



Expanding Ecotourism's Core Business



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Revolution Driving Evolution
Margaret River, WA
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Ecotourism: New Alliances, Partnerships & Approaches

The rebuilding of the Ecotourism Industry will require *blue sky* thinking and actions. If we want to get from 'survive' to 'thrive' then we need to establish new *alliances*, *new partnerships* and new *approaches* to the ways in which we operate



What I will share

1. Ecotourism's Core Business
2. A Best Practice Exemplar
3. Unlocking Opportunities





Ecotourism



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

Ecotourism Best Practice



Nature Based



Conservation Supporting



Environmentally Educative



Locally Beneficial



Borneo Eco Tours, Malaysia



Albert Teo



20 years of service excellence



MISSION STATEMENT



To make Borneo Eco Tours a No.1 service provider through passion for excellence in our work by developing the leadership potential of our staff, commitment to integrity, good attitude, and care for the community and environment.



COMMITMENT

Make our company a No.1 service provider

CONSISTENT

Through passion for excellence

CHARACTER

Commitment to integrity, good attitude

COMPETENCE

Developing the leadership potential of our staff

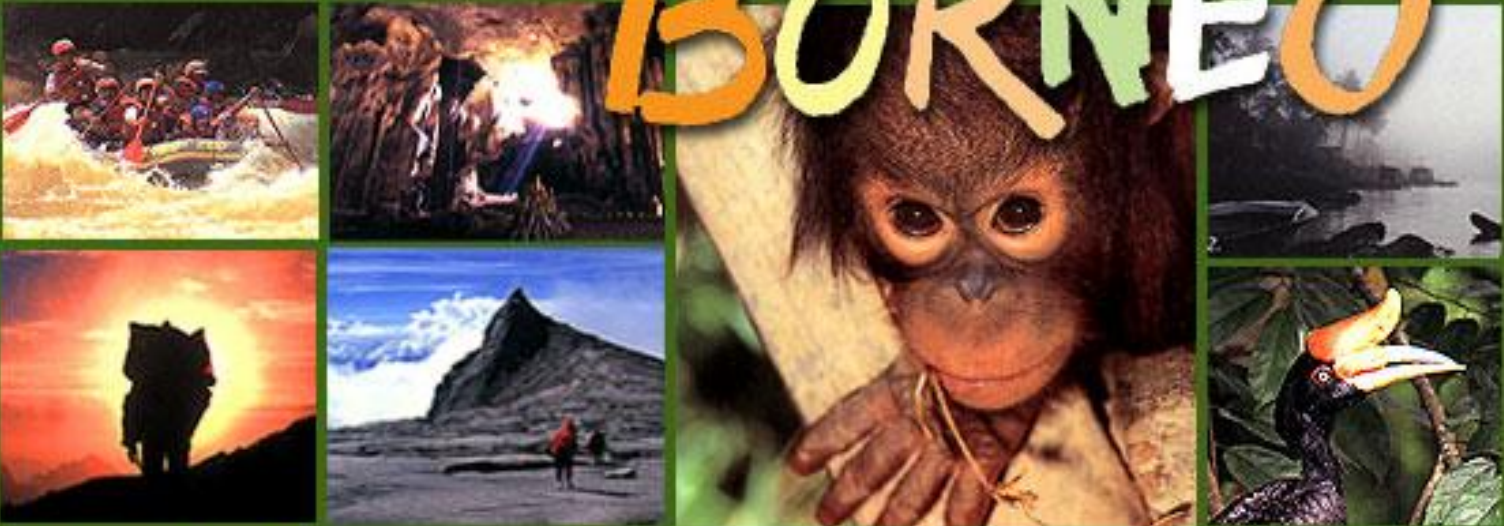
CARE

Care for the community and environment



www.borneoecotours.com

Journey through BORNEO



Come And Experience Borneo And Its Treasures With Us
A Multi-International Award Winning Ecotourism and Incentive Tour Operator

- The world's third largest island
- Mountainous with immense tracts of rainforest
- Three countries - Indonesia, Brunei and Malaysia

[illegible]

Sabah





Mt Kinabalu World Heritage Region





Kinabatangan River

An aerial photograph showing the Kinabatangan River, a wide, muddy-brown waterway that meanders through a landscape. To the left of the river, there are large, rectangular plots of land, some of which are covered in palm oil plantations. To the right, the river is bordered by a dense, continuous expanse of green native forest. The background shows more forested hills under a clear sky.

