

R-CV 11: Natural and Cultural Tourism to Increase Awareness

Develop a tourism marketing strategy to promote the natural and cultural assets of the Wet Tropics region, increasing environmental awareness and value through experience with nature.

This strategy delivers on these Regional Themes	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓			✓	
This strategy delivers on these Strategic Outcomes	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
			✓	✓	✓

Outcome	<p>Developing a tourism marketing strategy which promotes the region's natural and cultural assets can provide a range of positive outcomes:</p> <ul style="list-style-type: none"> ▪ Increased visitor numbers to the region, supporting local employment and regional development. ▪ Increased awareness by visitors and locals of the natural assets of the region, with a corresponding increase in the value placed on these. ▪ Improved social and cultural opportunities as a result of strong and diverse communities. ▪ More diversified and stable local economies.
Justification	<p>To really value something, people need a good understanding and awareness of it. The best way to achieve this is to experience it! A clever marketing campaign can increase visitor numbers to the region, but also raise awareness within local communities of the value of the natural environment. Things like wildlife experiences can be really memorable and special for people, helping them become more aware of the need to protect the animals and their habitats. Establishing a strong link between the natural environment and things like employment and regional development bring an added incentive for local communities to support good conservation and environmental management.</p>
Key steps	<ol style="list-style-type: none"> 1) Create or strengthen partnerships between the tourism and NRM sectors, based on the assumption that there are positive gains to both sectors as a result of closer working relationships. Encourage stakeholders to share ideas and knowledge about both sectors. 2) Review existing nature-based tourism ventures and marketing campaigns, both within the Wet Tropics and from other regions. 3) Collaboratively develop a strategy which promotes the unique environmental values of the Wet Tropics region and encourages local, national and international tourists to visit. 4) Ensure good interpretation of environmental values is part of the tourism experience, to clearly explain the high environmental values of, as well as threats to, the natural areas of the Wet Tropics.

Feasibility considerations	<ul style="list-style-type: none"> ✓ The Wet Tropics already has a strong brand and is internationally renowned for its natural assets. ✓ There is a strong tourism industry based in the Wet Tropics, with existing infrastructure, policies and personnel, which could be built on and expanded. ✗ Increasing visitor numbers would require careful management to minimise impacts on the natural environment. ✗ Transferring increased awareness and value of the local environment into positive on-ground environmental outcomes is a difficult process. 	
Local Landscape Projects	Local Landscape Project	Location
	DT7 & DT9 The New Daintree Brand	Daintree
	DT8 Keeping Daintree Special	Daintree
	NC15 Mourilyan Port Opportunities	Mourilyan Port
	HB15 Attracting Tourism	Hinchinbrook
	CN6 Wildlife for Tourism	Cairns
	SC21 Turning the Tide Project	Southern Cassowary Coast