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INDIGENOUS COMMUNITIES, TOURISM AND
BIODIVERSITY WORKSHOP SERIES: NEW
INFORMATION AND WEB-BASED
TECHNOLOGIES
PACIFIC ISLANDS WORKSHOP
Apia, 3-5 November 2008

REPORT OF THE PACIFIC ISLANDS WORKSHOP ON INDIGENOUS COMMUNITIES, TOURISM AND BIODIVERSITY WORKSHOP SERIES: NEW INFORMATION AND WEB- BASED TECHNOLOGIES

INTRODUCTION

A. *Background*

1. In paragraph 7 of decision IX/13 E, on Article 8(j) and related provisions of the Convention on Biological Diversity, the Conference of the Parties to the Convention on Biological Diversity requested the Executive Secretary, *inter alia*, to convene, subject to the availability of financial resources, further regional and subregional workshops on community-friendly communication tools on traditional knowledge related to the conservation and sustainable use of biodiversity. Similarly, in paragraph 6 (a) of decision VIII/5 D, the Executive Secretary was requested to convene, subject to the availability of financial resources, regional and subregional workshops on new information and web-based technologies to assist indigenous and local communities in their use and to facilitate the establishment of communication networks.

2. Furthermore, through paragraph 8 of its decision VII/14, on biological diversity and tourism, the Conference of the Parties invited relevant organizations to provide indigenous and local communities with capacity-building and financial resources to support their active participation in tourism policy-making, development planning, product development and management indicated by the Guidelines on Biodiversity and Tourism Development contained in the annex to that decision.

3. In paragraph 3 (c) (ii) of the same decision, the Conference of the Parties requested the Executive Secretary to promote the use of the Convention's clearing-house mechanism to collect and disseminate information, best practices, lessons learned and case-studies on the involvement of indigenous and local communities embodying traditional lifestyles in sustainable tourism and ecotourism activities and projects.

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4. Against this background, the Secretariat of the Convention on Biological Diversity, with the financial support of the Government of Spain, proposed the holding of a series of regional and subregional workshops aimed at capacity-building for indigenous and local communities in using new information and web-based technologies and in establishing communication networks and in support of the enhanced implementation of the Guidelines on Biodiversity and Tourism Development.

5. A first workshop, on the Arctic region, took place in Quebec City, Canada, in November 2007, with the financial support of Spain and Canada, ¹and the third and fourth workshops are scheduled to take place in Latin America and Africa, with a focus on forest basins and dry and sub-humid areas.

6. The second workshop addressed the issues and challenges facing tourism destinations managed and owned by indigenous and local communities in the Pacific region. It took place at the offices of the Secretariat of the Pacific Regional Environment Programme (SPREP) in Apia, Samoa. The workshop focused, in particular, on new information and web-based technologies and used tools that were developed during the first workshop. The specific objectives were:

- (a) To support the development and management of biodiversity-friendly tourism activities;
- (b) To support new information and web-based technology capacity of indigenous tourism operators;
- (c) To support the marketing and development of the culturally and biologically sustainable aspects of indigenous tourism products and experiences through the Internet;
- (d) Develop networks and exchange information; share and compile approaches to specific challenges in order to develop best practices;
- (e) Use successful tools from the first workshop and refine and add to them for application by current participants and in future workshops, to create a set of on-line resources that can be of value to island based tourism operators and planners.

7. The participants were expected to:

- (a) Improve their web-based technological capacities, thereby increasing their ability to market and develop their sustainable tourism products;
- (b) More effectively portray to their target market through their website their understandings of and unique connections to conservation and sustainable use of biodiversity;
- (c) Use their websites as internal communication and management tools within their local communities and to connect them with broader stakeholder networks;

8. The Secretariat of the Convention on Biological Diversity and SPREP have invited the New Zealand Tourism Research Institute (NZTRI) of Auckland University of Technology (AUT), to develop and facilitate the workshop content and to seek ways to sustain the online resources and networks that emerge from the workshop. Mr Simon Milne, Professor of Tourism at the Auckland University of Technology and NZTRI Director took part in the development and design of the workshop. Mr. John Hull, Associate Director and Senior Lecturer at the NZTRI and researcher on strategic planning and management, as well as Ms. Carolyn Nodder, researcher, educator and consultant in the New Zealand travel and tourism industry, and Mr. Nathaniel Dobbin, research officer and web developer at the NZTRI

¹ The report of this workshop (UNEP/CBD/WS-TOURIDG/1/2) is available at <http://www.cbd.int/tourism/ArcticWorkshop.shtml>.

co-facilitated the meeting along with the Secretariat and also provided its main substantive research and learning component.

9. The agenda, annotations and other documents for the meeting are available on the Secretariat's website at www.cbd.int/doc/meeting.aspx?mtg=WSTOURIDG-012.

B. Attendance

10. The workshop was attended by 22 participants (indigenous tourism operators, executives of trade associations, local non-governmental organizations) from Fiji, Kiribati, Federated States of Micronesia, Samoa, Vanuatu, Solomon Islands, Tonga, Papua New Guinea, New Zealand, Palau and Cook Islands. Four resource persons facilitated the workshop.

