

出國報告（出國類別：研究）

## 陸域生態旅遊標章認證研究計畫

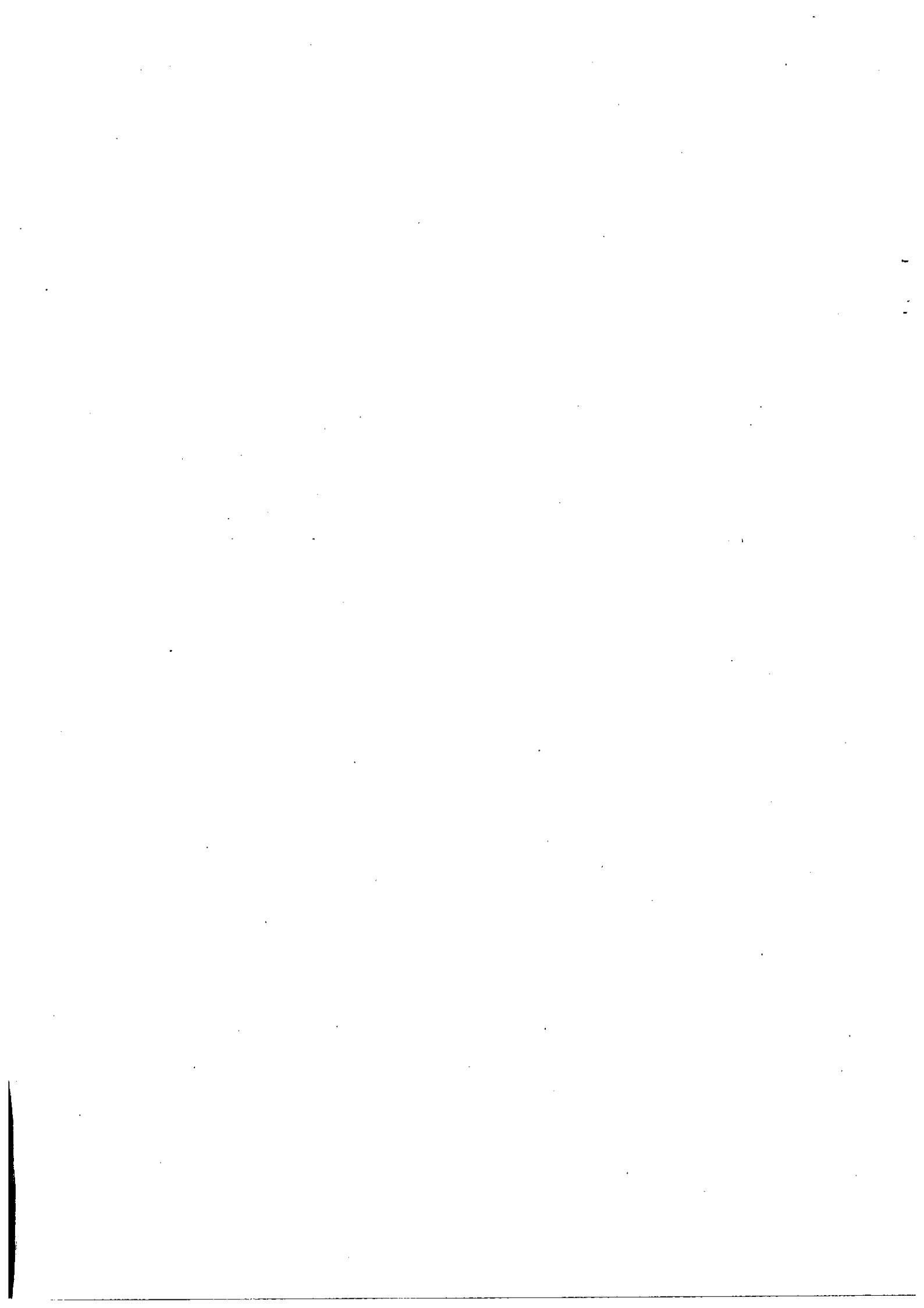
服務機關：交通部觀光局北海岸及觀音山  
國家風景區管理處

姓名職稱：李思賢 技正

派赴國家：澳洲

出國期間：104年7月27日至104年11月29日

報告日期：105年2月19日



## 摘要

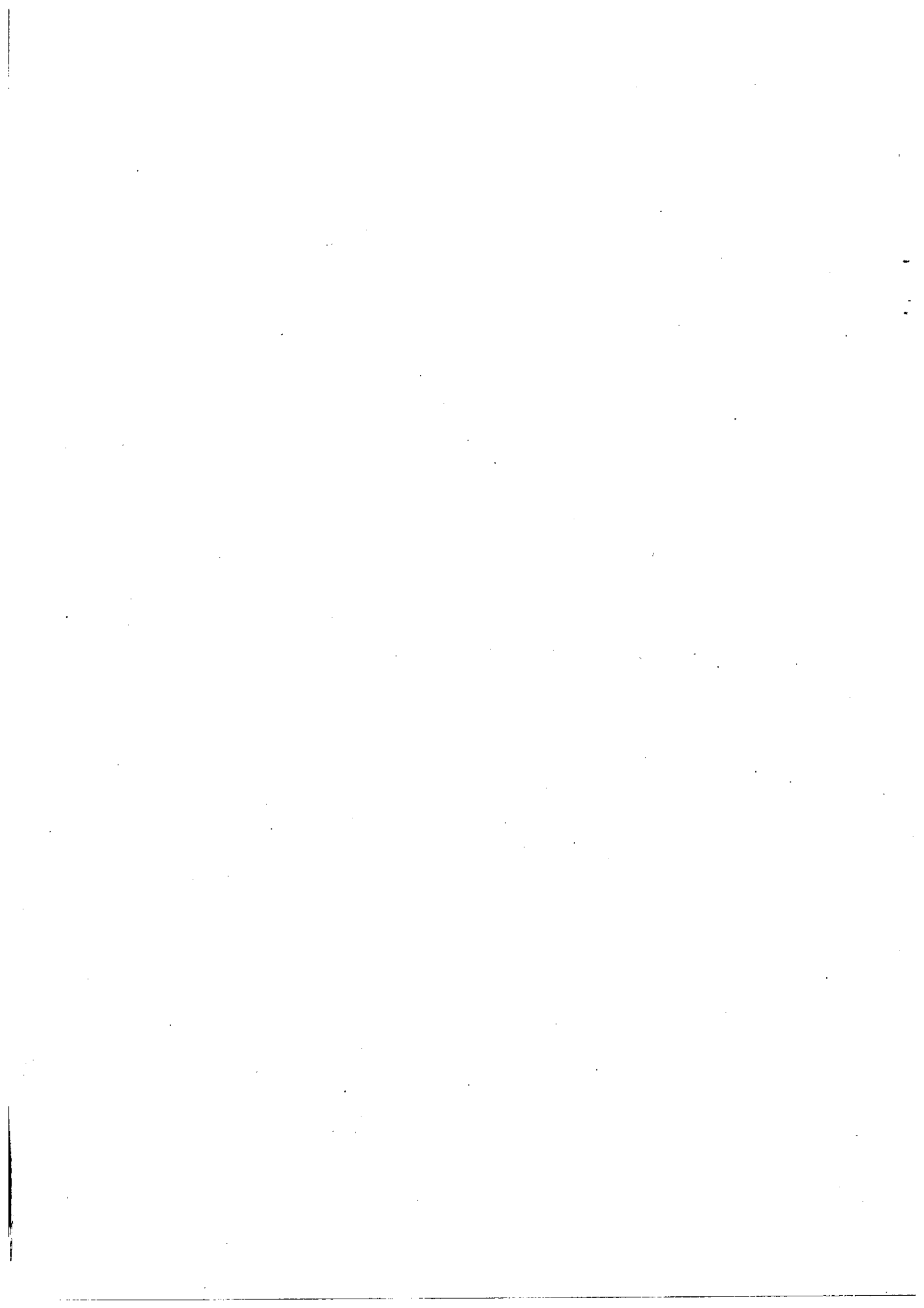
澳洲生態旅遊協會 (Ecotourism Australia) 成立於 1991 年，生態旅遊標章認證制度 (Ecotourism Certified) 自 1996 年推出以來，配合澳洲國際政經情勢變動、國家政策改變、法律規定修訂滾動檢討，已修訂至第 4 版，修訂後之認證條件規範同時適用於已取得認證標章的旅遊產品，確保市場上流通的生態旅遊標章認證產品符合其認證級別之品質。

每年皆會選擇一生態旅遊地辦理的全球亞太地區生態旅遊研討會 (Global Eco Asia - Pacific Tourism Conference)，透過年度研討主題的訂定，讓各國產、官、學界參加者藉由主題演講、座談會、工作坊以及實地參訪的方式，是台灣參與生態旅遊推動相關人員在國際發聲、定期與國際友人分享交流生態旅遊推動與行銷經驗的友善國際舞台，值得鼓勵產、官、學界人員參與。



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## 壹、 研究緣起

民國 89 年行政院「國家永續發展委員會」制定之「中華民國永續發展策略綱領」，針對觀光業之永續發展策略提出建立「生態觀光認證制度」、90 年行政院經建會提出之「國內旅遊發展方案」，其發展策略之一為結合各觀光資源主管機關，共同推動生態旅遊，到 91 年行政院公佈 2002 台灣生態旅遊年之工作計劃，包含「生態旅遊業者與旅遊地之評鑑機制」之研訂，準此，觀光局在 2002 年更完成「生態旅遊地、生態旅遊行程之評鑑（標章認證）機制」委託研究案。惟歷經長時間努力，迄今台灣尚未完成認證機制之建置。

台灣生態旅遊協會與澳洲生態旅遊協會於 103 年 11 月 15 日已簽訂合作備忘錄，藉此機會，本案預定至澳洲就其國內已行之多年之生態旅遊標章認證機制之建構過程、現行的生態旅遊標章認證作業流程、取得生態旅遊認證標章之案例體驗與生態旅遊認證標章授予後之管理作業進行研究，期望透過實際操作檢視，為台灣生態旅遊標章認證制度之建立提出具體可行之推動建議。

## 貳、 研究目的

透過建置台灣生態旅遊標章認證制制度，創造友善環境的旅遊活動，讓旅遊商品（包含保護區、住宿、遊憩設施、旅行社等）獲得永續發展，為漸趨飽和的國內旅遊市場開發高端之國際觀光市場，同步提升國內旅遊品質，增加觀光收入。

## 參、 研究過程

### 一、 專題研究計畫概要

- (一) 計畫名稱：陸域生態旅遊標章認證研究計畫
- (二) 研究國家：澳洲
- (三) 研究機構：澳洲生態旅遊協會 (Ecotourism Australia)
- (四) 研究期間：104 年 7 月 27 日至 104 年 11 月 29 日
- (五) 國際會議：2015 Asia-Pacific Tourism Conference

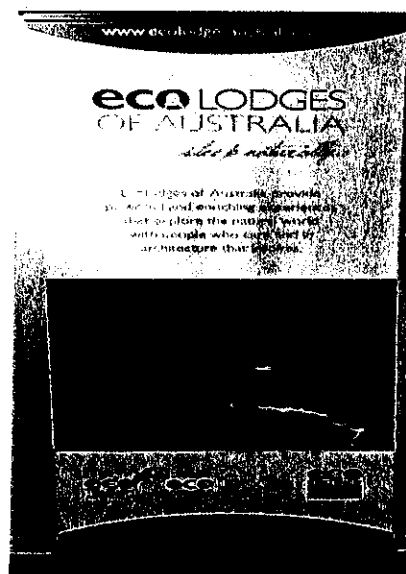
### 二、 澳洲生態旅遊協會 (Ecotourism Australia)

總部設於布里斯班 (Brisbane) 的澳洲生態旅遊協會，是成立於 1991 年的非營利、非政府組織，致力於推動永續旅遊環境以及尊重在地文化的旅遊活動，是澳洲以自然及文化為基礎的最高旅遊產業單位。

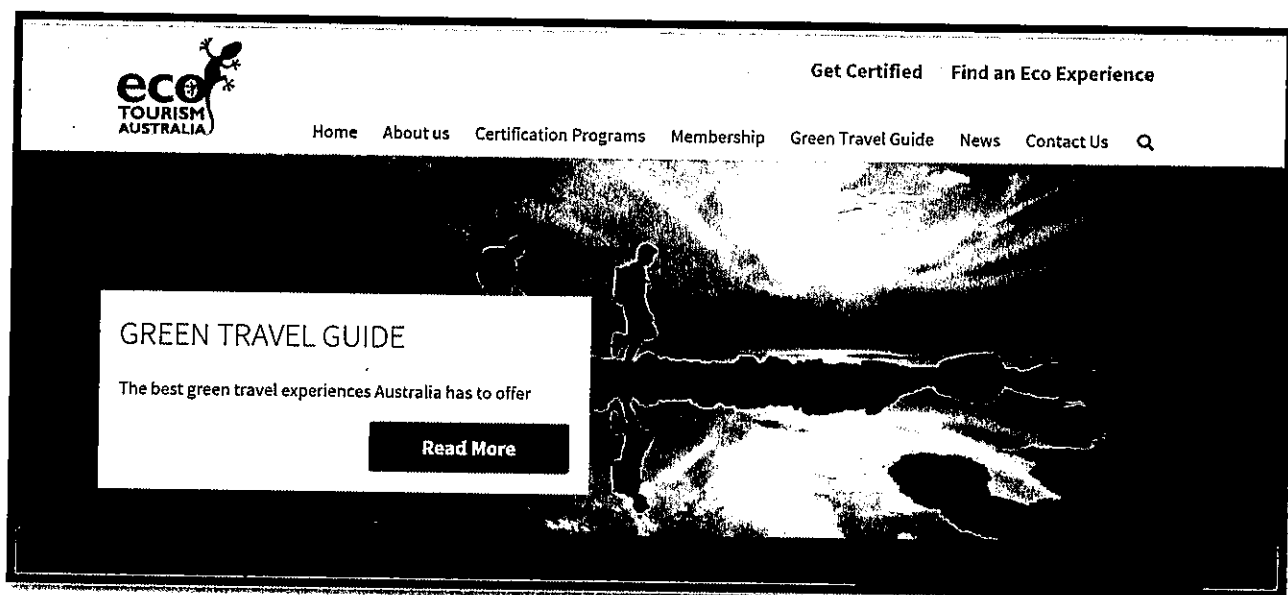
該會主要之工作內容分別為認證作業制度 (含生態旅遊標章認證【ECO certification】、氣候變遷行動方案認證【Climate Action】、尊重我們的文化認證【Respecting Our Culture】、生態導遊認證【EcoGuide certification】)、工作坊及年度生態旅遊研討會、建構網站平台協助會員行銷其獲得認證之生態旅遊行程、經營各大社群網站，持續協助會員經營活動最新動態、建立與各相關領域單位之連結，增加會員的競爭力、參加國際旅展協助行銷已取得認證標章之生態旅遊行程等。

