

***“LESSONS LEARNED FROM THE
RAINFOREST ALLIANCE:
Leveraging tourism as a tool for
conservation and community
wellbeing”***

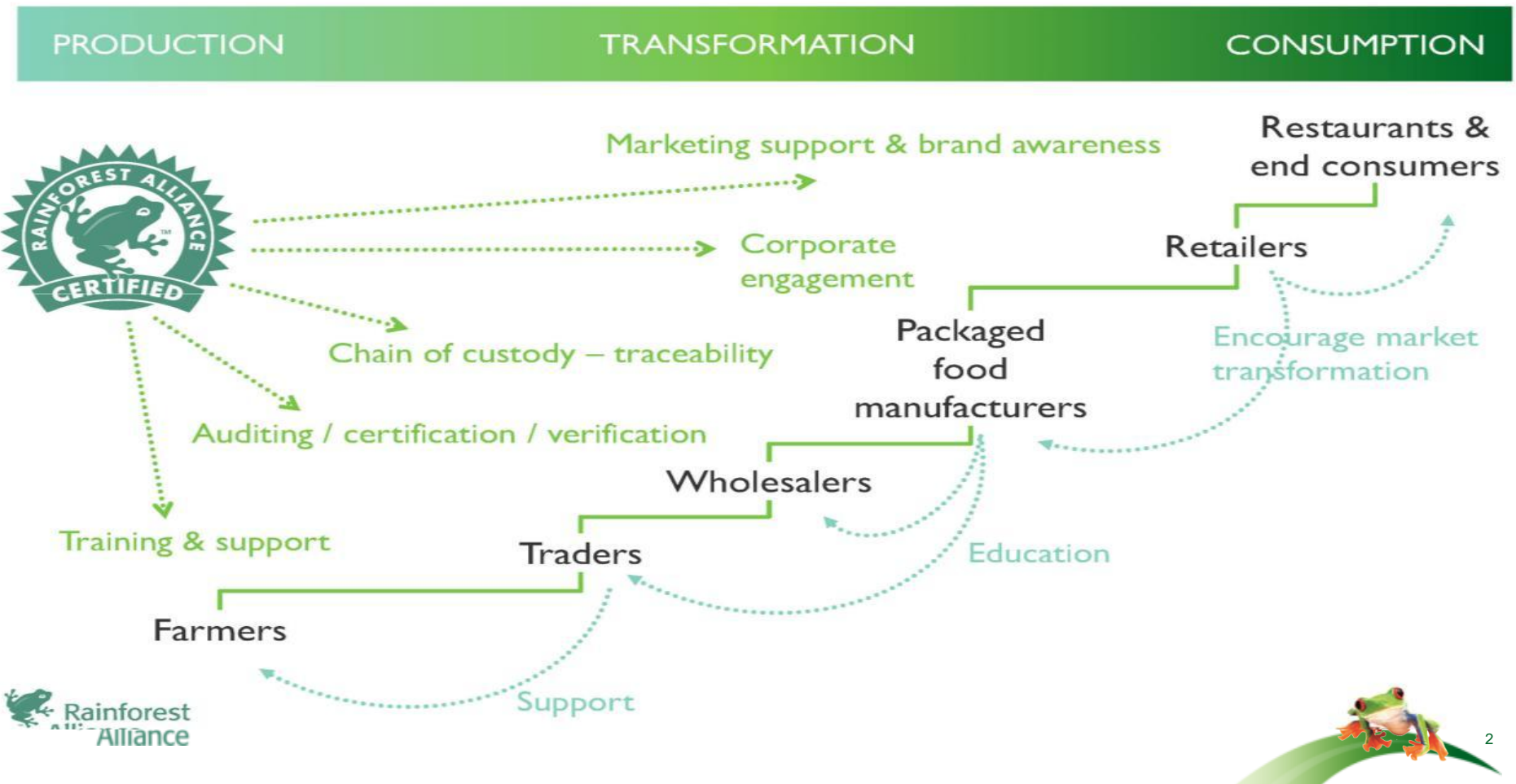
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RAINFOREST ALLIANCE

Mission: *The Rainforest Alliance works to **conserve biodiversity** and ensure **sustainable livelihoods** by transforming **land-use practices**, **business practices** and **consumer behavior**.*



