



## **BA Tourism for Tomorrow Previous Winners**

Winners 2002

**Category: National Parks and Protected Areas**

**Project Title: Bouma National Heritage Park Taveuni ( Fiji Island )**

60% of Bouma National Heritage Park on the island of Taveuni (Fiji) is covered in an undisturbed tropical forest and as such, it is known as the 'Garden Island'.

With two visitor centres and well-structured tracks for walking, main attractions include: the Vidawa Rainforest Hike, the Lavena Coastal Walk, Lavena Lodge, Lavena Sea Kayaking, Waitabu Marine Park and the Tavoro Waterfalls.

Through ecotourism, the project has created sustainable livelihoods for the four villages of Bouma whilst preserving natural and cultural traditions. Example of these benefits include: training of the parks guides, Educational funds for all villages; protection of the 15000 hectares of forest and also the reef within the small marine park.

Cultural awareness is also central to the project and as such, there is controlled access to the villages, forest and marine park via guided trips on a weekly or bi-weekly basis and local food is used for all activities, where possible.

Managed by a steering committee with representatives from each of the four villages, BNHP is a role-model for ecotourism practices, given the strong local community support and environmental protection elements that drive the project. This is a key example of tourism businesses being developed to compliment village lifestyles within a protected area.

**Address:**

**Bouma National Heritage Park**

Project Co-ordinators for New Zealand Official Development Assistance (NZODA)

Mrs Sala Apao

Waitabu Village

Taveuni, Fiji Islands

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**Category: Environmental Experience****Project Title: Oak Hammock Marsh Interpretative Centre ( Canada )**

The Oak Hammock Marsh Interpretative Centre is a designated RAMSAR site, situated in Manitoba, Canada and is known as a birding hotspot. The Interpretative Centre aims to raise awareness of the importance of Wetlands and has assisted with the planning and development of interpretative centres and programs across North America and the West Indies.

The Centre is a unique blend of museum, science centre, classroom and wildlife area. Working closely with museum and science centre associations, developers, scientists and managers, visitors encounter a life-changing experience in a vibrant wetland habitat through a mix of modern technology and real-life outdoor experiences with minimal impact on this valuable resource. It encourages people to support wetland conservation and create a healthier environment for both wildlife and people.

Actively involving the local community in different environmental monitoring programs with wildlife and plants, together with the recent integration of the aboriginal community into these programs, the project has contributed to the surrounding community by offering educational programs, exhibitions and workshops. It has become a social centre where volunteers gather to plan future activities and deliver programs. Visitors are also encouraged to participate in on-site recycling programs.

Built using limestone from a local quarry, the centre was designed to blend with the natural environment and limit the loss of wildlife habitat. The building is hidden behind berms that reduce heating costs and uses groundwater cooling technology to cool the building in the summer.

An extensive environment monitoring program is conducted each year to track the impact of these visitors on the vegetation, birds and water quality and offers workshops, camping, educational programs and lectures.

**Address:**

Oak Hammock Marsh,  
Manitoba,  
Canada

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**Category: Accommodation****Project Title: Club Sun N Sand (Kenya)**

Club Sun N Sand is located in Kikambala, on Mombassa's North Coast. The town of Mombassa is Kenya's oldest and second largest metropolis. The project aims to incorporate philanthropy as an integral part of business practice to achieve sustainable social and economic development. It aims to create an enabling environment that responds to local needs, preserves local culture, empowers women to take leadership roles, and engages in sound conservation practices. The project also provides local residents with access to basic health care and education.

The objective is to establish and implement high standards of corporate accountability and social responsibility. This luxury holiday resort enhances the natural environment whilst harnessing the warmth, trust and hospitality of the local culture and traditions.

Primary health care services are available to the marginalised community through a recently opened Sun N' Sand Public Health Clinic. This raises awareness by giving training and discussions on HIV/AIDS to women who can then return to their villages and facilitate discussions with the locals.

The Hotel also provides purified drinking water for the villagers. In addition, opportunities for local women have been created through local educational programs. Future plans for clean power at a reasonable cost are underway in conjunction with the installation of a wind turbine by the World Bank (the first of its kind in Eastern and Central Africa).