截至 2014 年底，澳洲生態旅遊協會計有 500 名會員，超過 1,500 個生態旅遊認證產品，總年收益達 1.2 億澳元(約折合台幣 288 億元)。

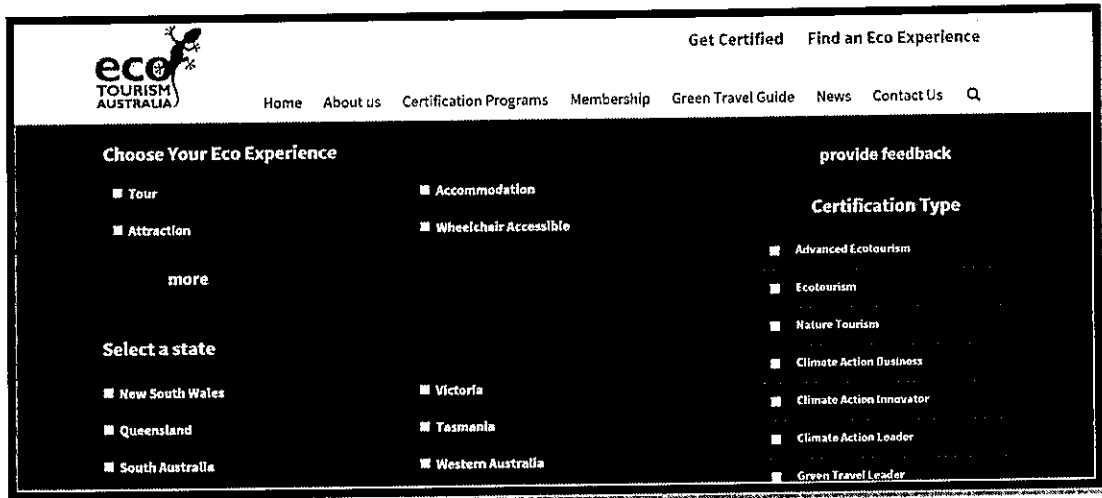




澳洲生態旅遊協會總部展示的易拉展，展現生態旅遊標章認證是該協會主要工作重點之一。



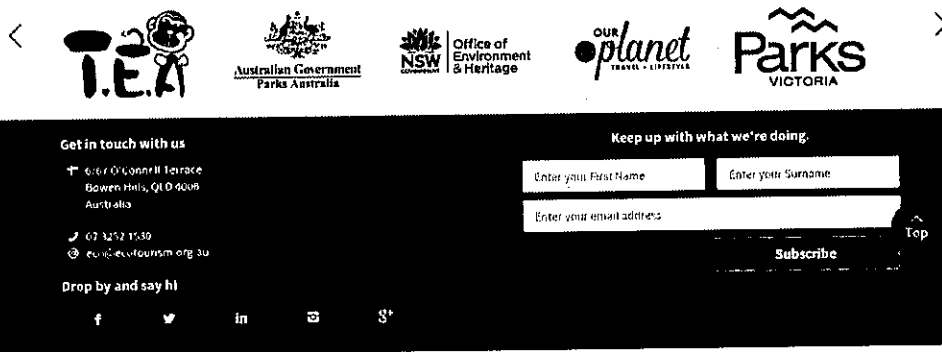
澳洲生態旅遊協會官網首頁



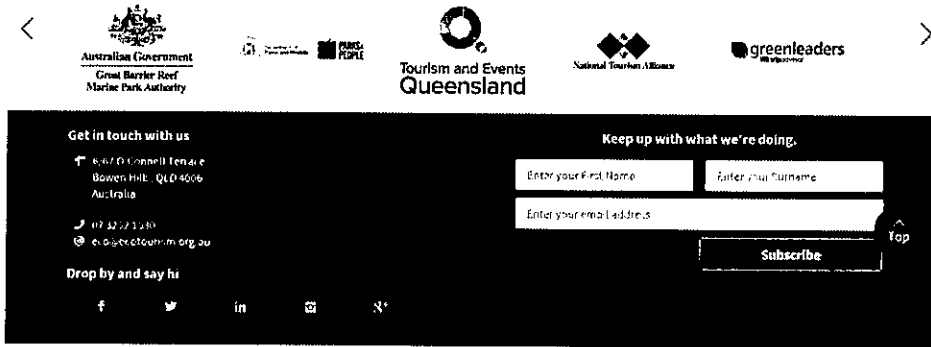
### 綠色旅遊指南 (Green Travel Guide)

Green Travel Guide 是澳洲生態旅遊協會建構的平台，主要目的在提供遊客搜尋取得生態旅遊標章認證的旅遊產品，協助旅遊產品經營者的資訊露出。遊程篩選工具多樣，旅遊產品的體驗方式、認證種類、旅遊地地點（有昆士蘭、新南威爾斯、維多利亞、南澳、西澳、塔斯馬尼亞等 6 大洲、北領地及首都坎培拉特區等 8 大地區），無論是單一勾選或聯集查詢皆可以搜尋到相關產品資訊。

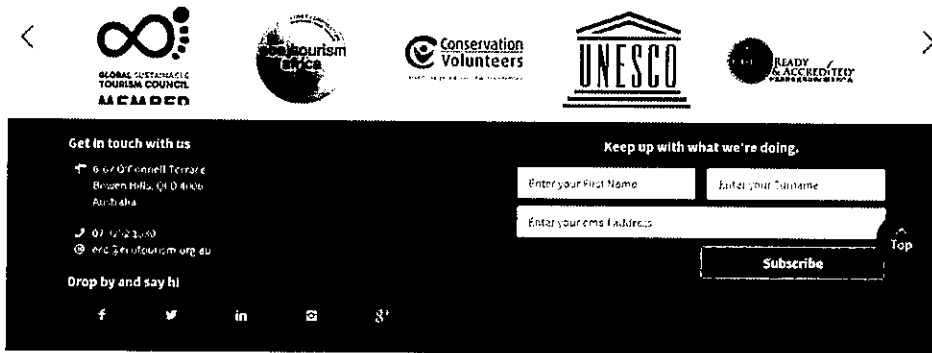
### OUR PARTNERS



### OUR PARTNERS



### OUR PARTNERS



### 澳洲生態旅遊協會結盟圖

澳洲生態旅遊協會透過不同社群網站協助會員及其認證產品露出。而無論是澳洲國內各公、私部門或是國際上各公、私部門，澳洲生態旅遊協會亦努力與之結盟，建構不同的合作關係。



與澳洲生態旅遊協會主要工作成員成員合影，自左而右：  
Rod Hillman (Chief Executive Officer)、Emily Elis (Cooperation Manager)、  
Loretta Stellino (Certification Manager)

### 三、 生態旅遊標章認證制度介紹

#### (一) 澳洲生態旅遊協會採用之生態旅遊定義

*"Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation"*

生態旅遊是著重在體驗天然地區並培養對旅遊環境與在地文化的了解與欣賞，進而產生保育心念與保護行動的生態永續性旅遊活動。

#### (二) 生態旅遊認證標章介紹

1996 年澳洲生態旅遊協會推出全世界第一套生態旅遊認證系統，標章認證的功能在於提供業界一個可以遵循用以提升服務品質並符合生態旅遊理念的標準，同時作為遊客選擇業者的重要參考依據。截至 2015 年止，標章認證制度已配合氣候變遷及澳洲政府相關因應政策及相關法規命令修訂，滾動檢討到第 4 版。

取得生態旅遊標章認證的前提是「旅遊產品係以『自然』為基礎」，而所謂的以「自然」為基礎，指的是申請認證的旅遊產品（無論是遊程、旅遊地或是旅館）必須讓客人在使用產品的時間裡，有 50% 以上的時間是在體驗自然或是專注於自然之上。

重要的是，生態旅遊標章認證系統奠基於環境永續性 (Environmental Sustainability)、社會及文化責任 (Social & Cultural Responsibility)、經濟可行性 (Economic Viability) 3 大準則上，當此生態旅遊產品不會對自然環境造成傷害、同時以負責任的態度面對旅遊地在地社區及文化保存，且生態旅遊的推動讓旅遊業者的經營與在地社區的生計皆可以存續，三方基礎線持續運作順暢 (Triple-bottom Line Sustainability)，才能

促使生態旅遊標章認證系統的推動與推廣更具穩定性與信任度。

### 澳洲生態旅遊認證標章



生態認證



自然旅遊

生態旅遊

進階生態旅遊

澳洲生態旅遊認證標章共分為 3 個等級：

1. 自然旅遊 (Nature Tourism)

取得此標章的旅遊產品是致力於極小化旅遊活動對天然環境造成的影響。

(Tourism in a natural area that leaves minimal impact on the environment.)

2. 生態旅遊 (Ecotourism)

取得此標章的旅遊產品業者可以透過有趣的方式讓遊客認識天然環境，透過旅遊活動的進行，可以有效地運用在地資源，促使遊客願意保護旅遊地點的動、植物等自然資源，同時幫助當地社區。

(Tourism in a natural area that offers interesting ways to learn about the environment with an operator

that uses resources wisely, contributes to the conservation of the environment and helps local communities.)

### 3. 進階生態旅遊 (Advanced Ecotourism)

取得此標章的產品除了經營者承諾並積極執行前述生態旅遊的條件之外，更代表其為澳洲領導並具創新概念的生態旅遊產品。

(Australia's leading and most innovative ecotourism products, providing an opportunity to learn about the environment with an operator who is committed to achieving best practice when using resources wisely, contributing to the conservation of the environment and helping local communities. Tourism with strong interpretation values, commitment to nature conservation and helping local communities.)

## (三) 生態旅遊標章認證要素

要取得生態旅遊認證標章，必須滿足下列 8 大要素，各要素同時含括子要素，依符合要素規範的程度來決定是否授予認證標章以及授予何等級的標章，茲將各要素及子要素臚列並概要說明如下：

婦誤

### 1. 企業管理與營運計畫

(Business Management and Operation Planning)

本項次內容含括下列子要素：

#### 1.1 合法登記 (Legal Compliance)

經營自然旅遊業務或是生態旅遊業務皆須遵守相關規定、

取得相關營業執照或是營業許可。

#### 1.2 保險內容 (Insurance Details)

公共意外險以及其他商業保險的投保是經營自然旅遊或是生態旅遊業務的必要條件，以確保遊客因參加旅遊活動而造成傷害時，可以得到相當保障。

#### 1.3 營運計畫 (Business Plan)

公司的營運計畫可以為公司自然旅遊或生態旅遊業務推動提供發展願景，並為未來的產品及服務的完備性提供決策參考。

#### 1.4 行銷計畫 (Marketing Plan)

行銷計畫可以協助生態旅遊業者指認目標客群，並透過有效的管道與潛在客群溝通。

#### 1.5 人力資源 (Human Resources)

有效的員工管理政策應含括可以激勵員工士氣、培養員工忠誠度、凝聚團隊合作精神的員工訓練。

#### 1.6 經營管理及營運系統 (Operational Management and Business Systems)

經營管理及營運系統應予以文件化，以確保公司在一制性的原則下營運，並產出具品質的服務。

#### 1.7 顧客服務 (Customer Service)

建立顧客服務標準作業模式，以利具持續性標準的服務，創造顧客滿意度最大化。

#### 1.8 風險管理 (Risk Management)

生態旅遊業者應提供員工安全的工作環境，為生態旅遊遊程體驗者提供安全的體驗空間與方案，並且應將危機處理

及緊急應變方式予以文件化，放在員工及遊客容易取得的地方，以為因應。

2. 負責任的行銷 (Responsible Marketing)

行銷計畫應提供遊客足夠且正確的訊息，讓其對即將拜訪的自然環境與文化背景有所認識並予以尊重。行銷計畫應給予遊客對於即將參加的生態旅遊產品有正確的認知及合理的期待。

3. 顧客滿意 (Customer Satisfaction)

顧客滿意成就於旅遊體驗符合或超出顧客預期。而遊程的設計規劃，應依據遊客的現場互動與遊程體驗之後的意見回饋進行滾動檢討

4. 環境管理 (Environment Management)

4.1 環境計畫與影響評估 (Environmental Planning and Impact Assessment)

4.2 環境營運管理 (Operational Environmental Management)

4.3 地點 (Location)

4.4 建築方法與材料 (Construction Methods and Materials)

4.5 基地干擾、地景型塑與環境復育 (Site Disturbance, Landscaping and Rehabilitation)

4.6 排水系統、土壤與水資源管理 (Drainage, Soil and Water Management)

4.7 視覺影響 (Visual Impact)

4.8 生物多樣性保護 (Biodiversity Conservation)

4.9 燈光 (Lighting)

4.10 水供給與保存 (Water Supply and Conservation)

4.11 廢水處理 (Waste-Water)



- 4.12 噪音 (Noise)
- 4.13 空氣品質 (Air Quality)
- 4.14 垃圾最小化與管理 (Waste Minimisation and Management)
- 4.15 建築物之能源使用與最小化 (Energy Use and Minimisation : buildings)
- 4.16 交通運具能源使用與最小化 (Energy Use and Minimisation : transport)
- 4.17 野生動物打擾最小化 (Minimal Disturbance to Wildlife)
- 4.18 夜行動物觀賞影響最小化 (Minimal Impact Nocturnal Wildlife Viewing)
- 4.19 海洋動物與動物群觀賞影響最小化 (Minimal Impact Marine Animal and Mega Fauna Viewing)
- 4.20 健行影響最小化 (Minimal Impact Walking)
- 4.21 露營影響最小化 (Minimal Impact Camping)
- 4.22 動力車輛使用影響最小化 (Minimal Impact Vehicle Use)
- 4.23 動力船體使用影響最小化 (Minimal Impact Power Boat Use)
- 4.24 非動力船體使用影響最小化 (Minimal Impact Non-powered Boat Use)
- 4.25 飛行器使用影響最小化 (Minimal Impact Aircraft Use)
- 4.26 攀岩垂降活動影響最小化 (Minimal Impact Rock Climbing and Abseiling)
- 4.27 展示洞穴活動影響最小化 (Minimal Impact Caving 【show caves】)
- 4.28 天然洞穴活動影響最小化 (Minimal Impact Caving 【wild caves】)