BENEFICIARIES OF TOURISM VOLUNTARY STANDARD SYSTEMS INCLUDE:

- Indigenous groups and Community based operations
- Private sector (tour operators, lodge and hotel owners, transportation)
- Tourists
- Governments



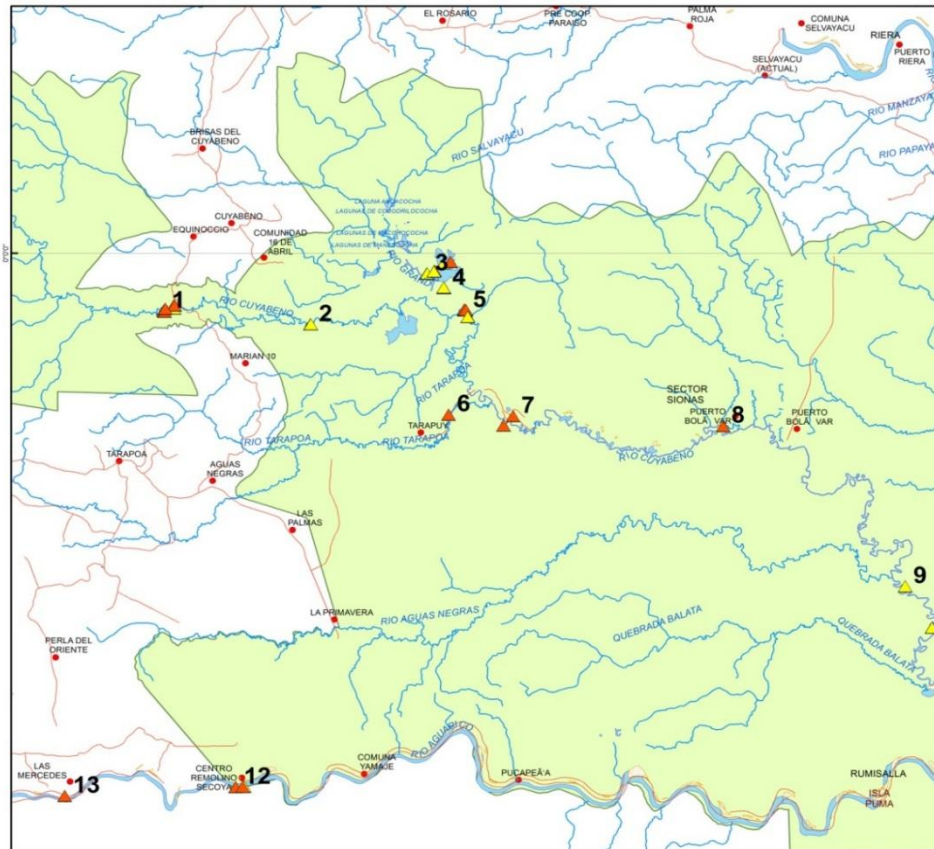
Improve Local Capacity for NRM Decision Making and Tourism Practices



