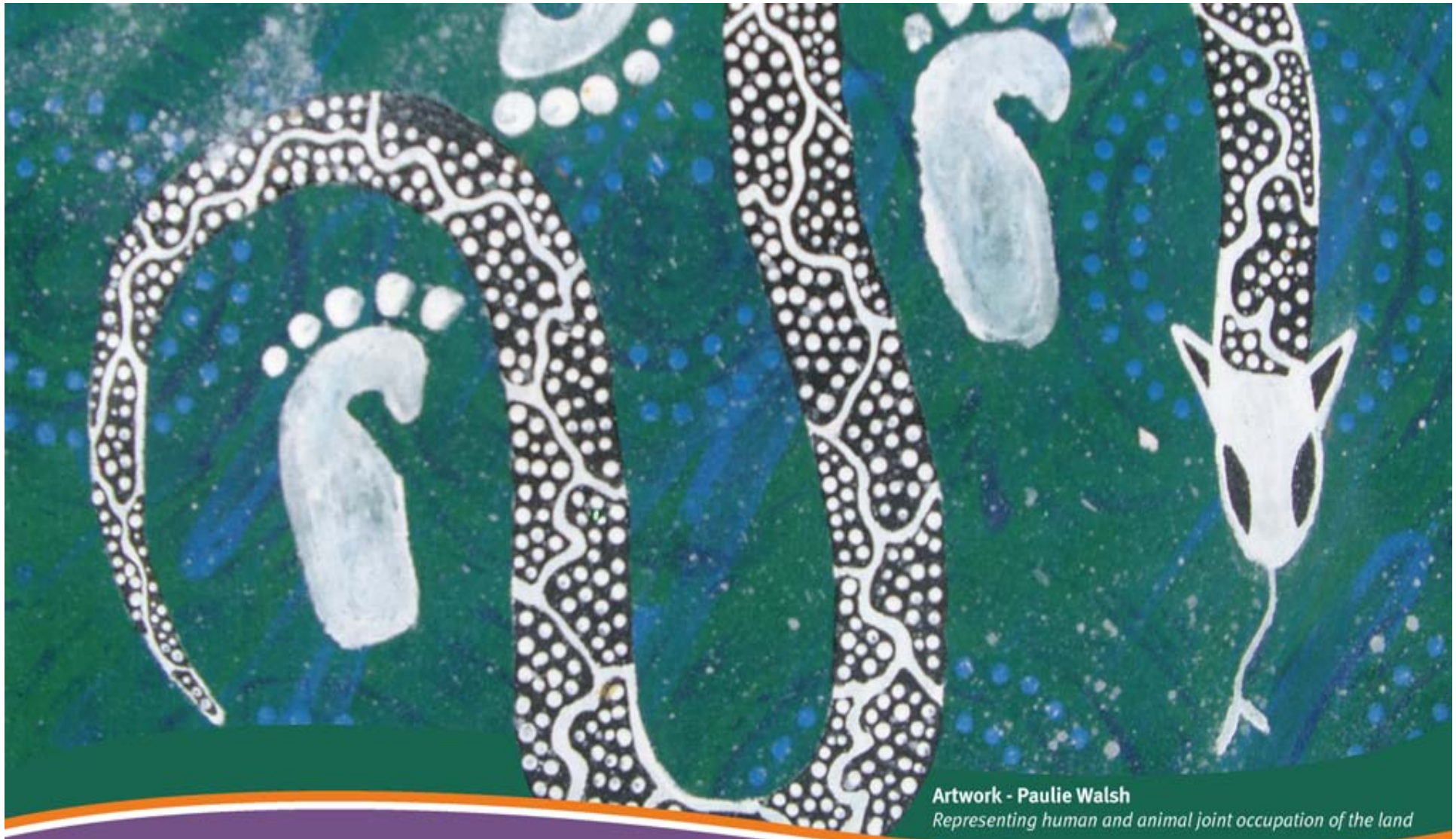


Artwork - Paulie Walsh  
*Representing human and animal joint occupation of the land*

