3rd FEALAC
Conference in Nature Based Tourism and Ecotourism

Trends, Progress and Challenge in Nature Based Tourism and Ecotourism in Latin America

Mr. Marcello Notarianni
International Hospitality and Sustainable Tourism Expert
Barranquilla, Colombia, 23 August 2012
Presentation outline

- Concept/definitions
- Trends
- Progress
- Bottlenecks/weakness
- Challenges for the future
- Questions
Concept/definition
Nature Tourism and Ecotourism

1. Nature Tourism and Ecotourism both focus on personally experiencing nature in ways that lead to greater understanding and appreciation;
2. Nature Tourism and Ecotourism both represent best practice for ecologically sustainable tourism;
3. Ecotourism integrates opportunities to understand more about nature into every experience;
4. Ecotourism is sensitive to, interprets and involves different cultures, particularly indigenous cultures;
5. Ecotourism provides constructive ongoing contributions to local communities;
6. Ecotourism positively contributes to the ongoing conservation of natural areas;
7. Ecotourism consistently meets client expectations; and
8. Ecotourism product is marketed accurately

PA mission

MKTG
Ecotourism as market segment

Tourism Market Segments

Cultural Tourism  Rural Tourism  Nature Tourism  Sun & Beach Tourism  Business Tourism  SPA, beauty & fitness Tourism

Ecotourism  Adventure Tourism

Source: UNWTO modified from Strasdas 2001
...as sustainable tourism concept

Source: UNWTO modified from Strasdas 2001
Nature tourism, ecotourism and sustainability

Tourism

Business
Sun and Beach
Rural
Nature
Cultural

Sustainability

Ecotourism

Environmental Quality
Relationship among Tourism segments

Conventional Tourism

Adventure Tourism

Sustainable Tourism

Ecotourism

Nature Tourism

Voluntourism
Protected Areas Values

Protected Areas benefits improvements
Governance, partecipative decision processes, adaptive management

- Livelihoods means
- Natural Disaster Mitigation
- Tourism
- Cultural and Spiritual Values
- Freshwater Production
- Buffer reducing Climate Change
- Human Health
- Food Security

Governance, partecipative decision processes, adaptive management
Protected Areas benefits improvements

Source: Marcello Notaranni
Trends
Fragmentation of tastes

Niche tourism

Wellbeing:
- Spa break
- Medical tourism
- Yoga

Gastronomy:
- Wine tourism
- Food trails
- Cookery course

Nature based:
- Garden tours
- Safar
- Ornithology

Activity:
- Sailing
- Cycling
- Diving

Educational:
- Photography
- History
- Crafts
Understanding the markets: Experience marketing

- Focused on consumer’s experiences
- Consumption as an holistic experience
- Designed for consumer’s behaviour: do the “road” consumers do during their experience
- Understanding that consumers are individuals
- Uses various tools and channels

Source: Bernd Schmitt, Experimental Marketing
communities
learning
multi-motivation

E-sharing
hyper-informed
tailor-made
segmentation
flexibility &
convenience

specialization

multitask

“story-telling”

impatient

“the power
of simplicity”

unique

authenticity

experiences
‘word-of-mouse/word of M-touch’

user generated content

on line social networks

Blogs

Trust

communities / affinity groups

use of UGC by destinations and providers

“influencials’ / ’reputation networks”

Tripadvisor.com - 50 million visitors a month

Youtube channel
Tourism World Trends 2010 - 2020

- Tourism: 4.3
- Eco-Tourism: 15.0
- Nature Tourism: 20.0

Tourism Demand vs Nature/Ecotourism products

- Based on experience/activity
- More specialized/fragmented
- Sustainability concern and commitment
- Active and integrated with other segments linked to nature based
- Holistic approach
Nature tourism and Ecotourism range

Nature and Ecotourism Hard models (active, deep) e Soft (passive, shallow) model: real feature nature and ecotourists
Latin America Trends

- Looks inwards to develop off the beaten track destinations
- Roads less travelled
- Social media spreads the word
- Sustainability/Environmental/Responsible items
- From nature based and ecotourism product to biodiversity and cultural tourism products
- Latin America re-brands as a luxury destination
  - investing in luxury infrastructure to appeal to local and international travellers after the crisis is over.
  - preparing to steal share from North America, Europe and Asia Pacific.
Tourism and biodiversity in LA

- 2/3 and ¾ of international tourists visits at least 1 Natural Parks
  - Perú 73%
  - Argentina 60%
  - Costa Rica (65-75%)
- 94% of surveyed Caribbean tourism and hospitality companies depends on natural environment for their subsistence.