Iniciativa para la Conservación
en la Amazonía Andina - ICAA



Departamento del Interior de los EEUU



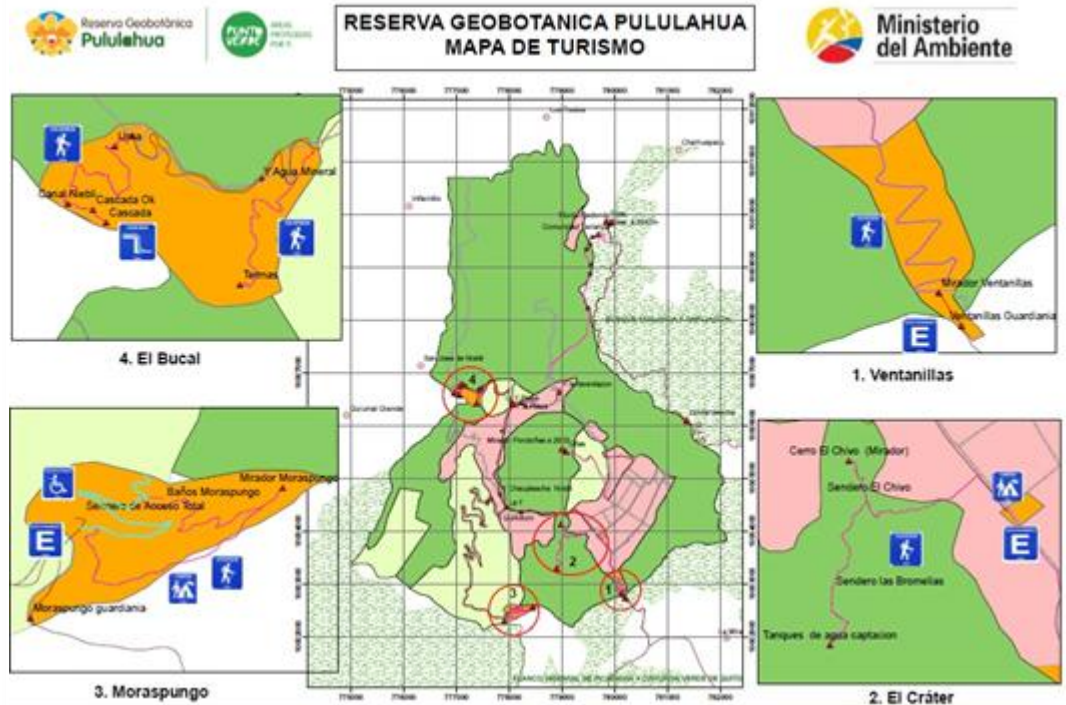
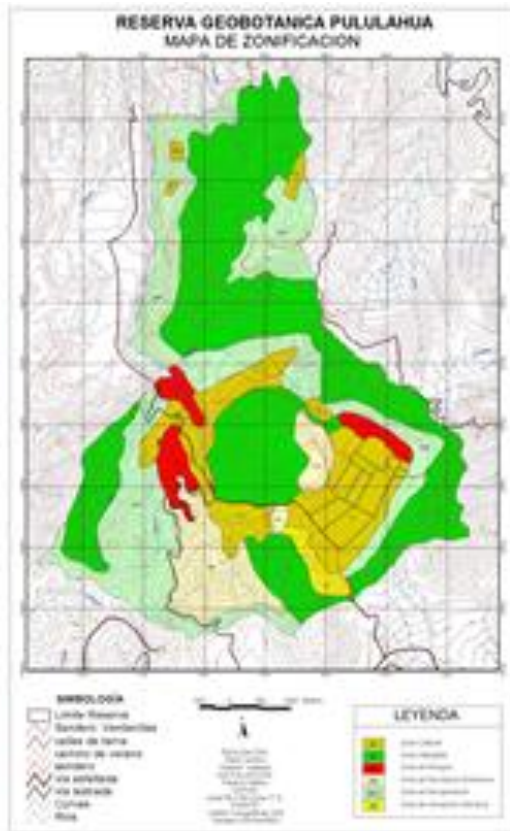
MANUAL DE OPERACIONES PARA TURISMO SOSTENIBLE EN LAS
ÁREAS PROTEGIDAS DE CUYABENO, LIMONCOCHA Y YASUNÍ



