



**Asia-Pacific
Economic Cooperation**

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The Ecotourism “Revolution”: Origins, Growth, Trends

Submitted by: Center for Responsible Travel (CREST)



**APEC Ecotourism Conference
Sendai, Japan
16 September 2010**



Center for Responsible Travel

The Ecotourism “Revolution”: Origins, Growth, Trends

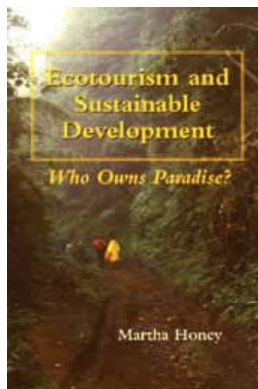
**Martha Honey, Ph.D., Co-Director
Center for Responsible Travel (CREST)**

APEC Ecotourism Conference
Sendai, Japan

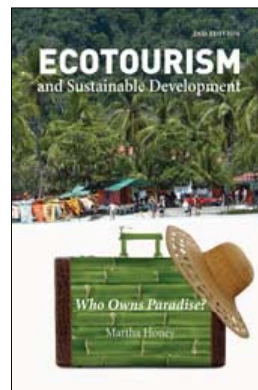
September 16, 2010



Ecotourism... Who Owns Paradise?



1999



2008



Mid-19th century:
Beginning of the Tourism Revolution
Railroads



Early 20th Century:
The Tourism Revolution

Automobiles



Henry Ford & Model T



Family Vacations

20th Century:
International Tourism Revolution
Passenger Ships



Sailing Ships



Titanic
1912



QE2 ~ 1969



Oasis of the Seas ~ 2009
(6,000 passengers)

Mid - 20th Century:
International Tourism Revolution

Airplane



Wright Brothers
1903



DC-3
1935



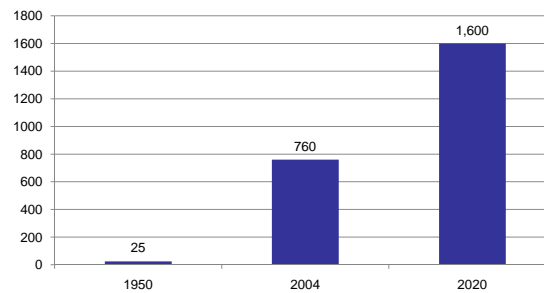
Dreamliner
2007



Boeing 747 Jumbo Jet
1960s - 1970s

Growth in International Travel

International Arrivals (millions)



Late 20th Century: The Ecotourism Revolution: Based on a Concept, not Technology

- ❖ 1970s: Emerged from global environmental movement
- ❖ 1990s: Fastest growing sector of tourism industry ~ 20% – 34%/year
- ❖ 2000: \$156 billion in receipts
- ❖ 2002: UN's International Year of Ecotourism
- ❖ Today: Nearly every country involved in tourism, also promoting ecotourism



Definitions

- **TOURISM:** Travel undertaken for pleasure.
- **NATURE TOURISM:** Travel to unspoiled places to experience and enjoy nature.
- **ADVENTURE TOURISM:** Nature travel which involves physical skills, endurance & degree of risk-taking.
- **ECOTOURISM:** “Responsible travel to natural areas which conserves the environment and improves the welfare of local people.”
-- The International Ecotourism Society (TIES)
- **SUSTAINABLE DEVELOPMENT:** “Meets the needs of the present without compromising the ability of the future generations to meet their own needs.”
--“Our Common Future,” The Bruntland Report, 1987



Components of Ecotourism

“Responsible travel to natural areas that conserves the environment and improves the well-being of local people.”

Main principles:

- Minimize impact.
- Build environmental & cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries' political, environmental, and social climate.



