



CONSERVATION
INTERNATIONAL

Ecotourism Education and Awareness Program

Manual for CI Community Extensionists

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January 2000, Washington D.C.

Acknowledgements

This manual is the result of a long-term combined effort of many different people in Conservation International (CI). The idea originated in 1997 within the Ecotourism Development Program of CI. Emilia Assy first developed the project as a collection of pictures representing the basic concepts of the tourism industry that could be presented to communities by a tourism extensionist. Sarah Frazee elaborated on the project and developed text to accompany the pictures. The present version includes new information and updated material. It incorporates a workshop used in the Zahamena project, Madagascar, and the structure has been redesigned to include practical suggestions on how to integrate the pictures (called "Subject Images") with the background information.

We would like to express our gratitude to Erica Brotman, who produced the drawings for the subject images. All the members of the Ecotourism Team, including Mary Anne McConnel, Jamie Sweeting, Scott Braman, and Chris Holtz have participated in this effort with advice, revisions and encouragement. Finally, we would also like to thank Don Hawkins, Juan Carlos Bonilla, Tara Lumpkin, and William Trousdale for their valuable input and suggestions.

The Authors

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About EEAP and the Manual

Ecotourism Education and Awareness Program (EEAP)

Ecotourism is often seen as an option to enhance the economic well being of local populations and to encourage environmental conservation, yet rural and indigenous communities often may lack access to information and the opportunity to better discuss and understand these issues. The Ecotourism Education and Awareness Program consists of relevant and useful information regarding tourism and conservation and includes a series of activities intended to increase the capacity of communities to understand and assess the potentials of sustainable tourism.

The EEAP is part of Conservation International's Ecotourism Development Program (EDP). The EDP is a comprehensive approach to sustainable ecotourism development that addresses the issues most pertinent to a given country or region by designing a series of highly interactive workshops tailored to fit the specific needs of that area (for more information about the EDP, please see the factsheets in the Appendix).

The objectives of the EEAP are:

- To understand the community's willingness to become involved in ecotourism.
- To generate discussion and awareness within the community concerning the risks and benefits of involvement in ecotourism.
- To develop the conditions under which communities have the capacity to make well-informed decisions regarding ecotourism.

The EEAP should be considered when one or more of the following conditions are met:

- there is a general understanding of and concern for environmental conservation,
- the community is considering alternative modes of development,
- there is interest in new or continued tourism development in the region,
- the involvement of the communities are crucial to an integrated conservation plan, or
- the communities have already been exposed to and/or are currently involved in developing tourism and tourism-related products.

Contents, Methodology, and Structure of the Manual

The EEAP manual is a guide to help tourism extensionists communicate elementary and intermediate ecotourism and conservation concepts to communities with little or no previous experience in ecotourism.

The key concepts are divided into four Units in the manual, as follows:

- Ecotourism is a Conservation Tool (Unit 1)
- Ecotourism is a Business (Unit 2)
- Managing Expectations from Tourism Activities (Unit 3)
- Evaluation and Action Plans (Unit 4)

Each unit is structured into three parts:

1. **Background Information** on tourism and conservation for the extensionists, case studies, and a prelude of community "Discussion Questions."
2. **Field Outlines** that provide the extensionists with the information useful for conducting workshops in the field. This section offers templates to help the extensionist organize each unit's workshop and facilitate the suggested discussions and activities. We recommend that these templates include records of information such as place, date, time of day, community feedback, and personal observations. The development of the session includes a set of "Objectives," "Discussion Questions" and "Suggested Activities."
3. **Reference Materials** that provide samples of the materials needed during the suggested activities, such as diagrams and pictures (called "Subject Images"), as well as additional literature pertinent to the objectives of the unit.

The framework chosen for this manual is designed to reinforce the active participation of the extensionist in the compiling and adaptation of the manual. By including a prelude of the "Discussion Questions" in the Background Information session, we want to emphasize the importance of adapting this information to the specific targeted community.

Participatory Design Approach and Subject Images

The Participatory Design Approach means that the person using this manual plays a role in its development and enrichment. In fact, since every situation is unique, the extensionist is responsible for providing relevant material needed for the specific workshop she/he is working on. This preparatory work might take place at two different levels.

The first level involves a through study of the community, including the natural environment, legal and government constraints and other important information. We assume that in the majority of the cases the extensionist already has a strong background knowledge on these matters or is supported by an experienced local person.

The second level of information deals with specific materials necessary for the “suggested activities” as designed in the Field Outlines session. Besides information specific to the community, the extensionist might use pictures, drawings and/or other audiovisual aids according to the subject and concepts covered in each unit. This manual provides a set of pictures and drawings as examples of the Subject Images, which are organized and described as follows: Subject # 6 -Cultural Attractions- may contain three cards, 6.1. - drumming in Amazonia, 6.2 - dancing in Botswana, and 6.3 – a festival in Guatemala.

We believe that visual images are an effective tool for communicating with communities, and can often be used to explain complex and diverse realities. Perhaps these images will help introduce different concepts that the community has not yet been exposed to and other times they can be used to highlight or emphasize existing concepts.

In addition, the extensionist should try to gather all the information necessary to answer the Discussion Questions. During the workshop, the extensionist can invite the community to answer the some questions and compare them with the information he/she has already compiled. The result will be a final document with information generated from both the community and the extensionist.

In order for the EEAP to effectively engage the targeted communities, the extensionist will need to constantly adapt the material to fit the specific situations and conditions encountered in the community. The participatory design approach can only be successful if the extensionist commits to preparing specific examples from the local environment and community and to gathering other necessary materials before he/she conducts the workshop. This approach is one of the best ways of ensuring that interaction with the community is as effective and sensitive as possible.

Further Considerations

We believe the extensionist should be familiar with the following basic guiding principles and concepts when working with a community:

Natural Environment

The region where the extensionist is working may be a “megadiversity country” - a truly distinguishing characteristic. In fact, estimates show that these countries, primarily located in the tropics, are home to 60-70% of the plant and animal species found on Earth.

This status as a “megadiversity country” should be considered as one of the community’s most important long-term assets as it provides a potentially significant economic advantage over other nations. Many of these areas, called “biodiversity hot spots,” are under intense pressure from human activities such as hunting, logging, and mining.

Cultural Sensitivity

The extensionist must have a comprehensive understanding and knowledge of the cultural and social structure of the community he/she is addressing. It is critically important that the moderator prepares his/her presentation keeping in mind the specific circumstances of each community and pays particular attention to being sensitive and considerate of local traditions and customs. Throughout the sessions the extensionist needs to constantly evaluate the community's understanding of the various dimensions of tourism and the possible scenarios that could occur should the community attempt to pursue tourism as a desired economic activity. Examples that directly relate to the local environment and region should be utilized in the presentation as well as appropriate vocabulary and concepts.

Community Participation and Involvement

When working with a local community during the course of this workshop, the extensionist should try to encourage as much leadership from within the community as possible. It is important to keep in mind that as the moderator the extensionist should not be the center of knowledge. His/her role is to preside over the discussion processes of the community, drawing upon his/her own experience and knowledge as a catalyst for discussion. Local capacity must be built or sustained throughout this process, encouraging community initiative and a sense of ownership of the process and any follow-up projects.

Who should participate in the EEAP?

The EEAP has been designed to reach out to an entire community, not just community leaders and local authorities. An effort must be made to invite a broad spectrum of the local population. This should include women, teachers, students, workers, local organizations, etc. It is crucial to include the majority of the community because the impacts of tourism development will effect everyone.

The following is an example of a possible list of participants:

- Formal leaders: mayor, clergy, shaman, and teachers
- Opinion leaders: people the community traditionally turns to for advice
- Hidden leaders: powerful people who control access to financial or other resources within the community
- Local development associations and organizations
- Cooperatives
- Religious groups
- Interest groups (i.e. some might focus on occupation, gender, or ethnicity)
- Local/regional tour operators and, when possible, government representatives (regional, local tourist offices)

Encouraging participation from a wide range of people and groups will enhance the possibilities that the sessions will have a positive and constructive outcome.

We emphasize how important it is for the extensionist to always keep in mind the general characteristics of a particular community. Some essential community traits to consider include:

- Cohesion and structure
- Ability to assimilate new ideas
- Previous experience with outside groups

- Autonomy over land (the greater the autonomy, the greater the ability of a community to decide what changes they want to adopt)
- Level of health, security, communication systems, and basic social services
- Potential problems and conflicting interests: feuds, rivalries, etc
- Social/authoritative structures that are not compatible with participatory/ democratic decision-making.
- Certain groups traditionally excluded from decisions
- Difficulty achieving consensus

Outcome

A successful workshop will provide the community with the necessary background information to determine whether or not they wish to pursue ecotourism.

Even though this manual does not directly develop tourism projects, it helps communities understand the potential of tourism development and gives information necessary for the community to think critically about the value of their natural and cultural resources now and in the future.

If the community is already familiar with tourism, the community will still benefit from participating in the workshop. It may help them implement new tourism projects or improve existing projects. In addition to the benefits gained at the community level, the extensionist can improve cooperation between the extensionist's organization and the communities with which he/she works and gain a better understanding of the potentials, expectations, and concerns regarding tourism development in the local area.

A possible outcome of the EEAP workshop could be the establishment of a tourism committee within the community that will take the lead in the development of a community-based ecotourism project. At the very least, the workshop would help community members understand and negotiate with potential, externally driven development efforts in the future. Another possibility could be the initiation of a CI Ecotourism Product Development Workshop, a process that brings relevant stakeholders together to engage in and learn about the necessary steps in creating tourism businesses and tourism products. For example, in Madagascar, the results of an Ecotourism Product Development Workshop were the development of six new ecotourism products ranging from partnerships between the communities and the private sector to new familiarization tours in communities previously not involved in tourism.

The information contained in the EEAP manual can also be used in a broader context. For example, the manual could provide an important reference for a school educator, community organization, or as a general overview of tourism and conservation for anyone who has direct or indirect involvement with tourism.

Final Thoughts

It is very important that the role of CI and of other organizations is not misunderstood and that raised expectations do not jeopardize relationships with the community and community development.

For example, the extensionist must make it clear that capital for financial support will not come directly from CI, nor that tourism is a panacea for community development and nature conservation.

Foremost, through science, economics, policy and public awareness, Conservation International protects global biological diversity, focusing on biodiversity hotspots, major tropical wilderness areas and key marine ecosystems. Our approach balance conservation with the needs of local communities by creating economical alternatives to environmental destruction.

We believe that ecotourism can be a promising tool for protecting the Earth's endangered ecosystems. Ecotourism has the power to motivate people to protect their surroundings by creating jobs that depend on a healthy environment, as well as inspiring those who visit these sites.

UNIT 1: Ecotourism is a Conservation Tool

Objectives

- To gain an understanding of how the community views its natural resources currently and in the past;
- To identify the value of natural resources for the community;
- To emphasize the connection between conservation, ecotourism, and sustainable economic development;
- To illustrate the economic/exchange value of the area's natural resources;
- To illustrate the economic/exchange potential of different natural resources practices for the future.

1.1 Background Information

A. Assigning Value to Local Natural and Cultural Resources

Every community has natural and cultural resources that are unique and diverse. Based on these resources the community over time has developed a specific knowledge base and distinct way of life.

Biodiversity has a tremendous value both on a global scale and locally. Without biodiversity, all humans suffer - e.g. climate change/global warming, reduced stocks for the potential development of new medicines, limited variety of food sources, and fewer educational and recreational opportunities. At the local level, biodiversity can generate substantial economic value for communities through long-term sustainable enterprises. Through a variety of bioprospecting activities (economic use of natural resources), agroforestry, non-timber forest products and ecotourism, communities can benefit from the local value of their resources and generate income from environmentally responsible enterprises.

Cultural diversity proves intimately related to conservation of biodiversity as indigenous cultures, derived from thousands of years of interactions with their surrounding natural environment, possess knowledge and sustainable management practices necessary for their continued survival and development. These diverse heritages are in currently in jeopardy as many are dependent on traditional ways of interacting with the natural world around them.

Case Study: Scarlet Macaw Trail

A forest community realized it possessed a unique natural resource and benefited by protecting through ecotourism.

The community, located on the edge of a protected reserve in the Petén region of northern Guatemala, was an important breeding ground for the Scarlet Macaw. Residents in the area faced difficult choices. While conservationists built a biological station to study scarlet macaws, several local people were still illegally poaching and selling macaw chicks, many of which died in the process. Later, due to educational efforts and the growth of tourism to the Petén region, the community became interested in utilizing this natural resource without destroying it. CI supported the efforts of these communities by helping them establish a trail for ecotourists. This trail, "The Scarlet Macaw Trail," has since been marketed to both national and international tourists. Revenue generated from tours to see the macaws now provides direct income to the two communities along the trail. Because of this success, new trails have been added in the region to form a larger system called "Caminos Mayas," or Mayan Trails.

DISCUSSION QUESTIONS

- What does the community consider to be its most important natural and cultural resources?
- What sort of traditional practices exist(ed) that could be defined as “sustainable” in terms of their impact on biodiversity (i.e. economy/ecology links: hunting, food gathering, fishing, slash/burning)?
- Which activities currently practiced might be considered unsustainable over the long-term?

B. Conservation of Local Resources:

There are immediate threats (from both external sources and from within the community) to these local resources that can impact their livelihood. In order to maintain and improve their current standards, some activities may need to change and ecotourism can be a way to help the community mitigate and compensate for this change.

Often the livelihood of rural communities is directly linked to natural resource use. For example, many communities survive on agriculture, hunting, and fishing. When threats stem from external factors (i.e. timber companies or foreign fishing boats), a government and corporate policies may be the only way to counter those threats. However, if the threats to the area’s natural resources are partly stemming from population increase, technological modernization, or rapid cultural changes within a community, then altering their economic practices may be an essential step to sustaining the community in the long-term. While ecotourism will not necessarily provide dependable economic benefits to the community, it can still be introduced as a potentially valuable economic activity that can complement their current economic practices. If certain destructive activities currently practiced, such as slash and burn agriculture, need to be replaced by more environmentally responsible uses, then ecotourism could help compensate the loss of these revenues. This approach may be especially effective if ecotourism is combined with other sustainable practices such as shade-grown agriculture or harvesting fruit from local trees. We recognize that although communities may not be enthusiastic about change, the opportunities for conservation success and sustainable economic development are higher. The key is to first demonstrate to communities that the natural resources on which their lifestyles depend are limited and perhaps in jeopardy, and then suggest that ecotourism might be an opportunity to lessen the impact.

DISCUSSION QUESTIONS

- What natural resources does the community use during the year?
- Which activities threaten to reduce these natural resources?
- Which activities would be threatened when these natural resources become scarce?
- Are there noticeable decreases in these resources and the benefits normally received? Why do they think this is so? What does the community believe are the threats to these resources? What have they done or are currently doing to address these problems?
- Before the extensionist began to conduct the workshops had the participants thought about developing tourism or its products in their community? Does the community think that being involved in ecotourism will increase or decrease the impact on these resources?

