



## Convention on Biological Diversity

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INDIGENOUS COMMUNITIES, TOURISM AND BIODIVERSITY  
WORKSHOP SERIES: NEW INFORMATION AND  
WEB-BASED TECHNOLOGIES

ARCTIC WORKSHOP

Sainte-Catherine-de-la-Jacques-Cartier, Quebec, Canada, 19–21 November 2007

### REPORT OF THE ARCTIC WORKSHOP IN THE INDIGENOUS COMMUNITIES, TOURISM AND BIODIVERSITY WORKSHOP SERIES: NEW INFORMATION AND WEB-BASED TECHNOLOGIES

#### INTRODUCTION

##### A. *Background*

1. In paragraph 8 of its decision VII/14, on biological diversity and tourism, the Conference of the Parties invited relevant organizations to provide indigenous and local communities with capacity-building and financial resources to support their active participation in tourism policy-making, development planning, product development and management indicated by the Guidelines.
2. In paragraph 3 (c) (ii) of the same decision, the Conference of the Parties requested the Executive Secretary to promote the use of the Convention's clearing-house mechanism to collect and disseminate information, best practices, lessons learned and case-studies on the involvement of indigenous and local communities embodying traditional lifestyles in sustainable tourism and ecotourism activities and projects.
3. Furthermore, through paragraph 13 of decision VIII/5 B, on Article 8(j) and related provisions, the Conference of the Parties (COP) requested that the Executive Secretary to collaborate with Parties in convening, subject to the availability of financial resources, regional and subregional workshops to assist indigenous and local communities in capacity-building, education and training, with particular emphasis on the participation of women from indigenous and local communities. Similarly, in paragraph 6 (a) of decision VIII/5 D, the Executive Secretary was requested to convene, subject to the availability of financial resources, regional and subregional workshops on new information and web-based technologies to assist indigenous and local communities in their use and to facilitate the establishment of communication networks.

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4. Against this background, the Secretariat of the Convention on Biological Diversity, in partnership with Carleton University (Ottawa), and with the financial support of the Governments of Canada and Spain, proposed the holding of a series of regional and subregional workshops aimed at capacity-building for indigenous and local communities in support of the enhanced implementation of the CBD Guidelines on Biodiversity and Tourism Development (decision VII/14, annex) with the view to supporting and strengthening indigenous and local initiatives in this area.

5. This first workshop focused on the Arctic region in recognition of the International Polar Year, and considered the distinct challenges of remote rural Arctic destinations. The workshop was held from 19 to 21 November 2007 at Duchesnay Tourist Station, near Quebec City, Quebec, Canada. Additional workshops are scheduled to take place in Latin America, Africa, the Pacific and South-East Asia, with a focus on forest basins, islands, mountains, and dry and sub-humid areas.

6. The workshops focus on new information and web-based technologies and as such seek to test and assess participative planning tools. The Arctic region workshop aimed to:

(a) Build capacity on areas of interest to indigenous and local communities and in particular with regard to the use of web-based technologies and tools for marketing purposes;

(b) Promote knowledge and experience on biodiversity-tourism activities in the Arctic region and the marketing of special-interest tourism through the web in order to better position products for sustainability and conservation;

(c) Test and assess the Convention on Biological Diversity and other web tools available to indigenous and local communities, refining needs assessments for future training workshops in this series.

7. The Secretariat invited Carleton University to assist technically in researching and developing policy-planning tools and a needs assessment specifically aimed at indigenous tourism product managers. Ms. Sylvie Blangy, a recognized expert on indigenous tourism, and researcher on exchange from Université Paul Valéry (Montpellier III) at Carleton University, as well as Mr. Jacques Chevalier, an anthropologist from Carleton University and expert on participative planning, co-facilitated the meeting along with the Secretariat and also provided its main substantive research and learning component. Olivier Pessin, a tourism Internet portal manager and computer expert, acted as resource person for web-based technologies for the workshop.

8. The agenda, annotations and other documents for the meeting are available on the Secretariat's website at [www.cbd.int/doc/meeting.aspx?mtg=WSTOURIDG-01](http://www.cbd.int/doc/meeting.aspx?mtg=WSTOURIDG-01).