# Palm Island

## Ecotourism Opportunities

  
**A CENTRE FOR EXCELLENCE  
IN TROPICAL DESIGN**  
Sustainability & Innovation



Artwork - Paulie Walsh  
*Representing human and animal joint occupation of the land*

# Terry Kelly

## Setting the Scene

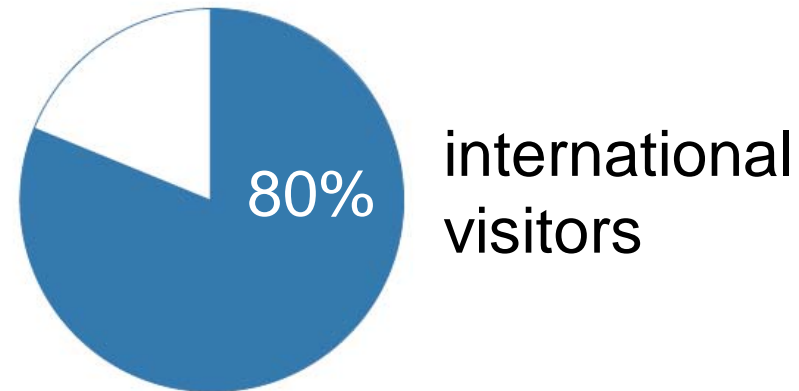
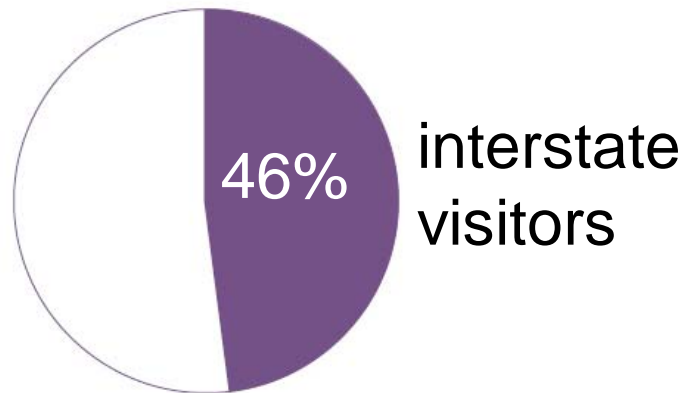
## Tourism in Queensland

- Queensland's 2<sup>nd</sup> largest export industry
- Contributes \$6.3 billion to the Gross State Product
- Largest number of nature and ecotourism operators in Australia





## Ecotourism the Market



**Participated in ecotourism or outdoor activities**

**Source:** Bureau of Tourism Research National Visitor Survey (2001)

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# What is Ecotourism?

## Ecotourism as defined by Tourism Queensland

*Ecotourism encompasses a spectrum of nature based activities that foster visitor appreciation and understanding of natural and cultural heritage and are managed to be ecologically, economically and socially sustainable.*



