

# Natural Partnership: Making National Parks a Tourism Priority

Internationally, Australia is perceived as a clean, green destination. The natural environment is a key element of Australia's global tourism appeal and is an attribute that differentiates Australia from competing tourism destinations globally. Australia's Protected Areas contribute the key elements of this international image. For Australia's tourism industry to reach its full potential, it is vital that Protected Areas are adequately funded and managed; that they provide high quality visitor experiences; and that they are promoted effectively, while ensuring the protection of their conservation values. It is time that Protected Areas became a national tourism priority...

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