MINISTERIO DEL AMBIENTE
Año 2013



Visitors' Management Plan



A Case Study: Impacts on wellbeing of employees

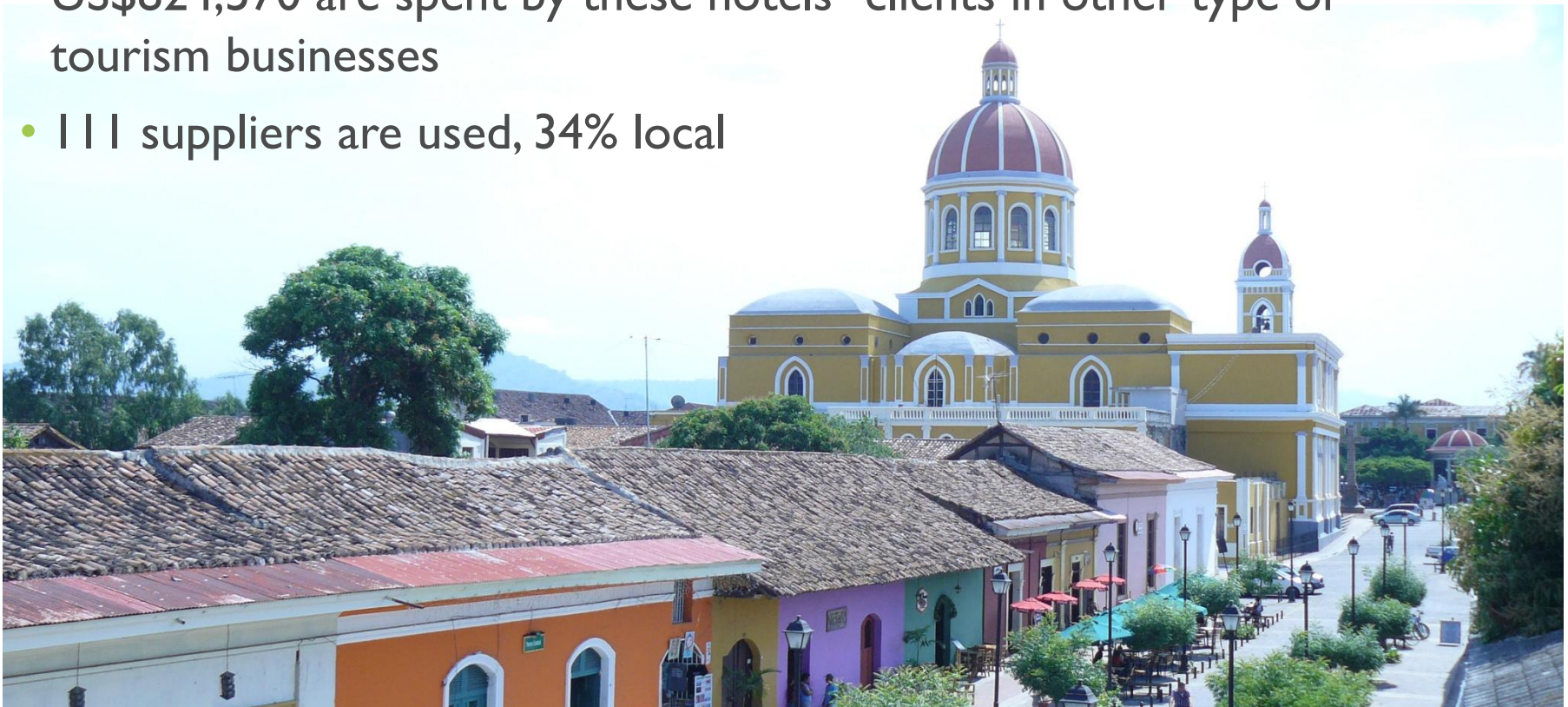
Granada, Nicaragua, 5 businesses

- 116 direct jobs and 232 indirect ones
- US\$90,000 salary generated in 4 months
- Minimum wage higher by a 40% average compared to other industries
- 96% are local employees
- The salary received by their employees impacts 111 households from Granada and 588 people
- 41% of their employees are women who receive 48% of the salaries paid