Weekly tours for hotel guests expose them to a range of development initiatives and local partnerships that the hotel supports.

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**Category: Built Environment****Project Title: Greaves Travel in association with Jaisalmer in Jeopardy (UK/India)**

Jaisalmer in Jeopardy, a British-registered charity in association with Greaves Travel are dedicated to saving Jaisalmer, the historic fortress city in Rajasthan. The project aims to restore and revitalise two landmark residential streets, Dhunda Para and Kotri Para by improving amenities, aesthetics and hygiene for every household whilst tackling vital conservation needs. In turn this has enabled the local residents to regain their pride and dignity in this ancient fortress city.

In collaboration with the Indian National Trust for Art and Cultural Heritage, the project aims to meet modern needs and standards without harming the ancient infrastructure and traditions of the city. New toilets have been installed for each household and there is now more regular street-cleaning and rubbish collection. In addition, educational workshops have been set up with a focus on cleanliness and care for the environment. Further conservation issues, such as restoring facades, repaving streets, re-lining storm drains, upgrading the sewerage system, concealing ugly pipes and cables are all being addressed.

Construction work from the project has brought much-needed employment to local construction workers and craftsmen. It has revived diminishing skills such as carving and stonemasonry.

The newly opened Jaisalmer Heritage Centre in a historic palace in Jaisalmer serves as an information centre to visitors about the local history, architecture, environment, culture and conservation.

Unique within India, this integrated approach has ensured the conservation of an entire city, addressing the various needs of architecture, heritage and urban development, the local people and the tourists.

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Greaves Travel Limited in association with Jaisalmer in Jeopardy  
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**Category: Tourism Organisation and Global Winner****Project Title: Tribes Travel ( UK )**

Tribes Travel is an independent travel company based on Fair Trade principles that is located in Suffolk, England. Its aim is to become the market leader in sustainable and responsible tourism by providing a marketing platform for a number of community projects. It provides comprehensive destination information to its clients. It also ensures its suppliers take a responsible attitude to local communities, enabling them to continue traditional lives and preserve their heritage, whilst embracing the beneficial developments of a modern world.

An average of around 75% of the trip sale price goes to the host country, providing a source of income for local development projects, electricity, fresh water, health and education in the local communities.

Suppliers have to complete a Tribes Supplier Questionnaire ensuring their facilities and activities are all environmentally sound. Many suppliers also run clean-up campaigns where waste is segregated between that which can be incinerated, and biodegradable waste which is buried.

Guidelines for Travelling with Respect; Destination Information and a Responsible Tourism Questionnaire are sent to clients before their travel, ensuring they are well informed about the country they are planning to visit. Upon their return, clients are sent feedback forms, asking specifically about the guide's knowledge and responsible attitude towards wildlife, environment, local people and accommodation.

Tribes Travel take a holistic approach to environmental responsibility, so the holidays have a positive impact on people, their environment and their resources. New tourism products in Tanzania and Peru are being developed in partnership with Cafe Direct and their coffee growing communities.

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**Highly Commended Projects 2002**

**National Parks and Protected Areas:**

UNESCO-NTA Lao Nam Ha Ecotourism Project, Vietnam

**Tourism Organisation:**

Exodus Travels Ltd, UK  
Lake District Tourism and Conservation Partnership, UK

**Large-Scale Tourism**

XCARET, Mexico

**Environmental Experience:**

Marine Discovery Centre, Australia

**Accommodation:**

Tiamo Resorts, Bahamas

**Built Environment:**

Kasbah du Toubkal, Morocco

2001

### **The Wildfowl and Wetlands Trust, The Wetland Centre, United Kingdom Global Winner/Large-scale Tourism**



The Wetland Centre is home to 30 spectacular wetlands with a wide range of native wildlife and plant life, located right in the heart of London, United Kingdom. The Centre is the only project of its kind in Europe and a diverse wetland reserve and visitor attraction. The site comprises man-made lakes, lagoons, ponds and pools complemented by 3.4km of pathways, 14 World Wetland habitats featuring threatened wildfowl, a large visitor centre with a state of the art observatory, discovery centre and other visitor facilities.

to increase awareness of the benefits and value of wetlands for both people and wildlife; to mobilise concern about the problems confronting wetlands; and to generate action in support of wetland conservation. This is achieved by providing visitors with a greater understanding of wildlife and wetlands through interactive and interpretative displays, guided tours and education, research and volunteer programmes.

