

TOURISM AND TRAILS

A future funding source?

OVERVIEW OF PRESENTATION

Tourism – the future funding source for trails, which combines regional development with conservation and recreation values.

Part 1. Tourism and conservation

Strategies to extend a trail's financial sustainability by maximising user numbers. This also increases regional economic benefits and improves the user experience.

Part 2. Management Models

Review of different trail management approaches with a focus on financial sustainability.

A qualitative multiple case study, utilising comparative analysis.

Participating trails internationally:

Munda Biddi Trail - Australia

Nga Haerenga Cycle Trail - New Zealand

Arizona Trail - United States of America

Appalachian Trail - United States of America

Pacific Crest Trail - United States of America

West Highland Way - Scotland

Lechweg - Germany/Austria

E-Paths - Europe

Rim of Africa Trail - South Africa

Jeju Olle Trail - South Korea



BACKGROUND

Long distance trails have substantial infrastructure due to their length and provision of overnight shelters.

Length and remoteness impact negatively on travel time for access, resulting in high maintenance costs.

Infrastructure management is the most costly aspect of trail management, represented in form of staff /contractor and construction/material costs.

As government budgets are declining globally, funding for trail maintenance can be difficult to source, leaving infrastructure to deteriorate.



TOURISM & CONSERVATION

CONSERVATION

There are over 200,000 protected areas in the world covering around 15% of the earth's surface. (Protected Planet, n.d.)

Nature and long distance trails are often located within, or cross protected areas, such as national parks, state forests, reserves and other natural areas, and are considered part of park infrastructure.

Trails can benefit from the legislative framework that protects and sets out park management.

A pristine environment is a prerequisite for nature trails.

Conservation is therefore an underlying principle without which natural area trails would not exist.

WHAT MAKES A TOURIST

A tourist is generally understood to be a person traveling temporarily outside of their usual environment for the purpose of leisure (Mathieson & Wall, 1982)

Often this is defined by distance from home

– e.g. 40km



TOURISM

Tourism may be defined as the sum of the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting, transporting, hosting and management of tourists and other visitors.

(Weaver & Lawton, 2014, p. 3)

RECREATION VERSUS TOURISM

Recreation means activity undertaken for leisure during discretionary time (Clawson & Knetsch, 2011). It has a greater social responsibility and concern for personal and community wellbeing (Torkildsen, 2012).

Recreation is therefore often linked to health and wellbeing, whereas tourism is more likely described in economic terms. Recreation can therefore be an aspect of tourism which entails travel.

TOURISM DATA

International tourist arrivals reached nearly 1.2 billion in 2015. (UNWTO, 2016)

Tourism accounts for more than 10% of the global GDP, or approximately US\$7 trillion, positioning tourism on the same level as agriculture or mining. (Weaver & Lawton, 2014)

It also accounts for 10% of jobs. (Weaver & Lawton, 2014)