**Palm Oil
Plantations**

Native Forest





Borneo Eco Tours Success Strategies

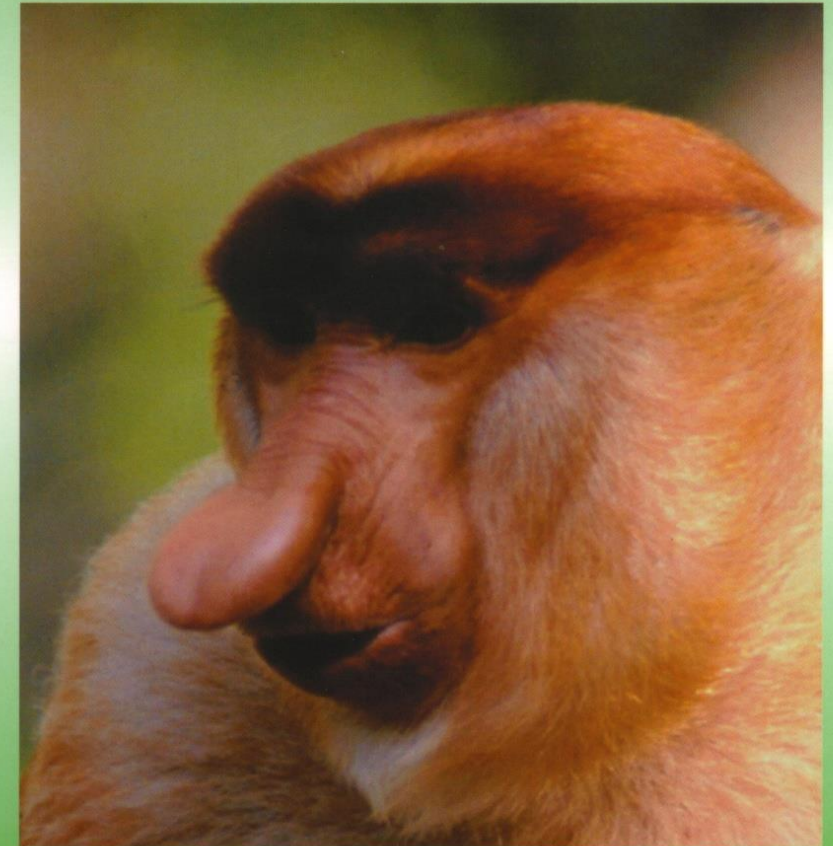


1. Diversity of products
2. Conservation supporting
3. Environmentally educative
4. Locally beneficial
5. A quality focus
6. Strong networking
7. A cooperative approach
8. Engaging with research
9. Adding value
10. Smart marketing

"Anybody seriously considering building and operating an ecolodge should read this very useful book."
Hector Ceballos-Lascurain,
International Ecotourism Consultant and Ecolodge Designer

Saving Paradise

The Story of Sukau Rainforest Lodge



By
Albert Teo and Carol Patterson



BB7C Kinabatangan Wildlife Safari - Overland



BB7D Kinabatangan Wildlife Safari - By Boat



Ecotours



BB7K Orang Utan Search



Enjoy our Best-Selling 6 days 5 nights Borneo Big 5 wildlife tour package, combining our TOP selling Sukau Rainforest Lodge with the exquisite Borneo ..



Explore Sabah's fantastic beauty on a 7 day journey with us, capturing the best parts including the nearby Tunku Abdul Rahman marine park islands, the..