CASE STUDY –CAPIRONA

A forest community was able to conserve their natural resources by designing and benefiting from their own ecotourism project.

Capirona is indigenous community in Ecuador's rainforest, accessible only by foot or canoe. As the cost associated with their traditional agricultural production increased (higher prices of seeds, difficulty with transport to market) the community was forced to consider other economic options. The people of Capirona value their forest highly and do not want to resort to logging. Instead, the community decided through a series of community meetings to set up their own ecotourism project. Though initially apprehensive about inviting visitors to Capirona, the community members decided that it was better to do so on their own terms since tourism guides were already bringing tourists into their lands and village without their permission. The community gained no benefits from these unsanctioned tourist visits. They designed the ecotourism project to complement their lifestyle, based on agriculture and hunting. Residents built a rustic lodge and basic facilities for visitors. The project ensured that selected residents serve as naturalist guides, and part of the product is to demonstrate food collection, pottery making, and hunting techniques to tourists. Revenues generated by the ecotourism project have been used to fund education and health care projects in their community. Revenues and attention prevented further encroachment on their land by oil prospectors.

C. Sustainable Use of Local Resources:

The value of natural resources in the local area can be enhanced by using them in sustainable ways.

In many cases, indigenous uses of their environment and its biodiversity were once sustainable. Now, local communities around the world face pressures from rapid population growth, an influx of immigrants

moving into their remote forested areas, and increasing interactions with multinational corporations seeking new resources to exploit and disruption of traditional cultures. As a consequence, intensification of extractive practices such as logging, mining, and oil drilling together with modern techniques of agriculture threaten to disrupt the environmental balance needed to maintain biodiversity. These extractive practices prove not only detrimental to the environment, but also provide only a short-term economic gain. For example, cutting down and selling a tree from the forest provides the seller with a one-time payment. Conversely, sustainable enterprises do not negatively impact natural resources, but rather provide local people with economic incentives to care for their environment. There are many different types of sustainable enterprises. Ecotourism, non-timber forest products, and agroforestry are just some of the activities that can protect and increase the local value of biodiversity.

Our goal in building community capacity is to demonstrate to local residents the importance and economic potential of biodiversity conservation.

Case Study: Southern Bahia

Landowners can make more money from an intact forest by adding forest attractions for tourists instead of clearing the forest for logging or cattle ranching.

When the international price for Southern Bahia's main crop, cocoa, dropped dramatically, local landowners of this region in Brazil turned to the nearby forest as a source of cash. Many of these landowners began to invest in logging and conversion of the forest into cattle pastures. In 1995, an economic study demonstrated that for the long-term, logging and cattle raising leads to a loss of \$50 per hectare deforested a year for cattle and \$500 per hectare deforested a year for logging. In addition, the study identified that more than 300,000 people were currently visiting the beaches of Bahia for tourism and that there was an enormous demand among these tourists for recreation associated with ecotourism and conservation. The study estimated that revenues from a vacation to the region would be cut by 50% if the forests were lost, but would increase \$52 *per visitor*—a total of \$15 million annually—if new forest attractions were added. Based in part on the results of this study CI and a local NGO, Instituto de Estudos Sócio-Ambientais do Sul da Bahia (IESB), started a pilot ecotourism project bordering UNA Biological Reserve which consists of a private reserve, a canopy walkway and other recreation and interpretation facilities.

DISCUSSION QUESTIONS

- Ask the community to trace different resource uses and economic practices over time (trying to reach as far back in time as they can remember or were told of by village elders).
- Which activities, if any, have stopped? Which activities do they think can still be carried out in the same way? Which ones do they think need to change?

1.2 Field Outlines

Ecotourism is a Conservation Tool

Place

Moderator

Date

Time

Objectives

- To identify and to value the natural resources of the local community;
- To make the connection between conservation, ecotourism and economic development.

Materials:

- Paper, pencils
- Subject Images and/or pictures of natural features of the specific area.

Community Presentation

SUGGESTED ACTIVITIES: Assigning Value to Local Natural Resources

Objective

- To raise community awareness of the value of the natural environment where they live: its uniqueness and socio-cultural value and the importance of tradition and the possibility of carrying out the same activities in the future.

Discussion Questions

- What does the community consider to be its most important natural and cultural resources?

- What sort of traditional practices exist(ed) that could be defined as “sustainable” in terms of their impact on biodiversity?

Activity Ideas

- Draw a map of a well-known country or region and their own region, based on the level of biodiversity and compare them.
- Provide Polaroid cameras and ask the participants to take pictures of what they think are important features of their surroundings and community. Or, prepare images representing the highlights of the area (Subject Image # 1); or ask the participants to draw them.

Comments

Feedback

SUGGESTED ACTIVITIES: Conservation of Local Resources

Objective

- To make the community aware of the link that exists between their way of life and the environment they live in.
- To reveal and discuss what they might take for granted about the natural resources of their area.

Discussion Questions

- What are the natural resources that the community uses during the year?
- Which activities are threatened due to scarcity of natural resources?
- Are there noticeable decreases in these resources? Why? What does the community believe are the threats to these resources?
- Does the community think that being involved in ecotourism will increase or decrease the impact on these resources?

Activity Ideas

From the discussion above, identify the activities will soon be impossible to do and ask each participant who came up with that idea to draw it on a board.

Community exercise

Write down and explain the meaning of the word "Biodiversity."

Bio = LIFE and diversity = VARIETY.

Once the community is comfortable with this concept, ask them to:

- Itemize all the meanings of the word and point out what threats come from human activities.
- Classify natural resources as "sustainable use" or "non-sustainable use":
 - Sustainable use: soil, water, forest, animals, etc.
 - Non-sustainable use: carbon, oil, metals, minerals, etc.
- Ask the community if it is aware of the condition of each one of these resources in their surroundings. The extensionist may help the discussion by providing the following background: for each element identify its functions, how it is formed, how it can be damaged and how it can be restored.
- Conclude by summarizing the results and develop some immediate practical actions that are beneficial to the environment.

Comments

Feedback

SUGGESTED ACTIVITIES: Sustainable Use of Local Resources

Objective

- To illustrate the economic/exchange value of the natural resources of the area.
- To illustrate the potential for different uses of local resources.

Discussion Questions

- Ask the community to trace different resource uses over time, as far as they recall.

- Which activities do they think can be still carried out in the some way and which can not?

Activity Ideas

- The extensionist may try to enliven the discussion by inviting the elder members to perform traditional and everyday activities, to communicate to the younger generation past practices and values. This might be a good way to clarify the link between the community and its environment, particularly if the disruption of natural resources has had a strong impact on their traditional activities.

Comments

Feedback

1.3 Reference Materials

Subject Images

VALUE OF LOCAL NATURAL RESOURCES

1. Natural features of the target area

Examples:

- 1.1 lake,
- 1.2 waterfall,
- 1.3 mountain,
- 1.4 trees,
- 1.5 desert,
- 1.6 coral reef etc.

Relevant References

UNIT 2: Ecotourism is a Business

Objectives

- To discuss general concepts of tourism and ecotourism and the possibilities of utilizing tourism as a sustainable economic activity;
- To identify possible tourist profiles (and associated market niches) – i.e. where might they come from, what might they look like, what attractions might draw them to a specific area, and what services/infrastructure would be needed by different types of tourists;
- To stimulate awareness of how community resources could relate to ecotourism; and
- To discuss the overall structure of the tourism industry – the role of inbound/outbound tour operators, national tourism agencies, etc.

2.1 Background Information

A. Ecotourism: General Concepts

It is not easy to agree upon one definition of ecotourism. In fact, countries all around the world have implemented many different strategies and policies for the promotion of natural attractions and the protection of the environment through tourism. Here is a set of elements which are usually present in the definitions:

Ecotourism

- Involves travel to natural destinations
- Minimizes environmental/social impacts
- Builds environmental awareness / social awareness
- Provides incentives for environmental conservation
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people
- Respects local culture

The target community may be able to attract *nature tourists* and *ecotourists*. Nature tourists are individuals seeking enjoyment in a natural setting. Many other responsible travelers which, we generally refer to as “ecotourists,” may want more than just experiences with the natural world. It is important for the community to know that some of these ecotourists may be:

- looking to gain both environmental and cultural understanding
- willing and eager to interact directly with the local people and environment.

Discussion Question

- What is the participants' perception of tourists and tourism in general?

B. Tourism or Ecotourism: It Is Still a Business!

Combining natural attractions and environmental and cultural responsibility is what distinguishes ecotourism from mass tourism, and yet the mechanisms for an ecotourist to visit an ecotourism destination are nearly identical to those for large scale tourism.

Successful ecotourism is comprised of natural and/or cultural attractions, activities, and services. Although it may not be essential for the entire community to understand the tourism industry, a basic understanding of how tourists come to arrive in their community or region and what they need in order to stay there is very important. In fact, ecotourism, just like mass tourism, is part of a larger industry.

A community that is involved with as many different components of this industry as possible can probably benefit more from ecotourism than those communities that participate in only one aspect. For example, a community that runs a full-service lodge which offers meals, wildlife tours, and opportunities for tourists to buy local crafts has the potential to obtain more benefits than a community that offers only a stand that sells crafts to tourists on a larger tour that quickly passes through the area. For a community to successfully engage in any facet of ecotourism, the community must understand some of the expectations the ecotourists may have. Ultimately, the community will only be able to manage their destination if at least some of its members become fully integrated in the business as entrepreneurs.

Finally, within the larger ecotourism market, there are various niche markets. By knowing what type of tourist the community is most likely to attract, a more successful ecotourism product and marketing strategy can be developed.

Case Study: Thailand

This case study illustrates how a community learned to take advantage of tourism resources in the area and expanded the benefits received.

Many tourists visit island communities in Thailand to see the abundance of fish and coral in the surrounding reefs. The vast majority of tour boats were coming from the main island bringing tourists out to the more pristine reefs and fishing communities located on the outer islands. The boat operators did not pay the communities visited on their tours. Instead, all of the money from the tourists was going back to the operators based on the main island and in the country's capital city, Bangkok. When a responsible tour operator began discussions with the outer islands, the community realized that it was in control of some incredible attractions. With the help of the operator, the community gradually developed a unique activity—sea kayaking. This unique activity distinguished it from the other dive and snorkeling tours. Then, the community decided to offer further services by picking tourists up on the main island and bringing them to the outer islands for a kayaking adventure. In the end, community members were able to generating revenue from a variety of activities relating to tourism. They brought tourists out on their large fishing boats, prepared traditional food for the visiting groups, offered home-stay accommodations, and led tourists on two and three day kayak trips. They could have allowed the tour operator to control any of

these activities, but by building the capacity to do it themselves, they increased the number of people in the community who benefited from the tourism activities. Before the community became involved, hardly anyone in the community benefited from tourism in the area. Now, almost the entire community benefits directly from its diverse involvement in tourism.

C. Tourist Profiles

Understanding what different types of tourists are like and what they may want to do is a key component to building awareness of the tourism industry within the community. According to the community's exposure to different types of tourists, the extensionist needs to generate discussion about possible types of tourists that the community may encounter or try to attract.

DISCUSSION QUESTIONS

- Who are tourists/ ecotourists?
- Where do they come from?
- What are they looking for?
- What do they need?
- What do they bring?

D. Attractions/Activities

When tourists select their vacation destinations, they are often looking for a combination of attractions (e.g. forest, wildlife, cultural festivals,) activities (e.g. bird watching, hiking, river expeditions,) and services (e.g. accommodations, guides, transportation, food service).

Tourists seek new experiences and something different from their daily life, such as different cultures, food, landscapes and activities. For this reason it is important that the community identifies what are the potential tourism attractions of their area and what are they ready to share with tourists.

DISCUSSION QUESTIONS

- What does the community think the tourist will want to do?

- What does the community have to offer in terms of activities/ attractions to the tourists?

E. Niche Markets

The ecotourism industry is comprised of numerous niche markets: niche markets deliver unique products that cater to customers with very well defined interests and demands.

By knowing the various characteristics of these niche markets, the community can identify the groups of individuals who are most likely to enjoy its resources and life style. It can then plan the development and marketing of its attractions

The following is a list of criteria to classify different kinds of ecotourism.

E1. Motivation and commitment to environmental responsibility

Individuals in a particular niche can be ranked from high to low on their level of motivation and commitment to environmental responsibility. By working with a local ecotour operator, the community can target and identify tourists with high levels of commitment to environmental responsibility by various means, e.g. membership in an environmental organization, participation in local conservation activities, professional work in a field related to conservation, as well as tourists who seek out environmentally responsible tour operators. This is important to community marketing efforts because those who are more committed to the environment may be more willing to pay extra for a community ecotourism product.

E2. Desire for direct interaction with local community and/or environment

Ecotourists can also be ranked from high to low in their desire for interaction with the local communities and environment. For example, some ecotourists may be interested in learning about nature or the local culture from a guided tour or seminar, whereas other tourists may seek more interaction through scientific research trips or home-stays. Depending on what the community is interested in sharing, the destination can be publicized to specialist operators and in specialty journals to obtain access to these niche markets.

E3. Willingness to face physical challenges

The levels of physical challenge in the ecotourism market are defined on a scale from soft to hard. Soft ecotourists require or desire less physical challenge on their tours and more amenities (e.g. showers, toilets, and hot water.) Hard ecotourists, on the other hand, look for tours that are physically demanding and do not mind modest or rustic living conditions (e.g. camping, pit toilets, no showers, etc.). Physical terrain, existing infrastructure, and accessibility are primary indicators for whether the community's attractions and activities will be appropriate for a soft or hard target market.

Niche markets can also be identified by local, national vs. international; sport specific activity (bird-watchers, backpackers, cultural, divers); and educational (student groups).

DISCUSSION QUESTION

- \What kind of ecotourism is more appropriate for the community resources?
- Is the community willing/able to expand or improve its tourism resources?

F. Services

Services are what make the combination of attraction, activity and tourism work.

When the tourists arrive at a destination, they expect that all three of these components - attractions, activities and services - will be present or they will be dissatisfied with their experience. For example, a community may have a lovely waterfall, but, if there is no way to visit it because there is no established trail, or if they can hike three hours to the waterfall and back but there is no water or food available either during or upon their return, the visitors will probably be unsatisfied.

There are two main sectors of services involved with the tourism industry: the public and the private. The public sector includes infrastructure (roads, airports, rail lines, electricity, and sanitation), security and enforcement, visa requirements and currency exchange policies, and above all, the country's tourism strategy. Usually the community has little influence on the public sector, at least in the short term.

