



**Agha Iqrar Haroon**

*“The Kashmir Earthquake disaster can be changed into opportunity”*  
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## EDITORIAL

Our thoughts this festive season are with the victims of the recent earthquake in Kashmir, the victims of the Tsunami, but also the many victims of continuing violence, hunger, disease and poverty around the world. We urge all our Members and readers to work in the little or great way they can towards the amelioration of these problems in 2006 and keep practicing genuine Ecotourism. The ink was still fresh from the last editorial when news came in about the racist incidents in cosmopolitan Sydney’s iconic surfer beaches, proving that the monster has many heads. Still, there is optimism. The private funds collected around the world for the tsunami reconstruction were of record size, possibly due to the appeal of tourism. This assistance was not so forthcoming in the case of Pakistan Earthquake, however able people like Agha Iqrar Haroon, President of Ecotourism Society Pakistan, whom we interview in this issue, manage to remain upbeat by being active.

It has been a busy year for ECOCLUB, and we look forward to a busier 2006! Thanks to the support of a growing number of Members, shop customers, readers and friends around the world, we are able to more than triple the ECOCLUB.com Ecologe Awards 2006 Budget to Euros 2,000 so as to be able to support more community micro-projects jointly with our Ecologe Members. An ECOCLUB.com Live Event is being planned for late January to analyse the experience from the 2005 Awards, exact date to be confirmed soon. We are also currently launching many new features at [www.ecoclub.com](http://www.ecoclub.com) including an on-line Gallery and Blogs facility, and there will be more improvements in the next few months.

On behalf of the ECOCLUB Team, I send my sincere thanks and best wishes to all our Members and Friends for the new year.

**Antonis B. Petropoulos**  
Director, ECOCLUB SA

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## ECOCLUB Ecolodge News

### 🌿 London, UK – 3 ECOCLUB Ecolodges Highly Commended at the World Travel Market:

ECOCLUB Ecolodges The Boat Landing (Laos), Black Sheep Inn (Ecuador), and 3 Rivers (Dominica), all received a High Commendation at The First Choice Responsible Tourism Awards 2005, held in the context of the World Travel Market in London. The awards were a collaboration between responsibletravel.com, The Times, Geographical Magazine and The World Travel Market. Out of 700 candidates, the three ECOCLUB Ecolodges were recognised in three different categories, as follows:

Best Hotel: Highly Commended: The Boat Landing Guesthouse, Laos

► <http://ecoclub.com/theboatlanding>

Best in a Mountain Environment: Highly commended: The Black Sheep Inn, Ecuador

► <http://ecoclub.com/BlackSheepInn>

Best use of Technology: Highly commended: 3 Rivers Ecolodge, Dominica

► <http://ecoclub.com/3rivers>

### 🌿 Karnataka, India – Rainforest Retreat / The Hermitage Guesthouse

The Directors of Rainforest Retreat and The Hermitage (Dr Anurag Goel and Ms Katrina Fernandez) met at The Consultation Workshop on Ecotourism policies for Karnataka, a workshop held in Bangalore and organised by ATREE- Ashoka Trust for Research in Ecology and Environment ([www.atree.org](http://www.atree.org)) in late November, where they both made presentations to advise government representatives. Discussions centered on the issues of volumes versus value, carrying capacity of fragile ecosystems, local community participation, benefit sharing and developing clear guidelines to ensure that the tourism sector is ecologically and socially responsible. A consensus was reached on the following topics:

- a) to work out baseline data of protected areas and other areas for effective, regular monitoring
- b) to workout carrying capacity for protected and other areas
- c) to enforce pollution control and garbage disposal norms
- d) to employ trained Naturalists and Guides
- e) provide incentives for Non-Conventional energy sources
- f) to charge access/ fees for enterprises depending on Protected and other forest areas
- g) to facilitate green rating
- h) to employ locals communities compulsorily and ensure capacity building for needed functions (including d above)
- i) to follow rules and laws of the land (pay minimum wages, gender balance etc)
- j) to respect local culture
- k) to ensure benefits with local villagers through VFC ( Village Forest Committees) etc.