ECONOMIC IMPACT OF OUTDOOR RECREATION IN THE UNITED STATES

6.1 million direct American jobs

\$646 billion in direct consumer spending each year

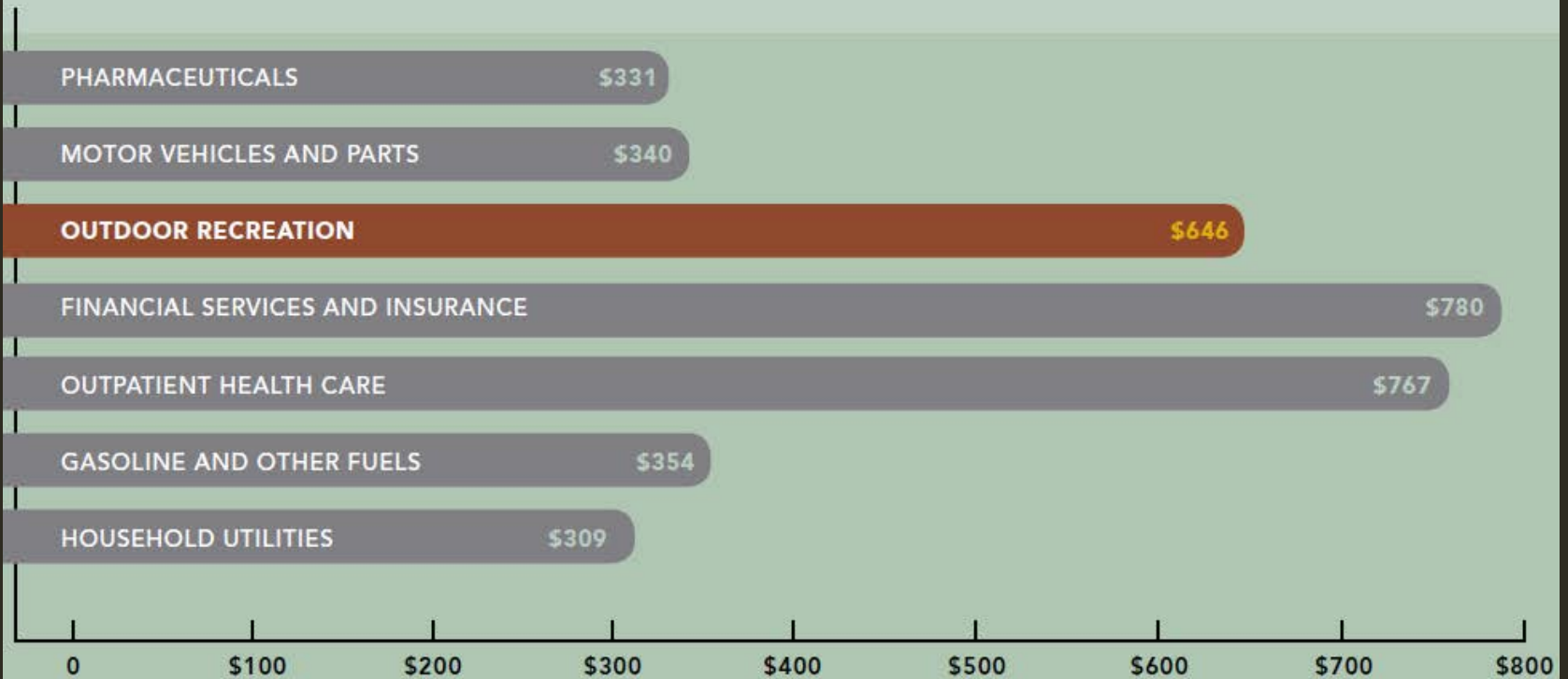
\$39.9 billion in federal tax revenue

\$39.7 billion in state/local tax revenue

Outdoor recreation is a larger and more critical sector of the American economy than most people realize. (Outdoor Industry Association, 2012)

An Overlooked Economic Giant

Annual Consumer Spending, in Billions



Source: Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product, based on available 2010 data.

TRAIL DATA

Trails can create significant economic benefits. (Eastin, n.d.; Faulks, Ritchie, & Fluker, 2007; Timothy & Boyd, 2015).

Bibbulmun Track direct visitor expenditure in 2015
- A\$13.1 million (US\$10)



WHAT IS TOURISM TO TRAILS?

Product - the trail as a visitor attraction

- Trail with its entire infrastructure
- Maps, publications and merchandise
- Additional services, including visitor information and advice for tourism operators.

Destination - the communities along the way

- Accommodation and food
- Transport to and from the trail
- Repairs and other services
- Tours and other tourist attractions.

PRODUCT

The product is the basis for a destination's tourism sector operation and marketing.

Market research – product development – marketing



DESTINATION



Tourism destinations consist of distinct and interrelated products and services under a brand name and generally are considered a geographical area. (Kozak & Balogly, 2011)

It is often the goal of a destination to attract more visitors.

From a destination's point of view, tourism often represents the only opportunity for natural areas to develop an economic activity without deteriorating their environment or disturbing the ecological balance. (Yunis, 2007)

BRANDING

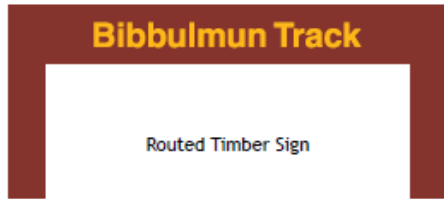
Tourism destinations increasingly understand the importance of demonstrating their unique position through branding to survive in a highly competitive environment. (Kozak & Baloglu, 2011)

Directional/Identification

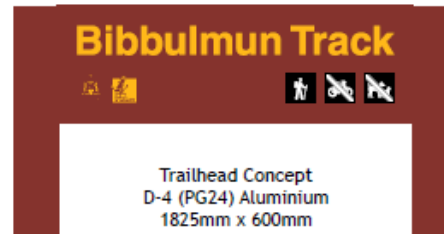


D-1 (PG27)
150 x 150mm
symbols

95 x 95mm
totems to
fit ezy-drive
posts can also
be used in
camp sites.