Diversified Products



Island Tours



Nature Tours



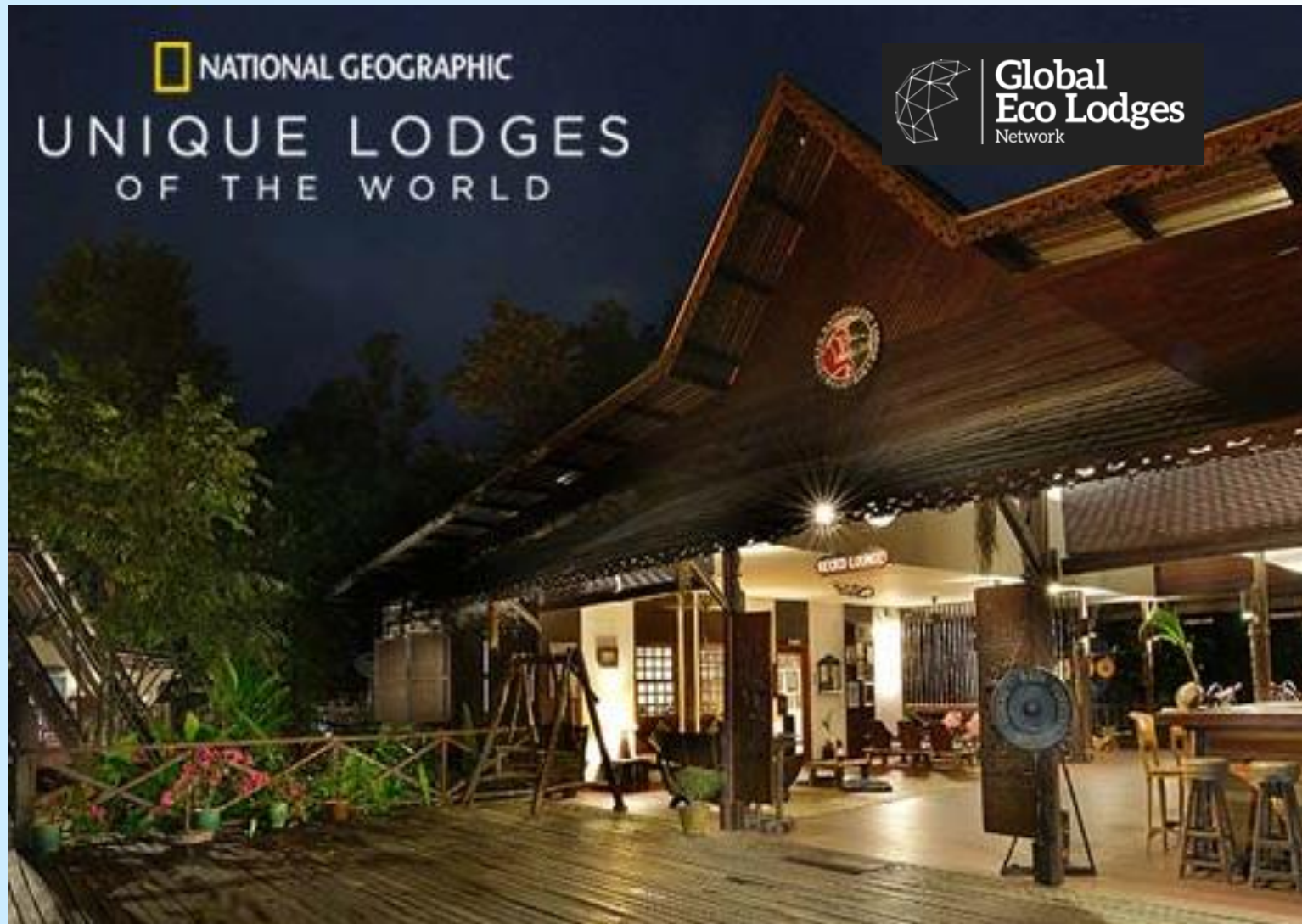
Cultural Tours



Family Holiday



Sukau Rainforest Lodge



Sukau Rainforest Lodge





Best Practice Approaches



1. Nature based – an inclusive approach
2. Conservation – a holistic approach
3. Educative – formal & informal approaches
4. Locally beneficial – both direct and indirect



1. Nature Based



Icon Species – The Big Five



Small Creatures Too





2. Conservation Supporting

SUSTAINABILITY
AT SUKAU
RAINFOREST
LODGE



GREEN SUSTAINABILITY POLICIES

Being in one of the most sensitive parts of Sabah Malaysian Borneo, it is our duty to care and protect our natural wonders and its inhabitants. With our Green & Sustainable Practices, we aim to reduce the negative impact towards our environment and community.

**An Exemplar for Green
and Sustainable Practices**

Rainforest Boardwalk



Boardwalk's Elephant Pass



Orang Utan Conservation



SEPILOK ORA
REHABILITATIO



PUS
ORAN
MENYAH
LIHAN
SEPILOK
UNTUK MELINDUNGI



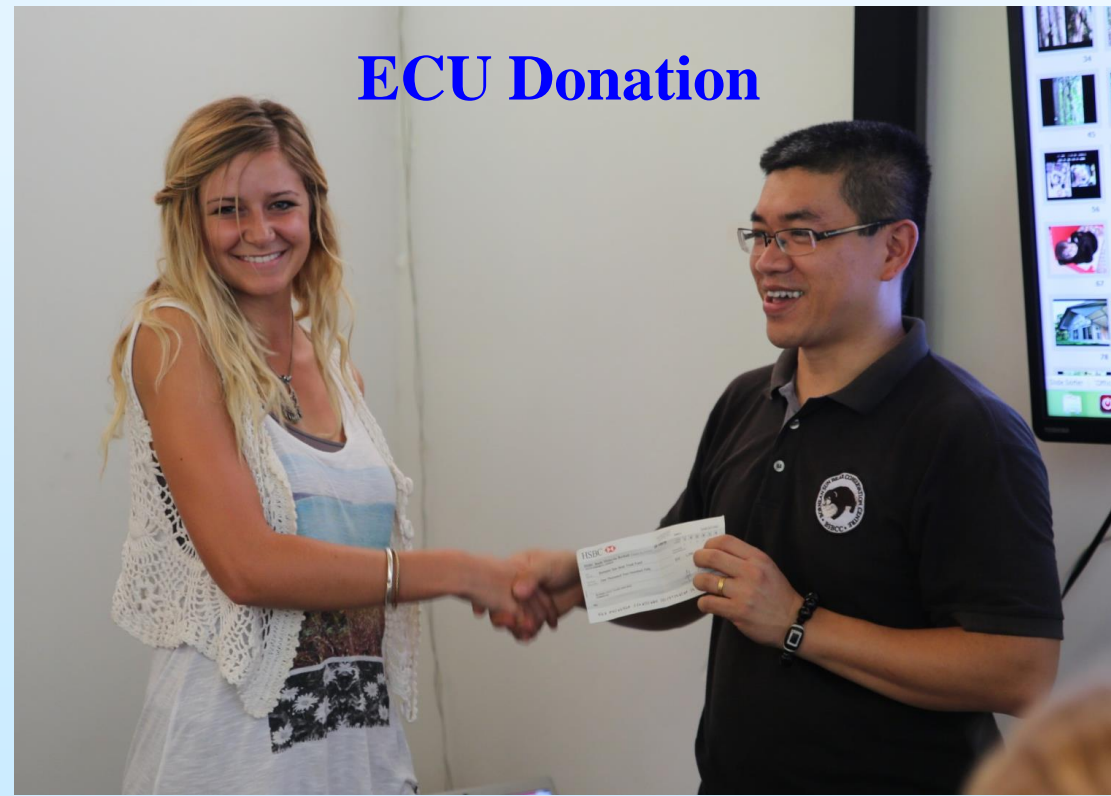
A-FAKTA
ENAN
G UTAN



Tombi



Bornean Sun Bear Conservation Centre



Tree Planting





Establishing a wildlife corridor



Supporting the Establishment of a Research Centre





Sukau Ecotourism Research Centre

3. Environmentally Educative



Informed Talks





Industry Lecture

University Groups



Building Networks



CONSERVATION FELLOWS

The Wall of Honour for Conservation Fellows established to recognise influential individuals, leaders, conservationists and experts who have vastly contributed to ecotourism, sustainable development, the environment, and the communities of Kinabatangan River.



