



## Ecotourism Australia Limited Indigenous Tourism Policy

Ecotourism in Australia is strongly linked to this country's ancient and diverse landscape, and its unique flora and fauna. This landscape is an artefact of the traditions, beliefs and land management practices of diverse groups of Australia's indigenous peoples over tens of thousands of years. Whether they be remote, regional or urban communities, land and sea is intrinsically bound to indigenous peoples' spirituality and physical being.

Ecotourism Australia Limited respects the diverse traditions and cultures of indigenous peoples, acknowledging the relationships that indigenous peoples have to the land, the sea and indeed all aspects of the environment. We strongly encourage tourism businesses to engage with relevant indigenous people and/or their representative bodies as appropriate to each individual case when developing activities and infrastructure.

In late 2008, when Aboriginal Tourism Australia closed down, Ecotourism Australia Limited agreed to take over the Respecting Our Culture Certification Program and incorporate its key principles into our Eco Certification program. This program recognizes that tourism must promote the value of quality interpretation and that it involves different cultures, particularly cultures indigenous to the areas visited. All tourism areas have significant cultural values; tourism activities should respect, embrace and present the cultural attributes of areas visited. The ROC components of the Eco Certification program are intended to encourage all operators of our Certified Ecotourism products to enrich those products by engaging respectfully and sensitively with indigenous people and their cultures wherever they operate.

Ecotourism Australia Limited will continue to encourage and promote the exposure of visitors to indigenous people and their cultures and stories, and to promote respect for and understanding of indigenous peoples' cultures, both traditional and contemporary. We will encourage indigenous individuals, organisations and businesses to develop tourism products, and all our members to develop mutually beneficial partnerships with indigenous people in the Ecotourism industry.

**March 2012**



**VISION: To inspire environmentally  
sustainable and culturally  
responsible tourism**

