

# Second Indigenous Tourism and Biodiversity Website Award

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Convention on  
Biological Diversity



2010 International Year of Biodiversity

# Indigenous Tourism and Biodiversity Award 2010

## Forewords



### Ahmed Djoghlaoui Convention on Biological Diversity

It is my honour to recognize, with this award, the role played by global

leaders in indigenous tourism in portraying, through their websites, the importance of cultural and biological diversity. The 193 Parties to the Convention on Biological Diversity have acknowledged, through Article 8(j) and related provisions, the contribution of indigenous and local communities, and their traditional knowledge. Indeed, in many cases, it is precisely the cultural diversity of indigenous peoples that has allowed much of our biodiversity to survive to this day. For indigenous and local communities, biodiversity is fully integrated into cultural, spiritual and human values, and is the basis of technology (as is, fundamentally, but perhaps less directly, the case with western civilization as well). On the other hand, in today's wired world, communication between indigenous tourism operators and the discriminating travelers, who want to experience indigenous hospitality, will naturally happen through the Web and particularly through social networking. This gives indigenous tourism operators a unique opportunity to educate visitors and the public on these issues, by translating these values on their websites and communication materials. Indigenous operators also have an unprecedented opportunity to exchange ideas and experiences with one another - the Award has already encouraged meaningful exchanges using the latest Web 2.0 tools.

Since 2008, with the generous support of Spain, the Secretariat has organized a series of workshops to build the capacity of indigenous and local communities in using Web 2.0 technologies to interact more effectively with their peers, customers and with the public in general, and to convey messages on biodiversity more effectively. Three workshops (on the Arctic, in Quebec; on islands, in Apia, Samoa; and on forests ecosystems, in Panama City) have already happened, and a few more are planned until COP 11.

To complement the workshop series, and to identify global best practices, the Secretariat launched the Indigenous Tourism and Biodiversity Website award in 2009. With the generous support of the Heidehof Foundation, the 2010 version of the award, linked to the celebrations of the International Year on Biodiversity, will bring winners and finalists to the prestigious Reispavillon in Berlin, to recognize the outstanding contribution to the goals of the Convention brought by these pioneers. I invite you to learn more about the winners and finalists of the 2010 award, and to enjoy their hospitality, learning from them how to live harmoniously with nature.

Executive Secretary  
Convention on Biological Diversity

### Dr. Alexander Urban and Prof. Dr. Johann Köppel Heidehof Foundation

Heidehof Foundation's mission is to commit to education, health and social issues, handicapped persons, ecology and nature conservation. Interdisciplinary projects often match the foundation's criteria: education for sustainable development fits into that scope through concurrent objectives of sustainable tourism and biodiversity protection. "There is nothing like traveling" - in order to learn about society.

Ethical and human values must be considered when protecting natural and cultural landscapes. We cannot simply base decisions on knowledge and capacity building - we also require emotional and spiritual access, which can be respectfully gathered from our indigenous peoples. More and more travelers are becoming open to these concepts and they appreciate being well informed when choosing a destination.

The winners and finalists of the 2010 ITBW Award have been extremely aware of the opportunities and challenges of the World Wide Web to properly combine information, interactivity and aesthetics of sustainable tourism marketing. It is the great pleasure of Heidehof Foundation to sincerely congratulate the 2010 award winners as well as the Secretariat of the Convention on Biological Diversity for an innovative approach and job well done!

### Ron Mader Planeta.com

Travelers are connecting with indigenous communities and indigenous peoples are using the Web to share their stories with the world. Welcome to the world of indigenous tourism 2.0. As the movements toward local travel and responsible travel deepen, indigenous peoples have much to offer a growing number of travelers who wish to respect people and place. Putting such noble ideas into practice is the task at hand!