### ***B. Attendance***

9. The workshop was attended by 21 participants (indigenous tourism operators, executives of trade associations, local NGOs, government officers in charge of indigenous issues, specialists, academics and consultants) from Canada (five northern provinces and territories), the Russia Federation, the United States, Finland, Sweden, and the International Ecotourism Society. The complete list of participants is available as annex II.

### **ITEM 1. OPENING OF THE MEETING**

10. The meeting was opened at 9 a.m. on Monday, November 19th 2007, by the representatives of the Secretariat of the Convention on Biological Diversity, Mr Oliver Hillel and Mr. John Scott, Programme Officers responsible for tourism and for traditional knowledge, respectively, who welcomed the participants to the meeting on behalf of the Executive Secretary of the Convention on Biological Diversity, Mr. Ahmed Djoghlaif, and also thanked the Governments of Spain and Canada for their generous financial support. The representative of the Government of Canada, Mr. Albin Tremblay of Environment Canada, and the Consul General of the United States, Mr. David Fetter also welcomed the participants. After the opening, participants introduced themselves.

## **ITEM 2. ORGANIZATIONAL MATTERS**

### ***2.1. Agenda***

11. Participants adopted the provisional agenda prepared by the Executive Secretary (UNEP/CBD/WS-TOURIDG/1/1) and circulated in advance of the meeting.

### ***2.2. Organization of work***

12. At the first session, on 19 November 2007, the proposed programme of work was approved as contained in the annotations to the provisional agenda (UNEP/CBD/WS-TOURIDG/1/1/Add.1), and as described in annex III.

### ***2.3. Objectives of the workshop***

13. Mr. Oliver Hillel took the participants through the objectives of the present capacity-building workshop in the context of decisions VII/14 and VIII/5 of the Conference of the Parties. The main objective was to enhance the capacity of the participants in networking and information exchange for the benefit of indigenous and local communities. By bringing together representatives of indigenous and local communities and people in charge of tourism products, the Workshop assisted participants in developing a deeper understanding of their role and contribution to conservation and sustainable use of biodiversity.

14. Mr. John Scott then provided an introduction to Article 8(j) including a discussion of mutually supportive goals including the need for capacity-building, networking and information exchange, the use of new information and web-based technologies, the need to establish communication networks, the Voluntary Fund, and the development of new electronic tools in aid of these goals, such as the Traditional Knowledge Information Portal. Mr. Scott also presented an Aboriginal Australian creation story to emphasize the concept of cultural landscapes and indigenous peoples and the value added to the tourism equation by indigenous peoples.

15. Mr. Hillel then presented the advantages of partnerships with the Convention on Biodiversity for indigenous and local communities and also introduced the CBD Guidelines on Biodiversity and Tourism Development, the User's Manual and the Biodiversity and Tourism Network, as tools to better manage their products and territories in sustainable ways.

16. In addition, Mr Jacques Chevalier introduced the overall design of the workshop programme and specified its strategic aims which are to better use web-based technologies and develop e-marketing strategies to promote indigenous ecotourism.

17. The Workshop provided an opportunity to exchange relevant national and regional experiences within the Arctic region. By seeing how others had addressed similar challenges, indigenous and local community participants learnt new approaches, which could potentially become best practices.

18. Discussions throughout the workshop contributed to a major expected outcome, which is a set of conclusions, recommendations and agreements, available in annex I. These recommendations will be communicated to the Conference of the Parties at its ninth meeting, to be held in Bonn, Germany, from 19 to 30 May 2008, as well as the sixth meeting of the ad hoc open-ended Working Group on Article 8(j) and Related Provisions, scheduled for 2009.

19. Also, given the fact that the Workshop was the first of a series, participants provided the Secretariat with advice on how to improve and refine future workshops scheduled for other regions. To ensure that the participants' expectations of the workshop were met, a survey was carried out previously with a 72% response rate, and results were incorporated in the design of the workshop. Participants encouraged the Secretariat to hold other similar workshops in other geographical regions.