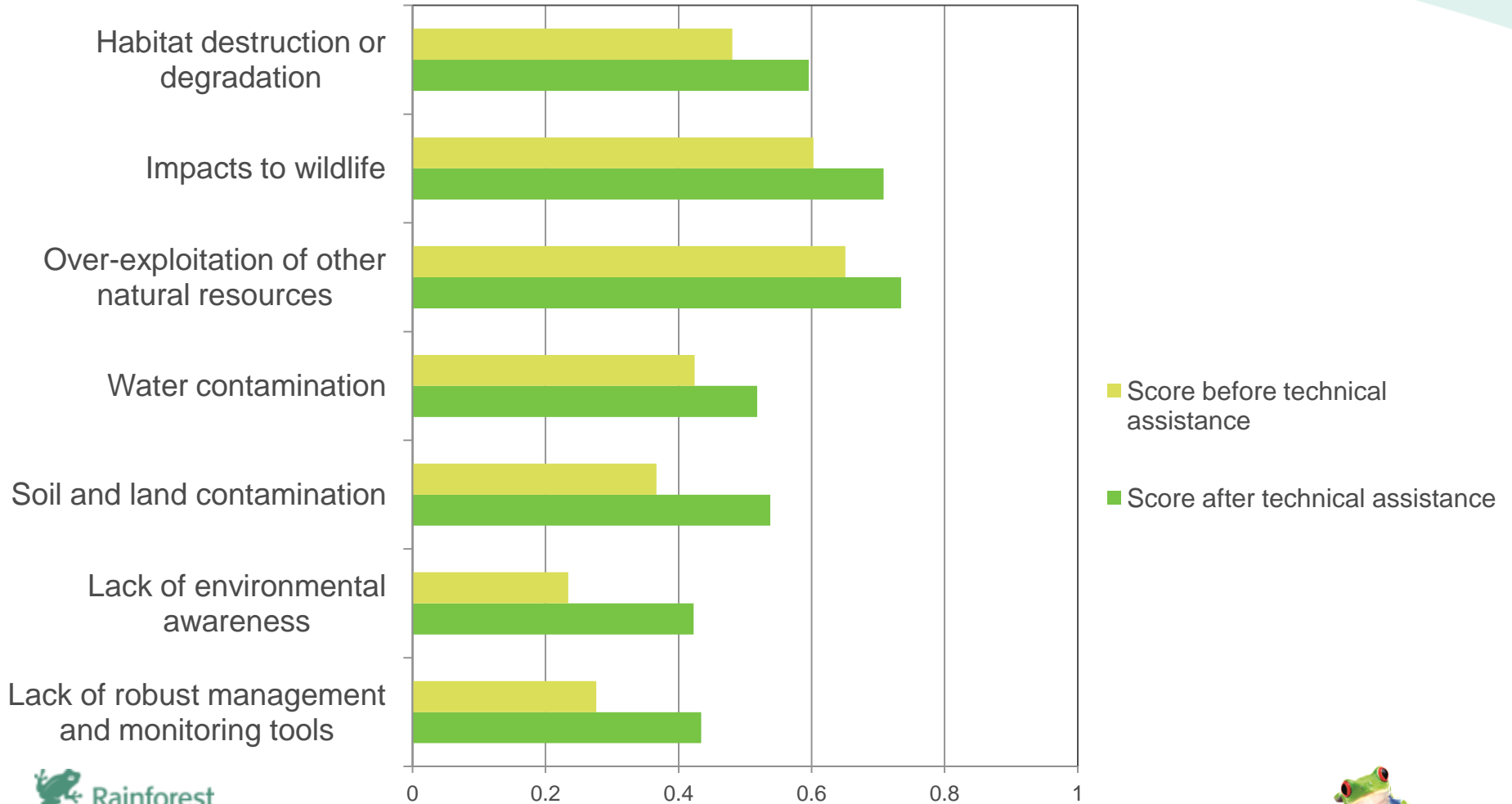


Local Economic Impacts– Granada, Nicaragua

- Five businesses, servicing ~ 7,000 tourists generated US\$2,218,647
- For each dollar spent at participating hotels, US\$1.58 were spent in other tourism related businesses
- US\$824,570 are spent by these hotels' clients in other type of tourism businesses
- 111 suppliers are used, 34% local



Voluntary Sustainability Standards Reduce Tourism's Threats to Biodiversity



Recommendations for Sustainable Tourism Development

- Formulate and implement **national and local policy planning guidelines** and evaluation frameworks for sustainable tourism development.
- Coordination between industry, governments and NGOs is paramount to develop **shared sustainability standards** and **improve infrastructure** and **public services**.
- Ensure that investments in the tourism sector **contribute towards conserving biodiversity** and **community development** - **apply standards**
- Help businesses implement sustainable practices. Make **technical and financial assistance** accessible to businesses of all sizes.



Recommendations for Sustainable Tourism Development

- Support sustainable tourism **public-private partnerships**.
- Support voluntary, accountability mechanisms such as third-party, independent **certification** recognized by the Global Sustainable Tourism Council (GSTC).
- Increase **consumers' access to information** to help them make responsible decisions. Good and creative marketing!





Rainforest Alliance

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