- 4.29 浮潛及水肺潛水活動影響最小化 (Minimal Impact Snorkeling and SCUBA Diving)
- 4.30 自行車騎乘與動物騎乘活動影響最小化 (Minimal Impact Trail Riding and Animal Tours)
- 4.31 釣魚活動影響最小化 (Minimal Impact Fishing)
- 4.32 內陸水域家用船使用影響最小化 (Minimal Impact Houseboat Use 【inland waters】)
- 4.33 海洋水域家用船使用影響最小化 (Minimal Impact Houseboat Use 【marine】)
- 4.34 動物飼養 (Animals in Captivity)
- 5. 導覽解說及教育 (Interpretation and Education)

生態旅遊產品主要是吸引想要與自然環境產生不同程度互動、拓展個人的知識、覺察自然韻律、欣賞天然環境、享受與大地互動帶來喜悅的遊客。所以不管是在旅遊活動進行前，或是活動過程中，生態旅遊經營者應該聘任合格的導遊，針對不同層級的遊客提供有關旅遊地點相關的自然環境與歷史文化襲產的旅遊資訊。是類知識的傳遞是在符合消費者的興趣、需求與期待下，經過縝密計畫，精心設計，透過不同機會傳遞給消費者。

#### 5.1 解說服務 (Interpretive Services)

透過不同方式的運用，遊客應該被提供多樣化的解說基會以符合遊客學習或個人其他了解旅遊地點的需要訊息。

#### 5.2 解說與教育的內容 (Content of Interpretation and Educational Information)

導覽解說的素材與活動內容應該多方透過可信的訊息來源確認其正確性，而且解說與活動的內容應該讓遊客與旅遊

據點產生關聯

### 5.3 解說導覽計畫 (Interpretation Planning)

充分準備的導覽解說規劃，可以讓旅遊體驗與正確資訊的交流無縫接軌。

### 5.4 員工訓練、覺察與了解 (Staff Training, Awareness and Understanding)

經過完備訓練，取得旅遊產品正確訊息，具有旅遊地區的通識性知識，再加上合宜的解說技巧練習，讓導遊與旅行業主要工作人員與遊客溝通交流得以傳遞正確的資訊。

## 6. 對自然環境保護及保育的貢獻 (Contribution to Conservation)

生態旅遊含括主動參與旅遊環境的保護，同時強化天然環境的保育工作。特別是生態旅遊產品在自然地區的經營與保育方面提供建設性的貢獻。這些貢獻包含物質或財務的提供或以類似的方式提供援助。

### 6.1 地區性的保育倡議 (Conservation Initiatives-Local)

生態旅遊的操作應該在旅遊據點的自然地區管理上透過財務上或類似的支持提供具建設性的援助。

### 6.2 全國性/全球性的保育倡議 (Conservation Initiatives-National/Global)

生態旅遊產品應該在自然地區的保育工作上透過財務或類似的支持提供建設性的援助。

## 7. 與當地社區合作 (Working with Local Communities)

在許多情況下旅遊地當地社區是生態旅遊產品重要的組合要素，所以當地社區應該同時享受到生態旅遊發展的利益。這些

利益包含了在地導遊的聘任、在地產品及服務的購買以及地方設施的使用等。

#### 7.1 為當地提供利益 (Provision of Local Benefits)

業者應盡可能地聘任當地居民為公司員工，同時協助當地社區有效地使用在地產品與服務。

#### 7.2 對在地社區影響最小化 (Minimal Impact of Local Communities)

業者須透過解說告知遊客旅遊地當地風俗與預期，以及針對旅遊活動可能產生的影響徵詢在地社區的意見，盡可能地將旅遊對當地產生的影響降到最低。

#### 7.3 社區融入 (Community Involvement)

業者在推動公司生態旅遊遊程業務時，應積極融入在地社區活動。

### 8. 文化尊重與體諒 (Cultural Respect and Sensitivity)

雖然生態旅遊著重在旅遊地區的自然價值，但是有許多地區同時擁有重要的文化價值，特別是原住民文化。所以生態旅遊也應該同時帶著熱情去接納旅遊地當地的原住民文化。

#### 8.1 諮詢與訓練 (Consultation and Training)

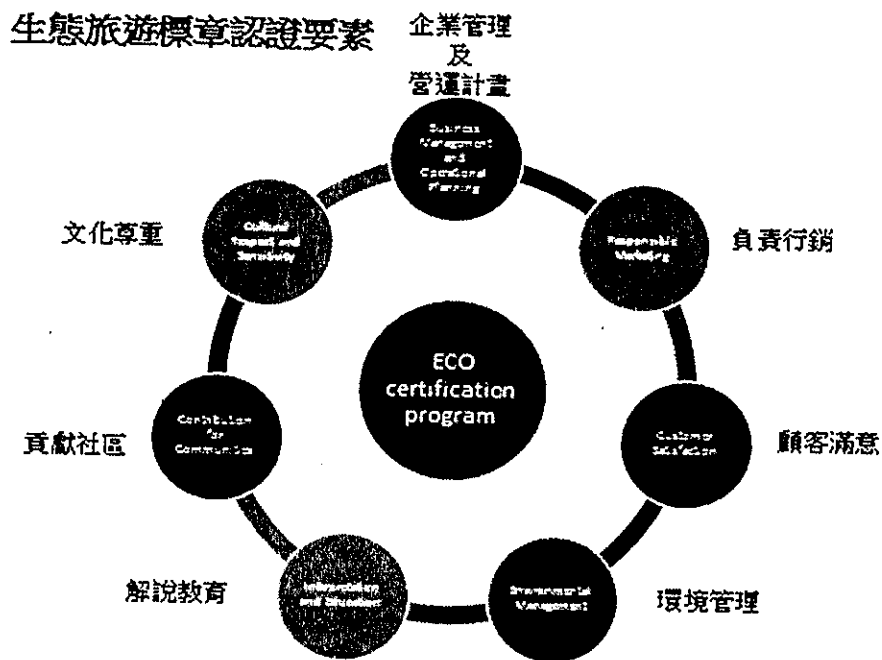
旅行業者在旅遊地推出旅遊產品前，應徵詢當地原住民社區意見並邀請社區參與遊程規劃。

#### 8.2 遊客資訊 (Visitor Information)

當要傳達介紹當地原住民文化的內容前，旅行業者需要先徵得傳統原住民所有權人的同意，且必須確認所有原住民文化訊息的提供是正確的，不會誤導遊客。

### 8.3 原住民藝術、手工藝及商品 (Indigenous Arts, Crafts & Goods)

旅行業者需確認所有原住民產品及服務的提供是真的與原住民文化相關，且提供原住民產品與服務的社區可以藉由侈品或服務的提供得到相當的價金。



生態旅遊標章認證要素圖

#### (四) 生態旅遊標章認證流程

生態旅遊標章認證申請作業採電腦化作業，茲分述如下：

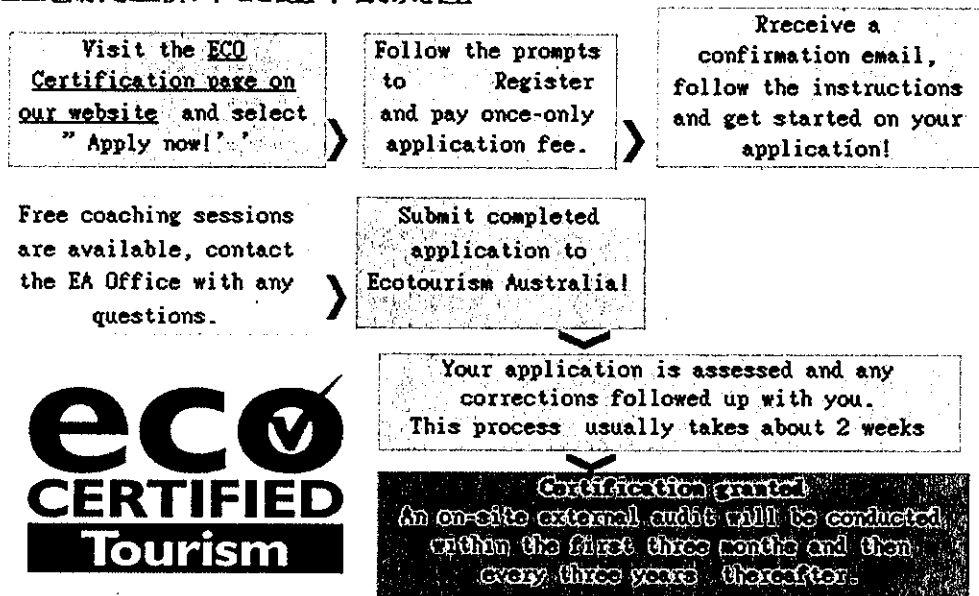
1. 進入澳洲生態旅遊協會網頁  
<http://www.ecotourism.org.au/>
2. 點選「認證系統 (Certification Programs)」  
<http://www.ecotourism.org.au/our-certification-programs/>
3. 選擇「立刻申請 (APPLY NOW !)」

4. 依序填寫註冊表格（申請認證標章的種類、個人資訊、聯絡方式、公司基本資料等），再填寫申請費用（此費用含括申請書及其附件的線上審核、申請案件的現地查核及認證標章製作等作業所需費用）的繳納方式。於費用確認繳納後，申請人將會收到一封申請確認信，再依確認信上的指示進行申請表格的填寫。（申請表格為可編輯的 PDF 表格）
5. 從收到可編輯的 PDF 申請表格後，申請人有 12 個月的時間完成申請表的填寫與傳送，而在申請表格的填寫過程中，申請人可以在上班時間隨時可向澳洲生態旅遊協會的工作人員請教相關問題。
6. 一旦表格確定完成填寫即可送出。送出的申請表格及相關附件檔案，將先由澳洲生態旅遊協會的職員進行內部檢視，確認表格填寫無遺漏且應檢附之補充書件無遺漏之後，申請案件將被送至獨立的審查員進行書面審查。
7. 書面審查人員於接到申請案件後，應在 2 個工作天內告知澳洲生態旅遊協會是否承接該申請案的書面審查工作。
8. 於確認承接申請案件的書面審查工作後，審查員應將初步書面審查發現不尋常的問題、疑義或是待釐清事項等臚列，送交澳洲生態旅遊協會轉知申請人補充（正）。於申請人完成補充（正）事項後，書面審查員須提交一份申請書件確認表以及建議授予的生態旅遊認證標章等級建議至澳洲生態旅遊協會。
9. 完成書面審查的申請案件將由澳洲生態旅遊協會併同申請書件確認表及書面審查意見送給獨立查核員進行實質查核作業。
10. 現地查核作業的方式原則上有電話訪問與諮詢、書面資料查閱及網路意見蒐集、現地拜訪與認證產品營業員工（至少一位經理級人員、一位一般員工）訪談以及認證產品實地體驗 4 種，通常皆採用產品實地

體驗以外的方式進行現地查核作業。

11. 現行澳洲生態旅遊標章認證的現地查核作業主要是由與澳洲生態旅遊協會簽訂夥伴關係契約的澳洲保育志工協會 (Conservation Volunteers Australia 【CVA】) 辦理。
12. 為了確保取得生態旅遊認證標章的旅遊產品其業者的產品內容、服務品質與對天然環境的保護承諾如一，原則上取得標章認證的產品，最遲每 3 年都需要由現地查核員進行現地查核 1 次。

### 生態旅遊標章認證申請流程



#### 四、生態旅遊標章認證遊程體驗

##### (一) Wayoutback 沙漠漫遊 (Wayoutback Desert Safaris)

烏嚕嚕岩 (昔稱愛爾絲岩) 坐落於紅土沙漠地區，因北領地 (Northern Territory) 位在澳洲大陸的中心，故該區域依稱為紅土中心 (Red Centre)。此取得進階生態旅遊認證標章的澳洲北領地 WAYOUTBACK AUSTRALIAN SAFARIS 公司遊程，主要搭乘 4 輪驅動 14 人座巴士探訪紅土中心 Uluru, Kata Tjuta, Kings Canyon, Palm Valley and West MacDonnell Ranges 等重要觀光景點，透過專任領隊講解地形變化與植被情形，再延伸至當地原住民族的生活方

式，其中蒐集露營地柴火、夜宿南十字星空下，體驗舊時澳洲大陸開發的生活方式。

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30 Kidman Street Alice Springs, 870 NT  
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### WAYOUTBACK AUSTRALIAN SAFARIS

We are a small group 4WD adventure tour specialist exploring Central Australia - Uluru, Kata Tjuta, Kings Canyon, Palm Valley, West MacDonnell Ranges. Get away from the crowds in 4-wheel drive, along exclusive bush tracks with aboriginal culture, remote campsites, campfire cooking and sleeping under the stars.

