



RECOGNISING ACHIEVEMENT

# Travel and Tourism

OCC Advanced GCE H589/H789 Unit G731 Ecotourism

Unit Recording Sheet

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Unit Title **12 Ecotourism**

Centre Name

Candidate Name

Unit Code **G731** Session **Jan / June**

Centre Number

Candidate Number

Evidence: You need to produce a written and illustrated account of an ecotourism project in any worldwide destination of your choice.

### Criteria

Criteria	AO1.1: You demonstrate, through your explanation, some understanding of the aims and objectives of the industry's definition of ecotourism as they relate to your chosen project destination: you produce limited evidence of the different types of organisation that are involved with, or support, ecotourism principles; there may be limited examples from a range of organisations in the public, private and voluntary sectors with some omissions and/or inaccuracies.	AO1.2: You demonstrate knowledge and understanding of the aims and objectives of ecotourism as they relate to your chosen project destination: your work refers to and describes the role of a variety of organisations in the travel and tourism industry which support and contribute to ecotourism principles and objectives; there are few omissions and/or inaccuracies	AO1.3: you produce a comprehensive account of ecotourism aims and objectives as they relate to your chosen project destination; your evidence demonstrates your knowledge and detailed understanding of ecotourism from the range of examples from a variety of situations; the organisations used to demonstrate your understanding are from all sectors - public, private and voluntary.	AO2.1: You give an explanation of the ways in which attention can be focused upon environmental, social and cultural issues in the travel and tourism industry for your chosen project destination; you demonstrate some application of knowledge to examples, however there may be a lack of detail; your use of terminology is not always accurate and written communication lacks detail in accuracy and content.	AO2.2: you give a clear explanation of how ecotourism may contribute to, and focus attention upon, environmental, social and cultural issues for your chosen project destination; your evidence includes examples from case studies with which you are familiar and from examples you have investigated independently, with both environmental and social/cultural issues with supporting evidence; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language.	AO2.3: you give a detailed and comprehensive explanation of the influences of ecotourism principles upon environmental and social/cultural issues as they relate to your chosen project destination; your evidence provides detailed examples from a range of sources and you apply your understanding to these examples confidently, relating them to your chosen project destination; you present your work logically, showing use of appropriate terminology, and your meaning is clear and accurately conveyed.	Mark	Mark	Page No.
	[0 1 2 3 4]	[5 6 7]	[8 9 10]	[10 1 2 3 4]	[5 6 7 8]	[9 10 11 12]	10	10	1 - 35
<p><i>Teacher Comment:</i> Independently and thoroughly well researched. All research was well used to demonstrate a thorough understanding of ecotourism in relation to the chosen project and a wide range of examples from a variety of situations, and all sectors of organisations were used.</p>									
<p><i>Handwritten notes:</i> An excellent detailed analysis of the influence of principles on social, cultural and environmental issues. Excellent use of evidence. A very good use of sources are used. Well written and very clearly presented.</p>									
<p>Mark: 36-69</p>									

URS809 Revised June 2006

Oxford Cambridge and RSA Examinations

G731/URS

**Task A01** – knowledge and understanding of the aims and objectives of ecotourism and the role of ecotourism organisations in relation to your chosen project destination.

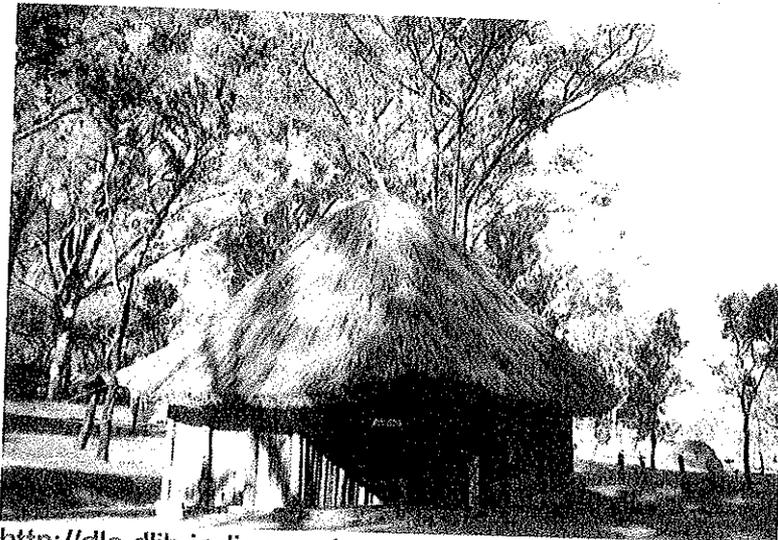
## Ecotourism

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Tourism is now a major world industry and is continuing to grow. Ecotourism is about the conservation of the natural environment of these destinations and also the well-being of their local community ([www.ecotourism.org](http://www.ecotourism.org)). It can generally be referred to as any recreational activity in natural surroundings.



<http://www.kilimanjaroproject.com/campsite-hut.gif>



<http://dlc.dlib.indiana.edu>

Above are two pictures of ecotourism huts.

### Definition of ecotourism

Ecotourism can be defined as:

'A sustainable form of natural resource-based tourism that focus primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive and locally orientated (control, benefits and scale). It typically occurs in natural areas, and should contribute to the conservation and preservation of such areas' (Witherick, 2002).

From this definition we can understand that ecotourism involves areas that are 'special' or 'precious' in some way either because of their own scenery, culture or wildlife. It also aims to maximise the local involvement of ecotourism rewardingly leading to their control and local benefits, inclusively educating and increasing their understanding, knowledge and appreciation. This in turn will help minimise the impact and damage to local communities and environment that it would have otherwise suffered.

A second definition of ecotourism that is given to us by the Ecotourism Society is:

'Purposeful travel to natural areas to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, whilst producing economic opportunities that make the conservation of natural resources beneficial to local people.'

This tells us that the people visiting these ecotourism countries are intentionally going there to experience the different places which are environmentally friendly, those of which have been limited to the ruining of their environment. They still include there local culture enabling travellers to experience that other than there own and there environment is continually being improved for example, letting the rain forest grow especially in those parts that have been damaged. This decisive travel will therefore create jobs for the local people and also make investments whilst sticking to local and traditional resources enabling techniques to be passed on from generations to keep the tradition alive.

Another definition of ecotourism is:

'Responsible travel to natural areas that conserves the environment and improves the well-being of local people' ([www.wikipedia.org](http://www.wikipedia.org)).

This means that tourists who participate in ecotourism will respect the areas that they are visiting along with their culture and in doing so will provide financial benefits to those local to that area.

Overall I like the idea of ecotourism as not only are these places trying to protect their natural environment by not building unsightly large buildings, they are also involving all locals and also benefiting locals financially.

## Principles of Ecotourism

Those who are therefore agreeing to contribute in ecotourism activities should adhere to the following principles:

- Involves travel to natural destinations
- Minimises impact
- Builds environmental awareness
- Provides direct financial benefits for conservation
- Provides financial benefits and empowerment for local people
- Respects local culture
- Supports human rights and democratic movement

Each of the mentioned principles focuses on a specific aspect of tourism

### **1, Travelling to natural destinations**

Ecotourism is all about travelling to those natural untouched destinations rather than the more developed unsightly human-made resorts, this will in turn allow visitors to gain better knowledge and understanding of the destination they are visiting, along with being able to interact with nature and environment. All of these activities are carried out with causing as little as possible alteration or disturbance to the existing ecosystem. The areas that are remote, those furthest away from large urban areas are popular for use of ecotourism. These destinations are usually subject to environmental protection at all levels, whether it is international or local. The awareness of nature based holidays has been increased by the number of programmes of TV and radio (Marvell and Watkins, 2005)

### **2, Minimises impact**

Ecotourism is in place to help reduce the amount of disruption that high impact procedures involved with mass tourism is causing, along with minimising the consumption of resources used. It aims to reduce the environmental impacts through:

- Using local building materials
- Architecture that matches the environment and is of a low level (no high story hotels)
- Using renewable energy resources
- Reducing the amount of water consumption
- The adoption of resources re-use and recycling strategies
- By monitoring and limiting or even reducing visitor numbers

(Marvell and Watkins, 2005)

### **3, Building environmental awareness**

Educational strategies are key to building the amount of environmental awareness among tourists as learning and experiencing about nature is an important part of ecotourism. Tour operators pay an important part in this by providing information about the local community before departure and during there visit. Ecotourism guides may have training in 'natural and cultural history, environmental interpretation and ethical principles'. Codes of conduct for how to dress in certain countries may also be provided for tour operators to pass on as this is all part of building the awareness (Marvell and Watkins, 2005).

#### 4, **Providing direct financial benefits for conservation**

Tourism is an important opportunity to help benefit other countries financially so they are able to provide conservation to the environment and also the use of natural resources that are beneficial to the local community. Funds can be raised in a number of ways, either through entrance fees, voluntary contributions from tourists or also in the form of tax revenue from tour operators, hotels, airlines and airports. These funds can then be directed towards the conservation of species and habitats, as well as research and education (Marvell and Watkins, 2005)

#### 5, **Provides financial benefits and empowerment locally**

Tour operators can restrict the income of tourism income to favour their own businesses. This results in the loss of local community empowerment and also leakage of profits away from the community. To overcome this, the local community must play a part in the planning, development, control and ownership of ecotourism. This way both the local community and the tourists have access to the infrastructure, such as facilities like reliable water supplies. Members of the local community can then also be employed in tourism related activities like providing accommodation and also working as tour guides (Marvell and Watkins, 2005).

#### 6, **Respecting local culture**

Ecotourism aims to be less exploitive and intrusive than mass tourism. This is usually done by providing information to tourists about local customs, practices, dress-codes and appropriate behaviour. Eco-tourism that seeks simply to minimise impacts is described as 'light green' whereas 'deep green' ecotourism involves positively promoting and revitalising local craft, dance, music theatre and museums with minimum intrusion (Marvell and Watkins, 2005).

#### 7, **Supporting human rights and democratic movements**

Another aspect to ecotourism is opposition to undemocratic practices and violations of human rights. Where such practices are taking place, this will often mean boycotting those destinations. It involves actively working to improve the political and economic conditions of communities. Tourism concern had campaigned to stop inhumane treatment and improve the working conditions of local communities across the world (Marvell and Watkins, 2005).

#### **Aims and objectives**

There are 3 main aspects of ecotourism:

- **Research** – this is important in the preservation and conservation of the world's natural resources. Finding out what is needed to be done is mainly carried out by voluntary organisations. This involves procedures such as collecting information used for decision making. Ongoing research is also a good method for monitoring worldwide information that can be highlighted for education.
- **Education** – both the host community and travel need to be educated for the ecotourism destination to be successful. This is the only way, by

education and also inspiring the next generation of leaders and also public will the destination stay in its original state.

- **Conservation** – the primary objective of conservation is the protection of natural or man-made resources, all of which include landscapes, buildings and their contents. Turning both research and education into a real lasting improvement can benefit conservation projects for a destination (Rowe et al, 2006).

All ecotourism projects must set out their aims and objectives, this is to not only attract volunteers and visitors but also funding. The three general aims of any ecotourism project are:

- **Environmental sustainability** – reduce the environmental impacts and conserve biodiversity
- **Social sustainability** – reduce social impacts and provide sustainable livelihoods
- **Commercial sustainability** – ensure their own survival (projects must be self-financing to cover recurring costs).

It is essential that you justify what is needed for ecotourism projects to be commercially sustainable when researching ecotourism destinations. Is there:

- Sufficient market demand
- Good management
- Controlled costs

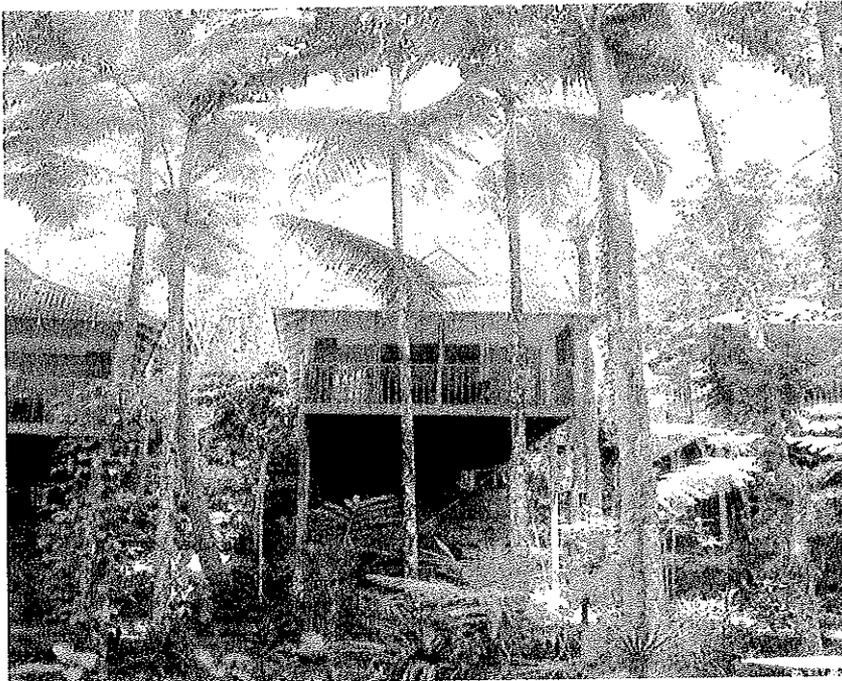
To promote themselves many projects do this on an international basis by using mission statements and overall visions enabling them to achieve credibility and support. An example of these statements and visions may be:

- **Mission** – to enable communities to balance ecosystem protection and economic development by pioneering a model for sustainable conservation.
- **Vision** – to help protect and conserve the deteriorating biodiversity of the destination and to make the local and international community aware of its scarce status.

Each individual project will have its own specific aims and objectives (Rowe et al, 2006).

Planned

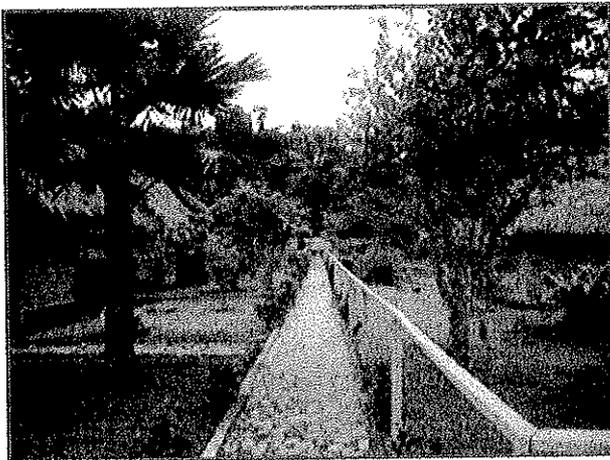
Some features of ecotourism:



(<http://static.travelmuse.com>)

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This building is built in a slight hill; it has been built without digging into and causing too much destruction to the ground. The colour of the ecotourism lodge is in green; therefore it blends in with the natural environment and does not stand out and look unsightly. It is also no taller than the trees so again it is not unsightly. It is made from local materials such as wood so again it agrees with the principles of ecotourism. The lodge looks as if it belongs in the environment and from this picture it seems to be very eco.



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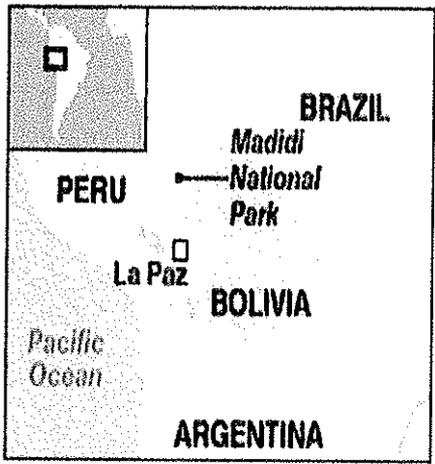
This picture does not seem to be as eco as the one above as there is more unnatural features such as the paving on the ground. However, agreeing with the principles of ecotourism it is not unsightly and does blend in with the natural environment by using local materials and traditions such as the thatched roof, it is also no build above the level of the trees.

### Madidi National Park & Chalalan Ecolodge

Destination

Chalalan Ecolodge is situated in the Madidi national park, which is deep in the Bolivian Amazon. It is the brightest star in this ecotourism constellation. Madidi national park lies in the town of Rurrenabaque. The park hosts a thriving tourism industry with its 22 hotels having an annual 22,000 visitors ([www.chalalan.com](http://www.chalalan.com))

A03



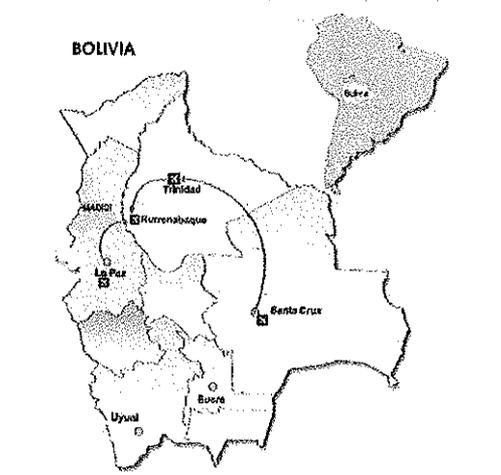
(News.bbc.co.uk)

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Chalalan is located in the Bolivian Amazon in the heart of the Madidi National Park, in the Tuichi valley on the shores of the magnificent "Chalalan" Lake. The main entry point to the Chalalan Ecolodge is the town of Rurrenabaque, which can be accessed by air or land from the city of La Paz. By air (International Airport El Alto) the trip takes approximately 50 minutes, by land around 18 hours. From Rurrenabaque to Chalalan, the Ecolodge is accessed by boat up the rivers Beni and Tuichi by comfortable motorboat which takes around 5 and a half hours.

([www.chalalan.com](http://www.chalalan.com))

A03



[www.chalalan.com](http://www.chalalan.com)

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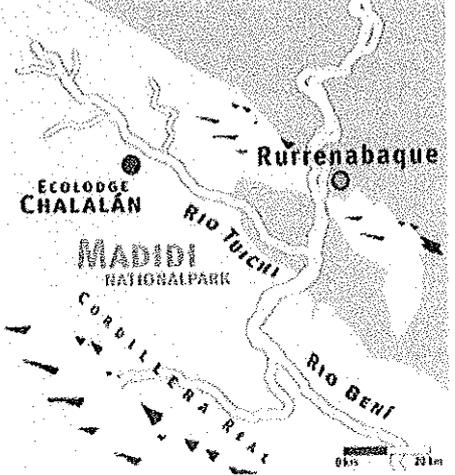
In 1992 the villagers of Chalalan realised they needed an ecotourism alternative to harvesting coffee, rice and peanuts, leading to the community leaders pursuing ecotourism. They wanted to use ecotourism to link the



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Destination  
+ understanding  
eco.

biodiversity conservation with the community development. The villagers set out to convince Bolivian authorities of the economic value of protecting and keeping Madidi's forests intact. In 1995 funding was received and granted by the Multilateral Investment Fund, this then allowed the project to begin. With the funding granted 20 families volunteered to at least 20 days of hard labour to build the Ecolodge. The structure was made from local rainforest materials that had been harvested in a sustainable manner. America Tours, trained villagers in the necessary skills to run a tourism business: building, guiding tours, preparing food, housecleaning, making handicrafts, and marketing and managing the lodge.



A03

([www.schwarzaufweiss.de/bolivien/bolivien10.htm](http://www.schwarzaufweiss.de/bolivien/bolivien10.htm))

Today, more than 70 families receive economic benefits from profits and employment. Depending on the season, up to 24 employees work as full-time cooks, guides, cleaners, and administrators. Virtually all of San José de Uchupiamonas's 600 residents benefit directly from the Ecolodge: 50 percent of its profits are reinvested into the community in the areas of health care, basic infrastructure, and education. The remaining 50 percent of profits are divided among families as a dividend on their shares.

Currently, Chalalan receives approximately 1,000 tourists per year. In 2000, three years after it received its first guest, Chalalan made a profit of nearly \$22,000. Its earnings financed new capital purchases, including Chalalan's new sales office in Rurrenabaque, and \$2,000 to the municipality for the construction of the new road linking San José to that same town. Last year, with an occupancy rate of 45 percent, the ecolodge's gross revenues totalled more than 40 percent over the previous year, and profits were anticipated to be more than \$54,000.

(<http://www.iadb.org/idbamerica/index.cfm?&thisid=289&articlepreview=0&>)  
([http://www.ecotour.org/xp/ecotour/destinations/chalalan\\_ecolodge.xml](http://www.ecotour.org/xp/ecotour/destinations/chalalan_ecolodge.xml))

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**Activities in the resort**

- Accommodation: The Chalalan Ecolodge can accommodate up to 28 tourists in six traditional cabanas (cabins). The ecolodge has four shared bathroom facilities, running water supplied by a solar-powered system, a professional kitchen with a combination of local and international cuisine, and a fully stocked bar.



↓ (<http://independent.net-genie.co.uk>) A03

- Guided Nature Hikes. Local guides give expert interpretation on nature hikes. As tourists traverse the 25 kilometres of trails in Madidi National Park, they frequently see monkeys, tapirs, capybaras, alligators, and wild pigs. The varied forest habitats also include medicinal, fruit, and exotic plants, as well as a recently discovered archaeological site in the area.



↓ ([www.rutaverdebolivia.com/madidi](http://www.rutaverdebolivia.com/madidi)) A03

- Night Hikes. Equipped with headlamps, tourists discover the nocturnal world of colourful frogs, birds, and other species critical to the ecosystem of Madidi National Park.
- Bird watching. More than 340 bird species live in the vicinity of Chalalan, including macaws, toucans, and hummingbirds. Familiar with those local species, expert guides can easily identify their songs and calls.



(<http://farm3.static.flickr.com>) A03

- Canoe Trips. Tourists can enjoy canoe trips on Chalalan Lake at dusk when the birds and troops of monkeys are actively preparing for the night.
- Swimming and Relaxation. After a day of hiking, tourists can take a refreshing dip in pristine Chalalan Lake or can simply relax in a hammock while listening to the sounds of the forest.



(<http://www.jezandali.com/inaimages/Chalalan Lake in the heart of the jungle.jpg>) A03

All of these activities taking place amongst the resort aim to educate the tourists, along with the host community, about the resort. Also they aim to conserve the natural environment by building eco friendly cabins, and allowing tourists to take part in activities that will not damage or endanger the environment. These are therefore two of the main aspects of ecotourism.

### Chalalan's aims, objectives and principles

#### Our Mission

Our indigenous community is committed to the integral development of ecotourism in the Madidi National Park, aiming our efforts at the sustainable use of natural resources (flora and fauna) in the Chalalan region by offering highly competitive ecotourism services that improve the living conditions of the people of San José de Uchupiamonas, by generating direct and indirect benefits, which will also guarantee the sustainability of the territory and the Quechua-Tacana culture for the wellbeing of future generations.



([http://www.chalalan.com/chalalan\\_ing/home.asp](http://www.chalalan.com/chalalan_ing/home.asp))

#### 'Our vision

In ten years time we will be a highly competitive and self-sustainable community business that is institutionally strong and consolidated, recognised locally, nationally and internationally in the field of ecotourism because of our valuable contribution to positioning ecotourism, having become the integral development model for many indigenous communities around the country, giving priority to cultural, natural and heritage values as a basis on which to fight poverty and social inequality in our community.'

([http://www.chalalan.com/chalalan\\_ing/home.asp](http://www.chalalan.com/chalalan_ing/home.asp))

One of the many communities that the 'responsible travel' organisation supports as operators is the village of San Jose de Uchupiamonas, a Quechua-Tacana ethnic group. This community owns and runs the Chalalan Ecolodge. The Ecolodge has been built using the philosophy of minimum impact, using local materials and traditional techniques. The design also includes the treatment of all waste waters and the use of solar energy.

(<http://www.responsibletravel.com/Trip/Trip100638.htm>)



The San Jose community hopes that by participating in responsible tourism, it can be successful in the preservation of thousands of hectares of pristine rainforest that belong to them and were inherited from their ancestors. Therefore, their operations were developed under standards that respect local culture, traditions and the amazing natural surroundings.  
 (<http://www.responsibletravel.com/Trip/Trip100638.htm>) A03

**CHALALAN**

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**THE PARTNERSHIP**

Improve the quality of life in our community, San Jose de Uchupiamonas

**THE PRODUCT**

- create a well-crafted lodge, built mostly with local materials: A03
- create a conservation area for ecotourism:
- offer a high quality product and service



(A. Stronza (2003) Trueque Amazonico: lessons in community based tourism Critical Ecosystem Partnership Fund) A03

**Application of the mission and vision of Chalalan to the aims and objectives of ecotourism**

Chalalan's aims and objectives do match up to those of the aims and objectives of ecotourism. First of all one aim of ecotourism is to have environmental sustainability leading to the reduction of environmental impacts, Chalalan aims to use only natural resources this therefore matches up as they are having the least amount of environmental impacts as possible. Chalalan also aims to improve the living conditions of there people by generating direct and indirect benefits, the aims and objectives of ecotourism are also about the social sustainability of livelihoods. Finally Chalalan also aim

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to guarantee the wellbeing of future generations, again matching up to those aims of ecotourism ensuring commercial sustainability of their own survival.

**Application of the ecotourism principles to Chalalan**

- Travel to natural destinations: the Ecolodge is a natural destination made up from natural sustainable resources, it uses renewable resources such as solar powered energy, and this therefore helps to maintain the destination as a natural destination.
- Minimise impact: built under the philosophy of minimum impact the Ecolodge uses local resources and traditional techniques. The structure of the ecolodge was made from local rainforest materials. It also uses solar energy and displays amazing natural resources.
- Building environmental awareness: the ecolodge uses solar energy so therefore shows the importance of renewable resources. While staying at the resort, activities such as guided hikes take place, these allow tourists to see the natural environment along with animals in their natural surroundings showing the importance and therefore building environmental awareness.
- Providing direct financial benefits to conservation – the environment is natural, built with local materials and traditional methods. 50% of its profits are reinvested into the community include the basic infrastructure.
- Providing direct financial benefits and empowerment to locals - more than 70 families receive economic benefits, up to 24 families receive full time employees and 50% of profits are divided among families ensuring the improvement of health care and schooling.
- Respecting culture – Chalalan was built under standards that respect local culture and traditions. Traditional meals such as catfish are served tourists during their stay; these are made from traditional recipes that have been passed along families from generations.
- Supporting human rights and democratic movements – families are receiving support, including the improvement of health care and schooling, along with the availability of jobs. There are also included in all decisions to be made about the ecolodge as meetings are held where villagers can express their views and thoughts.