3 Legs of Ecotourism

Conservation



Communities



Education



New Terms ~ Same Principles

- ❖ **Geotourism:** Tourism that sustains or enhances the geographical character of a place, its environment, heritage, aesthetics, and culture and well-being of its residents. (National Geographic)
- ❖ **Pro-Poor Tourism:** Tourism that results in increased net benefits for poor people. (South Africa)
- ❖ **Responsible Tourism:** Tourism that maximizes the benefits to local communities, minimizes negative social or environmental impacts, and helps local people conserve fragile cultures & habitats or species. (UK)



Origins of Ecotourism:

Late 1970s

- ❖ Growth of global environmental movement.
- ❖ Increasing tourist dissatisfaction with mass tourism.
- ❖ Host countries finding few benefits from conventional tourism.
- ❖ World Bank & IDB close their tourism departments.
- ❖ Conservationists alarmed by destruction of rainforests and African wildlife.



Endangered Rainforest



Oil Drilling in Ecuador



Damaging Swaths of Rainforest



And Undermining Local Communities

Oil company officials meet with Indians in Ecuador



Kapawi Ecolodge & Reserve

Ecuador Amazon ~ The Achuar



East Africa: Endangered Wildlife



Illegal Ivory Seizure



Maasai Exploited for Tourism



Community-Owned Ecolodges



Il Ngwesi in Kenya



Photos by Hitesh Mehta

Basecamp Masai Mara, Kenya



Gorilla Safaris, Rwanda



Ecotourism Measuring its Importance

- ❖ 1990s: fastest growing sector of tourism industry ~ 20% – 34%/year
- ❖ 2000: \$156 billion in receipts
- ❖ 2002: UN's International Year of Ecotourism
- ❖ Nearly every country promoting ecotourism



Ecotourism's Global Spread

Costa Rica



Galapagos



Kenya



Australia



United States



Tanzania



Developing Countries: Marketing Nature & Culture

- ❖ **Belize:** "Mother Nature's Best Kept Secret"
- ❖ **Costa Rica:** "No artificial ingredients"
- ❖ **Ecuador:** "Life at its purest"
- ❖ **Guatemala:** "Soul of the Earth"
- ❖ **Indonesia:** "Ultimate in Diversity"
- ❖ **Panama:** "The path less traveled"
- ❖ **Peru:** "Land of the Inkas"
- ❖ **Tanzania:** "The Land of Kilimanjaro and Zanzibar"
- ❖ **Thailand:** "Low Emission Tourism"



Trends in Ecotourism

1. **Strong consumer demand**
2. **Deepening the Concept**
 - ❖ Travelers' Philanthropy
3. **Transforming conventional tourism**
 - ❖ Emergence of "Sustainable Tourism" Revolution
4. **Setting standards**
 - ❖ Green certification
 - ❖ Sustainable financing





Trends in Ecotourism

1) Strong Consumer Demand & Out Performs Mass Tourism



Ecotourism remains strong...

*despite natural & economic disasters
& downturns in the industry*

- ❖ Ecotourists are more independent, better educated for whom travel is important.
- ❖ Eco-businesses use local resources.
- ❖ Ecotourism has remained an innovative & dynamic field.



Consumer Demand for Ecotourism

- ❖ $\frac{3}{4}$ of tourists say their travel should not damage environment.
- ❖ Majority say they want to learn about customs, geography, culture.
- ❖ At least $\frac{1}{3}$ say they are willing to *pay more* to companies that benefit local communities and conservation.

(National Geographic and TIA Geotourism Survey)



Ecotourism/Nature Tourism



Growing 3 times faster *

...than mass tourism

Could grow to 25% of market by 2012**

*UN World Tourism Organization/2004
**Travel Weekly/2007



Costa Rica's Successful Ecotourism Model

In 2 decades:

- Arrivals increased 7 times
- Receipts increased 14 times
- Costa Rica **doubled** its earnings/tourist

Costa Rica's Tourism Growth

Year	1986	1990	1995	2000	2007
Arrivals (thousands)	261	435	792	1,088	1,980
Gross receipts (millions US\$)	\$133	\$275	\$718	\$1,229	\$1,895

By mid-1990s, ecotourism = top foreign exchange earner

- Costa Rica: Over 40% of tourist \$ stays in the country. (INCAE)
- Cancun: less than 10% stays in Mexico