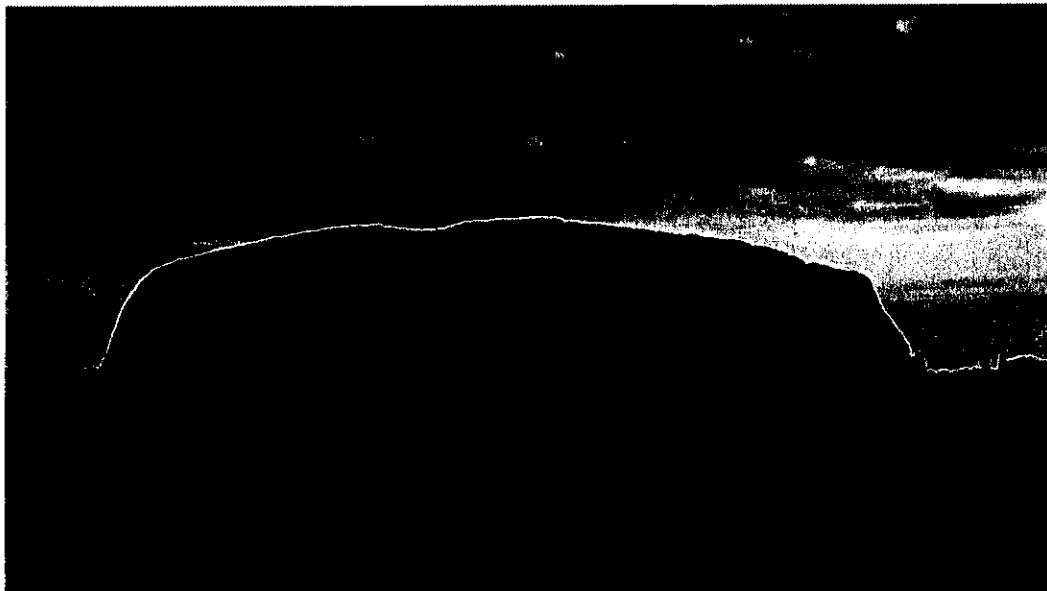
#### Wayoutback Desert Safaris

We are adventure tour specialists in Central Australia exploring Uluru, Kata Tjuta, Kings Canyon, Palm Valley and West MacDonnell Ranges. If you want to experience the "Icons, culture and traditions" of the Red Centre in 4 wheel drives with small groups, then Wayoutback is for you. You can't put a price on a once in a lifetime experience. A Red Centre adventure tour will be one of the highlights of your trip to Australia, so why not make it "super special" by really getting in amongst it rather than just seeing it (big difference). The name "WAYOUTBACK" typifies our belief that the only way to experience the authentic Red Centre is to get far away from the crowds in small groups (max. 14), bounce your way along bush tracks in a 4WD, swim in remote

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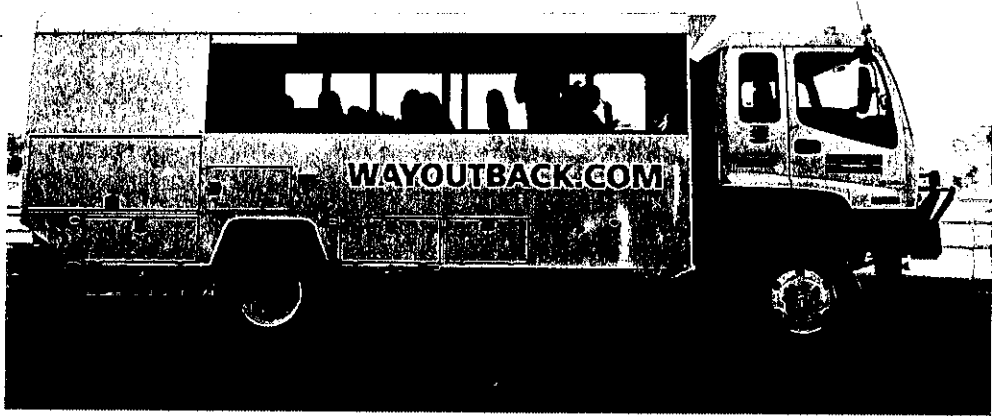
Climate Action BUSINESS

ROC



吸金功力超越野柳女王頭的全世界最大單一塊石—Ululu Rock





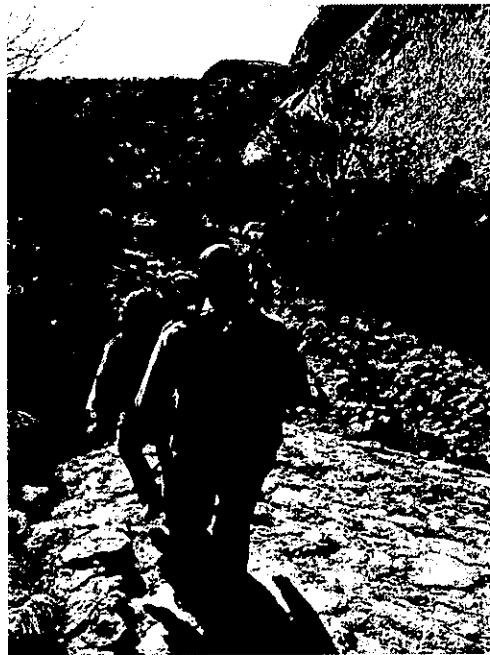
14 人座 4 輪驅動巴士



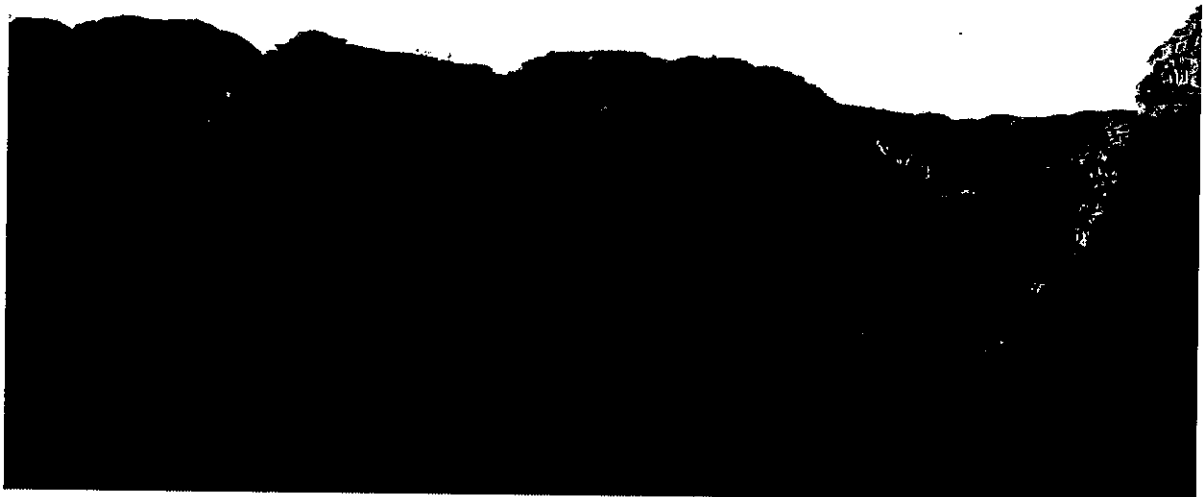
全團人員通力合作撿拾枯木作為夜晚取暖使用的柴火



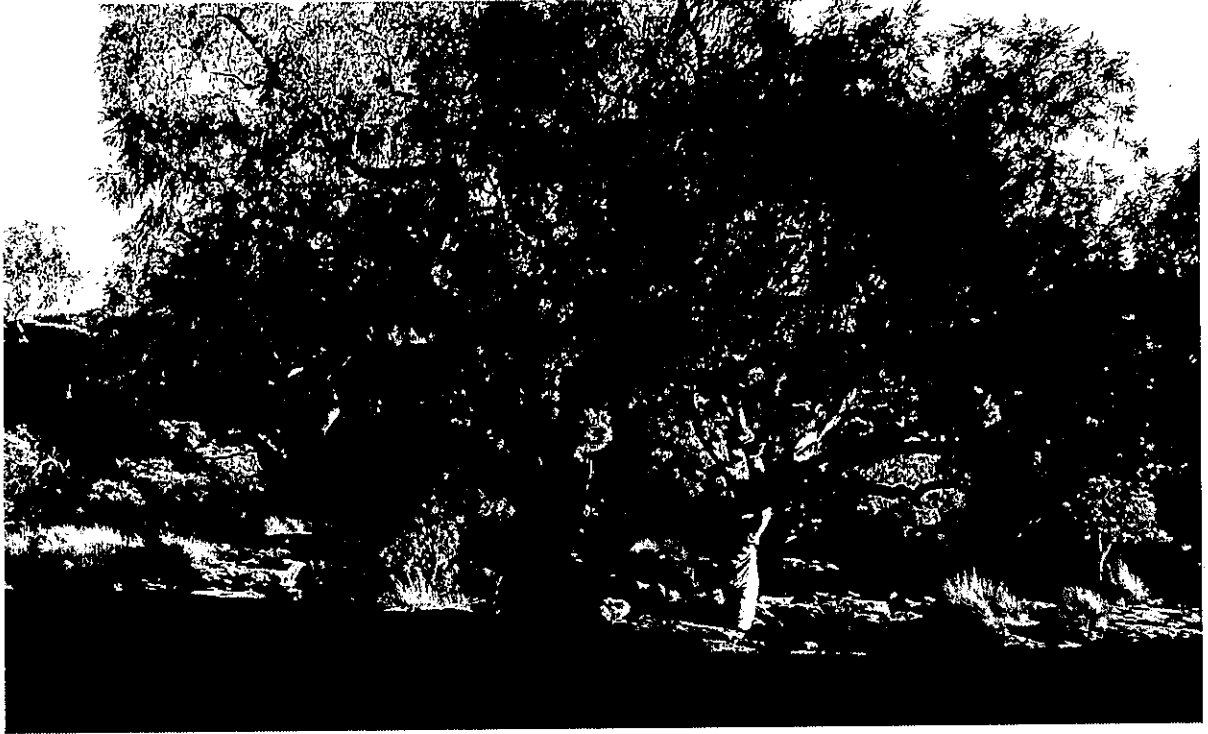
9 月份的沙漠夜晚氣溫降至 10 度以下，維持營火持續燃燒保持大家的溫暖，是體驗澳洲大陸開拓的必備工作。



以健行的方式認識旅遊地，穿著包腳趾的平底鞋或戶外鞋、因應溫差大幅度變化的洋蔥式穿著、遮陽、防曬與飲用水等是必要的配備。是類訊息在預約行程時即完整地傳遞給消費者。



配合沙漠地區過 9 點以後的氣溫陡升，在當地的健行活動需從上午 6:30 開始。而適應幅度高達 15 度以上的溫差，洋蔥式穿著是必要的生存之道。



透過合格導遊的解說，沙漠中岩石上生意盎然大樹的生存方式，讓人了解自然的奧妙、旺盛的求生意志。



沙漠岩層的貝殼化石，證明其曾為海的一部。



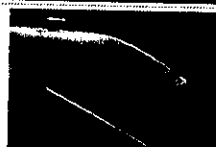
真正的旅行是透過自己的雙腳認識這片土地



南十字星空下，圍繞著營火，睡在厚重保暖的澳洲睡袋（Swag）裡，遠離現代文明設備（水、電、電視、電腦、手機與網路等），體驗十九世紀初期的拓荒歲月，引發旅人思考物質慾望降低的必要性。



## （二）彭柏頓發現之旅（Pemberton Discovery Tours）

取得進階生態旅遊認證標章的彭柏頓發現之旅，穿越西澳南部森林，拜訪 2 個國家公園，來到 Warren 河流入南極洋出海口，體驗多樣化的自然地景。透過在地合格生態導遊解說地形變化、動、植物生態與在地原住民文化，是一場震撼人心的感官發現之旅。



South West, Western Australia  
08 9476 0458  
17 Brookman Street  
Pemberton, 6260  
WA  
[View Website](#)

### PEMBERTON DISCOVERY TOURS

Pemberton Discovery Tours specialise in small group eco adventure tours through the Southern Forest region of Western Australia. Visiting the spectacularly diverse Warren and D'Entrecasteaux National Parks near Pemberton. These interpretive day tours travel through stunning and normally inaccessible forests and coastline experiencing the beautiful South West, off the highway.

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**Beach & Forest Eco Adventure**

The interpretive half day Beach & Forest Eco Adventure immerses you into inaccessible forest wilderness and amazing diversity of this regions photogenic landscape and its unique flora and fauna. Encounter old growth Karri Forest, pristine Yeagarup Dunes and restless Southern Ocean in the D'Entrecasteaux and Warren National Parks.

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**Black Point Full Day**

Discover Black Point and the 136 Million year old black basalt columns on this full day tour travelling through the D'Entrecasteaux National Park. This adventure includes a trip via Western Australia's largest fresh water lake; Lake Jasper and the ancient forest in Gobblins Swamp. Morning tea and lunch also included.