► <http://ecoclub.com/rainforestretreat> ► <http://ecoclub.com/hermitage>

### 🌿 North Carolina, USA - The Cottages at Springhouse Farm:



Marion, NC. On December 9, ten Russian environmental scholars and civic leaders, all women, participating in the Open World Program visited ECOCLUB Ecolodge, The Cottages at Spring House Farm, a 92-acre ecological retreat in the foothills of southern McDowell. Managed by the independent Open World Leadership Centre at the Library of Congress, Open World 's mission is to "enable emerging political and civic leaders from participating countries to work with their U.S. counterparts and experience American-style democracy and free enterprise at the local level". Founded in 1999 with a focus on Russia, the program expanded in 2003 to include exchanges with Lithuania, Ukraine, and Uzbekistan. Arthur Campbell, proprietor of The Cottages, reports: "After arrival, we provided a lunch of real North Carolina BBQ with all the fixings and wonderful mountain pie for dessert. Then we went to two cottages which represented both ends of our price range. They were most impressed with the type of construction using natural woods from the property, the development's infrastructure, and the secluded locations of the cottages. One big surprise was that they were completely blown away with the hot tubs! They all had cameras and each had to be photographed standing by the hot tub. We then walked on and finally toured the 1835 Appalachian cottage. They were most interested in the story of how we found the house abandoned and how it was moved and restored for commercial use. We also had the chance to exchange thoughts about Ecotourism, agrotourism and sustainable living. We also compared what we are doing here with what the Russians want to accomplish at home. Very much like the space race, they aren't far behind and are keen to take this knowledge back home!"

► <http://ecoclub.com/springhousefarm> & <http://www.openworld.gov>

### ✿Dominica – 3 Rivers:

At the International Hotel & Restaurant Association 42nd Annual Congress, held in Beijing, China on October 30th, 2005, ECOCLUB Ecolodge 3 Rivers was awarded 2nd prize in the 2005 Environmental Award. 3 Rivers Ecolodge add this award to the ECOCLUB.com Ecolodge Award they received in July 2005.

► <http://ecoclub.com/3rivers>

### THE INTERVIEW



### Agha Iqrar Haroon

*President, Ecotourism Society Pakistan*

**on Ecotourism in Pakistan, after the Earthquake:**

*"This is the time to achieve many goals"*

*Agha Iqrar Haroon first joined the tourism sector as a tourist guide at the age of 15. He then worked as a journalist for Pakistan's leading English newspapers. He went on to study for a Masters in History and a second Masters in Group Philosophy, and a diploma in Documentary and News Production, while continuing to work as a tourist guide. Between 1997-2000 he held a senior post in the Pakistan Tourism Development Corporation, part of the Ministry of Tourism. In July 1998, he founded Ecotourism Society Pakistan, and serves as its President ever since. Iqrar is a tourism research scholar with a number of published international papers and is now pursuing a PhD in Sustainable Mountain Development.*

### ✿How greatly impacted are ecotourism communities and businesses in Pakistan from the recent Earthquake?

The October 8 Earthquake badly hit Pakistani-held Kashmir and N.W.F.P., causing the death of around 76,000 people. The areas of Balakot, Ghari Habibullah and Bagh were popular domestic tourism destinations. The economy of Balakot has always been based on tourism being the gateway of Kaghan Valley which is the most beautiful Valley of Pakistan. Therefore one can easily understand the impact of earthquake on tourism and ecotourism communities and businesses.

### ✿Are there any initiatives coming up from Ecotourism Society of Pakistan, and how can the ecotourism community around the world best contribute to these?

