



# Indigenous Communities, Tourism and Biodiversity: Workshop Series and Award

## New Information and Web-based Technologies

**Oliver Hillel**

**CBD Programme Officer on Tourism**





## **Recent COP decisions on Article 8(j)**

**In paragraph 7 of decision IX/13 E, on Article 8(j) and related provisions, the Conference of the Parties requested the Executive Secretary to convene , subject to the availability of financial resources, further regional and sub-regional workshops on community-friendly communication tools on traditional knowledge related to the conservation and sustainable use of biodiversity**





- 1. First Workshop on the Arctic Region : Quebec, Canada, November 2007**
- 2. Second Workshop on Islands (Pacific region): Samoa, November 2008**
- 3. Third Workshop on Forests (Latin America and the Caribbean): Ecuador, November or December 2009**
- 4. Fourth Workshop on Deserts: Africa, 2010**
- 5. Fifth Workshop on Mountains: Asia, 2011**



For more information on the Workshop Series, visit:

<http://www.cbd.int/tourism/wstour-01.shtml>







## Workshops' outputs

- Improved websites
- Better outreach
- Exchange of services
- Networking and partnerships
- Knowledge and vision sharing within the region and with other regions
- Concrete tools to share with ILCs in other regions

**In order to further promote the importance of biodiversity for ILC tourism and to encourage participants to work on their websites, the Secretariat, with the financial support of the Gov of Spain, created...**



# Indigenous Tourism and Biodiversity Website Award

## Objectives:

- showcase best practices in web-based technologies helping indigenous people manage tourism in a biodiversity-friendly way
- motivate indigenous tourism operators and associations to improve their online communication and highlight best practices







## Among the criteria for selection, the website had to ...

- be regularly updated
- be linked to other relevant sites
- reflect indigenous ownership, authenticity and heritage
- encourage sustainable livelihoods, respect of life on earth
- be user-friendly
- be trustworthy
- provide clear contextual information
- have text in English
- add the award logo

## Three categories:

1. User-friendly and interactive
2. Indigenous and local communities content
3. Biodiversity and protection of life on earth





## **ITBW 2009:**

**4 expert jurors and over 200 voters selected the winners of the 2009 Award (among 15 nominees):**

- 1) Guurrbi Tours (Australia): [www.guurrbitours.com](http://www.guurrbitours.com)**
- 2) Indigenous Trails (New Zealand): [www.itrails.co.nz](http://www.itrails.co.nz)**

## **ITBW 2010:**

**The next Award will offer the winners a training session on web technologies and an opportunity to attend an international tourism fair where they will be introduced to like-minded networks of operators and managers**



**“The workshop demonstrates the aboriginal communities can bring to the world and can be source of inspiration to non-indigenous.”(Arctic workshop participant)**

**"For us it certainly is more than just an award but when looking at other applicants websites, it makes us want to experience what other indigenous tourism have to offer.”  
(2009 award participant)**