UNWTO Spanish Outgoing market to America

- Key resources: nature and culture
- Key factors: Distance, price, value for money, resources and products quality
- Main tour packages:
  - Cities + **nature** + culture
  - Beach + **nature** + culture
  - Cities + beach
Chile aboga por incentivar el turismo sostenible en áreas protegidas

08.05.2012

Con el propósito de mejorar la gestión y conservación de sus áreas protegidas, al tiempo que potencia el desarrollo del turismo sostenible, Chile promulgó un reglamento que establece los procedimientos y normas que regirán a partir de ahora para otorgar concesiones turísticas en esas zonas.

Según informó la subsecretaría de Turismo del país austral, Jacqueline Plaza, ese documento fue elaborado de conjunto con el ministerio de Bienes Nacionales, CONAF y el ministerio del Medio Ambiente, y propone que las Áreas Silvestres Protegidas (ASP) sean consideradas como "un recurso único y de gran valor para la biodiversidad", pero también como un potencial para el desarrollo sustentable de las comunidades aledañas a estas regiones, bajo la visión del turismo sostenible.

Cita una en despacho del portal del Servicio Nacional de
South American Tourism Industry to become more Environmentally Sustainable

South American Tourism Industry to Become More Environmentally Sustainable

06.13.2012

EarthCheck, the world’s leading environmental benchmarking and certification company for the travel and tourism industry has forged a partnership with one of South America’s most respected environmental sustainability organizations.

Chile based ValorSustainable will provide EarthCheck training and services throughout Chile, Argentina, Uruguay and Peru. EarthCheck’s environmental sustainability program is currently used by more than 1,300 clients in 70 countries.

ValorSustainable specializes in environmental projects involving energy efficiency, industrial ecology, sustainably strategizing, carbon and water management and solar power development.

CEO Stewart Moore said ValorSustainable shares the vision that responsible tourism organizations need to develop and implement strategies which contribute toward environmental sustainability as well as saving money and improving operational efficiency.

ValorSustainable Managing Director Tomas Steinacker said the scientifically proven EarthCheck system and the independently audited processes have the potential to change the face of environmental sustainability in the South American tourism industry.
Ecotourism on the Riviera Maya...the Sustainability factor

The Riviera Maya is an amazingly blessed area of Mexico, semi-tropical in nature, limestone based, shrub jungles, cenotes (sink holes with vast underground water systems). Mayan ruins, beaches and caves of pristine white sands, star studded skies, clouds practically touchable and warm...plenty of warm, sunny days touched by humidity, but manageable by mother nature’s trade winds that bathe this lush coast.

The Riviera Maya begins in Cancun (southeastern tip of the Yucatan peninsula), and ends in the UNESCO declared World Heritage Biosphere of Sian Kaan. Between these two points, lies the small town of Puerto Morales, the bustling and rapidly growing Playa del Carmen, turtle nesting grounds of Akumal and the Mayan ruins and town of Tulum.

This is a rich coast, loaded with biodiversity, dotted with multitudes years old spices and undercurrents water systems. People from all corners come to experience the nature of Mexico up close, from the beaches to the rain forests.
Central America Declares 2012 the Year of Sustainable Tourism

12.28.2011

Central America will attend FITUR 2012 in order to inaugurate its Year of Sustainable Tourism, an initiative set up by the Heads of State and Government of the countries that make up the Region, namely Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. This measure makes part of the Region’s Plan 2008-2013, whose purpose is to promote sustainable development through tourism.

This project will pay close attention to the issue of climate change and ethical tourism practices, as well as securing the participation of local communities and small and medium-sized companies from the industry when it comes to preserving the natural and cultural heritage that exists throughout the Region.

Furthermore, in order to boost the benefits offered by this program, different measures will be strengthened in fields as diverse as the integral management of disasters and climate change, safety and security and the battle against poverty and social exclusion.

Furthermore, support for the establishment of a Central American Customs Union will be maintained, with a view to fostering the free movement of goods and services, which in turn will encourage cross-border exchanges of tourist services and will contribute to the regional tourism market.
“Brazil has much more to offer than sun and beach products. The program for the Regionalization of Tourism has been key to expansion by introducing new products and destinations.”