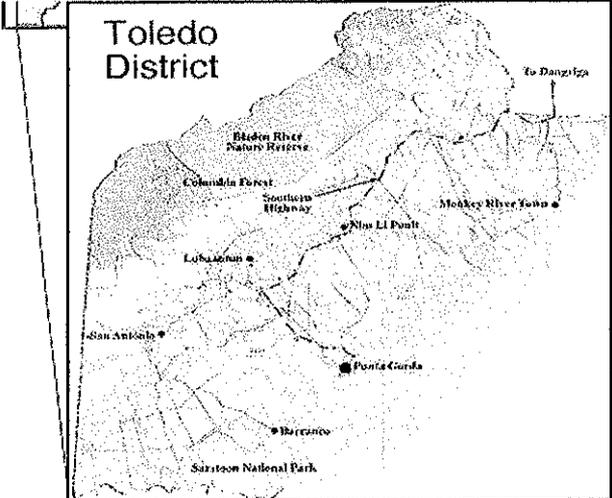
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<b>Ecotourism Project:</b>	Toledo ecotourism project
<b>Location:</b>	<p>The Toledo district is in the most southern district of Belize. Belize is bordered by Mexico on the North, Guatemala on the West and South and the Caribbean sea on the South.</p>  <p>At the centre is San Antonio, the largest of the region's Mayan villages, with an approximate population of 2500 people. In the surrounding area over a dozen smaller villages serve as the home for the Kek' chi and Mopan people.</p>
<b>Size of project:</b>	<p>There are 3 main towns in the Toledo district. These being:</p> <p>Monkey River Town – this is the most Northern town in Toledo and sits at the mouth of the Monkey River.</p> <p>Punta Gorda Town – this is the capital of Toledo. Most visitors will spend some time in this town, even if they are only passing through.</p> <p>Maya Villages – there are over 30 of these villages in the inland region of Toledo. Even though similar thatch roof huts are apparent in all villages, each setting is unique. Some villages are surrounded by cohune forests while others are situated at the base of limestone hills. Most villages have a beautiful river or stream running nearby. There are 10 villages that participate in the Toledo Ecotourism Project.</p>
<b>Key information:</b>	<p>The T.E.A. was founded in 1990. The idea came out of a series of workshops on eco tourism in Punta Gorda and the group organised themselves to build five guesthouses in Mayan villages with virtually no funding, out of materials gathered from the surrounding jungle. The life of the villagers are very simple, with the men leaving early for work, and the women staying at home doing the cooking and cleaning etc... while the children are at school. A number of Maya families throughout Southern Belize are opening up their communities to tourism, The Toledo Host Family Network (this encourages foreigners to visit traditional Maya villages by staying in the homes of the Maya Indians. Guests can observe and actively participate in daily village life. The host family and the entire community benefits from the income which is used for service projects such as potable water systems and health clinics.) And the Toledo Eco-tourism Association (The TEA guesthouses are designed to give both tourists and villagers personal privacy while allowing a respectful cultural exchange. The locations of the guesthouses vary in each village - some are in the centre, while others are on the outskirts. Accommodations are simple and clean, built of local wood and covered with a traditional thatch roof. Eight bunk beds with mattresses and mosquito netting, along with blankets and towels are provided. Primitive, private outdoor showers (usually a bucket and cup) and latrines are provided.) have developed two innovative programs seeking to combine tourism, cultural revitalization, and environmental conservation.</p> <p><u>Laguna</u> – this village has a population of around 300 people. As a result of its close proximity to Punta Gorda, Laguna is modernized compared to most villages today. The town has electricity, a community phone, a central water system, two schools, a few stores, two Christian churches - Pentecostal and House of Prayer - and a health post.</p> 

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Blue Creek – this village has a population of about 270 people. Blue Creek offers hiking in the rainforest, exploration of the popular Hokeb Ha Cave and a Canopy Walk. Telephone and electricity are still not available, although a two story cement building stands out at the entrance of the village which sells basic goods.



Pueblo Viego – this village has a population of around 550 people. The village does not have electricity or a central water system. A bucket must be filled with water pumped from a well and carried back to the home. The village has a police station, community centre, a school, and a store. Livestock is plentiful in the village and surrounding forest, with lots of horses, pigs and chickens.



San Jose – this village has a population of around 700 people. San Jose has a community phone, but no electricity or central water system. The village has a community centre, two churches, one school, and a repair shop and several small corn mills.



Barranco – this village has a population of around 150 people. The village has electricity and a community phone, one shop, one health centre, a bar, a police station, a park, a school, and two churches.



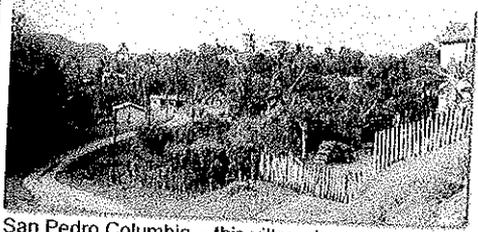
San Miguel – this village has a population of around 380 people. San Miguel has electricity, a community phone, a central water system, a community centre, a library, a couple stores, and a school next to a church.



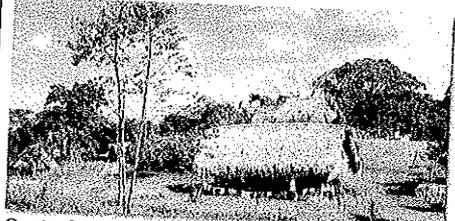
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San Antonio – this is the most developed village and has a population of around 1000 people. It has electricity, a community telephone, and a central water system. The village contains two churches, a health centre, several stores, and a community centre. This is the only village that has a hotel.



San Pedro Columbia – this village has a population of around 700 villagers. The village has electricity, a community phone, seven different churches, a police station, a handful of shops, a school, and a club.



Santa Cruz & Santa Elena – this village has a population of around 500 people. A central water system was built on the outskirts of Santa Cruz. Both villages have a community phone and contain a large football field, a school, a church, a community centre, and a store.



Things to do include activities such as hiking, fishing, cultural tours, river tours, kayaking, snorkelling and scuba diving.

**Aims and objectives**

Ecotourism in Toledo will be evaluated in respect of the following questions, which are formulated according to the principles of ecotourism:

- Are negative impacts on the environment minimized? If the environment is not being maintained, then that resource base for ecotourism is being destroyed. Furthermore, does ecotourism contribute to the conservation and support of protected areas?
- Does ecotourism provide economic benefits for the host community? The local community must have an incentive to support the ecotourism business and preserve the environment upon which the tourist product is based.
- Are negative socio-cultural impacts upon the host community minimized? Any social tensions that result, or perceived socio-cultural problems attributed to tourism, will result in a lack of support for local ecotourism. Local support for tourism requires that the host community is not antagonized by its presence. Furthermore, any socio-cultural degradation caused by tourism will erode a different resource base – the indigenous people and their traditional culture.
- Does ecotourism involve education amongst both the local community and the tourists? Appropriate education will assist in the maintenance of the resource base of ecotourism.
- Does ecotourism maximize the early and long-term participation of local people in the tourism industry and the decision making process that determines the

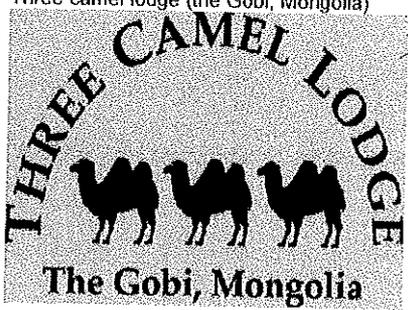
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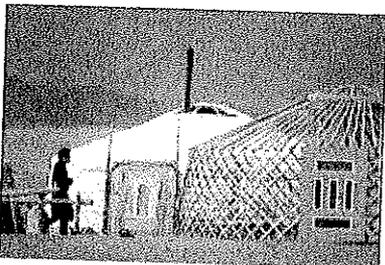
	kind and amount of tourism that should occur? The local population must participate in the decision making process if it is to receive their whole-hearted support. The local population should actively participate in the tourism industry if they are to benefit from its presence. The first three criteria will often be dependent upon the level of local participation.
How do these aims and objectives fit in with the principles of ecotourism?	<ul style="list-style-type: none"> <li>Involves travel to natural destinations – the destination does contain guesthouses made of natural materials, but as mentioned above in the information about facilities in the village, there has been buildings such as a hotel and club built that makes the destination not totally natural.</li> <li>Minimises impact – local materials have been used to make the guesthouses, however a hotel and club has been made which does not fit in with the natural environment. Some of the villages do not have electricity or a water supply.</li> <li>Builds environmental awareness – tourists learn to live how the locals do and also get involved in activities that locals do on a daily basis.</li> <li>Provides direct financial benefits for conservation – the tourism is distributed fairly among the villages, enabling each village to bring in funds, ensuring that all guesthouses are maintained.</li> <li>Provides financial benefits and empowerment for local people – the village shares the benefits that they make through tourism with the local people, enabling each family to receive some financial benefit.</li> <li>Respects local culture – while staying in the villages tourists will have local tradition meals.</li> <li>Supports human rights and democratic movement – there is a new election made in the village every two years allowing villagers to participate and have their say in what goes on.</li> </ul>
How does the project promote ecotourism or how is it involved in ecotourism?	The project is involved in ecotourism as guesthouses are made out of natural materials, along with local traditions being involved in the tourists stay. However the villages are not as eco as possible as unnatural things such as buildings, along with the community telephone.
In your opinion, how 'eco' is this project?	3/5
References used	<a href="http://www.plenty.org/mayan-ecotours/map.htm">http://www.plenty.org/mayan-ecotours/map.htm</a> <a href="http://www.southernbelize.com/loc.html">http://www.southernbelize.com/loc.html</a>

Des 3

Ecotourism project:	<p>Three camel lodge (the Gobi, Mongolia)</p> 	<i>diff location/type/size.</i>
Location:		

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<p><b>Size of the project:</b></p>	<p>Three Camel Lodge is located in the Gobi next to the Gobi Gurransaikhan National Park - about 1.5 hours drive from the Provincial Capital.</p> <p>The project is a single camp sight situated in Gobi</p> 
<p><b>Key information:</b></p>	<p>The Three Camel Lodge was built to complement its natural surroundings and to utilize renewable energy sources, taking advantage of both solar and wind power. The main lodge building is a blend of Mongolian artefacts and traditional design. The traditional felt tents are made with a lattice wood structure covered with layers of felt and canvas, each ger is heated by a wood stove and furnished with beautifully painted wood-framed beds and furniture. Western-style bathroom and shower facilities are located in the main lodge building.</p> <p><b>Services and Facilities</b></p> <ul style="list-style-type: none"> <li>• Accommodations include 30 gers based on twin occupancy</li> <li>• Attendants for each ger with daily housekeeping</li> <li>• Conference/lecture hall with television and VCR equipment</li> <li>• Fully-attended reception area</li> <li>• Dining hall modelled on traditional nomadic dwellings</li> <li>• Fully-stocked bar featuring select wines, beers, and spirits</li> <li>• Ecological, state-of-the-art bathroom and shower facilities located in a central building found a few hundred feet from the gers</li> <li>• Constant, renewable energy generation including 24-hour electricity in each ger supported by batteries charged during the day by solar panels</li> <li>• Laundry service</li> <li>• Entertainment by traditional Mongolian hoomi (throat) singers, musicians, contortionists, and dancers</li> <li>• Gift shop featuring local crafts and artwork</li> <li>• Selection of board games</li> <li>• Optional daily hikes and excursions accompanied by a local field guide</li> <li>• Business facilities including fax service</li> </ul> <p>There are a number of activities available to do at the Ecolodge, The area around the camp attracts various desert wildlife and you may spot hares, desert wheatears, long-eared hedgehogs, or even the rare Henderson's Ground Jay. You can also experience the lives of the nomads and visit them and their families, as they use the camp for water from the well. You can go hiking in the Gobi-Altai Mountains, being able to view lots of other wildlife. There are all activities such as camel trekking threw the sand dunes and horse riding through the mountain valleys along with searching for dinosaur fossils at the Flaming Cliffs. The culture of the camp, fuelled by the Buddhist renaissance, is manifested in a variety of mediums, from sculpture, calligraphy and painting to music, song and dance. A highlight of any visit to the Three Camel Lodge is attending a performance including Mongolian instruments, traditional dancing, and the hauntingly beautiful artistry of hoomi (throat) singing.</p> 
<p><b>Aims and objectives:</b></p>	<p>The design and development of the Three Camel Lodge was guided by an emphasis on local community values and ecological sustainability. While planning and building the lodge, we initiated a cooperative agreement, the first of its kind, with local government and National Park authorities—a reflection of our commitment to sustainable development and conservation of nature. Hunting has been prohibited within a 12-mile radius and the Three Camel Lodge will serve as a base for scientific research and wildlife monitoring. We also actively fight against unauthorized removal of dinosaur fossils from paleontological sites and animal poaching.'</p> <p><u>'Our Philosophy</u></p> <p><u>Cultural Responsibility</u></p>

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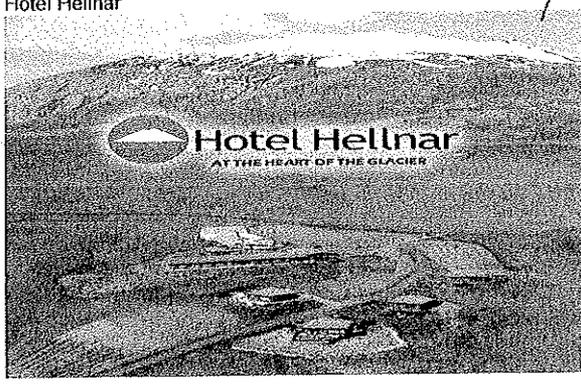
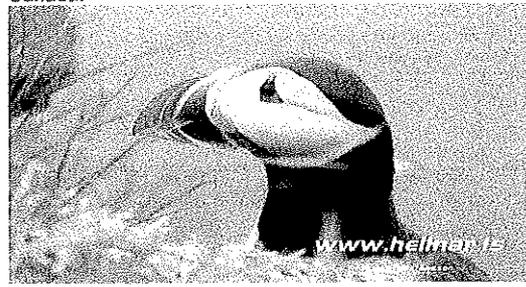
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	<p>In our rapidly changing and shrinking world, travel is increasing to destinations that were once inaccessible. Contact between unique cultures, such as the traditional nomadic, horse-based culture of Mongolia, and the outside world can have a definite impact on both sides. By promoting cultural interaction based on mutual respect and an understanding of cultural differences, we strive to maintain a delicate balance, neither accelerating the modernization of ancient cultures, nor suppressing their natural evolution.</p> <p><u>Educational Responsibility</u>  Consistent with our efforts to bring a truly cross-cultural perspective to each of our trips, we have developed excellent working relationships with leading Asian and international educators and non-governmental groups. By bringing together local museums, women's groups, naturalists, palaeontologists, historians, medical researchers and their international counterparts, we continue to foster the active exchange of information and resources between individuals and organizations.</p> <p><u>Environmental Responsibility</u>  OAs members of the Ecotourism Society, we are dedicated to providing sustainable travel and strive to minimize our impact on the environments that we explore. We continue to actively promote awareness of conservation and sustainable tourism in local and international media. We have created and sponsored events ranging from zero interest financing for camps which engage in sound ecological practices to anti-litter campaigns in order to engage local communities and citizens in sound environmental conservation practices. We are also providing ongoing training for our guides and drivers so that travellers can receive interpretive environmental information regarding conservation issues throughout the areas that we explore. By promoting sustainable tourism practices, we help to provide economic stability for many local communities and individuals thereby reducing the necessity to relocate to cities — clearly a desirable alternative to rapid urbanization and industrialization.'</p>
<p><b>How do these aims and objectives fit in with the principles of ecotourism:</b></p>	<ul style="list-style-type: none"> <li>• Involves travel to natural destinations – the destination is totally natural, built from natural materials, reflected by the government and National Park authorities. The camp is situated away from any urban areas. All activities are taken out with as little as possible disturbance and alteration to the original ecosystem.</li> <li>• Minimises impact – the camp is built with local and natural materials, therefore blending in with the natural environment. Visitor numbers are monitored as the camp is only small and suited for rooms of 2 sharing. The resort takes advantage of both solar and wind renewable resources. 'Local artisans and workers crafted the roofs of the buildings in accordance with the canons of Mongolian Buddhist architecture, without using a single nail.'</li> <li>• Builds environmental awareness – visitors will experience and learn about the culture there. Also the different trips, such as searching for dinosaur fossils will educate visitors on them and their surround environment. Along with the information on the amount of extraordinary wildlife there.</li> <li>• Provides direct financial benefits for conservation – hunting has been prohibited within a 12 mile radius of the camp, therefore protecting the wildlife, along with scientific research monitoring the wildlife.</li> <li>• Provides financial benefits and empowerment for local people – when developing the Three Camel Lodge, the views and values of the local community were taken into consideration, giving them a part in the development. They support economic stability to families enabling them to be able to stay in the village and not have to relocate to cities.</li> <li>• Respects local culture – learning about culture is part of the entertainment that is available at the Ecolodge. Locals will do traditional dancing and singing.</li> <li>• Supports human rights and democratic movement – the Ecolodge has improved the conditions of the local community as all staff that work at the Ecolodge are local meaning that money can be earned for them and there families.</li> </ul>
<p><b>How does the project promote ecotourism or how is it involved in ecotourism?</b></p>	<p>The project promotes ecotourism by enabling visitors to experience the relaxing atmosphere of their stay in an eco friendly campsite, enabling them to participate in activities that will not damage the surroundings. I think the destination is greatly involved in ecotourism as participates greatly with all the principles of ecotourism, allowing tourists to visit a natural destination.</p>
<p><b>In your opinion, how 'eco' is this project?</b></p>	<p>5/5</p>
<p><b>References used</b></p>	<p><a href="http://www.threecamellodge.com/index.html">www.threecamellodge.com/index.html</a>  <a href="http://www.nomadicexpeditions.com/index2.html">http://www.nomadicexpeditions.com/index2.html</a></p>

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<p><b>Ecotourism project:</b></p>	<p>Hotel Hellnar</p> 
<p><b>Location:</b></p>	<p>Hotel Hellnar, Brekkubaer, 356 Hellnar, Snæfellsbær, Iceland</p>
<p><b>Size of the project:</b></p>	<p>Hotel Hellnar is a single project situated in 'the heart of the glacier'.</p>
<p><b>Key information:</b></p>	<p>Hotel Hellnar is a unique country hotel which has been certified by the international certification program Green Globe 21 as a sustainable accommodation since 2002. The hotel has been granted a number of awards such as the Icelandic Tourist Board's Environmental Award in 2000, and again in 2004 through being a Green Globe 21 certified member of the Icelandic Farm Holiday group.</p> <p>There are a number of activities available to do at Hotel Hellnar:</p> <p>Glacier tours – tours run everyday where tourists get to ride on the glacier on snowmobiles or snowcats.</p> <p>Horse riding – experience the lava fields or the sandy beaches, either on the south or north part of the Peninsula</p> <p>Whale watching – the take place daily from June till August, departing from the local harbour Olafsvik.</p> <p>Island tours – departing 2 – 3 times daily, the boat sails past beautiful and majestic islands, where birds like puffins, cormorants, kitti-wakes and sea eagles nest.</p> <p>Hiking trails at Hellnar – tourists are able to go hiking around the hotel, the most popular trail runs from Hellnar to Arnarstapi.</p> <p>Museums on Snæfellsnes Peninsula - One can find several museums and heritage centres on Snæfellsnes Peninsula.</p> <p>Wildlife around and near Hotel Hellnar Iceland does not have many terrestrial mammals so when people come to explore the wildlife of Iceland much of the focus is on the varied birdlife.</p> <p>Iceland provides a breeding ground for many native birds, as well as migrant birds. Many migrant birds also make a short stop over in Iceland on their way to Greenland and Canada.</p> 
<p><b>Aims and objectives:</b></p>	<p>Our mission statement: "To be a leading example in sustainable tourism."</p> <p><b>'Hotel Hellnar - Environmental Policy</b> Hotel Hellnar is the first travel and tourism business in Iceland to be certified by Green Globe 21, and has been certified since 2002. Hotel Hellnar is committed to providing quality service in a safe, ecological environment where care has been taken to use natural building materials, and adhere to ecological building standards. We invite and encourage our guests to participate in our efforts to protect the environment, by providing information about our business and pointing out to them how they can support our policy. We have been certified by Green Globe 21 since 2002, and continue to seek annually re-certification. This measure shows our commitment to the environment and also ensures the customer that we are acting in accordance with our policy.'</p> <p><b>'Our commitment is to :</b></p>

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	<ul style="list-style-type: none"> <li>• Achieve sound environmental practices across our entire operation.</li> <li>• Comply fully with all environmental legislation.</li> <li>• Reduce pollution and waste by reusing, recycling, saving energy and water, and using eco-labelled products.</li> <li>• Make year-on-year improvements in all the Green Globe 21 Key Performance Areas.</li> <li>• Ensure, where ever possible, that all new products or materials used around the Hotel are natural based, eco-labelled or have a certificate of origin, so that the impact of their use is minimal or non-existent.</li> <li>• Where ever we can, to work with others in the tourism industry, in public associations, with local and national governments, and the community in general, to achieve wider environmental awareness.</li> <li>• Provide all employees with the training and resources required to meet our objectives.</li> <li>• Continually seek more information on sustainable development in general and pass that information on to employees, guests and others.</li> <li>• Openly communicate our policies and practices to guests and other interested parties.</li> <li>• Use locally produced goods when available.</li> <li>• Employ local people or people from areas where there is unemployment.</li> <li>• Review operations constantly to ensure that best practice is maintained in all aspects of operations at all time.</li> <li>• Review the Environmental Policy annually.</li> <li>• Minimize risk of emergency situations by a maintenance program and by exercising guidelines in handling such situations should they arrive.</li> </ul>
<p><b>How do these aims and objectives fit in with the principles of ecotourism?</b></p>	<ul style="list-style-type: none"> <li>• Involves travel to natural destinations – the hotel is built away from busy rural towns in a natural environmental. All of the activities that can be taken part in will not harm the destination or cause disturbance to the ecosystem. Also all products/materials used in and around the hotel are natural based, again leading to little effect or disturbance to the ecosystem.</li> <li>• Minimises impact – local and natural building materials are used wherever possible to cause as little impact as possible. The hotel is not a high rise hotel so does not look unsightly in the environment. The hotel aims to reduce pollution and waste by reusing and recycling, along with saving energy and water and using eco-labelled products. Also all products that are used are mainly local.</li> <li>• Builds environmental awareness – the hotel aims to work with all people in the tourism industry such as local and national government and the local community to help build the environmental awareness.</li> <li>• Provides direct financial benefits for conservation – resources that are used are mainly local therefore helping to benefit the local community.</li> <li>• Provides financial benefits and empowerment for local people – the hotel aims to employ local people from areas where there are unemployment, along with training staff in the knowledge and understanding that they need to do their jobs.</li> <li>• Respects local culture – because Hotel Hellnar works with other businesses in the tourism industry it is able to pass on important information about the culture of the environment and community so guests are able to respect these.</li> <li>• Supports human rights and democratic movement – the hotel continuously passes on information to all parts of the business whether it is employers or guests about the development. It also openly communicates about policies with those parties that are interested, giving them a sense of involvement.</li> </ul>
<p><b>How does the project promote ecotourism or how is it involved in ecotourism?</b></p>	<p>I think the project promotes ecotourism well as it is extremely involved in every single principle to do with ecotourism. The hotel respects local culture along with the environment and also conservation for the environment. It aims to help those local to the area by offering employment, therefore preventing leakage of funds. The hotel also involves all businesses of the tourism industry about many aspects of their policies enabling them to communicate well and also pass on and build environmental awareness.</p>
<p><b>In your opinion, how 'eco' is this project?</b></p>	<p>5/5</p>
<p><b>References used</b></p>	<p><a href="http://www.sawdays.co.uk/search/display.php?FileID=eco1497">http://www.sawdays.co.uk/search/display.php?FileID=eco1497</a>  <a href="http://www.hellnar.is/">http://www.hellnar.is/</a></p>

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## How do the ecolodges compare with Chalalan

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Most of the projects have similar aims and objectives, these are mainly based on, and include factors such as, helping the environment, respecting the local culture of the area, and all the projects fit in with the principles of ecotourism that I mentioned previously in my work.

The 3 Camel Lodge, Toledo and Hotel Hellnar are all eco friendly and support the local community, for example, they by all produce from local suppliers and hire employers who have been brought up in the area. The three projects put in hard work which makes them successful in playing an essential role for creating an enjoyable eco friendly holiday experience for tourists.

Comparing the projects to Chalalan, the Three Camel Lodge is successful in being a good eco friendly lodge, as along with Chalalan they both use sustainable materials and give back to the community, being able to provide accommodation and fun activities for holiday makers. They don't have any negative impacts on the environment.