Prince Henrik of Denmark



Sir David Attenborough

4. Locally Beneficial

GIVING BACK

Make your stay with us a much more meaningful one. By simply giving back, you can make a positive difference in the lives of local communities in need and also our environment.



Organic Farming



Medical Camp in Sukau



GEF - Kampung Kimihang
Project Launching



Small Medium Enterprise
(SME) Seminar



Tree Planting Project



Terongkongon Laut Water
Project

Staff - Local Employment



Tourists – Giving Back

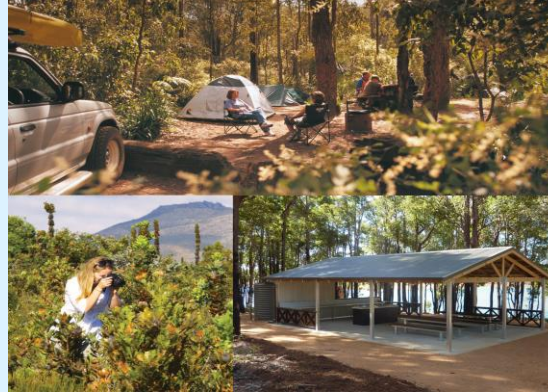


Water for 1000 villagers

Partnerships, Products & Promotion

Partnerships

- Government & Private
- The Cruise Industry



Products

- Specialist Ecotourism
- Astrotourism
- Geological Tourism
- Geotourism



Promotion

- Accessible Travel
- Connection
- Instagrammability



Government

PARKS FOR PEOPLE

Experiencing WA's natural environment



Department of
Parks and Wildlife



Ecotourism Accommodation Camping in National Parks



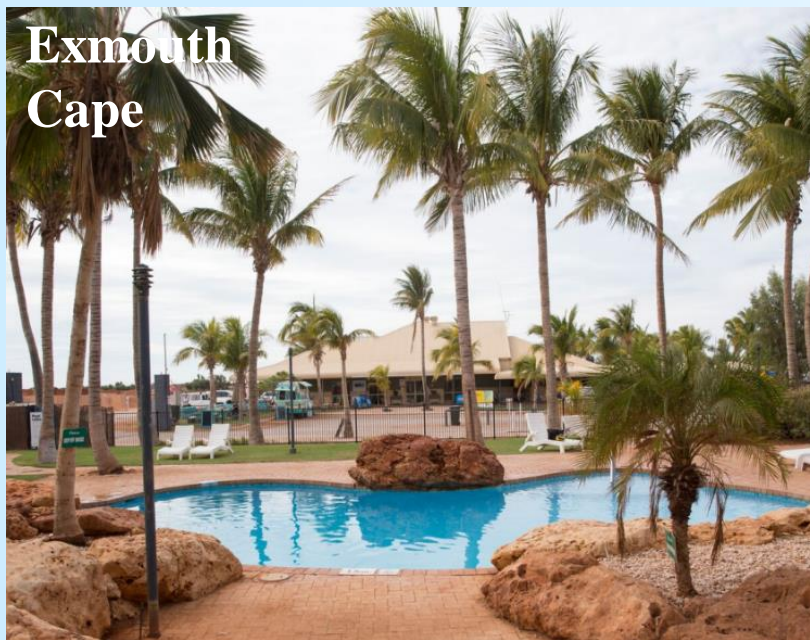
Glamping in National Parks







Integrated Holiday Parks



The Cruise Industry



Products

1. Specialist Ecotourism



2. Astrotourism



3. Geological Tourism


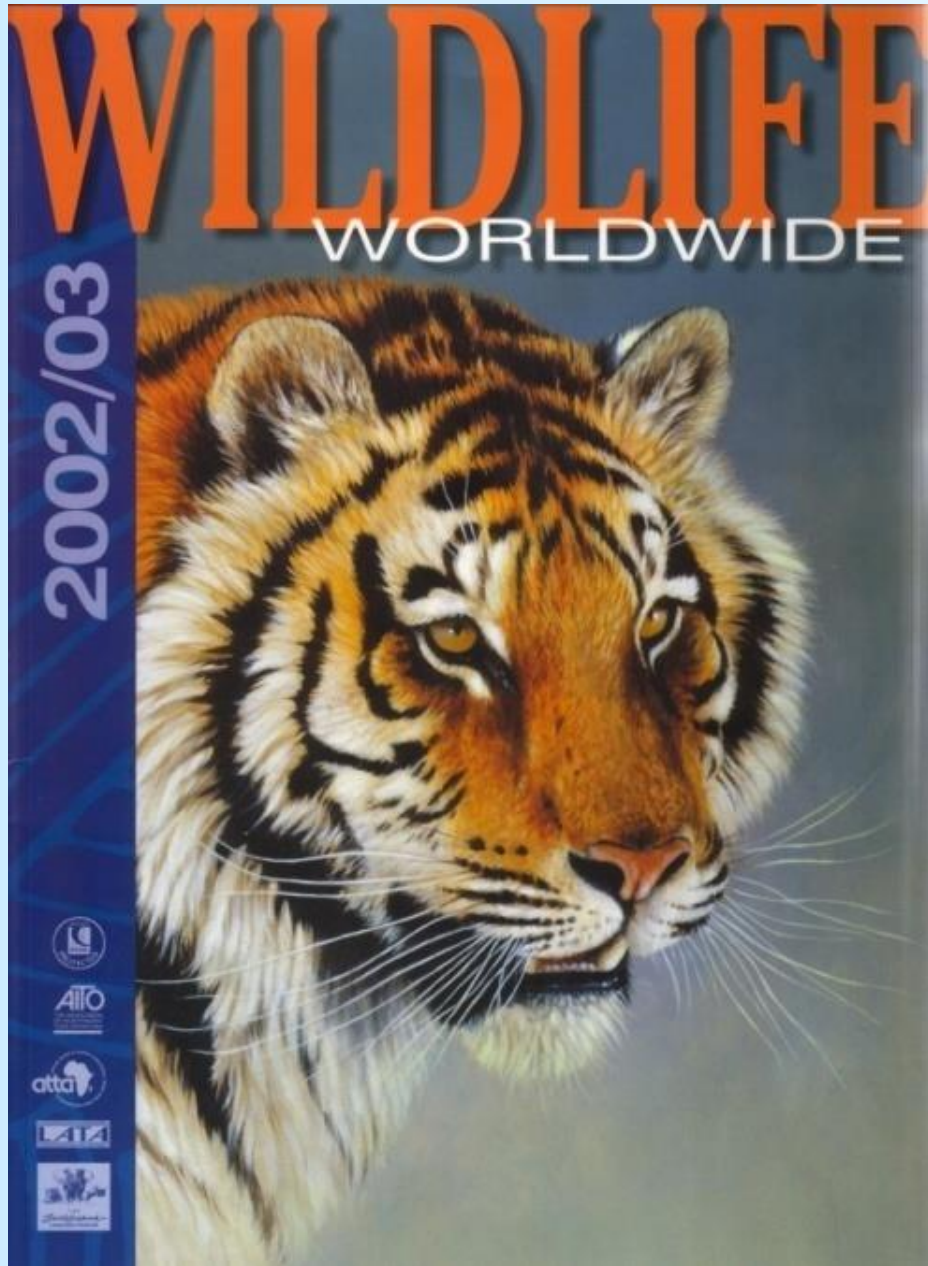


4. Geotourism




Bird Watching Tourism








Naturetrek

A selection of tours, treks and cruises
expertly guided by leading naturalists



Birdwatching,
Botanical & Natural
History Holidays



Accredited
Agent

2020



Naturetrek





Butterfly Holidays in support of Butterfly Conservation

The following special selection of butterfly tours, guided by expert butterfly enthusiasts, has been designed to allow you to enjoy and learn about butterflies in the company of fellow enthusiasts. 10% of the proceeds from each tour will be donated to Butterfly Conservation and invested directly in the conservation of British and European butterflies. Holidays will focus on butterflies and their

Dragonfly Watching





FACET
FORUM ADVOCATING
CULTURAL AND
ECO-TOURISM



SPRING *into* PARKS
A WA PARKS FOUNDATION INITIATIVE

ASTROTOURISM WORKSHOP

Monday 2 September - 12.00 - 7.15pm
includes stargazing experience
Venue: Department of Biodiversity, Conservation & Attractions



Geological Tourism

A group of approximately ten people, mostly middle-aged and older, are gathered outdoors in a sandy, arid environment. They are dressed in casual outdoor attire, including hats, t-shirts, and shorts. A woman in the foreground, wearing a light-colored sweater and sunglasses, is crouching and pointing at a large, dark, textured rock formation. The others are standing and looking on with interest. The scene is brightly lit, suggesting a sunny day.

Nicole Grünert's Hard Rock Safaris, Namibia

From 'Geological Tourism' to Geotourism






Geotourism

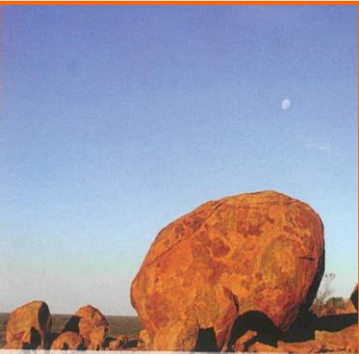
Abiotic

GEOLOGY & ASTRONOMY



BILLION YEAR OLD ROCKS, STUNNING NIGHT SKIES

Impressive opportunities exist to experience geology and astronomy throughout the Gascoyne Murchison. The bright wide skies and geological marvels offer adventure at every turn.



Landscapes billions of years old

Biotic

AMAZING CARPETS OF WILDFLOWERS



WILDFLOWER TRAILS

There are more than 12,000 species of wildflowers in WA, making it the world's largest collection of wildflowers. It's a staggering sight to behold, and you can witness carpets as far as the eye can see in the Gascoyne Murchison. Blooms start as early as late July. Contact local visitor centre to get exact locations of the best germinations. Blooms last throughout September.