11. The complete list of participants is available as annex V below.

ITEM 1. OPENING OF THE MEETING

12. The meeting was opened at 9 a.m. on Monday, 3 November 2008, with a prayer by a local participant, Ms. Zita Martel.

13. The representative of the Secretariat of the Convention on Biological Diversity, Ms. Chantal Robichaud, welcomed the participants to the meeting on behalf of the Executive Secretary of the Convention, Mr. Ahmed Djoghlaif, and also thanked the Government of Spain for its generous financial support.

14. Following the opening, participants introduced themselves.

ITEM 2. ORGANIZATIONAL MATTERS

2.1. Adoption of the agenda

15. Participants adopted the following provisional agenda prepared by the Executive Secretary (UNEP/CBD/WS-TOURIDG/2/1):

1. Opening of the meeting.
2. Organizational matters:
 - (a) Election of officers;
 - (b) Adoption of the agenda;
 - (c) Organization of work.
3. Tools and web-based technologies available to indigenous and local communities in the Convention on Biological Diversity (Traditional Knowledge Portal, Biodiversity and Tourism Network and others).
4. Tourism and sustainable use of biodiversity in sensitive ecosystems managed by Indigenous Peoples: needs assessment, planning tools, challenges and proposed strategies.
5. Follow-up activities.
6. Adoption of the report.
7. Closure of the meeting.

2.2. *Organization of work*

16. At the first session, on 3 November 2007, the proposed programme of work was approved as contained in the annotations to the provisional agenda (UNEP/CBD/WS-TOURIDG/2/1/Add.1), and as described in annex VI.

2.3. *Objectives of the workshop*

17. The representative of the Executive Secretary explained the objectives of the workshop in the context of decisions IX/13 E, VII/14 and VIII/5 of the Conference of the Parties. She said that the main objective was to enhance the capacity of the participants in networking and information exchange for the benefit of indigenous and local communities. By bringing together representatives of indigenous and local communities and people in charge of tourism products, the workshop would assist participants in developing a deeper understanding of their role and contribution to conservation and sustainable use of biodiversity.

18. The representative of the Executive Secretary then outlined the roles and functions of the Convention Secretariat and provided an introduction to Article 8(j), including a discussion of mutually supportive goals, including the need for capacity-building, networking and information exchange, the use of new information and web-based technologies, the need to establish communication networks, the Voluntary Trust Fund to Facilitate the Participation of Indigenous and Local Communities in the Work of the Convention on Biological Diversity, and the development of new electronic tools in aid of these goals.

19. In addition, Mr. John Hull introduced the overall design of the workshop programme and specified its strategic aims, which are to better use web-based technologies and develop e-marketing strategies to promote indigenous ecotourism. Mr Hull, Ms Nodder and Mr. Dobbin presented sessions on strategic planning for indigenous and local communities tourism in the Pacific, examined and assessed existing websites, introduced web-based technology tools, and co-facilitated several working groups during which the participants developed a list of issues and trends regarding tourism in the Pacific (annex II), adapted the ecotourism circle and other lists of indicators developed during the first workshop (annex III).

20. The workshop provided an opportunity to exchange relevant national and regional experiences within the Pacific region. By seeing how others had addressed similar challenges, indigenous and local community participants learnt new approaches and developed a network of like-minded tourism operators and promoters.

21. During the workshop, the representative of the Convention Secretariat presented the advantages of partnerships with the Convention on Biodiversity for indigenous and local communities and also introduced the Convention's Guidelines on Biodiversity and Tourism Development, ^{2/} the User's Manual and the Biodiversity and Tourism Network, as tools to better manage their products and territories in sustainable ways.

22. Discussions throughout the workshop contributed to the main expected outcome, which is a set of conclusions, recommendations and agreements, available in annex I below. These recommendations will be communicated to the sixth meeting of the Ad Hoc Open-ended Working Group on Article 8(j) and Related Provisions, scheduled for 2009 and to the tenth meeting of the Conference of the Parties, due to take place in Nagoya, Japan, in 2010.

23. Given the fact that the workshop was the second of the series, participants used tools and indicators developed during the first workshop and adapted the tools to the needs of the Pacific islands.

^{2/} Decision VII/14 of the Conference of the Parties to the Convention, annex.

They also provided the Secretariat with advice on how to improve and refine the next workshop, scheduled for forests basins of Central and Latin America in 2009, and encouraged the Secretariat to hold other similar workshops in other regions.

ITEM 3. TOOLS AND WEB-BASED TECHNOLOGIES AVAILABLE TO INDIGENOUS AND LOCAL COMMUNITIES IN THE CONVENTION ON BIOLOGICAL DIVERSITY (TRADITIONAL KNOWLEDGE PORTAL, BIODIVERSITY AND TOURISM NETWORK AND OTHERS)

24. Under this item, the Convention Secretariat made a presentation about its website, outlining the general background of the site within the context of the clearing-house mechanism. It also provided an overview of the Convention's Biodiversity and Tourism Network and its self-assessment survey as well as the Akwé: Kon Voluntary Guidelines for the Conduct of Cultural, Environmental and Social Impact Assessment Regarding Developments Proposed to Take Place on, or which are Likely to Impact on, Sacred Sites and on Lands and Waters Traditionally Occupied or Used by Indigenous and Local Communities. ^{3/} The presentation concluded with some final comments and an indication of priorities for further enhancements.