<u>Chalalan</u>	<u>Toledo</u>	<u>Three Camel Lodge</u>	<u>Hotel Hellnar</u>
Chalalan <b>Involves travel to natural destinations</b> as it is natural and contains renewable resources.	The guesthouse contains features made from natural materials so it <b>Involves travel to natural destinations</b> , however the club and shop do not make the destination natural	The camp is situated away from urban areas so it <b>Involves travel to natural destinations</b> as the destination is completely natural.	The hotel is built away from the rural town so it <b>Involves travel to natural destinations</b> , all of the surroundings are also natural based.
Chalalan uses local resources and traditional techniques to <b>Minimises impact</b>	Local materials are used therefore it <b>Minimises impact</b> and some of the villages do not have water supplies and electricity.	The camp is build from natural materials to <b>Minimises impact</b> and visitor numbers are also monitored.	Local and natural building materials or used to <b>Minimises impact</b> along with recycling and saving water and energy.
Chalalan uses solar energy which therefore <b>Builds environmental awareness</b> as it is displaying the importance of renewable energy	Tourists learn to live as locals which <b>Builds environmental awareness</b> as they are taking part in there daily routines.	Visitors will learn about their culture which <b>Builds environmental awareness.</b>	The hotel works with different people in the tourism industry which <b>Builds environmental awareness.</b>

resources.			
Chalalan <b>Provides direct financial benefits for conservation</b> as most of its profits are reinvested into the community.	Villagers receive funds from tourists which <b>Provides direct financial benefits for conservation</b> as it allows guesthouses to be maintained.	<b>Provides direct financial benefits for conservation,</b> hunting is prohibited in the area.	<b>Provides direct financial benefits for conservation, resources used are local,</b> protecting the environment.
Most of the family's benefits as Chalalan <b>Provides financial benefit and empowerment for local people</b> more than 70 families receive economic benefits.	Profits are shared among villages which <b>Provides financial benefit and empowerment for local people.</b>	Because The Three Camel Lodge <b>Provides financial benefit and empowerment for local people,</b> the villagers thought and views were taken into consideration when building the camp.	The hotel employs local people which <b>Provides financial benefit and empowerment for the local people,</b> training them with the knowledge needed along the way.
Chalalan <b>Respects local culture</b> and was built using traditional methods.	Toledo <b>Respects local culture</b> as tourists are served traditional meals.	The lodge <b>Respects local culture</b> as learning about the culture is part of the entertainment provided.	Hotel Hellnar <b>Respects local culture</b> because it is able to pass on cultural information to other parts of the industry that its works with.
Families receive support therefore the ecolodges <b>Supports human right and democratic movements.</b>	There are elections every two years which <b>Supports human right and democratic movements</b> and allows villagers to express there opinions.	The ecolodge has improved the conditions of the local people so it <b>Supports human right and democratic movements,</b> benefiting them in more than one way.	Hotel Hellnar <b>Supports human right and democratic movements</b> by passing on information and allowing other organisations to have a sense of involvement.

# Public, Private and voluntary organisations that are involved in Madidi National Park and Chalalan

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<p>Organisation:</p>	<p>Conservation international (voluntary organisation)</p>
<p>Where are they based Madidi, Chalalan or both:</p>	<p>Conservation international is based in both Madidi and Chalalan, on a global scale.</p>
<p>Key organisation facts:</p> <p>offer</p> <p>egs of priv.</p> <p>invol.</p>	<p>The following projects highlight CI's ecotourism policy and planning work in action:</p> <p><u>Indonesian Ecotourism Network</u>  The Indonesian Ecotourism Network (INDECON) was established in 1995 by the Institute for Indonesian Tourism Studies, in association with Bina Swadaya tours and CI. This non-profit organization publishes a newsletter on Indonesian ecotourism issues and hosts seminars that are attended by a variety of local NGOs, the Indonesian Government, the United States Agency for International Development and in-county tour operators. CI's ecotourism program acts as a special advisor to INDECON in its efforts to support Indonesian ecotourism projects and to train guides, tour operators, and developers of ecotourism products.</p> <p><u>Alianza Verde</u>  From 1997 to 1999, CI facilitated a series of Ecotourism Participatory Planning Workshops in Petén, Guatemala, with representatives of the government, private sector, communities, and local institutions. From this process, Alianza Verde (Green Alliance) was formed. Alianza Verde's goal is to create responsible tourism in the Maya Biosphere Reserve. It has three programs: a Green Deal Certification scheme provides a seal to recognize compliance with standards of social and environmental sustainability in tourism; marketing investments promote Petén as a destination; and training courses build the capacity of local businesses to provide high-quality services to tourists.</p> <p><u>Gabon</u>  The Gabon Ecotourism project is helping to consolidate a network of 13 newly created protected areas in Gabon that protect the most intact, pristine, and biologically rich tropical forests and coastal zones in Central Africa. In partnership with the World Wildlife Fund for Nature and the Wildlife Conservation Society, CI is strengthening management of the entire Gabon National Park system. CI is giving technical advice to the Gabon National Park Authority in defining institutional regulations, policies, and resources needed to influence and guide ecotourism development and implementation at the national park level.</p> <p><u>Achievements</u></p> <ul style="list-style-type: none"> <li>• CI has demonstrated how tourism can help provide financing for, and better management of parks and protected areas.</li> <li>• CI has developed practical guidebooks for a variety of key audiences including communities, small business owners, hoteliers, marine recreation providers and tour operators.</li> <li>• Nine of the world's largest hotel companies - including Marriott, Hilton and Starwood - actively supported the development of the book and are now determining how best to implement the principles outlined.</li> <li>• In partnership with the National Geographic Society, CI has organized the World Legacy Awards, to showcase and reward best practices in tourism management for biodiversity conservation</li> </ul> <p><u>Goals for the future</u></p> <ul style="list-style-type: none"> <li>• Establish mechanisms for tourism to help finance conservation efforts</li> <li>• Promote creation, and better management of protected areas, by developing better linkages with the tourism industry</li> <li>• Promote better business practices within the private sector</li> <li>• Foster better destination management in priority conservation areas where tourism is a key threat</li> <li>• Build capacity of key audiences to better manage tourism developments</li> <li>• Ensure tourism developments result in improved human welfare of local communities</li> </ul> <p>CI began working in the tourism industry 15 years ago and has invested significant resources in tourism related projects in over 15 countries globally. During the past 15 years, CI has supported the development of exemplary ecotourism products by providing technical assistance, capacity building, and funding to communities, entrepreneurs, and our partners as follows:</p>

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**Public, Private and voluntary organisations that are involved in Madidi National Park and Chalalan**

A01

	<ul style="list-style-type: none"> <li>• development of viable ecotourism products and services Improvement of business management skills</li> <li>• Design of marketing strategies and creation of market links</li> <li>• Development of associations, networks, and clusters that strengthen destinations</li> </ul>
<p>↓ Own h/w</p> <p>What does the organisation do? What is their role?</p>	<p>CI supports national and local governments in formulating and establishing policy frameworks that guide the progress of the tourism sector, government institutional arrangements, and laws affecting tourism. CI supports tourism planning at national and destination levels through making assessments and analysis, proposing objectives and strategies, providing guidelines, and mobilizing resources. Those plans must consider the various components of tourism development: markets, management of the natural attractions, and creation of local economic benefits.</p>
<p>↓ No A.O</p> <p>Their Aims and objectives (or mission)</p>	<p>Mission statement 'Conservation International's mission is to conserve the Earth's living natural heritage, our global biodiversity, and to demonstrate that human societies are able to live harmoniously with nature.' <a href="http://en.wikipedia.org/wiki/Conservation_International">http://en.wikipedia.org/wiki/Conservation_International</a> A03</p> <p>CI's goal at the outset of the project was to create a profitable ecotourism lodge, which would be wholly owned and operated by the community. To accomplish this goal, CI guided the community through the design and development of the Ecolodge and, together with a regional private-sector partner, America Tours, trained villagers in the necessary skills to run a tourism business: building, guiding tours, preparing food, housecleaning, making handicrafts, and marketing and managing the lodge. CI also helped the new management team establish relationships with tour operators in La Paz to assist with business promotion.</p> <p>This shows that conservation international is all about making sure that environment is being looked after. Ecolodges are being built to ensure that the natural environment and the species on it are being conserved, and that local culture is not lost along the way. The organisation wants to promote sustainability so others can learn about two to protect and care for the environment.</p>
<p>↓ + own h/w</p> <p>How does this organisation support/help/be involved in Madidi National Park? (give specific examples)</p>	<p>CI aimed to strengthen the protected areas and promote the sustainable development of their resident communities. In Madidi National Park, this project helps conserve the park in a number of ways:</p> <p>Conservation of the park is done by supporting legal aspects of the park, they do this by helping get approval for specific regulations such as the use of natural resources, tourism and scientific research etc.</p> <p>CI is involved in communicating in the meetings of the parks management; it helps the Madidi National Park sending out some of the results of the protection and scientific research activities that are carried out in the protected area. A newsletter is publicised and the parks webpage in maintained. CI is also involved in the preparation of radio and Video material.</p> <p>CI is involved in the natural resources management of the park and looks at studies and development taken out on non-timber forest products. It also helps support the agro ecological and handicraft projects through the offer of competitive grants.</p> <p>CI helps identify opportunities for new development of ecotourism projects that can take place in the parks southern and eastern sectors.</p>
<p>↓</p> <p>How does this organisation support/help/be involved with Chalalan ecolodge? (give specific examples)</p>	<ul style="list-style-type: none"> <li>• Chalalan Ecolodge is a joint initiative with Conservation International.</li> <li>• CI help set up the project and also ran the project for a number of years before handing it to the local people.</li> <li>• The community leaders were eager to improve their livelihoods and pursue ecotourism, which is how they can to seek out Conservation Internationals assistance.</li> <li>• The community wanted an economic alternative to destruction of the forests; including hunting and logging, (which is short-lived, poorly paid and destructive to the forests that villagers have been living on for more then three centuries) they decided that there were new economic opportunities available through nature tourism.</li> <li>• By seeking out CI they had the chance to achieve new economic opportunities through nature tourism.</li> <li>• CI was interested in the idea of using ecotourism as a tool to link biodiversity conservation with community development.</li> </ul>

## Public, Private and voluntary organisations that are involved in Madidi National Park and Chalalan

A01

	<ul style="list-style-type: none"> <li>• CI set out to convince Bolivian authorities about the economic value of protecting and keeping the forests of Madidi intact.</li> <li>• CI received grant funding to pursue the project in 1995.</li> <li>• The ecolodge opened in 1998 and was made from materials harvested in a sustainable manor.</li> <li>• The additional employment opportunities have had a multiplier effect on the community and the ecolodge has proven to be a workable economic opportunity to hunting and logging.</li> <li>• Ownership was transferred to the community members in April 2001, when they were successfully prepared to manage Chalalan Ecolodge.</li> <li>• Today, more than 70 families receive economic benefits from profits and employment. Depending on the season, up to 24 employees work as full-time cooks, guides, cleaners, and administrators and virtually all 600 residents benefit directly from the ecolodge, with 50% of its profits reinvested into the community in areas such as health care, education and basic infrastructure, along with the remaining 50% divided among the families.</li> <li>• Chalalan also receives approximately 1,000 tourists per year.</li> <li>• In addition to the revenue that tourists generate, another positive effect of tourism is the increased consumption of fruits and vegetables by community members as they emulate the eating habits of tourists</li> <li>• All of this, with the help of Conservation International, has therefore provided the incentive to preserve the villager's lifestyle for future generations.</li> </ul>
<p>In your opinion, how well does this organisation support ecotourism?</p> <p>+ Opp. of principles through</p>	<p>I think Conservation International supports ecotourism in a number of ways.</p> <ul style="list-style-type: none"> <li>• Involves travel to natural destinations – CI was highly involved in the setting up of Chalalan Ecolodge which is rated as a very eco friendly destination.</li> <li>• Minimises impact – CI helps minimise impact by ensuring that the destination was built from materials harvested in a sustainable manor.</li> <li>• Builds environmental awareness – CI has been able to get large hotel chains involved in ecotourism showing that it has built environmental awareness. CI has developed practical guidebooks for a variety of audiences including tour operators.</li> <li>• Provides direct financial benefits for conservation – CI helped conserve the Madidi forest and stop logging.</li> <li>• Provides financial benefits and empowerment for local people – local people now benefit from the Ecolodge, with the help of CI they are able to receive funding and have jobs.</li> <li>• Respects local culture – again CI is highly involved in the making of the Ecolodge and had partly ownership of it for some years so therefore it respects local culture as mentioned in A01B.</li> <li>• Supports human rights and democratic movement – CI has provided a better way of life fro the local villagers by helping make the Ecolodge therefore preventing logging and hunting of animals.</li> </ul>
References used	<p><a href="http://en.wikipedia.org/wiki/Conservation_International">http://en.wikipedia.org/wiki/Conservation International</a>  <a href="http://www.ecotour.org">www.ecotour.org</a></p> <p style="text-align: center;">A03</p>

Ocg 2

Organisation:	The Inter-American Development Bank (IDB) (private organisation)
Where are they based Madidi, Chalalan or both:	The Inter-American Development Bank (IDB) is based on Chalalan.
Key organisation facts:	<p>The IDB partners up with governments, companies and civil society organisations to provide solutions to development challenges in 26 countries of Latin America and the Caribbean. The IDB lends money and provides grants to clients from central governments to city authorities and small cities. It also offers research, advice and technical assistance to improve key areas like education, poverty reduction and agriculture. The Bank also seeks to take a lead role on cross-border issues like trade, infrastructure and energy. The IDB is headed by the Board of Governors, which delegate's oversight of Bank operations to the Board of Executive Directors. Day-to-day operations are run by the management team.</p>

**Public, Private and voluntary organisations that are involved in Madidi National Park and Chalalan**

A01

	<p>The IDB has many historical milestones as it has continued working to promote economic and social development in Latin America and the Caribbean. Here are a few of those that have taken place over the past few years:</p> <p><b>2007</b> Board of Governors approves total debt relief for Bolivia, Guyana, Haiti, Honduras and Nicaragua. The measure affects all debt accumulated up to Dec. 31, 2004. Bank launches initiative to promote and finance bio fuels production and alternative sources of renewable energy under the Sustainable Energy and Climate Change Initiative.</p> <p><b>2006</b> The IDB launched Opportunities for the Majority, an initiative to expand access for the vast majority of the population in Latin America and the Caribbean to services that can help them accumulate assets and improve their living standards.</p> <p><b>2005</b> The Republic of Korea became a member country in March 2005. It is the second Asian nation to have joined the IDB.</p> <p><b>2004</b> The Bank increased the cap for resources to be provided on a case-by-case basis, in response to emergencies.</p>
<p>What does the organisation do? What is their role?</p>	<p>The IDB partners with countries to combat poverty and promote social equity through programs tailored to local conditions. The bank works with governments as well as with the private sector, IDB wants to achieve sustainable economic growth increase competitiveness, modernize public institutions, and foster free trade and regional integration.</p> <p>The IDB uses a variety of instruments to promote development in Latin America and the Caribbean. The bank also shares policy and technical advice to achieve sustainable growth, which draws on the knowledge of specialists in fields ranging from urban development to macroeconomics. These experts publish original research and organize many seminars each year.</p> <p>The IDB lends to national, provincial, state and municipal governments as well as autonomous public institutions. Civil society organizations and private sector companies are also entitled for IDB financing.</p> <p>The IDB originally provided the funding to Conservation International to help the local people set up Chalalan. The IDB Group is composed of the inter-American Investment Corporation (IIC) and the Multilateral Investment Fund (MIF). The IIC focuses on support for small and medium-sized businesses, while the MIF promotes private sector growth through grants and investments.</p>
<p>Their aims and objectives (or mission)</p>	<p>Mission statement of IIC 'Promote and support the development of the private sector and the capital markets in its Latin American and Caribbean member countries by investing, lending, innovating, and leveraging resources as the institution charged with fostering the development of small and medium-size enterprises to further sustainable economic development.' (<a href="http://www.iic.int/home.asp">http://www.iic.int/home.asp</a>)</p> <p>IDB's aims are to 'contribute to the acceleration of the process of economic and social development of the regional developing member countries, individually and collectively.' The Bank's two main goals are to promote poverty reduction and social equity as well as environmentally sustainable growth.</p> <p>This therefore shows that overall the IDB wants to, in as many ways possible; develop the smaller upcoming developments into much larger sustainable ones, including the methods of investing money and also lending in to ensure sustainable growth and the reduction of poverty.</p>
<p>How does this organisation support/help/be involved with Chalalan ecolodge? (give specific</p>	<ul style="list-style-type: none"> <li>• The IDB was the bank that granted funding to conservation international to help set up Chalalan ecolodge.</li> <li>• The ecolodge needed money to finance the project, and contacted the Multilateral Investment Fund (MIF), that part of IDB that finances private sector projects.</li> <li>• MIF contributed \$1,450,000, and the project got underway in 1994.</li> <li>• This then lead to the beginning of Chalalan Ecolodge.</li> </ul>

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## Public, Private and voluntary organisations that are involved in Madidi National Park and Chalalan

A01

<p>examples)</p> <p>In your opinion, how well does this organisation support ecotourism?</p>	<p>Overall IDB is not primarily linked with ecotourism but does aim to improve the well being of countries.</p> <ul style="list-style-type: none"> <li>• Involves travel to natural destinations – the bank helps fund 26 countries of Latin America and the Caribbean, one of those being the natural destination of Chalalan.</li> <li>• Minimises impact – it does help in the aspect of minimising impact and in 2007 financed the source of renewable energy under the Sustainable Energy and Climate Change Initiative.</li> <li>• Builds environmental awareness – it is involved with different organisations helping in a number of countries, helping environmental sustainable growth.</li> <li>• Provides direct financial benefits for conservation – the bank finances a number of countries one of those being the destination of Chalalan who aims to conserve the environment.</li> <li>• Provides financial benefits and empowerment for local people – the bank finances countries enabling them to improve the political and economic conditions of communities.</li> <li>• Respects local culture – the bank once again was part of the development of Chalalan ecolodge where the location kept and informed people about their culture, leading to the expectation that IDB respected the local culture of the destination along with many others.</li> <li>• Supports human rights and democratic movement – it aims to improve the economic development of an environment, accelerate economic development and promote poverty reduction.</li> </ul>
<p>References used:</p>	<p><a href="http://www.iic.int/home.asp">http://www.iic.int/home.asp</a>  <a href="http://www.iadb.org/aboutus/whatWeDo.cfm?lang=en">http://www.iadb.org/aboutus/whatWeDo.cfm?lang=en</a></p>

+ app to principles

Org 3

<p>Organisation:</p>	<p>SERNAP (public organisation, by the oblivion government.) although funding comes from gate recipets to enter Madidi and other national parks (as visitors pay to enter), other volountary organisation also pay to help out, including Conservation International.</p>
<p>Where are they based Madidi, Chalalan or both:</p>	<p>SERNAP is based in Madidi National Park.</p>
<p>Key organisation facts:</p>	<p>Bolivia's National System of Protected Areas (SNAP) is one of the youngest of Latin America. It was established in 1992 through the Law of the Environment, and its fundamental objectives are the conservation of representative samples of the country's major ecosystems which it is administered by the Servicio Nacional de Áreas Protegidas (SERNAP). The SERNAP is responsible for defining and enforcing the laws and regulations by the management of the country's genetic and biological resources, as well as to administer and implement the Convention of Biological Diversity. The management of the SNAP relies almost entirely on international funding.</p> <p>At present the SNAP is composed of twenty nationally recognized protected areas, covering approximately 16,8 million hectares (15,3% of the national territory) and divided into National Parks, National Reserves, Biosphere Reserves (a category still not recognized by the national legislation), Wildlife Reserves and Integrated Management Natural Areas.</p> <p>Park entrance fees and payments from concessionaires and tourists can fund park ranger salaries, as well as vehicles and other equipment to enable monitoring of protected areas. Governments can also set aside revenues from tourism business taxes or airport taxes for managing protected areas, and they can charge visitors special use fees.</p>
<p>What does the organisation do? What is their role?</p>	<p>The SERNAP is responsible for defining and enforcing the laws and regulations that belong to the management of the country's genetic and biological resources, as well as to administer and implement the Convention of Biological Diversity.</p> <p>The Integrated Management Natural Area (IMNA) category is meant to complement the conservation of biological diversity with the sustainable development of the local population. It constitutes a mosaic of land uses, including representative samples of bio geographic provinces, natural communities or plant and animal species of special importance, traditional land use systems, multiple-use zones, and strict protection zones. The organisation provides rangers to help conserve, enforce and protect national parks.</p>

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A01

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**Public, Private and voluntary organisations that are involved in Madidi National Park and Chalalan**

<p>↓</p> <p>Their aims and objectives (or mission)</p>	<p>Mission          'To protect biodiversity by gathering, analysing and publicizing up-to-date information on the state of protected areas'</p> <p>The information is used to analyze threats to parks' conservation feasibility, identify strategies for overcoming those threats, and help government agencies and community groups succeed at the ultimate goal of strengthening parks in their role as the world's primary instrument for the protection of biodiversity</p>
<p>ku</p> <p>↓</p> <p>How does this organisation support/help/be involved in Madidi National Park?          (give specific examples)</p>	<ul style="list-style-type: none"> <li>• SERNAP provides the protection of 24 rangers instead of the 60 judged necessary to achieve an adequate protection of the area.</li> <li>• Even with the arrival of five new park guards with ACCA and WCS support, the park remains severely understaffed.</li> <li>• The management team is composed of a director, a chief ranger, an administrator, a secretary, an accountant and three technicians (two in environmental education and one in support of the protection corps).</li> <li>• This critical lack of personnel is restricting enforcement and surveillance activities at the park and in those areas patrols are generally only occasional.</li> <li>• Many infractions occur when the park rangers leave their stations or between their patrols.</li> <li>• This situation is very worrisome considering the high accessibility of the entire eastern border of the park from the roads linking San Buenaventura with Alto Madidi.</li> <li>• This could then lead to consequences such as the destruction and lapse in conservation and protection of certain areas.</li> </ul>
<p>How does this organisation support/help/be involved with Chalalan ecolodge?          (give specific examples)</p>	<p>Because of Madidi being protected by SERNAP, it helps Chalalan in the fact that part of its national park is under surveillance and is being looked after, even though this is not in the fully required and staffed way, enabling complete protection, it is still in some form ensuring the conservation of the protected area.</p>
<p>app. principles</p> <p>↓</p> <p>In your opinion, how well does this organisation support ecotourism?</p>	<ul style="list-style-type: none"> <li>• Involves travel to natural destinations – SERNAP is involved in protecting the natural destinations with the assurance of park rangers.</li> <li>• Minimises impact – with park rangers watching the area the organisation is helping to minimise any impact that may take place in Madidi.</li> <li>• Builds environmental awareness – it gathers information about the protected areas enabling it to protect that area and its biodiversity.</li> <li>• Provides direct financial benefits for conservation – there is no mention of how SERNAP provides direct financial benefits to help the environment.</li> <li>• Provides financial benefits and empowerment for local people – by employing local villagers to work for the organisation it is providing economic benefits for the locals.</li> <li>• Respects local culture – there is no mention to how SERNAP respects local culture.</li> <li>• Supports human rights and democratic movement – SERNAP has local villagers working for the organisation therefore this will ensure that the economic conditions of the village are look after as they are paying the local people.</li> </ul>
<p>References used:</p>	<p><a href="http://www.parkswatch.org/main.php?l=eng&amp;country=&amp;p=country&amp;p2=bol&amp;sys">http://www.parkswatch.org/main.php?l=eng&amp;country=&amp;p=country&amp;p2=bol&amp;sys</a></p> <p style="text-align: right;">AD?</p>

# Organisations involved in Ecotourism

global orgs

Organisation:	Earthwatch (voluntary)
Global/National/Regional:	Earthwatch is an environmental charity that globally shows commitment aiming to conserve the diversity and integrity of all life on earth, furthermore meeting the needs of all current and future generations. Earthwatch has offices in the UK, USA, Japan and Australia, reaching globally to all individuals wishing for help on scientific expeditions. The organisation gets 4,000 volunteers a year.
Key organisation facts:	<p>Earthwatch was founded in Boston, Massachusetts, in 1971. By bringing the general public into the scientific process, it enabled them to gain a better understanding of science, and their knowledge of environmental issues, transforming values, attitudes and behavior. In 1971 Earthwatch started with just 4 hand-picked scientists from the Smithsonian Institute, and 39 volunteers working on these 4 teams. Last year, over 3,500 volunteers have worked on Earthwatch projects, which have grown to 140 projects in over 50 countries around the world.</p> <p>Every day Earthwatch is:</p> <ul style="list-style-type: none"> <li>• matching conservation volunteers from around the world to suitable research projects</li> <li>• collaborating with over 50 global partner organisations on their conservation and management plans</li> <li>• building networks of students and teachers to share expedition based curriculum and lesson plans</li> <li>• communicating with scientists about proposed research projects, findings and research results</li> <li>• engaging corporate partners and thousands of individuals to support our mission</li> </ul>
What does the organisation do? What is their role?	<p>Earthwatch had three main areas: research, education and engagement and is one of the largest funders of scientific field research.</p> <p><b>Research:</b> all over the world, each year, Earthwatch supports 130 to 140 field research projects with grants totalling approximately £2.5 million. They also provide around 4000 volunteer field assistants for scientists. All of the volunteers contribute to the costs of the research project, they help scientists collect data, record observations and also become highly involved in many other research projects, they are recruited from the general public.</p> <p><b>Education:</b> Earthwatch offers a range of educational opportunities for the general public, corporate employees, educators and students, and their education programme is growing every day.</p> <p><b>Engagement:</b> to take responsibility for the environment, Earthwatch believes that by engaging a wide range of people in scientific research and education, they gain the knowledge, skills and motivation to do so. They involve people in their schools, workplaces, universities, research institutes, professional affiliations and community groups as well as engaging them directly on an individual level. Earthwatch informs and educates through an extensive range of free events, publications, and e-communications, bringing awareness of current environmental issues and highlighting ways in which individuals can make a difference to thousands of people in the UK and Europe each year.</p>

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# Organisations involved in Ecotourism