Ecotourism Society Pakistan (ESP) believes that this disaster can be changed into opportunity. Disaster has promoted and publicized Balakot all over the world although Balakot was not as popular destination as Gilgit or Hunza among foreign tourists although it is considered as heaven for domestic tourists due to short haul tourism. Balakot is around 210 Km from Islamabad. In its proposal to ministry of tourism province of N.W.F.P, ESP has suggested one tourism school for children who lost their family and one vocational institute for widows for developing their skills in embroiders and dry-fruit industry. Although ESP does not take funding or grants (local or foreign), however now it is ready to start these two institutions in case any international organization sponsors ESP for these initiatives.

Regarding how international ecotourism community can support, I am of the view that they should support such initiative which can directly benefit local community. Moreover I would like to mention another very important point regarding international ecotourism or tourism community. I am of the view that areas like Balakot are and will be exposed to foreign cultures massively due to foreign aid activities and otherwise. This situation can create a "culture shock" to innocent young children and women who are now vulnerable to social changes due to death of their male partners and elders. Therefore I request international communities to respect customs and culture of locals while meeting them and working there otherwise there are chances for "westernization of these areas".

✿Every year the world celebrates International Mountain Day (December 11th), and this year's theme is: 'Sustainable Tourism for Poverty Alleviation in Mountain Areas.' An International Day by itself of course can not be blamed for the lack of progress on any topic, but are you satisfied that enough was being done to alleviate poverty in mountain areas through tourism before the earthquake, and indeed now, in the case of Pakistan?

My candid views are that “enough was NOT being done to alleviate poverty in mountain areas through tourism before the earthquake”. Till today, local economies are in the hands multinational firms, government owned tourism establishments and private sector hailing from low lands. You can find countless examples from Nepal, India and Pakistan. Regarding “ritual” like Mountain Day or Environment Day, I am of the view that these days are celebrated mostly in big cities and in mega hotels or air-conditioned halls of UN agencies. Did International Mountain Year and International Ecotourism year play any role to benefit economy of mountain areas? Does there any decline in the graph of poverty in mountain areas comparing to year 2000? Staging functions, pasting banners, holding seminars or walking on the streets of capital of Pakistan and chanting slogans for the rights of mountain people can not provide bread to a poor man of Kaghan. I am of the view that celebrating days without involving local mountain communities at grass-root level can not work. We need to tailor strategies to accelerate local economies by watching where the shares of tourism activities are going? ESP is of the view that local communities must have their direct share in revenue generated by tourism in the respective areas.

*✿You once wrote that border forces are sometimes even trying to shot down birds crossing man-made borders. So do you now see any chance for reconciliation through tourism in the aftermath of the earthquake in Kashmir? What about ambitious regional tourism initiatives such as SAARC, did they ever fly off the ground? And as head of the Ecotourism Society of Pakistan, what would you like to say to your counterparts in neighbouring countries?*

Yes. If both countries are honest to do so; this is time to achieve many goals. ESP wrote letters during SAARC summit in Islamabad to Prime ministers of all the SAARC countries, requesting them to work for tourism. Only Nepali government took seriously and managed to add tourism development into summit declaration. It was decided that a year would be celebrated as a Tourism Year. Nothing has been done so far. Pakistan and India opened five more points in Kashmir valley only for Kashmiris of both sides last week and these points can be used as five new gates to tourism in case Indians and Pakistani are allowed to cross and visit scenic areas of both Kashmirs. Regarding SAARC, I am of the view that it is nothing but a dead wood.

*✿Domestically, is there a meaningful role that ecotourism can play in solving real problems in the now radicalised mountain/tribal areas of Pakistan?*

Yes, if local tribesmen and radical people are directly benefited from ecotourism activities.

*✿While some feel that it may be too early or a luxury to discuss the form that reconstruction, in tourism in particular, will take following the earthquake, developers feel otherwise: reconstruction is already taking place and a newspaper reported today that Muzaffarabad is to obtain it's first 5-star, 200-room, state of the art hotel, by March 31, 2006, "the first ever five-star hotel in Kashmir" So is this the right way forward you feel?*

Do you think that local poor community can construct 200 room hotel within next four months in Muzafarabad? Investors are coming to exploit again and ESP is categorically against such activities of mass tourism handling by investors from “outside the area”.