25. Participants expressed the need for further capacity-building and financing for national and subnational projects.

26. Furthermore, participants worked in small groups to critically examine existing websites, to exchange lessons learned on their own websites and reference portals. Participants offered advice on how to make various websites more useful.

ITEM 4. TOURISM AND SUSTAINABLE USE OF BIOLOGICAL DIVERSITY IN SENSITIVE ECOSYSTEMS MANAGED BY INDIGENOUS PEOPLES: NEEDS ASSESSMENT, PLANNING TOOLS, CHALLENGES AND PROPOSED STRATEGIES

27. Under this item, participants analysed how their web-based tools (sites, portals, reference sites and information exchange mechanisms) display the efforts put into conservation and sustainable use of biodiversity in their tourism operations and products.

28. To facilitate the interchange of experiences, participants discussed existing websites and then worked in groups to adapt the lists of indicators created during the first workshop: biodiversity, e-marketing, and technological tools. Those indicators were then entered in a self-assessment process to critically examine their own websites. Based on these self-assessments, participants worked on a plan to enhance their websites. ^{4/}

29. The tools and the methodology developed during the Arctic workshop and adapted during the Pacific workshop will be used in subsequent workshops, and are freely available to all Parties to the Convention on Biological Diversity and local and indigenous communities.

^{3/} Decision VII/16 F, annex, of the Conference of the Parties to the Convention. Also available in brochure form at <http://www.cbd.int/doc/publications/akwe-brochure-en.pdf>.

^{4/} The list of indicators and other materials are available at: <http://nztri.aut.ac.nz/cbdworkshop/index.php?page=content> and <https://www.cbd.int/doc/?meeting=WSTOURIDG-02>.

ITEM 5. FOLLOW-UP ACTIVITIES

30. The proceedings of the workshop were featured in several newspaper articles and radio shows (see annex VI below).

31. Participants proposed follow-up activities and negotiated concrete modalities of cooperation.

(a) The Secretariat of the Pacific Regional Environment Programme (SPREP) invited the New Zealand Tourism Research Institute (NZTRI) to provide input for a concept proposal that will be submitted by SPREP and the South Pacific Tourism Organisation (SPTO) to the European Development Fund (EDF-10) and aiming at capacity and capability building on biodiversity and tourism, with a focus on indigenous and local communities. NZTRI would be the implementing partner of the SPREP/SPTO project;

(b) The participants have formed the Pacific Indigenous Tourism and Biodiversity Alliance (PITBA). They agreed on a vision and a set of objectives and modalities for the Alliance (details in annex I below);

(c) A set of communication tools has been developed in order to follow up on the development of the partnership. NZTRI will update the pages of the existing workshop website and the Alliance will look at ways to develop their own portal and particularly communication channels (wiki, blogs, etc);

(d) The outcomes of the first and second workshops will serve as a basis for a capacity-building training module to support the development of biodiversity-friendly tourism by indigenous and local communities;

(e) The Secretariat of the Convention on Biological Diversity will develop the third Article 8(j)/tourism workshop in Latin America and the Caribbean (on forest basins) in the second half of 2009.

32. Recommendations and conclusions are contained in annex I below.

ITEM 6 CLOSURE OF THE MEETING

33. The meeting was closed at 4 p.m. on Wednesday, 5 November 2008, after completion of the evaluations by the participants (see annex IV for evaluation results).

Annex I

CONCLUSIONS AND RECOMMENDATIONS ^{5/}

Workshop objective 1: To support the development and management of biodiversity-friendly tourism activities

Conclusions

-Participants will add information and statistics on indigenous fauna and flora on their business websites. There is a necessity to largely promote tools such as the SPREP and CBD databases to get relevant and updated data, particularly on endemic species, to inform tourists.

-Participants need support to develop educational programmes and set up web tools in order to share them with the communities and also to better educate the tourists about sustainable practices and biodiversity.

-Participants recognized the strong link between biodiversity and tourism and the urgency to do something at the local level.

-A participant from Samoa said that she was seeking the support of her Government to start a river rehabilitation project in Apia. She said that she wanted to encourage people, including schoolchildren, to grow trees and was committed to report on her project within a year. The Secretariat presented *The Green Wave* initiative and suggested that it could help in promoting education projects on biodiversity and the planting of trees along the river as part of the rehabilitation project.

Recommendations to the CBD national focal points from the Pacific region

The situation of islands, and particularly of low-lying atolls, requires specific support and advice, including the development of workshops and manuals, as well as guidelines for:

- Best fishing practices and techniques;
- Formal and informal outreach programmes on ecotourism and management;
- Incentives to engage indigenous and local communities and environmental and conservation;
- Incentives to engage indigenous and local communities in the operation and management of ecotourism;
- Mechanisms to prevent further introduction of invasive alien species;
- Mooring for yachts;
- Ecotourism guidelines in low-lying islands;
- Ecotourism activities in World Heritage Sites;
- Guidelines to manage sustainable numbers of ecotourism operators;
- Environmental impact assessment guidelines for ecotourism operations.

^{5/} The conclusions and recommendations are listed below as a way to demonstrate that the workshop objectives were fully met.

Workshop objective 2: To support new information and web-based technology capacity of indigenous tourism operators

Conclusions

-Participants said that the sessions on web based technologies and tools are extremely useful and will help them develop eco-destination marketing strategies to eventually take it on themselves and empowered them to make changes directly on their websites or to discuss with their web developer about ways to improve their websites. For example, participants all agreed that blogs are a good way to build good relationships with the visitors in view of making the visitors come back. Traffic analysis, on-line booking, Google key words, on-line payment, photo libraries, slides, videos (YouTube), testimonials, news and pictures updates are also seen as interesting tools to promote their destinations (the video on the Torngats gave the participants ideas about re-developing their sites).

-NZTRI proposed to use the workshop website (developed by NZTRI prior to the workshop) (<http://nztri.aut.ac.nz/cbdworkshop/index.php?mact=News,cntnt01,detail,0&cntnt01articleid=1&cntnt01origid=15&cntnt01returnid=15>) to share details on how to install survey, web tools, useful websites, etc, and also on how to keep in contact.

Workshop objective 3: To support the marketing and development of the culturally and biologically sustainable aspects of indigenous tourism products and experiences via the Internet

Conclusions

-Participants recognized the potential of better portraying their businesses as indigenous businesses. Some will re-design their websites and add other indigenous and local community links on their websites to better integrate their business strategies. The websites will inform visitors about whom they go out with (information about the staff and about the “atmosphere” of the destination) in order for them to make choices about how they tour.

-Participants recognized that the Web is the main link between islands and the world and that lots of work needs to be done in order to maximize its use. In this perspective, support is required for participants to build teams, share their knowledge with their communities and provide similar trainings at the local level.

Workshop objective 4: To develop networks and exchange information; share and compile approaches to specific challenges in order to develop best practices

Participants used the momentum and the fact that SPREP, NZTRI and CBD stand by them in order to create an advisory group to follow up on the partnership possibilities for capacity-building on environment and conservation in the Pacific. The group is called the **Pacific Indigenous Tourism and Biodiversity Alliance (PITBA)**.

Vision

The draft common vision of the Alliance reads as follow: *Pacific destination(s) of value, prosperity and hope for our sons and daughters embodied in the firm integrity of the Universe.*

Objectives

The group is committed to work together and at the grass-root level in developing an indigenous and local communities biodiversity framework and introduce environment programmes and conservation initiatives in the Pacific.

The Alliance will help indigenous and local communities in liaising with decision makers and lobbying governments in terms of support for activities related to indigenous knowledge, tourism and biodiversity, and will support the development of a closer relationship with SPREP and SPTO (South Pacific Travel).

Means and modalities

A Secretariat is to be established. Fiji proposed to be the first host of the Secretariat for the next two months (November and December 2008) and then pass it on to another country. The Secretariat is in charge of reporting to the Alliance at the end of the month.

The Alliance will meet once a year. It will maintain efficient communication and keep its members informed about other regional and national agencies that could support Pacific communities in starting and running a sustainable business.

The alliance will use a relevant and useful web portal (eventually with booking facilities). The portal would be used to promote each other's destinations and websites; share resources and best practices; relay conservation messages and appropriate elements of traditional knowledge (participants suggested that the group's website could be hosted on one of SPTO's existing portals or on the NZTRI's website).

Membership

PITBA is composed of the Apia workshop's participants: ecotourism operators, community-based tourism project managers and leaders active in existing and functioning associations of indigenous people in the Pacific.

Activities

-Capacity-building for indigenous and local communities' tourism operators to improve their performance and use of the Internet to promote and protect biodiversity.

-Sharing of best practices and push some issues of common interest forward such as:

- Coral reef projects
- Endangered species

-Prepare for the Indigenous and Local Communities World Water Forum in Istanbul in March (Cook Island is in on the advisory board of the WWF. Vanuatu is the regional focal point).

-Follow and promote local urgent projects such as the river rehabilitation project in Samoa (see above).

-Identify key individuals and promote key resources (for example follow up on the European Development Funding10)

-PITBA portal as a place where implementation strategies could be discussed: peer-learning networks, technical assistance, financial assistance, etc...

-“Technology connects the islands the same way the ocean does”. Participants want to maintain the connection and promote each other's destinations and best practices.

-Follow-up on global conferences (such as the Maori Tourism Council's activities on development and sustainability) and discuss ways to participate in conferences of indigenous and local communities that will take place around the world.

Way forward

-NZTRI to suggest communication tools for PITBA to develop a platform of exchanges

-Fiji to act as Secretariat.

-Cook Island proposed to meet with the governor and highlight the fact that the Pacific Islands are singing the same song and have the same vision. Cook Islands will discuss with SPTO about working together and with SPREP, and in order to inform PITBA members of possible partnerships and networks ready to support training programmes in the region.

-A participant from Tonga proposed to work with the CEO and the Ministry of Labor and Commerce of Tonga for this workshop to be duplicated and for Tonga's tourism department to work closer with SPREP. The next would be organized back-to-back or in parallel with a government meeting in order to get more decision-makers involved.

Recommendations to the CBD Secretariat

-CBD Secretariat to support PITBA and work as an advisory – this will help leverage support in the communities. The Alliance will receive a letter from the Convention Secretariat to help lobby and advocate for the Alliance. The Secretariat will also inform the Alliance of relevant activities, networks and funding opportunities.

Workshop objective 5: Use successful tools from the first workshop and refine and add to them for application by current participants and in future workshops, to create a set of on-line resources that can be of value to island based tourism operators and planners

Conclusions

-The Indigenous Ecotourism Circle has been adopted and adapted by all participants who want to thank the Arctic group for its creation. Some revisions have been suggested as per Annex III. The other tools and indicators have been used to assess participants' websites (the Wheel, website functions, marketing, web tools) and have also been slightly amended.

Recommendations to the CBD Secretariat

-Participants found the tools useful and propose to use them as a basis to develop a training course, which could then be used in the Pacific and during the next workshop of the series.

Annex II

TOURISM IN THE PACIFIC – CHALLENGES AND ISSUES

Group activity, discussion and feedback

GROUP 1

- Intellectual property rights
- Education and awareness and outreach
- Traditional knowledge
- IPR policies
- Sustainable use of traditional resources
- Government not always playing active role in taking info to / education outlying areas
- Lots of ideas, lots of policies
- Branding: creating a demand for eco-indigenous products
- Food security and water security : critical for smaller islands
- Depleted soil, loss of traditional knowledge
- Climate change
- Overpopulation
- Importing of food and water is expensive
- Infrastructure

GROUP 2

- Control of visitors
- Land ownership issues
- Endangered species
- Pollution
- Government needs to support local indigenous operators
- Invasive trees and plants and replanting of indigenous plants
- Sand mining
- Tourism:
- What kind of tourists we want?
- How many numbers?
- Educational experience, culture traveller
- Environment issues
- Past local knowledge
- Empower youth to carry on
- Swimming with humpback whales: sustainability for whales and people
- Un-fair share of wealth
- Need more cooperation between government and private sector
- Use islands as an example in the Pacific
- Sexually transmitted diseases
- Transport/infrastructure
- Service standards
- Airline access and costs
- Lack of legislation for protecting our environment

GROUP 3

- Carrying capacity on small island nations must be managed
- Lack of protection and conservation of natural resources

- Lack of funds to enforce regulations
- Lack of education and awareness of biodiversity
- Use of valuable water and food supply by tourists
- Commercialising of local resources
- Triple bottom-line
- Exploitation of land e.g. commercial use and purchase by foreign companies
- ‘unfairness’ [inequitable] share of wealth acquired through tourism
- Outside (western) influences – cause problems locally
- Unskilled labour, exploitation and outflow of labour (e.g. Palau – workers enticed overseas leaving little local resource)
- Lack of infrastructure
- Mass tourism
- Sexually transmitted diseases

GROUP 4

- Land ownership – alienation of land
- People – lose interest when they are not part of decision making process
- People of the land (*tangata whenua*) – government and policy (claiming of the land)
- Benefits from tourism – for whom?
- Conservation and protection – opportunity for tourism industry = handcraft, entertainment, guiding
- More assistance needed for small and medium-sized enterprises
- Sand-mining is a problem – sand-mining from beaches to build for tourism

GROUP 5

From outside:

- Lack of access: flights + costs
- Lack of awareness of destinations

Within countries

- Transport
- Infrastructure
- Service standards
- Lack of legislation to protect environment
- Indigenous communities population : explosion/diminishing and limited resources
- Water/Energy

Indigenous communities

- Lack of value of traditional ways – modern technology influence/undermines the importance of traditional knowledge
- How do they engage in tourism?
- How do they get the business/marketing savvy?
- Do they have the desire?
- How do the benefits get shared?

Biodiversity protection

- Tourist behaviour
- Do our communities really understand the importance of protecting the environment?

Annex III

A. Indigenous Ecotourism Circle

*This draft assessment tool has been designed to be used by indigenous people, communities, businesses and organizations to evaluate and strengthen their websites. By striving for a balance of the four areas the website can contribute more effectively to enhancing biodiversity and cultural identity within all living things. **In red/bold are amendments made by the Pacific participants to the circle developed by the Arctic participants.***

1. TOP LEFT

Ownership and control **(specify if it is by one person or by the community)**
Intellectual property
Mechanism to sharing information on tourism (body of stakeholders)

3.BOTTOM LEFT

Taking care of the Earth – all living things, mother earth, akwé: kon, madu, pacha mama
Conservation
Preservation
Leave no trace

2.TOP RIGHT

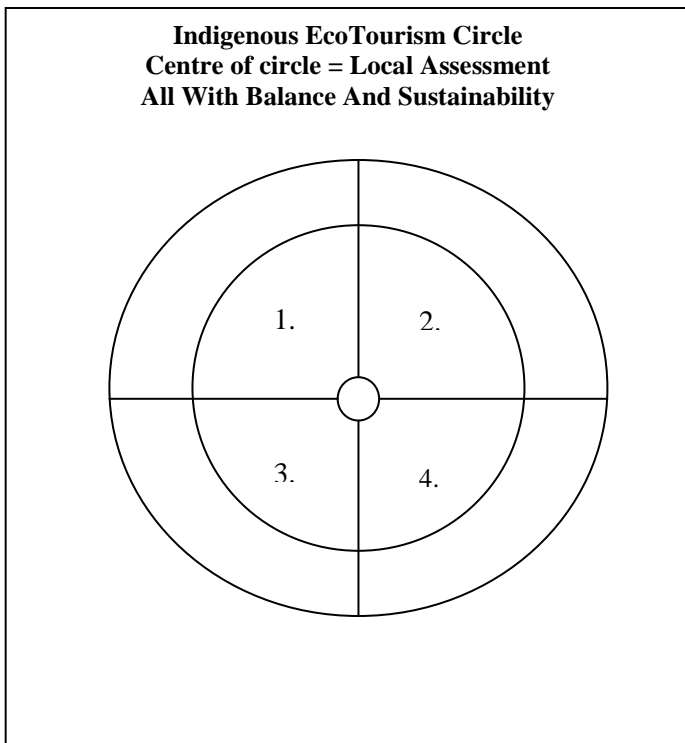
Own language reflected
History
Cultural values & knowledge
Effective high quality programming and education,
Spirituality
Cultural values communicated
Mutual partnerships
Set guidelines for acceptable practices (rehabilitation of old practices)
Education
Plants, food, water, land animals
Resources management
Increase awareness of negative impacts of development (deforestation) in all languages

4.BOTTOM RIGHT

Traditional economy
Ecotourism venture - financial sustainability: Profits, sales, quality, customer satisfaction
Involvement, participation and relationships with elders, traditional leaders and youth representatives
Stakeholders' representation
Balanced perspective
Modern knowledge integrated in traditional knowledge

The Pacific participants added that there should be constant interaction between top left/bottom left quadrants and between top right/bottom right quadrants. They also added an external circle around the ecotourism circle to integrate external influence and expectations, and how to adapt to the world (communities will have to cooperate with one another).

Other indicators that would allow measuring the level of biodiversity and cultural identity portrayed on a website are included in “B. List of indicators”.



B. List of indicators

INDICATORS	Where am I now?	Where would I like to be in 5 months or 1 year?
<p>A) <i>Marketing indicators</i></p> <p>1-The site has to be guest-oriented (not so much host-oriented or place-oriented): what is the guest experience going to be?</p> <p>2- Sales results: are the guests going to come back</p> <p>3- Impact and feedback: how effective is it and how to reevaluate the website to make it effective</p>		
<p>1-<i>Invitation</i></p> <p>First hits elsewhere</p> <p>First hits on front page</p> <p>Geosearch engine optimization</p> <p>Google analytics</p> <p>Purchasing words (use of keywords: relaxation, explore, experience, south pacific travel)</p> <p>How to market the address (.com, .ws, etc)</p> <p>Campaigns</p>		
<p>2- <i>Entry door</i></p> <p>How many languages</p> <p>Native languages</p> <p>Guests 'connect'</p>		
<p>3- <i>AID: attention, interest, desire</i></p> <p>Hits on the second pages</p> <p>Guests 'connect' geographically (layered maps, connections)</p>		
<p>4- <i>Smooth technology</i></p>		
<p>5- <i>Trustworthiness</i></p> <p>Who you are (skills and knowledge)?</p> <p>Affiliation</p> <p>Accreditation -Testimonials</p> <p>Design</p> <p>Safety</p> <p>Site surveys for the feed backs (COTA)</p> <p>Exit stats</p> <p>Site survey</p> <p>Regular updates (3-6 months)</p> <p>Blogs</p> <p>Strategic blogging</p> <p>Post trip survey</p>		
<p>6- <i>Product description</i></p> <p>Sales generated</p> <p>Feedbacks</p> <p>Number of visitors to country</p> <p>Content "short and sweet"</p>		
<p>7- <i>Who for?</i></p> <p>Target public</p>		
<p>8- <i>Context information</i></p> <p>Maps</p> <p>History,</p> <p>Who is operator,</p> <p>Risks, dangers involved,</p> <p>What to bring,</p> <p>Currency, etc.</p>		