The Web - and, in particular, Twitter, Flickr, Facebook and iPhone - offer an extraordinary opportunity for indigenous guides and tourism services to get the word out about their tours, crafts and the protocols expected of visitors. Guidelines, such as explaining gender-specific activities or which places are off-limits to visitors, help diminish misunderstandings and social faux pas.

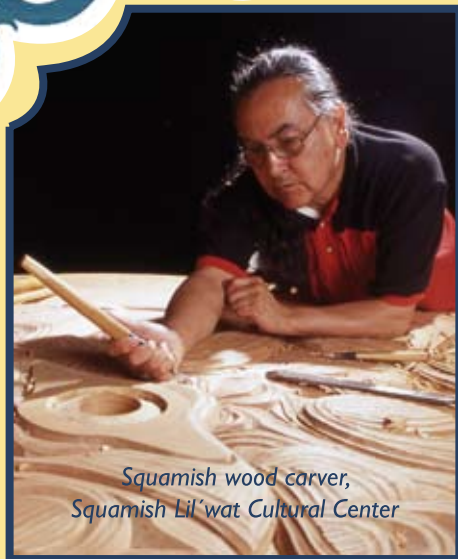
Likewise, the options need to be more evident to visitors. Many visitors miss out on connecting with locals via food, crafts and tours simply because the promotional brochures, flyers and business cards are not visible. Visitors are now asking important questions about the values inherent in their tours. *How do the tours and purchase of crafts or food benefit the locals? What is the status of local biodiversity conservation? Where does my money go?*

Tourism is changing from 50-seat bus tours to smaller groups and individual travel. Long tail marketing and sales in tourism certainly can benefit rural communities and indigenous tourism services once the locals know how to share their stories online and on tour.

Valuable conversations - online and on the ground - only deepen these partnerships and motivate others. The 2010 ITBW winners and finalists are innovators in this evolving tourism movement so please take the time to visit their websites to learn more.

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## The Convention on Biological Diversity (CBD)



*Squamish wood carver,  
Squamish Lil'wat Cultural Center*

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## The Convention on Biological Diversity

In 1992, the largest-ever meeting of world leaders took place at the United Nations Conference on Environment and Development in Rio de Janeiro, Brazil. A historic set of agreements was signed at the "Earth Summit", including two binding agreements, the Convention on Climate Change, which targets industrial and other emissions of greenhouse gases such as carbon dioxide; and the Convention on Biological Diversity (CBD), the first global agreement on the conservation and sustainable use of biological diversity.

The biodiversity treaty gained rapid and widespread acceptance. Over 150 governments signed the document at the Rio conference, and since then 192 countries and the European Community have ratified the agreement.



*The Convention has three main goals:*

- i. The conservation of biodiversity,
- ii. Sustainable use of the components of biodiversity, and
- iii. Sharing the benefits arising from the commercial and other utilization of genetic resources in a fair and equitable way.

The Secretariat of the CBD (SCBD) was established to support the goals of the Convention. Its principle functions are to prepare and service meetings of the Conferences of the Parties (COP) and other subsidiary bodies of the Convention, support Parties as appropriate, and coordinate with other relevant international bodies.

## Tourism and Biodiversity

Many tourism attractions are closely linked to biodiversity, such as protected areas, unspoiled mountains, beaches and islands, traditional ways of life and native culture, charismatic wildlife and natural landscapes. Travelers, tourism planners and operators, governments, investors, and professionals all have an inherent interest in the conservation and sustainable use of resources; biodiversity is, after all a vital asset to the tourism industry. Sustainable planning and management are in the industry's long-term interest. The conservation and sustainable use of biodiversity can and must be incorporated into tourism development policies and strategies that also bring social and economic benefits to host communities.

The Secretariat's tourism activities and tools provide bridges and links between various thematic programmes of work (such as island biodiversity, marine and coastal biodiversity, forests, and invasive species). In 2004, the Convention adopted the CBD Guidelines on Biodiversity and Tourism Development, and a User's Manual was developed (available at [www.cbd.int/tourism/guidelines.shtml](http://www.cbd.int/tourism/guidelines.shtml)).