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<p>Handwritten: A+O ↓</p> <p>Their Aims and objectives (or mission)</p>	<p>'Mission Our mission is to engage people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment. Earthwatch works with a wide range of partners, from individuals who work as conservation volunteers on research teams through to corporate partners, governments and institutions.'</p>
<p>Handwritten: K+U ↓</p> <p>How does this organisation support/help/be involved with ecotourism? (give specific examples)</p>	<p>Earthwatch is very keen to protect the environment and the species that live on it, for example:</p> <ul style="list-style-type: none"> <li>• Earthwatch teams have gathered information about the forest ecosystem in Santa Rosa Forest, Costa Rica, and educated government officials, resulting in the expansion of this conservation area from 10,700 hectares to 110,000 hectares.</li> <li>• In 2005, research from Earthwatch teams prompted the government of Botswana to establish a nesting sanctuary for the Nile crocodile. The sanctuary is to be situated in a part of the river away from human disturbance</li> <li>• Earthwatch has helped discover dinosaur tracks from the Jurassic Age in Yorkshire, UK.</li> </ul>
<p>Handwritten: ↓</p> <p>In your opinion, how well does this organisation support ecotourism?</p> <p>Handwritten: + app. principles ↓</p>	<ul style="list-style-type: none"> <li>• Involves travel to natural destinations – the organisation contributes to many destinations from the UK to Japan.</li> <li>• Minimises impact – Earthwatch tries to protect the environment along with the species that live on it, one example of this is that scientists</li> <li>• Builds environmental awareness – Earthwatch is constantly supporting this objective as there are teams of scientists working on a number of different projects continuously, allowing public volunteers to be involved with these projects and collect information with the scientists. Earthwatch also educated the general public in a number of ways from educating students to employees. They also aim to promote an understanding about the environment to all.</li> <li>• Provides direct financial benefits for conservation – supports a number of research projects with grants totalling to approximately £2.5 million. Because Earthwatch has educated government officials in Costa Rica, it has enabled them to expand the conservation area.</li> <li>• Provides financial benefits and empowerment for local people – by providing money for conservation, this in turn will allow more jobs to be created allowing direct finance for locals.</li> <li>• Respects local culture – Earthwatch educated a number of people, from students, to employees to the general public, it aims to promote an understanding about countries, which will lead to the conservation of that destination.</li> <li>• Supports human rights and democratic movement – by contributing to all of the above objectives of ecotourism, this in turn will allow locals to have empowerment over their lives.</li> </ul>
<p>Handwritten: A03 ↓</p> <p>References used:</p>	<p><a href="http://www.earthwatch.org">www.earthwatch.org</a></p>

Global ②

# Organisations involved in Ecotourism

Ad/1

Organisation:	World Tourism Organization (public)
Global/National /Regional	The World Tourism Organization (UNWTO/OMT) serves its tourism policy issues globally and is a practical source of tourism know-how. It is a specialized agency of the United Nations and the leading international organization in the field of tourism.
Key organisation facts:	Its membership includes 157 countries and territories and more than 300 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities
What does the organisation do? What is their role?	<p>UNWTO plays a central and crucial role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.</p> <p>The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully use its benefits, while minimizing its negative social and environmental impacts.</p>
Their Aims and objectives (or mission)	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. The fundamental aim of the Organization shall be the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion. The Organization shall take all appropriate action to attain this objective.</li> <li>2. In pursuing this aim, the Organization shall pay particular attention to the interests of the developing countries in the field of tourism.</li> <li>3. In order to establish its central role in the field of tourism, the Organization shall establish and maintain effective collaboration with the appropriate organs of the United Nations and its specialized agencies. In this connection the Organization shall seek a cooperative relationship with and participation in the activities of the United Nations Development Programme, as a participating and executing agency</li> </ol> <p>(<a href="http://www.unwto.org">www.unwto.org</a>)</p>
How does this organisation support/help/be involved with ecotourism? (give specific examples)	<p>In order to contribute to the broadcasting of good practices world-wide and of existing recommendations related to ecotourism, WTO contributed in a number of ways:</p> <ul style="list-style-type: none"> <li>• <b>Compilation of Good Practices in the Sustainable Development of Ecotourism:</b> 59 case studies from 35 countries were presented, drawing lessons that can be presented to other destinations. The sustainability aspects are further detailed according to specific elements of ecotourism such as: conservation, community involvement, interpretation and education, as well as environmental management practices.</li> <li>• <b>Guidelines for the Sustainable Development and Management of Tourism in National Parks and Protected Areas:</b> These guidelines aim to build an understanding of the protected area in tourism, and its management. They provide both a theoretical structure and practical guidelines for managers.</li> <li>• <b>International Ecotourism Guidelines:</b> there is the guidance and information about the latest research and techniques available.</li> </ul>

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# Organisations involved in Ecotourism

	<p>providing supervision from the day that an idea is thought of, to the time when the ecolodge is built and operating.</p> <ul style="list-style-type: none"> <li>• <b>Final Report of the World Ecotourism Summit:</b> This is a publication that contains the summaries of the foundation conferences, the conclusions of all meetings, the Quebec Declaration on Ecotourism and other technical documents presented at the event.</li> </ul> <p>WTO has also supported several international, regional and national ecotourism events during 2001 and 2002, in which WTO representatives delivered presentations.</p> <p>(<a href="http://www.unwto.org/frameset/frame_sustainable.html">http://www.unwto.org/frameset/frame_sustainable.html</a>)</p>
<p>In your opinion how well does this organisation support ecotourism?</p>	<ul style="list-style-type: none"> <li>• Involves travel to natural destinations – the organisation gives information about the natural environment and is very keen to play a part in all developing ecotourism countries.</li> <li>• Minimises impact – it aims to minimise all environmental and social impacts; the organisation gives out ways to manage the environment.</li> <li>• Builds environmental awareness – WTO aims to promote and make aware many aspects of ecotourism to all tourists. Conferences and publications are made to give out information.</li> <li>• Provides direct financial benefits for conservation – WTO provides conservation financially by doing case studies on a number of countries, allowing information to be found about features such as conservation and community involvement.</li> <li>• Provides financial benefits and empowerment for local people – because the organisation plays a role in conservation, it will therefore help the local people financially as it will play a role in employing local people.</li> <li>• Respects local culture – The organisation is involved in promoting information about ecotourism countries so it therefore will respect the local culture along the way.</li> <li>• Supports human rights and democratic movement – because WTO allows local people to have empowerment over their lives it means they are supporting their human rights, as this means they are allowed to vote and have control over things that happen in their community.</li> </ul>
<p>References used:</p>	<p><a href="http://www.unwto.org/frameset/frame_sustainable.html">http://www.unwto.org/frameset/frame_sustainable.html</a>  <a href="http://www.unwto.org">www.unwto.org</a></p>

App to principles

AD3

# Organisations involved in Ecotourism

Global Orgs

Organisation:	Ecoclub (private organisation)
Global/National /Regional	Ecoclub is an international based organisation with members in over 70 countries, it is the most popular ecotourism portal where information of ecolodges, jobs, projects, publications and more can be accessed.
Key organisation facts:	Ecoclub has evolved into a global cooperative network promoting genuine ecotourism with the active cooperation of members, supporters, sponsors, and ecolodges. The word and mark "ECOCLUB" is a registered trademark of the Company which is also known as: "ECOCLUB.com - International Ecotourism Club"
What does the organisation do? What is their role?	Ecoclub allows tourists to book genuine ecolodges at lower rates, charging no commission. They promote genuine ecolodges free of charge, through their ecolodge label. Each month they publish Ecoclub, the International ecotourism monthly, packed with exclusive ecotourism news and views and interviews with tourism & environment leaders and pioneers. They also sell quality ecological, cooperative and organic products at low prices, at the ECOCLUB.com Shop.
Their aims and objectives (or mission statement)	<p>Ecoclub believes that another world is possible, and that it can be achieved in a constructive manner, through peaceful &amp; intelligent dialogue, knowledge, reason and pleasure, rather than through dogma &amp; suffering. We look forward to a world of sharing, free of wars, borders, poverty, injustice, oppression, ignorance, religious &amp; ideological fanaticism and nationalism. Elements of this better world already exist, and our task is to help you discover, enjoy and support them during your holidays.</p> <p>Ecoclub promotes genuine Ecotourism, as a Humanist &amp; Ecological philosophy and practice, and a means of emancipating peoples and minds from the trappings of poverty &amp; wealth alike, removing fear, ignorance &amp; prejudice of all types and promoting human happiness and pleasure, equality, fraternity &amp; liberty.</p> <p>Ecoclub defines Ecotourism as Ecological Tourism. Ecoclub does not see Ecotourism as a tourist segment but rather as a movement for a better tourism that:</p> <ol style="list-style-type: none"> <li>1. <b>Minimizes</b> its own environmental impact</li> <li>2. <b>Funds</b> environmental conservation</li> <li>3. <b>Reduces</b> poverty</li> <li>4. <b>Respects</b> human rights</li> <li>5. <b>Promotes</b> knowledge &amp; understanding</li> </ol> <p>The logo: The colour (teal) is half way between green and blue, the colour of nature. The smiling sun symbolizes our optimistic &amp; philosophical attitude to life, the will to rise every day, solar power - renewable energy in literal and figurative terms and light - the light of science, enlightenment.'</p> <p>'Ecoclub believes that another world is possible, and that it can be achieved through peace, knowledge, reason and pleasure, rather than violence, ignorance, dogma and suffering. The process for this other world already exists, and our task is to help you discover it and strengthen it.'</p>

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Ad1

# Organisations involved in Ecotourism

	<a href="http://www.ecoclub.com/">http://www.ecoclub.com/</a> Ad3
How does this organisation support/help/be involved with ecotourism?  ↓	<p>Ecoclub is involved in ecotourism in a number of ways from before you start your holiday, continuing while you have finished your journey and are in your own home. Some basic examples of how Ecoclub does this are:</p> <p><b>Before:</b></p> <ul style="list-style-type: none"> <li>• Study the history and culture etc. on the place you are travelling to.</li> <li>• Maximise your enjoyment but minimise your transport and try to stay in eco-friendly hotels, e.g. family-owned hotels. This includes travelling to the airport using public transport.</li> <li>• Discuss information with other eco-enthusiasts.</li> <li>• Travel light, packing appropriate items.</li> <li>• Check the house before you leave, such as by removing power plugs.</li> <li>• Consider bringing gift for the people that you are about to meet, it is a way of promoting culture.</li> </ul> <p><b>During:</b></p> <ul style="list-style-type: none"> <li>• Use public transport and share rides with locals enabling you to interact and show interest with others to educate yourself on different things.</li> <li>• Don't generate jealousy so avoid showing off expensive items.</li> <li>• Give up your seats on the bus, especially for older locals.</li> <li>• Conserve electricity and water in your hotel room.</li> <li>• Use natural products such as nets to avoid mosquitoes, don't use chemicals.</li> <li>• While on tour do not disturb the wildlife or take anything from the environment, also wear natural colours.</li> <li>• Shop at local shops, eating the local foods and fresh juices, but remember to use products and ones that won't endanger the wildlife.</li> <li>• Respect alcohol laws.</li> <li>• Pay attention to hygiene.</li> <li>• Wear appropriate clothes and do not insult locals.</li> <li>• Respect local's privacy.</li> </ul> <p><b>At home:</b></p> <ul style="list-style-type: none"> <li>• Keep promises to people you have met on your journey.</li> <li>• Recommend others to where you have stayed if you were satisfied.</li> <li>• Keep up to date with developments of that country.</li> <li>• At home, keep reducing, reusing, recycling, using public transport, and being as kind to your fellow citizens and neighbours.</li> </ul>
In your opinion how well does this organisation support ecotourism?  ↓ + app Principles	<ul style="list-style-type: none"> <li>• Involves travel to natural destinations – allows people to stay in ecolodges at cheap prices so more people can afford to visit these destinations.</li> <li>• Minimises impact – Ecoclub aims to minimise its own environmental impact as well as providing you with the information for you to minimise impact to the environment as well, for example to conserve electricity and water in your hotel room.</li> <li>• Builds environmental awareness – Ecoclub provides information to tourists about how they can help the environment all the way, from planning the holiday, to the return home, it also aims to promote knowledge and understanding to everyone.</li> </ul>

(17B3) - Comp. acc + thorough k-U from range of egs + cgs from all sectors. 35

**Task A02** – application of your knowledge and understanding of ecotourism's contribution to environmental, social and cultural issues in relation to your chosen project destination.

An explanation of the influences of ecotourism principles upon environmental and social/cultural issues.

AO 2

I am going to show a detailed understanding and knowledge of how ecotourism's contribution to environmental, social and cultural issues has been achieved at Chalalan. I will provide information about three other ecotourism projects and their impacts on the environment, society and culture and how these projects are similar or different from Chalalan.

**Environmental issues:** these are issues that relate to the natural environment including resource use, pollution, climate change, energy use, ecology and nature conservation that affect or are affected by the environment.

([www.superfund.co.nz/index.asp](http://www.superfund.co.nz/index.asp))

AO 3

To decrease the negative impacts on the environment and its surroundings the host community should be educated into leading a good example on how to treat the environment, also educating the guides and guests to have the adequate skills in natural and cultural history, along with environmental concerns and ethical principles.

**Socio-cultural issues:** these are the effects of tourism on social lives and cultures of a destination, and they may be either negative or positive. Ecotourists focus on culture of a destination to preserve its original beliefs. Small numbers of Ecotourists will have a low impact. On the other hand mass tourism generally causes 'staged authenticity' to occur.

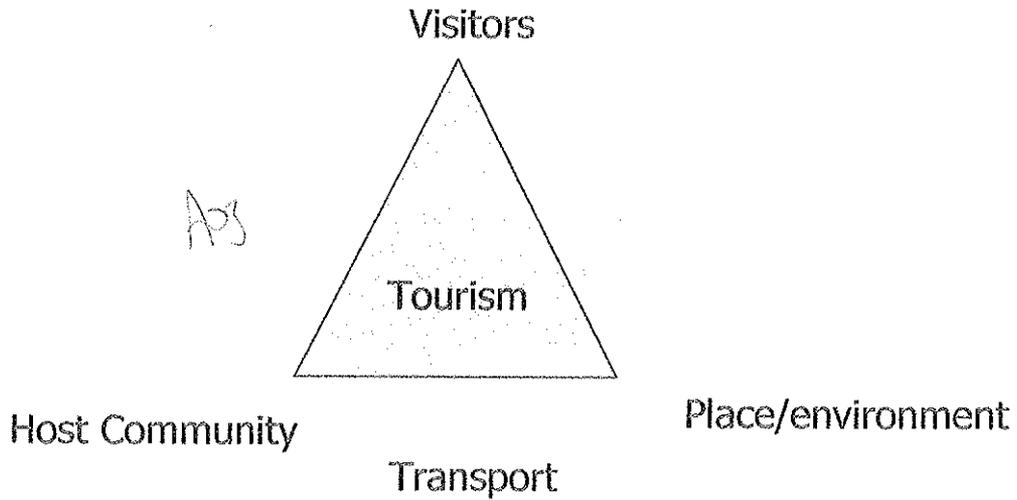
(Row et al, 2006)

Mass tourism, taking away the local culture and traditions, also losing the originality and authenticity of the community, are all examples of negative impacts.

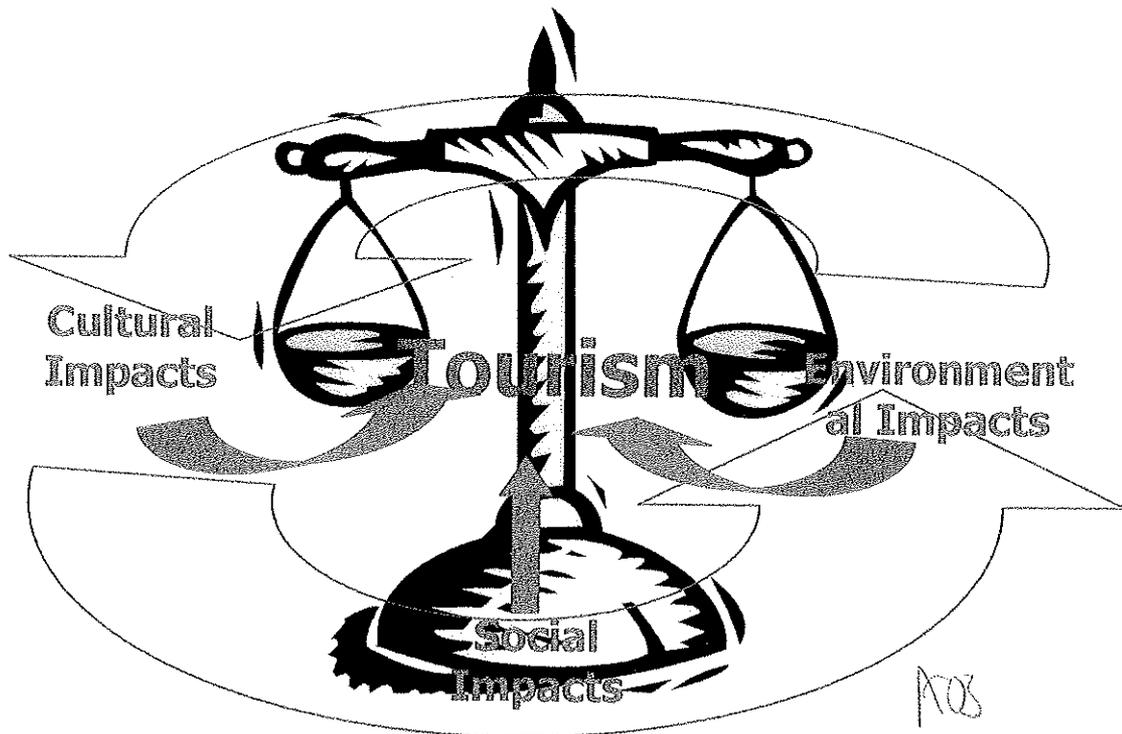
Ecotourism focuses on trying to preserve the culture of the region, enabling them to keep their traditions and not promoting mass tourism are all positive impacts.

The tourism balance

AO 2



(Speake, J. (2005) Changing Geography: Sustainable tourism) AO3



↓ The above diagrams show that all aspects, including social impacts, environmental impacts and cultural impacts are all major parts of the affects of tourism.

## Socio-cultural issues

### Handicrafts:

Handicrafts are produced worldwide and can be very diverse and exciting to see. The preservation of these many crafts is a way to show the importance of the national identity of local people. Throughout history tourists have collected handicrafts or souvenirs.

(Rowe et al, 2006)

Ecotourists tend to buy handicrafts that have been made in a sustainable way using local materials by the local community, these souvenirs will enable them to remember of the destinations they have visited, or simply value the love the authenticity and respect the traditions and workmanship that has been involved

To minimise the negative impacts of handicrafts, all locals at Chalalan will directly benefit from selling the local products that they have made. They also ensure that the selling of those handicrafts has not included any killing of protected animal or rare plants. All crafts are made in a sustainable manor. Villager's also sell non-timber products and work in sustainable agriculture. While staying at Chalalan ecolodge you can look at how the local handicrafts are made and also participate in making your own rings and necklaces with the help of your guides.

([www.chalalan.com](http://www.chalalan.com))



([www.chalalan.com](http://www.chalalan.com))

The photo above shows one of the locals making some local handicrafts.

### Language:

To ensure a successful tourism experience there must be the ability to communicate effectively between both the host community and the tourists. In most mass tourist destination the local people speak the same language as the tourists as an effective way of communicating with them.

However, Ecotourists do not expect this, from all of the tourism providers, to be able to speak English, French, German or any other tourism generated

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countries language. Many of the tourists' today do automatically expect the English language to be understood without any consideration of the training and hospitality of the host involved.  
(Rowe et al, 2006)

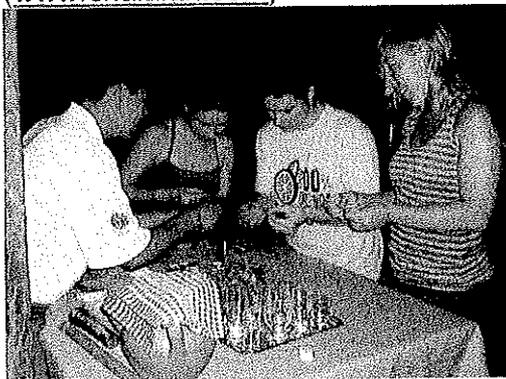
At Chalalan ecolodge, community members have been able to learn and improve their English skills, this is a good example of how Chalalan maximises its positive impacts as locals are able to learn a new language in order for them to communicate better with the tourists.  
(www.goodtravelcompany.com/hotels/south-america/bolivia/chalalan-ecolodge)

#### Traditions - arts and music:

Traditions can take many forms such as dance, arts and music. Most worldwide destinations, whether they are ecotourist or not, have an important role to play in the preservation of local traditions. Creating and contributing to the local sense of identity and interest to many tourists is the music of a destination, an individual sound that will remind tourists of their stay. Art comes in many forms, from the decoration of buildings to the paintings of valleys. It should remain in its original state, whatever form it takes, so it can be viewed and celebrated over the forthcoming generations.  
(Rowe et al, 2006)

Ecotourists respect local traditions and enjoy participating in them; it is an interest to them to learn about local traditions.

Chalalan helps to maximise the positive impacts of learning local traditions, enabling ecotourists to enjoy their stay at the lodge. While there you can enjoy a night of traditional music, dancing and storytelling. A guide will also be there to help you understand and also learn the traditions of the local people.  
(www.chalalan.com)



(www.chalalan.com)

Above is a picture of some tourist showing interest in some local traditions.

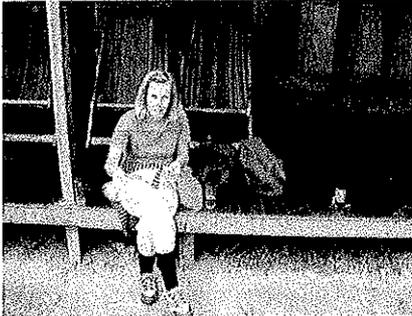
#### Dress:

Dress is a very important part in the culture of religion. By looking at photographs, videos and travel brochures from traditional destinations is the best way to appreciate the diversity of tradition.  
(Rowe et al, 2006)

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Ecotourists will respect rules of dress and will not wear certain clothing to that destination if it is offensive in any particular way. By wearing local clothes it will enable ecotourists to engage better in the local culture. A02

Chalalan tries to maximise the positive impacts of tourism when it comes to how they must dress. There are no specific rules but it is advised that tourists wear sensible clothing that will be comfortable and allow them to participate in the various activities, for example, bringing a pair of hiking boots is essential, flip flops can later be worn around the ecolodge while visitors get time to relax.



(<http://www.thorntothehorn.org/index.php?state=viewarticle&id=38>) A03

The above photo shows a picture of a tourist dressed in sensible clothes, with boots and a t-shirt covering her shoulder.

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#### Religion:

Religion has become an attraction in some tourist regions. Tourists go to view religious buildings and events and many of them may possess the beliefs of that particular religion. Conduct that is acceptable in certain countries is not acceptable in many other parts of the world, so ecotourists should be sensitive to local religions and cultures.

(Rowe et al, 2006) A03

Ecotourists will respect the local religion and cultures, they are aware of factors which may affect the local religion and also find interest in gaining greater knowledge of a specific religion.

#### Architecture:

Hotels and restaurants that serve tourists are being built at an astonishing rate around the world; these buildings unfortunately do not fit in with the surrounding environment and local architecture. Instead they stand out and become part of a place that people would wish to visit and stay in. However many countries now have laws, restricting the height of buildings, instead opting for building no higher than two stories, such as countries like Spain and Turkey. This will then protect the view of the natural environment. In recent pictures you will see the newer development of those lower buildings, fitting in with the natural environment. This type of accommodation can be easily replaced and will leave little damage to the environment.

(Rowe et al, 2006) A03

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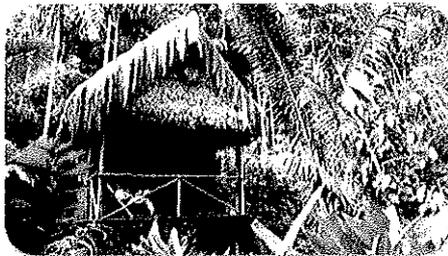
Ecotourism is a way to promote the sustainability of the environment. When building new hotels, ecotourists make sure that the buildings do not look

unsightly and are not high rise hotels. They also try to make sure that they fit in with the natural environment are made out of local sustainable materials.

To maximise the positive effects of ecotourism at Chalalan ecolodge, the rooms were planned down to the very last detail by the local people, enabling them to take advantage of their knowledge.

The lodge is made of sustainable local materials, such as Copa Palm to make the walls, the roofs are woven with palm leaves and the floor is made from find hardwood. The cabins can each hold up to 30 people which is another way of minimising the negative impacts as the cabins are taking up less environmental space.

([www.chalalan.com](http://www.chalalan.com))



([www.chalalan.com](http://www.chalalan.com))

The above picture was taken from the Chalalan website and shows one of the cabins. As you can see from the picture, the cabin does not look unsightly and blends in with the natural environment, it is not high rise so doesn't stand out, it's also made from sustainable local materials.

#### Gastronomy – food:

Different places all over the world have their own traditional dishes. We automatically relate different foods to different places, for example pizzas from Italy. England is also famous for its Full English Breakfast. A certain food can represent a certain place and people in different countries eat different foods for different meals, for example, in England English people eat cereals for breakfast whereas in Turkey the Turkish have some kind of crackers and cheese for breakfast.

When ecotourists go to visit a country, they do not expect to eat their own traditional food that will have been imported into the destination. They will expect to eat and try new local meals that have been made, grown and produced in the place where they are staying.

In Chalalan there is the option to eat locally prepared native meals, cooked in a customary clay oven. The ecolodge tries to maximise the positive impacts of serving traditional meals, such as by accommodating for different dietary requirements such as vegetarians. Most of the meals are also accompanied by the season's fruit juices. The traditional dinner that tourists can try is the 'dunucuabi' dinner of catfish wrapped in leaves or fish á la "tacuara" inside bamboo from the Bolivian Amazon

([www.chalalan.com](http://www.chalalan.com))

A02



(www.goodtravelcompany.com/hotels/south-america/bolivia/chalalan-ecolodge)

The picture above shows some tourists in the Chalalan restaurant eating local, traditional meals.

#### History:

The history of a place can be all about what makes that destination appealing to tourists. However most mass tourists are not interested about visiting a destination for the history and to find out how that place ended up how it was today, they prefer to go on a typical holiday which for some just involves relaxing and sunbathing.

Ecotourists however are interested in learning about the history of a destination as this is all part of an ecotourist holiday, finding out about the past of the area that they are staying at can be interesting.

Chalalan is not really an historical destination, but it is so unique and learning about how the destination came to create one of the most ecofriendly tourist's attractions is of great interest to ecotourists. While at the ecolodge tourists can learn about the history of the community. On the Chalalan website (www.chalalan.com) there is also information informing tourists of how in the 1990's, with a lack of development and poverty, the locals decided work and try to provide a better life for other generations. They wanted to ensure that their community didn't disappear and sought funding from other organisations such as Conservation International.