**ITEM 3. TOOLS AND WEB-BASED TECHNOLOGIES AVAILABLE TO INDIGENEOUS AND LOCAL COMMUNITIES IN THE CONVENTION ON BIOLOGICAL DIVERSITY: THE CBD CLEARING HOUSE MECHANISM, TRADITIONAL KNOWLEDGE PORTAL, BIODIVERSITY AND TOURISM NETWORK AND OTHERS**

20. Under this item, Mr. Oliver de Munck, the Secretariat's Programme Officer in charge of the clearing-house mechanism (CHM), made a presentation on the website of the Convention on Biological Diversity. The presentation consisted of three parts: (i) general background of the website of the Convention on Biological Diversity within the context of the clearing-house mechanism; (ii) an overview of the Convention's Traditional Knowledge Information Portal; (iii) the Biodiversity and Tourism Network under the Convention on Biological Diversity. The presentation concluded with some final comments and priorities for further enhancements.

21. Participants discussed the usefulness and potential of certain elements of the clearing-house mechanism strategy, and expressed the need for further capacity-building and financing for national and sub-national projects.

22. Furthermore, participants worked in small groups to critically examine existing websites (see annex IV below), to exchange lessons learned on their own web sites and reference portals. Participants offered advice on how to make various web sites more useful.

**ITEM 4. TOURISM AND SUSTAINABLE USE OF BIOLOGICAL DIVERSITY IN SENSITIVE ECOSYSTEMS MANAGED BY INDIGENEOUS PEOPLES: NEEDS ASSESSMENT, PLANNING TOOLS, CHALLENGES AND PROPOSED STRATEGIES**

23. To facilitate the interchange of experiences, participants presented their various web pages and then worked in groups to identify relevant indicators in three important areas: biodiversity, e-marketing, and technological tools. Those indicators were then entered in a self-assessment process to critically examine their own websites. Based on these self-assessments, participants worked on a plan to enhance their websites. For this purpose, a special methodology called the wheel was selected. This methodology, developed by the facilitator from Carleton University, visualizes the various axes of improvements in a wheel-like shape.

24. In particular, participants identified different functions for indigenous tourism websites, including e-marketing tools for remote destinations in the Arctic, as well as electronic tools for monitoring sites to ensure quality and sustainability. The resulting toolbox for indigenous communities to design and manage their tourism websites in support of the conservation and sustainable use of biodiversity, with indicators, functions and tools, was incorporated into a final self-assessment "Wheel" design, and is shown as annex V. It includes:

- (a) A list of functions of tourism websites, with examples from indigenous products;
- (b) Evaluation checklists for the effectiveness of websites in promoting and supporting cultural and biological diversity and in marketing sustainable tourism products;
- (c) Technological tools to enhance the capacities of indigenous tourism websites.

Other materials developed, including the results of the participant's survey, are available at <http://www.aboriginal-ecotourism.org/spip.php?article485>. The tools and the methodology developed for the Arctic workshop will be used in subsequent workshops, and are freely available to all Parties and local and indigenous communities.

**ITEM 5. NEXT STEPS FORWARD, RECOMMENDATIONS AND CONCLUSIONS**

25. At the end of the workshop, the participants outlined several agreed follow-up activities:

(a) Aboriginal Tourism Canada, in collaboration with TIES, is planning a similar event from 21-23 May 2008 in Vancouver, Canada;

(b) Sylvie Blangy will follow up with participants in order to prepare a scientific and collective paper on the methodology used during the workshop, to be published in the *Journal of Ecotourism*;

(c) Proposal to be made by the Saami Council to the Saami Parliament to develop an indigenous tourism website portal, with a section for operators and another for visitors (marketing), to assist indigenous peoples in the Arctic in e-marketing their products and exchange experiences. The portal would have four goals: (i) Business: promoting indigenous ecotourism to indigenous and local communities and others;; (ii) traditional life, spiritual aspects; (iii) environment, and (iv) indigenous control;

(d) Aboriginal Tourism Canada and the Russian Ecotourism Association have invited the Secretariat of the Convention on Biological Diversity to help organize the second Arctic Indigenous Eco-tourism Workshop with a focus on product development and which would allow for partnership models to be presented (including Canada and Russia). The Secretariat of the Convention on Biological Diversity would act as organizer and assist in developing partnerships with the Canadian Ministry of Small Business and Tourism and the Russian Ministry of Natural Resources;

(e) New Zealand's Tourism Research Institute of Auckland University of Technology and the Secretariat of the Convention on Biological Diversity will develop the second Article 8(j)/tourism workshop (for Pacific island countries) in the second half of 2008.