The private sector can be further classified in services for basic needs and activities services.

DISCUSSION QUESTIONS

- What information does the tourist need in order to select a destination?
- What does the tourist need when traveling?
- Where do they sleep and where and how do they eat?
- How will they be transported?

- What services could the community provide?

G. Tour Operators

Tour operators play an important role in the industry and can be important partners for communities initiating tourism attractions. Tour operators can offer hands-on training, financial assistance (risk sharing), and help in establishing important marketing links and resources.

As a service industry, tourism requires certain business skills, dependable communication capabilities, and an understanding of the tourists who visit. Often communities lack these capacities and enter the industry with little or no knowledge of the market. A tour operator can provide important advice into how a tourist product should be developed and marketed to target the most appropriate type of tourists. A tour operator can also be responsible for bringing tourists to the destination and helping the community with technical assistance (i.e. marketing materials and reservation requirements).

There are two main categories of tour operators: *outbound* and *inbound*

G1. Outbound Tour Operators

Located within target ecotourism markets (primarily the US, Europe, Japan, Southeast Asia, Australia), *outbound operators* design and sell products starting from the tourists' home country. Outbound operators coordinate the overall package for a tourist (i.e. flights, length of trip, number of days spent within a community, etc.) and may contract with several inbound tour operators (see below). In some cases, there may be local outbound operators based in a country's large urban areas who sell trips to other areas of the country. Outbound operators are responsible for marketing the tour and selling the trip. Sometimes the outbound operator agrees to guarantee a certain number of tourists to a community destination and sets the percentage rate paid to the operator according to the kind of contract that is reached.

G2. Inbound Tour Operators

Based within the host country, the *inbound operator* coordinates all of the in-country tourism services associated with the ecotour. These services include arrangements for lodging facilities, food service, and specialized itineraries. Additionally, the inbound operator generally supplies transportation to and from reception areas, interpreters and guides, and any necessary equipment for the tour (e.g. bicycles, kayaks, boats, tents, etc.). Inbound operators often become partners for regional tourism development, working closely with the communities.

It is recommended that the community develop the capacity to organize and produce these services. In fact, in this area there are possibilities for the community to manage the tourism activities in their region

and to profit directly. However, this depends on the existing skill level of the community, as these skills generally require time and training.

DISCUSSION QUESTIONS

- What are the benefits of working with tour operators? What are the risks?
- What are the benefits of working directly with tourists? What are the risks?
- Who are the current travelers to the destination, how did they get there and how are they organized?

2.2 Field Outlines

Ecotourism is an industry

Place

Moderator

Date

Time

Objectives

- To define ecotourism;
- To present the economic aspects of ecotourism;
- To introduce tourist profiles;
- To describe tourism attraction/activities;
- To identify niche markets;
- To organize tourism services/infrastructure;
- To introduce Tour Operators.

Materials

- Paper, pencils
- Subject Images.

Community Presentation

Suggested Activities: Tourism/Ecotourism

Objective

- To clarify the concept of ecotourism.

Discussion Questions

- What is the participants' perception of tourism?

Activity Ideas

- The extensionist may start the discussion by having participants draw "TOURISM." They are allowed to draw whatever they like and the facilitator should not suggest a definition or an activity. Instead, the facilitator should simply hand out blank sheets of paper, marking pens or crayons, and ask participants to draw whatever they think of when they hear the word "TOURISM." Participants should have ample time to draw their pictures and when everyone has completed the pictures, they should be hung on the front wall (if available). From these pictures, the facilitator can then discuss the different components of tourism (i.e. attractions, activities, and services) making clear some of the ways to distinguish tourism from ecotourism.
- Communities should understand the differences between traditional tourists and ecotourists. Tourism in general is usually conceived as mass "fun & sun" recreational activities, business travel and casinos. To explain this concept to communities, the extensionist might want to make a stereotypical comparison between traditional tourism and ecotourism. Ecotourism, as opposed to traditional tourism, shows elements of concern for nature and environmental education and local communities, and opposes destructive practices that cause pollution and damage the environment.
- These drawings will give the facilitator a good idea of the current understanding of these components, as well as any local attitudes about existing tourism that may need to be addressed in a later session. The drawings can remain hanging as a visual aid to which the facilitator can refer to when discussing tourism concepts.

Comments

Feedback

Suggested Activities: Tourist Profile

Objectives

- To create a realistic tourist profile and give a background for the development of tourism infrastructure.

Discussion Questions

- Who are tourists/ ecotourists?
- Where do they come from?
- What are they looking for?
- What do they need?
- What do they bring?

Activity Ideas

The extensionist may find it useful to show the community different images with tourist profiles. It is important to explain that tourists who may come to their community may not look exactly like the people represented in the pictures.

Some important aspects to be considered are as follows:

- Different cultures, habits, (Subject Image # 2); races found in the world.
- Tourists can be young people, families and seniors (Subject Image # 3). We use this image to explain that tourists can be of any age, even though the majority of them are 35-54 years of age. There are an equal number of males and females. Many of them travel as a family;

- Ecotourists can come either independently or in an organized tour group, (Subject Image # 4);

Through the Images the extensionist can point out different categories of travelers and their specific characteristics:

Independent Travelers

- Flexible, demands less services
- Travels alone or in small groups (2-4)
- Spends less money but more time at a single site
- More likely to travel year-round, can develop into a regular stream of tourists coming to an area.

Tour Groups

- Less flexible itinerary, require more services
- Travel in medium-sized groups (8-16 persons)
- Spend more money but less time at a single site
- Tend to come during the high season
- Known arrival and departure dates.

Community exercise

Ask the community to create two groups: one which represents the host community and a second one (no more than 3-6 people) which represents the independent travelers. Help the two groups interact as if in a real situation of tourists coming to visit the community. As a second exercise, create two groups of almost an equal number of people, one representing the community and the other one representing a big tour group. And, again have the two groups interact as if in a real situation. Compare how the number of tourists can influence the interaction between the two groups, what kinds of activities are most suitable for each group, what different services they need and above all, the community reaction.

- Ecotourists can come from all over the world (Subject Image # 5); Depending on the existing education level within the community, it is often interesting for a community to see how far people will come to visit their site and may create a greater sense of pride about their resources.
- Show on the map where the community is located and where tourists come from. Keeping in mind that community members may not have a

cartographic culture, try to relate distances and positions in the local culture. Maybe talk about how long it takes the tourist to get there.

Comments

Feedback

Suggested Activities: Attractions and Activities

Objective

- To illustrate and explain tourist attractions and activities.
- To stimulate awareness of community resources related to ecotourism activities.

Discussion Questions

- What does the community think the tourist will want to do?
- What does the community have to offer in terms of activities and attractions to the tourists?

Activity Ideas

At this point it may be possible to use a series of images which address the following themes:

- cultural attraction: music and dance, clothes and handicraft; cultural festivals, food and local technology; architecture and historic monuments. (Subject Image # 6);
- natural resources; landscapes, endemic fauna and flora, (Subject Image # 7);
- wildlife viewing (Subject Image # 8): one of the most popular activities for ecotourists is wildlife viewing, including bird watching. Many wildlife viewers like to take photographs, so if there is a particularly good area for photos to be taken of animals, birds, reptiles, or insects, community members should note this. Communities should also note if animals, birds, fish, etc. migrate at a certain time. For example, if butterflies come during a certain month, communities need to be aware of this so that they can plan to have tourists come to their community at that time.

- leisure, recreation and sport: (Subject Image # 9); water sports (surfing, kayaking, canoeing, and diving) hiking and biking,
- adventure (Subject Image # 10): the main feature of this particular kind of tourism is the involvement in activities, which offer a certain degree of challenge and risk. For example rafting, rock climbing, parachuting etc.
- conservation work (Subject Image # 11): tourists also enjoy living in communities and volunteering their labor and knowledge to communities in conservation efforts. Tourists can volunteer their labor in areas such as trail construction and maintenance, tree planting, building campsites, and studying birds and wildlife.
- community immersion (Subject Image # 12): some tourists like to experience other cultures. Tourists can visit a community and partake in the community's everyday life, helping with daily tasks and, at the same time, viewing the surrounding natural environment.
- knowledge exchange - volunteer vacations (Subject Image # 13): In this type of tourism, tourists exchange knowledge with local community members. The tourists live in the community and help the community with a variety of tasks (from building lodges to planting gardens). The community gains new skills and knowledge from the visitor and the visitor learns from the community about their way of life. For example, a tourist might teach the community about a new way to build latrines or about using solar energy.

Community exercise

Break into small groups and have the community develop lists of their attractions. Then have them think of three to five potential activities and services that the community could potentially provide to support those attractions.

Comments

Feedback

Suggested Activities: Niche Markets

Objective

- To be able to differentiate niches in the ecotourism market.

Discussion Questions

- What kind of ecotourism is appropriate for the community resources?
- Is the community willing/able to expand or improve its tourism resources?

Activity Ideas

Use the images of the attraction/activity group, as pertinent to the niche market you are addressing: Bird-watchers, backpackers, student groups, etc. Begin by posting an attraction image on the board, and then ask which tourist group might be interested in visiting this attraction. Then, for each target market group have the participants choose which service and activity would be appropriate or necessary to complement the attraction.

Comments

Feedback

Suggested Activities: Services

Objective

- To explain tourism services, infrastructure and products.

Discussion Questions

- What does the tourist need to know to travel?

- What does the tourist need when traveling?

- Where do they sleep and where and how do they eat?

- How will they be transported?

- What is the role of the community?

Activities Ideas

The extensionist may help the discussion using the following images:

- transportation (Subject Image #14): handles the need for easy and safe transportation and access to communities; motorized transport, canoe, horse, trail systems, etc,
- communications (Subject Image #15): it is essential to have a mean of communication with the outside world, for example a radio station;
- accommodations (Subject Image #16): quality lodging possibly with private baths, running water, insect protection and basic furniture; campsites for tourists, open-sided shelters with thatched roofs, lodging in their own homes, guesthouse

- food service (Subject Image #17): the community can run a restaurant and/or sell food to tourists; hygiene standards, variety of foods and basic service requirements;
- health and emergency service (Subject Image #18): an emergency plan must be available on how to evacuate an ill or injured tourist to the hospital; basic skills in CPR and first aid are required; available supply of basic first aid as needed according to the area.
- language skills: If there are any community members who speak English, they should be encouraged to help with the ecotourism project since many of the tourists may only speak English.

Services related to organized attractions/activities can be explained using the attractions/activities images.

The attraction/activity services are:

guiding services (education, interpretation, and sport activities);

rental services (paddle-canoes; horses);

marketing of local products (arts and crafts).

Comments

Feedback

Suggested Activities: Tour operators

Objective

- To clarify the concept of tourism service and tour operator.
- To explain that some of these services can only be provided by a Tour Operator, but others can be provided by either the community itself or a tour operator.

Discussion Questions

- What are the benefits of working with tour operators? What are the risks?
- What are the benefits of working directly with tourists? What are the risks?
- Who are the current travelers to the destination, how did they get there and how are they organized?

Activity Ideas

- The extensionist may want to show images that explain how a tourism office is set up (Subject Image # 19), and what kind of work it involves, both for the outbound and the inbound operator. The message to be delivered is that this is a professional service, in a professional setting.
- According to the level of community involvement the extensionist can invite a local tour operator to come and speak to the community about what they do and the different types of partnerships that might be arranged.

Comments

Feedback

2.3 Reference Materials

Ecotourism is an industry

Subject Images

B1. TOURIST PROFILE

2. Culture, race and habits

Examples:

- 2.1 an aborigine from Australia,
- 2.2 an Indonesian fisherman,
- 2.3 a Buddhist monk

3. Young people, families and seniors

Examples:

- 3.1 young travelers,
- 3.2 a family,
- 3.3 an elderly couple.

4. Independent Traveler and organized group of tourist

Examples:

- 4.1 two backpackers,
- 4.2 a big group of tourists.

5. Map of the world

C1. ACTIVITIES/ATTRACTIONS

6. Cultural attractions

Examples:

- 6.1 drumming,
- 6.2 dancing,
- 6.3 religious festival, etc.

7. Natural attractions

Examples: Specific pictures of the natural attractions of the area

8. Wildlife -bird watchers etc.

Examples: Specific pictures of wildlife of the area

9. Sports

Examples: According with the potentials of the area –

- 9.1 swimming,
- 9.2 hiking,
- 9.3 canoeing,
- 9.4 snorkeling, etc.

10. Adventure tourism

Examples: According with the potentials of the area –

- 10.1 Rock climbing,
- 10.2 bungee-jumping,
- 10.3 whitewater rafting, etc.

11. Conservation work

Examples:

- 11.1 a small group of tourists working on a trail,
- 11.2 one or two tourists repairing a well, etc.

12. Community immersion

Examples:

- 12.1 a young (western) woman teaching basic first aid skills to local women, etc.

13. Knowledge exchange

Examples:

- 13.1 a circle of tourist and locals talking to each other, etc.

E. SERVICES

14. Transportation

Examples:

- 14.1 an airplane,
- 14.2 a train,
- 14.3 a bus,
- 14.4 a car,
- 14.5 a horse,
- 14.6 a canoe, etc.

15. Communication

Examples:

- 15.1 portable radio,
- 15.2 a satellite disk, etc.

16. Accommodations

Examples:

- 16.1 a local accommodation modified to host tourist,
- 16.2 a specific guesthouse, etc.

17. Food service

Examples:

- 17.1 local food,
- 17.2 a camp kitchen,
- 17.3 food bags for picnic and excursions, etc.

18. Emergency and health care

Examples:

- 18.1 a small local facility with a Red Cross sign,
- 18.2 a local trained person for first emergency response,
- 18.3 a special radio to contact the nearest hospital, etc.

F. TOUR OPERATORS

19. Tour operator office

Examples:

- 19.1 tour operator office,
- 19.2 office facilities, etc.

Relevant References

UNIT 3: Managing Expectations from Tourism Activities

Objectives

- To discuss and identify possible benefits and risks associated with tourism activities;
- To generate a community analysis of the wide-range of potential socio-cultural, environmental, and economic impacts involved in developing tourism in the area;
- To introduce the community to the concepts of investment, time frame, benefit distribution, impact mitigation, and socio-cultural and environmental changes.

3.1 Background Information

A. Defining Possibilities

We cannot overstate to the extensionist the importance of generating a discussion within the community about the potential benefits and risks associated with tourism development. Through this discussion the extensionist can hopefully avoid creating false expectations concerning tourism development among community members. The community needs to know that there are many risks associated with involvement in such a volatile industry, which could result in the failure of any initiative undertaken by the community. Even if a tourism initiative does “succeed” business-wise, the success can bring equally challenging risks to the community.