## Ecotourism Key Principles

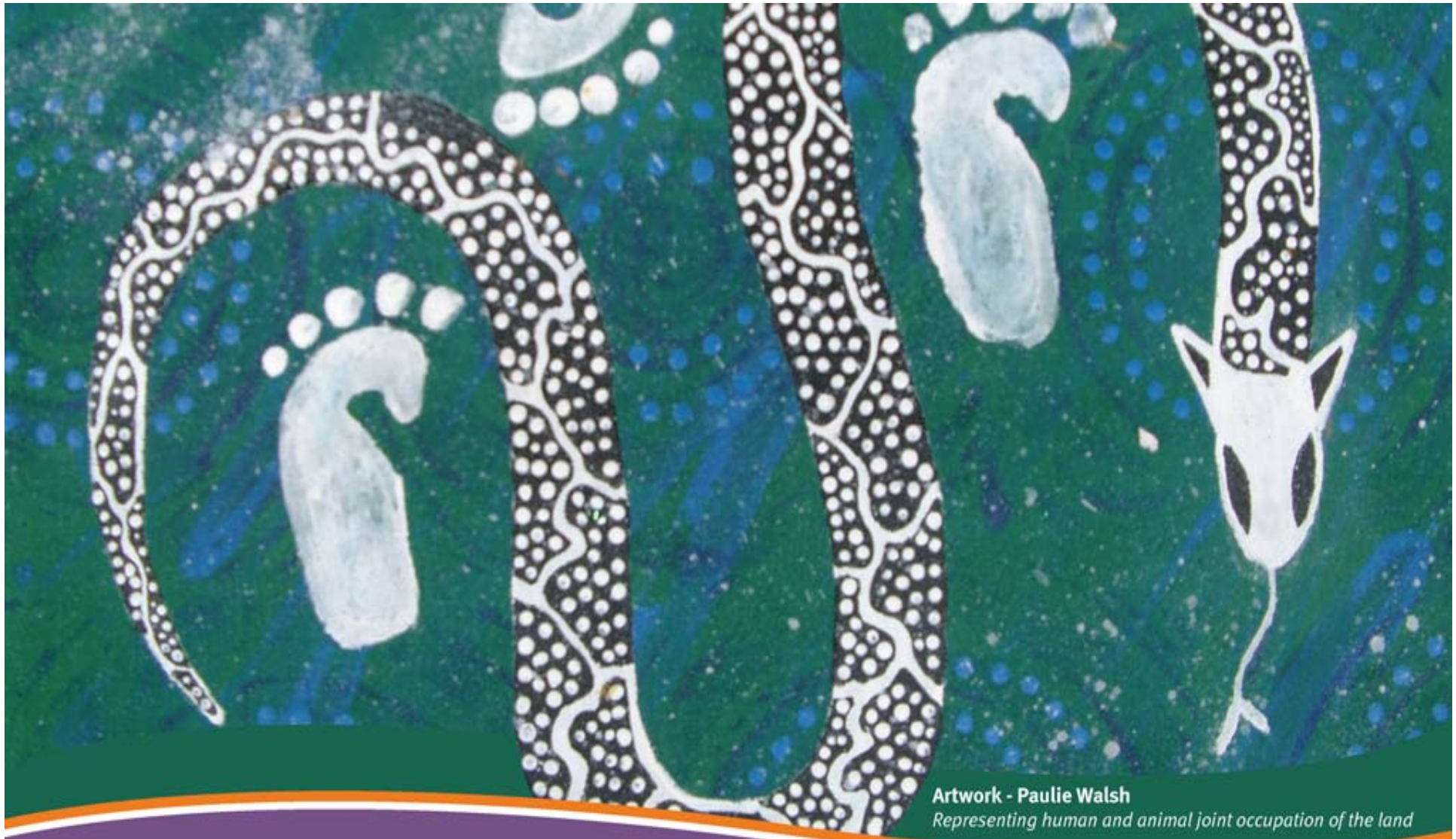
- Dependent on natural environment
- Ecologically sustainable
- Conservation of nature
- Education and interpretation
- Sustains local communities
- Commercially viable and profitable



## Palm Island

- Natural beauty
- Abundance of natural assets
- Relatively untouched by tourism development
- Proximity to major regional centre
- Offers unique experiences
- Significant cultural heritage