26. Recommendations and conclusions are contained in annex I below.

**ITEM 6 CLOSURE OF THE MEETING**

27. The meeting closed at 5.30 p.m. on Wednesday, 21 November 2007, after completion of the evaluations by the participants (see annex V for evaluation results).

28. On 22 November, six participants (Niklas Labba, John Bass, Sylvie Blangy, Ferdinand Weps, Olivier Pessin and Dan Paul Bork) took part in and gave presentations on sustainable tourism products at a workshop organized by Société du Tourisme Autochtone du Québec, entitled: "Colloque des produits touristiques autochtones du Québec", Quebec City.

*Annex I*

**RECOMMENDATIONS AND CONCLUSIONS**

***Conclusions and recommendations to the Secretariat of the Convention and the Parties***

1. Future workshops throughout the indigenous geo-cultural regions are highly recommended.
2. The regional workshop series could culminate in an international indigenous eco-tourism conference held back to back with a mainstream eco-tourism conference to raise awareness of the values added by indigenous tourism.
3. A code of ethics could be developed for eco-tourism operators regarding interactions with indigenous and local communities and indigenous perspectives including cultural landscapes.
4. Cultural and professional exchanges between indigenous tourism operators are an excellent form of capacity-building, awareness raising and promotion for indigenous eco-tourism.
5. Indigenous eco-tourism operators could utilize the International Ecotourism Society's Portal to promote and market their products.
6. The Saami Council may be able to establish an indigenous Eco-Tourism Portal with a section for operators and another for visitors (marketing), to assist indigenous peoples in the Arctic in e-marketing their products and exchange experiences.
7. Indigenous ecotourism operators need to adapt the information available in their website to reach a wider audience and electronic translation tools may assist to a certain extent.

*Annex II*

**LIST OF PARTICIPANTS**

<b>First Name</b>	<b>Last Name</b>	<b>Institution</b>	<b>Country</b>
John	Bass	Northwest Territories Tourism	Canada
Sylvie	Blangy	Carleton University	France
Dan Paul	Bork	Aboriginal Tourism Canada	Canada
Jacques	Chevalier	Carleton University, IDRC	Canada
Anastasia	Chukhman	Innovative Model of Aboriginal Ecotourism in Russia	Russia
Olivier	de Munck	CBD Secretariat	SCBD
Alain	Hebert	SÉPAQ	Canada
Oliver	Hillel	CBD Secretariat	SCBD
John	Hull	AUT University New Zealand	Australia
Niklas	Labba	Ministry of Agriculture, Sami Parliament,	Sweden
Rick	Macleod Farley	MacLeod Farley & Associates	Canada
Inkeri	Markkula	Arctic Centre	Finland
Robin	McGinley	Cree Outfitting Tourism Association	Canada
Virginia	McKenzie	Temagami Anishnabai Tipi Camp	Canada
Natalia	Moraleva	Russian Ecotourism Association of Russia	Russia
Dominique	Nadeau	US Consulate in Quebec	USA
David	Fetter	US Consulate in Quebec	USA
Olivier	Pessin	Integration engineer, Webmaster	France
Chantal	Robichaud	CBD Secretariat	SCBD
John	Scott	CBD Secretariat	SCBD
Rodion	Sulyandziga	Center for Support of indigenous peoples of the North	Russia
Albin	Tremblay	Environment Canada	Canada