This session focuses on the possible role of the community in developing tourism. The extensionist needs to keep in mind that in many cases, the causes for success or failure are beyond the control of the community itself. For this reason, whenever possible, the extensionist may want to extend his/her presentation to include outside forces such as government responsibilities and international politics and economics.

Throughout the workshops, the extensionist should always present benefits and risks together because they are intimately linked.

B. Potential Benefits

B1. Employment

The tourism industry can potentially generate new jobs. Young people, women, and local ethnic minority groups can be part of the new economic development. Employment can occur directly, such as working in tourist facilities as guides, workers, cooks, etc. - and indirectly through an overall increase in activities such as construction, agriculture, and transportation. Other forms of employment may involve the creation of markets and stands to sell arts and crafts.

B2. Associated infrastructure improvements

The basic infrastructure (transportation, telecommunication and health care) related to tourism development in the local area needs to be planned and organized and, when possible, also made available to the community itself. For example, transportation to and from major areas should be accessible to all and should not be exclusive to the tourists or tour operators. The vehicles and drivers should be hired locally and managed in such a way that is affordable for locals (for example set a substantial difference in price between single ticket and passes or differentiate the price based on residency). Communities should have access to the same communication and basic services as tourists (sanitation, water and energy supply, radios, phones, etc.). It is advisable to also have plan for a separate communication infrastructure independent from the tourist lodging, to assure its long-term viability. Planning for emergency and health care (on-site, or transportation to town doctors/clinics, larger urban centers, and hospitals for emergencies) should be available for the community as well. Moreover, improvements in standards of hygiene (required

by tourists) should gradually be introduced in the community.

B3. Education Facilities and Community Empowerment

The development of tourism can lead to an overall increase in education. The contact with foreigners can assist community members in learning about other cultures and languages and help them function in the larger, and even, global economy. Many communities who have developed tourism projects in their communities have reinvested the increased revenue into education facilities. Finally, the community can gain an appreciation for their uniqueness which, if they so choose, could lead to environmental stewardship and preservation of important cultural attributes. Thus, tourism development can instill pride in a community for their local environment and heritage. A successful tourism project should empower the community through entrepreneurial development and training programs. Ultimately, tourism development can potentially lead to a validation of indigenous culture and even a revival of lost traditions.

B4. Conservation Awareness

The success of a tourism enterprise is directly linked to the conservation of a region's cultural and natural heritage. The destruction of these resources will rule out the long-term success of tourism enterprises. Tourism development could help the communities become aware of their natural and cultural assets and work toward preserving them. As soon as the relation between conservation and development becomes clear, it will promote stewardship of the natural environment upon which their livelihood now and in the future depends.

DISCUSSION QUESTIONS

- What are the current community activities that may threaten the sustainability of an ecotourism enterprise?
- Which of these practices could be altered in a way that will not effect the livelihood of the community and will protect the natural and cultural resources upon which ecotourism depends?
- What does the community expect from the new ecotourism enterprise?

C. Risks

C1. Economic : Ecotourism should never be introduced or represented as the only economic alternative.

A community should avoid becoming overly dependent on ecotourism as a revenue generator. It is important that local people do not completely abandon traditional or new activities and roles. Tourism revenue is vulnerable to fluctuations in the market (i.e. demand) and overly dependent upon outside factors such as a country's political or economic stability. Ideally, ecotourism, within a variety of other activities and alternative sources of income, can provide supplementary income during low seasons.

The distribution of costs and benefits among all the players in the establishment of a tourism enterprise should be carefully examined. The process of bringing tourists to a specific location, especially if it is very isolated, can be complicated as it depends on the airline, marketing efforts, the in-country transportation system, and, whenever the goods consumed are imported, by external suppliers. In this scenario, many of the financial benefits will remain in businesses outside the community. A World Bank study in 1995 found that on average 55% of total tourist revenues remained in the country of origin and in some cases this number is as high as 90%. For the community to maximize returns as much as possible it is important to invest in and to provide as many services to the tourists as the community can.

DISCUSSION QUESTIONS

- What is the existing timeframe for economic activities (i.e. yearly cycle, others, etc.)? Is there a low season for community activities? How does this correspond with the predicted tourism seasons?
- What are some of the potential economic risks for developing tourism in the region? Does the community have any control over these risks?

C2. Time Factor

It may take a long time to realize benefits from ecotourism. A community's commitment to ecotourism means investing time and resources now for potential benefits in the future.

Ecotourism should be viewed as a long-term project and investment. First, tourism is a service in addition to a physical product. Unlike other traditional economic activities in which the community may already be involved (i.e. agriculture, woodcrafts, fishing), the success of ecotourism depends on how tourists are treated, how welcome and safe they feel during their trip, and how much information they can learn about the area they visit. The community can build the most beautiful lodge at a scenic site, but if they do not provide activities, or the food does not suit the tourist's tastes, or there is no knowledge of first aid in the

community, then the tourists may be dissatisfied with their experience. One of the biggest ways in which tourists learn about a given destination is by word of mouth. When tourists have very positive experiences with a specific project they will often recommend that site to friends, who could then end up visiting that same destination.

For these reasons (including lack of marketing experience, knowledge of the larger market), communities who become involved in ecotourism often experience a tremendous learning curve. Additionally, in areas that do not already have an existing flow of tourists to the region, there may be a lag between when the community is ready and when the tourists start coming. If the initial tourists have positive experiences, then it is likely that they will be able to encourage further tourists to visit a specific destination.

DISCUSSION QUESTIONS

- How much time does the community think it is going to take before the ecotourism activity is profitable?
- How long is the community willing to wait? How long can the community afford to wait?
- How can the risks associated with lag time be limited (i.e. complementary development activities)?

C3. Distribution of benefits

Expectations of equal benefits within the community from ecotourism activities should be discouraged.

In the majority of the cases, financial benefits from the ecotourism enterprise will in fact be unequally distributed: those that are more involved with the business will receive more of the benefits, but also assume more of the risk. There may be cases in some communities where unequal distribution of benefits according to the amount of effort/investment does not fit with the community's traditional patterns of resource distribution. In this case, the extensionists should explain that the revenues could also be distributed in other ways. For example, all or a portion of the revenues generated from the ecotourism enterprise could be used to establish a community fund. This fund could be used for general community projects (i.e. schools, health clinics, etc.) or community members could submit proposals to a group of individuals who oversee the distribution of the funds.

However, it is important to identify the incentives that are motivating communities to participate in ecotourism and ensure that the distribution of benefits does not undermine those incentives. For example, if community members are only getting involved because they hope to generate revenue for themselves, then establishing a community fund may not be the most appropriate mechanism for distributing the

benefits. On the other hand, if traditional authority is the initiator of ecotourism development in the community, then a portion of the revenues generated going to a community fund may be more acceptable. Benefits accrue to individuals and/or to the community as a whole. Part of the ecotourism revenue that could be directed into a community fund can come from a premium added to the cost of the trip or stay. This can be used in marketing the trip. For example, a marketing slogan designed to attract tourists might read, “your participation in this trip directly benefits the X community by helping build a health clinic.”

Case Study: Ghana

Ecotourism can help revive and maintain cultural traditions that are of great value for the community itself and the tourists.

In an effort to revive a cultural tradition that was declining, a man in a small, rural community outside of a national park in Ghana, worked with his community to develop a bamboo orchestra and dance troupe. The Mesomagor Bamboo Orchestra is a unique dance group comprised of musicians from the community of Mesomagor. The village is located in Ghana’s Central Region, in the buffer zone of Kakum National Park. One of the main attractions at Kakum is the award-winning canopy walkway and visitor center. Because the walkway is attracting thousands of visitors to the park, Mesomagor was in a good position to develop an additional attraction. Through the entrepreneurial skills of an ex-street vendor named Bismark, the community was able to secure training and financial support to start the Bamboo Orchestra. However, in order to avoid future conflicts in the community that would develop because of this initiative, it was important to transfer the management of the group from Bismark to the elders. After some initial difficulties with the transition of management, the elders are now helping Bismark to better distribute the benefits from the orchestra to the entire community. In fact, the community of Mesomagor recently opened a 6-room simple lodge that will allow visitors to stay in the village for a couple days of drumming and dancing lessons, as well as visit the surrounding park.

DISCUSSION QUESTIONS

- How do you expect the benefits from tourism to be distributed?
- How would you like to see the benefits distributed?
- How would you feel about a very few people in the community earning more money than others, even if this were the result of their increased workload due to their involvement with the ecotourism activity?

C4. Cultural/Social

Like many other types of economic development, tourism can expose a community to powerful outside influences. Close contact with other cultures as a result of tourism can threaten the host community’s identity and traditional way of life.

While some of the changes may be desired by members of a community (i.e. access to a new radio, etc.) others could create tension and even anger toward tourism development.

Conflicts within the community may arise from tourism development because of the need for a sound business that involves risks, capital, cash, profit etc. On the other hand, there are traditional ways of dealing with leadership, gender, working habits and economic activities. All this might create a cultural shock and the development of a business can disrupt traditional cultures. Tourism itself has social implications. Tourists have certain behaviors and expectations that they bring from their own culture. There will be a cultural identity/exposure to different values and wealth. The community should be able to understand this problem and in certain cases, to decide what aspects of culture it will share with visitors. This can include specific ceremonies and traditions. It might be the case that they could entertain tourists with revived traditions that are not currently used.

Beside the importance of protecting the community identity and culture, there is also the problem addressed as the “commodification” of a culture. People and their symbols are treated as commodities, which can be bought, changed, or sold. When something of great intrinsic worth is turned into a commodity it may lose some or all of its original value.

On the social level, structural changes may accompany increases in visits. For example, community members might be exposed to different types employment, increased income, and income stratification. Tourism development could also jeopardize the local understanding of property and possessions. Skills and knowledge between people may change in response to funds provided by tourists. Agricultural knowledge of subsistence crops may diminish as young people switch to other sources of employment. Ecotourism enterprise can lead to gender issues. The role of women in many cases becomes a challenge. Sometimes communities consider ecotourism enterprises as strictly men’s ventures. In other instances, women are only permitted to be involved with the least lucrative aspects, such as cooking or cleaning. However, there may also be potential in these enterprises for more active participation of women.

DISCUSSION QUESTIONS

- Do you think the presence of tourists could influence younger community members to imitate negative aspects of tourists?
- How do you feel about sharing your ceremonies and traditions with tourists?
- How do you feel about showing your everyday life-activities to tourists?

C5. Environmental

All efforts must be made to minimize the impacts of tourism on natural resources and cultural practices.

Ecotourism, if not controlled properly, can negatively impact natural resources and cultural practices. For example, tourists may go off trails, or collect certain flowers or tree bark as souvenirs, thereby damaging the environment and creating a negative impact on wildlife. A high number of visitors in the area may lead to the degradation of important resources (i.e. food, water quality). The community should develop a waste management program that could include garbage collection and disposal and possibly a recycling program. The community must be able to take care of the extra garbage (which may include different types that they may not be accustomed to receiving) that comes from having visitors. Another problem may arise if tourists increase the demand for a specific kind of food not readily available.

The conservation of natural environments for tourism purposes may limit traditional activities, such as hunting, fishing, and collecting of natural products. On the other hand, harvesting of important resources could be developed for sale to tourists (materials for crafts, wood for fires). Deforestation may result from improved access to an area (i.e. new road construction, airstrips, and construction).

DISCUSSION QUESTIONS

- What are some of the potential negative impacts that tourists could have on the community and their natural resources?
- What are some ways that the community could mitigate these impacts?
- What will be off limits to tourists...what sites will they not be allowed to visit, what times of the year?

D. External Factors

There are different external factors that might affect tourism enterprises:

Governments and international markets and unforeseeable events.

The community should be aware of the positive or negative impacts of external factors and how they can take advantage of the positive aspects while mitigating the negative ones.

Immigration and government policies may effect communities' efforts in ecotourism. One way to address this problem is through organizational structures for tourism such as government tourism agencies and private sector associations. In fact, formulating policy and planning are recognized as a necessity for a country that is going to embark on tourism as a development resource. The government policy can help in marketing and promotion of tourism destinations. Other incentives, as for example tax breaks, might be given for the establishment of private or community natural reserves.

Another risk from external factors involves the loss of control by the community. The community may establish a sound ecotourism business, which enables them to reach a satisfactory level of development and balance with their natural environment, but, if there is any space for further development possibilities outside the community control, the community's own effort can be swept away. The new investors may simply take advantage of the fact that a location has become a well-known tourist destination, and without considering the community and the surrounding environment, they may try to develop infrastructure for mass tourism.

International markets can influence the kind of tourism and what destinations are more in fashion for a certain period. This instability of the markets may lead to big losses, especially if the enterprises are relatively new and still need to obtain initial investment.

Unforeseeable events can be of very different nature. They can be related to natural factors, such as hurricanes, floods, droughts, etc., or to political events, such as civil war, terrorism, international conflicts or crimes that target tourists, high levels of robbery, rape, etc.

Case Study: Togeian Islands

Despite efforts taken by a community to protect its own natural resources, external factors can always pose obstacles to their success.

In 1995, Yabshi/Ibnu in the Caldun NGO consortium began an ecotourism project with the communities of the Togeian Islands in Indonesia. At the same time, the Indonesian government granted a land concession to a large private agricultural company, whose activities were going to have a substantial negative impact on the NGO's project. Despite the NGO's effort to persuade the government to revoke the concessions on the basis of scientific data on the biological importance of the islands, the oil palm plantation development plans were not halted.

Finally, the NGO consortium established a project that made the government a part of their plans. They organized a workshop and offered the government an opportunity to sponsor the project. Leveraging the

fact that sponsorship would provide publicity and support for the politicians, the NGOs were able to ensure the government's full participation. At the conference, the community support shown for the ecotourism activities and for the NGO consortium swayed the government officials to pledge their support for the project and halt further development by the private company.

DISCUSSION QUESTIONS:

- What do you think is the Government's role in the ecotourism activity?
- What type of actions would you like to see from your government in this sector?
- How might international market trends affect ecotourism in your community?

3.2 Field Outlines

Managing Expectations

Place

Moderator

Date

Time

Objectives

- To identify benefits and risks associated with the ecotourism activity
- To analyze the new situation in its economic, cultural, social, environmental and political aspects.

Materials:

- Paper, pencils
- Subject Images

Community Presentation

Suggested Activities: Benefits / Conservation Links

Objective

- Emphasize the link between conservation and ecotourism.
- Point out the possible benefits for the development of an ecotourism enterprise within that specific community.

Discussion Questions

- What are the current community activities that may threaten the sustainability of an ecotourism enterprise?
- Which of these practices could be altered in a way that will not effect the livelihood of the community and will protect the natural and cultural resources upon which ecotourism depends?
- What does the community expect from the new ecotourism enterprise?