Sri Lanka: Ecolodge vs. Conventional Hotel

Ranweli Holiday Village

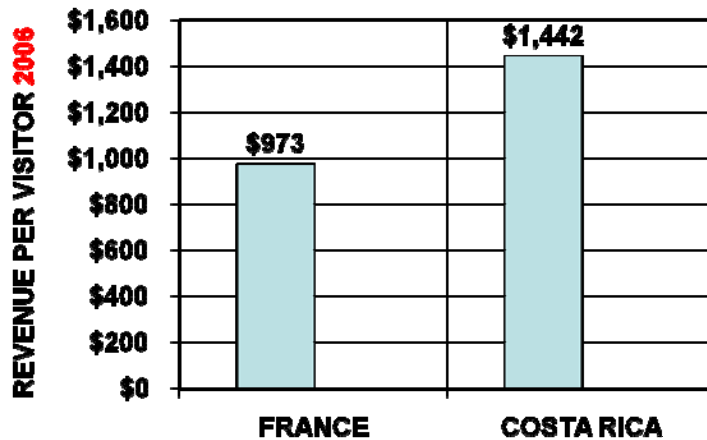
- Bungalows: local design & building material
 - Conveys "sense of place"
- Local & organic foods
- Activities: culture, crafts, viewing & beach
- Staff 100% Sri Lankan
- Leakage: under 10%

Hotel Chain Resort

- Cement box design
- Imported materials, furnishings & foods
- Foreign management contract
- Pre-packaged tours
- Activities: beach
- Leakage: 50% - 80%



**Revenues Generated:
Ecotourism versus Standard Tourism**



48% MORE IN COSTA RICA

**Ecotourism vs. Cruise Ship:
Dominica, Caribbean**



❖ **Ecotourists spend 18 times more than cruise passengers.**

Cruise vs. Overnight Tourism in Costa Rica

- **Arrivals: (2005):**
 - Cruise Ship visitors: 280,017
 - Overnight visitors: 1,659,165
 - **6 times more**
- **Daily spending per tourist:**
 - Cruise passenger: \$55
 - Overnight visitors: \$120
 - **More than double**
- **Total spending for visit:**
 - Cruise passenger: \$55
 - Overnight visitors: \$1000
 - **18 times more**
- **Contribution to local economy:**
 - Cruise Ships tourism: \$18.9 million
 - Overnight tourism: \$2.1 billion
 - **111 times more**

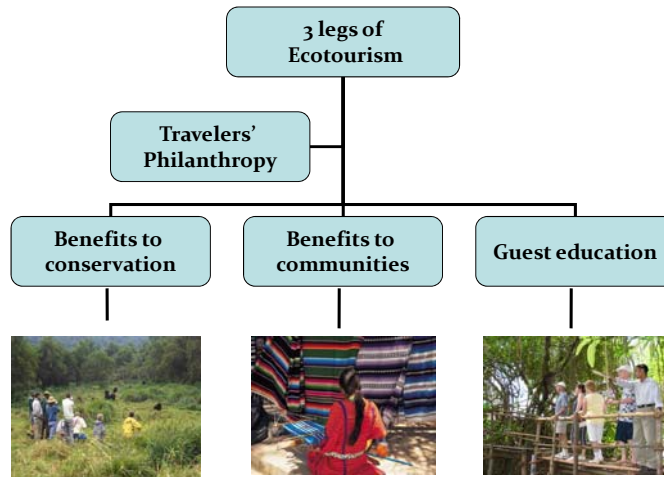


Trends in Ecotourism

2) Travelers' Philanthropy:



Travelers' Philanthropy: Deepens Meaning of Ecotourism



What is Travelers' Philanthropy?

- ❖ Civic-minded travelers and travel businesses giving “time, talent & treasure” to host community projects
- ❖ Growing form of corporate social responsibility (CSR) within the tourism industry
- ❖ New source of development aid to host communities
- ❖ Coalescing into more organized “best practices”
- ❖ Grown exponentially, with many millions flowing into community projects
- ❖ Capturing media attention



Giving Building a Better World While Touring It

Domonique Callimangulos Making Travel Meaningful

THE BIG IDEA: The daughter of a Czech shipping magnate, Callimangulos, founded Callimangulos to give up on...

Devotion: Callimangulos created Devotion, a top-rated advisory organization specializing in "slow travel" advising people who had lost confidence in...

WHAT TRAVELERS WANT: "We've..."