While operating a conservation centre alongside an education-led visitor attraction is a major management challenge, the number of visitors to the Centre is monitored daily and the site is managed to protect the wildlife with banks preventing access to the main wild bird areas and strategically positioned volunteers and cameras to regulate visitor activities. The Wildfowl and Wetlands Trust, who developed the project, are now working with governments and NGO bodies world-wide on wetland centre development.

#### **Contact:**

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Would you like to visit the website at [www.wetlandcentre.org.uk](http://www.wetlandcentre.org.uk)?

2000

### **Global Winner - Karimabad and Baltit Project Development, Pakistan**

The Aga Khan Trust for Culture has restored the prime historic landmark of the 700 year old Baltit Fort on the terraced slopes in Hunza, in Northern Pakistan. The main theme of the project is to preserve this setting despite natural decay and the inevitable impact of recent changes, such as urbanisation which has begun to threaten the integrity of the built heritage. The Fort is now a museum and cultural centre. Moreover, culturally and environmentally compatible small enterprises are being promoted which provide gift items, local woollen rugs and hand-knotted vegetable dye carpets for visitors. These activities are playing a major part in reinvigorating the traditional community spirit and restoring the residents' pride of their heritage. A self-paying waste management project has been set up to safely dispose of human waste and garbage. The project now attracts over 20,000 visitors, half of which are from outside the country. Access to the Fort is limited to pedestrians and only 25 visitors are allowed at any one time. To reduce the pressure on the environment there is a break from tourists during the 4-5 months of winter.



**Note:** Access to the Baltit Fort and Hunza may be affected by recent developments. Please contact the Aga Khan Trust for Culture or the Foreign and Commonwealth Office ([www.fco.gov.uk](http://www.fco.gov.uk)) for further information.

**Contact:**

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1999

**Chumbe Island Coral Park, Zanzibar, Tanzania**

Chumbe Island is situated eight miles from Zanzibar and is the first private marine park in Tanzania. Uninhabited, it covers 24 hectares and contains a protected coral rag forest and reef. The aim is to create a model where ecotourism supports conservation and education.

Chumbe Island Coral Park, Zanzibar,  
Tanzania 1999



Profits from the tourism operation are re-invested into conservation, management of the marine park and free excursions for local school children. Additional support is provided by over 30 volunteers. Facilities include a visitor's centre, 7 eco-bungalows, biological surveys, park ranger patrol boats and nature trail development. The island is a breeding ground for endangered species of coral, reef fish and island fauna. Many local fishermen have been employed and trained as park rangers. Their role includes patrolling and monitoring the reef daily, preventing illegal fishing and anchoring, managing a rat eradication programme, recording scientific observations (coral bleaching / storm damage), assisting marine researchers and acting as trail guides. Day visitation is limited and regulated by the tides to avoid damaging the coral. All buildings feature rainwater catchment, solar water heating, greywater recycling, composting toilets, natural ventilation and photovoltaic power generation.

Would you like to visit [www.chumbeisland.com](http://www.chumbeisland.com) for more information?

1998

**Central Region Project, Conservation International, Ghana**

A project developed to help reverse damage inflicted by logging, agriculture and human settlement on the natural resources in Kakum National Park and its surroundings. This has seen the installation of a visitor centre, canopy walkway and forest trails in the park along with the sympathetic restoration of buildings and castles along the historic Cape coast reflecting the rich cultural history of the area. The local community has benefited from the increase in visitor numbers by providing an alternative to logging and hunting endangered species which include Diana monkeys and Bongos.

Would you like to read more at [www.conservation.org](http://www.conservation.org)?

Central Region Project, Conservation International,  
Ghana 1998