Carpets of wildflowers in season

Cultural

ABORIGINAL EXPERIENCE

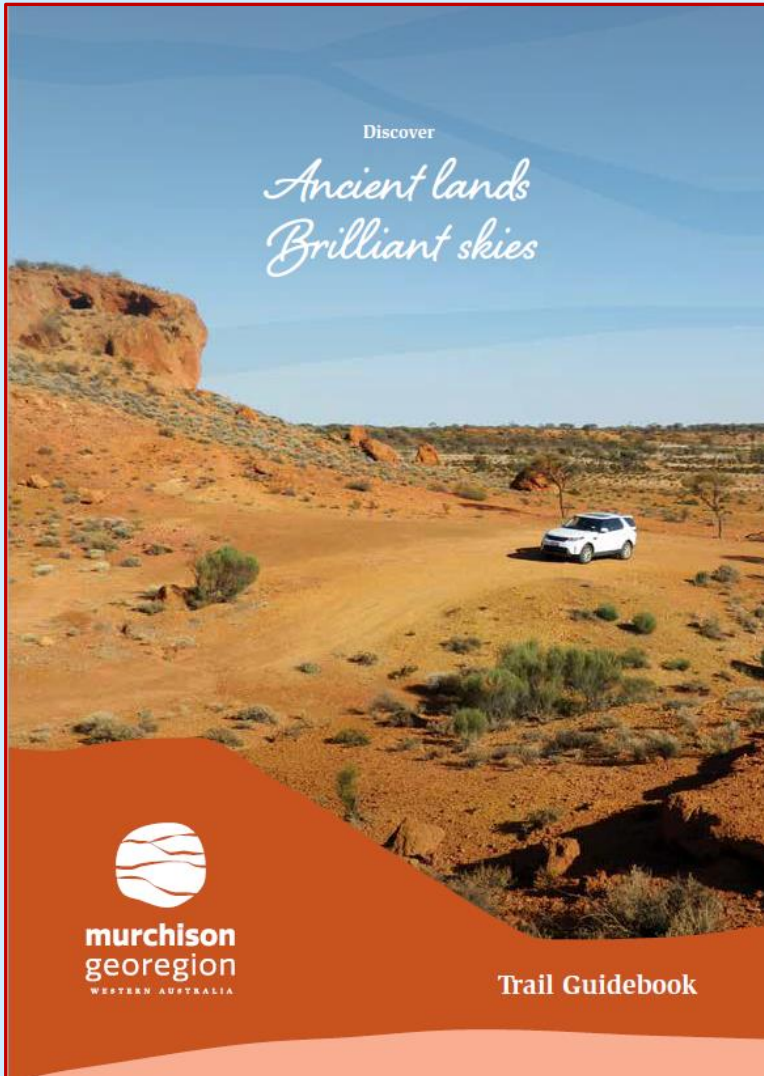


IMMERSE YOURSELF IN COUNTRY

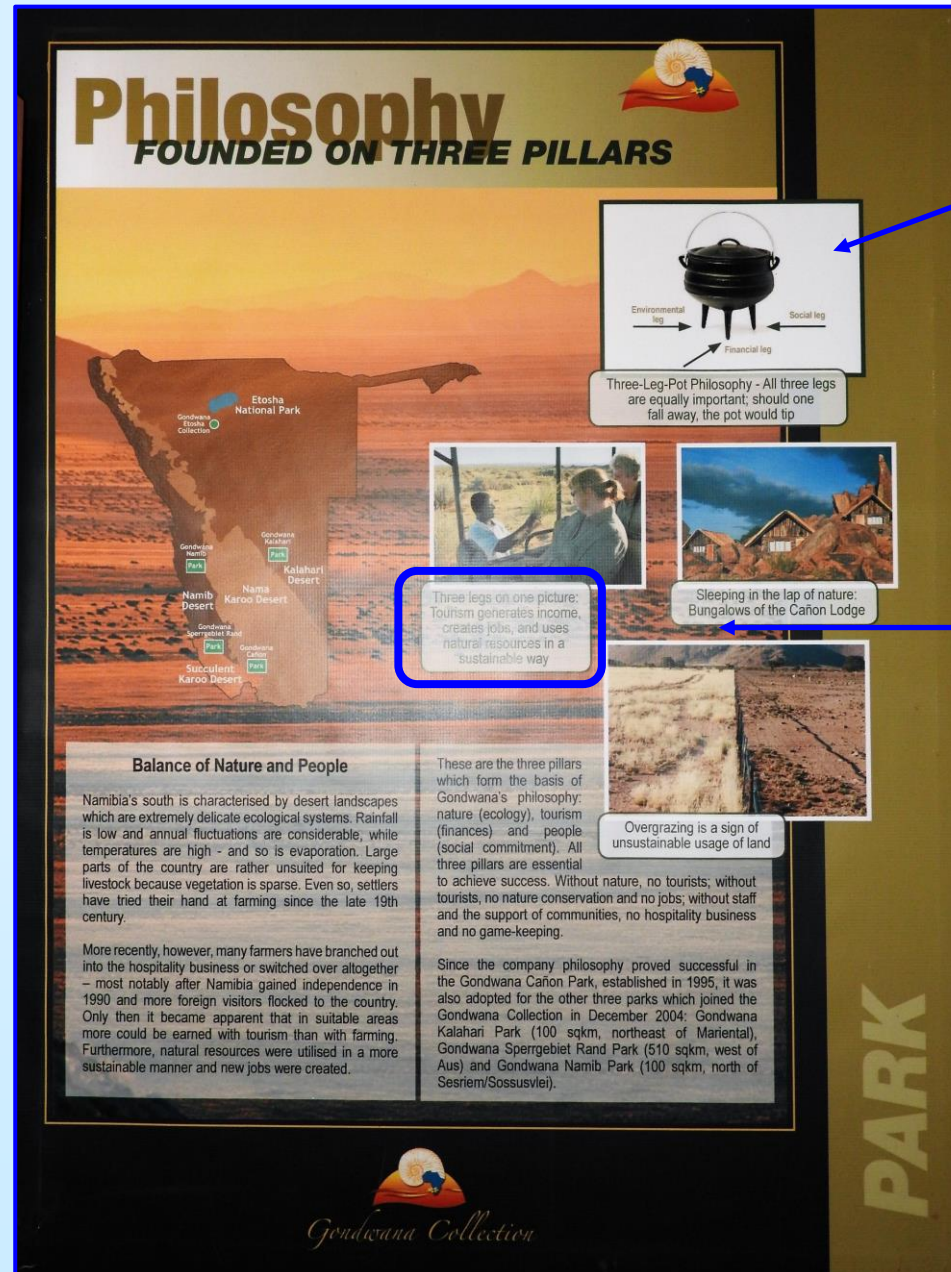
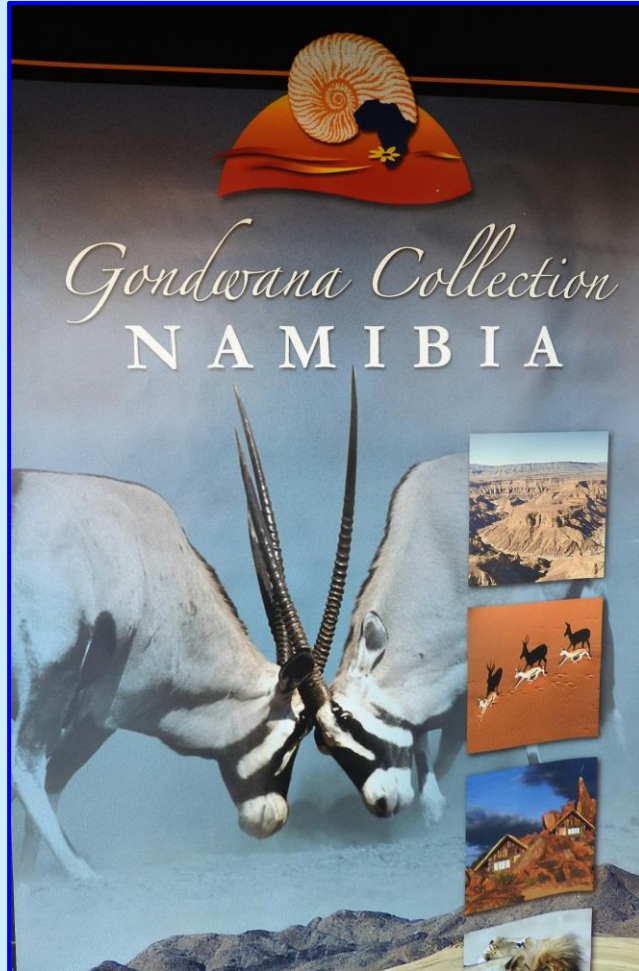
The oldest culture in the world, on the oldest landscape on earth, the Gascoyne Murchison is both ancient and timeless. Here, it is possible to seek out rock artwork earlier than those found in other parts of the world, taking us back to a time past - of Aboriginal peoples who walked this land before written history.