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<b>First Name</b>	<b>Last Name</b>	<b>Institution</b>	<b>Country</b>
Denis	Vitalyevich Kirichevsky	Aboriginal Tourism in Ecotourism Development Fund	Russia
Ferdinand	Weps	The International Ecotourism Society	USA
Meta Gage	Williams	Kwaday Dan Kenji, Yukon	Canada
Kathleen	Wootton	Cree Nation of Mistissini	Canada
Jeanne	Pagnan	Consultant	Canada



*Annex III*

**ORGANIZATION OF WORK**

**INDIGENOUS COMMUNITIES, TOURISM AND BIODIVERSITY WORKSHOP SERIES:  
NEW INFORMATION AND WEB-BASED TECHNOLOGIES**

*Arctic Workshop*

*19 November 2007*

9 – 9.30 a.m.	Opening words
9.30 – 10.30 a.m.	Introductions
10.30 – 10.45 a.m.	<i>Break</i>
10.45 – 11.30 a.m.	CBD presentation
11.30 – 12 noon	Workshop objectives & process
12 – 1.15 p.m.	<i>Lunch</i>
1.15 – 3.15 p.m.	Participants' Websites
3.15 – 3.30 p.m.	<i>Break</i>
3.30 – 5 p.m.	Participants's Websites ( <i>continued</i> )

*20 November 2007*

9 – 10.30 a.m.	CBD and other useful Websites
10.30 – 10.45 a.m.	<i>Break</i>
10.45 – 11.15 a.m.	CBD and other useful Websites continued
11.15 – 12 noon	Refining the two assessment tools (Wheels)
12.30 – 1.15 p.m.	<i>Lunch</i>
1.15 – 3.15 p.m.	Finalizing the two assessment tools (Wheels, Roman Carrousel)
3.15 – 3.30 p.m.	<i>Break</i>
3.30 – 5 p.m.	Self-assessments

*21 November 2007*

9 – 10.30 a.m.	Profile improvement strategies
10.30 – 10.45 a.m.	<i>Break</i>
10.45 – 11.15 a.m.	CBD mission, expectations & potential contributions
11.15 – 12 noon	Expectations/agreements between CBD and participants (Role Dynamics)
12 – 1.15 p.m.	<i>Lunch</i>
1.15 – 2.45 p.m.	Expectations/agreements between participants
2.45 – 3.15 p.m.	Plenary presentation of agreements between participants
3.15 – 3.30 p.m.	<i>Break</i>

- 3.30 – 4.45 p.m.      Presentation of agreements between participants (*continued*)
- 4.30 – 5 p.m.        Workshop evaluation and concluding words

*Annex IV*

**WEB ASSESSMENT TOOLS DEVELOPED BY THE PARTICIPANTS**

**A. Web Functions**

Functions	Web sites	Useful?	Feasible?
I. Information, " Business card*,	<a href="http://www.temagamitipi.com">www.temagamitipi.com</a>		
N. Networking, connecting, exchange, membership associations	<a href="http://www.naturebasedtourism.net">www.naturebasedtourism.net</a> <a href="http://www.redturs.org">www.redturs.org</a> <a href="http://www.ecotourism.org">www.ecotourism.org</a> <a href="http://www.sustainabletravelinternational.org">www.sustainabletravelinternational.org</a>		
R. Reservation, booking, commercialization of products on line	<a href="http://www.responsibletravel.com">www.responsibletravel.com</a> <a href="http://www.greentravelmarket.info">www.greentravelmarket.info</a> <a href="http://www.voyagespourlaplanete.com">www.voyagespourlaplanete.com</a>		
P. Planning and Management,	<a href="http://www.creegeoportal.ca">www.creegeoportal.ca</a>		
M. Monitoring, (reporting, standards, certification, awards)	<a href="http://www.creegeoportal.ca">www.creegeoportal.ca</a>		
G. Geo-referenced information, mapping	<a href="http://www.creegeoportal.ca">www.creegeoportal.ca</a>		
T. Technical assistance, training, education, capacity building, guidance, guidelines, policies, codes, tips, best practice, publications, data base	<a href="http://www.planeta.com">www.planeta.com</a> <a href="http://www.arctictourism.net">www.arctictourism.net</a> <a href="http://www.rainforest-alliance.org">www.rainforest-alliance.org</a>		
R. Research, data base	<a href="http://WWW.sylvie-blangy.org">WWW.sylvie-blangy.org</a> <a href="http://www.polartourismnetwork.uqam.ca">www.polartourismnetwork.uqam.ca</a>		
L. Lobbying, advocacy; communications, campaigns	<a href="http://www.tourismceoncern.org.uk">www.tourismceoncern.org.uk</a>		

