

Nature-Based Tourism

Nature is a significant part of Tasmania's identity, lifestyle, and economy. In 2016, nature-based outdoor activities generated \$334 million and was responsible for 3,100 full-time equivalent jobs.¹ Wild Tasmania is a key motivation for visitation, and the state's future is in investing in nature-based tourism that celebrates and enhances Tasmania's unique environmental values and stories.

Big Tree Tourism

Giant trees can draw tourists into regional communities.² The Big Tree State report identifies eight potential big tree sites across Tasmania: three in the Huon Valley, three in the Styx Valley, and two in the Tyenna Valley.³

Investment in these sites is estimated to draw in 139,000 visitor days a year, contribute \$20.2 million to regional communities, and create around 162 jobs.⁴

We will fight for visitor infrastructure and promotion for 8 big tree tourism sites.

Astro Tourism

Astro tourism is one of the most sustainable forms of tourism, requiring minimal infrastructure and causing little environmental disruption. It also bolsters local economies by encouraging overnight stays and visitation during off-peak tourism periods.⁵

The International Dark Sky Places conservation program, founded in 2001, recognises and promotes stewardship of the

night sky. The program certifies 200 places globally, including three in Australia.⁶

The Tasmanian Wilderness World Heritage Area already meets many of the Dark Sky Sanctuary criteria, and its remote wilderness and views of the southern night sky, including the aurora australis, are a perfect fit.⁷

We will fight for the TWWHA to be declared a dark sky sanctuary, starting with the Southwest National Park.

Avitourism

Avitourism (or bird watching) is a cost-effective way to improve conservation and stimulate the economy.⁸ Bird watching also presents opportunities for educating people about conservation, and participation in citizen science initiatives.⁹

Tasmania is a prime avitourism destination. In fact, Bruny Island is the second most popular avitourism destination in Australia.¹⁰

We will fight for a strategic avitourism plan for Tasmania.

¹ Marsden Jacob Associates, [Tasmania's Nature-Based Outdoor Economy](#), 2020.

² Hall CM, James, M, Baird, T, [Forests and trees as charismatic mega-flora: implications for heritage tourism and conservation](#), Journal of Heritage Tourism, 6(4), 2011.

³ [Big Tree State: The Tourism Potential of Tasmania's Forests](#), The Tree Project and Wilderness Society, 2023.

⁴ Ibid.

⁵ Dark Sky Tasmania, [Tasmania – A Dark Sky Sanctuary](#), 2023.

⁶ DarkSky, [International Dark Sky Places](#), nd.

⁷ Dark Sky Tasmania, [Tasmania – A Dark Sky Sanctuary](#), 2023.

⁸ Biggs, D, Turpie, J, Fabricius, C, Spenceley, A, [The Value of Avitourism for Conservation and Job Creation – An Analysis from South Africa](#), Conservation and Society, 9(1), 2011.

⁹ Steven, RJ, [The Relationship Between Birders, Avitourism and Avian Conservation](#), Thesis, Griffith University, 2016.

¹⁰ Steven, R, Morrison, C, Arthur, JM, Castley, G, [Avitourism and Australian Important Bird and Biodiversity Areas](#), PLoS ONE 10(12), 2015.

Conservation Tourism

Environmental conservation tourism allows visitors to travel to a destination and work with local organisations to deliver improved conservation outcomes.¹¹

These programs match organisations focused on land care and ecosystem restoration projects with volunteer workers.

Conservation tourism directs revenue towards environmental projects, and provides tourists with experience and skills, as well as an opportunity to connect with nature.

We will push Government to work with landcare and conservation organisations to promote, and help them develop, conservation tourism products and interpretation.

Restoring the Parks Service

Under the Liberals, the Parks and Wildlife Service has been diverted from its primary focus on protecting and enhancing our parks and reserves and have instead been a vehicle for enabling private commercial exploitation.

We will fight for the restoration and appropriate resourcing of the Parks and Wildlife Service and redirect the focus of protecting and enhancing the environment of reserves.

A restored PWS would work with all tourism operators – small and large – to ensure fair and sustainable access to Tasmanian parks and reserves.

Budget (\$m)

	(\$m)	Year 1	Year 2	Year 3	Year 4	Total
Big Tree Tourism	0.74	0.08	0.08	0.08	0.08	0.98
Astro Tourism	0.15	0.10	0.10	0.10	0.10	0.45
Avitourism	0.30	-	-	-	-	0.30
Conservation Tourism	0.20	0.20	0.20	0.20	0.20	0.80
Restoring Parks	2.28	2.50	2.73	2.97	2.97	10.48
Total	3.67	2.88	3.11	3.35	3.35	13.01

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¹¹ Budd, A, [Best Environmental Conservation Programs for Eco Volunteers](#), International Volunteer HQ, nd.