

substantiation. One way ahead lies in small-scale, low-density, comprehensively planned tourism where, ironically, an island's challenging location and relative lack of **accessibility** may prove to be key regulatory assets. Cold-water islands with extreme weather conditions – like the Scandinavian locations of **Iceland**, **Greenland** and Svalbard – may be better models for generating greater local value from the industry. Having the jurisdictional powers to make this happen, along with local community involvement, would be critical capacities, and can help avoid the slide into mass tourism.

*See also:* Hollywood Portrayal of Oceans and Seas.

#### **Related internet sources**

Information on islands and small islands developing states by the United Nations Environment Programme (UNEP): <http://islands.unep.ch>

Global Islands Network: <http://www.globalislands.net>

Small Island Cultures Research Initiative: <http://www.sicri.org>

International Small Islands Studies Association (ISISA): <http://www.geol.utas.edu.au/isisa/index.htm>

Cold Water Island Tourism in Island Studies Web-site: <http://www.islandstudies.ca/Folder.2005-03-29.2277619110>

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**ISM:** *see* **International Safety Management Code**

**IUCN:** *see* **World Conservation Union**

**IUCN Red Data Book** The IUCN Red List (also, Red Data Book) is the world's most comprehensive, apolitical inventory of the global **conservation** status of plants and animals (Baillie *et al.*, 2004). The IUCN has been producing lists of threatened species since the 1960s: the first Red Data Book was published in 1966, although prototypes have

been in circulation since 1962. A set of criteria relevant to all species and all regions of the world is used. There are nine categories in the IUCN Red List system: extinct, extinct in the wild, critically endangered, endangered, vulnerable, near threatened, least concern, data deficient and not evaluated (IUCN, 1994). The overall aim is to convey the urgency and scale of conservation problems to the public and **policy** makers, and to motivate national and global communities to try to reduce species extinctions in order to preserve biological diversity.

The greatest threats to biodiversity result directly and indirectly from human activities. **Tourism** and **recreational** activities can be a threat to plants and animals due to the degradation of natural habitats, stress to the species and mismanagement of natural areas. On the other hand, **ecotourism** can be a promising viable solution for the survival of species by its linkage to the socio-economics of the local area; the damaging effects of intensive tourism can be mitigated by good management. An important marketing tool for nature tourism promotion is the density, richness and accessibility of local species, many of which are listed in the IUCN Red Data Book.

*See also:* Conservation, Marine Ecotourism, World Conservation Union.

#### **Related internet sources**

IUCN Red List of Threatened Species: <http://www.redlist.org>

IUCN-The World Conservation Union: <http://www.iucn.org>

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**IWC:** *see* **International Whaling Commission**

**IWDG:** *see* **Irish Whale and Dolphin Group**