**B. Marketing indicators**

INDICATORS	Where am I now?	Where would I like to be in 5 months or 1 year?
<p>1-The site has to be guest oriented (not so much host oriented or place oriented): what is the guest experience going to be?</p> <p>2- Sales results: are the guests going to come back</p> <p>3- Impact and feedback: how effective is it and how to reevaluate the web site to make it effective</p>		
<p><b>1-Invitation</b> First hits elsewhere First hits on front page</p>		
<p><b>2- Entry door</b> How many languages Native languages Guests 'connect'</p>		
<p><b>3- AID: attention, interest, desir</b> Hits on the second pages Guests 'connect' geographically (layered maps, connections)</p>		
<p><b>4- Smooth technology</b></p>		
<p><b>5- Trustworthiness</b> Who you are (skills and knowledge) Affiliation Accreditation -Testimonials Design Safety Site surveys for the feed backs (COTA) Exit stats Site survey Post trip survey</p>		
<p><b>6- Product description</b> Sales generated Feedbacks</p>		

<b>7- Who for?</b> Target public		
<b>8- Context information</b> Maps History, Who is operator, Risks, dangers involved, What to bring, etc.		

**C. Biodiversity and cultural identity**

*This draft assessment tool has been designed to be used by Indigenous people, communities, businesses and organizations to evaluate and strengthen their website. By striving for a balance of the four areas the web site can contribute more effectively to enhancing biodiversity and cultural identity within all living things.*

**TOP LEFT**

- Ownership and control
- Intellectual property

**TOP RIGHT**

- Own language reflected
- History
- Cultural values & knowledge
- Effective high quality programming and education,
- Spirituality
- Cultural values communicated

**BOTTOM RIGHT**

- Traditional economy

**Ecotourism venture - financial sustainability:**

- Profits, sales, quality, customer satisfaction

**BOTTOM LEFT**

- Taking care of the Earth – all living things, mother earth, akwé: kon, madu, pacha mama
- Conservation
- Preservation
- Leave no trace
- Education
- Plants, food, water, land animals