Source: Sáskia Lima, General Coordinator of Tourism Segmentation, Ministry of Tourism, Brazil
Programs/Projects in Latin America

- Fam trips in Pantanal (Brazil)
- Mexico is pushing Pueblos Mágicos and Ruta Maya.
- Increasing in popularity of the Salt Flats of Salar de Uyuni (Bolivia).
- Valle de la Luna, San Pedro de Atacama (Chile) and Cerro Negro Volcano (Nicaragua) stargazing and sandboarding.
- Ciudad Perdida (Colombia) is a draw for adventure tourists, accessible only by trekking through jungle to see the ruins.
- Credit funded by Brazilian Tourism Ministry and BNDES for (new or upgraded) eco-hotels (544.4 US$ ML)
- Different projects/programs and plans based on sustainable Tourism (Belize, Guatemala, Bolivia)
Progress
Progress in nature & ecotourism

☐ Strong focus in product development

☐ Awareness and sensitivity to environmental issue linked to tourism development

☐ More emphasis on integrated and participatory planning approach (community involvement)

☐ Introduction of new terms linked to ecotourism and nature tourism in protected areas: “biodiversity” and “ecosystem service”

☐ Increase in sustainable tourism/ecotourism courses at academic level and at project/program levels
Shifting

- From niche market to more consolidated segments recognized by the market

In terms of:

- Product development
- Sustainability issue and matters
- Knowledge development (training)
- Organization development and building alliance (partnerships)
From niche market to more consolidated segments recognized by the market

- Magazine/Review (Nat Geo, WRD mag., Etc.)
- Branding (Destinations and products)
- Specialized tourism fairs and workshops
- TO/TA incorporate nature/ecotourism in the mainstream/mass market
- OLTA specialized on niche markets
- GDS and distribution systems integrate and sell “green package”
South American Country Becoming Destination for Eco-tourists

The world's largest protected rainforest is not in Brazil or Borneo, but in the relatively unknown country of Suriname. Located on the northeastern coast of South America, Suriname is a destination favored by tourists from the Netherlands. (It is a former Dutch colony and Dutch remains the national language.)

Recently, it has been getting wider recognition from the travel media. Guidebook publisher Lonely Planet, as well as news outlets such as the Guardian and The New York Times, have anointed this sparsely populated nation as one of the next best eco-tourism destinations.
Institutional/Donors Project/Programs

- Millennium Development Goals Programs
- Sustainable Tourism Eliminating Poverty (ST-EP)
- Inter-American Development Bank
- USAID
- GTZ/GIZ
- Swiss Cooperation
- AECID (Spanish Cooperation)
- SNV (Netherland Development Cooperation)
- Community based initiative (CBI, ILO, etc.)
MDG Achievement Fund
Sustainable Tourism Eliminating Poverty (ST-EP)
Example of nature tourism and ecotourism business in Latin America

- Huilo Huilo, Chile
- Chaa Creek, Belize
- Poustinia Land Park Project, Belize
- Nanciyaga, Mexico
- Gran Pacifica Hotel and Resort, Nicaragua
- Cabañas Pijiba, Pijiba Lodge, Colombia
- Reserve el Jaguar, Nicaragua
- Finca Esperanza Verde, Nicaragua
http://www.huilohuilo.com/en
http://www.huilohuilo.com/en
www.chaacreek.com
In 2000, Gonzalo Trujillo, won the 'Ecoturism Excellence Award' given by Conservation International for his efforts in environmental protection through Pijibá Lodge.

Access and location

Nuquí is located on the Colombian Pacific coast in the Chocó department on the Tribugá Gulf.

It is the "gate" to this zone and counts with health center, coast guard, police station, communication center with national and international coverage, mobile phone Comcel and an airport for Twin Otter or similar airplanes.

SATENA airlines covers the route Medellín-Nuquí-Medellín, on Monday, Wednesday, Friday and Sunday. ADA covers the same route on on Monday, Wednesday, Friday. Flight time is one hour and there are charter flights available as well.

One hour by boat, heading south, you will find Guachalito, Torco and Tenquito bchaeos. On the latter one, Pijibá Lodge is located. Its name comes from a local palm tree fruit or pijibá. Los excursionistas son recibidos por nuestro guía en el aeropuerto de Nuquí y transportados v/ maritima hasta Pijibá Lodge.