Indigenous Art Centre



Gondwana Collection

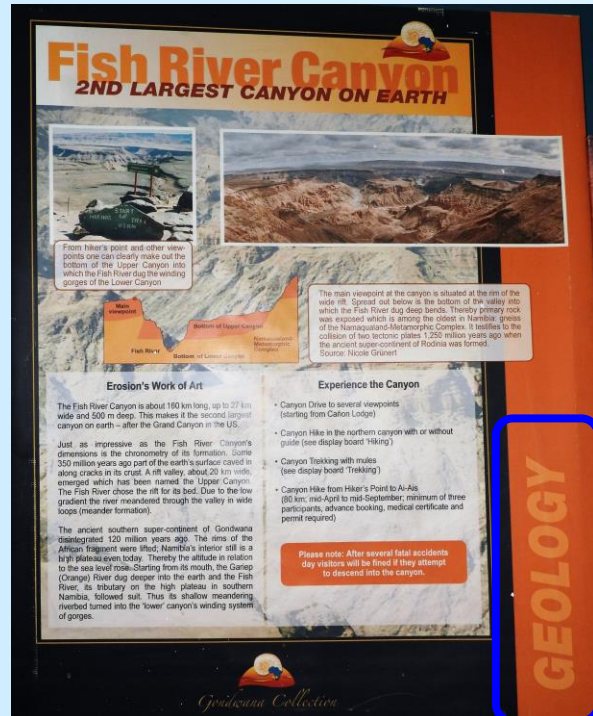


Three Leg Pot
1. Environmental
2. Social
3. Financial

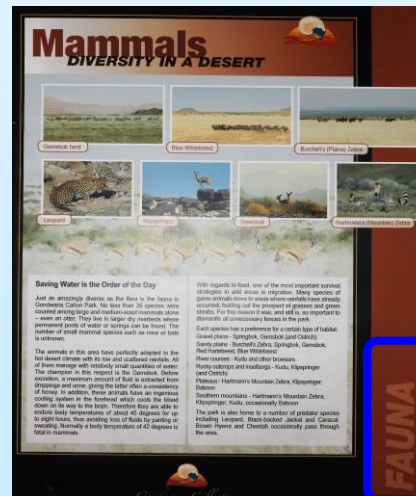
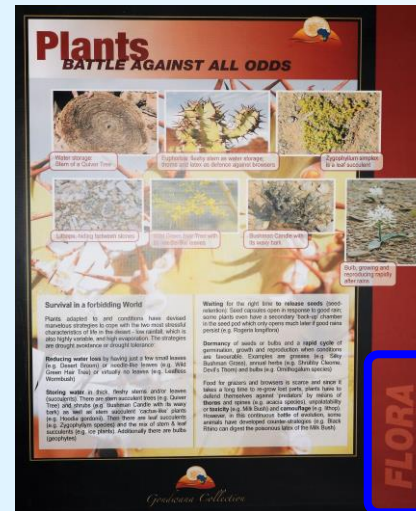
Outcome
Geotourism generates income, creates jobs, & uses natural resources in a sustainable way

Fish River Canyon GeoRegion

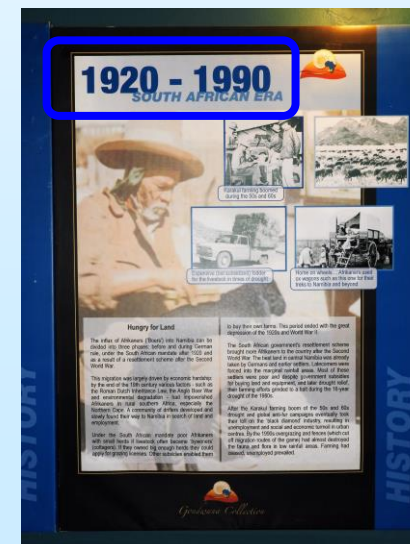
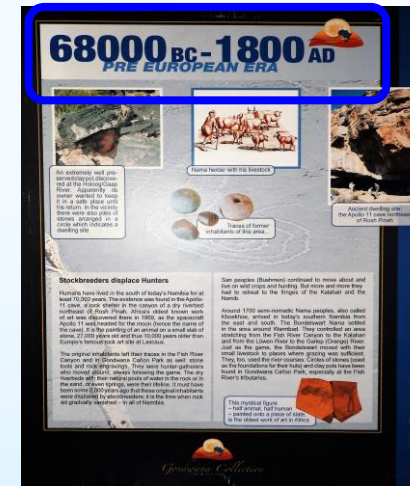
Abiotic Geology



Biotic Flora & Fauna



Cultural Past & Present



Promotion

1. Accessible Travel



2. The Power of Connection



3. E-Promotion



Accessible Travel

The Power of Connection

Eyjafjallajökull, Iceland





Summer School on
Geotourism & Geoparks

Guðný provides a strong 'Connection' with place



Þorvaldseyri um aldamótin 1900.
Þorvaldseyri in about 1900.



Ólafur Pálsson
Ólafur Pálsson



Eggert Ólafsson safnar saman heyl
til votheysverkunar.
Eggert Ólafsson gathering hay.



Ólafur Eggertsson við slátt.
Ólafur Eggertsson mowing.



Kornrækt hófst 1960. Páll Eggert
Ólafsson á kornpreskivél.
Páll Eggert Ólafsson harvesting
barley. Production began in 1960.



Kornakur plægður í febrúar.
February: preparing the soil
for barley.



Fyrsta tilraunarræktun á
olíuframleiðslu 2009.
Experimental growing of
oil production 2009.



Þorvaldseyri í febrúar
Þorvaldseyri in February



1.5 kW, ásamt
öðrum 1.5 kW
(1.5 kW) with
of 66° C



Dóttursynirnir, Engilbert Þórir og
Almar Óli Atlasynir, við kornskurð
á eigin akri.
The grandsons Engilbert Þórir Atla-
son and Almar Óli Atlason
in their own



Góður vordagur.
A fine spring day.



Íbúðarhús og heimilisgarður Ólafs
og Guðnýjar.
Ólafur and Guðný's house and
garden.



Gróðurhús Guðnýjar.
Guðný's geothermal greenhouse.



Instagrammability



100% PURE NEW ZEALAND

The Pink Lake, Port Gregory, WA



Summary of Presentation

1. Ecotourism's Core Business

Nature based, conservation supporting, environmentally educative, locally beneficial

2. A Best Practice Exemplar

Product diversity, emphasis on quality, a cooperative approach, smart marketing

3. Unlocking Opportunities

Build partnerships, products, seek expert cost effective marketing & promotion



Expanding Ecotourism's Core Business

THE END



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