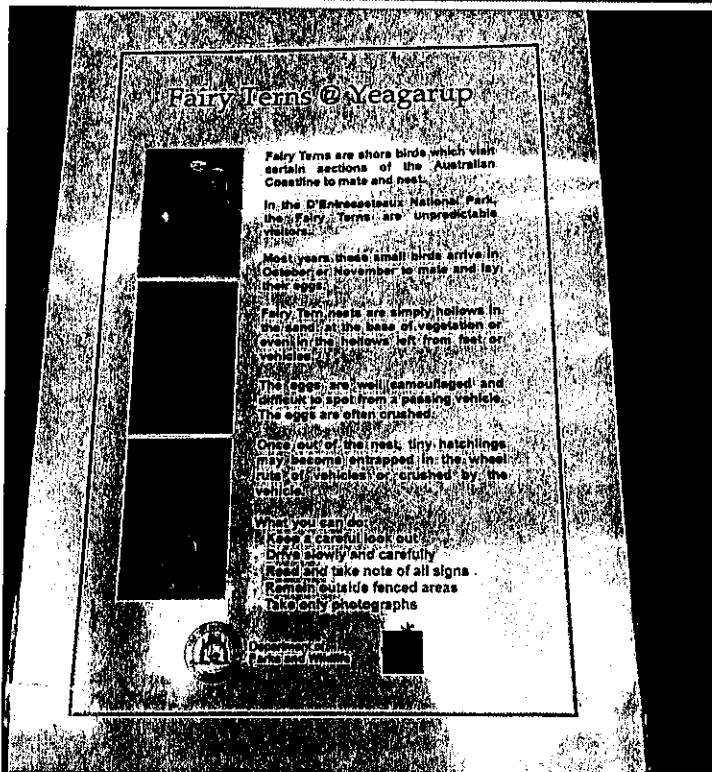




Warren River 河口受沙丘堆疊覆蓋而窄化，導致河水匯聚後奔流注入南極海的壯觀畫面。



天然堆積的白色海岸沙丘，吸引遊客赤足踩在沙地上，享受細沙帶來的絲滑感，感嘆自然的神奇。



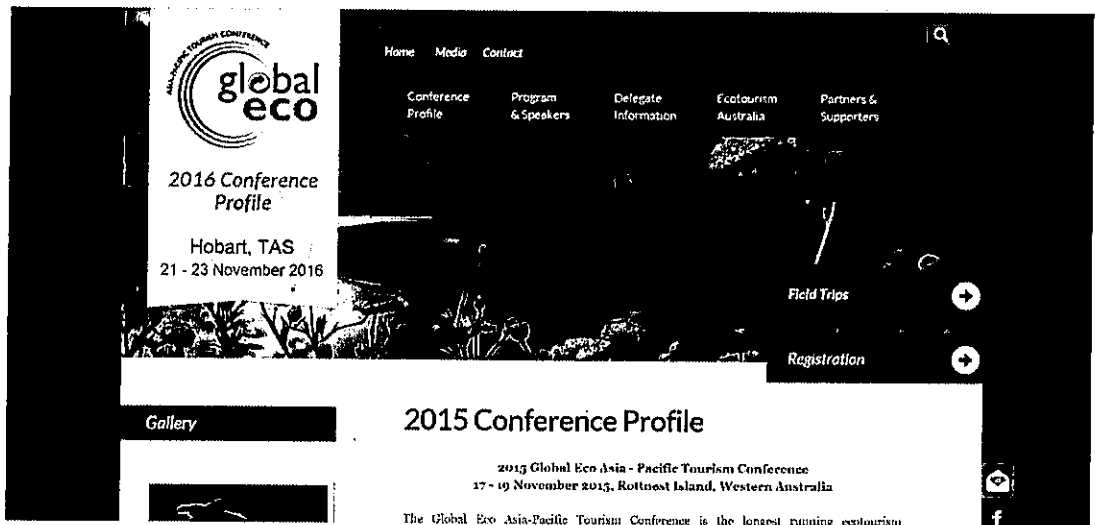
白燕鷗 (Fairy Tern) 於繁殖期都會將巢建構於有遮蔽物的沙地上。為避免白燕鷗誤以為汽車行駛過沙地所造成的胎痕是「安全」的築巢地點，造成巢卵遭到汽車碾過，每逢小燕鷗繁殖期，沙灘上都會區劃出可以行車的空間，並且於周邊張貼公告，提醒遊客注意。而在地生態旅遊業者更會主動地將輪胎洩氣至扁平但可安全行車的狀態，減少行車於沙地上造成的胎痕深度，以保小燕鷗巢卵安全。



含司機 14 人的小巴，僅採夯實沒有過多鋪面的車道，符合生態旅遊對天然環境產生最小影響的要求。

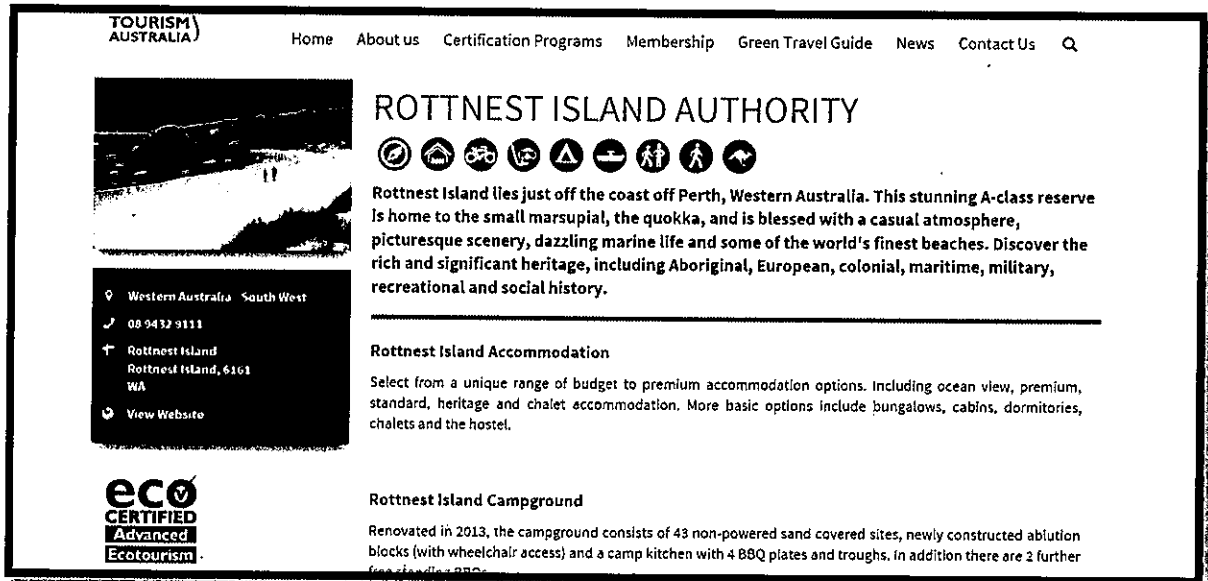


## 五、2015 Global Eco Asia-Pacific Tourism Conference



(一) 研討會日期：2015 年 11 月 17 日-2015 年 11 月 19 日

(二) 研討會地點：Rottneest Island, West Australia, Australia



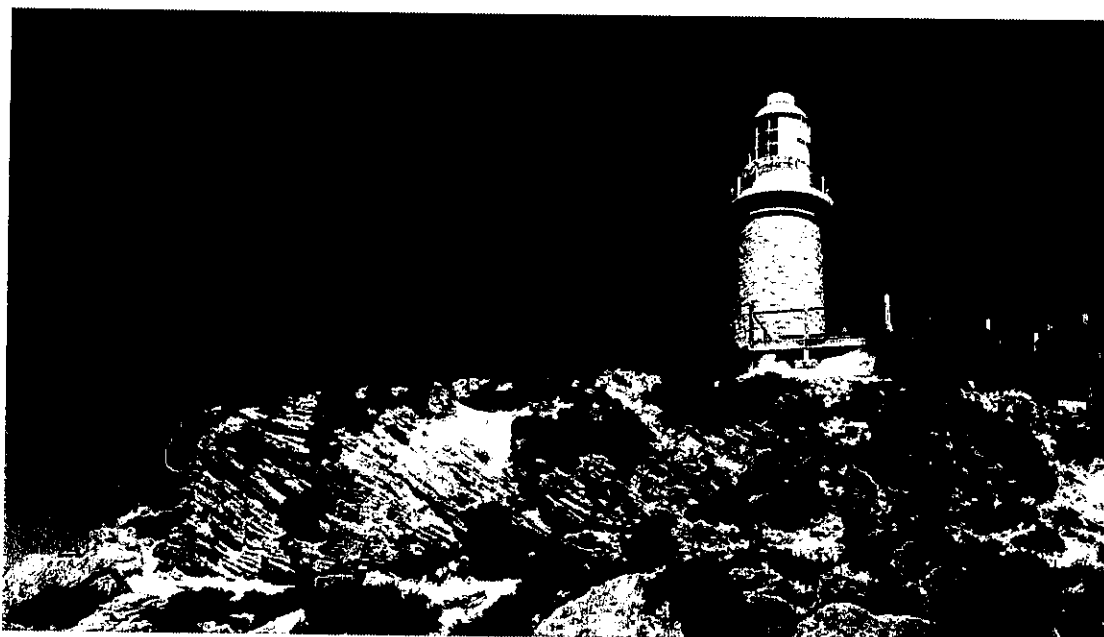
西澳州政府是繼昆士蘭州政府與塔斯馬尼亞州政府之後，積極推動生態旅遊，鼓勵該洲旅遊業者取得生態旅遊認證標章的地方政府。會議地點呼應本次研討會議主軸，距離本島陸地 20 分鐘航程遠的離島，透過自然環境永續概念發展成重要旅遊地，更重要的是會議協辦單位同樣是澳洲生態旅遊協會的會員之一。



透過大型(國際)會議召開的方式,預告旅遊旺季即將來臨,是智慧的行銷方式。

(三)會議主題:生態旅遊—航向成功(Ecotourism - Navigating for Success)

從政策與規劃、投資與發展、品質與消費傾向、市場與分配等角度來談如何成就生態旅遊的成功。近年來生態旅遊已經是全球蓬勃發展的觀光產業,本次研討會議針對產業的發展機會、產業成長率、遊客需求、特定客群市場的特定需求來進行討論。最重要的是生態旅遊經濟效益與對在地社區的貢獻更是可讓人樂觀預期的。



(四) 會議議程：在第 1、2 天是以主題演說的方式，邀不同講者分別就全球、區域及國家角度、商業角度談生態旅遊的發展，接著談可能造成生態旅遊發展的阻礙影響與近期生態旅遊發展的發展趨勢，再就投資與創新的合作關係、氣候變遷、原住民族與在地社區的參與、島嶼的永續發展經營、創新科技的運用等主題與與會人員分享或對談，第 3 天則是以工作坊小組討論的方式，上下午各 3 主題由參加者擇個人興趣或需要與會，3 天議程詳細表列如下：

### Day 1: Tuesday 17 November

Time	Details
Plenary Sessions Hotel Rottneest Marquee	
7:30am	Registration Desk Opens
Chair	Tony Charters AM, Convenor, Global Eco Conference
8:30am	Convenor Overview of Conference

8:35am	Tony Charters AM, Convenor, Global Eco Conference
8:35am 8:45am	Ecotourism Australia Welcome Rick Murray, Chairman, Ecotourism Australia
8:45am 8:55am	Official Welcome - WA Government Derryn Belford, Executive Director Destination Development, Tourism Western Australia
<b>Global, Regional and National Perspectives</b>	
Chair	Dr. Claire Ellis, Director, Ecotourism Australia
8:55am 9:15am	Keynote Speaker Glenn Jampol, Chair, Global Ecotourism Network (GEN)
9:15am 9:35am	Keynote Speaker Albert Teo, Deputy Chair, Asian Ecotourism Network
9:35am 9:55am	Keynote Speaker Justin Marshall, Manager - Regional Research and Insights, Tourism Research Australia
9:55am 10:15am	Keynote Speaker Rod Hillman, Chief Executive Officer, Ecotourism Australia
10:15am 10:30am	Q & A
10:30am 11:00am	Morning Tea Hotel Rottneest Gardens
<b>Business Perspectives</b>	
Chair	Tony Charters AM, Convenor, Global Eco Conference
11:00am 11:25am	Keynote Speaker Grant Colquhoun, Director of Account Management APAC, TripAdvisor
11:25am	Glenn Jampol, Finca Rosa Blanca Coffee

11:50am	Plantation and Inn, Costa Rica
11:50am	Keynote Speakers
12:15pm	Mayah Brandon and Jefferson Dent, Co-Founders and Owners, Laguna Lodge Eco-Resort & Nature Reserve
12:15pm	Q & A
12:30pm	Lunch
1:30pm	Hotel Rottneest Gardens
<b>Ecotourism Disruption</b>	
Chair	David Morgans, Director - Destination & Experience Development, Tourism and Events Queensland (TEQ)
1:30pm	Interactive Panel Discussion - Ecotourism - The Disruptor of Tourism
2:20pm	Panelists: Prof. Ross Dowling OAM, Edith Cowan University Dr. Claire Ellis, Claire Ellis Consulting David Morgans, Tourism and Events Queensland (TEQ) Keith Murray, Glasshouse Mountains Ecolodge, Queensland Beverley O'Neil, Owner, O'Neil Marketing & Consulting Robert Pennicott, Pennicott Wilderness Journeys
<b>Expanding Ecotourism Horizons</b>	
Chair	Tony Charters AM, Convenor, Global Eco Conference
2:20pm	Keynote Speaker
2:40pm	Pat Gallardo-Dwyer, Founder & Director, The Purpose Business
2:40pm	Keynote Speaker
3:00pm	Dr. Young Ng, Founder & Chairman,

	Association for Geoconservation, Hong Kong
3:00pm - 3:10pm	Q & A
3:10pm - 3:30pm	Afternoon Tea
<b>Quality and Sustainability</b>	
Chair	Rod Hillman, Chief Executive Officer, Ecotourism Australia
3:30pm - 3:55pm	Keynote Speaker Rika Jean-Francois, Commissioner, ITB Corporate Social Responsibility, ITB Berlin
3:55pm - 4:20pm	Keynote Speaker Bruce See, Managing Director, COMET Corporation
4:20pm - 4:45pm	Keynote Speaker Robert Pennicott, Founder & Managing Director, Pennicott Wilderness Journeys
4:45pm - 5:00pm	Q & A

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## Day 2: Wednesday 18 November

Time	Details
8:00am	Registration Desk Opens
Chair	Lizzie Corke, Founder & Chief Executive Officer, Conservation Ecology Centre, Cape Otway
<b>Investment and Innovative Partnerships</b>	
9:00am - 9:20am	Paul Niederer, COO Crowdsourcing Week and Chief Executive Officer, ASSOBI International
9:20am - 9:40am	Graham Turner, Managing Director, Flight Centre and Owner, Spicers Group

<b>Climate Action</b>	
9:40am - 10:00am	Keynote Speaker Bruce Bromley, Chief Financial Officer, Soneva Group
10:00am - 10:20am	Keynote Speaker Peter Gash, Managing Director, Lady Elliot Island Eco Resort
10:20am - 10:30am	Q & A
10:30am - 11:00am	Morning Tea Hotel Rottnest Gardens
<b>Indigenous and Community Involvement in Ecotourism</b>	
Chair	Rick Murray, Chairman, Ecotourism Australia
11:00am - 11:25am	Keynote Speaker Beverley O'Neil, Owner, O'Neil Marketing & Consulting
11:25am - 11:50am	Keynote Speaker Michael Lutzeyer, Owner & Managing Director, Grootbos Private Nature Reserve
11:50am - 12:15pm	Keynote Speaker Robyn Mungulu, Senior Guide, Wandjina Tours Co-presenter - Peter Tucker, Director, Wandjina Tours
12:15pm - 12:30pm	Q & A
12:30pm - 1:30pm	Lunch Hotel Rottnest Gardens
<b>Sustainable Management of Islands</b>	
Chair	Peter Cochrane, Director, Ecotourism Australia
1:30pm - 1:50pm	Keynote Speaker Paolo Amaranti, Chief Executive Officer,