In 2009, in collaboration with the Biodiversity for Development unit, the Secretariat published "Tourism for Nature & Development - Good Practice Guide Booklet" available in English, French and Spanish at: [www.cbd.int/development/training/guides](http://www.cbd.int/development/training/guides)

## Article 8(j) and Indigenous Tourism SCBD Activities and ITBW Award Overview

### About Article 8(j): Traditional Knowledge, Innovations and Practices

Traditional knowledge refers to the knowledge, innovations and practices of indigenous and local communities around the world. Developed from experience gained over the centuries and adapted to the local culture and environment, traditional knowledge is transmitted orally from generation to generation. It tends to be collectively owned and takes the form of stories, songs, folklore, proverbs, cultural values, beliefs, rituals, community laws, local language, and agricultural practices, including the development of plant species and animal breeds. Traditional knowledge can make a significant contribution to sustainable development. Most indigenous and local communities are situated in areas where the vast majority of the world's genetic resources are found. Some of their practices have been proven to enhance and promote biodiversity at the local level and aid in maintaining healthy ecosystems. However, the contribution of indigenous and local communities to the conservation and sustainable use of biological diversity goes far beyond their role as natural resource managers. The international community has recognized the close and traditional dependence of many indigenous and local communities on biological resources, notably in the preamble to the CBD. The Conference of the Parties has established a working group specifically to address the implementation of Article 8(j) and related provisions of the Convention. This working group is open to all Parties and, indigenous and local communities' representatives play a full and active role in its work. Traditional knowledge is considered a "cross-cutting" issue that affects many aspects of biological diversity, so it will continue to be addressed by the Conference of the Parties and by other working groups.

For more information visit: [www.cbd.int/traditional/](http://www.cbd.int/traditional/)



### Indigenous Communities, Tourism and Biodiversity Workshop Series

Indigenous and local communities (ILC) around the world, particularly those managing areas with significant biodiversity for livelihood and cultural reasons, have long realized that tourists are interested in visiting their surrounding areas and experiencing their ways of life and cultural roots. This has led to the development of various tourism products designed, managed and operated by indigenous communities and leaders.

While indigenous tourism products can be found throughout the world, there is some concentration in tropical areas and in the Arctic. In light of this, the Secretariat will organize a series of training workshops to support capacity-building and exchanges between indigenous people on managing biodiversity and tourism products in specific regions (Arctic, forest basins, islands, deserts, mountains), notably by learning about, using and developing existing web tools and guidelines.

One of the characteristics of indigenous tourism products is that their managers must rely heavily on Internet-based marketing and information tools, due to the specific niche markets they reach out to, the relative isolation of their destinations, and the difficulty of counting on more mainstream tourism distribution channels. In light of this, the Secretariat, with the generous support of the Government of Spain, launched a global initiative entitled "Indigenous Communities, Tourism and Biodiversity Workshop Series: New Information and Web-based Technologies" to support capacity-building and exchanges between indigenous people on managing biodiversity and tourism products in those regions (for more details see: [www.cbd.int/tourism/wstour-01.shtml](http://www.cbd.int/tourism/wstour-01.shtml))

### Indigenous Tourism and Biodiversity Website Award 2010

The Secretariat of the CBD, in partnership with Planeta.com and the generous support of the Heidehof Foundation organized the second edition of the Indigenous Tourism and Biodiversity Website (ITBW) Award for 2010, the International Year of Biodiversity.

The award is aimed at private tourism services, owned and operated by indigenous and local communities embodying traditional lifestyles. Its main objectives are to motivate candidates to improve online communication on biological and cultural diversity, to highlight best practices in managing tourism and raise operators and the public's awareness on biodiversity. The competition highlights the contribution of indigenous operators to biological and cultural diversity, and comprised applicants from ten countries around the world.