FAVORITE DESTINATION: "I always hope our clients to travel to East Africa while..."

DO THE RIGHT THING

Giving something back

Outside

Giving Large

DO THE RIGHT THING

“Travel philanthropy is now core to sustainability,” said David Krantz, program director for the Center for Responsible Travel (CREST).

“I always hope our clients to travel to East Africa while... mixed feelings about it because I knew people involved with the war.”

Pioneered by Ecotourism Companies

& BEYOND

AFRICA FOUNDATION

Lindblad Expeditions

Lapa Rios

G.A.P. The Great Adventure People

Planeterra FOUNDATION

Selva Verde Lodge and Rainforest Preserve

MICATO SAFARIS

Sarapiquí Conservation Learning Center

Myths and Mountains Journeys of a Lifetime

READ NEPAL Building Literacy and Communities Through Libraries

Moving Toward Mainstream



Some Ways to Give Back to Host Communities & Conservation

- ❖ Tourism businesses or staff give in-kind or financial support, or provide expertise
- ❖ Guests contribute money or supplies to projects selected by tourism businesses and the community
 - ❖ Tourism company helps connect travelers with projects
- ❖ Visitors donate time on vacation: “Voluntourism”
- ❖ Donations incorporated into prices for tours & room nights
 - ❖ Interaction with local projects integrated into tourism experience



Why are Tourism Companies Involved?

- ❖ Vanguard are ecotourism companies with strong social & environmental ethic
- ❖ Rising needs in poor countries ~ shrinking government budgets & donor aid
- ❖ “Insurance policy” ~ easier to do business in host community
- ❖ Offers marketing differentiation
- ❖ Increases staff pride and commitment
- ❖ Increasing consumer interest & demand



Visitor Support for Travelers' Philanthropy

- ❖ More than 2/3 of U.S. and Australian travelers, and 90% of British tourists, consider active protection of the environment, including support of local communities, to be part of a hotel's responsibility.
- ❖ 46 million U.S. travelers chose companies that “donate part of their proceeds to charities.”
- ❖ 65% of *Conde Nast Traveler* readers say they expect hotels to contribute a % of their revenues to the local community.





The Galapagos, Ecuador



The Galapagos: Conservation Crisis

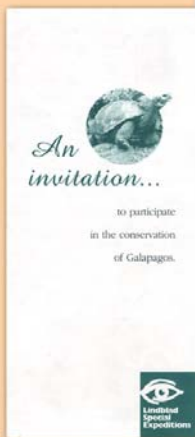




Galapagos Conservation Fund



The Brochure ~ "The Invitation"




Dear Guest,

I'd like to thank you personally for your interest in the Galapagos Islands. By choosing to travel with us, you are already making a great contribution to the future of Galapagos through your enriched awareness, understanding, and hopefully, care for the islands. For every visitor quickly learns that Galapagos is unique in the world, not only for its biological significance, but also for its role in the history of science and humanity.

The Galapagos Conservation Fund (GCF) has been established to channel support to the most important conservation priorities of Galapagos.

I encourage you to support conservation in Galapagos in any way possible: preferably through the GCF, or perhaps by bringing awareness of larger projects to corporate or family foundations with which you may be involved. We must make conservation work in Galapagos, for if it can't succeed in this precious place, where can it?

I hope you share my enthusiasm for this unique natural laboratory.

Sincerely,

 Scott Lindblad

This is my daughter Isabella on her second visit to Galapagos. She's never stopped talking about the sea lions she encountered. Will they still be there to provide such joy for her children? With our help, I believe they will.

Contribution Form

Your donation to the Galapagos Conservation Fund makes you a member of the Charles Darwin Foundation's "Friends of Galapagos". You will receive an annual newsletter and update on conservation issues in the Galapagos Islands, and reports on the GCF projects that live as generously support. Thank you!

Name: _____
 Address: _____
 Email address: _____
 Account donated to GCF: _____

Yes, with the amount of \$250 or more, please send me a great voucher good for \$250 toward my future voyage with Lindblad Special Expeditions.

I am interested in larger projects that might be appropriate for my corporate or family foundation's support.