(www.chalalan.com)

#### Local work – jobs:

Many destinations in the world employ staff that are local to the mass populations of tourists. This can be for many reasons, such as the staff are the same nationality and can communicate better with the tourists. This is therefore leading to leakage of funds, money that it made is not put back into the community, and it is taken out and spent elsewhere.

Ecotourists however aim to prevent leakage of funds and employ local people so they can earn money for themselves and their families. By doing this it means that the money earned will stay in the community and can help with the conservation of the environment, participating greatly in the ecotourism principles.

At Chalalan ecolodge all of the staff employed are local to the community, they have been professionally trained staff to provide ecological tourism services to satisfy even the most demanding tourists. Because of the jobs created more than 70 families receive economic benefits from profits and employment. Depending on the season, up to 24 employees work as full-time cooks, guides, cleaners, and administrators. Virtually all of San José de Uchupiamonas's 600 residents benefit directly from the Ecolodge: 50 percent of its profits are reinvested into the community in the areas of health care, basic infrastructure, and education. The remaining 50 percent of profits are divided among families as a dividend on their shares.

(<http://www.iadb.org/idbamerica/index.cfm?&thisid=289&articlepreview=0&>)

#### Education of the host community (locals):

The host community need to be educated in order for them to deal and also interact better with tourists; information can include things such as correct information about the local area, background to tourist's religion and also good ways of interacting with tourists.

In ecotourism projects, because they try to employ local people, it is essential for those to be informed about the correct information; they need to know about the environment and the different wildlife and plants so tourists can have a great education ecotourism holiday.

In Chalalan to maximise the positive impacts of employing local people as guides, which in turn creates funds for their own families, it educates them all fully in environmental education, natural interpretation of the forest, ecological processes and natural history. They still however maintain their ancestral knowledge of medicinal plants and hardwood trees, animal behaviour, myths and beliefs about the plants and animals. The locals are able to interpret the forest using their traditional knowledge and incorporate scientific knowledge into their descriptions and explanations. They are also specialists in plants, birds and insects and gain much experience from working in the Chalalan ecolodge. Staff are also trained in business administration, management, accounting, marketing, sales, customer service, food and drink preparation, tourist guides, natural history, environmental interpretation, English, first aid, rescue services, cartography and navigation.

([www.chalalan.com](http://www.chalalan.com))

#### Education of potential tourists:

Potential tourists can also be educated through the host community as the local people will take their knowledge on the natural environment and show potential tourists how protection and preservation is important in order to save the world's environment.

(Heinemann travel and tourism)

At Chalalan because all of the guides there are fully trained with a great knowledge it allows the above statement to be applied, as they will fill in potential visitors with all the information they need. It allows the tourists to be educated on the local peoples traditions, learning them to respect other cultures and their ways. For example on the tourists last evening in the lodge

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they will see a show of local dancing and entertainment, showing the tourists how the local people enjoy there selves and how traditions have stayed alive within the community for many decades.

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Leisure activities (for tourists):

On a typical holiday leisure activities will involve something that is fun, interesting or relaxing, for example, quad biking, scuba diving etc... however these activities may be good fun for the tourists and also give them reason to return to a particular country, there is no mention on how they will effect the environment, are they damaging to it? Are they conserving the natural wildlife?

All activities that are involved with ecotourism need to fit in the principles, they must not damage the environment or any of the species of wildlife or plant, making sure that conservation is still in place.

At Chalalan ecolodge there are a number of activities that tourists can take part in. all of these are ecofriendly and will not damage the environment. Activities include:

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- Guided nature hikes – tourists can walk along the many footpaths and learn about medicinal plants, hardwood trees, observe the wildlife and experience primary forest.



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- Forest Interpretation – tourists can learn about the tropical rainforest.



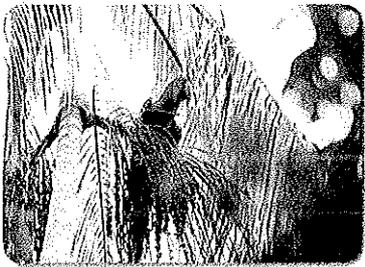
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- Bird watching - Chalalan is home to over 340 species of birds including parakeets, parrots, toucans, wild turkeys, woodpeckers, etc. Guides at the lodge can easily identify their calls and songs.

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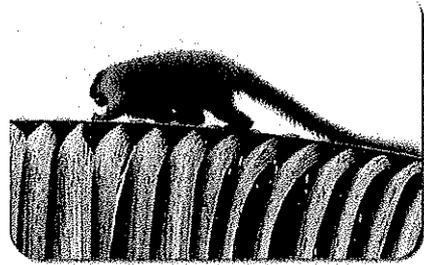
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A03



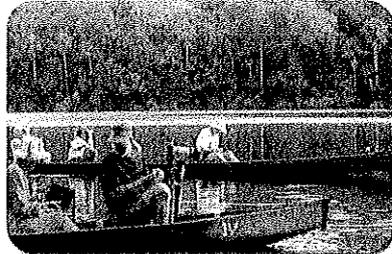
- Wildlife – if tourists walk along the trails they will be able to see howler monkeys, spider monkeys, tapirs, deer, capybaras, frogs, lizards and maybe even a jaguar.



A03



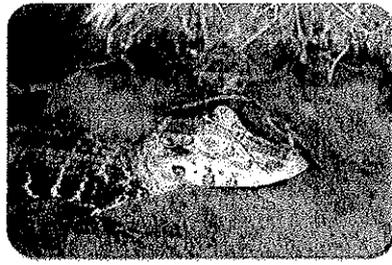
- Canoe trips - At dusk the birds and monkeys go down to the shores of Chalalan to drink and then go back into the canopy to look for insects. Once they have fed they gather together in groups to spend the night in the branches of the largest trees. By taking a canoe trip tourists can see some of the animals.



A03



- Night time canoe trips – at night while gently paddling along the shores of the Chalalan Lagoon you can see night birds, amphibians and the glowing eyes of the black alligators.



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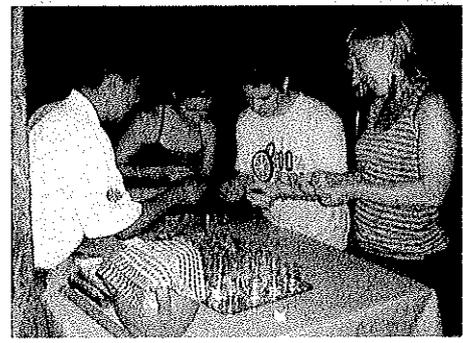
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- Night hikes - Equipped with a torch tourists can take a short hike at night to look for colourful frogs, mammals and insects that welcome the night with their unique chorus.



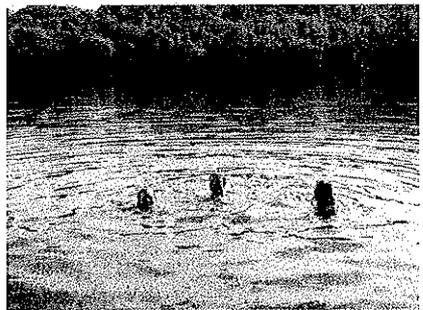
A03

- A night of traditions – tourists can try the traditional “dunucuavi” dinner and then enjoy a night of traditional music, dancing and storytelling. A guide will be with you to explain the traditions and customs of the people from San José de Uchupiamonas.



A08

- Swimming and relaxing – tourists can take a dip in the lake or simply relax in a hammock reading or listening to the sounds of the forest.



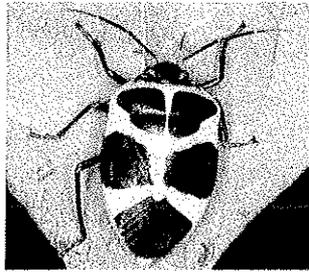
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- Insect watching - Madidi is a fabulous place to see a large variety of insects, which make up the diet of most of the birds around Chalalan.

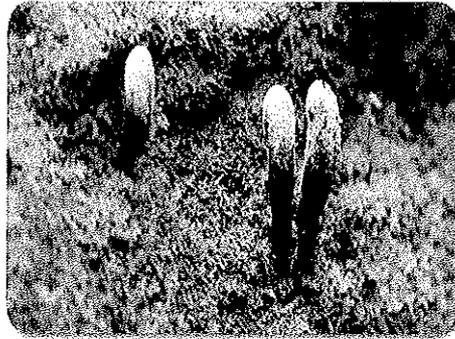
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- Fungus watching - There are many varieties of edible and poisonous fungi of all shapes, sizes and colours to be found in the Madidi tropical rainforest.



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By looking at a daily programme you can see that activities that go on through the day will help maximise the positive effects of the ecolodge, people can learn about different plants and animals rather than just watch them and they also get a choice to try local dishes.

Day 3: Chalalan Ecolodge – Madidi National Park

- 7:00 Buffet breakfast in Ecolodge dining room. You may talk to your guide about changing the time depending on your interests. (e.g. Breakfast at 5:30 am for birdwatchers.)
- 7:30 Morning walk along the Tapacare path or another of similar length where you can see and learn about the forest and the wildlife surrounding you. Optional themes: natural interpretation of the forest, natural history, ecological processes, medicinal plants and hardwood trees, animal behaviour and bird and mammal watching. Return to the lodge, have a snack.
- 12:30 Lunch in the Ecolodge dining room. After lunch relax in a hammock or swim in Lake Chalalán.
- 15:30 Short walk along one of the theme paths to learn about medicinal plants and more about personal interests. Return to the Ecolodge and choose from the following optional activities: Handicrafts, canoe trip, videos about the community and the Madidi National Park.
- 19:30 Traditional "**dunucuabi**" dinner of catfish wrapped in leaves or fish á la "**tacuara**" inside bamboo from the Bolivian Amazon. \*This traditional dinner depends on the availability of the fish and may be offered any night during your stay.
- 20:30 Short night walk along the Paraba or Silbador path to see amphibians, reptiles, insects, tarantulas, rodents, birds and nocturnal monkeys. This is a great chance to hear the sounds of the jungle. Upon your return to the Ecolodge you can take part in a traditional Quechua – Tacana night with music and dances from the San José de Uchupiamonas community. Your guide will explain the traditions of the Uchupiamonas people. \*This activity will depend on the number of guests staying at the Ecolodge and may be offered any night during your stay.

([www.chalalan.com](http://www.chalalan.com))

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## Environmental issues

A02



### Ancient and historical sites:

Many ancient buildings are under the protection of the previously mentioned UNESCO organisation, so are therefore names as 'World Heritage Sites'. There are currently 812 sites worldwide that are classified among this. Examples of this are the Great Barrier Reef and The Great Wall of China. (<http://whc.unesco.org>)

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By educating visitors ecotourism can greatly contribute to the development and protection of these sites. They need to research and promote the issues faced by the host population, fitting in with the objectives of ecotourism to educate, conserve and research.

This particular issue is not raised at Chalalan as it does not hold any particular ancient or historical sites, and is not classed as a 'World Heritage Site'. This does hold the advantage as is if Chalalan did hold ancient or historical sites, it would attract a lot more tourists which may destroy the natural environment and host community, leading to it not being run and managed by local visitors.

### Inland environments and habitats:



Many inland environmental habitats are protected by Natural Trusts, all aiming to conserve and enhance the natural beauty, wildlife and cultural heritage of a destination. The inland environments and habitats can be classified as follows:

- Bush
- River
- Forest
- Mountain
- Wetland
- Lake
- Island
- Semi - desert
- Desert
- Saltpan

At Chalalan ecolodge there are rangers that walk round the park trying to ensure the protection of the wildlife.

### Biodiversity and endangered species:

Biodiversity is the variety of wildlife, species, animals and other living organisms in a particular area or region. Conservation and biodiversity within these areas is essential for sustaining viable populations of species. (Heinemann travel and tourism)



There are 733 species of special fauna that are registered at Chalalan. These groups include things such as mammals, bird's reptiles and fish. [www.chalalan.com](http://www.chalalan.com)

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Chalalan aims to build awareness of ecotourism and biodiversity of the area, educating tourists about ecotourism of the surrounding area and the

importance of how to keep the area protected. They reinforce this by giving tourists the correct information about how to conduct all activities sustainably so the surrounding area does not get damaged.

Many of the activities taking place at Chalalan are about educating their guests, so they involve things such as bird watching and nature trails. Money made at the ecolodge from tourists is regenerated back into the environment enabling them to conserve and protect the area, especially the wildlife, this is all examples of how Chalalan maximises the positive impacts.

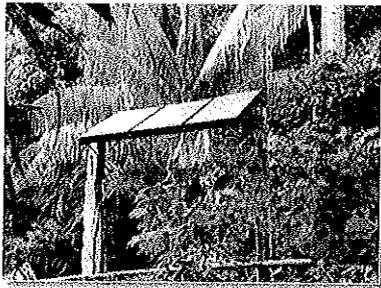
#### Energy supplies:

Reductions on energy consumptions can have a wide benefit on the surrounding environment.

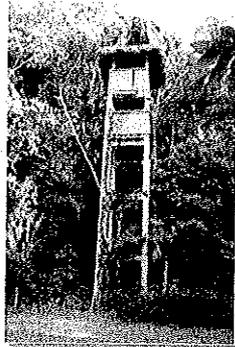
(Heinemann travel and tourism)

Chalalan uses as many renewable energy sources as possible; they take great concern in this. Chalalan uses solar energy for lighting in the bedrooms of the ecolodge, using batteries for only torches; they keep the use of fossil fuels to a minimum.

[www.chalalan.com](http://www.chalalan.com)



Paneles Solares



Sistema de Agua

([www.chalalan.com](http://www.chalalan.com))

The images above taken from the Chalalan website are the solar panels used at the lodge to collect the energy to run and power certain facilities. Also shown is the water tank where they store water. Both of these facilities are built with natural resources, with their stands being made of local wood so they can blend in with the environment.

#### Water supplies:

Water gets purified by being treated with special features. It is boiled and stored on containers and later used to prepare drink and food. There are numerous ways in which an ecolodge can reduce water usage, for example, encouraging guests to re-use towels, minimising water and restricting water pumping to certain times of the day, installing low pressured showers and promoting the use of both recycled water and rainwater. These are all ways in which ecolodges can minimise the negative impacts on using too much water.

([www.chalalan.com](http://www.chalalan.com))

The ecolodge has been implemented with a liquid waste treatment system, (for bathrooms kitchens and showers) which combines the effect of the sun and biological processes to grantee a minimum impact on the surrounding environment. This is certified by the Bolivian Ministry of Sustainable Development and the Environments environmental manifesto.

([www.chalalan.com](http://www.chalalan.com))

#### Waste disposal:

Hotels and lodges generate large volumes of liquid and solid waste, and often due to their remote location they have to find ways of preventing their sewage from contaminating the environment. This can be done by recycling waste, for example composing green waste.

(Rowe et al, 2006)

Chalalan ecolodge has implemented a liquid waste treatment system (for bathrooms, kitchens and showers) which combines the effect of the sun and biological processes to grantee a minimum impact on the surrounding environment and is certified by the Bolivian Ministry of Sustainable Development and the Environments environmental manifesto. At Chalalan solid waste is separated by organic waste going to a compost heap and inorganic waste being collected by the Rurrenabaque municipal refuse collection service.

# How can we apply the principles of ecotourism to Chalalan?

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	How does this principle minimise the activities at Chalalan?	How do the principles enable Chalalan to maximise its ecotourism activities?
1. <b>Travel to natural destinations</b>	When travelling around the park visitors will go by boat, this will protect the environment as no new roads will have to be built for jeeps and cars. It will also not put fumes into the environment. All of the buildings are made by local materials enabling them to look like part of the surrounding environment, meaning that they are not high rise and do not look unsightly, this is all part of how the environment is maintaining its naturalness. The destination is remote and not close to the urban areas, also all activities that take place cause little damage or disturbance to the environment.	To maximise all the positive effects while tourists are travelling around by boats they are able to learn about the wildlife and also experience the natural beauty of the destination. By staying in the eco friendly huts in enables them to participate and show their support of the natural destination. By staying in the urban area and contributing to the activities tourists will not take more care with the environment, learning about it through out their stay.
2. <b>Minimising impact</b>	To minimise the negative effects Chalalan uses renewable energy resources such as solar panels, it also has a tank where they store water. All waste is recycled. Also all activities that take place at the ecolodge are 100% environmentally friendly and will no cause any negative impact on the	The use of these renewable energy resources will teach tourists the importance of saving electricity when back home, and will also teach them to recycle their products. If waste is not recycled the government refuse to collect it again maximising the positive effects of recycling. While tourists participate in the activities they will

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	environment, for example, bird watching.	also be educated on the environment and the different species of flora and fauna.
<b>3. Building environmental awareness</b>	To build environmental awareness tourists are educate on the surrounding environment and the importance of keeping it protected. Throughout activities at the destination tourists will be also learnt about the different environmental issues. All guides are fully trained so are able to give tourists the information they need. Not only our tourists educated but the locals are too enabling them to give out the correct information. Locals also are able to learn a new language and also improve their English skills	Tourists will be able to go home knowing they have learnt something during their stay, this is knowledge that they can remember for life and pass down in generations, taking this information into consideration wherever they go. The locals also receive information enabling them to protect and get the best out of their home environment for the rest of their lives, also giving them the satisfaction that they are learning others on such issues, giving them accurate information. By locals being able to improve their English it will in turn enable them to communicate better with the tourists making each others company much more satisfied and understandable.
<b>4. Providing direct financial benefits for conservation</b>	50% of the profits made form the ecolodge are reinvested into the community on areas such as the infrastructure, enabling conservation to take place, all activities that tourists have came to participate in do not harm or endanger any of the wildlife or environment, with activities including things such as bird watching, which educated the tourists.	The money used for conservation allows tourists and locals to continue to see and learn about the natural beauty and also keep it preserved for future generations to do the same, overall this will benefit the local people.
<b>5. Providing financial</b>	The ecotourism project	To maximise the

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<p><b>benefits and empowerment locally</b></p>	<p>at Chalalan minimises the negative impacts by ensuring that money does not leak out of the village, instead it benefits all of the people, it does this by benefiting all local people directly from the handicrafts they have made, 24 employees working full time at the ecolodge.</p>	<p>positive effects even the locals who do not work within the ecolodge benefit from the funds, with nearly all 600 of them benefiting financially, with 50% of profits being divided between the families.</p>
<p><b>6. Respecting local culture</b></p>	<p>One of the activities that tourists get the chance to participate in is learning about the local culture and traditions such as dance, music and story telling, this enables them to gain a wider knowledge of the locals culture and also religion.</p>	<p>By tourists buying locals handicrafts it is a way of them respecting the local culture and maximising the positive effects of it as they will take these souvenirs home and can show other people who they know about the culture of the local people of Chalalan. By participating in local traditions not only does it enable tourists to learn these traditions, but it also helps them to understand the traditions properly so they have the knowledge to tell others, it also allows them to respect their religion and local beliefs as they have greater understandings of why it is important.</p>
<p><b>7. Supporting human rights and democratic movements</b></p>	<p>To minimise the negative effects of making decision upon the future of the ecolodge, the locals play and active part in decision making, this includes before they had ownership of the lodge and all of the current decisions.</p>	<p>Locals get to make their own decisions which allows them to have a say in what they want to happen to their own home, maximising the positive impacts of this because they are able to feel valued and part of the decisions that take place.</p>

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**How well has Chalalan met the principles of ecotourism?**

Overall Chalalan has contributed to every one of the 7 principles, whether it by minimising the negative impacts of ecotourism, to promoting the positive ones. Therefore I think that Chalalan has greatly been able to achieve meeting the above principles. (this is looked at in more depth in A04).



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Other

Other ecotourism projects and their contributions to environmental and socio-cultural issues.

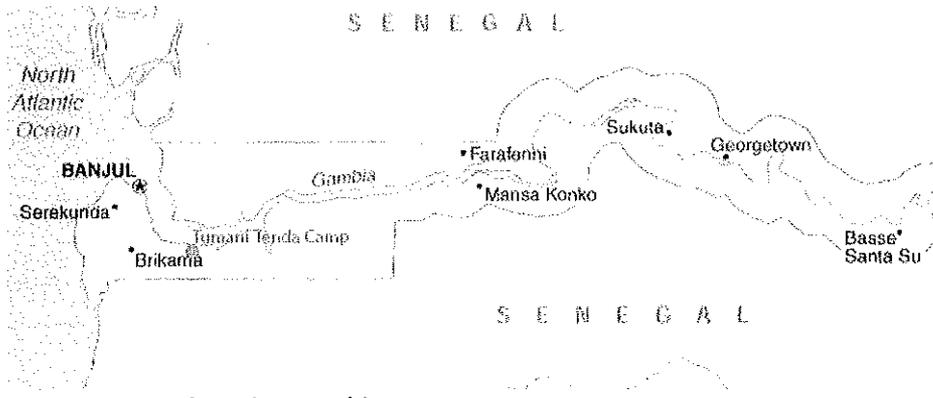
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**Tumani Tenda** ([www.tumanitenda.co.uk](http://www.tumanitenda.co.uk)) *Abz*

The Tumani Tenda is an ecotourism camp situated in The Gambia, Africa. It is a small Jolla village with around only 300 inhabitants, extended from 7 families. The community established 30 years after the founder of the village Alhaji Osman immigrated from Casamance. The community evolved and is described as a religious community embracing certain values, a sustainable attitude to the natural environment, a socially responsible style of living, respect for the elderly, independence, self-sustainability and a sense of community.

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([www.tumanitenda.co.uk](http://www.tumanitenda.co.uk))

*Abz*

Architecture

The village is built using local resources and materials, all of which are furnished to give an authentic African atmosphere, this will help them to blend in with the natural environment and not look unsightly.



([www.tumanitenda.co.uk](http://www.tumanitenda.co.uk))

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History

There is a history talk that takes place and lasts around 1 hour. Here tourists can learn about the culture of the Jolla people and the Gambia region. Information is given out about over the years how the Jolla people have developed particular family structures and social community traditions. This will help tourists understand about the locals and how their lifestyles have developed.

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### Traditions

Tourists can experience traditional ceremonies that are carried out among the lives of the Tumani Tenda, including the Naming Ceremony, Marriage Ceremony and Initiation for boys and girls.

### Gastronomy

Tourists can learn how to cook the traditional dishes that are made from freshly grown local products of the Tumani Tenda. Also the village women are happy to demonstrate how to cook on a log fire.

### Education for potential tourists

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Tourists can learn the different methods of farming used in the village during a farming tour. Here they will be given information on the different crops and methods used for planting, growing and cultivation, with also the chance to take part in some hand on work in the village.

**The typical farming calendar:** October to December is preparation of the fields; January to June is harvesting and gardening of groundnuts and rice; July to September is planting, ploughing, cleaning and preparing the fields. A tour of the village garden is also welcomed to tourists enabling them to discover the vast variety of vegetables, fruits and salads that are grown in the village community garden.

Tourists can also experience the life of an African family by spending the day with one of the village families. They get to enjoy a tour of the village, enabling them to learn about the structure of it along with other information on poultry etc...

### Leisure activities

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Tourists have a chance to relax on a boat trip down the river Balong, here they can learn how to collect oysters from the mangroves or learn how to fish from the canoes, a demonstration on how to row the canoe is also available.



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([www.tumanitenda.co.uk](http://www.tumanitenda.co.uk))

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### Energy and water supplies

All water is clean, fresh and derived from one of the village wells.

### Biodiversity and endangered species

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Tourists can explore the village gardens and the surrounding area of the resort on a safari. Tourists also have the opportunity to help the forest preservation by planting a tree in memory of their visit. They can participate in a forest tour where they will learn about the history of the forest and its wealth of herbal medicines that it provides for the village. Bird watching (and also

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wildlife spotting) and learning about the different species of birds, with the fully qualified guides taking you along the river to the best spot. The different species include:

- Black Shouldered Kite
- Giant Kingfisher
- Grey Kestrel
- Yellow-Billed Oxpecker



([www.tumanitenda.co.uk](http://www.tumanitenda.co.uk))

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### Handicrafts

Tourists can learn the economical methods that the villages use to make soap, along with the methods they use to make salt from the river. Tourists can also learn how to make colourful designs on fabric using the batik/tye and dye workshop, materials can be purchased from the village for a small charge. They can also visit the beekeeping project and purchase gifts made from beeswax such as candles, honeycomb, and honey moisturising cream.



([www.tumanitenda.co.uk](http://www.tumanitenda.co.uk))

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### Arts and music

Visitors can join in or watch the women dance and sing the rhythms of Jolla music.



([www.tumanitenda.co.uk](http://www.tumanitenda.co.uk))

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	<b>How does the Tumani Tenda meet the ecotourism principles?</b>
<b>Travel to natural destinations</b>	The destination is natural with buildings being made from local resources enabling them to fit in with the environment and not ruin the natural beauty. Locals and tourists travel around on boats and all activities that take place will not harm the environment.
<b>Minimising impact</b>	The buildings are made out of sustainable and local materials. To make soap the villagers also use economical methods. Tourists also have the opportunity to plant a tree to remember their stay, this will also help minimise the impact of building as more trees are being planted.
<b>Building environmental awareness</b>	Tourists can learn about how the locals live and their traditional farming methods. They also are given information on the history of the forest and how it is used to make herbal medicines.
<b>Providing direct financial benefits for conservation</b>	Tourists plant trees in the forest as a memory of their stay, this helps the conservation of the forest.
<b>Providing financial benefits and empowerment locally</b>	Locals will benefit financially from earnings of the souvenirs that are sold, that also rely greatly on donations from visitors.
<b>Respecting local culture</b>	Tourists are informed about the local history and culture and how their families and lifestyles have developed and structured.
<b>Supporting human rights and democratic movements</b>	Villagers have worked together and established one village enterprise after another from ensuring a sure supply of construction timber and firewood to their community vegetable garden.