The criteria that websites were judged on can be found at: <http://planeta.wikispaces.com/itbw>. An overall winner was chosen in both the Popular Vote Category and the Jury Category and three finalists were also chosen in each category. For the Popular Vote, more than 400 people cast their vote, carefully examining all 14 websites that fit the ambitious criteria. The Jury category was judged by six internationally indigenous and sustainable tourism experts. The judges for the 2010 awards were: Kurt Ackermann, Sylvie Blangy, Willie Gordon, Deborah McLaren, Steven Schipani and John Scott.

ITBW winners were invited to participate in the 20th Reisepavillon in Berlin, April, 2010, where they will be honored and receive prizes including meetings with German tourism networks, invaluable advice on use of biodiversity and tourism business management, as well as a web-based tourism marketing workshop.

The next edition of the ITBW award is planned for 2012.

For more information visit: [www.cbd.int/tourism/Award2010.shtml](http://www.cbd.int/tourism/Award2010.shtml) and <http://planeta.wikispaces.com/itbw>

# Nutti Sámi Siida Jukkasjärvi, Sweden Overall Winner in the Judged Category



*Sápmi is the name of the Sámi people's land, which stretches over four countries. The area is often called "Europe's last remaining wilderness". See Nutti Sámi Siida's winning website: [www.nutti.se](http://www.nutti.se)*

**Nutti Sámi Siida arranges nature** and culture tours based on the Sámi culture. Both owners are Sámis from Sweden. Nils Torbjörn Nutti comes from Saarivuoma and Carina Pingi comes from Gabna Sameby. The philosophy of this tour company, which operates in the sensitive Arctic region, is to leave things in nature as they are for others to experience. The owners make their living showing guests the wilderness, which is really their back yard, and striving to keep it intact for generations to come.

Nutti Sámi Siida encourages visitors to take their time to enjoy their discoveries - from watching a moose hiding among the birches, to learning about a new plant. Nature is one of the reasons that travelers choose this area. Thus, tours are offered at a slower pace to explore this great landscape. Experiences include reindeer sled trips, trekking, Sámi culture, a museum with nomadic artifacts, and a handicrafts shop.



**As the Sámi people have become** more settled in recent years, their nomadic traditions have stopped. The only way to keep the traditional knowledge alive is to practice it, and Nutti Sámi Siida does so very effectively by conducting trips. They place a high value on educating visitors by introducing them to the local culture and traditional skills. Guides carefully chosen for their close connection with reindeer herding and Sámi culture offer authentic and accurate experiences, and teach guests about the historic and present day way of life.

Working with responsible and sustainable tourism is very natural for these indigenous peoples who have populated an area for thousands of years without leaving obvious traces in nature.

Nutti Sámi Siida was one of the first companies with products approved by "Natures Best", a Swedish quality certification for ecotourism.



## Contact Nutti Sámi Siida:

Nils Torbjörn Nutti and Carina Pingi, Owners  
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Phone: +46 980 213 29 [info@nutti.se](mailto:info@nutti.se) [www.nutti.se](http://www.nutti.se)

# TIME Unlimited Tours Auckland, New Zealand Overall Winner in the Public Vote Category



*TIME Unlimited Tours won by a huge margin ahead of all other applicants in the 2010 award, achieving 48.2% of all votes cast worldwide. See their winning website: [www.newzealandtours.travel](http://www.newzealandtours.travel)*

## Auckland-based TIME Unlimited Tours

was established in 2005 by bicultural couple Ceillhe and Néill Sperath. Ceillhe Tewhare Teneti Hema Sperath is Maori, a direct descendant of the famous Maori Chief Patuone. Néill (who speaks fluent German) is of Irish and German origin, and a New Zealander by choice. Both are passionate about New Zealand and are proud parents of their daughter Danica Matariki Sperath, who was born in Auckland around Matariki (the Maori New Year) in 2009. Both are eager about sharing the region's unique culture and environment with their guests.

