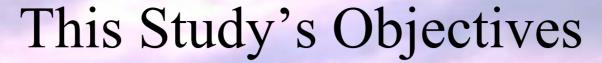


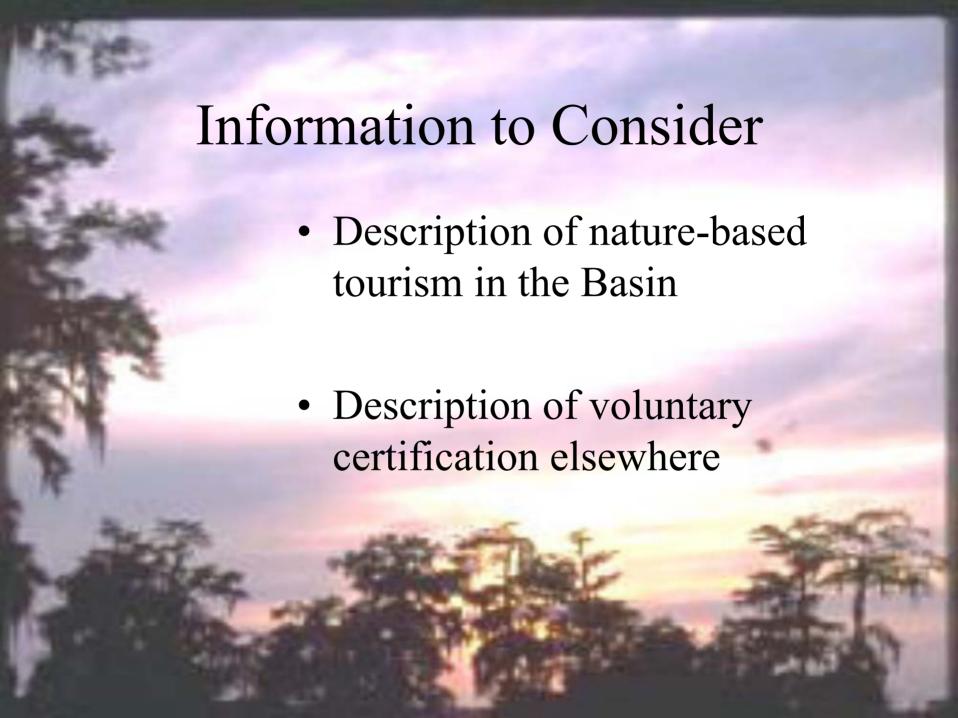




- "...to conserve, restore, and enhance (where possible) the natural habitat and give all the people the opportunity to enjoy the Atchafalaya Experience." A. Basin Master Plan
- Proactive



- Inventory existing voluntary certification programs
- Partner with a special ABP committee to identify inventory applicable findings
- Consult with stakeholders and committee and to develop recommendation



Nature-based Tourism



Travel based on appreciation of an area's natural and cultural heritage, including consumptive and nonconsumptive recreation

Nature-Based Tourism

- Travel to natural sites
- Activity-oriented

- Minimum impact on environment
- Benefits conservation

- Builds environmental awareness
- Benefits communities
- Respects local cultures

In the Basin

• 8 boat & charter rentals

• 28 campgrounds

birding tours

14 swamp tours

 13 wildlife management areas

 5 state parks and historic sites

hunting and fishing guide services

Certifying the Process

- Identify good environmental management recommended for daily operations
- Certify participation and regular practice of processes in these systems
- Certify improvement in practice of these processes

Certifying the Performance

- Certify implementation of good environmental management practices beyond regulatory requirements
- Certify visible impacts
- Certify impacts on community, economy, as well as the environment



- Costa Rica
- Clean Marinas

- NEAP
- Blue Flag

- State of Virginia, Guides
- Green Globe
- Horizon

State of South Carolina





- and volume of tourists degrading natural resources
- Goal: Stop destruction and instill value of natural resources among developers and tourists
 - Design specific levels of nature-interaction in the attractions to sustain resources/environment
 - Educate operators and tourists

Blue Flag (worldwide)

- **Problem**: Beach pollution and degradation from misuse and overuse
- Goal: BMPs for water quality and environmental management are practiced by beach operators and tourists
 - Use signage, user education, beach sweeps,
 management/maintenance practices

Green Globe (worldwide)

- **Problem**: Tourists degrade or stress natural environment in all entities from hotels to taxis
- **Goal**: To instill conservation BMPs in the operations of all tourist-associated entities
 - Involve tourists in BMPs (i.e., reuse of sheets and towels in hotels to reduce water consumption)

Horizon (Canada)

- **Problem**: Tourist activities use and degrade natural resources
- Goal: Tailor tourist activities to conserve and sustain the natural environment
 - Set and enforce certain standards
 - Educate operators, owners, and tourists

Clean Marinas (US)

- **Problem:** Marinas and boaters can degrade natural environment.
- **Goal**: Encourage BMPs related to clean water and clean air among operators and boaters
 - Educate marina operators and boaters on pollution, erosion, environmental conservation
 - Enforce Clean Air & Clean Water acts voluntarily

State of Virginia

- Problem: Tour guides degrading Eastern Shore by poor practices
- **Goal**: Guides and tourists sustaining the Eastern Shore while enjoying it
 - Formal ecological training and testing of guides
 - Educate tourists

State of South Carolina

- **Problem:** Degradation and pollution due to poor understanding of watersheds, natural history
- Goal: To sustain natural resources by BMPs based upon understanding and science
 - Require seminars and test attraction operators

Common to All

- Education for operator and client
- Baseline of standards
- Auditing entity
- Costs

- For both specific types of entities or broad groups
- Visible sign of achievement

Objectives of a V-C Program

- To increase business carefully
- Raise existing standards/practices
- Promote environmentally, socially, economically responsible practices
- Provide travelers with information on these to increase/improve their travel experience

Why the Program Differences?

- Based upon problem and natural situation
- Guided byleadership
 - Usually Government Agency or Trade Association
- Developed by stakeholders
- Enforced by stakeholders/program

Why Better Than Outreach-Education?

- Developed by stakeholders
- Enforced by peers
- Provides group/area marketing opportunities
- Provides structure for future planning & development

How to Establish a Program?

- Establish a committee of stakeholders to
 - Identify/articulate sustainability problem in Basin
 - Set goal
 - Select/agree upon standards or baseline criteria
 - Design auditing procedure and authority
 - Design/select logo or seal of achievement
- Implement and administer program
- Market program to community and travelers

Resource Information

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