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# ZAC

## Personal Knowledge of the Island

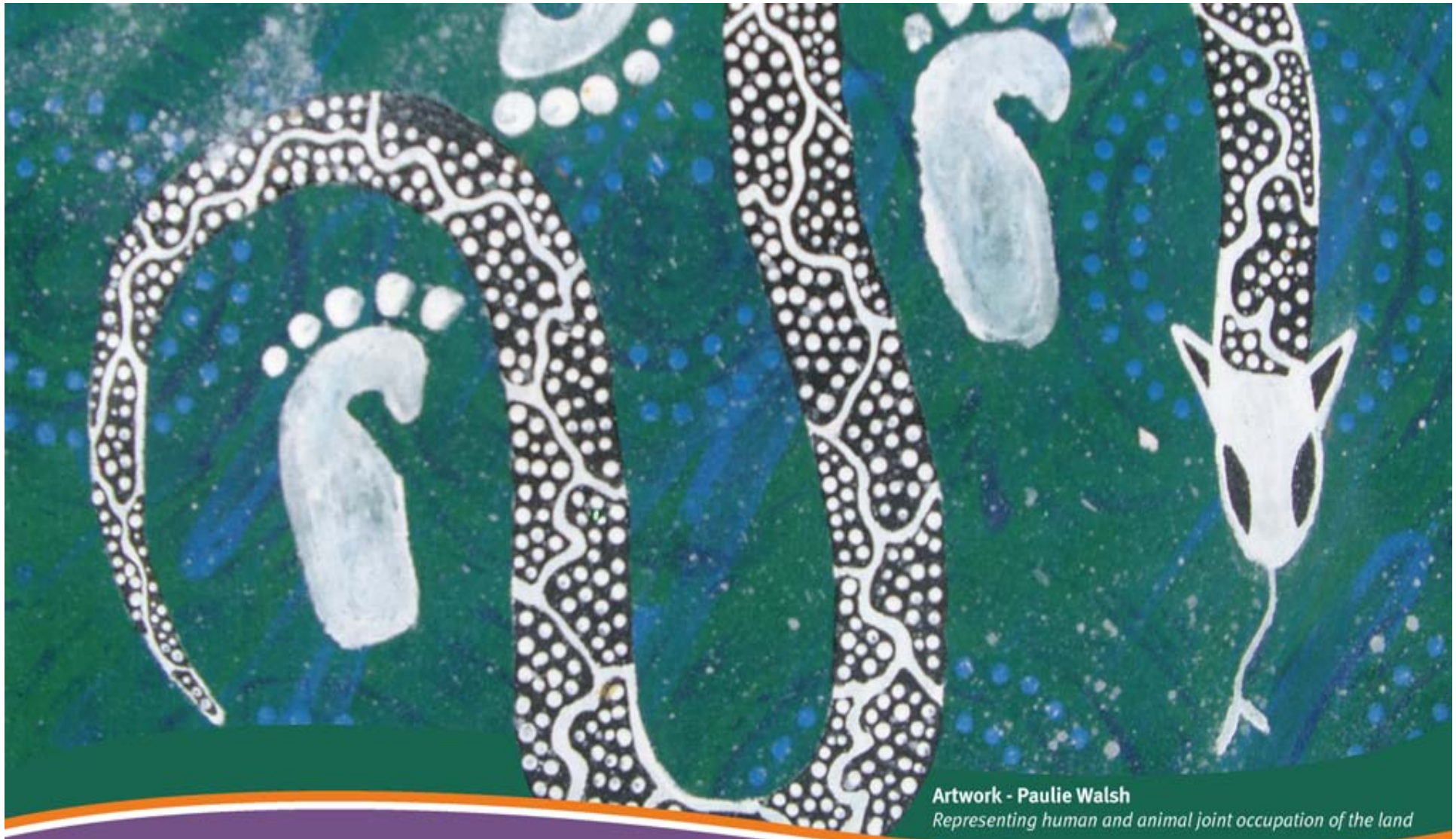
  
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# History

- Raised on Palm Island
- Aboriginal history
- Ancient vs modern hunters
- Palm Island uniqueness





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# Barry Moyle

## Tourism Opportunities

  
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## Ecotourism Opportunities – Workshop Topic