TIME Unlimited Tours offers the most extensive range of high-quality guided tours available in and around Auckland, New Zealand. These authentic experiences include personal guided tours, interactive Maori culture experiences, wilderness walks, kayak adventures and more.



**The TIME in TIME Unlimited Tours** is an acronym for "To Integrate Maori Experiences". Te taha Maori, or the Maori dimension, therefore, is fundamental to their extensive range of tours and experiences.

TIME Unlimited Tours reflects Aotearoa New Zealand's bi-cultural partnership. They have a strong connection to the German market and have had many clients from Germany and the rest of Europe, which is one of their main markets for their high-quality Auckland Tours.

TIME Unlimited Tours has been awarded both the Qualmark Endorsed Visitor Activity and Qualmark Enviro Certification as one of the most environmentally-friendly and high-quality tourism businesses in New Zealand. They have an extensive environmental policy and many programmes in place to further enhance cultural and biological diversity with a special focus on Auckland.



### Contact TIME Unlimited Tours:

Ceillhe & Néill Sperath, Directors, Auckland, New Zealand  
Phone: +64-9-446-6677 Mobile: +64-21-574 414 or +64-274-846 369  
[info@newzealandtours.travel](mailto:info@newzealandtours.travel) [www.newzealandtours.travel](http://www.newzealandtours.travel)

# Chalalán Ecolodge and Brambuk National Park and Cultural Center

## Finalists in the Jury Category

From Bolivia and Australia, see their award-winning websites at [www.chalalan.com](http://www.chalalan.com) and [www.brambuk.com.au](http://www.brambuk.com.au)



### Chalalán is the story of a dream come true;

a dream that was born in the Bolivian Amazon, in the indigenous Quechua-Tacana community of San José de Uchupiamonas. Chalalán is 100% owned and operated by the indigenous community with all proceeds from the Ecolodge going towards conservation, cultural preservation and the community.

Comfortable boats take visitors on an adventure up the rivers Beni and Tuíchi and deep into an enchanted world. The Ecolodge was built on the shores of the Chalalán Lagoon and its traditional architecture style and environmentally friendly materials help it blend with its jungle environment. The friendly Chalalán staff offer excellent service, memorable jungle experiences and delicious local cuisine.



The Lodge is located in a tropical Andean “Biodiversity Hotspot”, which, according to scientists, holds one of the most biodiverse collections of plants endemic to the planet, with 6,000 different plant species and over 1,000 tropical bird species. Chalalán recognizes the value of natural and cultural biodiversity and the Ecolodge project is a means to protect the jungle from destructive practices.

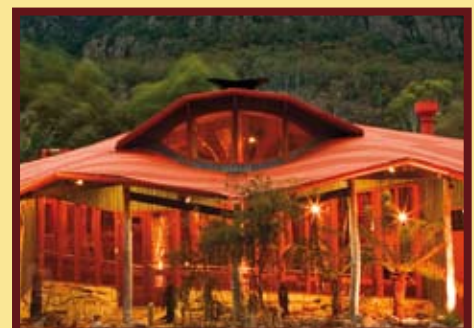
#### Contact Chalalán Ecolodge:

Madidi National Park, Bolivia  
 La Paz Telephone: (591) 2-2311451 Mobile Phone: (591) 767 54 300  
[info@chalalan.com](mailto:info@chalalan.com)  
[www.chalalan.com](http://www.chalalan.com)

**Brambuk is about bringing life to the history** and culture of the Jardwadjali and Djab Wurrung and aboriginal communities of Victoria. Ownership is shared between five Aboriginal communities with historic links to the Gariwerd-Grampians ranges and surrounding plains.

Brambuk stands as a symbol and affirmation of that process of renewal, providing visitors with the very best of park and cultural information for a most memorable experience. Join Brambuk for an exciting range of cultural experiences including children’s activities, didgeridoo workshops, bushfood tasting and boomerang painting and throwing. The Gariwerd Dreaming Theatre presents two award-winning films.