*✿In the words of your compatriot Irfan Hussain, an outspoken journalist, Pakistan today receives few tourists apart from "a handful of sheiklets who come annually to slaughter the few endangered houbara bustards". The Guardian also reported recently on the increasing number of transplant tourists, i.e. foreigners travelling to Pakistan for transplants obtained from poor villagers. How concerned are you about these unwholesome forms of tourism, and what can be done to attract ecotourists?*

I consider both activities as illegal and unacceptable. Regarding attracting ecotourists, I am of the view that southern areas of Punjab and Balochistan are wonderful places for bird and animal watchers and there is a dire need to market these areas outside Pakistan. The former Chief Minister of Balochistan Jan Muhammad Jamali had been kind enough to listen to ESP proposals and followed many of them for the promotion of these areas.

*✿You are outspoken about the role of NGOs in Pakistan. What is particularly troubling you with reference to NGOs working in Tourism and Environment - lack of transparency, interest or plain inefficiency? Are there any bright exceptions?*

Quite expected question this is. What is troubling me; is the core issue. Lack of transparency and monitoring by donors is one of the important issues. Majority of NGOs sells 'terminologies'. If you remember that before International Year of Ecotourism, a large number of NGOs cropped up in Pakistan claiming that “they want to develop ecotourism and they are doing ecotourism”. They published new "Terms of Reference" adding to their terminology the "development of ecotourism". They thought that some big money would arrive from donors for ecotourism year. Unfortunately no big money came and they were disappointed and left the arena. Now same are working in “environment and rehabilitation of earthquake areas” nowadays. Regarding environment NGOs, I would say that they forget the major actor and component of environment - that is human being. I am of the view that NGOs should work as supporters of communities while NGOs usually work as second fiddle of bureaucracy in Pakistan. Moreover NGOs working in environment work 'closely' with local leadership or what you can call important people of respective areas. Mostly these local leaderships are actually timber mafia. Can a poor man cut 100 trees without the permission of local authorities and how he can transfer these trees to city unless he has resources and contacts? International Environment agencies and NGOs are working with huge budget since long in Pakistan however forests are vanishing- de-forestation has increased during the last two decades. Why they have failed to control logging in all five valleys of Pakistan?

**❁How would you describe the position of women working in tourism in Pakistan, better or worse than other economic sectors and what role can Ecotourism play for them, if any?**

Ecotourism can play the greatest role for economic uplift of women if they are directly involved in tourism activities. They are at the moment out of the arena. Little bit of training and opportunity to them can put them in a leading role as cooks, guides and owners of small enterprises.

**❁Overall, how satisfied are you with Tourism policy in Pakistan in the last 5 years. Have any of ESP's proposals been adopted or have you made any successful interventions to stop inappropriate policies?**

There is a long way to go. During the last 5 years, ESP managed to develop first-ever course of Ecotourism run by Ministry of Tourism Government of Punjab at Institute of Tourism and Hotel Management Lahore. It was the breakthrough for us. Now this course is a part of diploma. Ministry of tourism government of Pakistan with our initiatives accepted the involvement local people in tourism activities by buying local stocks for motels of PTDC instead of buying food items available in local areas from big city. Basically it took much time to us to realize Ministry of Tourism that sustainable tourism and ecotourism are the most appropriate paths which can provide security and friendly environments for tourists. If locals of Kaghan valley are benefited from tourism activities, they will respect and look after tourists.