	Rottnest Island Authority
1:50pm - 2:40pm	Interactive Panel Session - Management of Small Islands - panelists from industry, government and academia  Panelists: Paolo Amaranti, Rottnest Island Authority Linda Cash, Christmas Island Tourism Association Craig Doolan, Parks Australia Peter Gash, Lady Elliot Island Eco Resort Karl Plunkett, Australian Eco Constructions Craig Wickham, Exceptional Kangaroo Island
2:40pm - 3:00pm	Keynote Speaker -Dr. Kaewta Muangasame, Assistant Dean and Lecturer Mahidol University, Thailand
3:00pm - 3:30pm	-Afternoon Tea Hotel Rottnest Gardens
<b>Innovation</b>	
Chair	Rod Quartermain, Manager, Tourism and Property Branch, Parks and Visitor Services Division, Department of Parks and Wildlife and Director, Ecotourism Australia
3:30pm - 3:50pm	Keynote Speaker -Jim Sharp, Director General, Department of Parks and Wildlife Western Australia
3:50pm - 4:10pm	Keynote Speaker -Brian Cox, Control Engineer, Hybrid Off-Grid Solutions, Hydro Tasmania
4:10pm - 4:30pm	Keynote Speaker -Greg Allen, Chief Operating Officer, Carnegie Wave Energy
4:30pm	-Official Closing & Announcement of 2016



5:00pm	Host Rick Murray, Chairman, Ecotourism Australia and Rod Hillman, Chief Executive Officer, Ecotourism Australia
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## Day 3: Thursday 19 November

### Morning Streams (9:00am - 12:30pm)

Choose to attend one of the three morning streams

<b>Quality and Optimising Tourism Award Wins Workshop</b>	
<b>Time</b>	<b>Details</b>
Chair: Michael Collins, Deputy Chair, Ecotourism Australia	
<b>Quality Workshop</b>	
9:00am - 9:15am	Rika Jean-Francois, Commissioner, ITB Corporate Social Responsibility, ITB Berlin
9:15am - 9:30am	Pat Gallardo-Dwyer, Founder & Director, The Purpose Business
9:30am - 9:45am	Rod Hillman, Chief Executive Officer, Ecotourism Australia
9:45am - 10:30am	Discussion
10:30am - 11:00am	Morning Tea
<b>Optimising Benefits of Tourism Awards</b>	
11:00am - 11:10am	Mayah Brandon and Jefferson Dent, Co-Founders and Owners, Laguna Lodge Eco-Resort & Nature Reserve
11:10am - 11:20am	Peter Gash, Managing Director, Lady Elliot Island Eco Resort
11:20am - 11:30pm	Glenn Jampol, Chair, Global Ecotourism Network (GEN)

11:30am - 11:40am	Robert Pennicott, Founder & Managing Director, Pennicott Wilderness Journeys
11:40am - 12:30pm	Discussion
12:30pm - 1:30pm	Lunch

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<b>Tourism in Protected Areas Masterclass</b>	
<b>Time</b>	<b>Details</b>
<b>Chair:</b> Dr. Roger Beeden, Director - Tourism & Stewardship, Great Barrier Reef Marine Park Authority (GBRMPA)	
9:00am - 9:15am	<b>National Parks as a Driver for Tourism Growth - The Norfolk Island Case Study</b> Craig Doolan, Park Manager, Norfolk Island National Park, Parks Australia
9:15am - 9:30am	<b>Making Working World Heritage Matter - Reinvigorating Presentation in the Wet Tropics</b> Dr. Paul Chantrill, Manager, Wet Tropics Management Authority
9:30am - 9:45am	<b>Parks 21 - Innovative Partnerships in Tasmania</b> Jen Fry, Branch Manager, Visitor Services, Tasmania Parks and Wildlife Service Co-presenter - Simon Currant AM, Chairman, Tourism Industry Council Tasmania (TICT)
9:45am - 10:00am	<b>Navigating to Protect World Heritage - The Great Barrier Reef Experience</b> Vicki Bonanno, Manager - Sustainable Development and Tourism Policy, Great Barrier Reef Marine Park Authority (GBRMPA)
10:00am	Discussion

10:30am	
10:30am - 11:00am	Morning Tea
11:00am - 11:15am	<b>Innovative Partnerships - A Positive for Ecotourism</b> Sandrine Gaynard, Co-owner / General Manager, Ecoline
11:15am - 11:30am	<b>The Value of Innovative Architecture for Ecotourism</b> Daniela Simon, Architect, SODAA Co-presenter - Sarah Primusz, Designer, SODAA / Bright Spaces Design Studio
11:30am - 11:45am	<b>Six Years On - Reflections on the Sustainable Visitor Capacity Assessment on Rottneest Island, Western Australia</b> Dr. Pascal Scherrer, Senior Lecturer, Southern Cross University
11:45am - 12:00pm	<b>Creating Jobs by Boosting Nature-Based Tourism in South Australia's National Parks, Marine Parks and Reserves</b> Chris Thomas, State Manager, Marine Parks and Nature-Based Tourism, Department of Environment, Water and Natural Resources - South Australia
12:00pm - 12:30pm	Discussion
12:30pm - 1:30pm	Lunch

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<b>Attracting Investment in Ecotourism</b>	
<b>Time</b>	<b>Details</b>
Chair: Tony Charters AM, Convenor, Global Eco Conference	
9:00am - 9:20am	<b>What Investors Need</b> Paul Niederer, COO Crowdsourcing Week and Chief Executive Officer, ASSOBI International

9:20am - 9:40am	-Adam Nitschke, Manager Master Planning, Parks Victoria
9:40am - 10:00am	Neal Muller, General Manager - Tourism, Queensland Department of Tourism, Major Events, Small Business and the Commonwealth Games
10:00am - 10:30am	-Discussion - Attracting Investment in Protected Areas
10:30am - 11:00am	-Morning Tea
11:00am - 11:30am	<b>Crowdsourcing Tourism Projects</b> -Paul Niederer, COO Crowdsourcing Week and Chief Executive Officer, ASSOBI International
11:30am - 12:00pm	Panel Discussion - Crowdsourcing for Community-Based Projects <b>Panelists:</b> Bruce Bromley, Chief Financial Officer, Soneva Group Michael Lutzeyer, Owner & Managing Director, Grootbos Private Nature Reserve Albert Teo, Deputy Chair, Asian Ecotourism Network
12:00pm - 12:30pm	Panel Discussion - Crowdsourcing for the Private Sector <b>Panelists:</b> Bruce Bromley, Chief Financial Officer, Soneva Group Michael Lutzeyer, Owner & Managing Director, Grootbos Private Nature Reserve Albert Teo, Deputy Chair, Asian Ecotourism Network
12:30pm - 1:30pm	-Lunch

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## Afternoon Streams (1:30pm - 5:00pm)

Choose to attend one of the four afternoon streams

<b>Managing Marine and Island Ecotourism Masterclass</b>	
<b>Time</b>	<b>Details</b>
Chair: Rod Quartermain, Manager, Tourism and Property Branch, Parks and Visitor Services Division, Department of Parks and Wildlife and Director, Ecotourism Australia	
1:30pm - 1:45pm	<b>Ningaloo's Whale Shark Industry - World's Best Practice</b> Dani Rob, Whale Shark Conservation Officer, Department of Parks and Wildlife, Western Australia Co-presenter - Debbie Ferguson, Owner and Director, Exmouth Diving Centre
1:45pm - 2:00pm	<b>Integrating Sustainability into Island Landscapes - An Indonesian Perspective</b> Ellie Lovett, Sustainable Tourism Consultant
2:00pm - 2:15pm	<b>Developing Ecotourism Destinations and National Landscapes - The Ningaloo Shark Bay Experience</b> Cheryl Cowell, Project Officer, World Heritage, Shark Bay World Heritage Area, Department of Parks and Wildlife, Western Australia
2:15pm - 2:30pm	<b>The Development of Marine Ecotourism in Taiwan - Case Studies of the Whale-Watching Industry in Eastern Taiwan and Sea Cattle Culture Off the Coast of Chang-Hua County, Central Taiwan</b> Dr. Yung-Song Chen, Assistant Professor, Department of Biotechnology and Animal Science, National I-Lan University
2:30pm	Discussion

3:00pm	
3:00pm - 3:30pm	Afternoon Tea
3:30pm - 3:45pm	<b>Tourism and Conservation on Christmas Island - Interdependent Relationships and Initiatives</b> Linda Cash, Marketing Manager, Christmas Island Tourism Association Co-presenter - Mike Misso, Manager, Christmas Island National Park
3:45pm - 4:00pm	<b>Strings of Pearls - A Southern Tasmania Mooring Buoy Initiative Supporting Marine Tourism</b> Dr. Claire Ellis, Consultant, Claire Ellis Consulting
4:00pm - 4:15pm	<b>Sustainable Management of Tourism to Islands on the Great Barrier Reef, Australia</b> Dr. Brent D. Moyle, Research Fellow, Griffith Institute for Tourism, Griffith University
4:15pm - 4:30pm	<b>Voyaging into the Unknown - Ecotourism Businesses and the Need to Influence International Treaties</b> Jose Palazzo, Vice-President, Augusto Carneiro Institute
4:30pm - 5:00pm	Discussion

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<b>Geotourism Workshop</b>	
<b>Time</b>	<b>Details</b>
<b>Chair:</b> Angus M. Robinson, Managing Partner, Leisure Solutions® and Chair, Geotourism Standing Committee, Geological Society of Australia	
1:30pm - 1:50pm	<b>Geotourism - Pathways for Future Development in Australia</b> Angus M. Robinson, Managing Partner, Leisure Solutions® and Chair, Geotourism

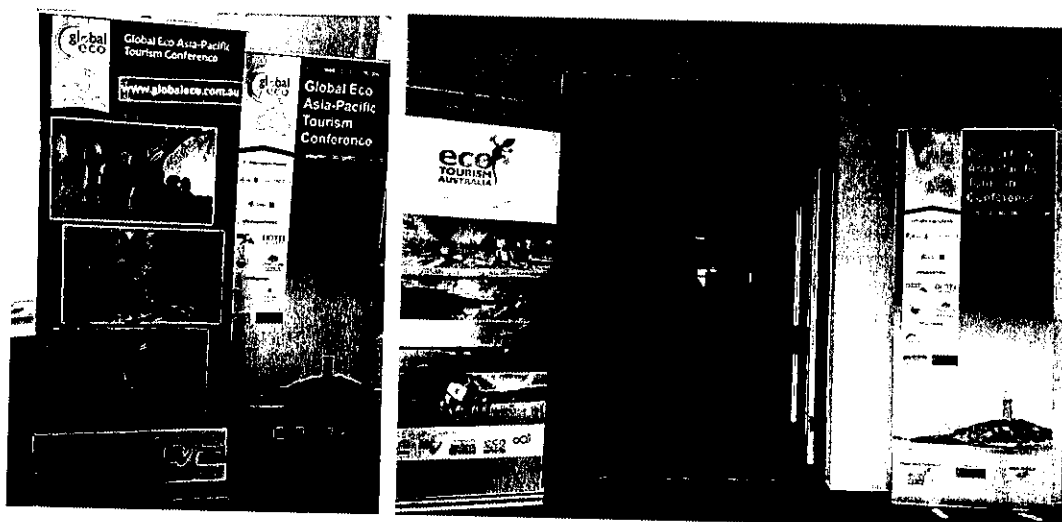
	Standing Committee, Geological Society of Australia
1:50pm - 2:10pm	<b>Geotourism – A Powerful New Tool for Sustainable, Regional Development</b> Prof. Ross Dowling OAM, Professor of Tourism, Edith Cowan University
2:10pm - 2:30pm	<b>Establishing a Geopark from the Ground Up – A Community Process</b> Alan Briggs, Lecturer in Tourism, Murdoch University
2:30pm - 3:00pm	Discussion
3:00pm - 3:30pm	Afternoon Tea
3:30pm - 3:50pm	<b>Incorporating More Geological Themes into Ecotourism - A Basis for More Successful Business Cases</b> Dr. Ivor Roberts, Executive Director, WA Department of Mines and Petroleum <b>Co-presenter:</b> Michael Freeman, Project Manager, Legislation and Compliance Branch, Mineral Titles Division, WA Department of Mines and Petroleum
3:50pm - 4:10pm	<b>From Ecolodge to National Geographic Unique Lodges of the World</b> Albert Teo, Deputy Chair, Asian Ecotourism Network
4:10pm - 4:30pm	<b>Geotrails</b> Prof. Ross Dowling OAM, Professor of Tourism, Edith Cowan University
4:30pm - 5:00pm	Discussion

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<b>Destination Development and Marketing Workshop</b>	
<b>Time</b>	<b>Details</b>
Chair: Holly Knight, General Manager Environment,	

Heritage, Risk and Safety, Rottneest Island Authority	
1:30pm - 1:50pm	<b>Development Dilemmas - A Daunting Journey</b> Howard Mitchell, Director, EPCAD
1:50pm - 2:10pm	<b>The Impact of Multi-Stakeholder Regional Marketing Projects on the Development of Regions within the Tension Field of Ecotourism</b> Kim-Kathrin Kunze, PhD Student, University of Siegen, Germany
2:10pm - 2:30pm	<b>Ecotourism Development and Cooperation Mechanism with Indigenous People in Taiwan Nengao National Trail</b> Yuh-Renn (Yuri) Guo, Executive Director, Taiwan Ecotourism Association
2:30pm - 2:50pm	<b>Mid West Coastal Camping Nodes</b> Nicole Nelson, Manager Tourism and Library Services, Shire of Irwin Dongara-Port Denison
2:50pm - 3:05pm	Discussion
3:05pm - 3:30pm	Afternoon Tea
3:30pm - 3:50pm	<b>Fish n Chips, Bubbles and a Good Splash of Eco - Taking Thematic Interpretation to the People</b> Jim Smith, Managing Director, Sea Darwin
3:50pm - 4:10pm	Beverley O'Neil, Owner, O'Neil Marketing & Consulting
4:10pm - 4:30pm	<b>An Analysis on Characteristics of Evolution Wuyishan Destination Based on the Tourist Flow</b> Prof. Hongbo Li, Dean of Geography and Urban Planning Department, Huaqiao University
4:30pm - 5:00pm	Discussion