Payment Options:
 Check enclosed (made payable to Charles Darwin Foundation)
 Please charge to my Visa MasterCard

Card No. _____
 Exp. Date _____
 Signature _____
 Telephone (optional) _____

Travelers' Philanthropy  www.TravelersPhilanthropy.org

What is Travelers' Philanthropy About Us Community Projects Travel Tips Resources Donate

A Country Walkers travel group departs the village of Patacancho in the Peruvian Andes, where traveler contributions have built a school that provides food, shelter, and education to 120 rural children.
Photo Courtesy of: Country Walkers

Celebrate the Holidays
Donations in support of global communities make great, meaningful gifts! Learn how you can contribute to sustainable community-based development and conservation programs this holiday season, and dedicate the gift to a friend or loved one. [Read More >>](#)

Support Global Communities
DONATE NOW
to one of the leading community projects around the world.
It's EASY!
+ get your **tax deductible** receipt.

TRAVEL WITH OUR PARTNERS
Have an authentic travel experience and see their successful community projects.
[Read More >>](#)
Learn how to be a responsible traveler. [Travel tips >](#)

Announcement
TRAVELERS' PHILANTHROPY CONFERENCE
Arusha, Tanzania
Dec 3-5, 2008
[Register >](#)

Recent news
Visit the official conference webpage [here](#). For additional details on the conference, its purpose, and related travel opportunities for attendees, please see our [Conferences](#) page.
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Washington, DC 20005, USA

450 Serra Mall, Building 50, Room 510
Stanford, CA 94305-2034

 **Giving structure to growing movement...**
2nd International Travelers' Philanthropy Conference
December 2008 ~ Arusha, Tanzania



... 230 participants from around the world





3rd International Travelers' Philanthropy Conference

San Jose and Monteverde, Costa Rica

July 20 - 23, 2011

Anticipating 250 participants

www.travelersphilanthropy.org/conference



Trends in Ecotourism

3) Transforming Conventional Tourism: Emergence of “Sustainable Tourism”



What is Sustainable Tourism?

Tourism that “meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.”

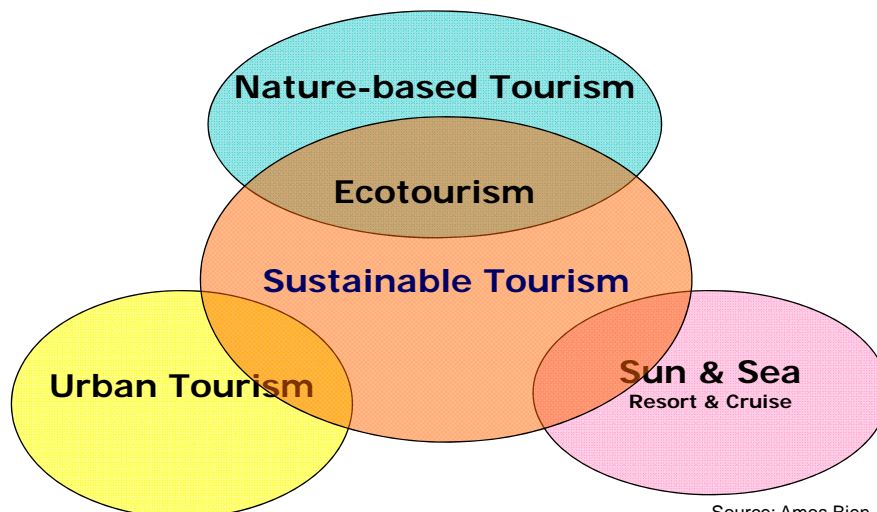
(Agenda 21 for Travel & Tourism Industry)



“Sustainability principles should apply to all types of tourism activities, operations, establishments and projects, including conventional and alternative forms.” (UNWTO)



Types of Tourism



Source: Amos Bien

Greening the Travel Industry



Ski resorts



Hotels



Golf Courses



Cruises



Airlines



Beaches

New Senior Positions Created for Sustainability

- ❖ Fairmont
- ❖ Marriott
- ❖ IHG
- ❖ Kimpton
- ❖ Accor
- ❖ Hilton
- ❖ TUI
- ❖ Vail
- ❖ Royal Caribbean Cruise Lines





