study meeting first took in Zoo Australia, a private facility established to rehabilitate sick and injured wildlife in southeast Queensland. Today, the zoo has an extensive educational program for visitors concentrating on the conservation message. The following day found participants at award-winning Couran Cove Island Resort, Australia's largest eco-tourism resort. A self-contained community, the resort uses natural pest control, recycles and composts all waste, uses solar power and LPG as the main energy sources even for vehicles, selects the most energy-efficient appliances, and operates an education center for guests.

Binna Burra Mountain Lodge has been an eco-tourism host since 1933, participants learned when they visited it. Its more than 160 kilometers of walking tracks in the World Heritage-listed rainforest are accessible to tourists of all ages. The lodge is Green Globe accredited and promotes environmental consciousness in all its daily activities and special events. On the final day of the study meeting, a morning trip to the Lone Pine Sanctuary, the world's first and largest koala refuge, was made. Wildlife officers gave talks on the animals and their natural environment.

In the afternoon of the final day, Prof. Martin Bell, Head of the School of Geography, Planning and Architecture, University of Queensland, gave the closing address, in which he looked forward to further collaboration with the APO after this first successful effort. 