**❁From all your posts as a government official, a journalist, a TV reporter and producer, a travel guide, a tourism consultant, which one have you enjoyed most, and when did you feel you had the greatest opportunity to change things?**

You know my career as tourist guide started at the young age of 15. It was time of early 80s. I consider this time the most wonderful and golden of life. I worked as government official at higher level as Consultant for the Ministry of Tourism at Pakistan Tourism Development Corporation (PTDC) and then as Consultant of Pakistan Austrian Institute for Tourism and Hotel Management (PAITHOM). Being the government official, I tried successfully to open new horizons for tourism, developing new maps and new destinations and most of all tried to help poor stakeholders like cooks, porters, drivers and guides. Being a guide sometimes I used to live with these poor and powerless stakeholders who are directly or indirectly exploited by private sector or government sector. I knew their problems and I knew solutions. I was fortunate that the then Prime Minister and Federal Minister for tourism not only listened but passed orders on my recommendations. Guides rules were amended. Daily wages system was discourage and porters were provided certain rights. I am more than satisfied for my role as consultant to PTDC. TV production and journalism is my bread and butter and of course I used both media to explore and expose the beauty of Pakistan to the outside world. However I would like to work as tourist guide and tourism consultant more than anything else.

**❁Is there anything else you would like to say, perhaps about Ecotourism Society Pakistan's future plans?**

I am pragmatic and optimist that one day ESP will open Ecotourism School for poor and needy young people and women of mountain areas. We do not have resources and funds however we have commitment and energies. One day I am sure some one would come and say: "come Iqar make your dream a reality".

**❁Finally, what would you say to tourists who would like to visit Pakistan but hesitate to do so?**

I would tell them that human beings today are vulnerable to accidents everywhere on earth. We can avoid them but we can not stop them. People of Pakistan are very friendly and liberal. However you should plan your tour by taking suggestions from professional people. You should avoid visiting rough areas without informing local authorities and without getting proper cover. Mountain people are simple, harmless and accommodative all over the world. There are cases tourists act as "over confident" and they travel without proper information and they get involve in some troubles although there are very rare cases in Pakistan. I would suggest them to plan their tours with the support of professionals before visiting Pakistan.

**❁Thank you very much.**

*Ecotourism Society Pakistan (ESP) is a group of professionals, dedicated to the cause of integrated tourism research and poor people living in mountain areas. ESP mainly concentrates on problem-oriented multidisciplinary field research in tourism, distribute literature on tourism and offers consultancy. ESP also offers ecotours all over Pakistan for families, researchers, students and scholars providing them in depth knowledge about culture, heritage and people of mountains. It also promotes small stakeholders in the field of tourism by promoting their products through ESP networking.*

► If you are able to assist Ecotourism Society Pakistan with its earthquake relief efforts and other projects, please visit [www.ecotourism.org.pk](http://www.ecotourism.org.pk) or send an email or write to:

ESP, 5 Haroon Road, Saroba Gardens Ismail Nagar 17 KM Ferozpur Road Lahore Pakistan.

## Eco Photo

## Natural Air Condition System



**Yazd, Central Iran:** These roof constructions are wind towers or wind-catchers, called **Badjirs**, which serve as natural air conditioners. They utilise the slightest wind current and cool the air by funnelling it down to the house, after passing it from a small water tank to add-moisture. The outlet is usually in the veranda, which was the summer room. Wind-catchers are a feature of traditional architecture in all Middle-Eastern countries (*Photo by P. Moustakas*)

More eco photos in the "ECOCLUB.com EXPOsure" on-line Gallery

► <http://ecoclub.com/gallery>

## ECOCLUB.com Ecolodge Awards - Update



*December 2005: With the financial support of ECOCLUB.com, Rainforest Retreat created an organic agriculture association in the village of Galibeedu, near Madikeri in Karnataka state, India. The members of the Association: from left Muthupande, Shivanna, Ganapathy, Muthana, and Vasu.*

Through the ECOCLUB.com Ecolodge Awards, soon to enter their 3<sup>rd</sup> year, exclusively funded by Membership proceeds and Shop sales, ECOCLUB hopes to increasingly get involved in initiating and funding relevant, community-supporting projects

with the active cooperation and participation of our Ecoclub Members. Our joint project with Rainforest Retreat, which involved the establishment of an organic growers association in the village of Galibeedu, close to Madikeri in Karnataka, India has been successfully completed, with the crop ready for harvesting. Our joint project with 3 Rivers in Dominica (installation of a ram pump at a village health centre) should also be completed pending official permission for the installation.