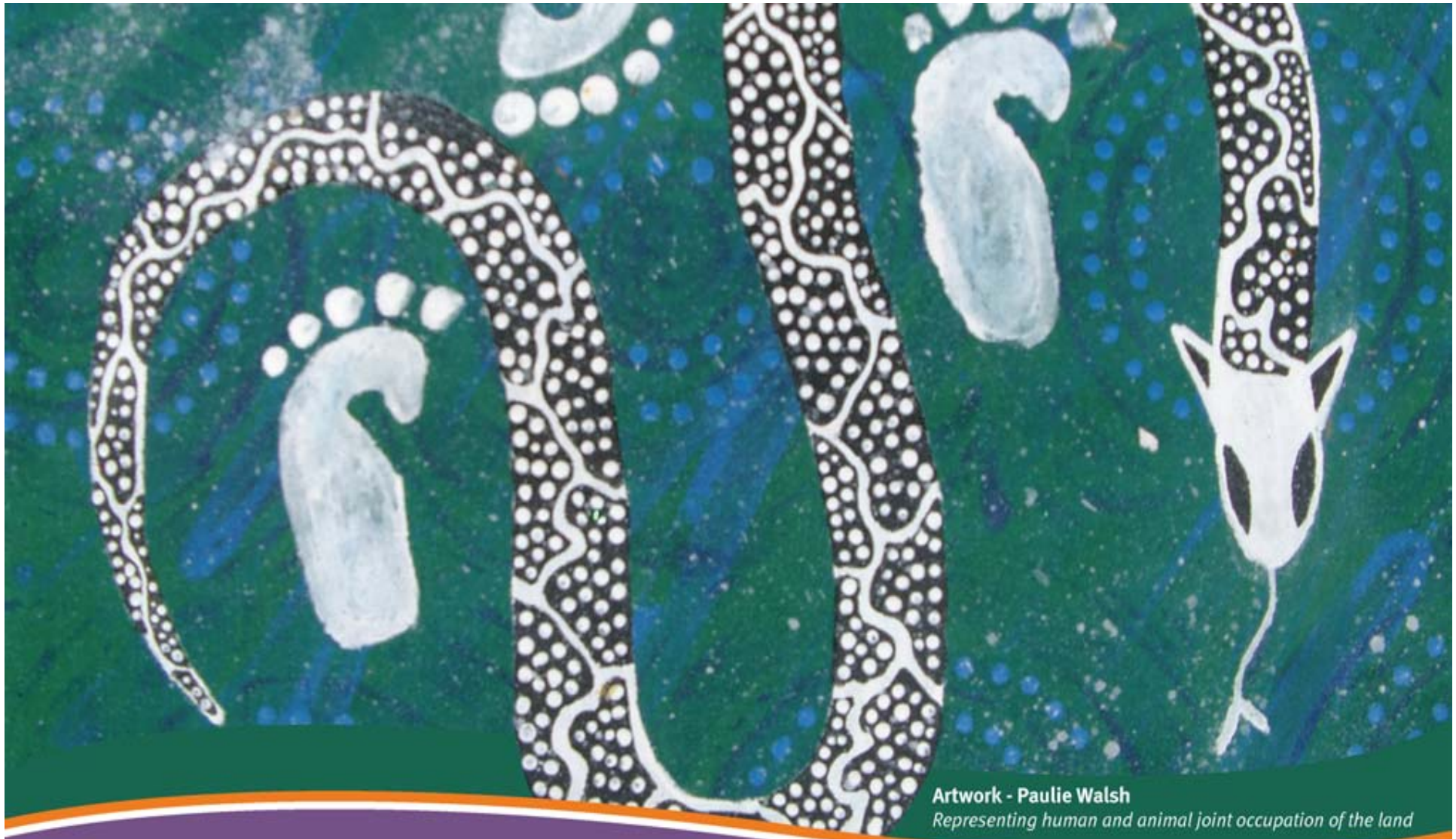
- Identify product
- Identify traditional/historical owners
- Identify market(s) & develop plan(s)
- Buy-in from owners
- Venture capital
- Provide ongoing support



## Ecotourism Opportunities – Workshop Topic

- Tourism strategies sensitive to local culture and traditions
- Tourism with low or negligible impact
- Infrastructure requirements – (DOGIT)





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# THE END Discussion