研討會簽到處

		
Patrol	Center	254 Princes Highway
Chairman	Power	The Princes Highway
Chair	Site	Esplanade Australia
Chair	Stage	Wahine Truck Australia
Chair	Center	254 Princes Highway
Chair	Center	254 Princes Highway

Holly	Knight	Rottneest Island Authority
Kim-Kathrin	Kunze	University of Siegen
Nathan	Lati	Papua New Guinea Tourism Promotional Authority
Szu Hsien	Lee	North Coast and Guanyingshan National Scenic Area Administration Tourism Bureau, Motc, Taiwan
Hongbo	Li	Huaqiao University

研討會參加者名單

## 肆、心得與建議

台灣位於歐亞大陸東南，北回歸線上的海島，受海洋氣候影響，溫暖潮濕，因歐亞大陸板塊與菲律賓海洋板塊擠壓碰撞，形成高山島嶼，還有火山地形及溫泉資源，為生物多樣性提供良好發展場域。

佔全球陸地面積不到千分之三的台灣陸地，擁有15萬種生物資源，是世界上物種密度最高的地區之一；其中蝶類密度高居世界第1，植物密度為世界第2；500多種的鳥類，600多種的蕨類更是北美洲與南美洲的蕨類種類的加總，曾文溪口現為全世界最大的黑面琵鷺棲息處，這些得天獨厚的自然環境皆為台灣生態旅遊之發展提供良好的實體環境。國際來台旅客可體驗由海洋到高山地理景觀，熱帶、亞熱帶、溫帶、寒帶等不同氣候帶之變化及動植物景觀，為世界最精緻且多樣化的旅遊勝地。

日本富士山聞名全球，高 3,776 公尺，可是日本全國 3,000 公尺以上的高山只有十餘座；英國有許多高地，但是實際上 3,000 公尺以上的高山完全沒有；電影魔戒全景在紐西蘭拍攝，片中的高山雪景讓全球觀眾著迷，然而紐西蘭的最高峰 Cook 山高 3744 公尺，全國超過 3,000 公尺的高山共 20 餘座。台灣單單 3,000 公尺以上的高山就有 268 座，是世界少有的。全島高山、丘陵、台地、平原、縱谷、岩岸、沙岸交錯，地形變化豐富，擁有推動生態旅遊活動的最佳自然環境場域。

澳洲為全球生態旅遊產業發達的國家，在相關的學術研究、法令規章、產業模式、行銷宣傳等皆為世界翹楚。生態旅遊標章及其認證制度行之有年，藉由獨立民間團體來推動生態旅遊標章認證制度，而政府與民間團體合作推動行銷取得認證標章的生態旅遊產品，更是值得我們借鏡。

根據世界觀光組織（World Tourism Organization）統計，全球觀光產業以每年 4%的速率成長，自然取向的旅遊方式更是快速飆長，然而熱門觀光景點在每年龐大的旅遊人口造訪下，往往導致觀光品質下降及市場萎縮，

結合保育和旅遊永續發展概念的生態旅遊認證機制，讓旅遊供應者、旅客和旅遊目的地，都能有效的將焦點聚集在環境品質的維護和改善上。

過去台灣民間團體也與政府合作推動生態旅遊標章及其認證制度，但經幾番轉折，陸域生態旅遊標章認證制度尚未能真正推動執行。經過本次研究計畫執行，建議在推動生態旅遊標章認證制度之前，可以在「生態旅遊定義共識」的框架下，掌握核心要素，整備台灣各地的生態旅遊環境，指認生態旅遊地點，彙整現有的生態旅遊遊程，推出數個主題套裝生態旅遊行程，行銷台灣的生態旅遊產品，讓生態旅遊產品創造產業效益。

再行銷先鋒生態旅遊遊程，讓生態旅遊地、在地社區、團體或商家享受到生態旅遊產生的效益後，建議產、官、學界同步研商台灣生態旅遊標章認證制度的發展方向，逐步建構符合國內法政社經民情且與國際標準接軌的標章認證制度，以利行銷國際創造高端旅遊經濟效益。

全球亞太地區生態旅遊研討會（Global Eco Asia - Pacific Tourism Conference）每年皆會選擇一生態旅遊地辦理，2015 年於西澳羅內斯特島（Rottnest Island【該島同時有多項取得生態旅遊認證標章的旅遊產品】）召開的第 23 屆會議，透過年度研討主題的訂定，讓各國產、官、學界參加者藉由主題演講、座談會、工作坊以及實地參訪的方式，是台灣參與生態旅遊推動相關人員在國際發聲、定期與國際友人分享交流生態旅遊推動與行銷經驗的友善國際舞台，建議鼓勵產、官、學界人員參與。

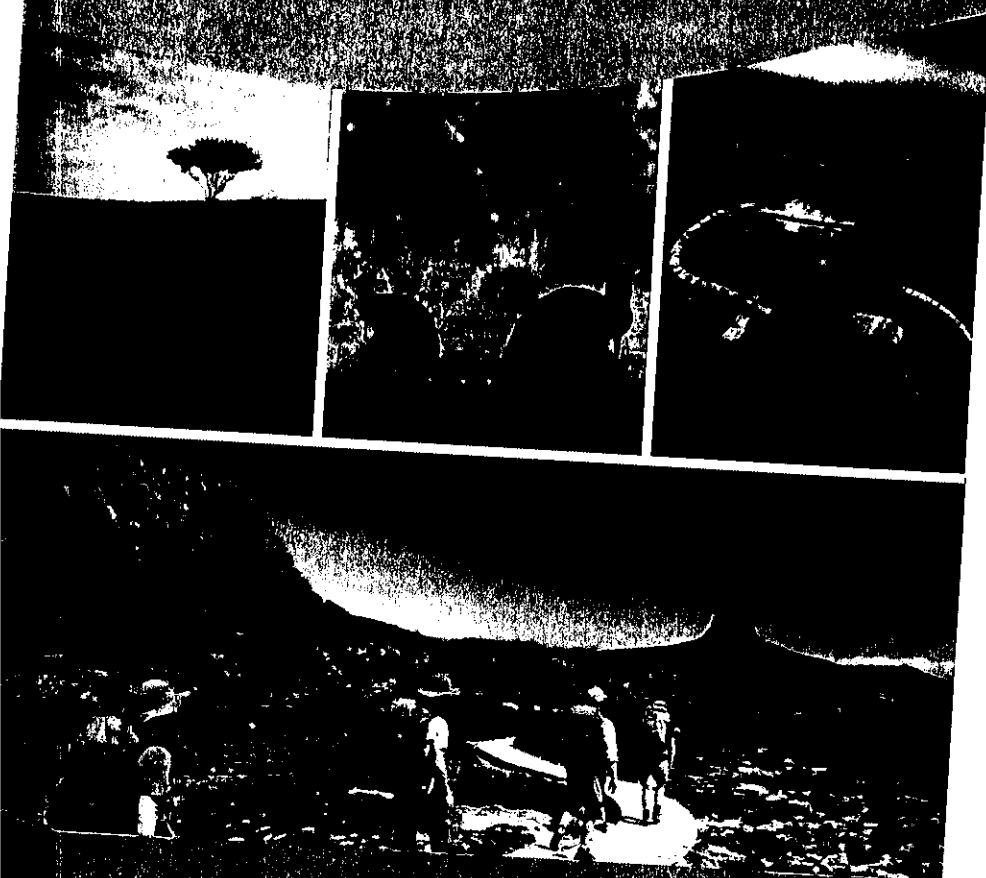
綜上，有關建構台灣陸域生態旅遊標章認證制度，推動生態旅遊觀光產業新藍海，茲具擬建議如下：

- 一、盤整現行已取得環境保護局環境教育場域認證之空間與具在地自然或人文特色之遊憩據點，融入有趣的觀光活動規劃，結合在地社區居民及商家，將觀光活動產品化，推出短程生態旅遊產品。

- 二、整合國內各遊憩據點與具環境關懷性觀光活動，結合在地社區居民及商家，觀光遊程產業化，並建構行銷推廣平台。
- 三、參加國際生態旅遊研討會，吸取國際生態旅遊產業發展及行銷推廣資訊，並發表台灣生態旅遊產業發展現況及與行銷活動辦理情形，提高台灣生態旅遊產品國際能見度與知名度。
- 四、選定目標客群國家參加國際旅展，行銷台灣生態旅遊行程，吸引國際旅客來台旅遊，創造旅遊地生態旅遊經濟效益。
- 五、於發展並推動台灣生態旅遊產業之際，凝聚共識，確定台灣生態旅遊標章認證制度建構方向，研訂生態旅遊標章認證制度，於生態旅遊產業發展成熟之際接續推動生態旅遊標認證制度。

ECO and ROC Certification

# Essentials



[www.ecotourism.org.au](http://www.ecotourism.org.au)

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**SECTION 2 –What is EA Certification?**

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**SECTION 3 –A Smart Move For Your Business**

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**SECTION 4 – Industry Recognition**

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**SECTION 5 – Certification Process**

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**SECTION 6 – About Ecotourism Australia**

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## What is Ecotourism?

Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.

### Why Apply Ecotourism Principles to your Business?

Mass tourism has had a significant impact on a wide range of destinations worldwide. Governments and environmental organisations are working towards regulations which will hopefully make a difference. Following the ecotourism guidelines offered by Ecotourism Australia will ensure that your business has a minimal impact on the environment and is supportive of local communities.

The impact tourism should have on a destination is to raise awareness about environmental and community issues. This will ensure the sustainability of the destination and your business and encourage authenticity for satisfied visitors who will share and promote their holiday experience.

*Have you already implemented eco-friendly practices?  
Does your business offer a high quality experience aiming at  
educating visitors about your destination?*

*Get Ecotourism Australia certified and get your efforts  
recognised!*

### Did you know?

Ecotourism is the perfect deal for Australia's most frequent type of visitor, "The Experience Seeker".

Australia has something to offer for every holiday type, whether it be trekking, snorkelling and diving, honeymoons, spa, or cruising, and whatever category of visitors your product covers, you want your business to attract the largest number of visitors. Reports from Tourism Australia have shown that 30% to 50% of inbound visitors could be categorised as "The Experience Seeker".

"The Experience Seeker" is looking for authenticity, opportunities to learn and experience something different, adventure and like most consumers, quality and value for money.

Ecotourism Australia certification is a great way to show these visitors that you have what they are looking for.

# What is Ecotourism Australia Certification?

## ECO & ROC Certification Programs

ECO Certification is product-specific— this means that you will need to answer the criteria as it applies specifically to each of your products. This also means that you are able to apply for ECO Certification even if not all of your products are nature-based.



Tourism in natural areas that leaves minimal impact on the environment.



Tourism in natural areas focusing on optimal resources use, conservation practices and helps local communities.

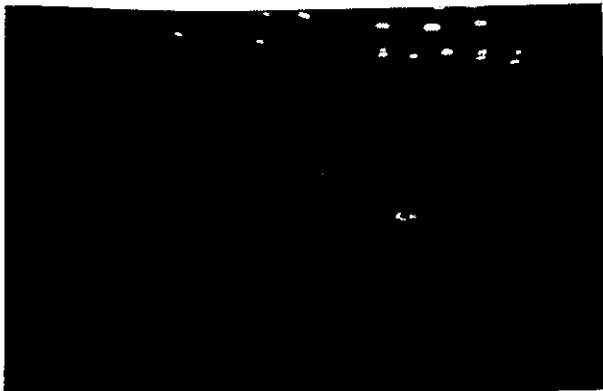


Tourism with strong interpretation values, commitment to nature conservation and helping local communities.

### Did you know?

You do not need to decide which level you want to achieve beforehand. You will have access to the criteria for each level of certification and you can decide which level is the most appropriate for your business.

You will still be able to upgrade to an upper level of certification later if you wish to!



The Respecting Our Culture program encourages the tourism industry to operate in ways that respect and reinforces Indigenous cultural heritage and the living cultures of Indigenous communities.

ROC certified tourism operators are committed to protecting **cultural authenticity and integrity**, developing sound business practices, environmental protection and acknowledging Indigenous peoples spiritual connection to the land and water.



## What is Ecotourism Australia Certification?

### Get Climate Action Business Certification

Did you know?

You can also achieve Climate Action Business certification through your ECO certification application.



The Climate Action Business certification is the first level of Ecotourism Australia Climate Action certification program, followed by Innovator and Leader.

Climate Action Certification is designed for all sectors of the tourism industry including hotels, attractions, tours, transport, restaurants, travel agents, tourism commissions and industry bodies. The Climate Action Certification program is dedicated to reducing carbon emissions and assuring travellers that certified products are backed by a commitment to sustainable practices related to addressing climate change.

The Climate Action Business level of certification recognises businesses which have undertaken a set of adaption and emissions reduction actions but are not necessarily measuring their carbon footprint.

#### What does it involve?

If you wish to get Climate Action Business certified through your ECO certification, you will only have to address a few additional criteria and submit a Climate Change Action Plan (templates available).

As you already hold ECO certification, you are entitled to the discounted annual fee for your Climate Action certification—refer to page 9 for pricing.

For information about the other levels of Climate Action certification, please contact us.

## A Smart Move For Your Business

ECO and/or ROC certification is a way for your tourism business to get officially recognised for best environmental and professional practices.

As the program is endorsed by different government authorities, you can gain access to government grants, government PR initiatives and other marketing initiatives (e.g. visiting journalists wanting to promote those who are making a difference). Depending on the area in which you operate, you may have the opportunity to apply and obtain longer permits and licences.

Going through certification enhances the sustainability of your business, focusing on product development. It will encourage you to implement and maintain high standard practices that will help you, your staff and the destination to plan for the long-term.

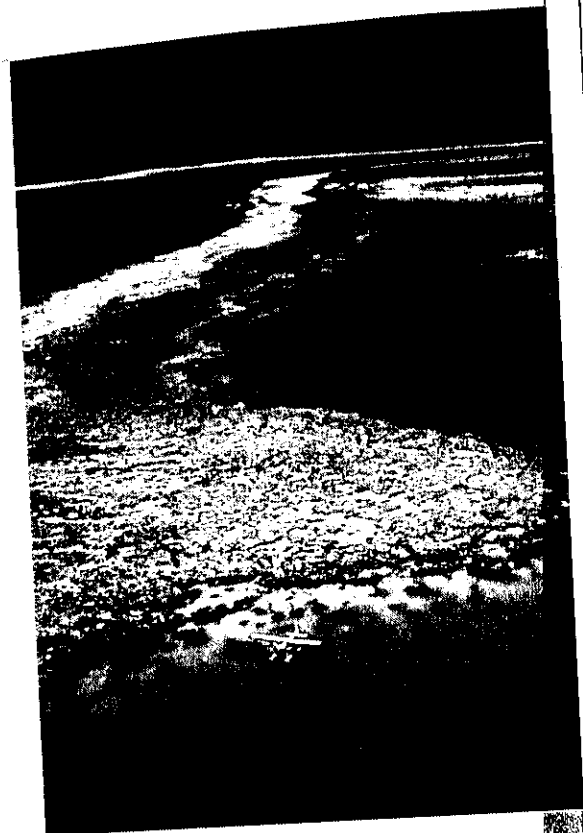
All ECO and ROC certified tourism operators are listed on Ecotourism Australia's website and on Ecotourism Australia's annual publication, the Green Travel Guide. Networking opportunities with industry stakeholders is another benefit.

*...Get rewarded for doing the right thing...*

### The Green Travel Guide

The Green Travel Guide is Ecotourism Australia's online publication listing all the ECO, ROC and Climate Action certified tourism operators and EcoGuides. It is launched annually at the Australian Tourism Exchange (ATE) and it was downloaded 60,000 times from EA's website in 2012.

**Get your online free version by clicking here**



### GBRMPA Permit

The Great Barrier Reef Marine Park Authority (GBRMPA) promotes businesses that are operating to a high standard by managing their environmental impacts.

Tourism operators certified through the ECO Certification Program (at the Ecotourism and Advanced Ecotourism levels) and actively demonstrate their commitment to reducing their impact on the environment can apply for an extended permit.

In addition, certified operators are listed on the GBRMPA website and are showcased at various trade events (for example, the Australian Tourism Exchange) and publications.

## Get Industry Recognition for Being ECO and ROC Certified



T-QUAL Accreditation is the Australian Government's quality framework for the tourism industry.

The accreditation assesses and supports quality assurance schemes and endorses their members with its national symbol of quality, the T-QUAL Tick.

[www.ret.gov.au](http://www.ret.gov.au)



The ECO and ROC certification programs also get the Tourism Business Accreditation logo.

The Tourism Business Accreditation logo is an assurance of best business management practice.

[www.tourismaccreditation.org.au](http://www.tourismaccreditation.org.au)



Ecotourism Australia's Ecotourism and Advanced Ecotourism certification standards have been recognised in 2011 by the Global Sustainable Tourism Council (GSTC) along with only nine other organisations worldwide.

The GSTC serves as the international body for fostering increased knowledge and understanding of sustainable tourism practices, promoting the adoption of universal sustainable tourism principles and building demand for sustainable travel.

[www.gstcouncil.org](http://www.gstcouncil.org)

### PAMs and STOs

Ecotourism Australia works closely with Protected Area Managers (PAMs) and State Tourism Organisations (STOs) in an effort to build stronger relationships with these organisations and provide local benefits to certified operators.

All PAMs and STOs actively support our ECO and ROC program and assist with operators licensing and permits, local



Did you know?

If you have an accommodation product certified at the Advanced Ecotourism level, you can become a member of EcoLodges of Australia.

Contact [eco@ecotourism.org.au](mailto:eco@ecotourism.org.au) for more information

[www.ecolodgesaustralia.com.au](http://www.ecolodgesaustralia.com.au)

## Can you apply for certification?



- The products you wish to certify offer at least a 50% **nature based focus** to customers e.g. accommodation in a natural area, diving / snorkelling activities, outdoor tours. A 75% nature based focus is required for the Advanced Ecotourism level of certification
- You have obtained all of the necessary operating licenses, permits and approvals from the relevant authority and understand these will be verified as part of your application
- You commit to and meet the Business Ethics practices required by Ecotourism Australia ([View Business Ethics as PDF here](#))
- Your operation consistently meets customer service expectations and has defined customer service procedures
- You have a commitment to delivering a quality tourism experience
- Sustainability principles (economic, social and environmental) are core to your operation

When applying for certification, evidence is required for Business Sustainability Planning (BSP). The benefit of the BSP system is it allows applicants an opportunity to recognize pre-existing, develop new, and implement appropriate management planning. Depending on the level of certification you want to achieve you will have to provide the following supporting documents:

	Nature Tourism	Ecotourism	Advanced Ecotourism	ROC	Climate Action Business through ECO
Business Plan	✓	✓	✓	✓	
Marketing Plan	✓	✓	✓	✓	
Operations Plan	✓	✓	✓	✓	
Environmental Plan	✓	✓	✓	✓	
Interpretation Plan		✓	✓		
Climate Change Action Plan			✓		✓

Templates are available and you can always get in touch if you need assistance.

## How does it work?

Start your application online or contact us to receive an editable PDF version of the application workbook

Pay your once-only application fee and get started with your application

Once you have everything ready, you can submit your application

Ecotourism Australia will now conduct an internal review to make sure your application is complete. We will contact you if we need anything

Your application will now be sent to an external independent assessor

You now have 12 months to submit your complete application and your supporting documents.

Do not hesitate to get in touch if you are having difficulties with your application, we are here to help!

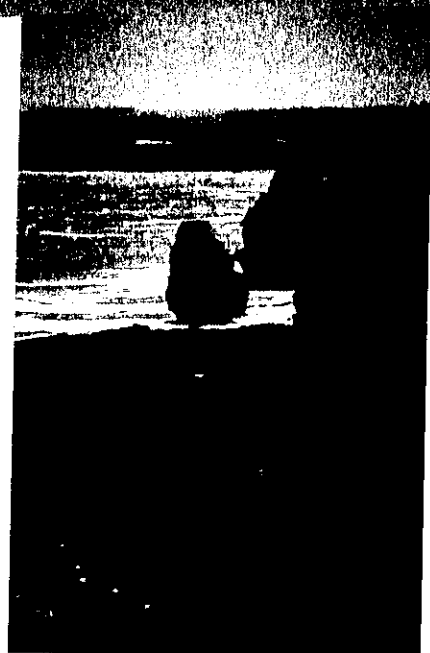
This usually takes about 2 weeks

Our assessor sends Ecotourism Australia the assessment feedback and the level of certification achieved

### Did you know?

Certification programs through Ecotourism Australia cover the following areas:

- Business Management and Operational Planning
- Responsible Marketing
- Customer Satisfaction
- Environmental Management
- Climate Change Action
- Interpretation and Education
- Contribution to Conservation
- Working with Local Communities
- Cultural Respect and Sensitivity



## How much does it cost?

Your Turnover	Once-Only Application Fee	Ongoing Annual Fee	Discounted Annual Fee (if combined with Climate Action)
<\$250,000	395	485	126
\$250,001 - \$1,000,000	455	695	194
\$1,000,001 - \$5,000,000	575	975	264
\$5,000,001 - \$10,000,000	695	1165	320
>\$10,000,001	925	1295	374



### After getting certified...

Once you are certified and have paid your first annual fee, we will send you your certificate and marketing material so you can proudly display your achievement.

Every year on the anniversary of your certification you will need to pay your renewal fees and send us your completed annual declaration stating that you are still committed to the previously agreed terms.

An on-site audit will be conducted every three years. In order for your certification to be always up-to-date and to facilitate the audit process we require your documentation to be updated regularly.



## About us

Ecotourism Australia was formed in 1991 as an incorporated non-profit organisation and is the peak national body for the ecotourism industry.

The organisation offers certification programs for tourism products available in Australia such as accommodation, tours and attractions. Ecotourism Australia also has a diverse membership that includes key industry stakeholders, protected area managers and other government agencies, academics and students, tourism, environmental, interpretation and training consultants, local and regional tourism associations and travellers.

## Contact Us

6/67 O'Connell Terrace  
Bowen Hills QLD 4006

T: 07 3252 1530

F: 07 3252 0331

[eco@ecotourism.org.au](mailto:eco@ecotourism.org.au)

[www.ecotourism.org.au](http://www.ecotourism.org.au)

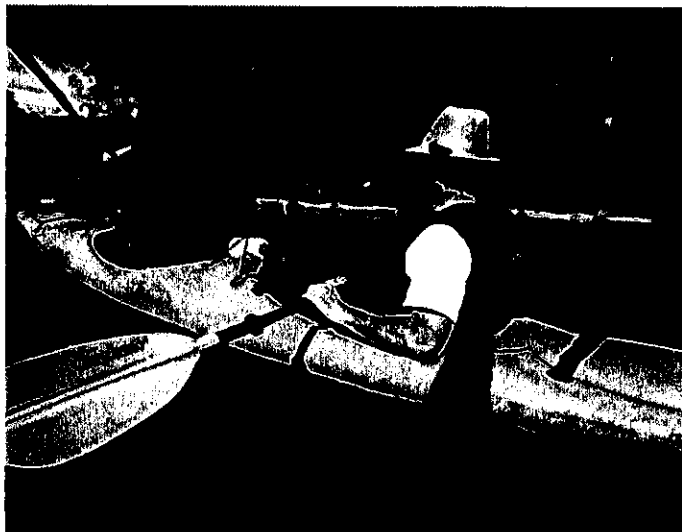


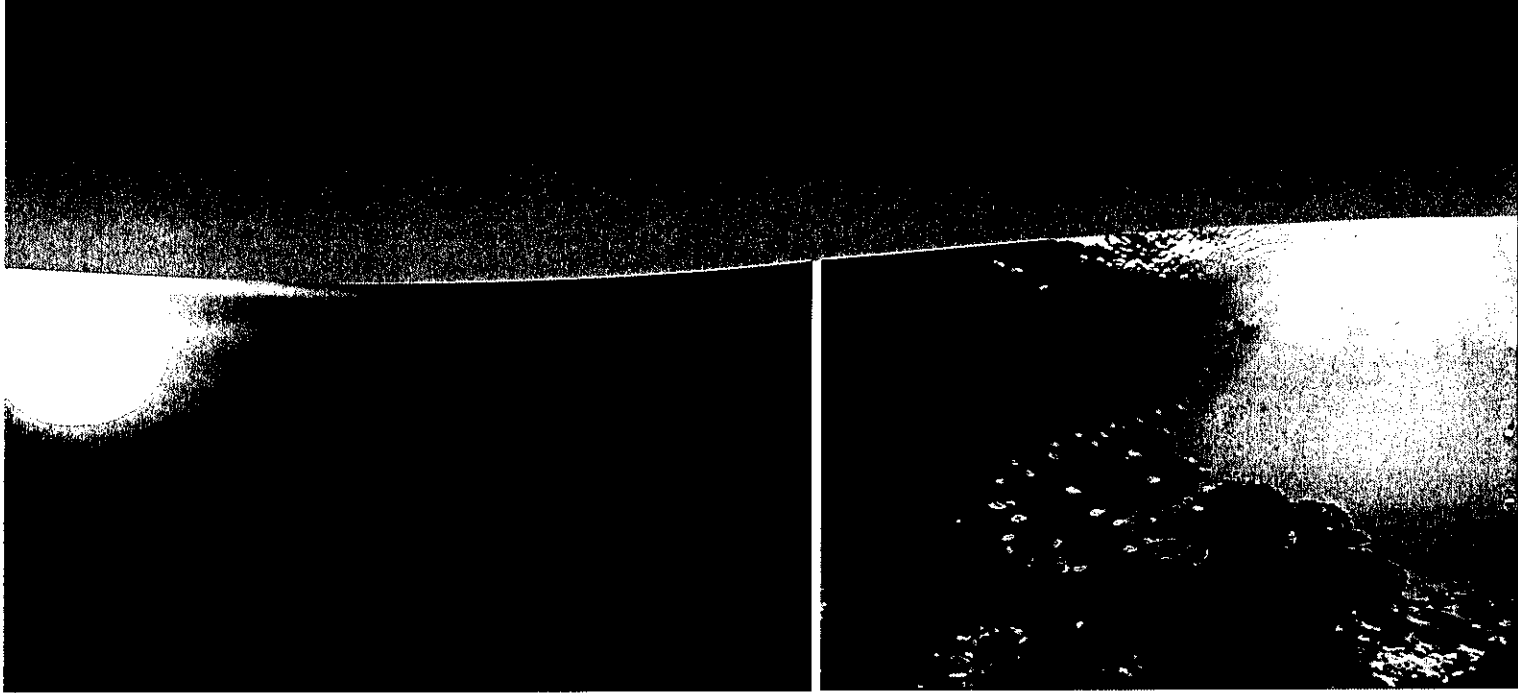
*Become part of our community*

With over 450 certified tourism experiences around Australia, becoming certified is also a way to become part of Ecotourism Australia's large community and interact with people who, just like you, are working to protect Australia.

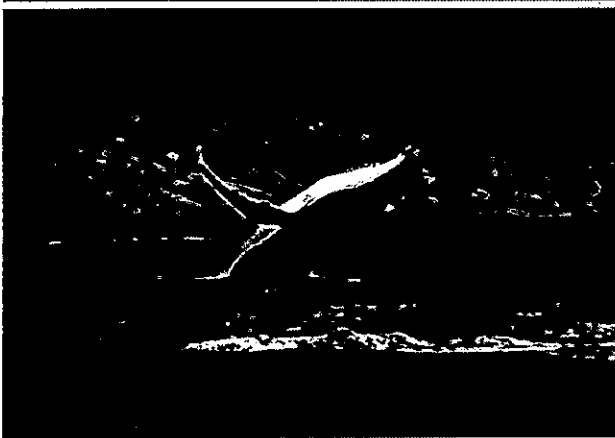
You can take part in our online social media campaigns and get your message out there! Images, articles, latest news, you can provide us with the content you want us to share for you.

**Like us on Facebook and follow our blog EcoBytes!**





Get in touch!



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ECO and ROC Certification - *Essentials*