

## **ATC's ACTIVITIES IN IYE**

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The ATC has been an active sponsor of the International Year of Ecotourism (IYE). The organisation has played a key role in heightening the international profile of IYE (key outcome of the declared year). ATC are a member of the IYE Partner Group in a consultative capacity for international tourism. The ATC is actively involved in developing ongoing legacies of the IYE year with the following activities:

1. National On-Line Conference (ATC was a speaker in 2002 and the proposal is to continue this forum as pre conference topics)
2. The ATC worked with EA to profile the Accredited and non-accredited product at ATE 2002.
3. ATE 2003 - there is a proposal to showcase Ecotourism product at ATE 2003 in Melbourne, the format is yet to be determined.
4. ATC is utilising the new EA Branding in Japan and there are opportunities to roll this out in other countries.
5. ATC is working with EA to develop opportunities for Ecotourism product in trade publications such as Source - an Ecotourism section.