Transportation

Pijíba Lodge offers different fiber glass boats with different capacities. With this equipment we cover the whole area around the lodge.

Choco
Developing Not Destroying

The development of a long term community project cannot hide roughshod over the local communities or the local environment without creating problems for the future. In fact, real estate development is critical for the environmental and social stability of the region.

This project is dedicated to the development of an environmentally friendly, sustainable, and community-based project. Our goal is to create a model for sustainable living that can serve as a blueprint for the future.

We have known about the great opportunities in Nicaragua for a number of years. We invested in the "Gran Pacifica" project and could not be happier with the results thus far. Mike Cobb, the CEO, has been doing a fine job of directing and managing the project.

Joe and Jill B.
Welcome to Poustinia Foundation’s Website!

The Poustinia Foundation Project

Poustinia Land Art Park is an environmental project, in which nature interacts and develops, simultaneously. Poustinia was once a sprawling, eco-insensitive cattle ranch called El Dorado, where trees were cut and hills leveled to produce flat land for grazing. When the pot-of-gold failed to materialize, the goals changed and over the years since the late 1960s, the land has been transformed into a magical, eco-sensitive art centre where one can lose oneself in the admiration of nature, and find oneself both intellectually and spiritually. It is a place where the beauty of human inspiration can be contemplated within the beauty of nature.

Here you can wander freely, as the Mayas once roamed, and their spirits still do, among their many mounds, which provide inspiration to many of the artists. You may catch a glimpse of the ghosts of the cattle ranchers (or the rustlers who terrorized them) who raced the land, the loggers who cut the precious wood, to send it rafting down the Mopan River to Belize City, and thence across the ocean to England, the children who tapped the sapodilla trees, collecting the sticky resin to be shipped out to satisfy the chewing public.

With its varied habitat, second-growth jungle, now grown into tall canopy trees, low shrubs, fruit trees, coconut palms, ornamental flowers and shrubs, the different elevations and the rain-filled pond, Poustinia is a haven for birds. Migrating birds can rest and feed undisturbed while resident ones can raise their young in peace. Brown jays, green jays, and chachalaca walk you in the morning; robins, wrens, several species of hawk, warblers, leaf-chilled toucans (the national bird) and its smaller cousin the collared aracari, Montezuma’s oropendula, trogons, flycatchers, owls and hummingbirds are only a few of the species found here during the course of the year, feasting on the bugs, berries, citrus and mango, cecropia and guaboli fruits.

The wildflowers and fruit also attract a host of brightly coloured butterflies, such as the blue morph, malachites, white peacocks and zebra long-wings (heliconias) whose wings
http://www.jaguarreserve.org/
www.fincaesperanzaverde.org/
Challenges
Gap/constraints/bottlenecks

- Links to the mainstream market
- Integrate tourism into Protected Areas governance
- Tourism/visitors management
- Destination Marketing
- “Green washing”
- PA Funding and market based self-financing mechanisms
- Many initiatives but not coordinated
Challenge

- From Welcoming attitude to Hospitality Service
- Understanding the contributions of biodiversity and Ecosystem Service to the sector
- Visitors Management and Tourism Marketing
- Measuring and monitoring (not only performance)
- Tourism Hardware VS Tourism Software
- Financial sustainability
- Real commitment to sustainability
Opportunities - from luxury to eco-luxe

- LA tourism stakeholders embrace luxury tourism practices, boost competition and enhance service levels.
- Benefit from “eco-luxe” where the desire for natural overlaps with the desire for luxury
- Future developments with eco appeal
- Ecological regions such as the Amazon and Patagonia will stand out to environment-friendly luxury tourists
- Air links with Asia Pacific and the Middle East will be key to demand for luxury.
- Brazil’s hosting of the 2014 Football World Cup and the 2016 Olympic Games will be a key growth catalyst.
Last thought
Genius Loci- The sustainable tourism root

When the identity of a place is revealed and it is no longer a mystery, people come forth in order to save what is still alive.
Thank you for your attention

Mr. Marcello Notarianni
International Hospitality & Sustainable Tourism Expert
Salamanca / Spain
Mobile ph.: +34 657 692 420
e-mail: notarianni.m@gmail.com
Skype: Marcello Notarianni

Professional Networks Member: