

# Second Indigenous Tourism and Biodiversity Website Award



Recognizing excellence in the sustainable use of biodiversity in tourism operated areas and managed by indigenous and local communities, the Secretariat of the Convention on Biological Diversity (CBD) in partnership with the leading sustainable travel web portal Planeta.com and with the generous support of the Heidehof Foundation, organized the second version of the Indigenous Tourism and Biodiversity Website (ITBW) Award for 2010.

The 2010 ITBW Award is presented to indigenous tourism operators for websites that promote sustainable practices and educates visitors about cultural protocols and biodiversity conservation and complements the CBD workshop series on indigenous tourism, biodiversity and web-based technologies supported by the Government of Spain.

“The award is a unique way to reward the efforts of indigenous and local communities (ILC) promoting and embodying traditional lifestyles to integrate biodiversity in their tourism operations”, said Ahmed Djoghla, CBD Executive Secretary. “Particularly during 2010, the International Year of Biodiversity, this initiative contributes to the global efforts to raise public awareness of the unacceptable rate of biodiversity loss.”

By highlighting the world’s best indigenous and local community-owned and operated tourism services, the CBD Secretariat helps to motivate operators worldwide to improve their online communication on biological and cultural diversity, highlight best practices in managing tourism and to raise operators and public’s awareness on biodiversity.

During the months of January and February of 2010, 14 websites from organizations all around the world participated of the competition launched by Planeta.com. Two winners were selected according to specified criteria, one by a jury and the other by online popular vote. Others six finalists were also selected according to the same criteria.

Applications were received from 10 countries, including Australia, Bolivia, Canada, Kyrgyzstan, Laos, Mexico, Micronesia, New Zealand, Pakistan and Sweden. Over 400 people cast their vote, analyzing the 14 websites that fit the ambitious criteria set on Planeta.com’s wiki site ([www.planeta.wikispaces.com/itbw](http://www.planeta.wikispaces.com/itbw)). Additionally, a jury composed of six internationally recognized experts in indigenous and sustainable tourism voted using the same criteria.



Nutti Sami Siida, rainder sled tour, from Sweden.



TIME Unlimited Tours (“To Integrate Maori Experiences”), from New Zealand.

Winners and finalists will be showcased in a special ceremony to receive the award. This ceremony was planned to happen at Reisepavillon, the International Conference on Sustainable Tourism, on April 23<sup>rd</sup>, in Berlin, Germany. However the air travel conditions in Europe due to the volcano eruption have made this impossible. On behalf of the cause, the Reisepavillon organizers and some sustainable travel and tourism associations have agreed to disseminate the winners and finalists to support the award.

In view of the above, the CBD Secretariat has been working in partnership with The International Ecotourism Society (TIES) to reschedule an award ceremony. We are pleased to inform our winners and finalists, the tourism industry, indigenous and local community representatives and other stakeholders that the ITBW Award ceremony will be held during the Ecotourism and Sustainable Tourism Conference (ESTC), in Portland, OR, USA, from September 08<sup>th</sup> to 10<sup>th</sup>, 2010.

Organized by TIES, the ESTC is North America's largest and only conference focusing on sustainability in the tourism industry. A leading international multi-stakeholder meeting place, the ESTC brings together innovative minds from across the industry to discuss practical ideas and solutions that inspire positive changes. Advancing policies and practices benefiting businesses and communities, the ESTC helps reinforce the roles of tourism in building a more sustainable future. For more information about the conference access <http://www.ecotourismconference.org>.

We would like committed travel operators, agents and professionals to contact the winners and finalists and to support them commercially and technically, and to disseminate the award to encourage other indigenous operators to get involved. For more information on the ITBW Award, visit the CBD website at <http://www.cbd.int/tourism/Award2010.shtml> and Planeta.com at <http://planeta.wikispaces.com/itbw>.



**Winner of the judged  
2010 ITBW Award**

Nutti Sami Siida  
<http://www.nutti.se>

It is a company that arranges nature and culture tours based on the Sami culture. Owners Nils Torbjörn Nutti and Carina Pingi are both Sami from Gabna Sameby, Sweden.



**Winner of the popular count  
2010 ITBW Award**

TIME Unlimited Tours  
<http://www.newzealandtours.travel>

The Maori-European couple Ceillhe and Néill Sperath operates the company by providing personalized and interactive Auckland and Maori Indigenous cultural tours in New Zealand.

**Other finalists were**

Brambuk National Park and Cultural Centre  
<http://brambuk.com.au>

Kakadu Culture Camp  
<http://kakaduculturecamp.com>

Chalalan Ecodge  
<http://www.chalalan.com>

Squamish Lil'wat Cultural Centre  
<http://www.slcc.ca>

Te Urewera Treks  
<http://www.teurewera.com>

Xe Pian National Protected Area  
<http://www.xepian.org>