**1<sup>st</sup> Winner Rainforest Retreat (Karnataka, India)**

Rainforest Retreat Reports: "The first tea has being packaged, organic vegetables have begun, and the rice harvest will begin in a couple of days. Initially we at Rainforest Retreat are doing the packaging and marketing and helping with the processing. Hopefully the Association can become independent and supply ready-packaged products but that will take more time. Our idea is to take a percentage of the final sale price of each packaged product and put it back into the account of the Association so that it also has some income to sustain itself."

► <http://ecoclub.com/rainforestretreat>

**2<sup>nd</sup> Winner: 3 Rivers (Dominica):**

21 December 2005: 3 River Reports: "We have been having some bureaucratic problems here. The nurse at the health centre was really enthusiastic and said we could go ahead with the ram pump. However, the hierarchy of the health service here is not so straightforward as we had been led to believe. We are waiting for permission from the ministry of health to do the installation. Meanwhile, the new volunteer decided not to stay after all, so the extra help is no longer available. The idea has, however, developed in the meantime. One of the authorities concerns, was the maintenance of the system. Just above the health centre is a store and an old lady who has no water supply; currently she carries water from the river and is finding it difficult. What we have proposed to the health authorities is that we supply the old lady and the store, as well as the health centre, and the owner of the store has agreed to be responsible for the maintenance of the system. We held a meeting in October to teach people how the system works, and they do now understand how simple it is. However, we cannot go ahead and install it until we have received the relevant permissions, which should be forthcoming in the New Year."

► <http://ecoclub.com/3rivers>

**January - Eco Events**

**January 11-12**

*Conference on Women's Entrepreneurship and Sustainable Tourism in the Carribean Region, Santo Domingo.*

By invitation of the Government of the Dominican Republic, and with the support of the Italian Government, the OECD Centre for Entrepreneurship, SMEs and Local Development (CFE) is organising this two-day conference as a follow-up to the expert workshop held in the Caribbean Region in April 2005. This is a joint event of the OECD/CFE LEED Programme and the locally-based Global Foundation for Democracy and Development (FUNGLODE), in collaboration with the SME and Entrepreneurship Division and the Tourism Programme of the OECD. Details:

[http://www.oecd.org/document/14/0,2340,en\\_2649\\_20118\\_5\\_35582350\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/14/0,2340,en_2649_20118_5_35582350_1_1_1_1,00.html)

**January 28**

*2006 Rural Tourism Fair - Oaxaca, Mexico*

A small festival among friends, the 2006 Rural Tourism Fair is the sixth annual event co-created by Planeta.com in Oaxaca City. The event takes place Saturday, January 28 at Instituto Amigos del Sol, Libres #109. The fair highlights rural tourism and brings together local travel providers,

community leaders, media, government officials and inspired travelers for a few magical hours. The event showcases options travelers have in exploring Mexico's rural countryside.

<http://www.planeta.com/ecotravel/mexico/oaxaca/feriarural2006.html>

**January 30-31**

*'Ecologically Sound Travel in Europe. Challenges and Innovations Facing Environment, Transport & Tourism, Vienna, Austria*

Within the context of the Austrian EU Presidency, a European specialist conference will be mounted in Vienna by the Federal Ministry of Agriculture and Forestry, the Environment and Water Management, the Federal Ministry for Transport, Innovation and Technology and the Federal Ministry for Economics and Labour. The conference will, inter alia, follow up the findings gained through innovative European projects. The focus of this exercise will be on the transferability of analyses, the transfer of know-how and the development of stakeholder-oriented activities.

Full details at: <http://www.eco-travel.at/english/index.php>

## NEW PUBLICATIONS

**Carol Patterson, "Best Practices For Saving Paradise: A Teacher's Guide"**

Our Member Ms Carol Patterson has just completed her book "Best Practices For Saving Paradise: A Teacher's Guide, which is a teacher's companion to Saving Paradise: The Story of [Sukau Rainforest Lodge](#) (ECOCLUB.com Ecolodge in Malaysia). It contains background information and discussion questions on the major issues currently facing tourism professionals, and offers classroom activities so students can bring the lessons of Albert Teo and his staff to their own communities.