Aboriginal people have always known the Grampians as Gariwerd: a spiritual place rich in dreaming stories, sacred sites, bush-tucker, water and shelter, central to the dreaming of the Djab Wurrung and Jardwadjali peoples, whose descendents still maintain the culture and stories of the land. The Grampians National Park is home to 90% of Victoria’s Rock Art sites, with some dating back 22,000 years, and is internationally renowned for its abundant wildlife, waterfalls, rock formations, spectacular views and wildflower displays.



#### Contact Brambuk, the National Park and Cultural Center:

277 Grampians Road, Halls Gap 3381, Victoria, Australia  
 Phone +61 3 5361 4000  
[info@brambuk.com.au](mailto:info@brambuk.com.au) [www.brambuk.com.au](http://www.brambuk.com.au)

# Kakadu Culture Camp

Finalist in the Jury Category

# The Squamish Lil'wat Cultural Center

Finalist in the Popular Vote Category

From Australia and Canada, see their award-winning websites at [www.kakaduculturecamp.com](http://www.kakaduculturecamp.com) and [www.slcc.ca](http://www.slcc.ca)



## The Kakadu Culture Camp is owned

and operated by the Hunter family from Kakadu National Park. It was a dream of their late Grandfather to establish a camp where Bininj (Aboriginal) people could live and work, and share their culture, traditional heritage and amazing wildlife with tourists from around the world. During the wet season the family live at Bowali Creek in central Kakadu, and move to Djarradjin in the dry season to operate the culture camp.

Their two feature tours to explore Kakadu and Arnhem Land are:

**Kakadu by Night:** The only nighttime boat cruise in the World Heritage Area. Spot-lighting for crocodiles, birds and snakes, this exciting night wildlife safari includes cultural activities, spear throwing and didgeridoo.

**Bininj Angarre:** The ultimate one-day (or night) cultural experience featuring a guided bushtucker walk along the bank of Djarradjin Billabong, cultural activities and a three-course traditional campfire dinner.

The Kakadu Culture Camp is Kakadu's first accredited Savannah Guide Site. This eco safari camp is a 100% solar powered operation is a proud and active member of both Ecotourism Australia and The International Ecotourism Society.

### Contact Kakadu Culture Camp:

Kurrajong Outstation Bowali Creek, Kakadu National Park,  
Northern Territory, Australia. Phone: +61 428 792 048  
[bininj@kakaduculturecamp.com](mailto:bininj@kakaduculturecamp.com) [www.kakaduculturecamp.com](http://www.kakaduculturecamp.com)



## The Squamish Lil'wat Cultural Centre (SLCC) is a unique

museum, gallery, and tourism attraction that brings together the vibrant cultures of the Squamish and Lil'wat Nations. Located on shared traditional territory; the Centre is situated in the world-class tourism destination of Whistler, British Columbia, Canada. Their vision is to share with others the beauty, depth, and vitality of their cultures.

Through fun and creative experiential learning activities (e.g. drum making, carving, weaving) guests from corporate and school groups, to senior and independent travelers, are able to understand how our traditional and modern practices are shaped by the vast territories. Working with a range of international clients and tour operators, the Center has successfully delivered thousands of incentive, group, and custom events since opening their 30,400 meter square facility in 2008.

The SLCC is a non-profit organization staffed by Aboriginal Youth Ambassadors from each nation, who provide a range of cultural interpretation services such as guided tours and arts & crafts activities, and are also responsible for venue operations.

The Squamish Lil'wat Cultural Centre - where mountains, rivers and people meet.

### Contact the Squamish Lil'wat Cultural Center:

Gwen Baudisch, Marketing and Events Coordinator,  
Whistler, British Columbia, Canada Phone: 604-964-0997  
[Gwen.baudisch@slcc.ca](mailto:Gwen.baudisch@slcc.ca) [www.slcc.ca](http://www.slcc.ca)





# Te Urewera Treks and Xe Pian National Protected Area

## Finalists in the Popular Vote Category

From New Zealand and Lao, see their award-winning websites at [www.teureweratreks.co.nz](http://www.teureweratreks.co.nz) and [www.xepian.org](http://www.xepian.org)

**Kia ora and welcome to Te Urewera Treks**, offering a range of unique one- to four-day wilderness walks for people looking for a truly special trekking experience in New Zealand. The treks venture into the remote north island forests of Te Urewera and Whirinaki which are home to some of New Zealand's most magnificent indigenous rainforest, as well as the beautiful Lake Waikaremoana. The region is also rich in native birdlife like kereru (wood pigeon), tui, kaka (parrot), and the rare whio (blue duck).

Local Maori guides bring the forests to life through their knowledge of the plants and wildlife of the area, the fascinating histories of this remote place, and traditional food and medicinal uses of the native plants.

In addition to their standard walks, Te Urewera Treks also offer trekking and tree planting options. Guests can offset their carbon footprints, and as a bonus, the tree planting also makes a valuable contribution to a local Maori forest restoration project.

*'Thank you for this wonderful experience. Excellent trip, excellent guide, great food, memorable tree planting'* (The Netherlands)

### Contact Te Urewera Treks:

Joe & Jo Doherty, PO Box 83, Murupara 3062, New Zealand

Phone: +64 7 366 6055 [info@teureweratreks.co.nz](mailto:info@teureweratreks.co.nz) [www.teureweratreks.co.nz](http://www.teureweratreks.co.nz)



**Xe Pian National Protected Area (NPA)** in Champasak and Attapeu provinces is a huge, remote area, vital for biodiversity conservation. Xe Pian has at least 29 different ecosystems, providing a haven for globally endangered species of birds and mammals. Visitors to Xe Pian can enjoy bird watching, treks, elephant rides and homestays operated by local villages. There is a fascinating cultural history to be discovered, including rural Lao Loum traditions, elephant mahout culture and historic sites.

Brau and Su ethnic peoples have occupied Xe Pian NPA for at least 200 years. Today a total of 65 villages are dependent, to varying degrees, on the protected area for their livelihoods. Local communities manage and operate all tours inside Xe Pian NPA in cooperation with provincial tourism and national protected area authorities. All villages that operate tourism activities do so through tourism service groups (guide, boat, guesthouse, cooking, massage, elephant, and hospitality groups) who are responsible for managing tourism and spreading benefits among its members and to the village.

### Contact Xe Pian, Lao, PDR:

Champasak Provincial Tourism Department (Pakse): +856 (0)31 212021

Attapeu Provincial Tourism Department: +856 (0)36 211056

If calling from outside of Lao PDR, dial +856 and ignore the (0).

[pauleshoo@gmail.com](mailto:pauleshoo@gmail.com) [www.xepian.org](http://www.xepian.org)

# ITBW Award Past, Present and Future

## Reisepavillon 20th Anniversary

**As a collaborative endeavor**, the Indigenous Tourism and Biodiversity Website (ITBW) Award is the high point of a decade-long cooperation between Planeta.com, the Secretariat of the Convention on Biological Diversity and numerous friends, indigenous and non-indigenous peoples, about the best ways to develop indigenous tourism. Work started in early 2008, when a query was posted on the Planeta Forum to see how such an award could be developed. Discussion led to the first award in 2009, which was won by Guurrbi Tours ([www.guurrbitours.com](http://www.guurrbitours.com)) and Indigenous Trails ([www.itrails.co.nz](http://www.itrails.co.nz)).

In 2010 the award was broadened and enhanced with the generous support of the



Heidehof Foundation. The award is presented to indigenous tourism operations, which use the Web to promote sustainable practices and educate visitors on cultural protocols and biodiversity conservation. The objective is to showcase best practices on the Web of indigenous peoples managing tourism in a biodiversity-friendly way. The award also creates incentives for indigenous peoples to partner with other indigenous and non-indigenous peoples.

To see examples of the Web 2.0 in action set in motion by the award, check out the ITBW Twitter List <http://twitter.com/ronmader/lists/itbw> of nominees, jury and organizers. The list is updated automatically every time one of the participants tweets.

Another example is the Flickr album [www.flickr.com/photos/planeta/sets/72157622443632463](http://www.flickr.com/photos/planeta/sets/72157622443632463) featuring the award's artwork and nominee screenshots. The album documents the variety of options employed by the nominees and the steady development of Web 2.0 skills.

More than one nominee recognized that they were on the learning curve when it came to developing a presence on Facebook and Twitter. We're all on this learning curve and meetings such as the Reisepavillon help us articulate a shared vision of how we wish to use this wired space. We also look forward to a much-improved 2012 version of the award.

### 2009 ITBW Award Winners

Jury Award:

Guurrbi Tours (Australia)  
[www.guurrbitours.com](http://www.guurrbitours.com)

Popular Count:

Indigenous Trails (New Zealand)  
[www.itrails.co.nz](http://www.itrails.co.nz)

[www.reisepavillon-online.de](http://www.reisepavillon-online.de)  
**ReisePavillon**  
Internationale Messe für **anderes** Reisen

This year Reisepavillon celebrates its 20th Anniversary. Since 1991 it has been a global focal point for responsible tourism and has grown to be one of the most important annual gathering places for sustainable tourism industry professionals.

The ITBW 2010 Award Program is honored to be at this prestigious venue to celebrate its winners at an award ceremony featuring the Executive Director of the World Tourism Organization (UNWTO) and executives from Germany's Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ).

The Secretariat of the CBD will also introduce award winners to leading German tour operators in attendance and will present an innovative workshop on Web 2.0 tools for marketing and communications.

[www.reisepavillon-online.de](http://www.reisepavillon-online.de)

# Indigenous Tourism and Biodiversity Website Award Contributors

The ITBW 2010 Award Program would not have been possible without the support of our contributors:



Developed in 1994 as a reporter's notebook, Planeta.com pioneered online reporting focusing on practical ecotourism and conscientious travel around the globe.

The award-winning site is geared toward independent travelers seeking practical suggestions in the realm of eco-friendly, people-friendly and place-friendly travel.

[www.planeta.com](http://www.planeta.com)



Founded in 1971 and renamed in 2005, the Heidehof Foundation's mission is to commit to a dedicated scope of education, health and social issues, handicapped persons as well as ecology and nature conservation.

Within this scope, the Foundation therefore peruses sustainable tourism development and uses education to highlight the importance of and biodiversity protection through the promotion of ecology, landscapes and indigenous peoples.

[www.heidehof-stiftung.de](http://www.heidehof-stiftung.de)



The Spanish Agency for International Development Cooperation (AECID), within Spain's Ministry of Foreign Affairs and Cooperation, designs, implements, and manages the country's policies and programs for development cooperation. It does this in coordination with the State Department for International Cooperation.

The AECID is firmly committed to improve the quality and the effectiveness of aid. Through the Spanish Strategy for Cooperation with Indigenous Peoples, AECID also has a specialized technical unit, the Indigenous Program, which is part of the commitment of Spain to promote quality cooperation that meets the needs and demands of indigenous peoples and to guide all the cooperation activities in this field.

[www.aecid.es/web/es](http://www.aecid.es/web/es)



Solimar International provided graphic design and promotional material development for the ITBW awards.

[www.Solimarinternational.com](http://www.Solimarinternational.com)

Supporting Global Development through Sustainable Tourism



The Secretariat of the CBD would like to thank Germany's GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit) as a partner in helping to organizing the ITBW 2010 Awards Ceremony and Workshop at Reisepavillon.

[www.gtz.de](http://www.gtz.de)



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