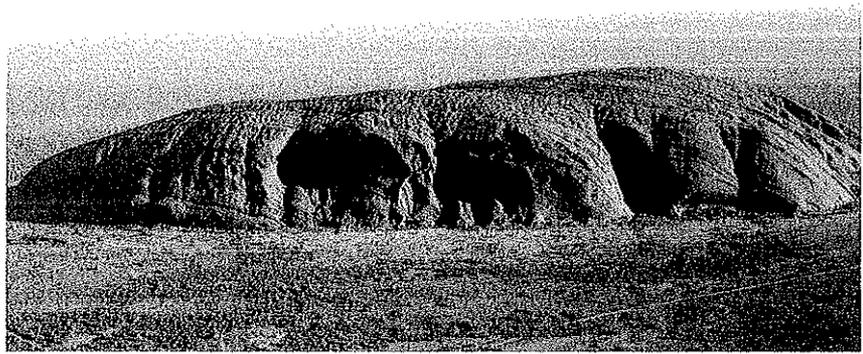
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### Ayers Rock

Situated in the southern part of Australia's Northern Territory, Ayers Rock, or Ulra, as it is referred to by the Aborigines, is believe to be one of the best examples of ecotourism. The rock is also recognises by its listing as a world heritage area.

(Evans, L. 2000 Ayers Rock) A03



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([http://en.wikipedia.org/wiki/File:Uluru\\_\(Helicopter\\_view\)-crop.jpg](http://en.wikipedia.org/wiki/File:Uluru_(Helicopter_view)-crop.jpg))

↓ The resort is a three hours flight from Sydney and has been purpose built at Yulra 20km away from the rock itself, just outside the national park boundary.

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### Ancient and historical sites

Because of the great success of the rock in 1987, it became a World Heritage site and by 1993 was receiving over 25,000 visitors a year from all over the world, showing the importance of its protection.

(Evans, L. 2000 Ayers Rock) A03

### Architecture

All buildings of the resort are built on one level so they do not destroy views in any direction (the only taller structure is the radio mass). This therefore ensures that the buildings are not unsightly.

(Evans, L. 2000 Ayers Rock)

### Energy and water supplies

↓ The resort owns its own solar powered central energy plant which provides air conditioning and hot water to the hotels and visitors centre. Fresh water is drawn from a large natural aquifer, but due to a high demand of water it is becoming a major problem and could determine the future of the resort.

(Evans, L. 2000 Ayers Rock) A03

### Waste and water disposal

↓ Sewage from the resort is treated in a plant 1km to the west of the plant, with water conservation being in the form of a waste water treatment plant and a water irrigation system.

(Evans, L. 2000 Ayers Rock) A03

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Education for potential tourists

Tourists can participate in a walk which is a great opportunity to learn about aboriginal perceptions and how the people work together to look after the park. They can also go on a culture tour learning more about managing the park. Tourists have the opportunity to learn local dancing and how wood carvings are made.

(Evans, L. 2000 Ayers Rock) ASB

Local work

By needing rangers at the park it brings more employment to the local people enabling them to better their lives of themselves and their families.

(Evans, L. 2000 Ayers Rock) ASB

Handicrafts

There is a traditional souvenir and arts and crafts shop where locally produced replica, aboriginal art and craft items can be sold to tourists.

(Evans, L. 2000 Ayers Rock) ASB

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Leisure activities

Tourists can view the rock from the sky by helicopter to get the best views. They can also participate in tours around the rock, learning about it.

(www.viator.com/ayers-rock-tours) ASB

Religion

The local Anangu people do not climb Uluru because they believe it has great spiritual significance. Whilst the locals feel they have a sense of responsibility for the safety of visitors to their land, they also believe they have a spiritual connection to Uluru, and feel great sadness when a person dies or is injured whilst climbing. However the government set access to climb Uluru and a 99-year lease with climbing being a popular attraction for visitors.

(<http://en.wikipedia.org/wiki/Uluru>) ASB

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	<b>How does the Maldives meet the ecotourism principles?</b>
<b>Travel to natural destinations</b>	The rock is natural and untouched; most locals do not even climb the rock due to their own religious views.
<b>Minimising impact</b>	Buildings are only allowed to be built on one level so as not to destroy any views. Energy is made from its own solar powered plant. Water and waste is all treated.
<b>Building environmental awareness</b>	Tourists are able to learn and participate in local dancing and also learn how woodcarvings are made. They are informed about aboriginal perceptions and how the park is managed.

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<b>Providing direct financial benefits for conservation</b>	There is no mention of how financial benefits are provided for conservation.
<b>Providing financial benefits and empowerment locally</b>	Local people are employed as park rangers providing them a better living financially.
<b>Respecting local culture</b>	Tourists are informed about the locals views on the spiritual side of the rock and why they do not climb it, but once informed tourists are then allowed to make up their own minds on whether to climb the rock or not.
<b>Supporting human rights and democratic movements</b>	There is no information relating to this objective.

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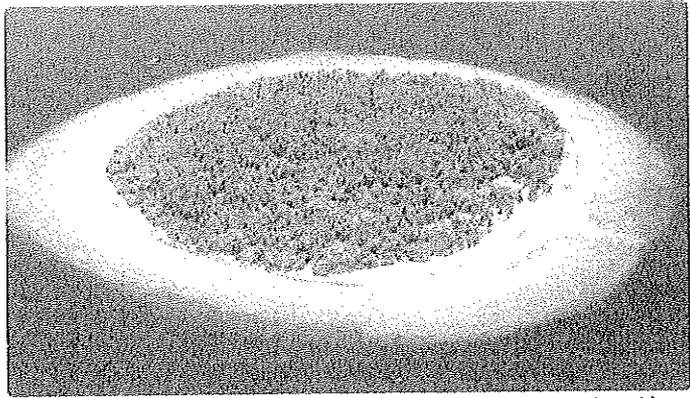
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**The Maldives (marine and coastal environment)**

The Maldives Archipelago in the Indian Ocean consists of more than 1200 coral islands of which 420 are inhabited and 87 are resorted islands. The Maldives is the lowest country in the world so if there was to be a rise in sea level it will be the first country to disappear. Because the majority of visitors travel by air there are large amounts of fossil fuels contributing to the amount of carbon dioxide being produced into the atmosphere, this in turn is contributing to global warming and the rise in sea level. The government are now trying to manage the tourism and use sustainable strategies to preserve the natural appearance of the islands, limiting tourism to small numbers resulting in less cultural and environmental impacts.  
(Marvel, A and Watkins, C. sustainable tourism)



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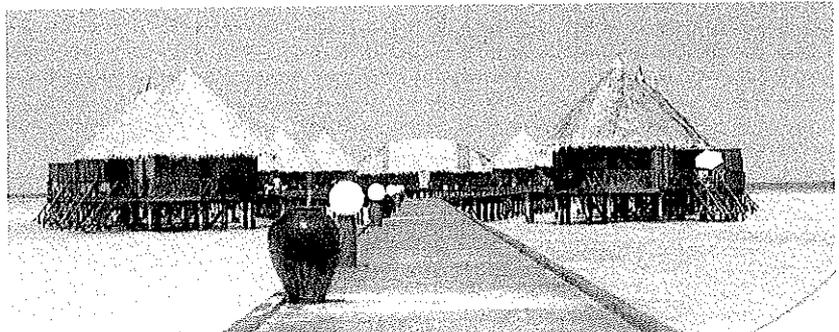
(<http://www.maldivesupdate.com/wp-content/uploads/2006/12/maldives.jpg>)

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**Architecture**

No buildings designed are allowed to exceed the height of the tree tops, this being two stories; this will preserve the environment in making hotels not look unsightly, blending in with their surroundings. Also to protect the natural beauty of the country building development for tourism cannot exceed 20% of each islands area. Furthermore all guest rooms must face the beach with there being at least 5 meters of beach from the front of the building to the shoreline. Also to try and ensure that buildings blend in with the natural environment they are made out of local and natural materials for example wood.

(Marvel, A and Watkins, C. sustainable tourism)



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(<http://www.holidaysplease.co.uk/page/49>)

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Water disposal

The use of rain water is prompted in order to conserve the scarce ground water; this is a way of providing a reliable supply of water.  
(Marvel, A and Watkins, C. sustainable tourism)

Waste disposal

A sewage disposal system is in place ensuring that untreated waste is not ejected into the sea resulting in pollution and contamination.  
(Marvel, A and Watkins, C. sustainable tourism)

Education of the host community and local tourists

To help protect the environment both the host community and tourists are educated in beneficial ways. They are encouraged to take the litter back to their hotels to be recycled and to also limit their use of litter.  
(Marvel, A and Watkins, C. sustainable tourism)

Marine and costal environment

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Shale, sand and coral are not to be removed under any circumstances. Turtle products are not to be purchased either. This is therefore protecting the costal areas ensuring that as little damage as possible is done to the area as often the coral is trampled on and touched by expert divers doing tours, or broken for the demands of hostel development.  
(Marvel, A and Watkins, C. sustainable tourism)

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	<b>How does the Maldives meet the ecotourism principles?</b>
<b>Travel to natural destinations</b>	Buildings are all made from natural resources and are not allowed to exceed the height of the trees which is two stories
<b>Minimising impact</b>	Tourism development cannot exceed 20% of each island and there must be at least 5 meters of beach from the front of each building to the shore line. Rainwater is used as a supply of water and a sewage system ensures that untreated waste is not ejected into the sea
<b>Building environmental awareness</b>	Tourists are informed in ways to help keep the environment clean, such as to recycle and not drop litter
<b>Providing direct financial benefits for conservation</b>	There is no information on this principle
<b>Provide financial benefits and empowerment locally</b>	There is no information on this principle
<b>Respecting local culture</b>	By simply listening to information given out tourists are respecting the local culture as they are taking on board and listening to what is being said.
<b>Supporting human rights and democratic movements</b>	The government is working together to try and manage tourism leading to as little damage to the environment as possible

Camp

A02

	Chalalan	Tumani Tenda	Ayers Rock	Maldives
Ancient and Historical sites	Does not hold any ancient or historical sites		It is a world heritage sight and had been successful since 1987.	
Marine and coastal environment				Shale sand and coral are not allowed to be removed. Turtle products can not be purchased.
Inland environment and habitats	The protection of the wildlife is ensured by the park rangers.			
Biodiversity and endangered species	There are 733 species of fauna listed, with tourists being educated and activities being sustainable as to protect these.	Tourists can help the forest preservation by planting trees and take part in bird watching.		
Energy supplies	Renewable energy resources used: solar energy. Fossil fuels are kept to a minimum.		Has its own solar panel energy plant.	
Water disposal	A liquid waste treatment system in place to minimise impact on the surrounding environment.	Water comes from the village wells.		Rain water is used as a reliable supply of water.
Waste disposal	Organic waste goes to a compost heap.		Fresh water is drawn from a large	Sewage disposal system is in

			natural aquifer but is in high demand.	place. Make sure that untreated waste is not disposed into the sea.
Handicrafts	Made in a sustainable way with locals directly benefiting financially from the profits. Also allowing tourists to participating in making local handicrafts.	Gifts can be purchased such as candles and moisturising cream along with tourists learning how the make the handicrafts.	Souvenirs can be purchased made by the locals.	
Language	Community members learn to speak English.			
Traditions – arts and music	Experience a night of traditional music, dancing and story telling, with guides helping their understanding.	Traditional ceremonies such as marriage and the naming ceremony are carried out. Tourists can watch and join in with traditional dancing and singing.		
Gastronomy	Local dishes are served catering for all needs.	Tourists can learn how to cook traditional dishes and learn how to cook on a log fire.		
History	Information on how the destination became one of the 1st ecotourist	Information about the culture and history of the locals and how their		

	attractions.	lives have developed.		
Local work	Staff are locally employed with profits divided equally amongst the locals.		Locals are employed as the rangers allowing them to provide for their families.	
Architecture	Made form local sustainable materials, large cabins to minimise the space used.	Local resources and materials to blend in with the environment.	Hotels have got to be low rise as to not be unsightly, the radio mass is the only tall structure.	Low rise two story buildings. Only 20% of the island can be used for tourism buildings.
Religion	Ecotourists should be aware of religious factors.		Because of locals beliefs they do not climb the rock and therefore educate tourists not to climb the rock, however it is their own free choice if tourists wish to climb Uluru.	
Education for the host community and potential tourists	Educated in the environment as well as other factors such as marketing skills, customer service and 1 <sup>st</sup> aid. Tourists can learn through the education of the locals.	Methods of farming can be learnt as well as information on poultry that can be experienced when living with one of the local families.	Can learn about aboriginal perceptions along with dancing, wood carvings and how the park is looked after.	Tourists are educated about litter as to protect the environment ant take it to recyclable places.
Dress	Advised that tourists wear			

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	sensible clothes, hiking boots essential.			
Leisure activities	A number of activities from guided hikes to bird watching (all mentioned previously.)	Relaxing on a boat trip to learning how the fish and collect oysters.		View the rock from the sky and participate in guided tours around Ayers rock.

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**Task A03** – your research and analysis when investigating an ecotourism project in a worldwide destination of your choice, in terms of environmental, social and cultural issues.

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<b>Internet</b> <a href="http://en.wikipedia.org/wiki/Conservation_International">http://en.wikipedia.org/wiki/Conservation_International</a>	November	A01D organisations involved in Chalalan and Madidi; Conservation International
<b>Internet</b> <a href="http://www.ecotour.org">www.ecotour.org</a>	November	A01D organisations involved in Chalalan and Madidi; Conservation International
<b>Internet</b> <a href="http://www.iic.int/home.asp">http://www.iic.int/home.asp</a>	November	A01D organisations involved in Chalalan and Madidi; The Inter-American Development Bank (IDB)
<b>Internet</b> <a href="http://www.iadb.org/aboutus/whatWeDo.cfm?lang=en">http://www.iadb.org/aboutus/whatWeDo.cfm?lang=en</a>	November	A01D organisations involved in Chalalan and Madidi; The Inter-American Development Bank (IDB)
<b>Internet</b> <a href="http://www.parkswatch.org/main.php?l=eng&amp;country=&amp;p=country&amp;p2=bol&amp;sys">http://www.parkswatch.org/main.php?l=eng&amp;country=&amp;p=country&amp;p2=bol&amp;sys</a>	November	A01D organisations involved in Chalalan and Madidi; SERNAP
<b>Internet</b> <a href="http://www.earthwatch.org">www.earthwatch.org</a>	November	A01E organisations involved in ecotourism; Earthwatch
<b>Internet</b> <a href="http://www.unwto.org">www.unwto.org</a>	November	A01E organisations involved in ecotourism; World Tourism Organization
<b>Internet</b> <a href="http://www.ecoclub.com/">http://www.ecoclub.com/</a>	November	A01E organisations involved in ecotourism; Ecoclub
<b>internet</b> <a href="http://www.superfund.co.nz/index">www.superfund.co.nz/index</a>	November	A02A definition of environmental issues

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<b>Textbook</b> Row et al, 2006	December	A02A definition of socio-cultural issues
<b>Textbook</b> Speake, J. (2005) Changing Geography: Sustainable tourism	December	A02A the tourism balance
<b>Textbook</b> Rowe et al, 2006	December	A02B information on handicrafts
<b>Internet</b> www.chalalan.com	December	A02B handicrafts at Chalalan
<b>Internet</b> www.chalalan.com	December	A02B picture of a local making handicrafts
<b>Textbook</b> Rowe et al, 2006	December	A02B information on language
<b>Internet</b> www.goodtravelcompany.com/hotels/south-america/bolivia/chalalan-ecolodge	December	A02B language at Chalalan
<b>Textbook</b> Rowe at al, 2006	December	A02B information on traditions; arts and music
<b>Internet</b> www.chalalan.com	December	A02B traditions at Chalalan
<b>Internet</b> www.chalalan.com	December	A02B picture of local traditions being shown
<b>Textbook</b> Rowe et al, 2006	December	A02B information on dress
<b>Internet</b> <a href="http://www.thorntothehorn.org/index.php?state=viewarticle&amp;id=38">http://www.thorntothehorn.org/index.php?state=viewarticle&amp;id=38</a>	December	A02B picture of a sensibly dressed tourist
<b>Textbook</b> Rowe et al, 2006	December	A02B information on religion
<b>Textbook</b>	December	A02B information on architecture

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<b>Internet</b> www.chalalan.com	December	A02B architecture at Chalalan
<b>Internet</b> www.chalalan.com	December	A02B picture of the ecolodge
<b>Internet</b> www.chalalan.com	December	A02B food at Chalalan
<b>Internet</b> www.goodtravelcompany.com/hotels/south-america/bolivia/chalalan-ecolodge	December	A02B picture of the restaurant at Chalalan
<b>Internet</b> www.chalalan.com	December	A02B history at Chalalan
<b>Internet</b> <a href="http://www.iadb.org/idbamerica/index.cfm?&amp;thisid=289&amp;articlepreview=0&amp;">http://www.iadb.org/idbamerica/index.cfm?&amp;thisid=289&amp;articlepreview=0&amp;</a>	December	A02B local work at Chalalan
<b>Internet</b> www.chalalan.com	December	A02B education for the host community at Chalalan
<b>Textbook</b> Heinemann travel and tourism	December	A02B information on education for potential tourists
<b>Internet</b> www.chalalan.com	December	A02B information on leisure activities
<b>Internet</b> www.chalalan.com	December	A02B picture of a guided hike at Chalalan
<b>Internet</b> www.chalalan.com	December	A02B picture of the forest interpretation
<b>Internet</b> www.chalalan.com	December	A02B picture of bird watching
<b>Internet</b> www.chalalan.com	December	A02B picture of wildlife
<b>Internet</b> www.chalalan.com	December	A02B picture of canoe trip

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<b>Internet</b> www.chalalan.com	December	A02B picture of night hike
<b>Internet</b> www.chalalan.com	December	A02B picture of traditions
<b>Internet</b> www.chalalan.com	December	A02B picture of Chalalan lake
<b>Internet</b> www.chalalan.com	December	A02B picture of insect watching
<b>Internet</b> www.chalalan.com	December	A02B picture of fungus watching
<b>Internet</b> www.chalalan.com	December	A02B daily programme at Chalalan
<b>Internet</b> <a href="http://whc.unesco.org">http://whc.unesco.org</a>	December	A02C information on ancient and historical sites
<b>Textbook</b> Heinemann travel and tourism	December	A02C information on biodiversity and endangered species
<b>Internet</b> www.chalalan.com	December	A02C fauna at Chalalan
<b>Textbook</b> Heinemann travel and tourism	December	A02C information in energy supplies
<b>Internet</b> www.chalalan.com	December	A02C energy supplies at Chalalan
<b>Internet</b> www.chalalan.com	December	A02C picture of solar panels at Chalalan
<b>Internet</b> www.chalalan.com	December	A02C information on water supplies
<b>Internet</b> www.chalalan.com	December	A02C liquid waste treatment at Chalalan
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<b>Internet</b> www.tumanitenda.co.uk	January	A02D information on Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D map of the location of Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D picture and information on architecture at Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D history of Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D traditions of Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D gastronomy at Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D education for tourists at Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D picture and information on leisure activities at Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D picture and information on handicrafts at Tumani Tenda
<b>Internet</b> www.tumanitenda.co.uk	January	A02D picture and information on arts and music at Tumani Tenda
<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02D information on Ayers Rock
<b>Internet</b> <a href="http://en.wikipedia.org/wiki/File:Uluru_(Helicopter_view)-crop.jpg">http://en.wikipedia.org/wiki/File:Uluru_(Helicopter_view)-crop.jpg</a>	January	A02D picture of Ayers Rock
<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02D ancient and historical sites at Ayers Rock
<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02D architecture at Ayers Rock
<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02D education for potential tourists at Ayers Rock

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<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02D local work at Ayers Rock
<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02D handicrafts at Ayers Rock
<b>Internet</b> <a href="http://www.viator.com/ayers-rock-tours">www.viator.com/ayers-rock-tours</a>	January	A02D leisure activities at Ayers Rock
<b>Internet</b> <a href="http://en.wikipedia.org/wiki/Uluru">http://en.wikipedia.org/wiki/Uluru</a>	January	A02D religion at Ayers Rock
<b>Textbook</b> Marvel, A and Watkins, C. sustainable tourism	January	A02D information on the Maldives
<b>Internet</b> <a href="http://www.maldivesupdate.com/wp-content/uploads/2006/12/maldives.jpg">http://www.maldivesupdate.com/wp-content/uploads/2006/12/maldives.jpg</a>	January	A02D picture of the Maldives
<b>Textbook</b> Marvel, A and Watkins, C. sustainable tourism	January	A02D picture and information on architecture at the Maldives
<b>Website</b> <a href="http://www.holidaysplease.co.uk/page/49">http://www.holidaysplease.co.uk/page/49</a>	January	A02D picture of the Maldives
<b>Textbook</b> Marvel, A and Watkins, C. sustainable tourism	January	A02D education for host community and potential tourists at the Maldives
<b>Website</b> <a href="http://www.tumanitenda.co.uk">www.tumanitenda.co.uk</a>	January	A02E picture and information on biodiversity and endangered species at Tumanitenda
<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02E energy and water supplies at Ayers Rock
<b>Textbook</b> Evans, L. 2000 Ayers Rock	January	A02E waste and water disposal at the Ayers Rock
<b>Textbook</b> Marvel, A and Watkins, C. sustainable tourism	January	A02E water disposal at the Maldives
<b>Textbook</b>	January	A02E waste disposal at the

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<b>Textbook</b> Marvel, A and Watkins, C. sustainable tourism		Maldives
<b>Textbook</b> Marvel, A and Watkins, C. sustainable tourism	February	A02E information on the marine and costal area of the Maldives
<b>Textbook</b> World tourism organisation	February	A04B international tourist arrivals
<b>Internet</b> <a href="http://www.planeta.com/planeta/02/0208ecolodge.html">http://www.planeta.com/planeta/02/0208ecolodge.html</a>	February	A04B occupancy of rooms graph
<b>Textbook</b> (Conservation International 'A road less travelled' online report. Heinemann Travel and Tourism textbook 2008)	February	A04B map of ecotourism hotspots
<b>Textbook</b> (Horner S. and Swarbrooke J. (2004))	February	A04B who are ecotourists
<b>Internet</b> ( <a href="http://www.althouse.blogspot.com">http://www.althouse.blogspot.com</a> )	February	A04B who are ecotourists
<b>Internet</b> <a href="http://www.biology.duke.edu/bio217/2005/cmp8/index.html#three">http://www.biology.duke.edu/bio217/2005/cmp8/index.html#three</a> )	February	A04B who are ecotourists
<b>Textbook</b> (Heinemann Travel and Tourism textbook 2008)	February	A04B who are ecotourists
<b>Textbook</b> (Heinemann Travel and Tourism textbook 2008)	February	A04B the development of specialised, proactive and volunteer holidays
<b>Internet</b> ( <a href="http://www.newscientist.com/article/dn4733-massive-growth-of-ecotourism-worries-biologists.html">http://www.newscientist.com/article/dn4733-massive-growth-of-ecotourism-worries-biologists.html</a> )	February	A04B ecotourism growth
<b>Internet</b>	February	A04B whale watching graph

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<b>Internet</b> ( <a href="http://www.responsibletravel.com/Copy/Copy101848.htm">http://www.responsibletravel.com/Copy/Copy101848.htm</a> )	February	A04B marketing and promoting ecotourism
<b>Internet</b> ( <a href="http://www.thomson.co.uk/editorial/environment-and-people/environment-and-people.html">http://www.thomson.co.uk/editorial/environment-and-people/environment-and-people.html</a> )	February	A04B marketing and promoting ecotourism – Thompson holidays
<b>Internet</b> ( <a href="http://www.centerparcs.co.uk/company/environment.jsp">http://www.centerparcs.co.uk/company/environment.jsp</a> )	March	A04B centre parks
<b>Internet</b> ( <a href="http://www.biology.duke.edu/bio217/2005/cmp8/index.html">http://www.biology.duke.edu/bio217/2005/cmp8/index.html</a> )	March	A04B table showing tourism and income generated
<b>Internet</b> ( <a href="http://www.ecotourism.org">www.ecotourism.org</a> )	March	A04C graph showing ecotourism future trends
<b>Internet</b> <a href="http://images.google.co.uk/imgres?imgurl=http://earthrends.wri.org/images/tourism_arrivals_growth_regional">http://images.google.co.uk/imgres?imgurl=http://earthrends.wri.org/images/tourism_arrivals_growth_regional</a>	March	A04C graph of international arrivals growth
<b>Internet</b> ( <a href="http://www.responsibletravel.com/Copy/Copy101848.htm">http://www.responsibletravel.com/Copy/Copy101848.htm</a> )	March	A04D how projects have become successful
<b>Internet</b> ( <a href="http://news.bbc.co.uk/1/hi/world/americas/4180442.stm">http://news.bbc.co.uk/1/hi/world/americas/4180442.stm</a> )	March	A04D tourism and ecotourism growth
<b>Internet</b> ( <a href="http://www.responsibletravel.com/Trip/Trip100638.htm">http://www.responsibletravel.com/Trip/Trip100638.htm</a> )	March	A04D limiting negative impacts

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<b>Internet</b> ( <a href="http://www.bvsde.paho.org/bvscd/cd47/forest/cap4.pdf">www.bvsde.paho.org/bvscd/cd47/forest/cap4.pdf</a> )	March	A04D table of Chalalan visitor numbers
<b>Internet</b> ( <a href="http://www.ecotourism.org">www.ecotourism.org</a> )	March	A04E graph showing positive evidence for ecotourism
<b>Internet</b> ( <a href="http://static.guim.co.uk/sysimages/Guardian/Pix/pictures/2008/04/01/benidorm460x276.jpg">http://static.guim.co.uk/sysimages/Guardian/Pix/pictures/2008/04/01/benidorm460x276.jpg</a> )	March	A04E picture of Benidorm – negative evidence
<b>Internet</b> ( <a href="http://news.bbc.co.uk/1/hi/sci/tech/3381425.stm">http://news.bbc.co.uk/1/hi/sci/tech/3381425.stm</a> )	March	A04E information of global warming – negative evidence
<b>Internet</b> ( <a href="http://www.tourism-review.com/weekly-travel-news/1337-terrorism-affecting-tourism">http://www.tourism-review.com/weekly-travel-news/1337-terrorism-affecting-tourism</a> )	March	A04E war/conflict/terrorism – negative evidence
<b>Internet</b> ( <a href="http://www.bvsde.paho.org/bvscd/cd47/forest/cap4.pdf">www.bvsde.paho.org/bvscd/cd47/forest/cap4.pdf</a> )	March	A04E Chalalan visitor numbers
<b>Internet</b> ( <a href="http://www.npr.org/templates/story/story.php?storyId=6928986">http://www.npr.org/templates/story/story.php?storyId=6928986</a> )	March	A04E conflict in Bolivia – negative evidence
<b>Textbook</b> (Heinemann Travel and Tourism textbook 2008)	March	A04F planning and education
<b>Textbook</b> (Heinemann Travel and Tourism textbook 2008)	March	A04F local, national and international organisations
<b>Internet</b> <a href="http://www.parkswatch.org/parkprofile.php?l=eng&amp;country=bol&amp;park=mdnp&amp;page=man">http://www.parkswatch.org/parkprofile.php?l=eng&amp;country=bol&amp;park=mdnp&amp;page=man</a>	March	A04F local, national and international organisations
<b>Internet</b> <a href="http://www.fco.gov.uk/servlet/Front?pagename=OpenMarket%2FXcelerate%2FS">http://www.fco.gov.uk/servlet/Front?pagename=OpenMarket%2FXcelerate%2FS</a>	March	A04F health and safety requirements

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A03

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<b>Internet</b> (www.travelmole.com)	March	A04F otherworld wide examples
<b>Internet</b> (www.bvsde.paho.org/bvsa cd/cd47/forest/cap4.pdf)	March	A04G conclusion
<b>Textbook</b> (2004 TRUEQUE AMAZÓNICO Lessons in Community-based Ecotourism Critical Ecosystem Partnership Fund)	March	A04G conclusion
<b>Textbook</b> (2004 in bibliography - Stronza, A)	March	A04G conclusion
<b>Internet</b> (http://www.chalalan.com/c halalan_ing/home.asp)	March	A04G chalalans vision - conclusion
<b>Internet</b> (http://www.chalalan.com/c halalan_ing/premios.html)	March	A04G awards of Chalalan – conclusion
<b>Internet</b> (http://www.planeta.com/ec otravel/mexico/yucatan/war d/ward2.html)	March	A04H improvements
<b>Textbook</b> (A. Stronza, critical ecosystem partnership fund)	April	A04H Improvements
<b>Textbook</b> (A. Stronza, critical ecosystem partnership fund)	April	A04H Improvements

**Task A04** – an evaluation of the future trends and appeal of worldwide ecotourism principles and projects which relate to your chosen project.