Activity Ideas

- Break into groups and provide each group a relevant conflict that may arise between ecotourism vs. natural resource conservation. Each group will then have time to develop a role-play, which resolves the conflict. Each group should have representatives of the following stakeholders: tourists, community members involved with the ecotourism enterprise, community members who are involved in destructive practices that threaten the natural or cultural resources. It is important to remember that this exercise may result in a role-play where some groups may have the conflict resolved by favoring the destructive practices.

Comments

Feedback

Suggested Activities: Economic Risks

Objective

- To clarify economic expectations.
- To anticipate possible economic risks.

Discussion Questions

- What is the existing timeframe for economic activities? Is there a low season for community activities? How does this correspond with the predicted tourism seasons?

- What are some of the potential economic risks for developing tourism in the region? Does the community have any control over these risks?

Activity ideas

Community exercise

- Have 12 large sheets of paper labeled for each month of the year. In an open discussion with the community or with small groups covering two to three months each, make a list of the major community activities for the men, women, and children for each month. Then, based on research done in the region (either through books or by asking a local tour operator,) overlay the tourism high and low seasons and look for where they correspond or overlap. For example, it may be that while the men are busy with planting at the beginning of the tourism season, the women would be free to engage in tourism activities. However, the whole community may be involved in the harvesting during the middle of the season and so any tourism activities would need to take that into account.

Comments

Feedback

Suggested Activities: Risks - Timeframe

Objective

- To introduce the concept of investment and timeframe

Discussion Questions

- How much time does the community think it is going to take before the ecotourism activity is profitable?

- How long is the community willing to wait?

Activity ideas

- It is useful to provide examples of typical activities and compare the investment needed there with the investment for the initial phase of the ecotourism activity.
 - For example, in an agrarian society, farmers have to buy seeds, plant the seeds, wait and tend them while they grow then harvest. Sometimes the first harvest is bad if you are doing something new, but then you learn and the harvest improves in the second year.
 - The first harvest of a special type of maize brought to the market the first year will not have a great success because people do not know your product and only a few will purchase it. However, the taste is so delicious and the texture so fine when ground that the people who tasted it the first year told their friends. The next year your maize is going to be in high demand, plus a journalist might then write a story about this wonderful maize and so people start coming from far away to purchase it.

Comments

Feedback

Suggested Activities: Risks - Distribution of Benefits

Objective

- To clarify the concept of benefit distribution;
- To enhance the community understanding of profit distribution from ecotourism;

Discussion Questions

- How do you expect the benefits to be distributed?

- How would you like to see the benefits distributed?

- How would you feel about a very few people in the community earning more money than others, even if this were the result of their amount of work with the ecotourism activity?

Activity ideas

As before, the discussion may continue with an agrarian example—those farmers who spend more money investing in better seeds, or spend more time tending their crops will generally have a better harvest.

Comments

Feedback

Suggested Activities: Risks - Cultural/Social

Objectives

- To make the community aware of the risks involved with the exposure to a different culture.
- To explore possible impact mitigation, such as "tourist behavior code" and public awareness programs.

Discussion Questions

- How do you think the presence of tourists could influence younger community members from imitating negative aspects of tourists?

- How do you feel about sharing your ceremonies and traditions with tourists?

- How do you feel about showing your everyday life-activities to tourists?

Activities Ideas

This exposure may be inevitable; therefore what should be emphasized is local control over the pace of exposure, and what ideas are adopted: i.e.: discuss and establish limits beforehand- limits of acceptable change, limits to the number of visitors and/or excursion to the community. Number of visitors, total number of days tourist are present, particular days or times of year when tourists would not be welcome; have a formal introduction of the tourist to the community and ask to be welcome to stay in their community for a certain time. The guests may talk to the community about their reasons for visiting.

Comments

Feedback

Suggested Activities: Risks - Environmental

Objective

- To help the community to cope with environmental changes/threats;

Discussion Questions

- What are some of the potential negative impacts that tourists could have on the community and their natural resources?
- What are some ways that the community could mitigate these impacts?
- What will be off limits to tourists...what sites will they not be allowed to visit, and what times of the year?

Activity Ideas

Community exercise

- Break into groups and have each group determine a relevant conflict that may arise between tourists and a natural or cultural resource. Each group will then have time to develop a role-play, which portrays and resolves the conflict. Each group should have representatives of at least tourists and community members, but may also include representatives for tour operators or for NGOs.
- Lay out a large map of the community region and a large calendar. Discuss with the community where all of the attractions are, where if any, the tourists should not be allowed, etc.

The extensionist may decide to use the following images:

- Subject Image # 20 - picture of trash on beach, trampled vegetation etc.
- Subject Image # 21- picture of information and warning signs
- In addition, it may be useful to provide examples of brochures and information packets of information on how tourists can/should respect the environment and the local culture.

Comments

Feedback

Suggested Activities: External Factors

Objective

- To identify the potential roles of the government

Discussion Questions

- What do you think is the Government's role in the Ecotourism activity?
- What type of actions would you like to see from your government in this sector?
- How might international market trends affect ecotourism in your community?

Activities Ideas

Community exercise

- Research the legal framework surrounding economic activities in the community and region (i.e. land tenure, tax regimens, laws that would support or hinder community management of the natural and/or cultural resources for tourism.) Develop role-plays or diagrams to explain these laws as either incentives or disincentives. Then, break into small groups and have each group choose one of the conflicts off the list and develop a role-play for how the community or the NGO could help address those conflicts should they arise.
- With the community, brainstorm on potential conflicts that might arise if an ecotourism enterprise is initiated and develop a list of these conflicts. Then, break into small groups and have each group choose one of the conflicts off the list and develop a role-play for how the community or the NGO could help address those conflicts should they arise.

Comments

Feedback

3.3 Reference Materials

Managing Expectations

Subject Images

C4. Risks/ Distribution of Benefits

20. Environmental damages from tourist presence and/or activities

Examples:

20.1 trash on the beach,

20.2 trampled vegetation,

20.3 animal being scared by invasive behaviors, etc.

21. Information and warning signs

Examples:

21.1 Visual sign of warning,

21.2 visual sign of information, etc.

Relevant References

UNIT 4: Evaluation and Action Plans

Objectives

- To conduct a survey on the possibility of involvement with ecotourism and other alternatives;
- To identify the role of the participants in the ecotourism project;
- To organize an inventory of infrastructure and natural and human resources.

4.1 Background Information

A. Evaluation

The target community needs to decide whether or not to get involved with a tourism project. If they decide that ecotourism is important, then there are several different levels of participation. We suggest that the extensionist present these to the community as possibilities and explain their implications:

- The community can refuse ecotourism as a whole. In fact, self-determination must always be put above everything else: the drive for a tourism program must come from the community itself.
- Once the community accepts tourism, they can decide their level of involvement in the development and management of the project:
 1. The first scenario is a full acceptance of tourism and the willingness to be directly involved in its planning and management. This scenario helps ensure that benefits from the project will go to the community.
 2. As a second possibility, the community can simply give their permission for the development of facilities and services on their land for a royalty, or a share of the profits, depending on the property laws in the state and their power of contracting.
 3. As another possibility, the community can decide not to participate at an entrepreneurial level, but as the workers for an investor. In this case they do not encounter any investment expenditure, but they are not empowered at the decision making level and do not have ownership.

B. Getting Organized

In this session, the extensionist may want to focus on practical issues and help the community take the first steps at establishing an enterprise.

It is intended that the depth of this session should be proportional to the interest shown so far by the community. Its importance though should not be undervalued because, in the case of a very interested community, this session will provide the necessary information to move forward, for example preparing the community for an ecotourism product development workshop, or planning for the region. For this reason, we suggest conducting this meeting with a series of exercises.

If the community decides to continue and develop ecotourism projects, it is essential for the community to identify and develop a planning committee.

B1. Business Concepts

If some community members are interested in starting an ecotourism business, the following concepts are crucial to convey to the community, and specifically to these individuals. However, this list is only the beginning and is by no means complete. We strongly advise that further training specific to product development be provided.

B1.1 Business entity - After a business is started, the business is a separate entity from its owners. Money and assets that originated from the business do not automatically belong to the owners, but have to be accounted for before they can be distributed. The business entity, created by the sum total of the resources the owners put into its creation and the profits it produced, stands on its own, as a conceptual and actual organization. The business can be passed on, sold to third parties, or inherited.

B1.2 Capital - The tools (assets, cash, resources and workers) of a business are its capital. These are the resources the business entity needs to operate, and therefore using and disposing of these resources needs to be performed strictly for the purpose of the survival and growth of the business. The immediate needs of the business' owners and workers should not be the determining factor. One of the most frequent mistakes new owners make is to use resources of a business entity for personal purposes, therefore reducing the ability of the business to generate revenues and profits. When profits and benefits are reduced, all the stakeholders (owners, employees and indirectly the community itself) take a loss.

B1.3 Risk - Often a community (or some of its members) start a business with the anticipation of earning a lot of money. However, the reality in most developing countries is that up to 80% of small and medium-sized businesses fail before they reach their second year, normally taking the savings of the owners with them. Although it is true that when profits are produced the owners may make significant money (more than most workers), it is very important to understand that things frequently go wrong, and losses occur. While people may often complain about an entrepreneur's wealth or for paying workers less than they deserve, it is also important to acknowledge that the risk of financial loss for the entrepreneur is always great.

B1.4 Market - every business sells goods or services to people or organizations that have a need (or demand) for them. This demand is called a "market." The price of this merchandise and/or service is set by a negotiation between buyers and sellers, both within the trading environment of the local communities and outside. The practical implications of this include:

- Often the community will have very little say in setting the actual selling price of their trips, or accommodations. These prices are set by operators, or even negotiated by the travelers. When a community feels that the selling price of their product is low, it is important to negotiate new values with the buyers - otherwise, it is the buyer's right to simply not purchase the community product and instead use a competitor. In the end, the community could be left without any business, even at the lower price. On the other hand, if the community product is in high demand, it is the business' right to raise the price to reasonably higher levels, thus increasing the community's benefit. Any change in price must be carefully researched.

- Price fluctuations do not imply that the visitors (or other buyers) place more or less personal value on the traded goods and services. In other words, the fact that visitors are not willing to pay over a certain price for a community's handicrafts does not mean that they do not like the craft. Market prices are completely separate from the personal value attributed to these products. A negotiation process has to take place with the buyer to set the selling prices. Attractiveness, craftsmanship and the "story behind the craft" all add value to the product. Often, price negotiation can become an emotional subject for community members who are not used to the market system.
- Markets are influenced by many factors outside of the community's (or even the operator's and local government's) influence. Visitation, and thus prices, to a community lodge may decrease due to a volcanic eruption in the capital, or a financial crisis in another country, or even to cases of sickness in a distant village. These are just some of the risks of the trade. However, these outside factors can also take the opposite form as well. For example, in Brazil, a very successful soap opera, which was set in the natural wetland area called the Pantanal, was shown for months in the country's major cities. Due to the success of this television show, masses of tourists started visiting the small and medium sized lodges of the region, ultimately increasing their prices.

4.3 *Field Outlines*

Evaluation and Action Plans

Place

Moderator

Date

Time

Objectives:

- To identify the role of the participants in the ecotourism project
- To organize an inventory of infrastructure of natural and human resources.

Materials:

- Paper, pencils
- Subject Images.

Community Presentation

Suggested Activities: Getting Organized for Actions

Objective

- To develop an action plan;
- To organize a planning committee;

Discussion question

- What does the community think is going to be the first practical step to embark in an ecotourism enterprise?

- How would they like to make decisions regarding an ecotourism business?

Activities Ideas

Community exercise

Develop an action plan

Establish an action committee

Define a mission statement and goals

Build up a summary inventory of the potential of the community.

Ask the following questions and note the answers.

What does the community already possess?

- Skills (guides, translation, construction accounting etc.
- Products/supplies/crafts/services that can be sold to operators or tourists
- Attractions
- Facilities: restaurants, homestay, lodges, trails, and landing strip

What can the community achieve in the short term?

What can the community achieve in the long term?

What will the community never achieve or will never want to achieve?

List of practical considerations:

- Housing (homestay, camping, lodges)
- Food - local supply / importable supply / essential supply

- Activities: how can the community create activities or adapt local activities for tourists
- Supplies and equipment (mattresses, mosquito nets; etc.)
- Waste disposal
- Water purification plan
- Communication (language skills, translation)
- Contact with operators making reservations
- Accounting
- Emergency/health care
- Code of Conduct for visitors
- Transportation to and from site for visitors
- Information for visitors
- Related income activities: crafts/ postcard/T-shirts
- Beverages, snacks, general supplies.

Community exercise:

Organize a committee - who will be part of the committee? Who is going to put time and effort to develop it? How will the work be divided? Who will be involved in the decision making process?

Tasks of the committee: the committee should represent the community for the activities related to the ecotourism project. The committee should organize an assembly to inform the community on related issues and be responsible for completing the action plan.

4.3 Reference Materials

Evaluation and Action Plans

Subject Images

Relevant References

Appendix

Three examples of “first impact”

1. Introduction

Objectives:

- To introduce the facilitator to the community participants and to introduce the different participants to each other.
- To create confidence between the facilitator and the community participants and among the different participants.

Session frame:

Greetings and acknowledgments:

You want to shortly greet all the participants, paying particular attention to the local authority and highly praised people.

Introduction of the facilitator:

All the participants will be invited to introduce themselves and to complete the attendance sheet.

2. Ice Breaker

Objectives:

- To get to know each other
- To create a confident and friendly environment among all the participants

Session frame:

This is supposed to be a short meeting, very informal to make people relax and to start creating a confident environment and interest for the next session.

Therefore any activity that the facilitator considers appropriate for this purpose should be employed.

3. General Information

Objectives:

- Description of the conservation program in the region, or of the regional potentials.

Session frame:

Description of the possible activities in the region.

Start to introduce ecotourism concepts.

If there is an ongoing program in the region, show the materials and make the participants as aware as possible of the project and allow time for questions.

Make people understand that this is not an exhaustive overview of the project, but only an introduction.

Reference Material

A. Articles

(The extensionist should seek out articles relevant to the community or region where she/he is working)

B. Web Sites

www.webdirectory.com

Amazing Environmental Organization Webdirectory lists in alphabetical order a very comprehensive range of environmental subjects, for example health, energy, building techniques and materials etc. There is also a search tool, that allows introducing a new search subject, and a bulletin board, where it is possible to read information and articles on environmental issues. There is not a specific subject in either tourism or ecotourism, but using the search tool you get many relevant articles/issues.

www.ecotourism.org

The Ecotourism Society (TES) is a non-profit organization, which works in many different ways for the support and the development of ecotourism. The web site is divided into two parts: the first one is accessible to everybody and offers information on Ecotravel, Eco-Professionals and Education. The second one is reserved for subscribers. Its main feature is the Eco Business Forum which gives the opportunity to connect with different entrepreneurs on business related matters; it refers also to the TES Newsletter Articles and the Paper List on Ecotourism. TES is a very important point of reference in the Ecotourism field, leading the path for new initiatives and policies. The TES website also contains articles and Research summaries that can be accessed from the site.

www.world-tourism.org

The **World Tourism Organization** is an international organization in the field of travel and tourism, which promotes a global forum for tourism policy issues and a practical source of tourism know-how. One of the main features of this organization is the Statistic and Market Research, which is available to its members. It also provides information on Environmental planning; Communication and Documentation; Cooperation for Development and Human Resources Development. It offers an ideal opportunity for exchanging views and networking, with both public and private sector representatives.

www.ecotour.org

Conservation International (CI) (www.conservation.org) operates the Ecotravel Center. A leader in biodiversity conservation, CI is committed to making conservation and tourism work together. The website provides comprehensive information on CI's Ecotourism Program, responsible tour operators and ecolodges through its partnership with Green Travel Network, worldwide destinations, equipment resources, travel publications, and more. The Ecotravel Center also features guidelines on ecotourism and questions for tour operators to help ensure that your next trip is more environmentally responsible. Ecotourism destinations are often in remote locations around the world and find it difficult to reach their

customer market. The Ecotravel Center offers these rural ecotourism suppliers access to the global travel market via the Internet.

C. Codes of Conduct

Below are several examples of guidelines regarding tourism development and codes of conduct. The difference between recommendations and required conduct lays in the authority of the agency, which is setting the rules and in the likelihood of their enforcement. It could be an international organization setting up general guidelines for tourism, which could be valid anywhere at anytime, and being binding or not. In other cases, a local authority can establish a set of rules to be closely followed in a definite area, where some kind of enforcement is possible.

These guidelines should be considered when conceptualizing a business. Furthermore, when guests are brought to a new area it should be stated very clearly how they are expected to act.

We have classified the following documents into four groups:

1. General International guidelines
2. Regional Codes of Conducts
3. Specific sites
4. Tour Operators

C1. General International Guidelines

1.1 Agenda 21 on Travel and Tourism

Agenda 21 is a comprehensive program of action adopted by 182 governments at the United Nations Conference on Environment and Development (UNCED), the Earth Summit, on 14 June 1992. The first document of its kind to achieve international consensus, Agenda 21 provides a blueprint for securing the sustainable future of the planet, from now into the twenty-first century. It identifies the environment and development issues, which threaten to bring about economic and ecological catastrophe and present a strategy for transition to more sustainable development practices.

Agenda 21 is a program of action for Travel & Tourism. The Travel & Tourism industry has a vested interest in protecting the natural and cultural resources, which are the core of its business. It also has the means to do so. As the world's largest industry, it has the potential to bring about substantial environmental and socioeconomic improvements and to make a significant contribution to the sustainable development of the communities and countries in which it operates. Concerted action from governments and all sectors of the industry will be needed in order to realize this potential and to secure long-term future development.

Agenda 21 defines the role that Travel & Tourism can play in achieving the aims of sustainability. It emphasizes the importance of partnerships between government, industry and other organizations; analyses the strategic and economic importance of Travel & Tourism and demonstrates the enormous benefits in making the whole industry sustainable, rather than simply focusing on "ecotourism."

In its second part, The Agenda presents the program of action. Chapter 2 addresses government departments with responsibility for Travel & Tourism, national tourism administrations (NTAs) and representative trade organizations. Chapter 3 addresses Travel & Tourism companies. Each chapter presents an overriding aim and a number of priority areas for action. For each priority area, an objective is defined and steps that can be taken to achieve the objective are outlined. Case studies show how organizations around the world are already beginning to tackle some areas.

For government departments, NTAs and representative trade organizations, the overriding aim is to establish systems and procedures to incorporate sustainable development considerations at the core of the decision-making process and to identify actions necessary to bring sustainable tourism development into being. The nine priority areas for action are:

- assessing the capacity of the existing regulatory, economic and voluntary framework to bring about sustainable tourism
- assessing the economic, social, cultural and environmental implications of the organization's operations
- training, education and public awareness
- planning for sustainable tourism development
- facilitating exchange of information, skills, and technology relating to sustainable tourism between developed and developing countries
- providing for the participation of all sectors of society
- design of new tourism products with sustainability at their core
- measuring progress in achieving sustainable development •
- partnerships for sustainable development

For companies, the main aim is to establish systems and procedures to incorporate sustainable development issues as a part of the core management function and to identify actions needed to bring sustainable tourism into being. The ten priority areas for action are:

- waste minimization, reuse and recycling
- energy efficiency, conservation and management
- management of fresh water resources
- waste water management
- hazardous substances
- transport
- land-use planning and management
- involving staff, customers, and communities in environment issues

The challenge of achieving the aims laid out in agenda 21 is not underestimated. It will require fundamental reorientation. However, the costs of inaction will far outweigh those of action. In the short term, damage to the industry's resources will continue and businesses may face increased regulatory or economic penalties particularly in the wake of the United Nations follow-up to the Rio

1.2. WTTC Environmental Guidelines: WTTC

20 Grosvenor Place, London, United Kingdom, SW1X 7TT
Telephone + 44 171 838 9400 Facsimile +44 171 838 9050

The WTTC commends these guidelines to Travel & Tourism companies and to governments and asks that they be taken into account in policy formation:

- Travel & Tourism companies should state their commitment to environmentally compatible development.
- Targets for improvements should be established and monitored.
- Environmental commitment should be company-wide.
- Education and research into improved environmental programs should be encouraged.
- Travel & Tourism companies should seek to implement sound environmental principles through self-regulation, recognizing that national and international regulation may be inevitable that preparation is vital.

Environmental improvement programs should be systematic and comprehensive. They should aim to:

- Identify and continue to reduce environmental impact, paying particular attention to new projects.
- Pay due regard to environmental concern in design, planning, construction and implementation.
- Be sensitive to conservation of environmentally protected or threatened areas, species and scenic aesthetics, achieving landscape enhancement where possible.
- Practice energy conservation
- Reduce and recycle waste.
- Practice fresh-water management and control sewage disposal.
- Control and diminish air emissions and pollutants.
- Monitor, control and reduce noise levels.
- Control and reduce environmentally unfriendly products, such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable materials.
- Respect and support historic or religious objects and sites.
- Exercise due regard for the interests of local populations, including their history, traditions and culture and future development.
- Consider environmental issues a key factor in the overall development of Travel & Tourism destinations.

1.3 Traveler's Code for Traveling Responsibly by PIRT

Compiled by Partners in Responsible Tourism, March 1995.

PO Box 419085-322, San Francisco, USA, CA - 94141

Telephone 415 273 1430 Facsimile 510 652 6510

email: bapirt@aol.com

Guidelines for Individuals

Cultural Understanding

1. Travel with an open mind: cultivate the habit of listening and observing; discover the enrichment

- that comes from experiencing another way of life.
2. Reflect daily on your experiences and keep a journal.
 3. Prepare: learn the geography, culture, history, beliefs, and some local language; know how to be a good guest in the country or culture.

Social Impacts

1. Support the local economy by using locally run restaurants and hotels, buying local products made by locals from renewable resources.
2. Interact with local residents in a culturally appropriate manner.
3. Make no promises that you cannot keep (photos, college admission)
4. Don't make an extravagant display of wealth; don't encourage children to beg.
5. Get permission before photographing people, homes & other sites of local importance.

Environmental Impacts

1. Travel in small, low impact groups
2. Stay on trails
3. Pack it in, pack it out; assure proper disposal of human waste
4. Don't buy products made from endangered animals or plants
5. Become aware of and contribute to projects benefiting local environments and communities (a social benefit as well!)

1.4 Code for Environmentally Responsible Tourism - PATA

Pacific Asia Travel Association (PATA)

1 Montgomery Street, Telesis Tower Suite 1000, San Francisco CA 94104-4539, United States
Telephone (1) 415 986 4646 Facsimile (1) 415 986 3458

The PATA Code urges Association and Chapter members and their industry partners to:

- Adopt the necessary practices to conserve the environment, including the use of renewable resources in a sustainable manner and the conservation of non-renewable resources.
- Contribute to the conservation of any habitat of flora and fauna and of any site whether natural or cultural, which may be affected by tourism.
- Encourage relevant authorities to identify areas worthy of conservation and to determine the level of development, if any, which would ensure those areas, are conserved.
- Ensure that community attitudes, cultural values and concerns, including local customs and beliefs, are taken into account in the planning of all tourism-related projects.
- Ensure that environmental assessment becomes an integral step in the consideration of any site for a tourism project.
- Ensure that assessment procedures recognize the cumulative as well as the individual effects of all developments on the environment.
- Comply with all international conventions in relation to the environment.
- Comply with all national, state and local laws in relation to the environment.
- Encourage those involved in tourism to comply with local, regional and national planning policies and to participate in the planning process.

- Provide the opportunity for the wider community to take part in discussions and consultations on tourism planning issues insofar as they affect the tourism industry and the community.
- Acknowledge responsibility for the environmental impacts of all tourism-related projects and activities and undertake all necessary responsible, remedial and corrective actions.
- Encourage regular environmental audits of practices throughout the tourism industry and to encourage necessary changes to those practices.
- Foster environmentally responsible practices including waste management, recycling and energy use.
- Foster in both management and staff, of all tourism-related projects and activities, an awareness of environmental and conservation principles.
- Support the inclusion of professional conservation principles in tourism education, training and planning.
- Encourage an understanding by all those involved in tourism of each community's customs, culture values, beliefs and traditions and how they relate to the environment.
- Enhance the appreciation and understanding by tourists of the environment through the provision of accurate information and appropriate interpretation.
- Establish detailed environmental policies and/or guidelines for the various sectors of the tourism industry.

C2. Regional Codes of Conduct

2.1 The Himalayan Tourist Code

Tourism Concern

Stapleton House, 277-281 Holloway Road, London, UK, N7 8HN

Telephone +44 171 753 3330 Facsimile +44 171 753 3331

email: tourconcern@gn.apc.org Web URL: www.oneworld.org/tourconcern

By following these simple guidelines, you can help preserve the unique environment and ancient cultures of the Himalayas:

- Protect the natural environment
 - Limit deforestation - make no open fires and discourage others from doing so on your behalf. Where water is heated by scarce firewood, use as little as possible. When possible choose accommodation that uses kerosene or fuel-efficient wood stoves.
 - Remove litter, burn or bury paper and carry out all non-degradable litter. Graffiti are permanent examples of environmental pollution.
 - Keep local water clean and avoid using pollutants such as detergents in streams or springs. If no toilet facilities are available, make sure you are at least 30 meters away from water sources, and bury or cover wastes.
 - Plants should be left to flourish in their natural environment - taking cuttings, seeds and roots is illegal in many parts of the Himalayas.
 - Help your guides and porters to follow conservation measures.
-
- As a guest, respect local traditions, protect local cultures, and maintain local pride.
 - When taking photographs, respect privacy - ask permission and use restraint.
 - Respect Holy places - preserve what you have come to see, never touch or remove religious objects.
 - Shoes should be removed when visiting temples.
 - Giving to children encourages begging. A donation to a project, health center or school is a more constructive way to help.
 - You will be accepted and welcomed if you follow local customs. Use only your right hand for eating and greeting. Do not share cutlery or cups, etc. It is polite to use both hands when giving or receiving gifts.
 - Respect for local etiquette earns you respect - loose, lightweight clothes are preferable to revealing shorts, skimpy tops and tight fitting "action wear." Hand holding or kissing in public are disliked by local people.
 - Observe standard food and bed charges but do not condone overcharging. Remember when you're shopping that the bargains you buy may only be possible because of low income to others.
 - Visitors who value local traditions encourage local pride and maintain local cultures, please help local people gain a realistic view of life in Western Countries.

2.2 Guidance for those Organizing and Conducting Tourism and Non-Governmental Activities in the Antarctic

IAATO

111 East 14 Street, No.110, 10003 New York, USA

Telephone +1 212 460 8715 Facsimile +1 212 529 8684

email: iaato@aol.com Web URL <http://www.icaair.iac.org.nz/tourism/iaato/index.html>

Attachment to Recommendation XVIII-I adopted at the ATCM, Kyoto, Japan, April 1994 together with the Guidance for Visitors to the Antarctic.

Those responsible for organizing and conducting tourism and non-governmental activities must comply fully with national laws and regulations which implement the Antarctic Treaty system, as well as other national laws and regulations implementing international agreements on environmental protection, pollution, and safety that relate to the Antarctic Treaty Area. They should also abide by the requirements imposed on organizers and operators under the Protocol on Environmental Protection and its Annexes, in so far as they have not yet been implemented in national law.

Key Obligations on Organizers and Operators

1. Provide prior notification of, and reports on, their activities to the competent authorities of the appropriate Party or Parties.
2. Conduct an assessment of the potential environmental impacts of their planned activities.
3. Provide for effective response to environmental emergencies, especially with regard to marine pollution.
4. Ensure self-sufficiency and safe operations.
5. Respect scientific research and the Antarctic environment, including restrictions regarding protected areas and the protection of fauna and flora.
6. Prevent the disposal and discharge of prohibited waste.

Procedure to be followed By Organizers and Operators

A. When planning to go to Antarctica organizers and operators should:

1. Notify the competent national authority of the appropriate party or parties of details of their planned activities with sufficient time to enable the party to comply with their information exchange obligations under Article VII (5) of the Antarctic Treaty.
2. Conduct an environmental assessment in accordance with such procedures as may have been established in national law to give effect to Annex I of the Protocol, including, if appropriate, how potential impacts will be monitored.
3. Obtain timely permission from the national authorities responsible for any stations they propose to visit
4. Provide information to assist in the preparation of: contingency response plans in accordance with Article 15 of the Protocol; waste management plans in accordance with Annex III of the Protocol; marine pollution contingency plans in accordance with Annex IV of the Protocol.
5. Ensure that expedition leaders and passengers are aware of the location and special regimes which apply to Specially protected Areas and Sites of Special Scientific Interest (and on entry into force of the Protocol, Antarctic Specially protected Areas and Antarctic Specially Managed Areas) and of Historic Sites and Monuments and, in particular, relevant management plans.

6. Obtain a permit, where required by national law, from the competent national authorities of the appropriate party or parties, should they have a reason to enter such areas, or a monitoring site (CEM site) designated under CCAMLR.
7. Ensure that activities are fully self-sufficient and do not require assistance from parties unless arrangements for it have been agreed in advance.
8. Ensure that they employ experienced and trained personnel, including a sufficient number of guides.
9. Arrange to use equipment, vehicles, vessels and aircraft appropriate to Antarctic operations.
10. Be fully conversant with applicable communication, navigation, air traffic controls and emergency procedures.
11. Obtain the best available maps and hydrographic charts, recognizing that many areas are not fully or accurately surveyed.
12. Consider the question of insurance (subject to the requirements of national law).
13. Design and conduct information and education programs to ensure that all personnel and visitors are aware of relevant provisions of the Antarctic Treaty system.
14. Provide visitors with a copy of the Guidance for Visitors of the Antarctic.

B. When in the Antarctic area, organizers and operators should:

1. Comply with all the requirements of the Antarctic Treaty system and relevant national laws, and ensure that visitors are aware of the requirements that are relevant to them.
2. Reconfirm arrangements to visit stations 24-72 hours before their arrival and ensure that visitors are aware of any conditions or restrictions established by the station.
3. Ensure that visitors are supervised by a sufficient number of guides to have adequate experience and training in Antarctic conditions and knowledge of the Antarctic Treaty system requirements.
4. Monitor environmental impacts of their activities, if appropriate, and advise the competent national authorities of the appropriate party or parties of any adverse or cumulative impacts resulting from an activity, but which were not foreseen by their environmental impact assessment.
5. Operate ships, yachts, small boats, aircraft, hovercraft and all other means of transport safely and according to appropriate procedures, including those set out in the Antarctic Flight Information Manual (AFIM).
6. Dispose of waste materials in accordance with Annex V of the Protocol. These annexes prohibit, among other things, the discharge of plastics, oil and noxious substances into the Antarctic Treaty Area; regulate the discharge of sewage and food waste; require the removal of most waste from the area.
7. Cooperate fully with observers designated by the Consultative Parties to conduct inspections of stations, ships, aircraft and equipment under Art.VII of the Antarctic Treaty, and those designated under Art.14 of the Environment Protocol.
8. Cooperate in monitoring programs undertaken in accordance with Article 3(2)(d) of the Protocol.
9. Maintain a careful and complete record of their conducted activities.

C. On completion of the activities organizers and operators should:

Report within three months of the end of the activity, organizers and operators should report on the conduct of it to the appropriate national authority in accordance with national laws and procedures. Reports should include the name, details and state of registration of each vessel or aircraft used and the name of their captain or commander; actual itinerary; the number of visitors

engaged in the activity; places dates and purposes of landings and the number of visitors landed on each occasion; any meteorological observations made, including those made as part of the World Meteorological Organization (WMO) Voluntary Observing Ships Scheme; any significant changes in activities and their impacts from those predicted before their visit was conducted and actions taken in case of emergency.

2.3 Africa Travel Association - Responsible Traveler Guidelines

Ms. Karen Hoffman

Director Public Affairs & Press, Africa Travel Association

347 Fifth Avenue, Suite 610, New York, USA, NY 10016

Telephone +1 212 447 1926 Facsimile +1 212 725 8253

- Travelers to Africa have an opportunity and obligation to make positive and lasting contributions to the conservation of the continent's cultural and natural resources. Each visitor has choices, which can have a lasting impact on Africa's people and wildlife. Being knowledgeable and making informed decisions about these options is the first step toward making your visit the most rewarding experience for you and your hosts.
- Educate yourself about your people - their culture and customs - you plan to visit. Libraries, tourism boards and experienced travel counselors can provide literature and references, which will make your trip to Africa more rewarding.
- Choose a travel agency, tour operator or hotel, which has written policies and proven practices to conserve natural resources including wildlife, energy, water and waste management. Ask if your accommodations have been certified by any of the associations now acknowledging progressive practices.
- Pay particular attention to your tour operator's use of local produce and construction materials, and operators who have active staff training programs. Remember that imported foods and lodging materials do little for the local economy.
- Leave only footprints in Africa means making sure the next visitor has access to the same quality experience you had - it is easy to inadvertently foul both environments and cultural integrity. Both humans and wildlife can learn bad habits so contemplate what your actions may have on both.
- Remove your litter and leave historical artifacts behind. Stay on established trails, and remember that encouraging drivers to leave roads invites long-term damage to many fragile areas and may disturb animal populations during critical periods.
- Respect the privacy and dignity of the cultures you visit by not imposing your values and cultures on them. Ask before photographing people. Respect your guide's advice on local customs, gifts and compensation for services, and be aware of expectations you may create for future travelers.

- Remember you are the visitor and others will have to follow your example.
- Do not purchase products made from endangered plants or animals (check with U.S. Customs 'Know Before You Go' publication). Also do not support deforestation by purchasing only handicrafts made from managed forest and veldt resources. Articles crafted in most African hardwoods are from 'mined' not managed forests. Ask your guide about which species are threatened.
- Select tour operators and packages, which provide expert interpretive services to maximize your ecological and cultural experience. Many agencies now offer specialized product with world-renowned experts in many subjects.

2.4 Ecotourism Association of Australia - Code of Practice

Ecotourism Association of Australia
 PO Box 26, Red Hill QLD 4059, Australia
 Telephone +61 7 3369 6099 Facsimile +61 7 3217 5675
 email: 100357.1137@compuserve.com

The Ecotourism Association of Australia has adopted the following Code of Practice for Ecotourism Operators:

- Strengthen the conservation effort for, and enhance the natural integrity of, the places visited
- Respect the sensitivities of other cultures
- Be efficient in the use of natural resources e.g. water, energy
- Ensure waste disposal has minimal environmental and aesthetic impacts
- Develop a recycling program
- Support principals (i.e. hotels, carriers etc. who have a conservation ethic)
- Keep abreast of current political and environmental issues, particularly of the local area
- Network with other stakeholders (particularly those in the local area) to keep each other informed of developments and to encourage the use of this Code of Practice
- Endeavor to use distribution networks (e.g. catalogues) and retail outlets to raise environmental awareness by distributing guidelines to consumers
- Support ecotourism education /training for guides and managers
- Employ tour guides well-versed and respectful of local cultures and environments
- Give clients appropriate verbal and written educational material (interpretation) and guidance with respect to the natural and cultural history of the areas visited
- Use locally produced goods that benefit the local community, but do not buy goods made from threatened or endangered species
- Never intentionally disturb or encourage the disturbance of wildlife or wildlife habitats
- Keep vehicles to designated roads and trails
- Abide by the rules and regulations applying in natural areas
- Commit to the principle of best practice
- Comply with Australian safety standards
- Ensure truth in advertising, and

- Maximize the quality of experience for hosts and guests.

C3. Specific Sites

3.1 Trinidad and Tobago – Guide for Turtle Watching

- The Leatherback Turtle (*Dermochelys coriacea*) is the largest species of marine turtle, with some individuals weighing up to 728 kilograms and with carapace lengths of approximately 125-185cm.
- These turtles prefer to nest on beaches with coarse sand and are generally found on North and North-Eastern shores of Trinidad And on the leeward side of Tobago.
- The period between March and August (their nesting season) is the best time for Turtle Watching. In Trinidad, three of the more accessible beaches for viewing the Leatherback Turtle while nesting are Matura, Grand Riviere and Fishing Pond.
- Generally nesting is observed between the hours of 7:00pm and 5:00am.
- A female leatherback deposits between 80-125 white eggs in a nest, which is excavated previously with the use of its flippers in the sand. This is an amazing sight!
- After an incubation period ranging between 55-70 days, another amazing sight can be witnessed when the hatchlings emerge from the sand and each makes an instinctive dash towards the sea.
- Of the sixty percent that will emerge from the sandy nest, only one or two will ever reach maturity and return to our beaches, from which they originally hatched.
- For more detailed information, kindly, contact officers of the Wildlife Section, or you may wish to purchase our informative booklet and posters. Help us to protect our wildlife by educating at least one other person about the beautiful event you are about to witness.
- Enjoy, but DO NOT destroy!
- Precautions observers should note to ensure that turtles are not hindered:
- Make a minimum of noise-speak softly, no radios.
- Use only a minimum amount of artificial lights- only flashlights and turn on only as necessary. When turtles emerge from the sea, there should be absolute silence and no lights should be put on. Turtles turn back to the sea very easily if disturbed at this stage.
- A distance of 15 meters should be kept until nest is prepared and the laying process has begun. This is the only time when photographs can be taken.
- Observers should approach quietly, with a minimum of lights when laying is in process. Care must be taken to prevent nests from caving in.
- Do not handle turtle eggs.
- Do not attempt to ride on turtle back.
- Do not use lights when turtles are returning to the sea.

Law Enforcement

- To give greater protection to the species the Matura Bay and Fishing Pond beaches have been declared as prohibited areas under Section 2 of the Forest Act-Chapter 66:01, and would take

effect of 1st March to 31st August annually.

- Persons desirous of visiting these beaches must obtain Permits to enter a Prohibited Area, from the Forestry Division offices at San Fernando between the hours of 9:00am to 3:00pm at a cost of:
 - \$5.00 per adult, \$2.00 per child (under 12) for single visits.
 - Seasonal permits can be obtained for the period of 1 March to 31 August at the cost of: \$50.00 per adult

C4. Tour Operators

4.1 World Travel Organization: The Environmentally Oriented Tour Operator- Recommendations and Proposals for Tour Operators

Environmental Management and Information System

1. Enshrinement of binding environmental principles or guidelines for environmentally acceptable and socially responsible tourism and sustainable development as corporate goals.
2. Organization of environmental responsibilities at the highest level within the company.
3. Systematic surveying of the environmental qualities of the company and of its tourism products.
4. Definition, review and monitoring of environmental standards ("environmental controlling") and development of a comprehensive environmental information system.
5. Evaluation, application/implementation and practical availability of gathered environmental information.
6. Regular compilation of environmental reports by responsible staff/departments on internal areas and products.

Marketing: Product Policy

7. Ecological orientation in product planning and definition of purchasing criteria.
- 7a. Consideration of environmentally sound management of accommodation and gastronomy enterprises.

Environmental management

- Environmental protection is organized in the enterprise
- There is some form of proof of environmental orientation or environmentally sound management (guidelines, manuals, awards, quality labels, etc.)

The enterprise practices environmentally oriented measures and activities in the fields of:

- Waste: avoidance and management
- Energy: environmentally sound energy supply (for example, use of renewable sources) and reduction of consumption (energy-saving measures)

- Water: reduction of consumption (economy measures) and of pollutant release, environmentally sound effluent disposal (for example, connection to sewage treatment plants), use of rain and non-potable water
- Noise and air: avoidance and abatement of emissions/pollution
- Ecological information for guests on the enterprise and its environment: for example, concerning environmental qualities, any problems or restrictions, suggestions on appropriate and recommended behavior for holiday makers, leisure services, information material
- Healthy and environmentally sound catering
- - Environmentally sound purchasing, with preference to regional supplies - - Ecologically oriented care and design of outdoor facilities
- Training of staff to behave in an environmentally conscious manner

7b. Consideration of environmentally committed destinations.

Environmental policy

A development concept of sustainable tourism development has been presented

The region practices environmentally oriented measures and activities in the following fields:

- Monitoring of environmental qualities
- Planning, construction and operation/use of infrastructure facilities according to environmental aspects (for example, replacement of environmentally damaging facilities by new ones, utilization or preference of existing environmentally sound structure before creating new ones)
- Landscape and nature conservation: ecologically oriented construction (such as through planning instruments, architecture), species/habitat conservation
- Setting up of capacity limits for all infrastructure facilities, such as leisure and sport facilities, heritage attractions and other places of interest, accommodation and gastronomy, transport infrastructure, supply and disposal facilities (waste, energy, water)
- Determination and designation of zones with specific ecological capacities with regard to buildings and visitors, apply regulatory measures where necessary - Transport: promotion of environmentally sound means and modes of transport (such as increased use of bicycles and local public transport, development of environmentally acceptable transport concepts), avoidance or abatement of transport-related pollution
- Energy: environmentally sound energy supply (such as renewable), reduction of energy consumption, energy conservation
- Waste: avoidance, disposal (collection, source segregation) and management (recycling, hazardous waste disposal)
- Water: supply (aspects of potable water capacity and quality), reduction of water consumption (economy measures) and pollutant releases, effluent (wastewater system, treatment and reuse)
- Bathing waters and beach quality (European Blue Flag award)
- Noise and air: avoidance and abatement of emissions/pollution, climate protection
- Information and public relations work: information on environmental qualities, educational campaigns, support programs, events, production of information material

7c. Low-impact leisure program.

Sport, excursion and culture programs

- Promotion of sports and sporting products and services structured so as to have minimum impacts on nature and environment
- Performance of environmentally benign sports courses
- Products and services with ecological focus
- Control/direction of products and services in ecologically sensitive areas, for example, protected areas
- Natural phenomena and special attractions of the region
- 'Soft' adventure tours
- Activity courses (for example, farming, landscape conservation, crafts)

Animation

- Presentation of environmental aspects at events
- Inclusion as a matter-of-course component of programs in such a manner that the issue of 'nature/environment' is easily grasped and positively associated by the holidaymaker
- Offers of environmental events in which fun, adventure, etc. are in the foreground

7d. Consideration of environmentally sound means and modes of transport

Environmentally sound arrival and departure

- Promotion of environmentally sound ways of arrival by bicycle, bus, railway and ship wherever possible and reasonable (time needed, quality of connections, distance), particularly for short distances
- Extension of the duration of long-haul journeys, for example as a rule of thumb: number of travelling hours smaller than number of days on holiday
- Promotion of comparable tour offers to nearby distances, for example in the trekking sector
- Increased use of modern, less polluting aircraft
- Clipping transport volume peaks, for example, through using night trains, mid-week arrivals, etc.

Environmentally sound mobility at the destination

- Preferential treatment or promotion of environmentally sound modes of transport (walking, cycling, bus, mountain railway, etc.) and of local public transport in both everyday 'holiday mobility' and in excursion programs

8. Step-wise increase of the share of environmentally sound tours and services (including accommodation/gastronomy enterprises and transport services) in the overall volume of products and services.

Marketing and Advertising Media: Material and Handling

9. Use of papers and materials with minimum environmental impacts and according to state of the art

10. Suggest or create the structures for distributors to recommend that catalogues are passed onto friends and acquaintances, or are handed back to travel agencies for reuse

11. Reduction of catalogue consumption

- Splitting of the overall catalogue- where products and services are suited to this- into destination and special thematic catalogues, in so far as this reduces the total volume of catalogues per customer
- Use of new media
- Dispatch of catalogues to travel agencies other than those with which regular business relations exist only upon request

12. Participation in and promotion of initiatives of the trade associations for optimized use of catalogues and materials, and for reduction of their consumption.

Marketing: Communication Policy

Catalogues: Contents

13. Presentation of corporate principles and environmental activities.

14. Environmental information on accommodation, the destination area, transport/traffic situation, leisure/sports, and suggestions for appropriate behavior of holidaymakers at the locality-perhaps in the form of a matrix.

15. Labeling of accommodation enterprises and destinations that have received environmental awards.

16. Recommendations of particularly ecological products/services

17. Good and clear placement of environmental information.

18. Presentation for orientation purposes of typical indexes and pollutant inventories per mode of transport as a function of traveled distance.

Advertising and Public Relations, Information for Guest and Public

19. Aggressive marketing for environmentally benign tour and services.

20. Provision of information for the use of environmentally sound modes of transport and public transport (line maps, timetables, mobility advise).

21. Surveys of and exchange of information with holidaymakers on the ecological 'satisfaction' of their tour.

22. Offer to customer to acquire further information upon request at on environmental issues at the travel agency.

23. Offer to customers to request environmental information from the tour operator at the destination or accommodation.

24. Handing out of information material (bicycle maps, information brochures) and recommendations for travel guides and literature in the travel agency before and during the booking.

Training

25. Regular environmental training of staff at head office, at least once a year.

26. Regular information and further education of field staff (tour leaders, hotel purchasers, animators, and guides) on ecological issues and the local situation (in accommodation and destination in general).

27. Offers of central, joint training of business partners in the industry (for example, accommodation enterprises, travel agencies)

Co-operation

28. Activities at the destination

-Co-ordination with business partners, politicians, municipal bodies and nature and environmental organizations

29. Co-ordination with travel agencies

Distribution of information on environmental aspects of a tour (for example transport, destinations, accommodation enterprises) and references to further sources of information(media, organizations)
Support in selling environmentally sound products and services through commission structures or bonus systems

joint advertising campaigns and actions for environmentally benign traveling

1. Maintenance of contacts and co-operation with nature/environmental organizations

Exchange of information on the ecological situation in the destinations

Joint initiatives such as the dissemination of information and performance of information events, presentations, seminars and guided tours

Structuring of special tourism and leisure programs

Project promotion/sponsoring of actions in the destination area

2. Support of business partners

Motivation and recommendations to participate in environment competitions or pioneering projects

3. Co-operation with other tour operators

33.Co-operative actions in dealings with common partners such as travel agency accommodation enterprises, destinations (surveying of environmental qualities, strategies, monitoring)

34. Co-operation with educational institutions (universities) for the preparation of studies, diploma theses, etc,

Political Activities

35. Participation in the bodies of tourism associations/federations and other bodies with environmental relevance (for example 'round tables', working groups, project partnerships).

36. Support of political lobbying for improvement of regulatory, fiscal and financial framework conditions f or environmentally oriented tour operators.

Source: Adapted from The Environmentally Oriented Tour Operator-Recommendations and Proposals For Tour Operators prepared by The Association for Ecological Tourism in Europe with the support of the German Federal Ministry for the Environment.

4.2 Code of conduct for COMMERCIAL Tour operators in Gwaii Haanas/South Moresby National Park

Preamble

- This Code of Conduct has been developed by the commercial operators and resource guides listed as participants in the Appendix. It has been developed, primarily, to regulate our own activities in Gwaii Haanas/South Moresby, and those of our guests.
- The guiding spirit of this Code of Conduct is to ensure that we cause minimal impacts to the wildlife, wilderness, natural habitats, and the archeological, cultural and historical sites of Gwaii Haanas/South Moresby. We seek to preserve and protect this special Place as it now is, for the appreciation, enjoyment, and enrichment of future generations.
- The intent of this Code is to guide and regulate our own commercial operations. We also wish to inform, educate, and voluntarily involve all other commercial operators and private visitors who wish to protect in perpetuity, the opportunity for, and the quality of the exceptional experiences found in Gwaii Haanas/South Moresby. We will provide this Code to others when appropriate.

Etiquette

- Most of GH/SM is a wilderness area where people expect to have little or no evidence or signs of human activity. Most visitors want to experience the peace, quiet and solitude of nature. We recognize the necessity to ensure that % everyone can have this kind of experience. Specifically, we will:
 1. Keep noise levels at a minimum in anchorage, campsites on trails, etc. We will discourage loud music, limit excessive engine noises, and keep noise confined to our own group as is possible.
 2. Whenever possible, communicate anchorage or campsites to other parties in advance and find another site if one is already occupied.
 3. Not take pets (onshore).
 4. Store personal gear together in an unobtrusive place when ashore.
 5. Co-operate and communicate in a friendly and professional with other operators or parties.
 6. Limit the size of our groups to 20-people and ensure that we have a knowledgeable guide for every 10 people.
 7. Bathe in streams at the mouth, not upstream nor near frequented drinking water sources.
 8. Be accurate and responsible with our advertising.
 9. Discourage the collection of natural matter (Such as shells, rocks),
 4. and forbid the collection of fossils.
 10. Record and communicate to proper authorities (CHN, CPS, DFO, CCG), any questionable, problematic or unsafe activities.

Wildlife

- Part of the experience for visitors is to observe close-hand birdlife, and marine and land mammals. In order to cause the least intrusion and disturbance to the natural patterns and behavior of wildlife, we will at all times approach with care and sensitivity all sighted wildlife.

We will:

Whales/Dolphins

1. From a distance, determine the travel direction and diving sequence of the whales.
2. Approach them slowly from the side and slightly to the rear, but not directly from the front or rear and position the boat parallel to the whales at a distance no closer than about 100 meters, at a speed that matches theirs, and avoid rapid changes in vessel course or speed- let the whales make the decisions.
3. Be careful not to separate nor come between a calf and cow.
4. Not interfere with the natural behavior of whales, i.e., when orcas hunt and kill other mammals, or when they are resting.
5. Move away slowly when finished whale watching.
6. Be aware of what other operators are doing, communicate our intentions to each other and not box the whales in.
7. Record sightings and observations in log.

Seabird colonies, bird nesting sites, raptor eyries

- We recognize that Queen Charlotte Islands are one of the major nesting areas, for seabirds, shorebirds, raptors, etc., many of which nest in ground burrows. Birds are extremely vulnerable during nesting season and can be damaged or disturbed by human visitation at this time. All operators are encouraged to become knowledgeable about seabird colonies. Therefore, we specifically will:
 1. Have a knowledgeable guide accompany visitors onto seabird nesting areas.
 2. Obtain a map (such as Queen Charlotte Island Seabird Colonies map from Environment Canada) which shows types of birds, colony location, and nesting dates.
 3. Limit time spent ashore near open nesting sites. Particularly, avoid causing birds to fly off their eggs or leave their chicks, for example at any of the gull, cormorant or Murre colonies, or when near oystercatchers etc.
 4. Refrain from visiting sensitive sites such as: Anthony Islets Rankine, Kerouard, E. Copper, Jeffrey and Slug Islands.
 5. Not camp nor have fires or bright stationary lights near known nesting sites.
 6. Not climb trees that contain eagle nests. Eagles are known to abandon nests when disturbed.
 7. Not climb cliffs near Peregrine falcon eyries.
 8. Not discharge firearms near nesting sites.
 9. Have no low fly-overs by aircraft of falcon eyries and eagle nests.
 10. Limit number of visitors in colony to 10 at any one time.

Seals and Sea lions

1. Not have low fly-overs (under 500 ft.) by aircraft, or close approaches by vessels that disturb animals at rookeries and haul-outs.
2. Be alert to animal movements and leave immediately if more than 2 to 3 animals dive into the water.
3. Take extreme care to not surprise animals- proceed slowly from a direction where animals can see the boat. Approach from downwind.

Seals

1. Not feed or allow close approach to bears.
2. Store food caches at least 75 meters from tent sites.
3. Keep food caches covered and hung in a tree when not attended.
4. Never store food in kayaks or boats that are on the beach.
5. Ensure tents are not set on bear trails.

6. Be careful to not disturb nor come near bears during salmon spawning season.
7. Remain alert to bear sign and activity at all times, and be sensitive to the bear routes and patterns.
8. Report sites where bears have had problems with people.

Deer

1. Not touch or pick up any fawn even if it appears abandoned.

Visitor safety

- All commercial operations are conducted surrounded by the marine environment of the North Pacific. Unpredictable local weather conditions, frequent high winds, strong currents, and extreme tides combine to create dangerous hazards for the unprepared visitor. We encourage the adaptation by all operators of the highest degree of responsible operations, vessel standards, and crew/guide training. Some suggestions:
 1. All vessel operators have experience, with the waters of GH/SM before commencing a commercial venture.
 2. All commercial vessels to be seaworthy, well maintained, well equipped, and meet all coast guard standards.
 3. All crew to be trained in first aid (preferably advanced), hold radio operator's license and to be trained in marine emergency duties and have C.G. certification where required.
 4. Vessels and aircraft to be available in an emergency situation, i.e., marine search and rescue or vessel in distress. Know how to prepare for a medical air evacuation.
 5. Crew to monitor C.G. VHF Ch. 16
 6. We encourage all vessels (or groups of vessels) to have EPIRBS, or VHF's and extra safety equipment for emergencies (extra pumps, towing lines, smoke flares etc.).

Guides

- The need for guide standards has been discussed. Demonstrated skill, experience training, local knowledge of GH/SM, including knowledge of its natural and cultural history, ability to lead a group, first aid, etc. are essential.

Archeological, cultural and historical sites

- We acknowledge and respect the Haida Nation's concerns regarding visitors to Haida archeological and cultural sites. Therefore, we will:
 1. Attempt to make radio contact with Haida Watchperson before arrival or go ashore and make contact, in order that Watchperson can coordinate with other visitors to limit the number of visitors in a site at any one time.
 2. Have one guide per 10 guests when onshore. Limit group size to approximately 20.
 3. Not camp on archeological or sacred sites, i.e., Sguh Gwaii, Hotspring, House Island; not camp within 1 km of any Haida village site.
 4. Not dig into mittens or in any archeological site; not touch nor remove any artifact, cultural or historical; not enter burial grounds.
 5. Leave neither garbage nor human waste in these sites.
 6. When on Hotspring Island, no more than 14 people in 3 pools at one time, no more than 20 people onshore at one time. If another group is waiting, limit stay to 3 hours or less. Emphasize spiritual and botanical values of the island as opposed to a party and bathing attitude.

7. Remind any Commercial photographers who are our guests that they should receive permission from the band council for taking pictures to be sold.

Burnaby Narrows

- Burnaby Narrows exhibits one of the special biological phenomenon in the Charlottes and is a popular site. As we are concerned about the possible deterioration of the site because of visitation and to lessen the impacts on marine life by heavy foot traffic, we will:
 1. Advise all our guests of the possible impacts of foot traffic on marine life.
 2. Attempt to use glass bottom viewers for non-walking, float-through tours of the Narrows.
 3. Not gather, collect, nor harvest marine life in the Narrows.
 4. Minimize camping activities and anchoring of vessels in the immediate vicinity.

Food gathering

- As part of our guest's experience we do catch and gather some fish and seafood. We will educate and encourage our guests to limit their catch in order to ensure preservation of the resource, to reduce impacts on traditional fisheries, and to maintain the quality of the experience for the future. We support the conservation of marine resources, as there is already a depletion of certain species, i.e. abalone, coho, rock scallops, and bottom fish in GH/SM. We will:
 1. Limit our catch to what we can eat on the trip.
 2. Discourage harvesting of purple hinged rock scallops
 3. As result of coast wide closure, there is no harvest of abalone (until 1995).
 4. Refrain from "catch-and release" of salmon.
 5. Be certain every person who fishes possesses a valid DFO license.
 6. Maintain in our logs a record of fish and shellfish caught.
 7. Limit the catch of salmon to one per license per day.
 8. Discourage the harvest of shellfish in fragile areas.
 9. Be aware of health risks associated with eating shellfish such as P.S.P. and allergies.
 10. Discourage collecting of seafood while diving.

Garbage

- With increased visitation in GR/SM by boats, aircraft, and people, there will be more garbage and human waste. We will operate utilizing 'no trace' practices. Specifically, we will:
 1. Burn paper and organic below the high tide mark.
 2. Dispose of our organic overboard when away from anchorage and moorings, preferable well offshore.
 3. Pack out all cans, plastics, bottles, and non-biodegradable.
 4. Not discharge holding tanks while in anchorage or moorings.
 5. When onshore or in campsites near the ocean, encourage the use of lower intertidal areas for a disposal of human waste. When latrines need to be established away from the shore, they will be at least 200 meters from any freshwater sources.
 6. Use biodegradable soaps for dishes, bathing, and laundry.

Camping

- Most suitable camping sites (protected beach, good anchorage, water source, etc.) are also Haida archeological sites which visitors should be aware of. We will:

1. Make sure all campsites are left in 'no trace' condition.
2. Build fires in foreshore, below high tide mark, away from driftwood. Make sure fires are extinguished when unattended. Use only driftwood for fires.
3. On popular, heavily-used campsites, we support the construction and use of latrines (outhouses).
4. Limit duration of stay to one week.

Local involvement

- Recognizing our involvement with the economy and people of the Queen Charlotte Islands, we will attempt to:
 1. Hire local people in our operations.
 2. Buy supplies and materials locally.
 3. Participate in local events and promote them to our guests.
 4. Encourage the on island provision of pertinent crew and guide training courses and programs.
 5. Improve communication between local people and us.

Resolutions from the Skidegate and Vancouver Meetings

The commercial operators in the Gwaii Haanas South Moresby National Park Reserve would like to:

1. be considered as a group to which the Archipelago Management Board can refer for consultation and advice during the development of Management Plan's for the Archipelago.
2. request that the AMB investigate the means available to limit the number of commercial operators working in the Gwaii, Haanas area in the future.
 1. We suggest that the AMB should research how this has been done in other Parks and protected areas in Canada and elsewhere and should consider the potential for limiting the number of visits to individual sensitive sites. We suggest that the AMB should evaluate the potential for limiting the total number of visitors as well as the number of operators.
 2. Request that the AMB ensure that local Queen Charlotte operators and residents are given on going, opportunities to participate in the commercial tourism in Gwaii Haanas. We suggest that means, such as local training programs and grants, be investigated.
 3. Suggest that if a limit is to be placed on the numbers of visitors allowed on a site (i.e. party site of 10) that some discretion in enforcing this limit be given to the Haida Gwaii Watchmen staff who will be on site.
 4. Suggest that the AMB should establish procedures to monitor the impacts of visitors on sensitive sites and report the findings back to the commercial operators.
 5. Request the AMB to continue to pursue the improvement of radio reception, particularly for weather, in the area south of Skincuttle Inlet.
 6. Suggest that the AMB should encourage the Department of Fisheries and Oceans to do more sampling for PSP and strive to speed up the reporting time for test results.

7. Request the AIMB to investigate the establishment of a user-pay garbage pick-up service for commercial operators.
8. Suggest that, in encouraging and supporting, research activities the AMB encourage researchers to leave as little sign of their activities as possible.
9. Suggest that the AMB should initiate discussions with the commercial operators and commercial aircraft operations in order to establish mutually acceptable designated landing sites for aircraft.

D. Related Bibliography

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