<p>9- <i>Closing the sales</i> Speed of response Quantity of response Quality of response, verified through a monitoring system Post trip survey, Feedbacks,etc Number of re-bookings, Recommendations</p>		
<p><i>B) Indicators of strategies that effectively promote life on Earth and cultural identity</i></p>		
<p>1- Lots of pictures, graphics and symbols (regularly updated)</p>		
<p>2- Are locally meaningful and authentic (philosophy)</p>		
<p>3- Have universal resonance (or appealing to your potential clients; e.g. cry of a loon; wolf for Germans)</p>		
<p>4- Avoid stereotypes (same symbol overuse, exaggerated)</p>		
<p>5- Use local language</p>		
<p>6- Provide information about the community, protocols, cultural values, the area, wilderness, remoteness</p>		
<p>7- Highlight cultural/community diversity</p>		
<p>8- Highlight rare, special or unique (endemic) animals or plants (STAQ)</p>		
<p>9- Show biodiversity as something concrete, our way of living and show how biodiversity and culture will benefit. Clear conservation message.</p>		
<p>10-Respect intellectual property (protect what is sacred and do not sell out our identities)</p>		
<p>11- Promotion of partnerships and of community, share links</p>		
<p style="text-align: center;">INDICATORS</p>	<p style="text-align: center;">Where am I now?</p>	<p style="text-align: center;">Where would I like to be in 5 months or 1 year?</p>
<p><i>3) Web technologies, web tools</i></p>		
<p>1-Use of multimedia tools : video clips, flash animations, virtual tours, web cam, You Tube</p>		
<p>2-Internet search options: full text, key words or structured search (by category, dates, etc)</p>		
<p>3-Ergonomics, navigability, links</p>		
<p>4-Use of monitoring tools</p>		
<p>5-Content Management System, collaborative content, updatability, postings</p>		
<p>6-Graphic Design: use of simple structure</p>		
<p>7-Indexability, quick referencing</p>		
<p>8-Interactivity (email address, forums, reviews of the products, user's feedback)</p>		
<p>9-Google maps, mapping services</p>		
<p>10- On line booking</p>		

Annex IV

WORKSHOP EVALUATION RESULTS

Indigenous communities, tourism & biodiversity workshop series: new information and web-based technologies, Pacific workshop

- | | |
|---|-------|
| 1. I was well informed about the objectives of this workshop. | 4.4/5 |
| 2. This workshop lived up to my expectations. | 4.6/5 |
| 3. The content is relevant to my job. | 4.6/5 |

WORKSHOP DESIGN

- | | |
|---|-------|
| 4. The workshop objectives were clear to me. | 4.5/5 |
| 5. The workshop activities stimulated my learning. | 4.8/5 |
| 6. The activities in this workshop gave me sufficient practice & feedback | 4.6/5 |
| 7. The difficulty level of this workshop was appropriate. | 4.2/5 |
| 8. The pace of this workshop was appropriate. | 4.2/5 |

WORKSHOP INSTRUCTORS

- | | |
|--|-------|
| 9. The instructors were well prepared. | 4.8/5 |
| 10. The instructors were helpful. | 4.8/5 |
| 11. I accomplished the objectives of this workshop. | 4.5/5 |
| 12. I will be able to use what I learned in this workshop. | 4.8/5 |

OVERALL **4.6/5**

Annex V

LIST OF PARTICIPANTS

Name	Function/Organization	Address
Ms. Te Tika Mataiapo – Dorice Reid	President, Koutu Nui of the Cook Islands,	Cook Islands
Mr. Ian Karika	President of Taporoporo'anga Ipukarea Society-Takitumu Conservation Area technical person	Cook Islands
Mr. Aropiame Cavalevu	Senior Ranger of the Sigatoka Sand Dunes National Park	Fiji Islands
Mr. Viliame Koyamaibole	President of the Fiji Indigenous Eco Tourism Association	Fiji Islands
Mr. John Waayan Kawaimapuna Fillmed	General Manager of the Pathway Eco-Lodge	Federated States of Micronesia
Mr. Vincent Tafileluw	Sales & Marketing Manager	Yap State FSM
Mr. Billy Takamine	President & General Manager of the Jungle River Boat Cruise	Republic of Palau
Ms. Ereata Benson	Education and Training Officer, Kiribati National Tourism Officer, Ministry of Communications, Transport and Tourism Development	Kiribati
Ms. Alcina Charlie	E-Marketing & Website Officer Vanuatu Tourism Office	Vanuatu
Mr. Richard Matanik	Project Manager, Roi mata Domain World Heritage committee	Vanuatu
Ms. Kepreen 'Aho Ve'etutu	Senior Tourist Officer, Ministry of Tourism	Tonga
Mr. Taki Hausia	Owner of the Hideaway and Hideaway Tours	Tonga
Mr Allan Tippet Bero	Coordinator, Tetepare Descendants Association	Solomon Islands
Mr. Dickson Motui	Arnavon Community Marine Conservation Area	Solomon Islands
Ms. Maxine Nadile	Manager and Executive Officer of the Milne Bay Tourism Bureau	Papua New Guinea
Ms. Nanise Tolovae	Polynesian Xplorer	Samoa
Ms. Zita Martel	Owner, Polynesian Xplorer	Samoa
Ms. Kate Brown	Action Strategy Advisor Secretariat of the Pacific Regional Environment Programme (SPREP)	Samoa
Ms. Ana Tiraa	Island Biodiversity Officer - SPREP	Samoa
Ms. Melissa Crockett	New Zealand Maori Tourism Council, Director Potiki Adventures	Aotearoa, New Zealand
Ms. Te Urutahi Waikerepuru	Managing Director, Tui Global	Aotearoa, New Zealand
Dr. Te Huirangi Waikerepuru	Developer of Maori Journeys, member of the DoC on the Whanganui Board	Aotearoa, New Zealand
Dr. Paulo Vanualailai	-	Fiji
Dr. Simon Milne	Professor of Tourism & Director-NZTRI Auckland University of Technology (AUT)	Aotearoa, New Zealand
Mr. John Hull	Facilitator –Senior Lecturer, School of Hospitality and Tourism, AUT University	Aotearoa, New Zealand
Ms. Carolyn Nodder	Facilitator – Researcher, New Zealand Tourism Research Institute, AUT University	Aotearoa, New Zealand Aotearoa, New Zealand
Mr. Nathaniel Dobbin	Facilitator – Research Officer, Web Development, NZTRI, AUT University	Aotearoa, New Zealand
Ms. Chantal Robichaud	Secretariat of the Convention on Biological Diversity	Montreal, Canada