Imp ↓

## An evaluation of the future trends and appeal of worldwide ecotourism principles and projects which relate to Chalalan

104

For this task I will show information on the future trends and appeal of world wide ecotourism principle projects which relate to Chalalan in terms of visitor numbers and local, national or international involvement. This will enable me to look further at the development of specialised, proactive and volunteer holidays, along with the target markets of ecotourism and methods of marketing and promotion used by ecotourist organisations.

The 7 principles will outline a true ecotourism resort:

- They involve travel to natural destinations where interactions between local cultures, nature and wildlife can be experienced.
- Minimising impact to the environment, such as avoiding high impact activities which could destroy the environment.
- Builds environmental awareness so ecotourists can learn about the destination keeping the resort sustainable and conserved.
- Provides direct financial benefits for conservation which is therefore beneficial to the local community.
- Provides financial benefits and empowerment for local people, creating jobs for the community and local businesses.
- Respects local culture by educating ecotourists about local customs.
- Supports human rights and democratic movement which involves actively working to improve the political and economic conditions of communities.

From analysing the various aspects it will enable me to draw an overall conclusion on the success of ecotourism at Chalalan, Madidi and worldwide and further my knowledge to therefore make recommendations about the future of ecotourism.

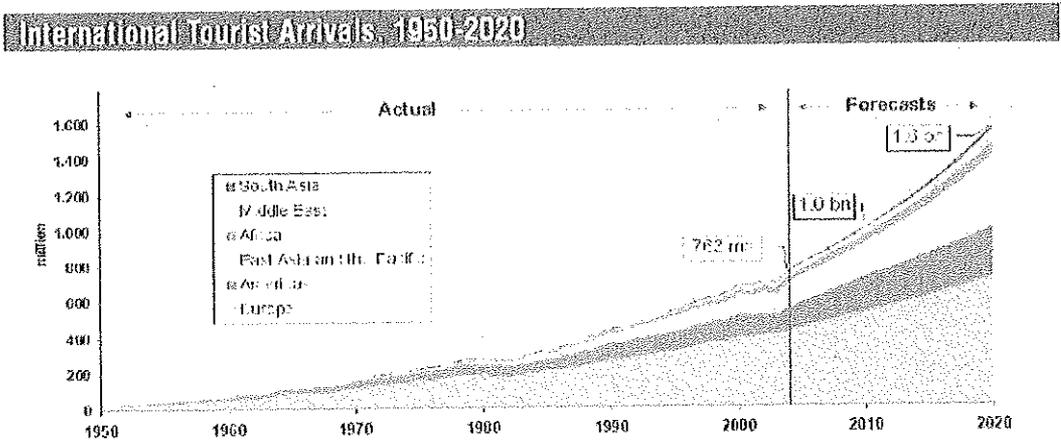
27

A27

TWA

### Recent worldwide trends in ecotourism

It can be seen that there has been an increase in visitors arriving at countries less developed such as the Middle East and Africa than those like Europe; hence the beginning of ecotourism, where true cultures and traditions remain and the environment is untouched. It is shown in the graph that in the future the amount of visitors arriving at these countries is predicted to continue in popularity, increasing to reach around 1.6 billion. Being 'Eco' attracts more and more tourists each year, shown by the increase on the graph to those selected destinations, but problems are occurring as hotels and destination are referring to themselves as 'eco' where they are often placed inaccurately and clearly don't fit in with the principles, for example they don't recycle.



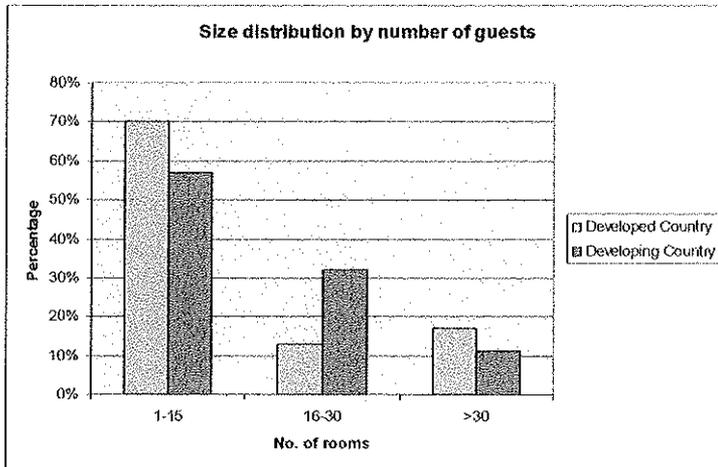
Source: World Tourism Organization (WTO)

A28

The above graph shows the amount of international tourist arrivals over the past 50 years up until the present day and the predicted number of tourist arrivals up until 2020.

From looking at the graph I think that the number of people visiting ecotourism destination such as those in the Middle East and Africa will increase as these destinations are becoming increasingly popular.

Ecotourists aim to keep their occupancy of rooms low to help ensure conservation.



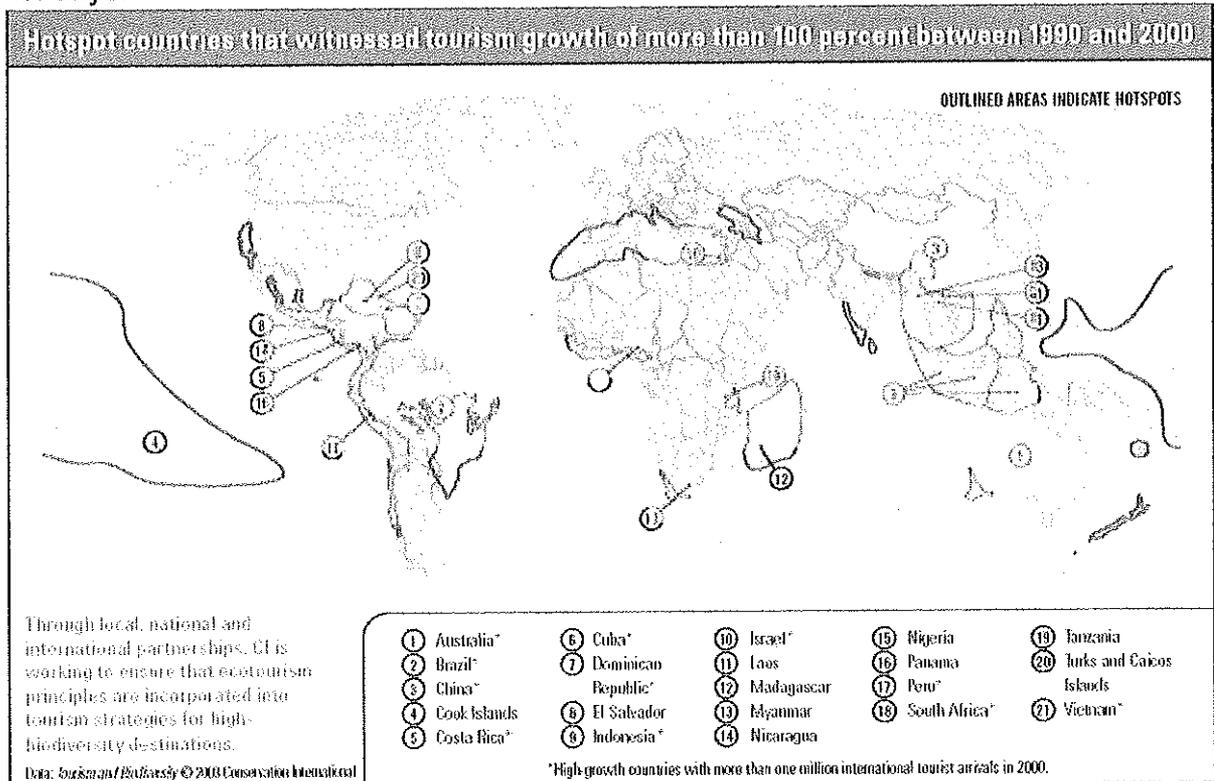
<http://www.planeta.com/planeta/02/0208ecolodge.html>

The graph above shows how most ecotourism projects have a small number of rooms, with the majority holding 1-15. In the more developed countries the number of rooms has increased as they can often fund the larger scale. Very few ecotourism resort hold more than 30 rooms as this would then be on a much larger scale and therefore not fit in with the principles of ecotourism, as visitors would not receive as much information and be educated to the fullest of standards. Also by having a lower occupancy level its fits in with the principle of ecotourism of minimising impact on the environment as fewer tourists will be their to cause less issues.

Cont

A07

The map below shows hotspots of tourism growth in general, although it doesn't mention Bolivia, as it is quite a small country and limits visitor numbers, it clearly shows that ecotourist destinations are increasing in population, with destinations such as Brazil, a much underdeveloped country being ambitious in ecotourism resorts. This clearly demonstrates the increase in popularity of ecotourism resorts as a destination for specialised, active holidays.



(Conservation International 'A road less travelled' online report. Heinemann Travel and Tourism textbook 2008)

A03

## Who are ecotourists?

According to the International Ecotourism Society the majority of ecotourists:

- Have an average age of 35-54 years old
- 50% of ecotourists are women
- 82% of US ecotourists were educated at least to college level
- more than 50% of trips last a week or more
- 60% of ecotourists travel in couples

(Horner S. and Swarbrooke J. (2004))

Ecotourists are people who visit a destination and abide by the principles of ecotourism. However this large group of people can be divided into two further subgroups of ecotourists.

The largest numbers of ecotourists are known as the 'light green' group, which is the most populous and positioned at the shallow end of ecotourism. This group tend to have less interest in the principles of sustainability and will include people who travel to exotic destinations and accept simple and superficial overviews of their ecological impacts. This group of ecotourists will chose comfort over and above conservation, so they often expect the provision of good accommodation and local foods, there environmental attitudes may extend to reading an information leaflet about sustainable issues and reducing water consumption. They will expect a high degree of organisation within their tour and will probably book through a high street travel agent.

The smaller group of ecotourists are those that posses a deep ethical commitment to the environment – hence the term 'deep green'. This group includes the scientific researcher or person who visits a destination for educational/conservational purposes, some of this group of people even fear in harming the environment so may not take a holiday away from home which avoids them from travelling on planes. They are likely to pay for holidays through specialist tour operators e.g. Ecotour and are likely to stay in the same region for long periods of time to avoid consuming resources in a way that places a strain on the environment.

(<http://www.althouse.blogspot.com>)

The ecotourism target market is aimed as those who are on a much higher income than the average person, as staying at ecolodges is more expensive than your average charter flight holiday. It is mainly middle class earners who are either between 35 and 55 years, 'lifelong learners' of age or collage graduates who are taking a 'year out' and are willing to pay more than the average tourist, with 60 – 70% of ecotourists being women.

(<http://www.biology.duke.edu/bio217/2005/cmp8/index.html#three>)

(Heinemann Travel and Tourism textbook 2008)

Completed  
↓

The development of specialised, proactive and volunteer holidays

Specialised holidays are those that have a clear focus and purpose on a specific aspect, for example bird watching.

Proactive holidays are those such as walking, which use the environment as an activity.

Voluntary holidays are those where people volunteer to travel and often do it for a good cause, to help someone,

There has been a large development in specialised holidays and what is available as a holiday. The development of these holidays is becoming widespread because many big name organisations, such as TUI wish to be linked with 'responsible' and 'green' tourism. The operators offer educational holidays which feature eco-practices and promote these through both the public and private sectors. For example:

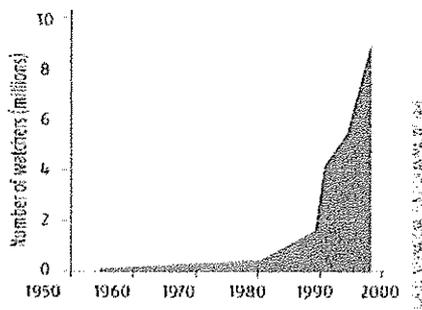
- Hotels – information about eco do's and don'ts are placed in the hotel rooms giving out information such as how to cut down on the use of energy and water to save natural resources.
- Airlines – video presentations are shown on board aircrafts to inform passengers about the ecotourism principles before they land at a destination.
- Travel agents/tour operators – information leaflets are issued to passengers before they depart.

(Heinemann Travel and Tourism textbook 2008)

Ecotourism is growing at a stunning 10 to 30% per year, and now accounts for around one in five tourists worldwide. Whale watching has now become a billion dollar industry.

(<http://www.newscientist.com/article/dn4733-massive-growth-of-ecotourism-worries-biologists.html>)

WHALE WATCHING  
(Includes dolphins, porpoises and other cetaceans)



(<http://www.newscientist.com/article/dn4733-massive-growth-of-ecotourism-worries-biologists.html>)

This type of specialised holiday is a clear example of how tourists are taking interest and how different types of holidays are developing as it is clear that in the past whale watching was not a popular activity that attracts tourists.

↓

The graph above shows how over the past 50 years whale watching had increased by 10 times the amount! This again is another relation to the ecotourism principle where interactions between wildlife are being experienced.

### Marketing and promoting ecotourism

To help promote ecotourism different agencies such as Responsible Travel and Thompson help market the destinations.

'The problem responsibletravel.com research indicates that for most of the wonderful community based tourism projects out there, occupancy levels are below 5%. For the projects to be successful, they need to link up with established tour operators to ensure regular bookings. Our objective is to create marketing links between community based tourism projects and our member tour operators and to market the projects on responsibletravel.com' (<http://www.responsibletravel.com/Copy/Copy101848.htm>)

Thomson holidays actually state on their website how they are trying to promote and become part of ecotourism.

*'We may not be the experts, but a big responsibility lies on our shoulders. This is why we've been working with a wide range of organisations to develop new ways to protect the environment and support people in the places you love to visit.'*

(<http://www.thomson.co.uk/editorial/environment-and-people/environment-and-people.html>)

Promoting ecotourism involves giving out information and building people awareness of ecotourism situation, this is again one of the principles.

12A  
P.20  
A business that has become increasingly aware of the importance of the aims and objectives of ecotourism is Centre Parcs. This is what they say about their commitment to the environment: A04



A03  
'Centre Parcs is a holiday location that is set out as a village in a forest environment. To promote and market itself it contains information on the website about the activities and accommodation that can be found.'

As business, we recognise that the nature of what we do at Centre Parcs impacts on the environment through our day to day activities, the development of our villages and the extension of our influence into the wider community. We acknowledge our responsibility to maintain legal compliance as a minimum standard and to protect the environment in every area of our work. Centre Parcs will take a determined approach to continually improving its performance in:-

#### **Nature and biodiversity**

The diversity of life on our village is fundamental to the experience we offer our guests. We are committed to protect and, where viable, enhancing the habitat and wildlife value of our villages.

#### **Climate change**

Centre Parcs accepts its responsibility to manage the impact we have as a company on climate change. We are committed to managing our business and striving to work in ways that reduce use of energies which produce greenhouse gasses.

#### **Natural resources**

The use of natural resources needs to be managed in ways that minimise wastage. Centre Parcs is committed in all areas of its operations to wasting as little energy and water as possible and preventing over-reliance on the land-filling of waste.

#### **Recognition**

Centre Parcs is often held up as an example of environmental best practice within the leisure and tourism industry and this is reflected in the number of awards and accolades we have received.

#### **Communication and engagement**

Centre Parcs will communicate its environmental policy and commitment to its stakeholders. We will continually strive to engage with them on environmental initiatives and to promote the importance of the benefits of environmental consideration. In this way we will ensure that our guests can enjoy their short break in the certain knowledge that we at Centre Parcs are managing our business in harmony with the environment and enabling them to get the most out of their experience of nature.'

(<http://www.centerparcs.co.uk/company/environment.jsp>) A03

This is a good example of one of many popular companies which now take on the actions to run more 'eco', not only to actually help the sustainability of the area and environment, but also as a means of attracting potential income as they are aware that people will be put off otherwise. This company succeeds in meeting the aims and objectives of ecotourism, for example they minimise the amount of waste used so as not to damage the environment.

The different types of holidays available target different markets and interests. For example in Chalalan's case it attracts people who specifically want to see rare biodiversity and endangered species.

29

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The table below is an example of how tourism has affected the amount of direct income to a country. It shows that there has been an increase in international tourist arrivals meaning that the amount of income to a country has also increased, ecotourism and other forms of nature-related tourism now equal approximately 20% of the total international travel. Relating this to ecotourism it is clear that people are paying more attention to the industry by putting more money into it. This shows that in the industry is increasing so people are seeing it fit to put money in, possibly opening shares and increasing income. This would subsequently result in more money being put into ecotourism and new projects can be begun in order to move forward with developments.

<i>Total International Tourism Arrivals</i>	<i>Nature Tourists</i>	<i>Wildlife-related Tourists</i>
1988 - 393 million	157-236 million	79-157 million
1994 - 528.4 million	211-317 million	106-211 million

<i>Total International Direct Economic Impact *</i>	<i>Nature Tourists</i>	<i>Wildlife-related Tourists</i>
1988 - US\$388 billion	US\$93-223 billion	US\$47-155 billion
1994 - US\$416 billion	US\$166-250 billion	US\$83-166 billion

\* Total International Direct Economic Impact = money spent on travel by tourists traveling abroad.

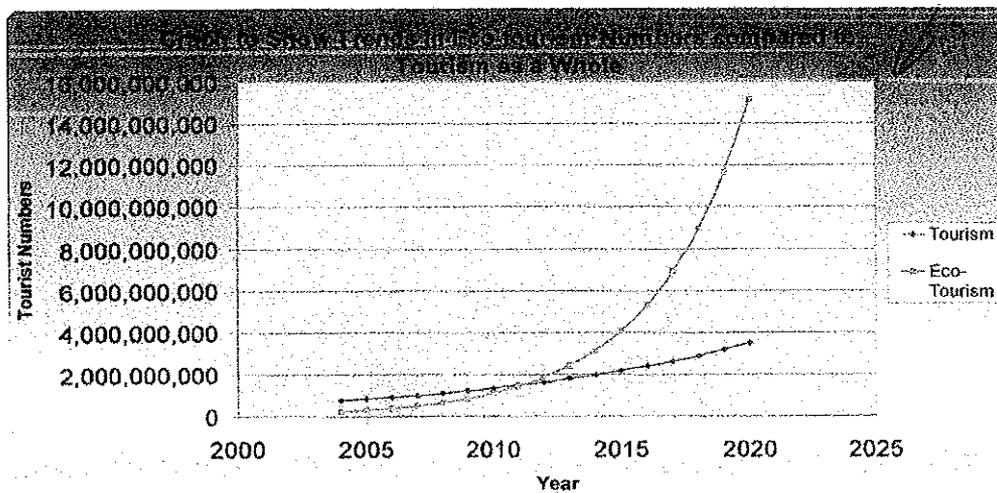
(<http://www.biology.duke.edu/bio217/2005/cmp8/index.html>)

Adz

## Future trends in ecotourism

A09

Statistics have shown that between 1970 – 1990 tourism grew by around 300%. This is therefore the fastest growing industry in the world and is continuing to grow. I believe that the percentage of tourists visiting ecotourism destinations will increase significantly for a number of reasons as tourists are being made more aware of the features and principles of ecotourism. They are continuously being educated through a number of sources when booking a holiday, whether it is through tour operators or information leaflets. This increase in knowledge is leading to tourists to gain more of an interest in the subject leading them to want to travel to these destinations. Also children in schools from a young age are now being made aware of ecotourism so in the future I think that people's awareness will be considerably higher as more people of all ages are being made aware and will also wish to participate. As seen in the previously mentioned graph 'International Tourists Arrivals 1950 – 2020' the number of tourists visiting the less economically developed countries is increasing and is predicted to increase in the future, this again leads me to believe that in the future ecotourism destination will continue to peak. Another example of how ecotourism is predicted to rise is shown in the graph below.



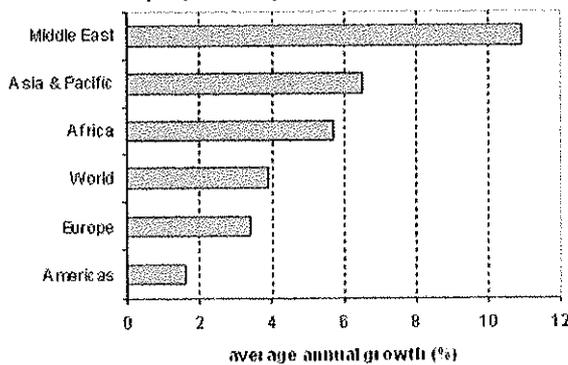
([www.ecotourism.org](http://www.ecotourism.org))

It is clear on this graph that tourism as a whole is predicted to increase by up to 8 times by the year of 2020. Ecotourism is part of tourism in general so can obviously not become bigger but the graph shows how ecotourism is on the rise and is predicted to continuously rise quicker towards the future. I believe this is due to the facts mentioned above on how the general public are being educated in a number of ways and from younger ages. Also people are being made aware about the effects of climate change and how we are ruining the planet, I believe this plays a part in why more people are taking an interest into ecotourism as they want to make changes as well as visit untouched and natural destinations.

Also in recent years people damaging the environment has been popular with the press, resulting in more people being drawn to the fact that we are not looking after our environment as we should, going on these types of holidays

would therefore be a real eye opener to tourists. Furthermore these protected areas are also receiving more money as a result of tourism to help their conservation, as a result tourists will be attracted to those areas of natural beauty; allowing sustainable tourism.

The graph below shows a 'snap shot' of the percentage growth of international arrivals between 1995 and 2004. It is clear to see that tourism in the Middle East has achieved the biggest percentage growth, again leading me to believe that the future for ecotourism can only show improvements and increased popularity.



([http://images.google.co.uk/imgres?imgurl=http://earthtrends.wri.org/images/tourism arrivals growth regional.](http://images.google.co.uk/imgres?imgurl=http://earthtrends.wri.org/images/tourism%20arrivals%20growth%20regional))

Package holidays are a popular thing among many tourists; I think that in the future package holidays among ecotourism holidays will increase as a way of attracting tourists to visit these destinations. This will then put increased pressure on destinations that do not promote ecotourism as they will have a higher competition when it comes to attracting customers. This may also lead to the mass market holidays become more eco friendly and 'green' as a way of continuing their own survival.

## Recent trends and appeal of ecotourism at Chalalan and Madidi National Park

### How projects become successful

Responsible Travel believes that for projects to be successful, they need to link up with established tour operators to ensure regular bookings. Their objective is to create marketing links between community based tourism projects and their tour operators therefore helping the growth of tourism in places such as Chalalan.

(<http://www.responsibletravel.com/Copy/Copy101848.htm>)

This is a way of promoting visitor numbers at Chalalan, as without the help of tour operators the destination will be less promoted, leading to a lack of tourists which will therefore lead to a lack of income for the locals to better their lifestyles and also conserve and preserve the natural environment that they live in. by linking up with Responsible Travel it allows tourists to be made aware of eco holidays attracting tourists to the area. However too many tourists can become a problem as not all will respect the principles of ecotourism.

### Evidence of ecotourism and tourism growth

The Bolivian Tourist authorities need to find a way to help their funding crisis; they believe that boosting tourism to their protected areas is the solution to this. It is also crucial to moving Bolivia's fledging tourism industry. They want to move the 400,000 international arrivals per year onto the next level. *As such, Madidi is being touted as the next big ecotourism destination in the Americas with a new airport in Rurrenabaque, the gateway to the park, due for completion in 2007. This is hoped to increase visitor numbers threefold from the current level of 15,000 annual arrivals, of which 7,000 visit Madidi. One successful project is Chalalan ecolodge, located five hours up-river from Rurrenabaque in the heart of Madidi. Chalalan is now managed and staffed entirely by the local Quechua-Tacana community, attracting 1,000 tourists annually and turning over a healthy US \$25,000 profit.'*

(<http://news.bbc.co.uk/1/hi/world/americas/4180442.stm>)

I think that the above extract emphasises the positive impacts of ecotourism and now both Chalalan and Madidi are both focusing on promoting ecotourism as this is their key provider of profit. They have been advertising their destination as a very eco destination to further their success. This has enabled them to increase their visitor numbers and also to provide for potential tourists.