Routed Timber Sign



Trailhead Concept
D-4 (PG24) Aluminium
1825mm x 600mm



D-7A (triangular marker)
80 x 110mm triangle
waugal tail to left



D-7B (post marker)
95 x 95mm square
waugal tail to left

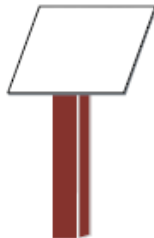


D-7
(ezy-drive
post marker)

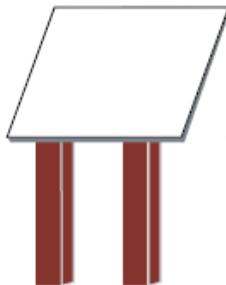
Note: Post colour may change depending on the Recreation Site sign system. The Recreation Site colour is the default when the Bibbulmun Track passes through a site with a designated colour scheme. The Bibbulmun Track Marker will always take top position in the marker hierarchy, if and when the trail is shared, unless shared with the Munda Biddi Trail. In that instance the order will be Munda Biddi Trail first and Bibbulmun Track second.



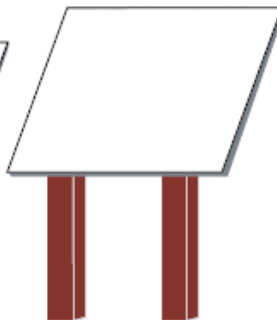
Interpretation



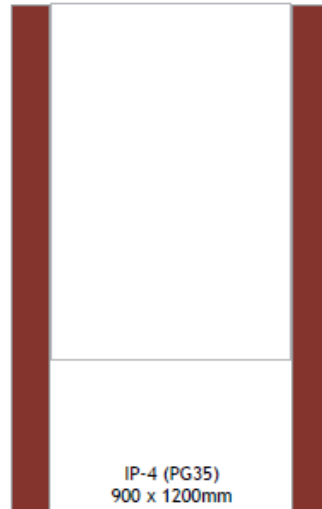
IP-1 (PG31)
400 x 300mm
Trailside



IP-2 (PG32)
600 x 450mm
Trailside



IP-3 (PG33)
800 x 600mm
Trailhead



IP-4 (PG35)
900 x 1200mm
Plaza Style Panel



Bibb Track Custom Shelter
800 x 1200mm panels

IP-5
Custom Size Needs PVS Leader
& Interp Unit Approval





Walk the Bibbulmun Track

Help us by [Joining](#), [Volunteering](#) or [Donate](#)

[Home](#)

[The Track](#) ▾

[Walk the Track](#) ▾

[Trip Planner](#) ▾

[Get Involved](#) ▾


[News](#) ▾

[Shop](#) ▾

[Links](#)

[Contact](#) ▾

Getting started?

Check out the latest edition Day Walk Map Packs. There's one for every section of the Track... 



Getting started?



Bibbulmun Track
volunteers



Town to Town
tours



Teen Trek



Become a member



Planning a long
distance...

The Bibbulmun Track is one of the world's great long distance walk trails, stretching 1000km from Kalamunda in the Perth Hills, to Albany on the south coast, winding through the heart of the scenic South West of Western Australia.

Attraction

BIBBULMUN TRACK

The Bibbulmun Track is one of the world's great long distance walking trails, stretching nearly 1000 kilometres from Kalamunda, in the Perth Hills, to the historic town of Albany on the south coast. This Top Trail passes through the heart of the scenic south west of Western Australia.

The track takes you through towering karri and tingle forests, down mist-shrouded valleys, over giant granite boulders and along breathtaking coastal heath lands. Bushwalkers from around the world come to Western Australia to become an end-to-ender on "The Bibb".

The Bibbulmun Track offers a wide range of experiences, from an epic eight-week adventure staying in the 49 campsites along the way, to day walks, staying in comfort in one of the quaint country towns. The track passes through Dwellingup, Collie, Balingup, Donnelly River Village, Pemberton, Northcliffe, Walpole and Denmark.

The campsites have a rustic timber sleeping shelter, pit toilet, rainwater tank and tent sites. The track is well marked with yellow triangular markers symbolising the Waugal (rainbow serpent of the Aboriginal Dreaming).



Location

Corner of Haynes Street and Railway Road, Kalamunda, Western Australia, 6076

Region

[Experience Perth](#)



Telephone

+61 8 9481 0651



Email

friends@bibbulmuntrack.org.au



Website

www.bibbulmuntrack.org.au



Experience Denmark - Bibbulmun Track

The Bibbulmun Track is Western Australia's longest hiking trail

Stretching almost 1000 kilometres from Kalamunda in the Perth Hills to the historic town of Albany on the south coast, the Bibbulmun Track passes through the heart of the scenic south west of Western Australia.

The track takes you through towering karri and single forests, down mist-shrouded valleys, over giant granite boulders, and along breathtaking coastal heathlands. Bushwalkers from around the world come to Western Australia to become an end-to-ender (someone who has walked the entire length of the trail) on 'The Bib'.

The Bibbulmun Track offers a wide range of experiences, from an epic-week adventure staying in the 48 campsites along the way, to day walks staying the comfort of the quaint country towns. **The best parts of the track are located around Denmark, making it the perfect location to base yourself in order to experience the wonders of this amazing trail.**



Track Transfer Service

Do you need advice about pick-up and drop-off services for independent walkers on the Bibbulmun Track? Call the **Denmark Visitor Centre on (08) 9848 2055** to arrange track transfers anywhere between Walpole and Albany.

Want more information?

If you want to know more about the Bibbulmun Track, including track conditions and diversions, track transfers, guided and self-guided walks, and how to prepare for the trip of a lifetime, contact the friendly staff on the tour desk in the Denmark Visitor Centre. You can also contact the [Bibbulmun Track Foundation](#), which is an incorporated not-for-profit community based organisation established to provide support for the management, maintenance and marketing of the Bibbulmun Track.



MANAGEMENT MODEL

SUSTAINABLE TOURISM

1. Makes optimal use of environmental resources that constitutes a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.
2. Respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values, and contributes to inter-cultural understanding and tolerance.
3. Ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. (UNEP and WTO, 2005, p. 11)

Governance for protected areas in combination with recreation and tourism has been studied extensively over the last decade, identifying tourism as a possible income source for protected areas and benefiting communities.

(Borrini-Feyerabend et al., 2013; Erg et al., 2015; Graham, Amos, & Plumpre, 2003; More, 2005; Worboys, Lockwood, Kothari, Feary, & Pulsford, 2015)

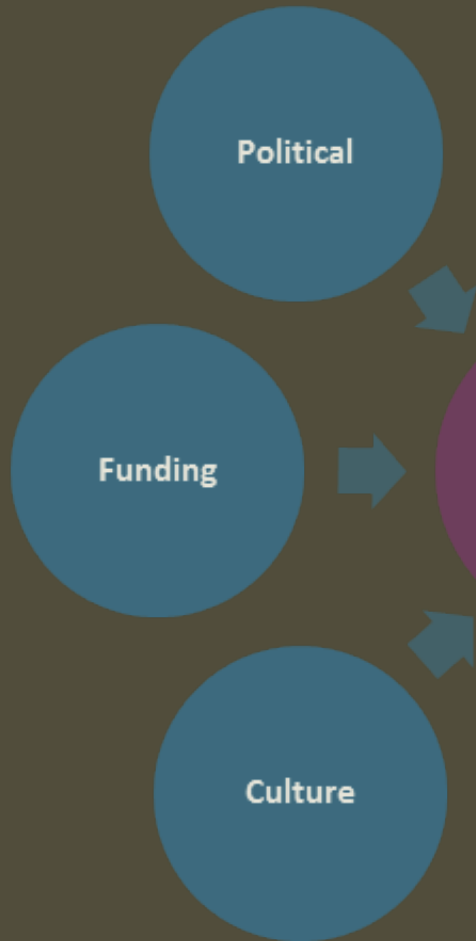
Eagles (2008a, 2009) further evaluated and defined governance models specific for tourism in parks. To determine the best model he identified three elements and recommended their investigation:

1. Resource ownership
2. Income source and the
3. Management body



Model	Resource ownership	Income source	Management body
1. National park	Government	Taxes	Government
1. Parastatal	Government	User fees	Government owned corporation
1. Non-profit	Non-profit corporation	Donations	Non-profit corporation
1. Ecolodge	For-profit corporation	User fees	For-profit corporation
1. Public and for-profit	Government	Taxes and user fees	Government and for-profit corporation
1. Public and non-profit	Government	Taxes and user fees	Government and non-profit corporation
1. Aboriginal and government	Aboriginal/private and government	Taxes and user fees	Aboriginal /private and Government
1. Traditional community	Aboriginal/private	Taxes and user fees	Aboriginal/community

External Factors

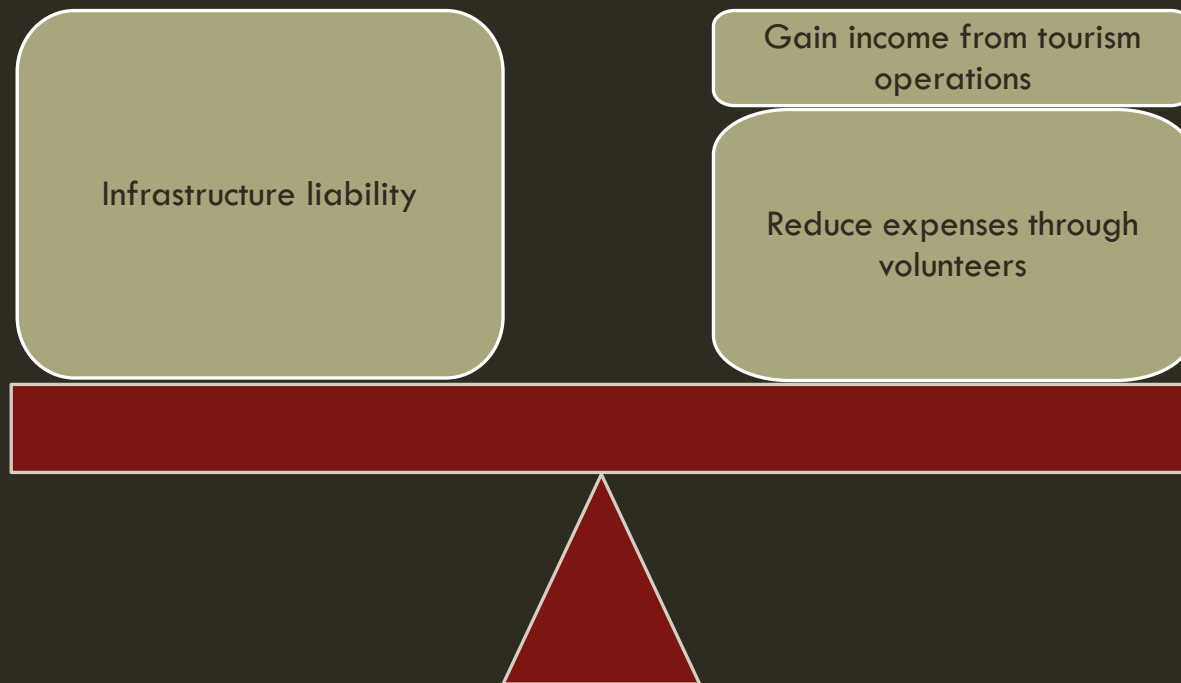


Internal Factors



	Business	Community	Volunteer	Conservation
POLITICAL	General or Trail specific	General or Trail specific	General	General
<ul style="list-style-type: none"> Country 	Europe NZ	US Australia	Asia	Africa
FUNDING	Government	Government & NGO sourced	NGO sourced	NGO sourced
Events & Programs	External	Internal	External & internal	External
VOLUNTEERING	Staff with minimal volunteers	Volunteers supported by staff	Volunteers	Volunteers & staff
GOVERNANCE	Econ/Rec Government Gov/Gov	Rec/Econ Government Gov/NGO	Recreation Gov & private NGO	Environmental Gov & private NGO
PARTNERSHIPS	Business	Community & business	Government, Business & community	Government, Business & community
CONSERVATION	Underlying principle	Underlying principle	Underlying principle	Prime purpose
INFRASTRUCTURE	Land owner	Across tenure	Land owner & across tenure	Land owner
<ul style="list-style-type: none"> Maintenance Infrastructure liability 	Medium	High	Low	Low
TOURISM	Trail & region	Trail specific	Trail specific	Trail specific & conservation
<ul style="list-style-type: none"> Marketing & promotion 				

SUSTAINABILITY MODEL





Prof Ross Dowling
Dr Dale Sanders

KERSTIN STENDER
kerstin.stender@dpaw.wa.gov.au
Perth, Western Australia

Tourism and Trails