Annex VI

MEDIA EXPOSURE

“They're talking biodiversity at Vailima”, *Samoa Observer*, written by Marieta Heidi Ilalio, Wednesday, 5 November 2008 6/

“Tourism key to enhancing biodiversity in the Pacific”, written by a staff reporter, Wednesday, 19 November 2008 6/

“Tourism the key to enhancing biodiversity in the Pacific”, Tuesday, 18 November, 2008, School of Hospitality & Tourism, Auckland University of Technology 6/

RNZ International - Radio interview - 27 November 2008, A bulletin of Pacific News in Samoan (duration: 8 minutes)

6/ The text of the article is available at <https://www.cbd.int/tourism/IslandWorkshop.shtml>

*Annex VII***PROGRAMME OF WORK**

DAY ONE - 3 November 2008	
9 a.m. to 9.30 a.m.	Opening prayer (SPREP)
9.30 a.m. to 10.30 a.m.	Opening of the meeting and welcome Introductions (New Zealand Tourism Institute (NZTI) team and participants)
Break 10.30 a.m. to 11 a.m.	
11 a.m. to 12 noon	Objectives of the workshop and CBD presentation
12 noon to 12.30 p.m.	Workshop overview and processes
Lunch 12.30 p.m. to 1.30 p.m.	
1.30 p.m. to 3 p.m.	Presentations of participant websites
3 p.m. to 3.30 p.m.	NZTRI team to summarize
Break 3.30 p.m. to 4 p.m.	
4 p.m. to 5 p.m.	Tourism trends and opportunities; Tourism in the Pacific - Issues and challenges; Bio-security; Key trends in information and communication technologies (ICT)
DAY TWO - 4 November 2008	
9 a.m. to 9.30 a.m.	Tourism, indigenous knowledge, biodiversity and ICT - a way forward
9.30 a.m. to 10 a.m.	CBD Guidelines on Tourism and Biodiversity and User's Manual
10 a.m. to 10.30 a.m.	Alignment –strategic business planning, and ICT
Break 10.30 a.m. to 11 a.m.	
11 a.m. to 12.30 p.m.	<i>Review</i> of website resources (Pacific and other SIDS) – development of benchmarks, useful evaluation criteria and evaluation tools
Lunch 12.30 p.m. to 1.30 p.m.	
1.30 p.m. to 2.30 p.m.	Critical examination of example websites using a series of assessment tools. Cases and examples – the good, the bad, and the ugly
2.30 p.m. to 3.30 p.m.	Tools and web-based technologies available to indigenous and local communities in the context of the CBD and through other sources
Break 3.30 p.m. to 4 p.m.	
4 p.m. to 5 p.m.	Critical examination of participant's websites and comparison with example sites, using assessment tools <i>Summary of the day</i>

DAY THREE - 5 November 2008	
9 a.m. to 10.30 a.m.	Activity: focus on own website or chosen sites
Break 10.30 a.m. to 11 a.m.	
11 a.m. to 12.30 p.m.	Techniques and tools to assist Discussion: Special challenges of SIDS –tools and techniques to build a role for ICT in areas that lack infrastructure
Lunch 12.30 p.m. to 1.30 p.m.	
1.30 p.m. to 2.30 p.m.	Tourism and sustainable use of biodiversity in sensitive ecosystems: needs assessment, planning tools, challenges and proposed strategies.
2.30 p.m. to 3.30 p.m.	<i>Discussion:</i> Sustaining the momentum
Break 3.30 p.m. to 4 p.m.	
4 p.m. to 5 p.m.	Adoption of the report and closure of the meeting Closing prayer and acknowledgements (SPREP)