I believe that the new airport is a great advantage to attract tourists to the destination in and around Madidi as it is providing better access to the destination for tourists, therefore increasing visitor numbers. This will then bring in further financial income and benefits for the local people along with conservation.

Increased visitor number does lead to negative effects, to increase this the resort limits their visitor numbers so that it remains sustainable and not over run by tourists. It is clear that if too many tourists visited the location they would not be educated in the principles of conservation and preservation of

ecotourism properly leading to the main purpose of the resort not being fulfilled. Without this education maybe tourists would also disrespect the area as they would not have the knowledge required about the resort.

#### Ways of limiting negative impacts

For a five day tour including three nights at Chalalan the price can be from US \$379 (GB £200) excluding flights. An additional cost will be the air fare La Paz - Rurrenabaque - La Paz (approx US \$120 (GB £63)). These prices are not cheap and because of the high cost it will mean that a lower number of tourists will visit as people are not willing to pay expensive prices. This is one way of managing tourist numbers in the area.

(<http://www.responsibletravel.com/Trip/Trip100638.htm>)

Again the above extract is another way of limiting tourism to the area, not all people can afford or are willing to pay expensive prices for holidays, therefore they chose the less eco friendly and more popular choices such as Greece and Spain, this limits the visitor number to Chalalan as it targets a certain group of people, the more responsible ones who are willing to pay and can also afford to stay at the ecolodge.

#### Chalalan visitor numbers

The table below shows the visitor numbers for Chalalan from 2000 to 2003. It can be seen that the visitor numbers have been increasing, ultimately bringing in more money for the local people. In the chart below there is a fall in visitor numbers between the years 2002 and 2003, this was due to elections and voting taking place which in turn will put tourists off visiting as the area may not have been safe.

**Table 15.** Chalalan Ecolodge visitor numbers and gross revenues (approximates)

Year	No. guests (per year)	Average price of package (US\$)*	Gross annual revenue (US\$)
2000	700	341	238 700
2001	850	341	289 850
2002	1160	341	395 560
2003	950	341	323 950

([www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf](http://www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf))

The table demonstrates the popularity of ecotourism, and how its sustainable ways are appealing to tourists. The number of tourists per year is increasing, meaning that their own income is increasing.

Overall I believe that both Chalalan and Madidi manage their visitor numbers appropriately. The need to attract tourists to make their own profits but in order for this to be long term they need to be able to carry on sticking to the principles of ecotourism and allowing the area to still be conserved and preserved. They do ensure that the tourist occupancy for the lodge is kept at a sustainable amount of guests; this therefore will allow tourists to gain the most out of their stay as they can be fully informed on ecotourism issues and gain the best experience, also keeping the environment fully sustained. It also ensures that locals are receiving the income from tourists that they need to fully preserve the environment and also benefit them financially.

ADP

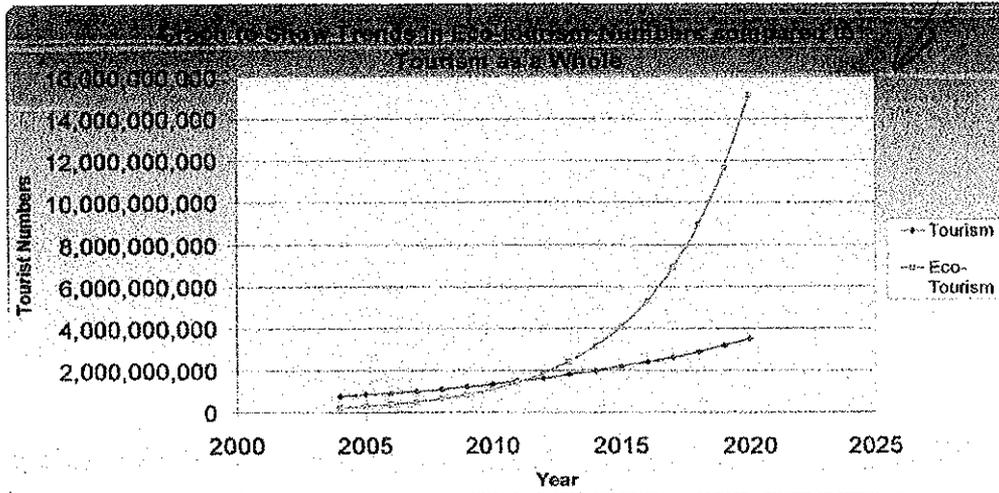
Future

## Evaluating future trends in ecotourism at Chalalan and Madidi National Park

### Positive evidence which could affect tourism in Madidi and Chalalan

I believe that the popularity of Madidi National park will increase during the future due to the fact the new airport opening in Rurrenabaque will attract more visitors to the destination as it will become easier to access. This will be because people are now being educated on ecotourism from younger ages enabling them to have wider awareness around this subject; this raises the profile of these particular holidays and will lead people to want to experience a type of holiday. Also because of the increased number in visitors due to this raised awareness I believe that some tourists will take an interest in this area of tourism and want to show their involvement in ecotourism leading to them staying at Chalalan ecolodge as this will therefore educate them more deeply and allow them to experience the lifestyles and culture of the local people. This increase will then give Chalalan the opportunity to increase the price of a visit due to the popularity of people wishing to visit, ultimately leading to increased profits for both the local people and the protection and conservation of the wildlife in and around Madidi National Park. It will also enable features at the lodge to be maintained. The graph below shows that ecotourism will soak up all of the possible tourism, however the figures on the below graph are impossible due to the fact that ecotourism is part of tourism so it cannot become bigger, however it is clearly shown that it is growing and becoming better, resulting the possibility of beach holidays decreasing in popularity within the next few years,

Evidence:



([www.ecotourism.org](http://www.ecotourism.org))

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Factor  
↓

A09

## Negative evidence which could affect tourism in Madidi and Chalalan

An increase in tourism to the area is good as it results in more of an income, however if the area becomes too overcrowded there is a chance of the environment being damaged. For example;

### Increased amount of tourism

Due to the increase in tourism in Benidorm, it has become extremely built up with high rise hotels and the natural environment and culture has been ruined due to businesses being greedy. Years ago Benidorm was a very small and un-built up place; these were the characteristics that attracted people to visit in the first place. It is clear to see in the picture below how unattractive Benidorm looks today.

Evidence:



(<http://static.guim.co.uk/sysimages/Guardian/Pix/pictures/2008/04/01/benidorm460x276.jpg>)

↓

If too many tourists wish to visit Chalalan ecolodge the destination may get ruined. The demand for people wishing to stay at the lodge may result in the force of locals needing to build more cabins for tourists to stay; eventually these may become larger so they are able to hold more people. This increase in occupancy could therefore result in natural areas at the lodge and in and around Madidi National Park becoming ruined with tourists not respecting the principles, overcrowding the area, littering and disruptive behaviour.

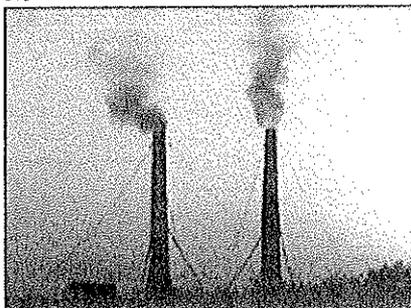
A09

## Global warming

Another negative impact which may affect tourism is the fact of global warming mentioned in the media.

### **Global warming 'biggest threat'**

Climate change is a far greater threat to the world than international terrorism, the UK Government's chief scientific adviser has said.



Greenhouse gases stop energy escaping from the Earth's surface

(<http://news.bbc.co.uk/1/hi/sci/tech/3381425.stm>)

Global warming being reported in the news instantly aims to get people to think about what they are doing and how they are treating the environment. Its aim is to raise awareness and get people to start helping the environment. Although when at Madidi National park and Chalalan there is little damage done to the environment as getting around the place is mainly by foot or boat, some people will not be willing to fly and cause damage to the environment by the fumes from an aeroplane, this will therefore affect the number of people travelling to the destination as they may wish to weigh up the pros and cons of getting to Bolivia.

## War/conflict/terrorism

War and conflict could also grow resulting in less people wanting to travel as they wouldn't want to run the risk resulting in tourism suffering the consequences. The media again play a great impact on this.

The terrorism does affect the tourism badly-but at the same the wrong info by the media is even worst. For example, the northern parts of Pakistan is a huge area--it is as big as Austria and Switzerland put together and this are is the most peaceful and the most beautiful part of Pakistan. The trouble area is North West, but when the media give info they don't specify the particular area and they only mention north, they don't realize that because of this misinformation how much they damage the country.

(<http://www.tourism-review.com/weekly-travel-news/1337-terrorism-affecting-tourism>)

This bad media will again get tourists thinking whether or not they should travel to a destination, mainly for their own safety. If they feel that a country is under threat they are less likely to travel to that particular place.

Recently in Bolivia there has been some conflict due to elections taking place, it can be seen from the graph below that this conflict did in the short term effect the amount of tourists visiting Chalalan, resulting in a reduce in income.

**Table 15.** Chalalan Ec lodge visitor numbers and gross revenues (approximates)

Year	No. guests (per year)	Average price of package (US\$)†	Gross annual revenue (US\$)
2000	700	341	238 700
2001	850	341	289 650
2002	1160	341	395 560
2003	950	341	323 950

([www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf](http://www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf))

Today in Bolivia there is still conflict going on: Bolivia's first indigenous president was elected one year ago. The country remains deeply divided over Evo Morales' campaign for control of the country's considerable oil and gas revenues.

(<http://www.npr.org/templates/story/story.php?storyId=6928986>)

If this continues in the long term it may affect tourism on the destination as people will not wish to travel to unsettled places. Recent research by the Association of British Travel Agents suggests that about 570,000 residents will this year swap a holiday abroad for a domestic break as a result of security fears.

#### **Future trends on Chalalan based on my own opinion**

I think that in the future Chalalan's popularity will more than likely grow, with more ecolodges being filled throughout the year. This in turn will generate more income into the resort allowing features such as conservation to take place, because of this increase in disposable income more facilities can also be improved, which will then lead to a constant number of tourists wanting to visit. Again this increase in tourists brings in more money giving the locals a better quality of life and in turn enabling them to deliver better customer service, which is another way of repeat custom.

## Evaluation of the contribution of stakeholders to the success of Chalalan (and Madidi)

### Planning and education

In order for any project to become successful and ensure their sustainability there needs to be planning behind it. Education for the host community is very important to this. It is unlikely that host people will be trained or have experienced how to handle the range of jobs required. If locals are trained in specific areas such as accommodation, transport and customer service, then the benefits from direct and indirect employment will be felt. (Heinemann Travel and Tourism textbook 2008)

By training locals it fits in with the principles of ecotourism as it is benefiting them financial in direct ways, therefore allowing them to gain an income. As the locals will be trained it will also give them a sense of empowerment as they will have learnt how to handle different situations and because of the money made by the locals being educated it also provides financial benefits for conservation. All of this therefore leads towards sustaining the future management of the project.

### The support of local, national and international organisations

The effectiveness of any ecotourism project is dependant on local, national and international involvement by a number of organisations. Chalalan and Madidi have both had the help from all three categories enabling them to continue their success of the project. (Heinemann Travel and Tourism textbook 2008)

Conservation international, The Inter-American Development Bank (IDB) and SERNAP are some of the main stakeholders who have put in their own money and time to ensure the future development of the project. They have helped with promotion, funding, conservation and protection of certain areas and development of the project. By doing this they have helped Chalalan become a success and are therefore contribute in an important way to the success of the project as without there help the project would of struggled to even be set up.

By having the involvement of these organisations it allows the project to still relate to the principles, with the fact that they help sustain the environment so that the destination is natural and minimum damage is done.

'Investment costs of the Protection, Natural Resource Management, Research and Monitoring, Tourism, and Environmental Interpretation programs are partially covered by via the Biodiversity and Protected Areas (BIAP) project, funded by the German International Cooperation Bank (KfW). In addition, several international NGOs such as WCS, CI and ACCA are providing support in several key management aspects, including staff training, equipment, community outreach, research, planning, education and sustainable resource use. In order to harmonize investments and activities by these and other groups, an Interinstitutional Coordination Committee was recently formed.'

<http://www.parkswatch.org/parkprofile.php?l=eng&country=bol&park=mdnp&page=man>

Again this shows how different organisations are playing a part in the management of Chalalan and Madidi. In my opinion they are helping to fit in with the principles of ecotourism as they are ensuring as little damage to the environment is done as possible and that materials are used in a sustainable way. They want to ensure the protection of the environment and also lead locals to having their own independence by training them in the essential areas that they need to manage the lodge.

#### Health and safety requirements

To help meet health and safety requirements the Foreign & Commonwealth Office's (FCO) Travel Advice Notices aim to ensure that British travellers are well prepared before departure, by visiting their website ecotourists can check for any information especially regarding and health and safety aspects so they are fully prepared for their journey.

<http://www.fco.gov.uk/servlet/Front?pagename=OpenMarket%2FXcelerate%2FShowPage&c=Page&cid=1007029390590&a=KCountryAdvice&aid=1013618386739>

#### Other worldwide examples of good ecotourism practice

There are other worldwide examples of how the principles of ecotourism have been applied to different types of tourism.

WWF have applied the principles of ecotourism for the Mediterranean region. There are ten principles that they use for Mediterranean tourism. These being;

1. Support integration between tourism development and environmental conservation.
2. Support the conservation of biodiversity.
3. Use natural resources in a sustainable way.
4. Minimise consumption, waste and pollution.
5. Consider local cultures and attitudes.
6. Respect historic sites.
7. Provide benefits to local communities.
8. Educate and train staff to support sustainable tourism.
9. Ensure that tourism is educational.
10. Comply with regulations

It is clear that these principles are similar to those applied to ecotourism in destination such as Chalalan, showing the fact that worldwide sustainable travel is being promoted.

Also in countries such as Brazil, it adopts accommodation standards giving certificates to companies having or promoting sustainable practices in tourism. The Brazil Sustainable Tourism programme helps destinations and local suppliers work on the sustainability of their product.' Again showing another example of how sustainable tourism is being used worldwide. ([www.travelmole.com](http://www.travelmole.com))

## Conclusion

I believe that Chalalan holds many successful impacts as a tourism resort as it promotes the positive impacts and tries to minimise the negative impacts. The profits made at the resort are directly generated back into the community for the locals benefit and other conservation factors, this prevents leakage to other bigger companies and businesses as the local people have managed to run the resort themselves. The concept of ecotourism has also greatly contributed to social, cultural and environmental issues at Chalalan with its success.

I believe that the success of the resort can be credited to certain factors relating around social, cultural and environmental issues.

Firstly Chalalan has maintained a number of positive environmental impacts;

- Chalalan guides help monitor fauna in the region enabling the protection of the environment so it doesn't get damaged and people will still wish to visit.
- Villagers realise that the attractiveness of tourism depends on conservation of wildlife (hunting is prohibited in tourists hiking areas). Hunting has decreased due to the raised awareness of the locals as the wildlife will attract tourists; the locals have also realized the importance of the wildlife. Men are also employed in lodge activities, they have less time to hunt, which is typically a time-consuming activity. Not only does this protect the environment but it helps the locals themselves earn money. (I believe this can also be classed as a socio-cultural issue as well). Before this raise in awareness the locals at Chalalan hunted animals just to kill, even though it was unnecessary, now they don't sell or trade wild animal species.
- Chalalan helps the control and monitoring of impacts generating by tourism, maintenance of trails.
- Chalalan ecolodge has also helped to halt the construction of a large hydroelectric dam, as it would have essentially destroyed the future of ecotourism at the lodge.

As well as the positive environmental issues that are in place there are also the positive impacts of social and cultural issues that are factors relating the success of the resort;

- After five years of training and capacity building, San Josesanos assumed full ownership and management of Chalalan in 2002.
- About 60 community members work there at one time or another during the year.
- Chalalan provides an additional market for various community-produced goods and services, including agricultural products and handicrafts.
- Profits helped pay for the travel expenses of community leaders who lobbied (successfully) for an improved health post, telephone service and road improvement.
- Fifty percent of all profits to a community fund, which is used primarily for health and education. The Community fund has representatives from all families in the community and has an equal say.

- There is greater equality of opportunities for work for both men and women.
- Interviewees estimated that 30–50% of adults of the community are involved in some way as employees in the lodge operation.
- Many emigrants have returned to the community after years of absence due to increased employment opportunities, public services and increased income effects.
- The lodge has slowed the out-migration from San Jose and helped consolidate the community.
- Profits have funded: new school house plus additional teachers hired for 150 students. Students can now study up to 12th grade without moving to Rurrenabaque.
- The outside interest in their culture and lifestyle has already made San Joseños, especially the youth, more proud of their heritage.
- In addition to net profits and wage incomes, farmers from San José sell their products to the lodge and artisans sell their artwork.

([www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf](http://www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf))  
 (2004 TRUEQUE AMAZÓNICO Lessons in Community-based Ecotourism  
 Critical Ecosystem Partnership Fund)  
 (2004 in bibliography - Stronza, A)

The amount of positive impacts that have been raised leads me to believe that this lies with the success of the popularity of the resort as they are all sustainable improvements that would attract more eco friendly travelers to that particular destination.

However there are negative impacts that are still affecting Chalalan, in my opinion they lie in the social and cultural aspect of the resort as I believe the environmental issues are positively covered.

- Now that locals are earning money there is interest in individual gain through paid employment and not in voluntary work for the community. This may lead to locals not wanting to do any voluntary work and leading them to have poor attitudes which will not appeal or attract tourists.
- Some people have also become dependent on profits from tourism and have abandoned other subsistence (farming) and income-earning activities. This is where locals are losing the roots of where they came from and they see profits from tourism as an easier option of generating income. They could lead to them being greedy and ultimately doing whatever they can to generate more tourism leading to the principles being not being met in a number of ways such as; no control over visitor number with tourists and locals not respecting the environment.
- Greater separation between parents and children leading to the closeness of the village being pulled apart.
- There has been a rise in jealousy and suspicion against those who work in the lodge as locals who are unemployed will want to earn money as well, this could lead to conflict between families and tourists will not want to visit a place where conflict is taking place.

- Locals think that mixing with tourists could cause illnesses, start drug use or change traditional way of life.

([www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf](http://www.bvsde.paho.org/bvsacd/cd47/forest/cap4.pdf))

(2004 TRUEQUE AMAZÓNICO Lessons in Community-based Ecotourism  
Critical Ecosystem Partnership Fund)  
(2004 in bibliography - Stronza, A)

#### How Chalalan has successfully applied the principles of ecotourism

- They involve travel to natural destinations where interactions between local cultures, nature and wildlife can be experienced. To reach the destination it takes 5 ½ hours to get there as Chalalan is secluded in the rain forest with only one dirt road, this means it is away from the busy city. Also because it is situated in a national park it is ensured to be protected.
- Minimising impact to the environment, such as avoiding high impact activities which could destroy the environment. The ecolodge uses renewable water and energy resources to cause minimum impact. The water electricity activities are environmentally friendly so no negative impacts to the environment are produced. Also natural resources are used to make the buildings with visitor number kept to a minimum.
- Builds environmental awareness so ecotourists can learn about the destination keeping the resort sustainable and conserved. Hunting has been decreased due to the awareness of the importance of animals, the locals now don't just kill animals to sell and trade. The awareness of tourists is also raised as they are learning about issues and the environment through fully trained guides.
- Provides direct financial benefits for conservation which is therefore beneficial to the local community. 50% of the profits are invested back into the infrastructure.
- Provides financial benefits and empowerment for local people, creating jobs for the community and local businesses. The remaining 50% of profits are used for the local's health and education, with 60 of the community members working in the ecolodge, because of this it helps prevent the leakage of money out of the community. Also tourists visit the area and spend money of the local market, generating profit to the local people.
- Respects local culture by educating ecotourists about local customs. Tourists are able to participate in activities and buy handicrafts showing their interest in the culture, they also receive the opportunity to learn how to make handicrafts. Local people also talk to tourists about their culture giving them further education. Not only this but tourists show their respect to the culture by eating local dishes and trying new types of food.
- Supports human rights and democratic movement which involves actively working to improve the political and economic conditions of communities. After 5 years of training locals own and manage Chalalan ecolodge, enabling them to make their own decisions, playing an active part.

By looking at the principles above it is clear that Chalalan has met all of them leading me to believe that its success in ecotourism can only increase and become stronger.

Has Chalalan met its own mission statement?

'Our vision

In ten years time we will be a highly competitive and self-sustainable community business that is institutionally strong and consolidated, recognised locally, nationally and internationally in the field of ecotourism because of our valuable contribution to positioning ecotourism, having become the integral development model for many indigenous communities around the country, giving priority to cultural, natural and heritage values as a basis on which to fight poverty and social inequality in our community.'

([http://www.chalalan.com/chalalan\\_ing/home.asp](http://www.chalalan.com/chalalan_ing/home.asp))

The about vision shows that the community wishes to become independent and recognised worldwide as an ecotourism destination. I believe that because ecotourism is on the rise, by the set deadline Chalalan will have achieved its goal. Already the resort is becoming recognised by tourists all over the world who are wishing to visit showing that this part of their mission is already being accomplished. As people around the world are being educated on their success it will allow other less developed countries to be able to see the achievement Chalalan has achieved and give them the opportunity to believe in themselves and achieve these themselves, providing them a better lifestyle.

The table below is a clear example that Chalalans success as it is clear that the ecolodge has made changes to improve the conservation of the lodge.

**Table 14.** Environmental threat changes and conservation effect: Chalalan Ecolodge

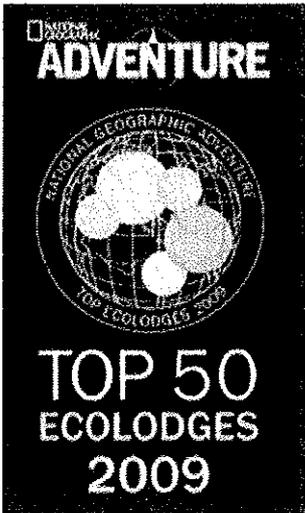
Threats (in prioritised order)	Zone	Threat level before	Threat level after	Land area affected (ha)	Conservation effect†
Land clearing by squatting colonists	Park	High	Medium	?	+
	Village	Medium	Low	?	++
	Lodge	Medium	Low	400	++
Logging by external operators	Park	High	Medium	?	+
	Village	Medium	Low	?	+
	Lodge	Medium	Zero	400	++
Hunting	Park	High	Medium	?	+
	Village	High	Medium	?	+
	Lodge	High	Very low		+++
Clearing by local inhabitants	Village	Low	Medium	440	-

† The number of symbols indicates the estimated scale of overall conservation effect.

Success

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Awards that Chalalan has achieved



*Equator*



'Green Nominee' 2008

([http://www.chalalan.com/chalalan\\_ing/premios.html](http://www.chalalan.com/chalalan_ing/premios.html))

The above awards are all of which Chalalan has achieved throughout its development. This clearly is a great indication of the worldwide scale of achievement being created as there are numerous awards such as the 'top 50 ecolodges 2009' that demonstrate the extend of its success.

Overall I believe that the success of Chalalan is going to continue to increase. Based on the above information it is clear that Chalalan has met all of the aims and objectives of ecotourism along with its own mission statement. Its has won many awards with the villagers having the determination to better there lives and make changes e.g. not hunting for animals to ensure the tourism, all of which show that more success if to follow.

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Recommendations

I believe that additional recommendations, both long and short term will help improve Chalalan as an ecotourism destination.

I think that one main recommendation for Chalalan would be to maintain and also create stronger links with national and international tour operators and travel companies as this will therefore further publicise the resort allowing the creation of potential tourists. If both Chalalan and Madidi promote their destination then more potential customers will become aware off its existence, hopefully creating more of an interest in that particular subject. I also believe that this could also show other dictions both ecotourism resort and mass tourism resorts how to abide by the principles, aims and objectives successfully as ecotourism is on the rise and competition may become difficult.

Other changes may include;

- To improve the environmental education in schools of the locals as making children aware from a young age will improve their knowledge and understanding for the future.
- More education programmes for the community including education and degrees for the employees so they have maximum knowledge.
- Increase the women's participation in decision making so it is clear that all local have and equal opportunity in decision making.
- Improve the orientation in how to use resources generated by ecotourism, particularly in strategies for development that will not collide with or contradict the conservation and sustainability principles of ecotourism.

(A. Stronza, critical ecosystem partnership fund) 103

**Ecotourism code:** 'Certain organisations and travel companies have devised various ecotourism principles which they request their clients to adhere to.

The most widely recognised 'code' was created by ASTA [The American Society of Travel Agents], in association with Club Med, and is known as the Ten Commandments on Ecotourism. Raising awareness needs to be an integral part of the ecotourism experience'

(<http://www.planeta.com/ecotravel/mexico/yucatan/ward/ward2.html>) 103

Another ecolodge is the Kapawi lodge which along with the Posada Amazonas lodge works together with Chalalan to assure maximum success, this is achieved by sharing their ideas, however improvements to both of these lodges are still needed.

Kapawi;

- The community development needs to be improved as this has been hindered due to a lack of experience and appropriate local institutions to manage funds.
- There is a lot of hunting by the locals taking place around the hotel so this needs to be reduced as it is not fitting in with the principles of ecotourism and also setting a negative example of ecotourism to tourists.

Posada Amazonas;

- There needs to be more educational programmes for all ages of children, youth and adults to raise their awareness and understanding.
- They need to overcome the different conflicts going on between the community members as conflict will decrease the amount of tourists wishing to visit.

(A. Stronza, critical ecosystem partnership fund)

Finally I think that Chalalan's popularity and success as a resort is known as a potential role model for other destinations to become more eco, therefore making a name for themselves. As I believe that the future of ecotourism is very positive and set to increase, raising awareness is a key feature especially when dealing with new competition. I believe that if all tourists and not just ecotourists are further educated in the subject then the popularity of ecotourism will be increased as their awareness has been raised about the environment and also the experience.