► Available at [www.kalahari-online.com](http://www.kalahari-online.com)

**Ashley and Jonathan Mitchell, "Can Tourism Accelerate Pro-Poor Growth in Africa?"**

*ODI Opinions 60, November 2005*

Tourism accounts for more cash moving from rich to poor countries than governments give in aid. The paper argues that to make tourism pro-poor, corporate and government practice must change.

► [http://www.odi.org.uk/publications/opinions/60\\_tourism\\_africa\\_nov05.pdf](http://www.odi.org.uk/publications/opinions/60_tourism_africa_nov05.pdf)

**Clem Tisdell, Clevo Wilson. "Perceived impacts of ecotourism on environmental learning and conservation : turtle watching as a case study"**

*Environment, development and sustainability 7 (3, 2005): 291-302*

Using a case study, involving turtle-based ecotourism, the authors explore the role of ecotourism in promoting environmental learning and in sustaining conservation of nature in Mon Repos Conservation Park, in Queensland, Australia. The study reveals that a considerable amount of environmental knowledge is gained by visitors to Mon Repos. The ecotourism experience, involving environmental education and seeing of turtles, was found to have positive and statistically significant impacts on the visitors' stated desire and intended behaviour to protect sea turtles.

**Robert R. Hearne, C. Alejandro Santos, "Tourists' and locals' preferences toward ecotourism development in the Maya Biosphere Reserve, Guatemala"**

*Environment, development and sustainability 7 (3, 2005): 303-318*

In this study choice experiments are used to analyse the preferences toward alternative scenarios of ecotourism of two important stakeholder groups: foreign tourists and educated local residents. Results demonstrate that these two populations have similar preference orderings towards improved national park management and the presence of guides for wildlife viewing and different opinions toward paved access roads and the presence of illegal colonists within the protected area. Both groups favoured an entrance fee.

**Jiaolan Bowden, "Pro-poor tourism and the Chinese experience"**

*Asia Pacific Journal of Tourism Research 10 (4, 2005): 379-398*

**Won Hee Lee & Gianna Moscardo, "Understanding the Impact of Ecotourism Resort Experiences on Tourists' Environmental Attitudes and Behavioural Intentions"**

*Journal of Sustainable Tourism 13 (6, 2005): 546-565*

This study explored the conservation benefits of environmental management practices and nature experiences provided at a major Australian ecotourism resort. This study found, significant effects of (1) visitor awareness of, and (2) involvement in, the environmental management practices, and (3) participation in nature tour activities on environmental attitudes and behaviours.

**Axel Reiser & David G. Simmons "Quasi-experimental Method for Testing the Effectiveness of Ecolabel Promotion"**

*Journal of Sustainable Tourism 13 (6, 2005): 590-616*

A quasiexperiment was conducted in the Christchurch Visitor Information Centre (CVIC) (main tourist hub of South Island) to investigate whether tourists' positive attitudes towards ecolabels would result in increased observable interest of GG21 ecolabelled products. The experimental methodology demonstrated that positive attitudes towards ecolabels are an unreliable predictor of responsible environmental tourist behaviour.

**Eleni Svoronou & Andrew Holden, "Ecotourism as a Tool for Nature Conservation: The Role of WWF Greece in the Dadia-Lefkimi-Soufli Forest Reserve in Greece"**

*Journal of Sustainable Tourism 13 (5, 2005): 456-467*

Although designated a protected area in 1980 in an attempt to conserve the raptor species, WWF Greece realised that conservation would be unlikely to work without the support of local people. Restrictions placed on traditional economic activities, especially logging, after Dadia's designation as a protected area, made local support especially problematic.

*Do you wish to contribute an article?*

Please see <http://ecoclub.com/news/information.html> for details