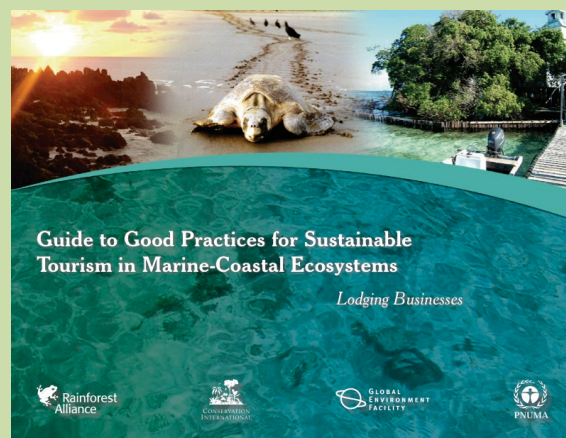




CELEBRATING TWENTY YEARS
GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET



Mainstreaming Biodiversity Conservation into Tourism through the Development and Dissemination of Best Practices



Fast Facts

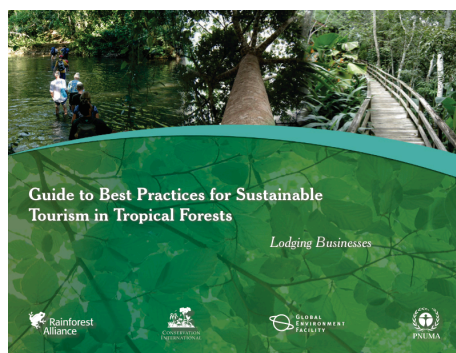
Achieved: Encouraged the tourism industry in Belize and Ecuador to invest in sustainable practices that protect biodiversity.

Where: Belize, Ecuador

Cost: GEF funds: \$986,856; Co-financing: \$2,960,999

When: December 2005 to March 2008

Partners: Rainforest Alliance, International Center for Environmental Leadership in Business, Programme for Belize, Conservation International, Ecuadorian Ecotourism Association



Achievements

The project worked with businesses, governments, NGOs and community leaders to incorporate biodiversity conservation practices into the tourism industry. It had pilot efforts in the Cayo District (San Ignacio) of Belize and Mindo and Galapagos in Ecuador. The project developed models for good practices, provided workshops and published materials to guide businesses and communities.

Legacy

The effects of the project are evident in:

- It's relevance to ongoing efforts of project partners.
- Toolkits on the implementation of sustainable tourist industry practices are available online for future use.
- The possibility that adopting best practices outlined by the project will create business opportunities in the target communities.
- Best practices tools that have been built into the policies of the governments of Ecuador and Belize.
- Practices established by the business people in the project target areas that can be continued and expanded.

20 Projects to Showcase 20 Historic Years of Environmental Finance

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What People Say:

In an independent evaluation, the project received 10 highly satisfactory ratings in categories including financial planning, stakeholder involvement, relevance and effectiveness.

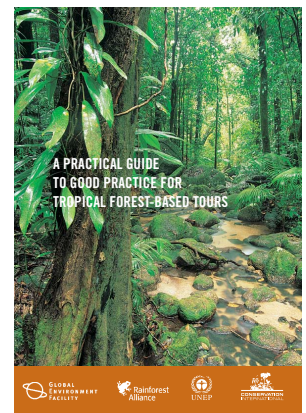
With our conjoined efforts we hope to create – by means of our skills, experiences and relationships – tangible results in the conservation of the ecosystems of Belize and Ecuador. We believe that by promoting the supply-and-demand approach to tourism, all of the participants will benefit from sustainable best management practices.

-Jamie Sweeting of Conservation International.

Publications:

The project produced four toolkits outlining good practices for marine and tropical forest tourism:

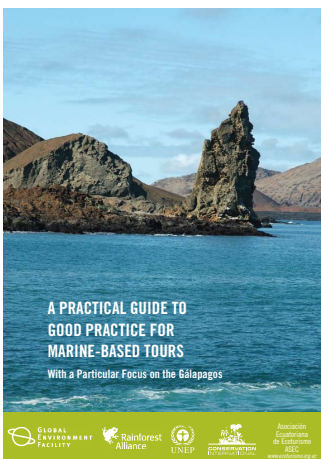
- *A Practical Guide to Good Practice for Marine-Based Tours with a Particular Focus on the Galapagos*
www.rainforest-alliance.org/tourism/documents/galapagos_guide.pdf
- *A Practical Guide to Good Practice for Tropical Forest-Based Tours*
www.rainforest-alliance.org/tourism/documents/good_practice.pdf
- *Guide to Best Practices for Sustainable Tourism in Tropical Forests Lodging Business*
www.rainforestalliance.org/tourism/documents/tropical_forest_eng.pdf
- *Guide to Good Practices for Sustainable Tourism in Marine-Coastal Ecosystems Lodging Businesses*
www.rainforestalliance.org/tourism/documents/marine_coasta_eng.pdf



Outputs and Deliverables:

The project's successes include:

- Four manuals developed with stakeholder participation.
- A strategy to ensure broad attendance of tour and lodging operators at seminars and workshops organized by the project.
- Training of more than 1,200 tourism industry stakeholders.
- Training of more than 400 people in one-day seminars and 587 people in two-day seminars in Ecuador.
- Training of 206 people in one-day seminars and 100 in two-day workshops in Belize.
- Evidence that the project induced lodging and tour operators to adopt some of the recommended best practices.
- A study on Economic Gap Analysis conducted for each country.
- A corps of businesses dedicated to sustainable tourism practices developed by the project.



Partners:

Funders included: Inter-American Development Bank, Rainforest Alliance, Conservation International, Programme for Belize, Asociación Ecuatoriana de Ecoturismo, Belize Tourism Board, International Council of Cruise Lines, International Galapagos Tour Operators Association, Anheuser-Busch in Belize, The Overbrook Foundation, SNV Netherlands Development Organisation, AeroGal, Asociación Nacional de Operadores de Turismo Receptivo del Ecuador.

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