Sustainable Tourism in Latin America and the Caribbean

World Bank, April 14-15, 2008

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Our Mission
To preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

Since 1980 The Nature Conservancy has worked with partners in 21 countries of Latin America and the Caribbean to protect more than 22 million hectares of critical habitat.
By 2015, The Nature Conservancy will work with others to ensure the effective conservation of places that represent at least 10% of every Major Habitat Type on Earth.
International Tourism Spending in South America

Ingresos directos por turismo internacional (Millones de dólares)

Argentina Bolivia Brasil Chile Colombia Ecuador Perú

Tourism in South America

International tourism contributes $9 billion a year to the region’s economy.

It is one of the principal generators of employment.

Its contribution to GDP ranges from 0.5% to 2.4%.
Red indicates more threat and Green indicates less threat. Threat is a combination of several threats including fire, infrastructure, agricultural expansion, and others.
So where are they all going?

- Galapagos, Ecuador has tripled visitor numbers to 140,000 in last 12 years
- Eduardo Avaroa Reserve in Bolivia rose from 8,000 in 1999 to 60,000 in 2006
- Torres del Paine, Chile - From several thousand a year in the 1990s to 117,000 in 2006
- In 2006, Colombia experienced a 35% increase in Park visitation. Amacayacu NP: 65% (‘05), 17% (‘06); Tayrona NP: 75%

Tourism: Threat or Opportunity?

Conservation Area Plans (CAPs) in Latin America and the Caribbean

- 85% Tourism Only as a Threat
- 15% Tourism as Both a Threat & Strategy
- 10% Both a Threat & Strategy
The Economics of Protected Area Tourism

From Studies of the financial sustainability of protected area systems Tourism’s Contribution to:

<table>
<thead>
<tr>
<th></th>
<th>National Economy</th>
<th>National Systems of Protected Areas</th>
<th>Investment in tourism management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecuador</td>
<td>$370 Million</td>
<td>$900,000</td>
<td>$250,000</td>
</tr>
<tr>
<td>Peru</td>
<td>$800 Million</td>
<td>$1,500,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Bolivia</td>
<td>$150 Million</td>
<td>$600,000</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

Country Case Studies

**Peru**
- Receives approx. $800 million annually from international tourism
- 71% of international visitors go to protected areas (PromPeru)
- SINAPE received $1.7 million from tourism fees in 2005
- For $1 of investment in AP $146 generated in tourist spending

**Ecuador**
- Receives approx. $400 million annually from international tourism
- 60-80% of int’l visitors go to Protected Areas
- SNAP recvd approx. $900k from tourism fees in 2006
The Threshold of Sustainability

El Umbral de Sostenibilidad

Brecha en gasto corriente por categoría

<table>
<thead>
<tr>
<th>Categoría</th>
<th>Brecha para alcanzar el umbral (en base al gasto del 2005)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitoría y minimización de impactos ambientales</td>
<td>US $ 51,000</td>
</tr>
<tr>
<td>Planificación e infraestructura</td>
<td>US $ 94,000</td>
</tr>
<tr>
<td>Información, interpretación y promoción</td>
<td>US $ 22,000</td>
</tr>
<tr>
<td>Seguridad</td>
<td>US $ 74,000</td>
</tr>
<tr>
<td>Salarios, capacitación y gestión</td>
<td>US $ 93,000</td>
</tr>
</tbody>
</table>
Virtuous Cycle of Tourism User Fees

Positive feedback loop between tourism impacts and conservation finance

User Fees
Proportional to Cost of Managing Impacts & Ability to Pay

Tourism Management Capacity

Sustainable Visitation

Strong Demand

Health of Protected Area
Visitor Use Balanced with Impacts

Costo corriente (2005) y gasto corriente propuesto (umbral de sustentabilidad) por año en sumatoria de las 64 áreas protegidas del estudio.

Fuente: MAE, Corporaciones Municipales Parques Nacionales, 2006
Inversión de capital, sumatoria de los sitios del estudio (2005 y umbral de sustentabilidad)
Where Next?

New Publication

TOURISM, PROTECTED AREAS AND COMMUNITIES:
Case studies and lessons learned from the Parks in Peril Program
2002-2007
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Distribución del aporte de cada fuente de financiamiento del SNAP por país