



NATURE IN TOURISM

Making it Work For You

Successful nature in tourism ventures don't just happen. They are carefully planned, carefully managed, and carefully communicated.

Tourism operators need to provide nature-based tourism experiences which connect emotionally with visitors, and which also meet visitors' basic comfort and safety demands.

The following is a checklist to help you do just that. Ensure your tourism operation meets the following criteria and discover how nature can work for you.

Checklist – Making Nature in Tourism Work for You

Do you provide:

- Something different, or something special to your region, which sets you apart from other operators and gives you a competitive edge?
- A once-in-a-lifetime experience or opportunity, which has the power to emotionally move visitors and turn a weekend getaway into a lifelong memory?
- A physical design and activities which identify with, reflect, and protect the local character of your region or natural surrounds?
- A physical design and activities which capitalise on surrounding natural beauty and which let nature in?
- Unspoilt natural beauty and unspoilt natural settings for activities and interests?

- Different itinerary options for a range of holiday lengths (from weekend getaways to week-long or longer holidays)?
- A quality visitor experience delivered by motivated and well trained staff? Seek to improve your competitive edge.
- A totally customer driven operation?
- Access for people with disabilities and for older visitors?

Does your surrounding area provide:

- A mix of amenities and experiences eg. shopping, crafts, restaurants?
- A variety of passive and active recreation options, such as bird & wildlife watching, flora identification, star gazing, fishing, hiking, canoeing, swimming?
- A feeling of safety and security for visitors?
- Ease of access for the visitor: getting to and around the area?
- An integrated approach to information delivery in the destination eg. an accredited visitor information centre, local access to a high quality web site?
- Accessibility to key source markets?