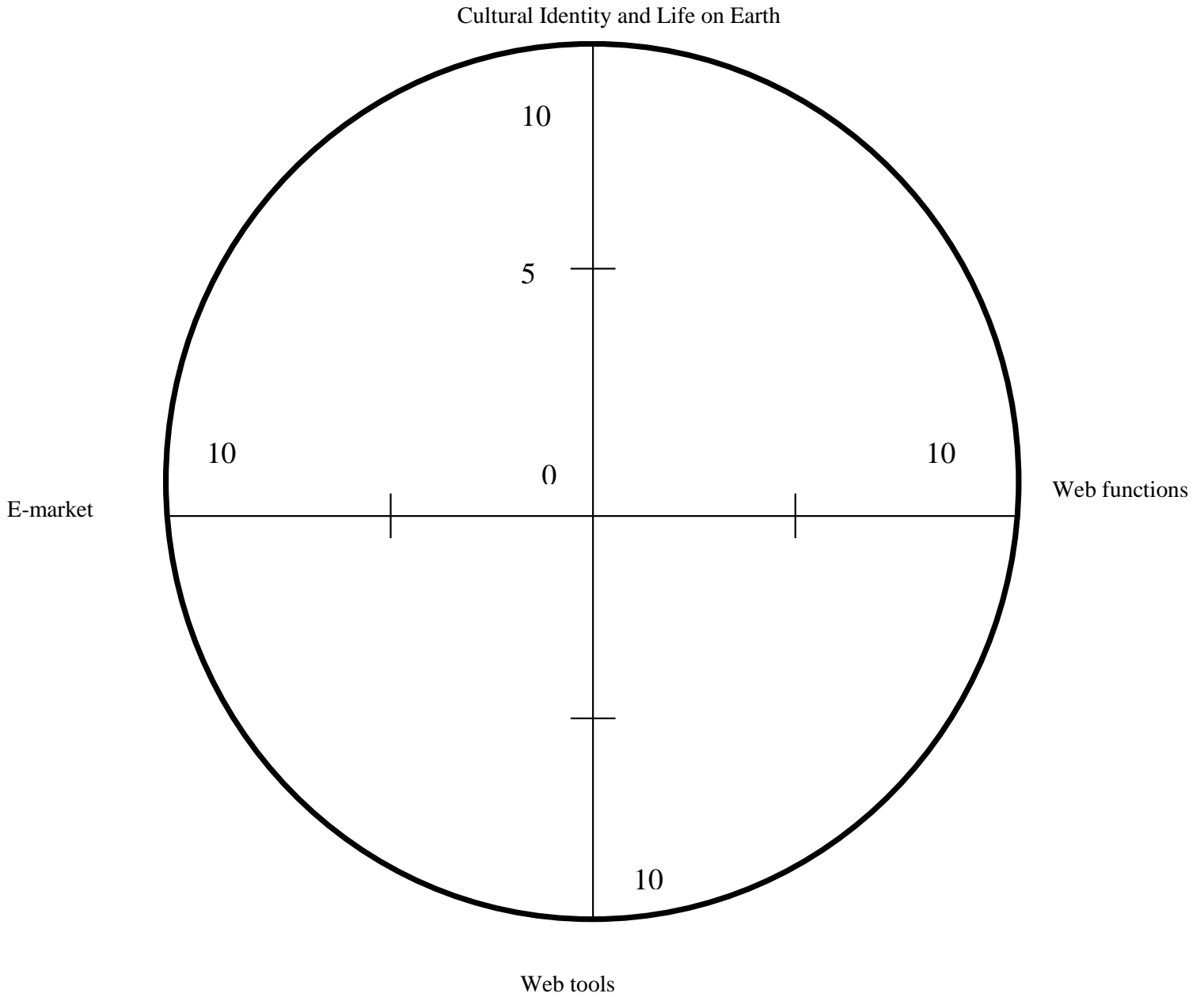
## Indigenous EcoTourism Circle

**centre of circle = Local Assessment  
all with Balance and Sustainability**



**D. Functions and quality indicators for indigenous tourism websites**

“The Wheel” is used to summarize the assessment of our websites according to the assessment tools that were produced during the workshop.



*Annex VI*

**WORKSHOP EVALUATION RESULTS**

*Indigenous communities, tourism & biodiversity workshop series: new information and web-based technologies, Arctic workshop*

- |   |       |
|---|-------|
| 1. I was well informed about the objectives of this workshop. | 3.8/5 |
| 2. This workshop lived up to my expectations.                 | 4.7/5 |
| 3. The content is relevant to my job.                         | 4.5/5 |

**WORKSHOP DESIGN (average 4.3)**

- |   |       |
|---|-------|
| 4. The workshop objectives were clear to me.                              | 3.6/5 |
| 5. The workshop activities stimulated my learning.                        | 4.8/5 |
| 6. The activities in this workshop gave me sufficient practice & feedback | 4.4/5 |
| 7. The difficulty level of this workshop was appropriate.                 | 4.3/5 |
| 8. The pace of this workshop was appropriate.                             | 4.3/5 |

**WORKSHOP INSTRUCTOR (FACILITATOR) (average 4.5)**

- |  |       |
|--|-------|
| 9. The instructor was well prepared.                       | 4.6/5 |
| 10. The instructor was helpful.                            | 4.5/5 |
| 11. I accomplished the objectives of this workshop.        | 4.4/5 |
| 12. I will be able to use what I learned in this workshop. | 4.7/5 |

**SELF-PACED DELIVERY (4.6)**

- |   |       |
|---|-------|
| 13. The workshop was a good way for me to learn this content. | 4.6/5 |
|---|-------|

**OVERALL** 4.5/5

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