Trends in Ecotourism

4) Setting Standards

- ❖ Eco Certification
- ❖ Sustainable Financing & Investment



Traditional Tourism Certification Programs

Measure Quality, Service & Price

Mobil
Travel Guide®

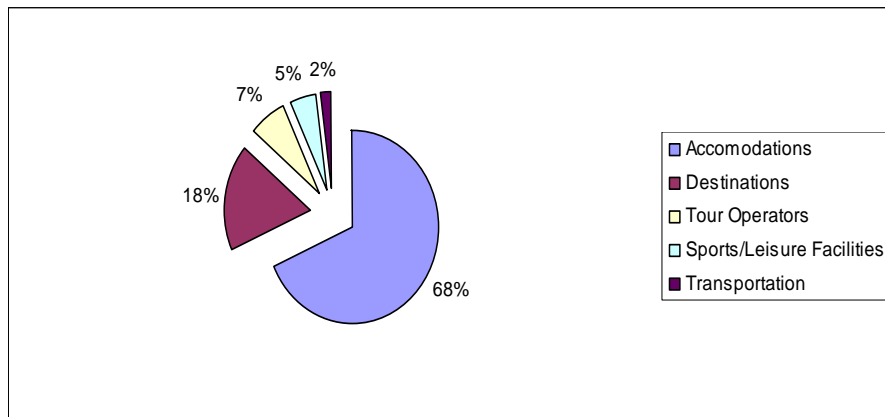
 **MICHELIN**
Travel Publications



Growth of Eco Certification After 1992 Earth Summit



Types of Certification



Source: UNWTO, Voluntary Initiatives, 2002

Eco certification programs: Measuring Environmental, Social & Economic Impact



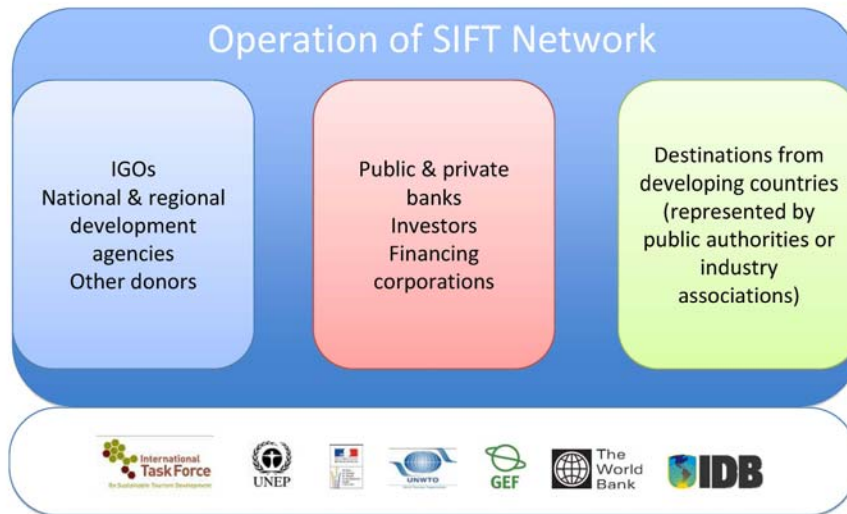
Global Sustainable Tourism Council (GSTC): Launched in 2010

- ❖ Housed within UNF, Washington, DC
- ❖ Guided by council elected by membership
- ❖ Widely endorsed by tourism industry, NGOs, governments & multilateral agencies
- ❖ Common set of baseline criteria
- ❖ Accredited & harmonize certification schemes
- ❖ Drive demand for certified products



Sustainable Investment and Finance of Tourism (SIFT) Network

UNEP to launch in 2011



Ecotourism: A Revolutionary Concept

- ❖ Set of principles & practices that has potential to transform tourism industry
- ❖ Measures for first time environmental, social & economic impacts -- & posits they can be positive
- ❖ Growing in significance
 - ❖ Demand from consumers, industry & destinations
 - ❖ New dimensions: Travelers' Philanthropy
 - ❖ Sustainable tourism expands ecotourism's reach
 - ❖ 'Green' certification & investment initiatives set standards





Center for Responsible Travel

Thank you!

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Websites:

www.responsibletravel.org & www.travelersphilanthropy.org

